



NEWS FLASH*NEWS FLASH***NEWS FLASH***NEWS FLASH**

INC. MAGAZINE GIVES LAS VEGAS TOP HONORS ONCE AGAIN

Inc. Magazine, "...the only major business magazine edited exclusively for CEOs of fast-growing private companies...."¹, once again named Las Vegas as the number one large metro for doing business in 2007. With top industries such as manufacturing, business services and leisure leading the way, Las Vegas earned the top ranking for the second year in a row.

With methodology derived from the "robustness" of a region's growth, the rankings utilized three-month rolling averages of Bureau of Labor Statistics "state and area" unadjusted employment data reported from January 1995 to September 2006. "Large" metros included those areas with a current non-farm employment base of at least 450,000. For *Inc. Magazine* and other national consumer business publications, job growth is the key to locating an area with a strong, growing and entrepreneurial economy:

As always, our rankings (compiled by Michael Shires, a professor of public policy at Pepperdine University) put the focus on job growth, which we believe is the best measure of economic vitality. Strong job growth suggests that an economy is expanding—which means plenty of opportunity. What's more, the Small Business Administration estimates that as many as three-quarters of new jobs are created by small companies; as a result, regions showing strong job creation are likely to be hotbeds of entrepreneurial activity.²

As locations such as San Diego, Santa Ana-Anaheim and Nassau County slipped noticeably in their rankings from last year, it is apparent the business-friendly environment and pro-business government in Southern Nevada are doing their job to keep Las Vegas at number one while other parts of the country are struggling to retain, let alone grow their economy.

For Las Vegas, 2007 was a banner year, topping best places to do business lists time and again. The Nevada Development Authority (NDA) is proud to be a part of creating and diversifying the economic environment we enjoy here in Southern Nevada and would like to thank all of its members for their continued support. We hope you had a happy holiday season and wish you great success in 2008.

¹ http://www.inc.com/mediakit/MAG_intro.html

² <http://www.inc.com/magazine/20070501/features-boomtowns-07-intro.html>