



***Greater Reno-Sparks Economic
Development Strategic Plan***

City of Sparks Update

February 23, 2015

Why We're Here Today

- **To Update** Reno-Sparks Economic Development Strategic Plan Published In **August 2012**
- The Plan Was Developed With Input From Recharge Nevada And Almost 200 Community Stakeholders
- **The Plan Was Great And Is Working**
- However, With The Tesla And Now Switch, In Addition To Nearly 100 Other Announcements, Our Economic Recovery Has Accelerated
- **We Need Your Input / Thoughts** To Refine The Plan As We Retain Our Focus On Quality Job Creation With A Long Term And Sustainable View

Three Legs Of Economic Development

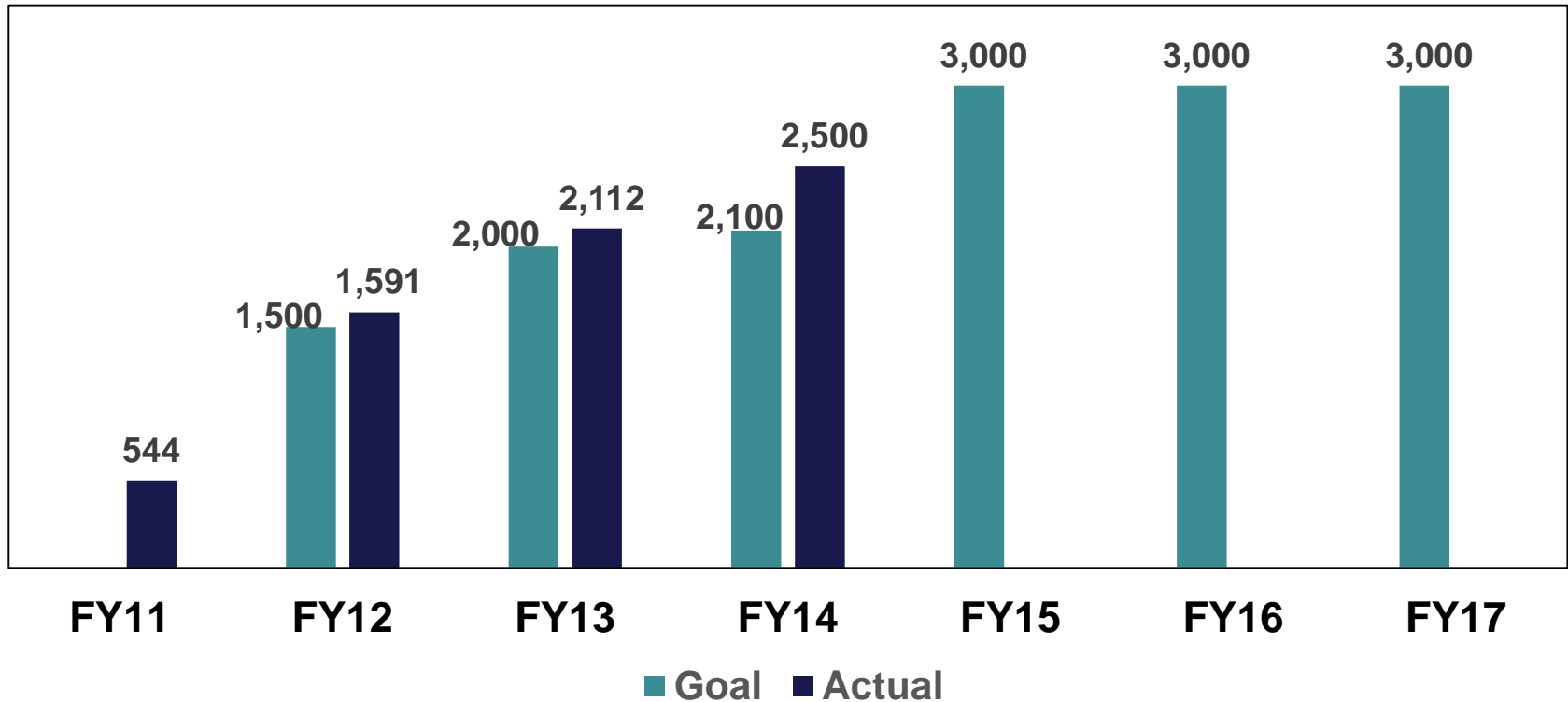
Attraction

**Retention /
Expansion**

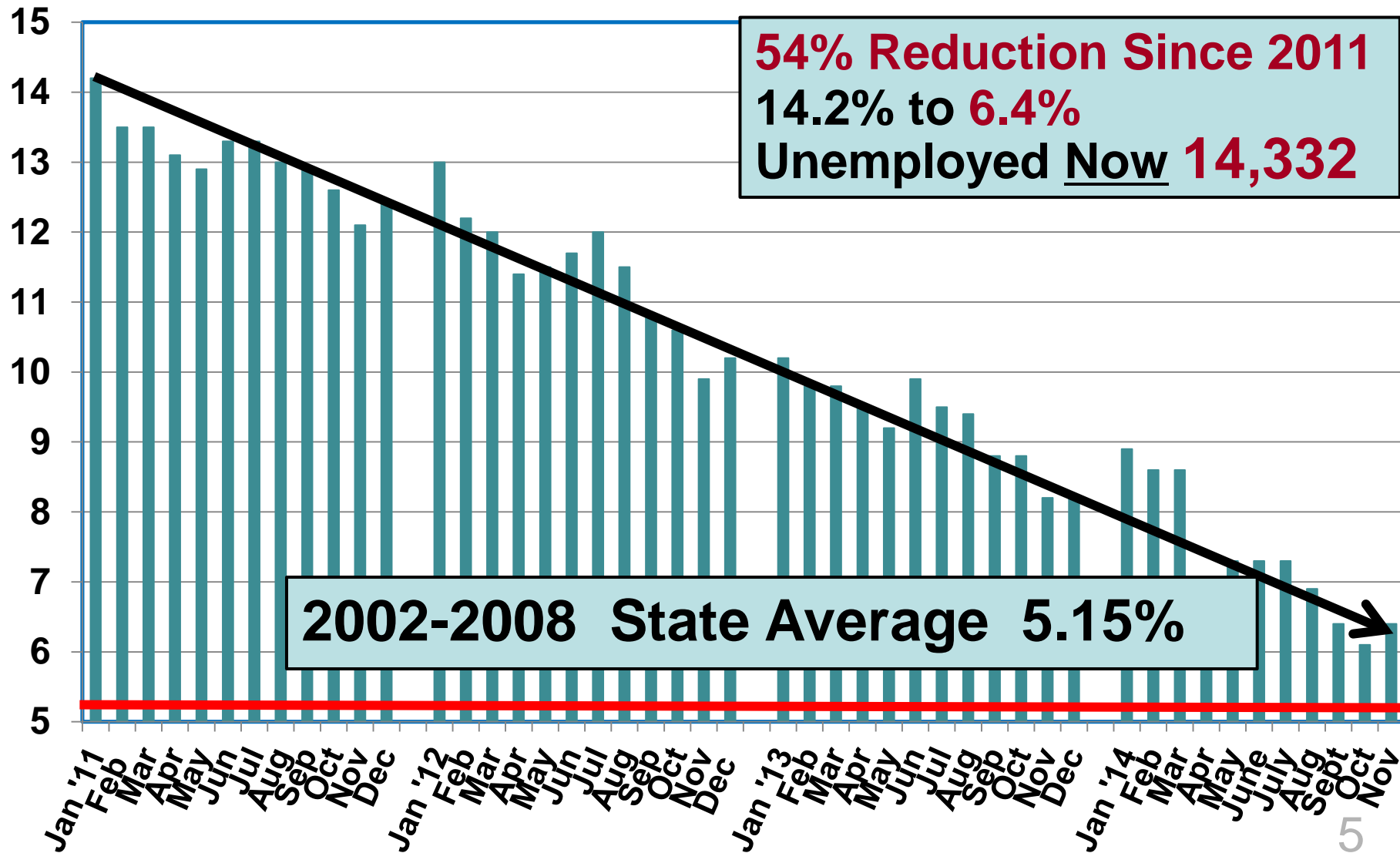
**Entrepreneurial
/ Startup Growth**

Jobs Progress Report

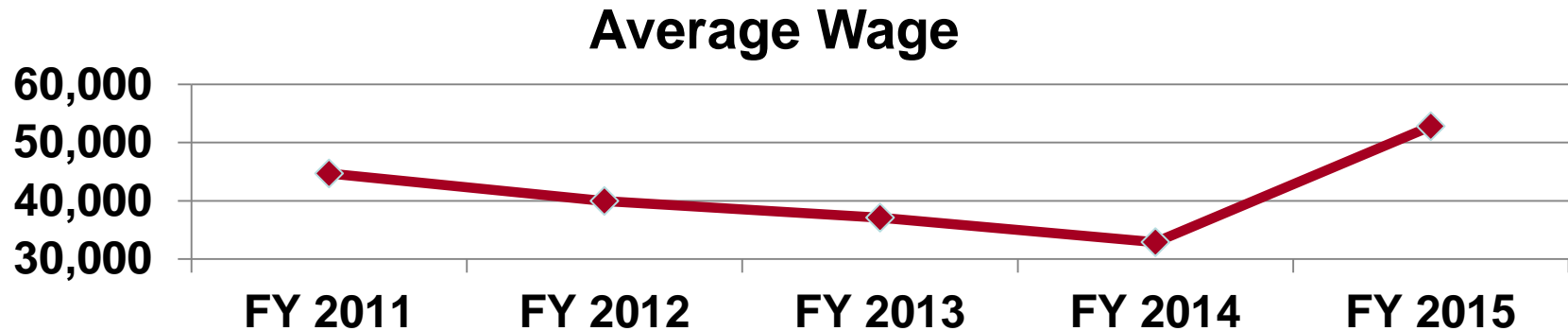
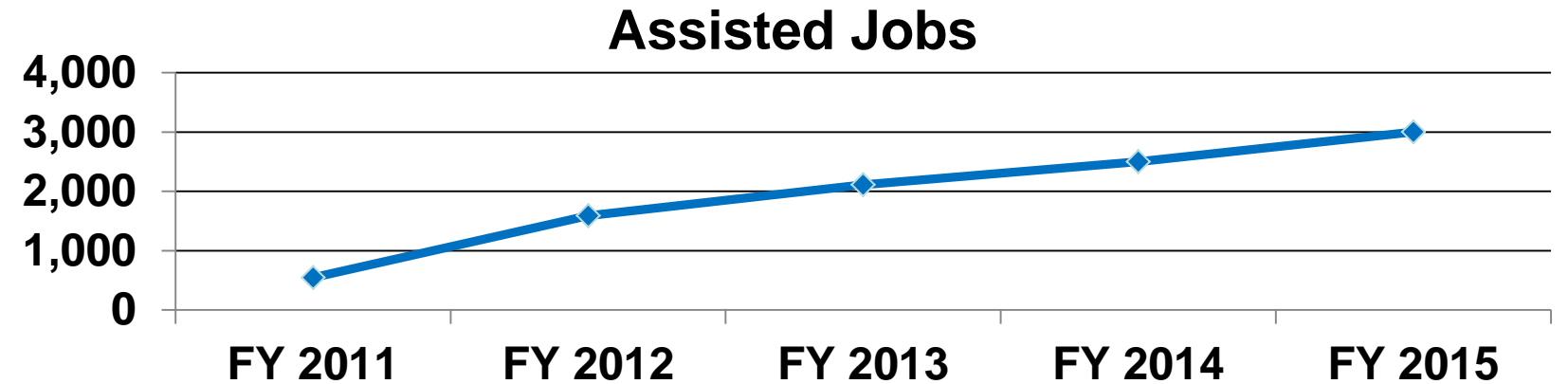
EDAWN - Assisted Jobs



Our Unemployment Rate Improving!

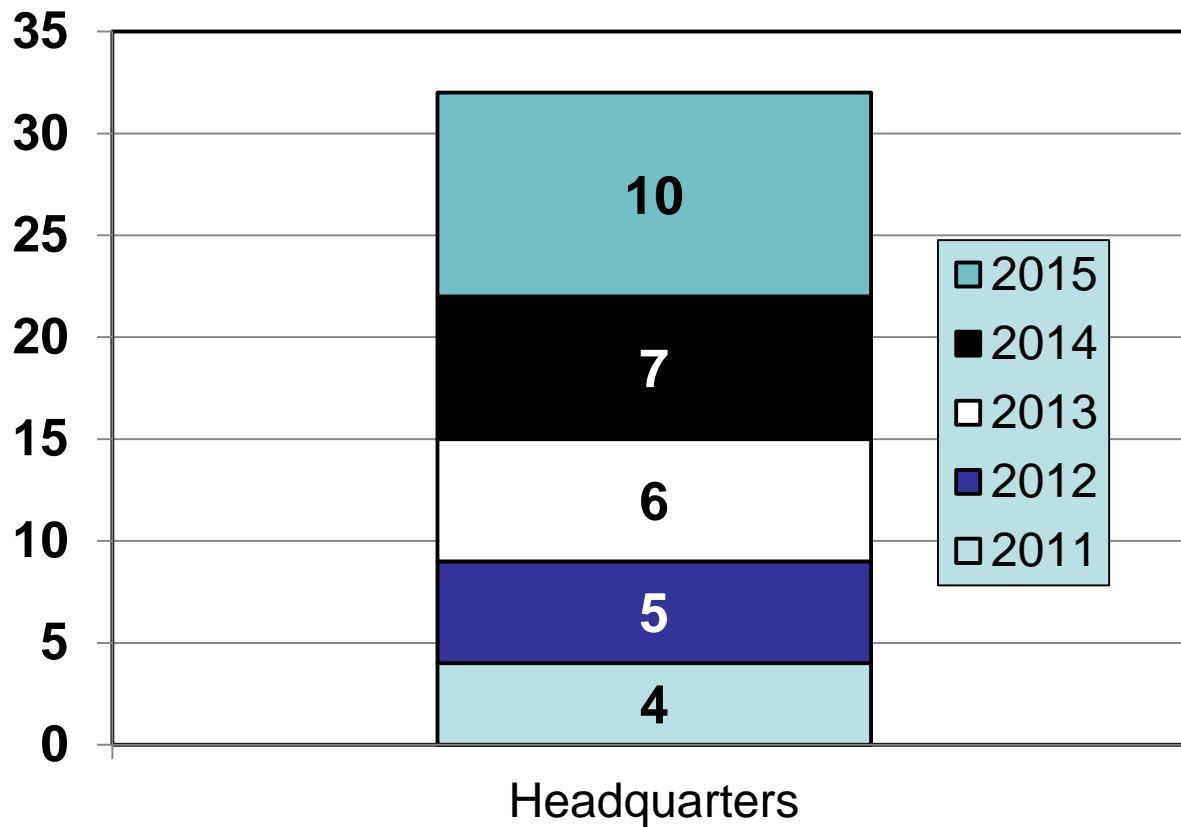


Attraction Progress **Average Wage**



FY 2015 Estimates Based On First 6 Months

New Corporate Headquarters



Tesla: **Wow!**



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



More Than Jobs

Puts Us on The Radar:

**Manufacturing
Business**

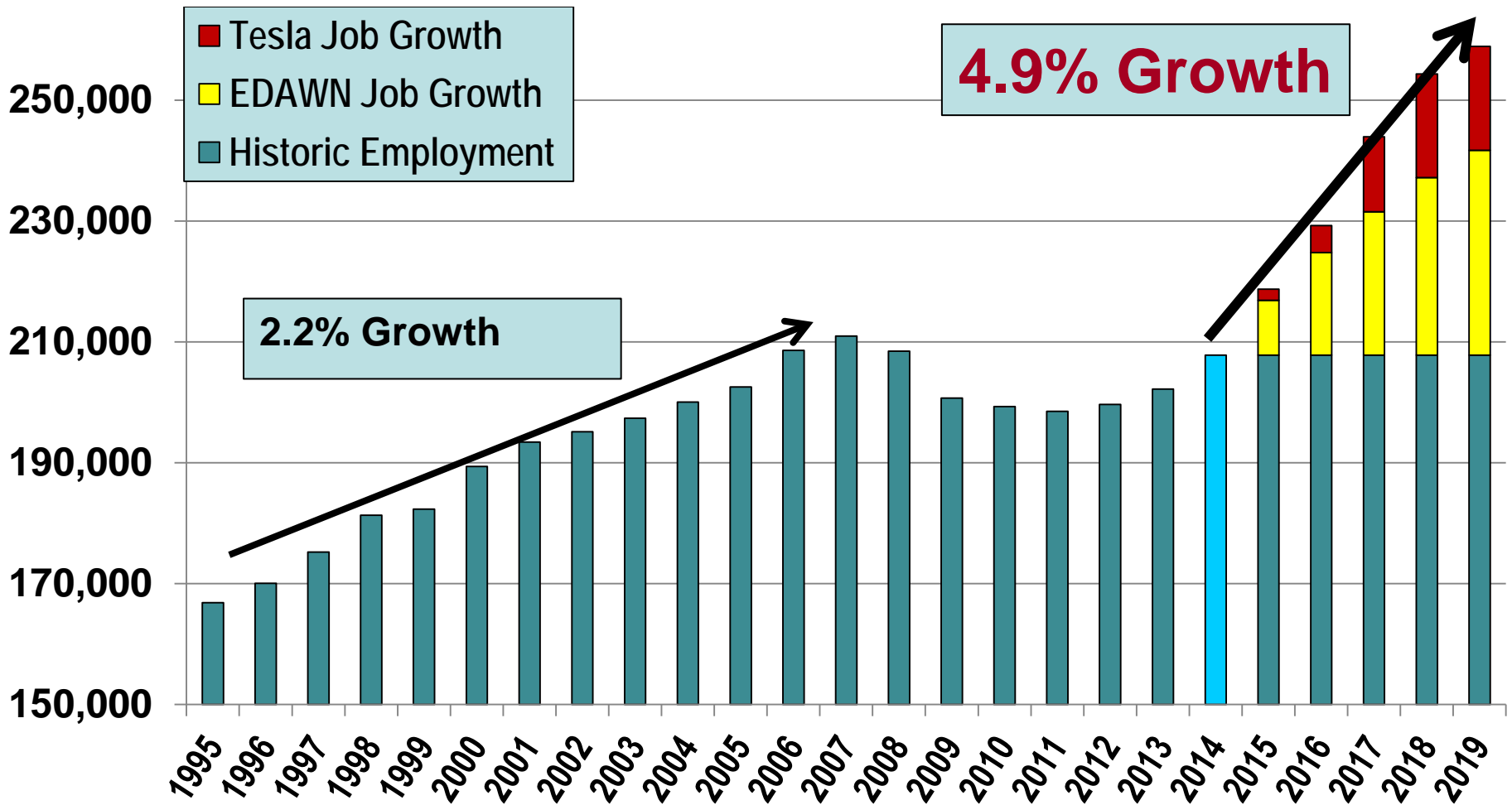
Entrepreneurs

Creative Class

Research & Development

Investors . . .

Explosive Growth Is Coming!



EDAWN's **Attraction** Efforts FY15 – FY17

Continue Ongoing Efforts Such As:

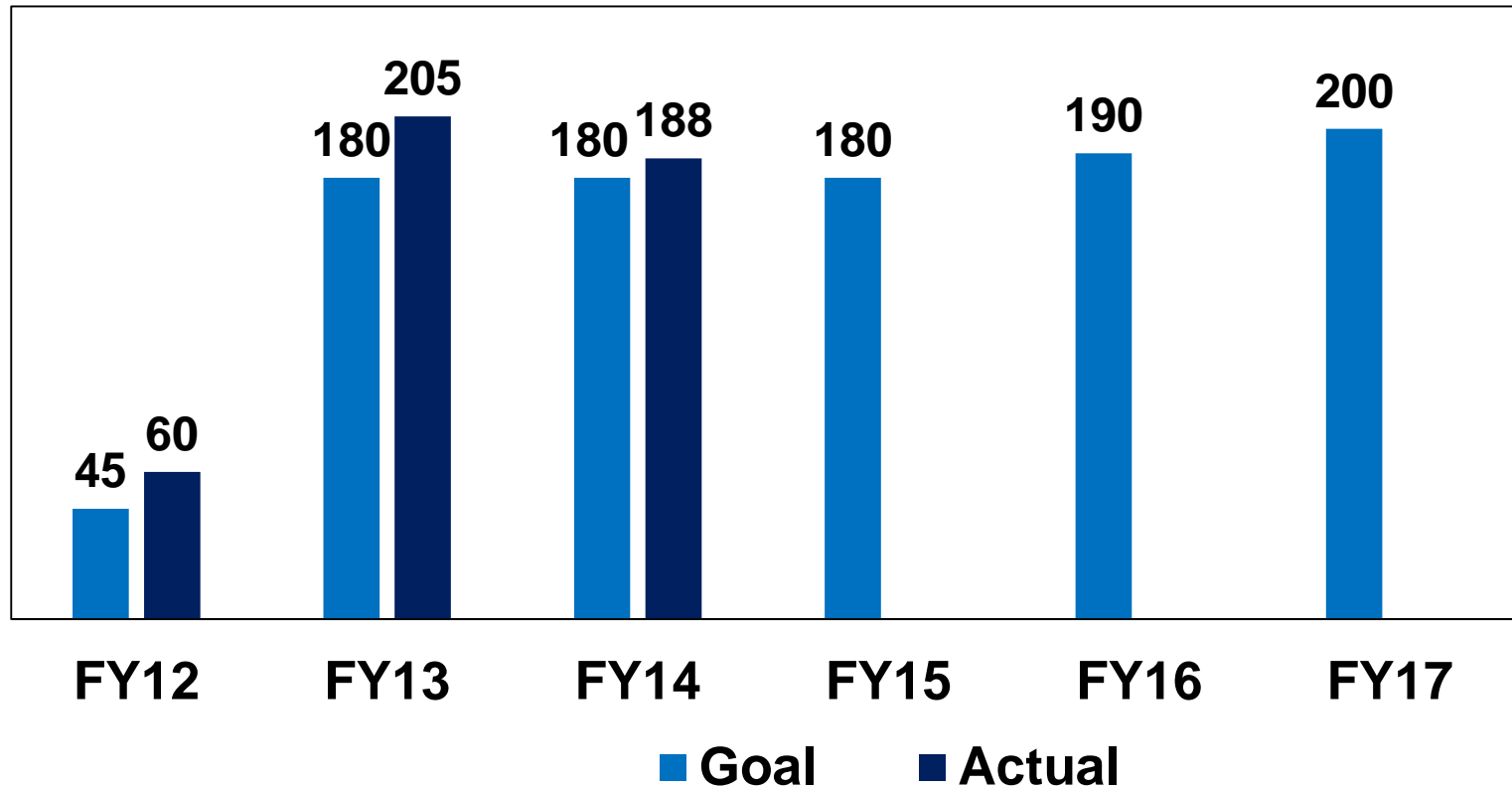
- Effectively Market The Region
- Attract High-Growth Companies And HQs
- Develop / Strengthen Relationships With Key Site Selectors, National And Local Real Estate Executives

New:

- Increased Emphasis on **Average Wage** Of Attracted Jobs
- Drive Advanced Manufacturing **Sector And Cluster Development**
- Attract Employers To **Downtown**

Business Retention & Expansion Report

Primary Companies Visited by EDAWN



Components to BR&E Program

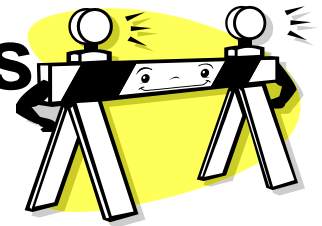
• **Connect** With Resources & Each Other



• **Grow Jobs/Revenue/Visibility**



• **Fix Problems/Eliminate Roadblocks**



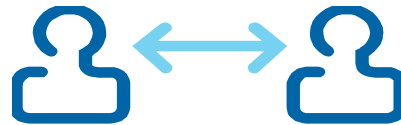
• **Retain/Recognize**



• **Support**



• **Think Local**

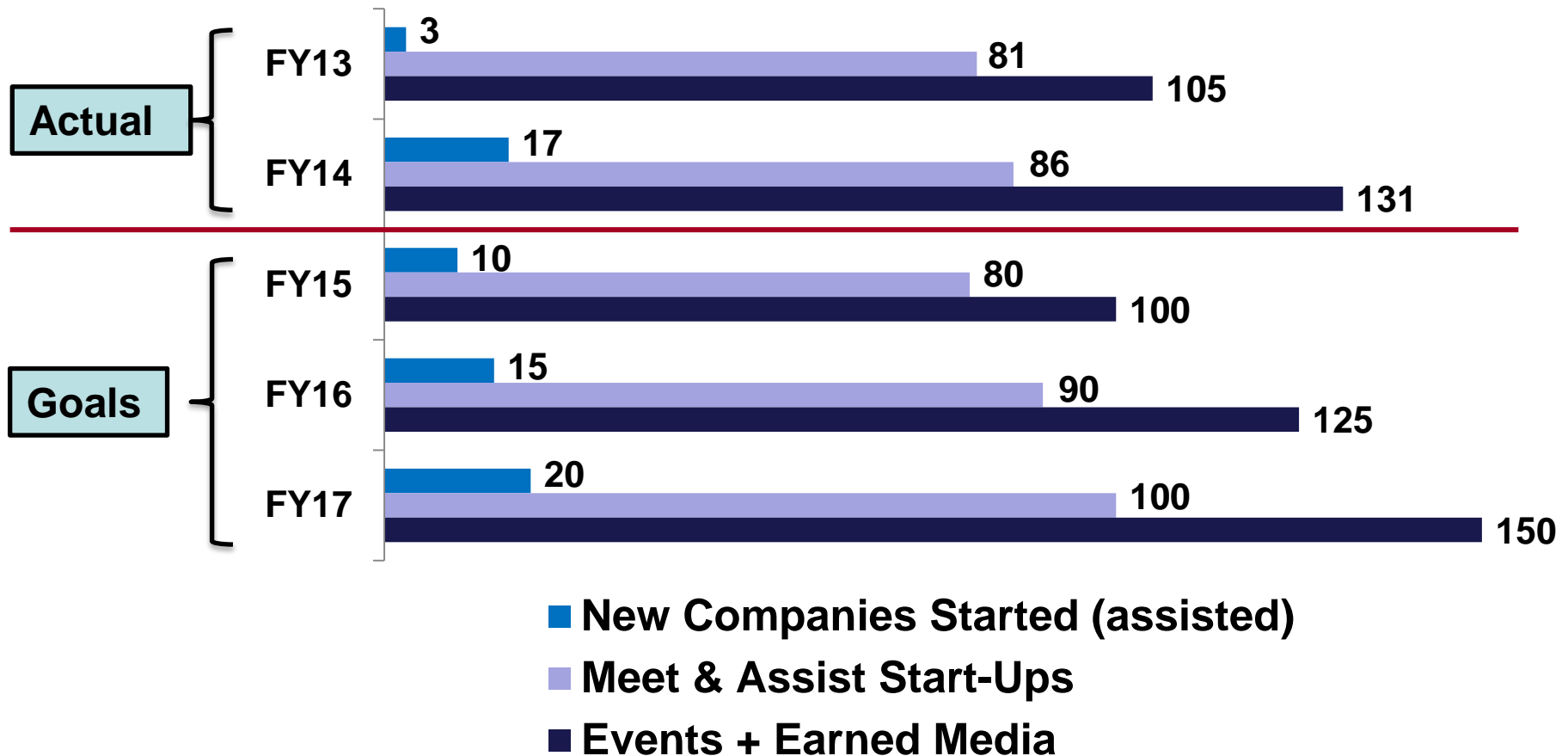


EDAWN's **BR&E** Efforts FY15 – FY17

Continue Ongoing Efforts Such As:

- **Ensure Primary Companies Aware Of Issues, Resources (E.G., Workforce Training)**
- **Support / Address Primary Companies' **Workforce Challenges** As The Workforce Tightens Due To Lower Unemployment Rates And Tesla / Panasonic**
- **Drive Sector And Cluster Advancement**
- **Increase Company-to-Company Interactions To Foster Mutually Beneficial Relationship**

Entrepreneurship Progress Report



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.....



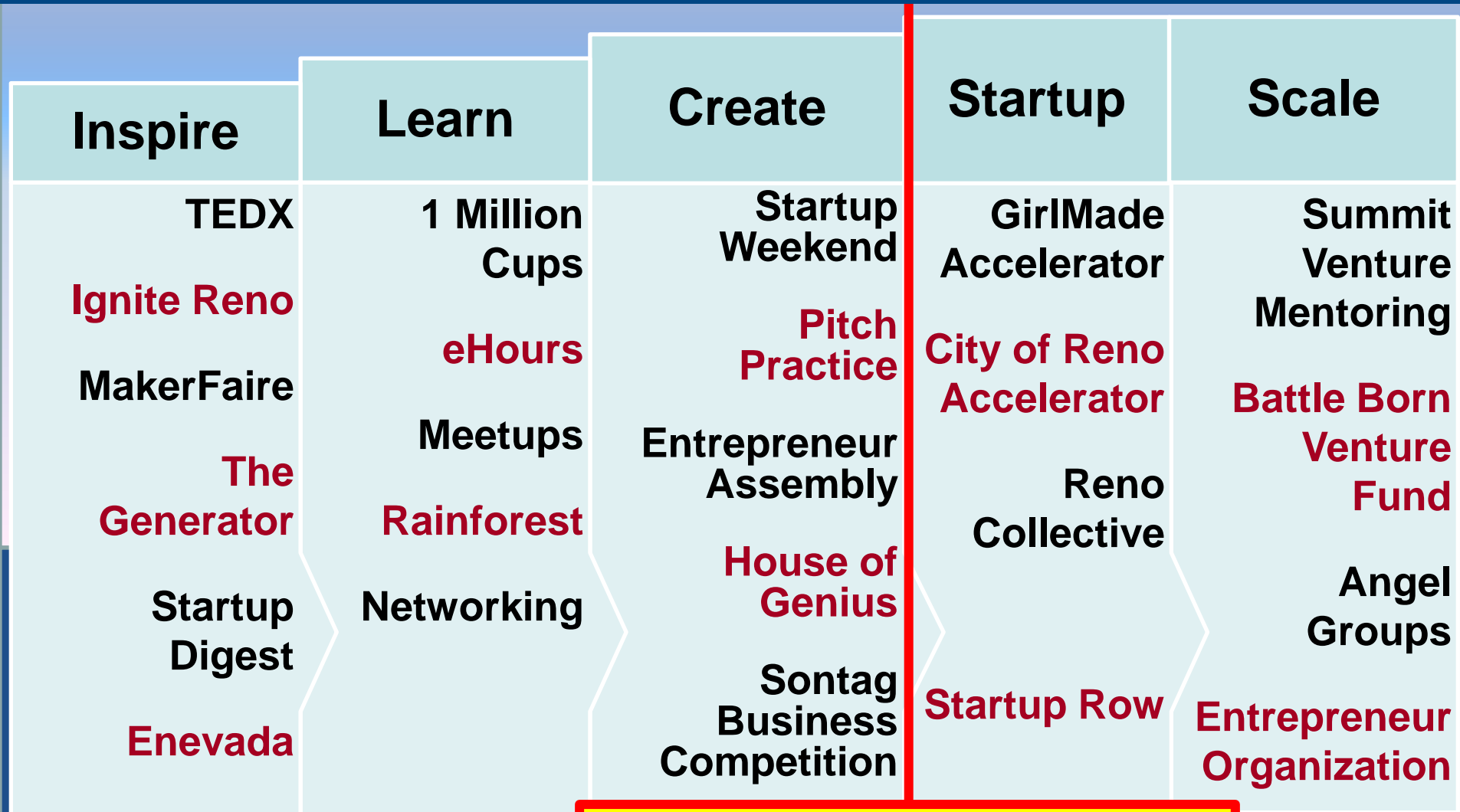
8 Of The 14 Best Startup Cities in America
...the next wave of cities building an ecosystem to turn innovators into entrepreneurs **Popular Mechanics.**



Reno, NV (DEC. 15, 2014) Next City will host its **sixth annual Vanguard conference** in Reno, NV. Vanguard is an annual experiential urban leadership conference.

**IEDC
Award!**

Entrepreneurial Ecosystem



Legal Entity – EIN Number

Entrepreneurial Development Strategy



- **Communicate:** Highlight Reno's Strengths As A Place For "Entrepreneurs With A Life"



- **Catalyze:** Engage Entrepreneurs To Lead Programs & Community Initiatives



- **Connect:** Facilitate The Connection Between Organizations, Entrepreneurs And Resources (Funding, Mentorship, Customers)



- **Showcase:** Highlight Our Startups & Entrepreneurs To Bring Visibility, Encouragement & Community Support

Entrepreneurship Efforts FY15 – FY17

New Emphasis:

- Enhance Local Venture, Angel and Other Sources of **Capital**
- Strengthen Connection Between Reno and Bay Area (Tahoe) Entrepreneurs, VC Firms & Start Ups
- **Attract Entrepreneurs** to the Region
- Facilitate Municipal Collaboration for Entrepreneurs and Existing Businesses

Updated Economic Development Stool

Workforce Development

Attraction

Retention /
Expansion

**Community
Development**

Entrepreneurial
/ Startup Growth

Workforce Efforts FY15 – FY17 (New)

- Identify Near- And Long-Term Workforce **Needs**
- Assist In **Attracting Workforce** To The Region
- Facilitate Development Of Training Programs For Existing Workforce
- Advocate Funding Increase To **Train Workforce**
- Improve Connection Of Existing Primary Employers With Education – **Increase Internships**
- **Continue To Rebrand Region - Earned Media** To Be More Attractive To Talent & Creative Class

Community Development Progress Report

- Promoting A Vision For A **Knowledge-Based Economy** Embracing **UNR** As The **Economic Engine** Of Our Future
- Attract Business / Employers To **Downtown**
- Working With Partners To **Establish** “**A Place**” For Entrepreneurs Downtown
- Work With Partners On **Air Service**
- Promote A Business **And** Quality Of Life Message **To improve Our Image**



University of Nevada, Reno



Community Development FY 15 – FY 17

- Lead The Region's Efforts To Plan For and **Accommodate Growth** (EPIC)
- Continue To Improve Region's **Brand / Image**
- Encourage / Facilitate The **Redevelopment Of The Downtown** And The Connection To UNR
- Attract Companies/Entrepreneurs To **Downtown**
- Work With Partners To Improve **Air Service**
- Improve The Region's **Fiber Connectivity**
- Plan For Long Term **Industrial Land Needs**

EDAWN's **Focus** FY12 – FY14

FY12 – FY14



Attraction: **QUANTITY** / Quality Jobs

Retention: **Inventory** Primary Companies

Entrepreneurship: Grow **Infrastructure**

Community: **Brand** Reno-Sparks

Workforce: **Assess** Needs

EDAWN's Focus FY15 – FY17



FY15 – FY17

Attraction: Quantity / **QUALITY** Jobs

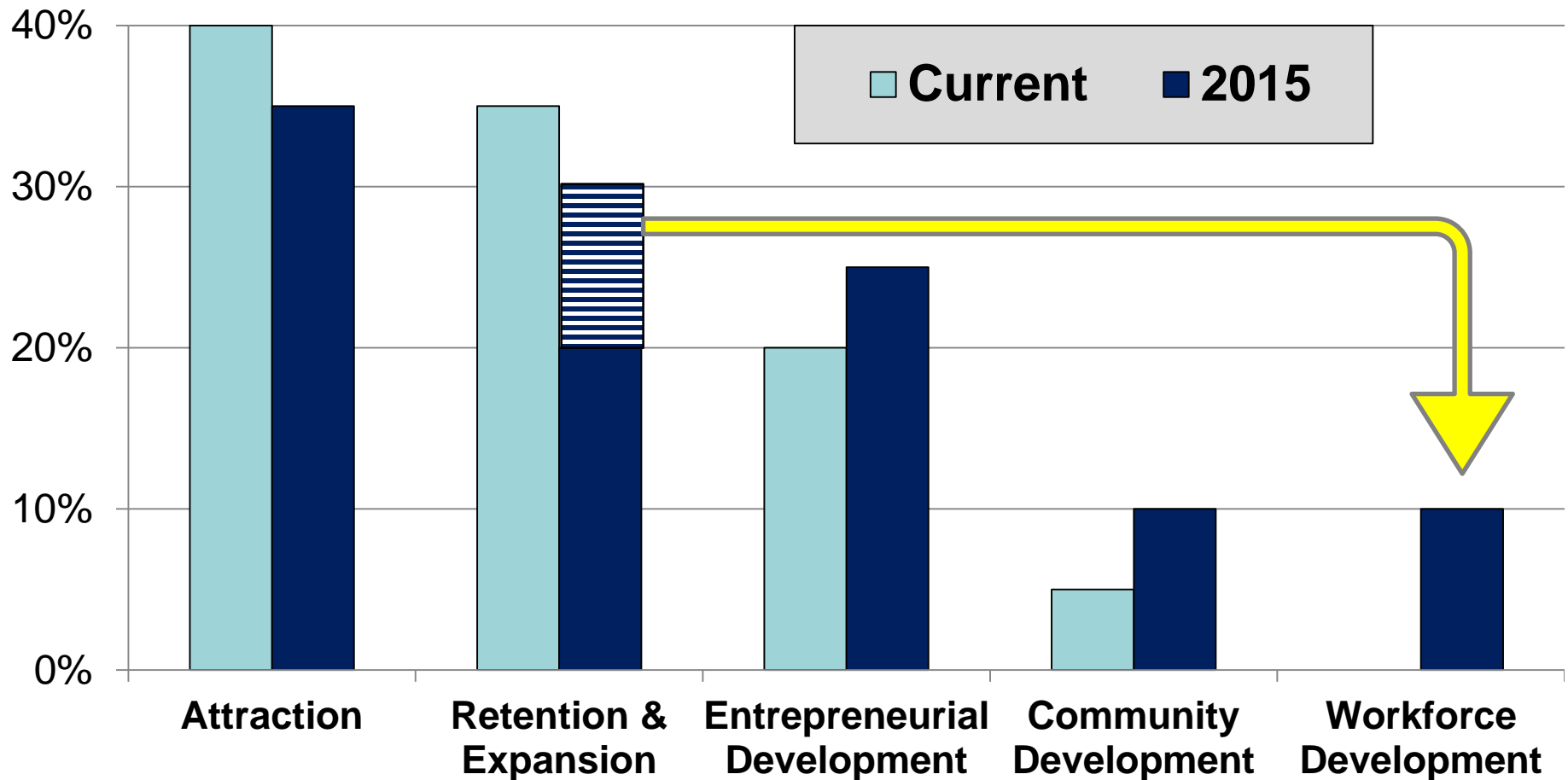
Retention: Prepare / Help Companies With **Change**

Entrepreneurship: Mentor, Support And **Attract**

Community: Brand + Downtown **Revitalization**

Workforce: Coordinate Region To **Meet Needs**

EDAWN Resource Focus: **A Shift,** But Not A Reduction



Input? Recommendations?

- **Attraction**
- **Entrepreneurship**
- **Business Retention & Expansion**
- **Workforce**
- **Community**

Next Steps

- **Community Input Sessions – Done [Jan 27th](#)**
- **Input from Local Government: County, Cities**
- **Board Input & Approval**
- **Update and Post Strategic Plan Online @ www.edawn.org**
- **Final Update Release - April**
- **Transition to New Strategic Plan - May**



Thank You!