

## City of Henderson offers businesses online tools for success

### *New program offers wealth of information on starting or running a successful business*

**HENDERSON, Nev.** – The current state of the economy could make any new or existing business think twice before starting up, but with the City of Henderson’s Economic Development Division’s Henderson Tools for Business Success program, Henderson businesses have a wealth of knowledge on starting or running a successful business available to them.

The Henderson Tools for Business Success program is an online guide offered through the City of Henderson’s Web site. It provides businesses, old or new, with information on start-up, planning, funding, government requirements, training, marketing, Internet sales and disaster planning.

The Tools for Business Success program also provides users with an online library consisting of more than 750 business books, pay rates for more than 850 jobs and a loan calculator.

“Economic development is more than just attracting businesses to an area. It includes helping businesses succeed and continue to grow and thrive for years to come,” said Bob Cooper, manager for the City of Henderson’s Economic Development Division. “The continued success of Henderson’s businesses is a strong factor in Henderson continuing to be named one of the country’s best places to live.”

For 2008, the City of Henderson was again named by Money Magazine as one of the Top 100 Best Places to Live: Money’s List of America’s Best Small Cities.

The Web site is simple for businesses to navigate using links including “business planning and assistance,” “government

requirements” and “taking your business to the next step.” Each link guides the user through pages of information, guidelines, links to helpful Web sites and downloadable documents including government forms and business plan templates. The site has access to more than 300 Web pages, 800 links and is catered to the specific community.

“Henderson’s Web site is the only one of its kind in Nevada, and it’s also one of the best sites out there,” said Kay Reynolds, owner and founder of Tools for Business. “We use the City of

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Henderson’s Tools for Business Success as an example for other municipalities nationwide. Henderson raises the bar in terms of expectations for perfection.”

Tools for Business has created more than 60 sites for cities in California and approximately 20 cities nationwide. The information is compiled and managed by the Tools for Business team.

The company designed a program that enables individual cities, counties or geographical areas the ability to help themselves by helping their

local businesses. Focusing on tools like marketing plans and training techniques, Tools for Business is an all-encompassing program that is also easy for cities like Henderson to incorporate into their business community.

“I have been working with economic development programs for 30 years, and became frustrated trying to gather information from all the necessary government agencies and organizations,” Reynolds said. “It was then, a little over a year ago, that I formed an organization that only focused on putting information together in a cohesive location for small and medium-sized businesses.”

According to Reynolds, a healthy business community makes any community stronger in general, but a healthy business community also has a great affect on the local economy, schools, police and public departments.

For more information on the City of Henderson’s Tools for Business Success visit <http://www.toolsforbusiness.info/success-in-nevada>.

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