



ECONOMIC DEVELOPMENT PICKS UP STEAM THROUGHOUT THE WEST



The City of Henderson recently celebrated the opening of Vadatech's new 70,000-square-foot facility at 198 N. Gibson Road. The new space will allow the local manufacturer of embedded computing solutions to consolidate and expand its headquarters and manufacturing operations.

Cities and counties up and down the West Coast have made their economic development efforts a major priority. Whether it's attracting the next big retailer, helping an existing tenant expand or delivering new housing to its many residents, these eight regions have found noted success through their initiatives and partnerships. Below are the secrets to their success.

Henderson, Nev.

It may be a bit too easy coming off the World Cup excitement this summer to make references to economic development as a team sport, but there is simply no better way to describe how it works. As a local government economic development practitioner, I am reminded every day how impor-

tant our community partners are in our ability to attract and retain industry.

Think about how many saves the U.S. goalie Tim Howard made in the final game of the USA team's World Cup run, and you'll be reminded of how local economic developers work every day to save precious jobs in our communities. It's no different in Henderson, now that companies are making expansion plans again in this recovering economy.

Unilever is a great example of a company faced with choices about where to add its next manufacturing line so it can fulfill its promise to produce one of the most popular European ice cream bars, Magnum, for distribution

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here in the United States. The company chose to expand a line in Henderson, and made room for this expansion by adding a 20,000-square-foot office addition onto its existing manufacturing facility. Had we not been able to assist this company through the development process, they might have decided to do this expansion elsewhere.

But it takes everyone coming together to make this possible. State and regional partners assist with sales and use tax abatements on equipment purchases. Construction and development partners assist with strategic approaches and timely completions. Local economic developers smooth the path through the development process. The work gets done, the jobs are retained, and a company is able to grow and expand in its home community. It's a win-win.



Barbra Coffee

Another great example of partnership in the sport of economic development is found in the K2 Energy story. Here's a company that started in a 200-square-foot space housed in the Henderson Business Resource Center. This center is a modest incubator run by the Henderson Chamber of Commerce and supported by the city's economic development department with the goal of growing our own businesses. Within a year, the lithium battery manufacturer had launched its first product lines and, more recently, opened up a new 20,000-square-foot industrial space where it continues to employ high-tech engineers and production workers to meet demand for its products.

The team spirit was alive again in the Barclaycard call center expansion to Henderson. The company was looking for a home for its Western region call center primarily to service clients



K2 Energy's new space now houses high-tech engineers and production workers to meet demand for its products. It got its start in a modest incubator run by the Henderson Chamber of Commerce and supported by the city's economic development department.



K2 Energy started out in a 200-square-foot space in the Henderson Business Resource Center. Within a year's time, the lithium battery manufacturer launched its first product lines. It recently opened a new 20,000-square-foot industrial space.

in the Pacific Time Zone. It found the recently vacated space by Zappos easily adaptable for this purpose, and was able to move within five months, having hired its first 100 people by the February opening date this year. Available and skilled workforce made it easy, especially when you had a team that consisted of the state's Job-Connect program, the Governor's Office of Economic Development, the Las Vegas Global Economic Alliance and the city's elected officials and economic development team on the field. The contractor partner, Burke Construction Group, was also committed to the company's aggressive deadlines to open, but they pointed to the need for a fast and efficient development process as the key.

"The City of Henderson always provides expedited assistance to the construction process, which in turn helped Burke deliver a state-of-the-art call center for Barclaycard," says Tony Dazzio, Burke's Chief Marketing/Governmental Affairs Officer.

To date, Barclaycard has surpassed its annual hiring goal of more than 400 employees. It's running fast toward the goal of 1,000 employees at this customer call center facility.

The excitement continues with Vadatech, a local manufacturer of embedded computing solutions. Just as goal scoring equates to wild celebrations among the fans, so, too, do ribbon cutting events like Vadatech's new 70,000-square-foot facility. This space was built to consolidate and expand its headquarters and manufacturing operations in Henderson. The company opened this high-tech facility in March at a location most might have said would never work. Far from the San Francisco Bay Area and Silicon Valley, Henderson is an adolescent player when it comes to creating a cluster necessary for high-tech companies. But with a team ap-

proach, the company was successful at recruiting the highly skilled workforce necessary to achieve its dream of expanding here.

So when they say it can't be done, think about Costa Rica. The odds were 900/1 for the team to win the World Cup, and they made it all the way to the quarter-finals. In Henderson, we'll keep using the team approach to economic development because we know it works. Add to that the a strong demographic profile with a highly educated, available workforce, 12 institutions of higher learning and tremendous access to Southern California markets via I-15, not to mention options for a golf course lifestyle amidst 1,200 acres of parks and the highest-performing public schools in the Clark County system. The Henderson team is strong and is prepared to go the distance.

Barbra Coffee, Manager of Economic Development and Redevelopment, City of Henderson, Nev.