

Henderson's Economic Development Division brings success to city

Relocated companies happy with result, services offered by City of Henderson

HENDERSON, Nev. – Relocating to a new city can be a frightening experience for business owners, their employees and their families. A new city has new rules, new neighborhoods and new schools, which are all difficult to navigate without a guide well-versed in everything from building codes to spousal employment help. The City of Henderson's Economic Development Division is that guide. It not only brings new businesses to Henderson, but it stays with them while they relocate and start to create a successful business.

"We've found it's very important to provide businesses relocating to Henderson with the added guidance. A successful business will make business owners happy, and happy employees will contribute to making that happen," said Bob Cooper, Economic Development/Redevelopment manager for the City of Henderson. "After they're settled, we continue to serve as a support system for them. Our ultimate goal is for businesses to be happy they relocated to Henderson."

LumaMedia International, PCCA and ReadyLIFT Suspension, Inc are three businesses that have moved to Henderson within the last year, and each utilized the Economic Development Division's resources differently.

Scott Poncher, CEO of ReadyLIFT, moved his company from Southern California because of operating costs, taxes and the lack of support he said he received from local government. As a manufacturer of leveling kits for pickup trucks and SUVs, ReadyLIFT improved shipment times to California and the East Coast but lost the close vicinity to the ports of California in the move. It's a small price to pay for the benefits, Poncher said.

"If you have a problem, you get (Henderson's Economic Development Division) on the phone, and they talk to you," he added. The company relocated 50 percent of the employees and hired the other

50 percent locally. "In California, they never picked up the phone. When (the City of Henderson) found out we were moving here, they extended the olive branch. They were eager to help any way they could."

PCCA (Professional Compounding Centers of America) moved its warehousing, supplies and shipping to Henderson in February. The company provides supplies, chemicals and equipment to independent pharmacists who design medications for people and animals based on their needs and doctor's prescription. The company services approximately 3,500 members nationwide.

Before the move, company executives traveled around Henderson with members from the Henderson Economic Development Division to find real estate to suit the company's needs. A shipping hub and weather in the community helped seal the deal.

PCCA is headquartered in Houston, where hurricanes and weather can be a hindrance. In Southern Nevada, the weather wasn't a problem.

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"Jeff Leake (economic development officer) was helpful about the area and helped us communicate with the tenants. He was helpful in integrating us into the community as well," said Fabian Zaccardo, chief operating officer of PCCA. "The city fit well. It was the perfect setting for us."

"The goal was to improve the level of service to members and when you improve your services, you maintain and increase sales," added Ari Pailakian, PCCA's vice president of sales. "Of all the cities we looked

at, Henderson was the best fit for us."

LumaMedia International is a home-grown company that moved to Henderson from Las Vegas to expand the business. The LumaMedia product is a form of inorganic electro-luminescence, which allows patrons to selectively light any design imaginable for any surface. Billed as the most efficient light source in the world, LumaMedia is used to light up everything from business-card size advertisements to large car wraps and tradeshow exhibits. The company's facility also provides training for product dealers from around the world.

"We're teaching everyone around the world how to do it. The main thing was to bring more businesses to Henderson and keep people focused on our product and not that they're in Vegas," said owner David Lennon. "The city itself is easy to work with. They provided us with a lot of resources."

The City's Economic Development Division is available to work closely and confidentially with businesses considering relocation or expansion projects and provides services free of charge. Their role is to serve as a key member of the team and assist in a variety of ways. Assistance may include introductions to employment and training providers, community leaders and business contacts, identifying potential incentive programs, site/community tours, providing economic or demographic information, confidential real estate searches and facilitating meetings with regulatory agencies.

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