



CORE VALUE 5: A DIVERSE AND RESILIENT ECONOMY

Where are we today?

Clark County is home to one of the most popular tourist destinations in the world—the Las Vegas Strip—with its endless variety of hotels, casinos, restaurants, shows and attractions. The county plays host to the world, but this strength in the travel and tourism industries can also be a vulnerability: a highly concentrated economic base is subject to particularly severe shocks when its main industries are affected. This was clear during the Great Recession of 2008 when the county’s economic recovery lagged that of other parts of the country, and the Coronavirus Disease of 2019 (COVID-19) pandemic has brought home this difficult lesson once again.

Residents hope that as the pandemic subsides, tourism and entertainment recover their central place in the economy, but they are even more acutely aware of the benefits to be gained from diversifying the region’s base economic industries. Expanding the employment mix can make the area more resilient to withstand any future downturns the economy experiences.

A related concern is for the county to attract industries that provide higher base wages than service industries typically offer. Some such industries, like health care, are growing in the area, and residents recognize that efforts to attract a broader industry base relies on having a workforce with the educational background and contemporary skills to fill the jobs offered. Another element to attracting new industries to the county involves making sure there is space for them to locate by preserving employment land, whether for commerce or industry, and fostering a business climate that makes setting a up new business easy and straightforward to accomplish.

In 2050, Clark County is a place where...

- Defined employment centers, diverse housing options for workers, supportive regulations, and a high quality of life in unincorporated Clark County have helped attract new industry, by providing space for new industries to locate;
- An economy distributed across many industries is stronger and more resilient to withstand periodic downturns; and
- Diverse industries offer living wages for the residents who work within them.





CV 5: A DIVERSE AND RESILIENT ECONOMY

Countywide Goals and Policies

Goal 5.1: Encourage diversification of the economic base to enhance resilience

POLICY 5.1.1: COUNTY-FOCUSED ECONOMIC DEVELOPMENT STRATEGY

Adopt and maintain an economic development strategy for County-led efforts that articulates Clark County’s near- and long-term economic development priorities within the Las Vegas Valley and for the county as a whole.

POLICY 5.1.2: STATE AND REGIONAL ECONOMIC DEVELOPMENT INITIATIVES

Actively participate in state and regional economic development initiatives led by the Governor’s Office of Economic Development (GOED), the Las Vegas Global Economic Alliance (LVGEA), and others that provide support and direction on issues of mutual importance.

POLICY 5.1.3: ECONOMIC BASE

Continue to emphasize tourism, conventions, trade shows, and gaming as one of the region’s economic pillars, while pursuing efforts to expand the presence of new and emerging sectors such as health care, technology, autonomous technology and vehicle systems, green industries, manufacturing, engineering, and others identified by the GOED, LVGEA, or the *Clark County Economic Development Strategic Plan*.

POLICY 5.1.4: REGIONAL OPPORTUNITY SITES

Continue to support land use patterns, partnerships, and other efforts that help advance Regional Opportunity Sites and other major efforts, such as the Las Vegas Medical District; *Stadium District Development Plan*; and *Maryland Parkway Corridor Transit-Oriented Development Plan*.

Economic Development Strategic Plan

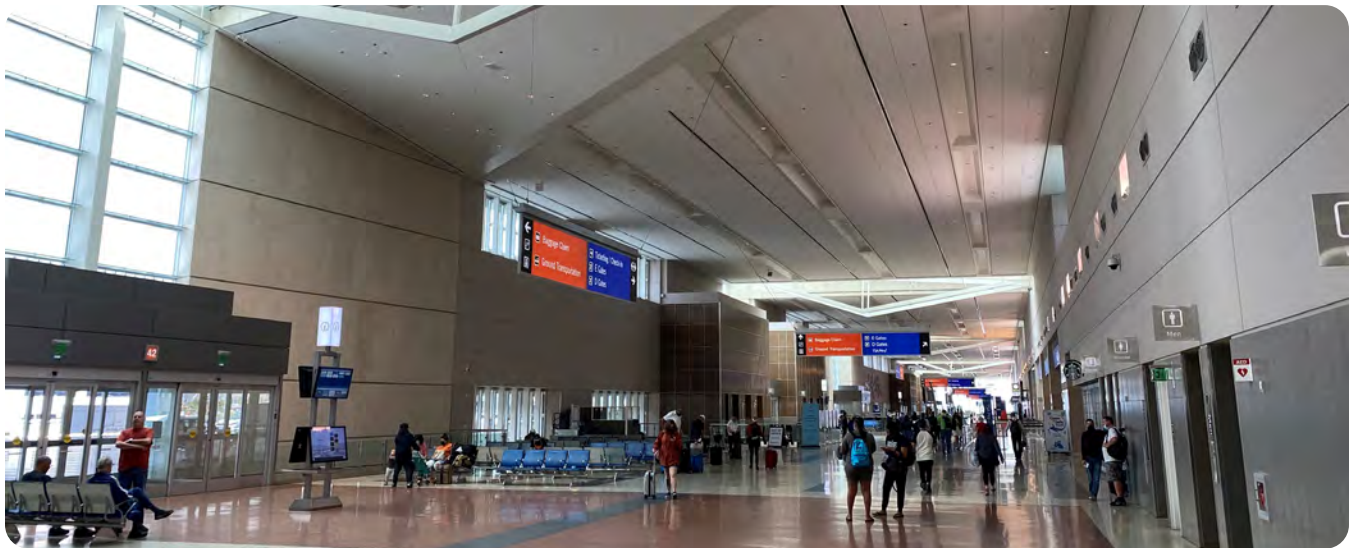
Clark County’s Department of Community and Economic Development serves as the primary point of contact for companies looking to develop a new business, expand an existing business, or relocate a business to Clark County. An analysis of Clark County’s communities and economy was prepared on a parallel track with this Master Plan to help guide County-led community and economic development efforts within the region and across the county. The resulting Economic Development Strategic Plan established six broad goals:

1. Cultivate a Fertile Environment for Small Businesses and Entrepreneurs
2. Accelerate Economic Diversification
3. Integrate the Workforce Ecosystem
4. Mobilize Stakeholders around County-Wide Initiatives
5. Promote Community-Centered Design of the Build Environment
6. Ensure Equitable Access to Resources

Goals and policies in this Master Plan are intended to work hand-in-hand with the Economic Development Strategic Plan.

POLICY 5.1.5: REINVESTMENT

Encourage reinvestment in declining or vacant commercial centers through the adaptive reuse or redevelopment of blighted properties, and the introduction of a broader mix of uses (e.g., multi-family residential).



POLICY 5.1.6: OUTLYING COMMUNITIES

Collaborate with outlying communities in Clark County on the implementation of local and regional economic development goals particularly where targeted industry needs are better suited to locations within outlying communities.

Goal 5.2: Support continued improvements to and expansion of commercial airport operations in Clark County

POLICY 5.2.1: EXISTING PUBLIC-USE AIRPORTS

Minimize encroachment on operations at existing public-use airports throughout Clark County (as listed in Section 4) by restricting the expansion of land uses within the Airport Environs Overlay District (AEOD) and Airport Airspace Overlay District (AOD) that are incompatible due to noise, safety, and other concerns, according to, at a minimum, guidance provided by federal agencies. [See also, Section 3: Growth Framework, Airport Environs]

POLICY 5.2.2: SOUTHERN NEVADA SUPPLEMENTAL AIRPORT

Continue to work with the BLM and other federal, state, and regional partners to plan for the development and conflict-free operation of the Southern Nevada Supplemental Airport (SNSA). Ensure future development on and in the vicinity of the airport site does not conflict with the compatibility area, retention basins, use of the transportation/utility corridor, or long-term plans for the facility and other potential aviation infrastructure.

POLICY 5.2.3: FUTURE AVIATION FACILITIES

Support long-term planning strategies for future aviation facilities needed to support the growing demand for alternative air transportation services, such as drones, new forms of air taxi services, or the non-urban heliport.



Goal 5.3: Support the military and the need for well-trained and prepared armed forces

POLICY 5.3.1: COMPATIBLE DEVELOPMENT

Cooperate with the U.S. Air Force (USAF) to reduce or mitigate development deemed incompatible with the mission of the military on and near Nellis Air Force Base, Creech Air Force Base, and the Nevada Test and Training Range.

POLICY 5.3.2: OVER FLIGHT AREAS

Support over flights where necessary and encourage the USAF to acquire lands in proximity to critical operation centers to ensure compatibility with existing land uses near USAF facilities.

POLICY 5.3.3: NELLIS COMPLEX COMPATIBLE USE PLAN

Support the strategies resulting from the *Nellis Complex Compatible Use Plan* to encourage compatible land uses around existing military installations and to support military operations.



Goal 5.4: Support development of educational programs that prepare the workforce with the knowledge and skills to succeed

POLICY 5.4.1: EDUCATION

Support efforts at all levels of the education system that provide Clark County residents with the knowledge and skills needed in the modern workforce and encourage industries to hire from the local labor pool.

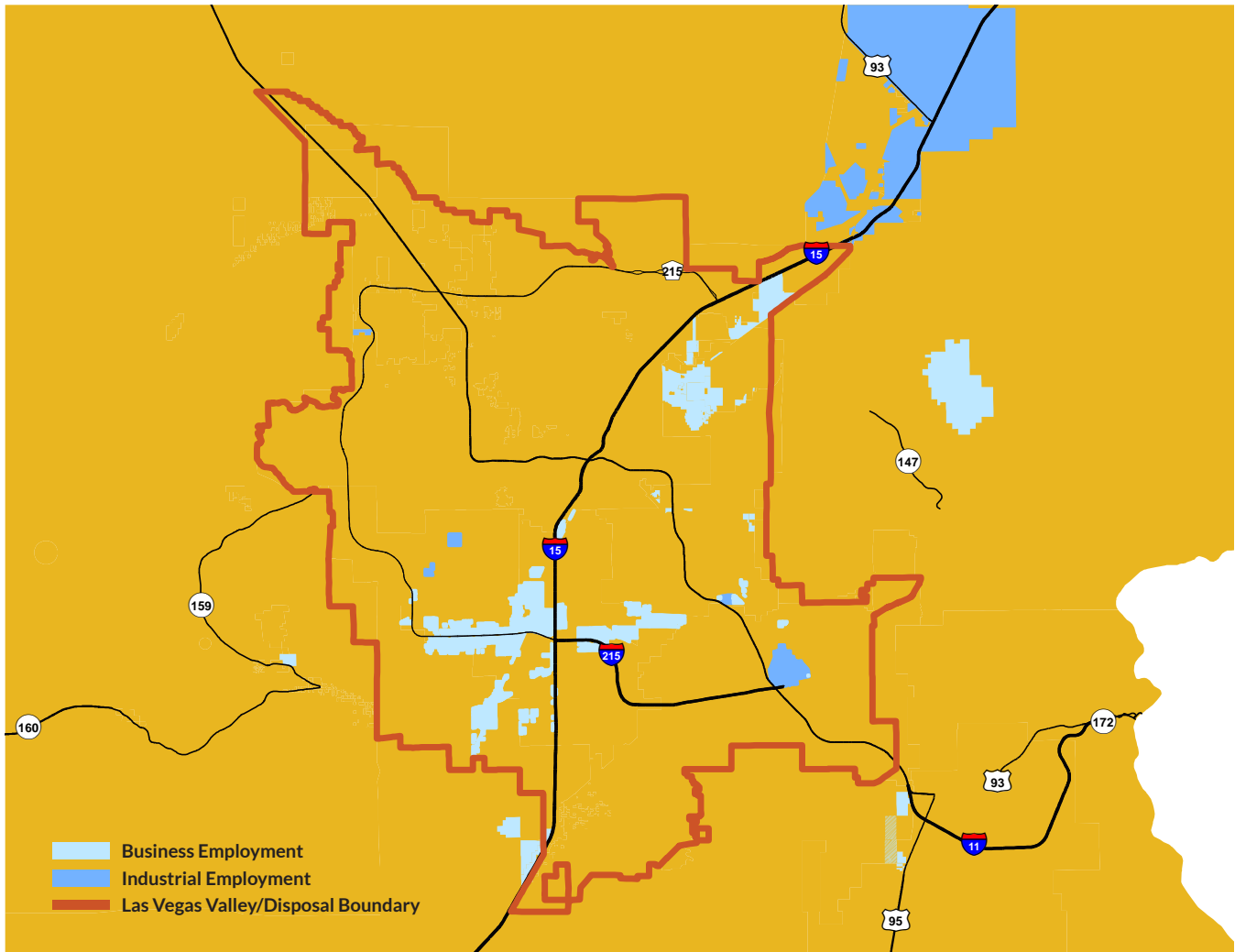
POLICY 5.4.2: VOCATIONAL TRAINING

Continue to work with state and regional partners to provide practical job training programs in skilled trades that enable participants to obtain stable, living-wage work in the county.

POLICY 5.4.3: SMALL BUSINESS OPPORTUNITY PROGRAM

Continue to provide information, training, and other resources to help small businesses become competitive in their efforts to pursue and complete Clark County contracts.

Planned for Employment Areas



Goal 5.5: Foster a business-friendly environment

POLICY 5.5.1: DESIGNATED EMPLOYMENT AREAS

Designate and support the development of industrial and employment uses in areas that are proximate to major air, rail, and highway facilities. Maintain the viability of designated employment areas by preventing encroachment from potentially incompatible uses or the conversion of employment-designated parcels to alternate uses.

POLICY 5.5.2: TECHNOLOGY

Continue to work with state and regional partners on the expansion of infrastructure, broadband access, and other technological enhancements that support the expansion of businesses throughout Clark County.

POLICY 5.5.3: SMALL AND LOCAL BUSINESSES

Encourage the retention and revitalization of established local business districts and the expansion of small businesses in unincorporated Clark County. [See also, Goal 1.6, *Protect the character, identity, and economic viability of the County's outlying communities*, and supporting policies]

POLICY 5.5.4: DOWNTOWNS AND LOCAL BUSINESS DISTRICTS

Continue to work with the GOED, the LVGEA, and other partners to provide tools and technical assistance to enhance the economic vitality of downtowns and local business districts in the outlying communities. Encourage expanded participation in Nevada's Main Street Communities program and other programs geared toward rural communities.

Relationship to the County’s All-In Sustainability and Climate Action Plan

The goals and policies of Core Value 5 support a more sustainable and resilient Clark County by:

- Supporting the diversification of the local economy;
- Improving coordination of land use with commercial airports and military facilities;
- Improving education and workforce development; and
- Retaining and supporting local businesses.

GOALS	GHG Reduction Potential	INCREASED RESILIENCE			
		Social	Economic	Built Environment	Equity Considerations
Goal 5.1: Encourage diversification of the economic base to enhance resilience					
Goal 5.2: Support continued improvements to and expansion of commercial airport operations in Clark County					
Goal 5.3: Support the military and the need for well-trained and prepared armed forces					
Goal 5.4: Support development of educational programs that prepare the workforce with the knowledge and skills to succeed					
Goal 5.5: Foster a business-friendly environment					