

Fortune Small Business names Henderson to Top 100 list of places to live and launch a business

HENDERSON, Nev. – Nevada’s second-largest city has been named as one of the top 100 cities in America to live and launch a business by Fortune Small Business. At No. 98, the City of Henderson was commended by the online publication for having a business friendly tax-structure and a family friendly identity separate from Las Vegas’ Strip.

It’s no surprise that Henderson is making such lists. In fact, the state of Nevada itself has been recognized as one of the best states to do business in according to a December 2007 survey conducted by CEO Magazine. And Expansion Management Magazine recognized the Silver State as one of the Top 10 states for business attraction according to a 2007 survey.

Nevada’s second-largest city – second only to Las Vegas, Henderson arrived on the national scene in the 1990s when it became the United States’ fastest-growing city. Known for its master-planned communities and high quality of living, Henderson has been at the front of Nevada’s growth spurt over the last decade-plus. Quadrupling its population from just 60,000 people in 1990, Henderson currently has more than 260,000 residents – a population that would make Henderson the 14th-largest city in California – larger than such cities as Irvine, Glendale and San Bernardino.

Only a few hours’ drive down Interstate 15 from several major California ports, or a quick flight from McCarran International Airport, Henderson provides a viable alternative that saves companies – especially those manufacturing and

distributing products at the national level – thousands of dollars each year.

That, coupled with Henderson’s business friendly, low-tax environment and convenient location – adjacent to Las Vegas and between five major markets (Los Angeles, Phoenix, Salt Lake City, San Diego and San Francisco) – has already made Henderson the chosen location for several businesses looking to expand or relocate to the West Coast.

While Henderson maintains family-friendly quality of living through its master-planned communities and growth in non-gaming industries, it does get the perks of its neighborly access to Las Vegas. In 2007, the Milken Institute ranked the Las Vegas metropolitan areas as one of the top 10 performing cities when it comes to their ability to create and sustain jobs.

Henderson’s easy access to McCarran International Airport and location between two major freeways connecting Henderson to California, Arizona and Utah makes getting to and from Henderson easy. Additionally, shipping to and from Henderson is inexpensive – a plus both for Henderson businesses and those doing business with them.

However, the City was also commended for the work of its Economic Development Division.

“There are many reasons that Henderson has been recognized as one of the best places in America to live and work,” said City of Henderson Mayor James B. Gibson.

“The economic benefits of locating in Nevada are substantial. The quality of life in Henderson is one of the best to be had in the desert southwest. Our prime location and commitment to developing premier business opportunities have certainly made Henderson a very attractive place for businesses of all sorts to thrive.”

Because of the risk involved in such a move for a company, an economic development professional from an area will be able to provide the business leaders with an accurate understanding of the respective area’s business climate and resources, its political climate and the possible incentive programs. The relationship will also improve the company’s chances of short and long-term success in the new location.

“Economic development is more than just recruiting businesses to Henderson,” said Bob Cooper, manager for the City of Henderson’s Economic Development Division. “When businesses expand or relocate to Henderson, we will do all we can to help make that business successful for the long haul.”

But Henderson does more than just assist businesses in their move to Henderson.

Through partnerships with the Henderson Development Association, a division of the Henderson Chamber

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

of Commerce and numerous resource partners, the city interfaces with hundreds of Henderson businesses through a number of initiatives such as the small-business incubator program, the One-on-One Business Visitation program, Internet assistance programs and a “cluster-based” business retention and expansion program.

The small-business incubator program – operated by the Henderson Chamber of Commerce and Southern Nevada’s only program of its kind – is offered through the Henderson Business Resource Center. Through the program, small businesses pay a highly competitive rental fee to lease space within the center and receive access to financial counseling and business professionals willing to help them. Businesses are selected based on their potential to succeed and provide jobs.

A partnership program which reaches out to Henderson’s businesses on a more personal level, is the city’s One-on-One Business Visitation

program. The program was developed to open communication lines between Henderson businesses and city representatives.

“Many times, business owners or managers have a particular operating challenge or a new business development opportunity,” Cooper said. “This program not only allows these people the privacy and comfort to discuss any problems or ideas, but it also brings together several minds knowledgeable on the market and willing to find a solution or brainstorm.”

Through the program, regular appointments are arranged on a weekly basis with local businesses. An on-site interview is generally conducted with at least one member of the Economic Development staff, a member of the Henderson Development Association and often times a member of the city council.

The City of Henderson’s “cluster-based” business retention and expansion

program, on the other hand, supports the medical and health care industry. Economic development staff have partnered with a group of 200-plus industry leaders to further organize and prioritize the delivery of new services to the industry, through the Southern Nevada Medical Industry Coalition.

The coalition regularly examines new ways to strengthen formal networks of business, government and education, by targeting public investments and developing high quality human resources, including education, training, retention and recruitment, for the coalition.

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