

Companies benefiting from having headquarters in Henderson

HENDERSON, NEV. – When the median home price hit \$1,000,000 in Santa Barbara, Calif., Brian Huse and his partners figured it was time to look elsewhere for their company to house its headquarters.

Today, Arroweye Solutions has found a home in Henderson, Nev.

“We’re a small company and we are very sensitive to our employees’ needs,” said Huse, who moved his company from Santa Barbara to Henderson in 2004. “We came to Henderson because this is where our people wanted to live.”

However, Arroweye Solutions was forced to leave California for several other reasons – mainly, an unfriendly climate for its type of business. Arroweye Solutions is a leader in one-off printing, specializing in printing plastic gift cards and greeting cards.

Because of a particular law on the California books pertaining to store valued gift cards, Arroweye Solutions was being hit with an excessive amount of taxes.

“We went to the state of California and said there is a tax law that is just killing us. And we asked them, ‘Can you give us a break?’ ” Huse said. “Basically, we were told no. So, we just moved the whole company.”

After looking into cities in such places as Florida, Ohio and Texas, Nevada – and specifically Henderson – became the clear-cut choice for Arroweye Solutions’ headquarters (its sales office is based in Chicago) because of lower taxes, a lower cost of living and better employment opportunities.

In fact, Huse and his team worked with the state to help set up a deferment of sales tax for its large hardware purchases over a number of years. Much of this was facilitated by Bob Cooper and Jeff Leake of the City of Henderson’s Economic

Development Division, according to Huse.

“Bob and Jeff were instrumental in getting that set up,” said Huse about the deferment program. “They helped walk us through it. Henderson, in particular, went out of their way to work with us to make it appetizing to come here.”

Cooper, the manager of the economic development division for the City of Henderson, said his division is eager to work with companies such as Arroweye

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*President & CEO,
Toyota Financial Savings Bank*

Solutions.

“Henderson has a lot to offer businesses and these businesses have a lot to offer us,” Cooper said. “We are extremely business friendly at the City of Henderson because our leadership understands that the development of our economy only enhances the quality of life for all of our residents.”

And the business-friendly atmosphere has been noticed nationally. The 2004 *Kosmont-Rose Cost of Doing Business Survey* rated Henderson as a “Low Cost City,” analyzing six types of taxes including business license levies, property tax, sales tax and utility taxes in 314 cities nationwide.

That is the reason Toyota Financial Savings Bank – which is owned by Toyota Motor Corporation – opened its doors last August in Henderson after being approved by the FDIC and the state of Nevada.

“We chose Henderson because of its favorable business climate, its close proximity to the airport and the favorable tax rates – both personal and business – for Nevada,” said Ray Specht, president and chief executive officer of Toyota Financial Savings Bank, which offers banking products to Toyota and Lexus customers nationwide.

It’s not too surprising that an international powerhouse company such as Toyota would single out Henderson as a place to grow a new business.

Located adjacent to Las Vegas, Henderson made a name for itself in the 1990s as being the fastest-growing city in the nation. 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 240,000. That population would make Henderson the 14th largest city in the state of California – larger than such cities as Irvine, Glendale and San Bernardino.

Like Arroweye Solutions, Specht and his team at Toyota Financial Saving Bank do a lot of business traveling. Henderson’s convenient location makes the city an attractive location for the headquarters of a business doing work nationally.

Henderson is located just 15 minutes from the Las Vegas Strip and 10 minutes from McCarran

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

CON'T – HEADQUARTERS

International Airport. It is approximately a 40-minute flight or a five-hour drive from Los Angeles and can be reached, by air, from Phoenix, Salt Lake City and San Diego in under an hour and from San Francisco in less than two.

With McCarran International Airport providing frequent and inexpensive flights throughout the world, travel to and from Southern Nevada is made easy for people headquartered here – and their clients.

This has been a pleasant surprise for Nancy Munoz of Specialty Vehicles.

After 21 years of running her company in Huntington Beach, Calif., Munoz decided a move to Henderson, Nev., in 2003 would benefit her company.

Specialty Vehicles is a distributor of people-moving transportation vehicles – such as trolleys, trams, mini-trams and buses – to organizations all over the world. Each vehicle is designed and built to meet the customer's needs and exact specifications. The company also offers used vehicles, customer support, parts, warranty claims, retrofitting and refurbishment.

“Our customers thought it was great that we were making the move,”

Munoz said. “Everyone wants to come to Vegas. I have seen more of them since we have moved than I saw in the first 20 years of doing business.”

According to Munoz, customers from as far away as the Caribbean, Singapore and China have come to visit her since Specialty Vehicles relocated to Henderson. “We have a joke around the office on Fridays and Mondays. We are always trying to guess who is going to drop by because they were in town,” Munoz said. “And it's great to see them in person. The most important thing in business is having that one-on-one relationship with our customers.”

All joking aside, Henderson was been a perfect fit for Specialty Vehicles.

“All of these little things help,” Munoz said. “It's been a very good move for our company.”

According to Munoz, the move to Nevada has significantly decreased her costs, particularly on insurance. In California, product and general liability insurance ran in excess of \$100,000 for the company while in Nevada the cost is \$38,000. She also added that the company enjoyed a substantial savings in worker's compensation payments. “All of those

savings go to the bottom-line,” Munoz said.

But that's not the only benefit the 10-employee company has received. According to Munoz, Specialty Vehicles now owns its Henderson location – a 15,000-square-foot facility – for half of the monthly payment the company was paying for rent in Huntington Beach in a building that needed constant maintenance.

Prior to making the move to Henderson, Munoz and her team did a quite of bit of research on locations throughout Arizona and Nevada. However, the advantages of being a Nevada-based corporation made the company's leaders focus purely on Nevada and, ultimately, Henderson.

Munoz added that the City of Henderson's commitment to assisting businesses in relocating is welcomed by those businesses looking for a new home.

“It's been a good experience working with the City of Henderson,” Munoz said. “They've been very proactive in helping us to be successful and you can tell they are truly concerned about our needs.”

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