

## All Roads Lead to Henderson

**HENDERSON, Nev.**—As the months go by and we get acclimated to looking at our new 2011 calendars, it is still apparent we are on a bumpy road to a full economic recovery. Perhaps it might be a good idea to look at the roads that lead to Henderson, Nevada.

It was reported in the new 2010 Kosmont-Rose Institute Cost of Doing Business Survey that Henderson, Nevada was again chosen as one of the 20 least expensive cities to do business in. This accompanied by no state income tax and a business atmosphere that is only enhanced by the City of Henderson's Economic Development Division's efforts to make transitions smoother and less expensive for businesses makes for a wonderful New Year's gift to your company and an optimistic future.

The survey compares fees, taxes and economic incentives for over 400 cities nationwide. Not surprisingly, over a dozen of the 40 most expensive cities nationwide are in California. Nationally, the 10 most expensive cities in 2010 according to the survey (in alphabetical order) are: Akron, OH; Chicago, IL; Columbus, GA; Jersey City, NJ; New York, NY; Newark, NJ; Philadelphia, PA; Phoenix, AZ; Portland, OR, and San Francisco, CA. While cost of doing business is often a key factor in site selection, other factors are also considered, according to Bob Cooper, economic development manager for the City of Henderson.

“While Henderson has an excellent

business outlook featuring a low cost of doing business, the city is widely recognized as a premier city with excellent demographics, strong leadership and an ideal logistical location for businesses to service the West Coast. The city has a long history of fiscal stability. The city continues to maintain a low resident-to-employee ratio and has maintained the same low property tax rate for the past 21 years. In addition, the city's bond

premier city, “A Place To Call Home.” This is not just a city motto, but the true feeling of all its residents and businesses. That is why we continue to be rated among the best places to live and do business. Take a moment and seriously consider whether you are happy in your current location. If not, it's time to jump start your business and finally start speeding down that road to success. Give us a call and ask us precise questions regarding what we can do for you: 702-267-1650.

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***Our goal for the City of Henderson is to be a premier city, “A Place To Call Home.”***

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rating is among the best in the entire State of Nevada. Further, a nationally recognized city park system, low crime rates and high educational attainment of residents continues to set apart Henderson from other Nevada and western U.S. cities. We are prepared to accommodate the attraction of new businesses, and surveys such as these serve as testimonials for our business environment,” said Cooper.

Success is defined as the accomplishment of goals. Our goal for the City of Henderson is to be a

For more information on the City of Henderson's Economic Development Division, call (702) 267-1650.