

## Southern Nevada market continues to attract businesses despite racy Las Vegas tourism campaign

*Businesses increasingly seek out Henderson address for relocating and expanding businesses*

**HENDERSON, Nev.** – Although the widely marketed slogan “What happens in Vegas, stays in Vegas” has encouraged more tourists than ever to visit Las Vegas over the past few years, some have criticized the campaign for its possible adverse effects on attracting new businesses to the area.

So has the slogan had a major negative impact on Southern Nevada’s business recruit efforts?

According to Bob Cooper, manager for the City of Henderson’s Economic Development Division, it has not.

“Businesses increasingly find Southern Nevada a desirable place to relocate to or to expand their operations for strategic and profitable advantages,” Cooper said. “At times, we have had some people question the reality of this famous tourism tagline. But once people see we are a typical growing community – a real community with award-winning parks, churches and schools – almost all of them simply concentrate on the business opportunities the market has to offer and don’t worry about misperceptions. I am sure Orlando and Anaheim have gone through similar issues because of their tourism growth.”

Located adjacent to Las Vegas and minutes from the airport via freeway, Henderson made a name for itself in the 1990s as being the fastest-growing city in the nation. Today it’s the state’s most sought after city to live, work and, increasingly, play in.

In fact, Henderson – known for its master-planned communities and high-quality of living – has been at the front of Nevada’s growth spurt, growing from just 60,000 people in 1990 to currently over 250,000. That population would make Henderson the 14<sup>th</sup> largest city in the state of California – larger than such cities at Irvine, Glendale and San Bernardino. And the city’s growth spurt isn’t primarily from gaming properties. The city’s

predominant growing business sectors include: finance, insurance and real estate firms, retail, education, health and social services.

In fact, some are viewing Henderson as a part of the Southern California

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*Economic Development Manager,  
City of Henderson*

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marketplace already – in positive ways.

“The fact is most businesses find Nevada’s tax structure more favorable for their business, they discover that their employees want to live here and their operational costs can be lowered significantly by simply calling Henderson home,” Cooper said. “And that’s very apparent when it specifically comes to the needs of businesses moving out of the California market. However, the accessibility to California from Henderson is tremendous.”

Cooper added that although many of the city’s business relocation or expansion inquiries come from California, they really come from all over the country.

“It’s more than a relocation investment for companies looking to move to Henderson,” Cooper said. “Businesses look for a city with the infrastructure they need to succeed which also comes in ways such as distribution costs, labor availability, cost of living for their

employees, telecommunication services and more.”

According to Cooper, the Las Vegas Valley offers a lot to business owners and site selection executives looking when looking at the Henderson market.

“We get the best of both worlds in Henderson,” said City of Henderson Mayor James B. Gibson. “We enjoy the advantages of being next to a city as well known as Las Vegas; however, we are our own community and we have established our own identity and values. We are about maintaining a high-quality of living for our residents and a business-friendly environment for our partners in business. Henderson is a great place to be.”

And the business-friendly and family-friendly atmosphere has been noticed nationally. In 2006, *MONEY Magazine* ranked Henderson as one of the top 20 cities in America in which to live. The city was also rated by the *Kosmont-Rose Cost of Doing Business Survey* as a “Low Cost City,” analyzing six types of taxes including business license levies, property tax, sales tax and utility taxes in 398 cities nationwide. And in 2005, Yahoo!HotJobs and CNN Money ranked Henderson among the nation’s top ten cities to work and live.

“There are substantial growth opportunities for businesses here and in the future with global prospects for them in all industries,” Cooper said. “This goes to show that despite a racy campaign to market Las Vegas’ tourism industry, nothing has deterred businesses from relocating or expanding to the Las Vegas valley. Has the campaign hurt economic growth here? Not at all. Businesses still find that locating their operations in Southern Nevada is certainly not a gamble.”

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