



# Sparks Council Update

Mike Kazmierski, President and CEO

*August 24, 2015*

# The **New** Reno-Sparks

- **Tesla / Switch**
- **Record Job Attraction**
- **Significant Rebranding Efforts**
- **Revitalization of Downtowns**
- **Housing Boom Driven By **Real Demand****
- **Significant Entrepreneurial Energy**
- **Unprecedented Connectivity**

# EDAWN's Mission

## “Primary” or “Base” Jobs!

**The Attraction, Retention / Expansion or Start-Up  
Creation of New Primary Jobs**

**Majority Of Customers Outside The Region**

**External Customers Add Wealth To Region**

- 1. Tax Dollars & Wages Of Employees**
- 2. Investments Of Building / Equipment**
- 3. Generates Additional Jobs + Multiplier Effect**
- 4. Quality Jobs (\$20.00 Per Hr + Benefits)**
- 5. 90% + Of Jobs Filled By Existing Residents**

# Updated Economic Development Stool

**Workforce Development**

Attraction

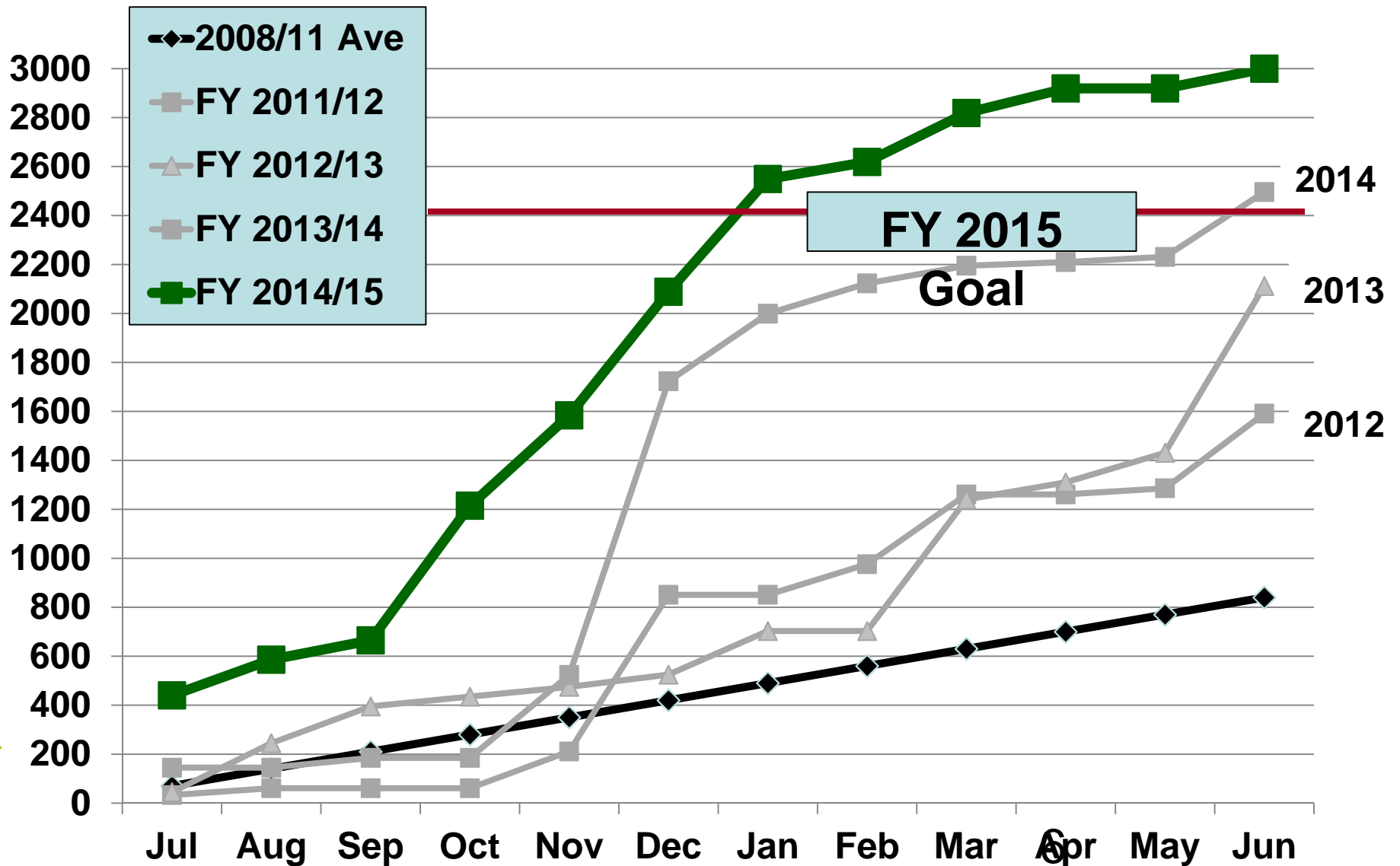
Retention /  
Expansion

**Community  
Development**

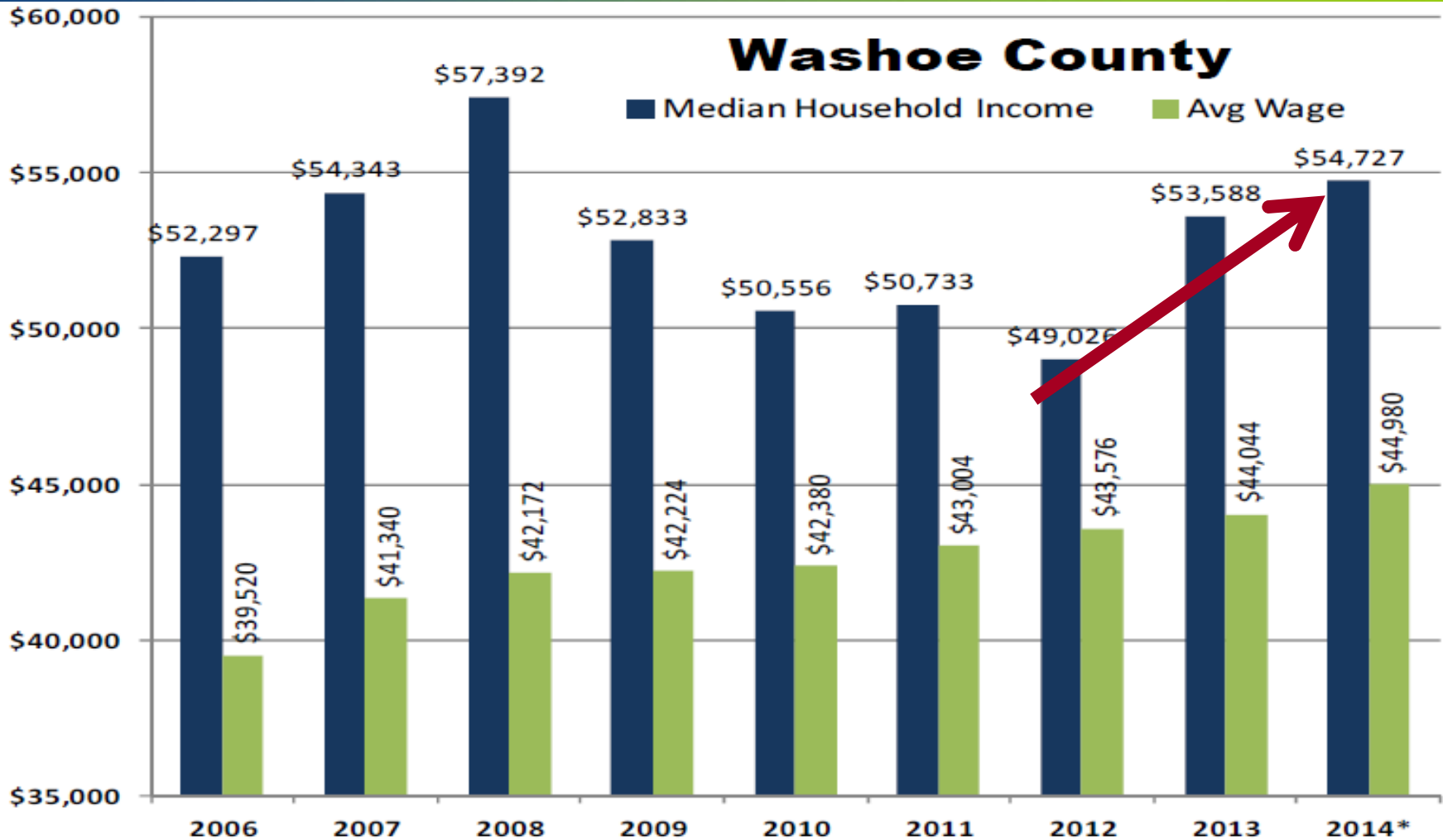
Entrepreneurial  
/ Startup Growth



# Jobs Announced – Ahead Of Goal



# Average Wage Is Coming up!



# FYI 2015 Sparks Assisted Companies

Company	5Y Job s	Avg. Wage	Industry	State
<b>Cenntro Motor</b>	<b>400</b>	<b>20.99</b>	<b>Manufacturing</b>	<b>NJ</b>
<b>Harris Welding</b>	<b>30</b>	<b>24.03</b>	<b>Distribution</b>	<b>CA</b>
<b>Orest Express</b>	<b>30</b>	<b>16.50</b>	<b>Distribution</b>	<b>IL</b>
<b>Rubber Enterprise</b>	<b>21</b>	<b>22.83</b>	<b>Manufacturing</b>	<b>NV</b>
<b>Tecno Display</b>	<b>30</b>	<b>21.00</b>	<b>Manufacturing</b>	<b>CA</b>
<b>Mech Man Alternators</b>	<b>15</b>	<b>16.00</b>	<b>Manufacturing</b>	<b>TN</b>
<b>Hose Master</b>	<b>30</b>	<b>18.50</b>	<b>Manufacturing</b>	<b>OH</b>
<b>Planetary Pinball</b>	<b>10</b>	<b>17.50</b>	<b>Manufacturing</b>	<b>CA</b>
<b>Total</b>	<b>566</b>	<b>\$20+</b>		





**The Largest Deal In The U.S.  
In 2014 - Changes Our Brand  
Overnight!**

**Tesla:  
Wow!**

**More Than Jobs: Puts Us on The Radar For:  
Manufacturing, Business, Entrepreneurs, Creative  
Class, Research & Development, Investors . .**



- Switch, The Developer Of SUPERNAP Data Centers Is Expanding To Northern Nevada
- Is Building A **3 Million Sq-ft Data Center**; Will Bring **\$3 B Of Investment and 400+ Jobs**
- Switch's Development Of A Fiber Optic **Network Loop** Will Connect Reno, Las Vegas, Los Angeles And San Francisco
- **SUPERLOOP** Will Dramatically Increase The Speed Information Can Travel Among The Cities

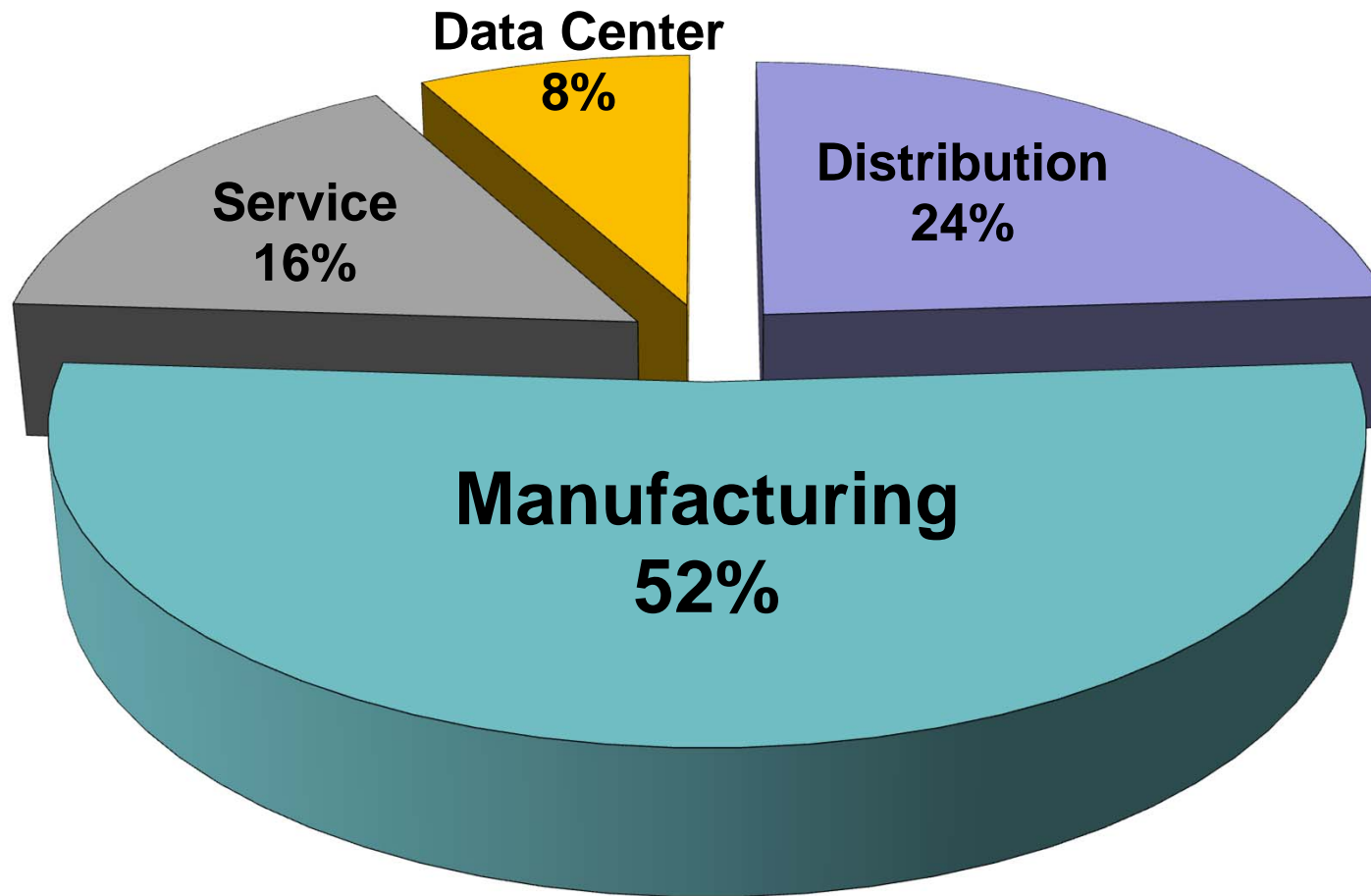
# Pending Announcements

Industry	Job Count	HQ	Confidence	Relocation State
Service	500		Very Likely	TX
Service	300		Very Likely	NY
Manufacturing	100		Very Likely	TAIWAN
Manufacturing	100		Very Likely	CA
Distribution	100		Very Likely	MN
Bio-Tech Manufacturing	70	X	Very Likely	CA
Distribution	50		Very Likely	UT
Manufacturing	50		Very Likely	OH
Distribution	50		Very Likely	NV
Manufacturing	50		Very Likely	TX
Distribution	10		Very Likely	GA
Distribution	15		Very Likely	WI
Distribution	10		Very Likely	CA
Manufacturing	20		Very Likely	IN
<b>Total</b>	<b>1,425</b>	<b>1</b>		

# Hot Prospects!

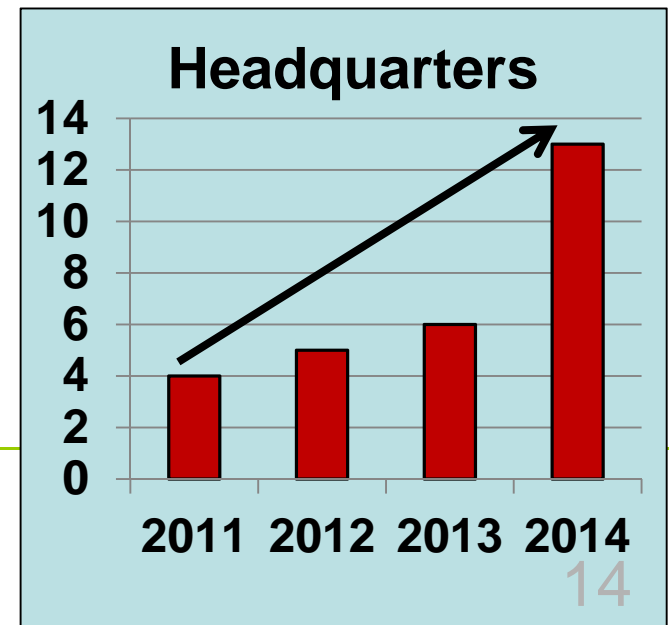
Industry	Job Count	HQ	Confidence	Relocation State
Manufacturing	1,000		Top Two	IL
Distribution	800		Finalist	PA
Manufacturing	500		Finalist	NJ
Manufacturing	200		Finalist	IN
Service	100	X	Finalist	CA
Data Center	80		Finalist	TX
Service	62		Finalist	WI
<b>Total</b>	<b>2,742</b>			

# Types Of Companies Relocated FY2014




# Corporate Headquarters!

- Jobs Are **Quality Jobs**: Higher Average Wage
- Help To **Positively Brand** Our Region: Meetings, Clients, & **Identify Reno- Sparks** As Their Home
- HQs Bring **Corporate Philanthropy** And Engagement: They Get Involved To Make Community Even Better
- HQs Bring **More Economic Impact** Growth **Likely To Occur Here** & May **Encourage Others** Like Their Suppliers To Operate Or Relocate Here



# Retention Results / Initiatives

- **Company Visits – 184**
  - **Growing 84**
  - **Future Growth 68**
  - **Flat 29**
  - **Declining 3**

**83% Growing**
- **Seven Assisted Expansions = 1,340 New Jobs**
- **Business To Business Connections Made = 36**
- **Two Industry Sector Councils**
- **53 Companies In Existing Industry Awards**
- **Issues Addressed = 25**

# Entrepreneurial Development **Success!**

Entrepreneur.com on NBCNews.com

## 3 Alternative Tech Startup Cities

Three Western locales previously considered vacation destinations are now alternatives to Silicon Valley.....



**# 8 Of The 14 Best  
Startup Cities in America**  
...the next wave of cities  
building an ecosystem to turn  
innovators into entrepreneurs  
**Popular Mechanics**

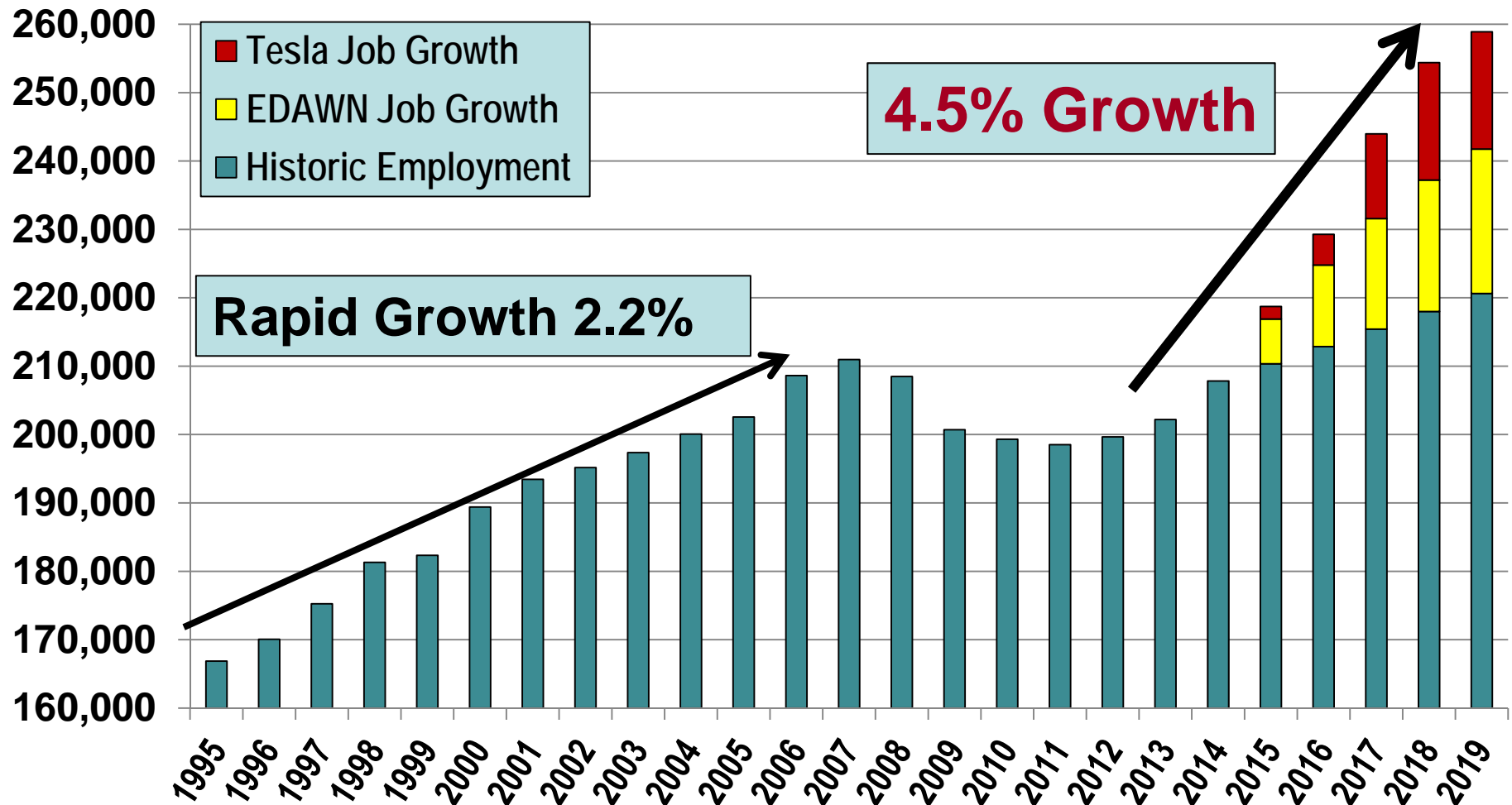


**Entrepreneur** | **The New York Times**  
MAGAZINE





# Explosive Growth Is Coming!



# The **EPIC** Report

## (Economic Planning Indicators Committee)

- **Unprecedented Growth Is Projected** For The Region: Tesla/Switch & Nearly 100 Other Announcements
- **What Are The Impacts** Of This Growth On: Housing, Transportation, Workforce, Public Service Etc.?
- Multiple Planning Organizations Were Providing **Varying Projections** On Job & Population Growth
- **Oct '14 EPIC Formed To Initiate** The Coordination Of (Public / Non-profit / Private) Agencies To Develop A Single Consensus Report
- EPIC **Technical Committee** Met **Weekly** With RCG Economics To Gather Data & Provide Feedback

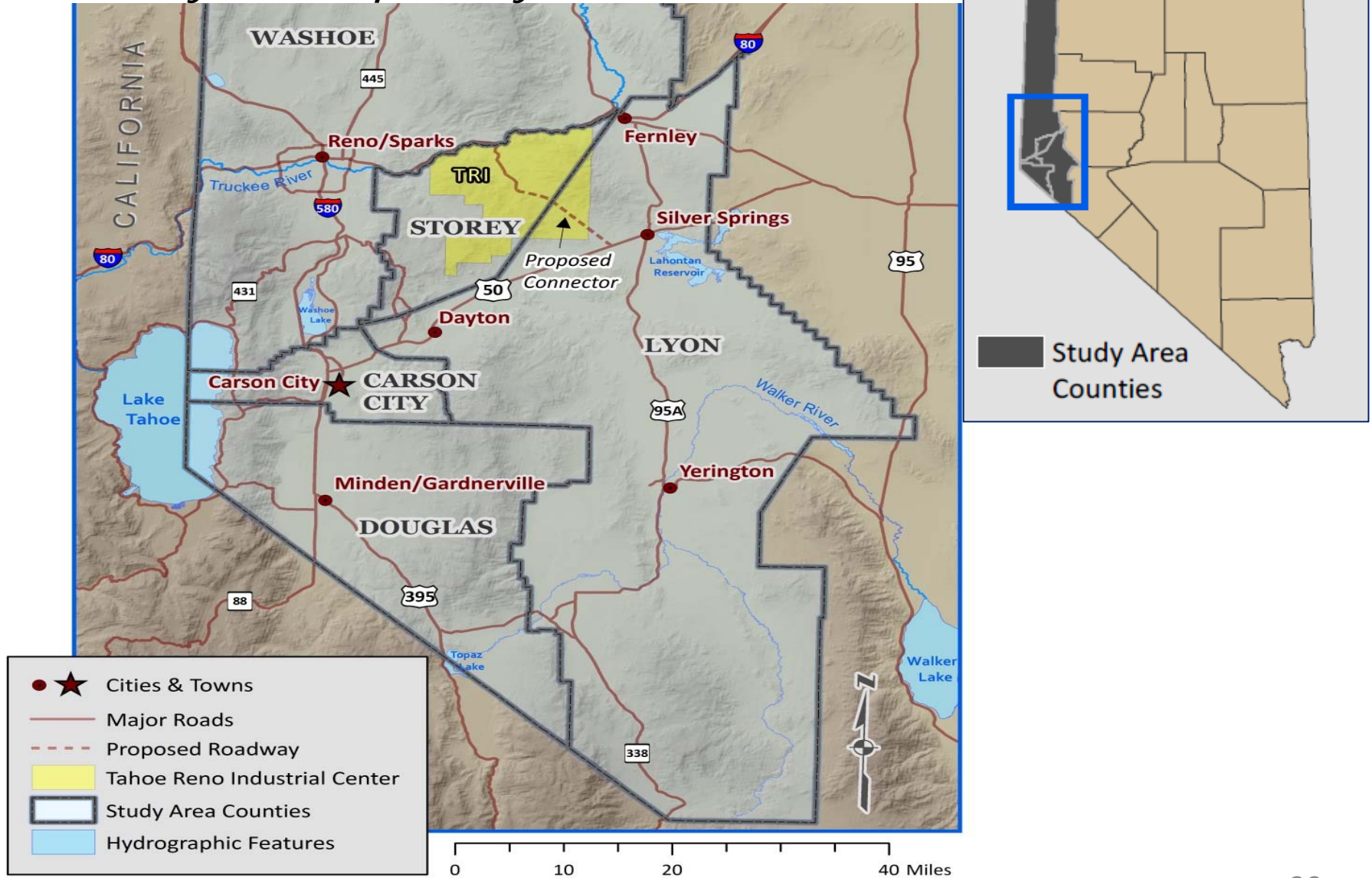
# EPIC Members

Organizations	Organizations
City of Reno	Truckee Meadows Regional Planning Agency
City of Sparks	Center of Regional Studies, UNR
City of Fernley	Regional Transportation Commission of Washoe County
Washoe County	NV Department of Employment, Training & Rehabilitation
Storey County	State Demographer
University of Nevada, Reno	Governor's Office of Economic Development
Truckee Meadows Community College	Economic Development Authority of Western Nevada
Washoe County School District	Northern Nevada Development Authority
Reno Tahoe Airport Authority	Western Nevada Development District
NV Energy	
Truckee Meadows Water Authority	



# Study Area Consists Of 5 Counties

Study Area Map – Study Period: 2015-2019



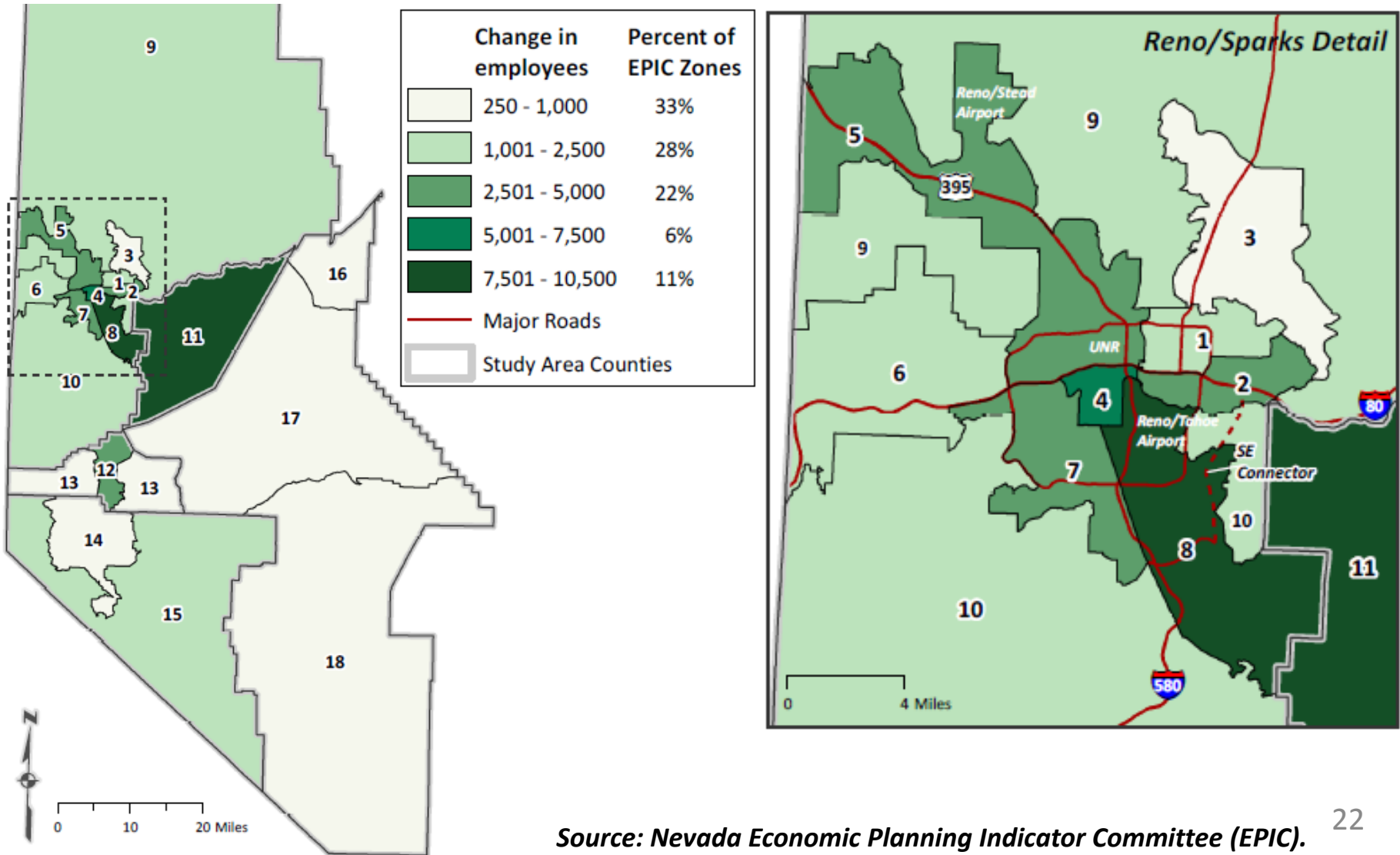
Source: Nevada Economic Planning Indicator Committee (EPIC).

# EPIC Job Forecast **Scenarios** (Five Years: 2015-2019) Rounded

<u>Scenario</u>	<u>Job Growth</u>	<u>Population</u>
<b>A</b>	<b>56,600</b>	<b>46,200</b>
<b>B1</b>	<b>52,400</b>	<b>42,400</b>
<b>B2</b>	<b>52,400</b>	<b>64,700</b>
<b>C</b>	<b>47,400</b>	<b>37,800</b>

# Scenario B job growth concentrated in 5 Zones

Total Projected Employment Growth Map-Scenario B, by EPIC Zone: 2015-2019

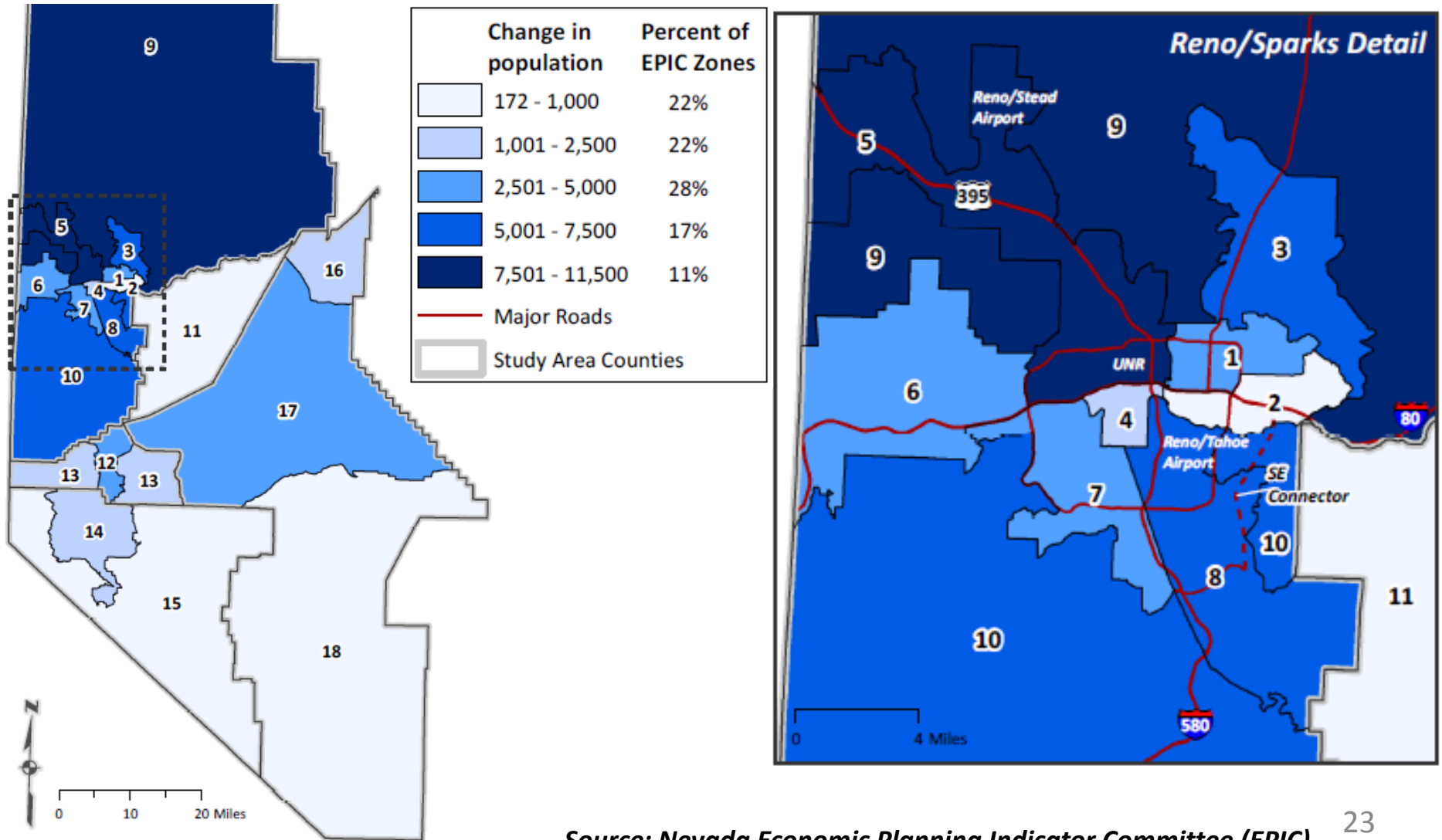


Source: Nevada Economic Planning Indicator Committee (EPIC).



# Scenario B2 population growth centered around Reno-Sparks MSA

Total Projected Population Growth Map-Scenario B2, by EPIC Zone: 2015-2019



Source: Nevada Economic Planning Indicator Committee (EPIC).

# Questions?

**EXPAND YOUR BUSINESS**

*ENJOY YOUR LIFE*

**Reno/Sparks is home to Fortune 500 companies, like Amazon and Apple.**

*And hosts over 500 art events during the month-long Artown celebration.*

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