

## The Journal of Business

Local News

The issue dated August 14, 2008

### Leisure Concepts to expand

#### Hot tub accessory maker now produces plastic parts for motorcycle industry

By [Emily Proffitt](#)

Spokane-based hot tub accessory manufacturer Leisure Concepts Inc. says it's building an addition to its industrial facility in Hillyard, and that it also has started a new division that makes plastic accessories for the motorcycle industry.

The company plans to add 20,000 square feet of floor space to its 60,000-square-foot facility, at 5324 N. Florida, says owner Mike Genova. The addition will provide more manufacturing and warehouse space for the company, he says.

Construction is to start within 30 days, and likely will take about four months to complete, Genova says. The total cost of the project is expected to be about \$1.1 million, including the cost of necessary equipment. Garco Construction Inc., of Spokane, is the design-build contractor on the project, and Storhaug Engineering Inc., of Spokane, is doing the site work, he says.

About a year ago, Leisure Concepts created a new plastic injection-molding division, called Leisure Plastics, to bring in-house part of the manufacturing process that it previously had outsourced, he says. To house that division, the company built a 40,000-square-foot building at 5304 N. Florida, at a total cost of more than \$8 million, including equipment, he says. The company hired about 12 people to work in Leisure Plastics.

Now, Leisure Concepts has started another new division, called Moto Concepts, because its equipment has available capacity and it wants to diversify its products, he says. That division operates out of both of the company's two buildings.

Moto Concepts' sole product, called the MotoPad, is a rigid plastic pad that provides a hard surface riders can use to clean, repair, and display their motorcycles, says Jeff Rogers, Leisure Concepts' chief financial officer. Moto Concepts plans to introduce two or three more products by the end of the year, says Rogers, who declines for now to disclose further details. The company decided to expand to the motorcycle industry because one of its spa products had potential applications in that industry, and because Genova is a motorcycle enthusiast, Rogers says.

Leisure Concepts, which employs 40 people, could hire employees to work solely in the Moto Concepts division, but for now is focusing on getting the new operation started, Genova says.

Genova declines to disclose Leisure Concepts' annual revenues, but says sales have been steady in recent years. He expects that Moto Concepts will help boost the company's revenues by 30 percent or 40 percent in the next couple of years.

Leisure Concepts makes a variety of products for use in and around hot tubs, such as hot tub cover-removal systems, steps, drink trays, and handrails.

Contact Emily Proffitt at (509) 344-1265 or via e-mail at [emilyp@spokanejournal.com](mailto:emilyp@spokanejournal.com).

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