

<http://edawn.org/existing-business/>



EDAWN Update-City of Sparks

Nancy McCormick

**Senior VP Retention, Expansion & Workforce
Development**

September 2017

Not **All** About Company Attraction

- **Business Retention / Expansion = NAB**
- **Workforce Development / Attraction**
- **Entrepreneurial Development / Attraction**
- **Key Community Issues:**
 - **Funding For School Infrastructure – WC-1**
 - **Planning For Growth – EPIC Report**
 - **Downtown Revitalization – Victorian Square**
 - **Community Rebranding – Taxi-Tops**
 - **Arts and Culture – Art Map; Business & Arts**
 - **Housing Crisis – Developers Workshop**

On-Line Support & Information

Workforce Resources

Business Toolkit

WhyReno.org (Focused on MSA)

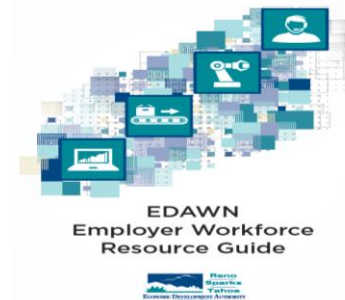
Expansion Incentives

Business License Information

Industry Roundtables

Existing Industry Awards

Existing Primary Companies (PDF)



City of Sparks Business License

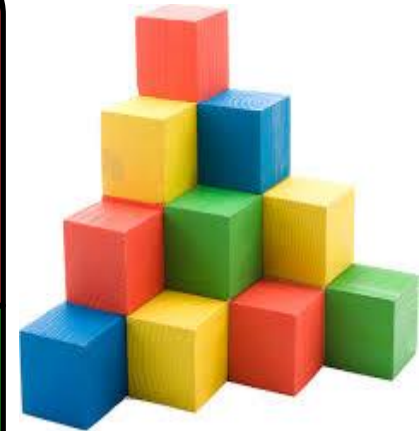
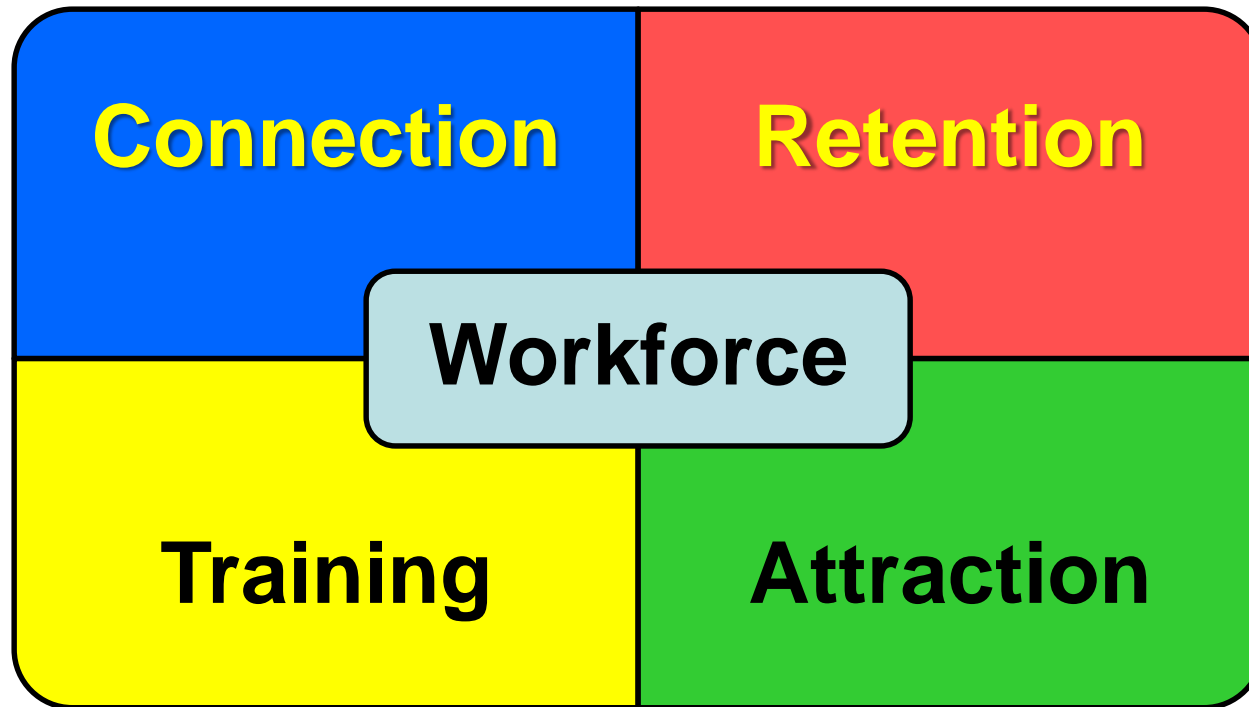
BRE-WD Activities

Nancy--Cynthia--Valerie

- Visit Companies
- Primary Company List - **148 Total in Sparks**
- Address issues
- Make Connections with Other Businesses
- Connect with Education and Other Resources
- Support Expansions
- Add Value-Help Solve Problems-Provide Support
- Recognize Co's Via Existing Industry Awards
- **Workforce, Workforce, Workforce**

Workforce Plan

Building Blocks of EDAWN Workforce Plan



Workforce Activities

- **Co-Lead Workforce Consortium**
- **Company Visits with HR Leadership**
- **Promote Workforce Resources and Facilitate Education Connections**
- **Advocate Alignment of Training to meet Company Needs**
- **Attraction Campaigns**
- **Support for Hiring**



Workforce Development Projects



LEAP Manufacturing Framework (Northern Cluster)

- **WCSD Tours**
- **Sector Councils**
- **Employer Workforce Resource Guide**
- **Educational Forums**
- **Promote Companies to Job Seekers**
- **Promote Internships across WCSD**
- **Encourage Apprenticeship Participation**

Specific Metrics Sparks FY 17

- **36 Visits to Sparks Companies**
- **No Critical Issues in this Fiscal Year**
- **4 Sparks Companies Made B to B Connections to Others**
- **Made 4 B to B Connections to Sparks Co's**
- **8 Sparks Co's in EIA Awards-3 Winners!**
- **ITS Expansion March 2016 - 55 Jobs**

Thank You! Questions?



SKI COMPANY

