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building a  
*Smarter Region*  
*April 2016*



THE  
CHAMBER  
Reno Sparks & Incline Nevada



DRI



TMCC



Nevada Governor's Office of  
ECONOMIC  
DEVELOPMENT



Reno-Tahoe  
Airport Authority



University of Nevada, Reno



Reno  
Sparks  
Tahoe  
ECONOMIC DEVELOPMENT AUTHORITY  
of TRINIDAD COUNTY  
City of  
Sparks



Washoe County  
School District



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# IBM's Smarter Cities Challenge - Economic Development

- GOED requested City of Reno application
- Competitive international grant (100 cities worldwide over 3 years)
- IBM deployed 5 experts (>\$400,000 consultancy value)
- IBM experts spent 3 weeks in region
- IBM experts interviewed 54 agencies/110 regional stakeholders
- IBM presented “roadmap” for regional success



## A New Approach for Regional Economic Development

### Objective

- Identify roadmap for a shared “System of Systems” analytics utility
- Develop framework for economic development to position Reno-Sparks-Washoe County (The Region) for growth

### Approach

To develop the recommendations, we:

- Conducted 50 formal interviews with a 110 regional stakeholders representing public, private, and education sectors
- Analyzed existing economic development assets
- Researched best practices

### Assumptions

- Economic development and job creation must encompass attraction, retention, and growth
- Local public and private entities are the catalyst for change

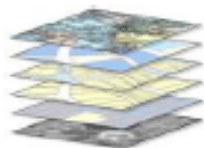
***Doing things differently, not doing different things***



## Recommendations

1. **Change Your Mindset.** Develop an integrated regional economic development strategy – *“a rising tide lifts all boats”*
2. **Be One Strong Voice.** Present one regional economic development face to the outside world
3. **Harness Your Data.** Build regional “System of Systems” analytics utility to support economic development
4. **Brand the Vision, Not the Slogan** for cities and region as a whole
5. **Invest in Your People.** Focus on education and workforce development to build foundation for future growth

Owner: City of Reno, City of Sparks, Washoe County






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# Regional Achievement

## Recommendation #1 - Change the Mindset

Created Smarter Region Governance Model - Framework Regional, Unified Economic Development Strategy

Gained regional approval on April 24, 2014

Smarter City  Smarter Region



Nevada Governor's Office of  
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University of Nevada, Reno





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# Regional Achievements

## #2 - Be One Strong Voice

EDAWN approved as the regional face and unified voice for economic development to the outside world

## #3 - Harness the Data

TMRPA collaborating with DRI, UNR, and local agencies to develop data projects to create a regional system to support economic development





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# Current Regional Focus

## #4 - Brand the Vision, not the Slogan

Created a collaborative, regional stakeholder survey process to identify a shared regional vision for economic development.

Economic development knows no political boundaries.

The Region is generally defined as EDAWN's boundaries and the Smarter Region Governance Model agencies.

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## Champions for #4

City of Reno - David Bobzien

City of Sparks - Ed Lawson

Washoe County - Bob Lucey

Washoe County School District - Veronica Frenkel

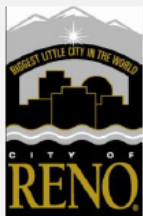
NSHE - Jason Geddes







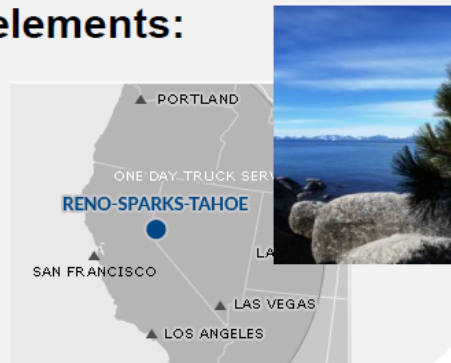
Build a common regional **macro-brand** for the outside world while maintaining individuality in micro-brands for each jurisdiction



**WASHOE COUNTY** NEVADA  
Many Communities. One County.

Common brand elements:

- Strategic location
- Business friendly
- Quality of life
- Tahoe
- Outdoors sports





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## Regional Economic Development Brand Vision

*“We are pioneers, innovators and risk-takers. We embrace those with the determination to get business done today while setting their sights on the possibilities of a bold, new tomorrow.”*





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# Brand Vision Statement - Regional Adoption

## Approval Process

Nov/Dec 2015 - NSHE Community College and Board of Regents

April 25, 2016 - City of Sparks

April 26, 2016 - Washoe County

Washoe County School District

April 27, 2016 - City of Reno





# Brand Vision Statement - Implementation

What is required to achieve the brand vision to enhance economic development progress?

- A. Hard & Soft infrastructure/assets, e.g. fiber, transportation, regulations, workforce development
- B. Communications Plan, both external and internal, e.g. Joint PSA, RGJ Editorial Board, PIOs
- C. Funding

