



Sparks Council Update

Mike Kazmierski, President and CEO

September 12, 2016

The **New** Reno-**Sparks**

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

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

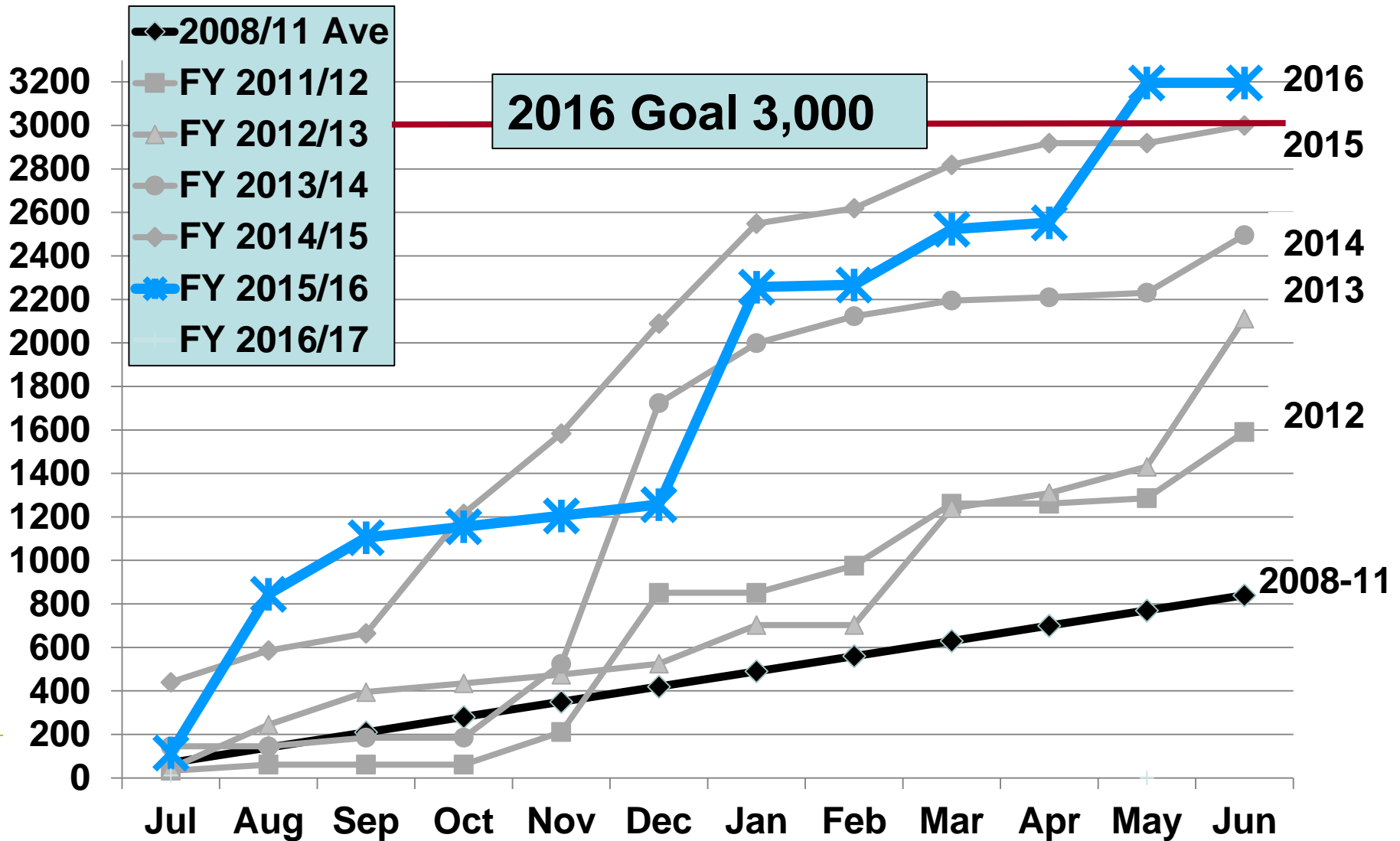
Attraction

Retention /
Expansion

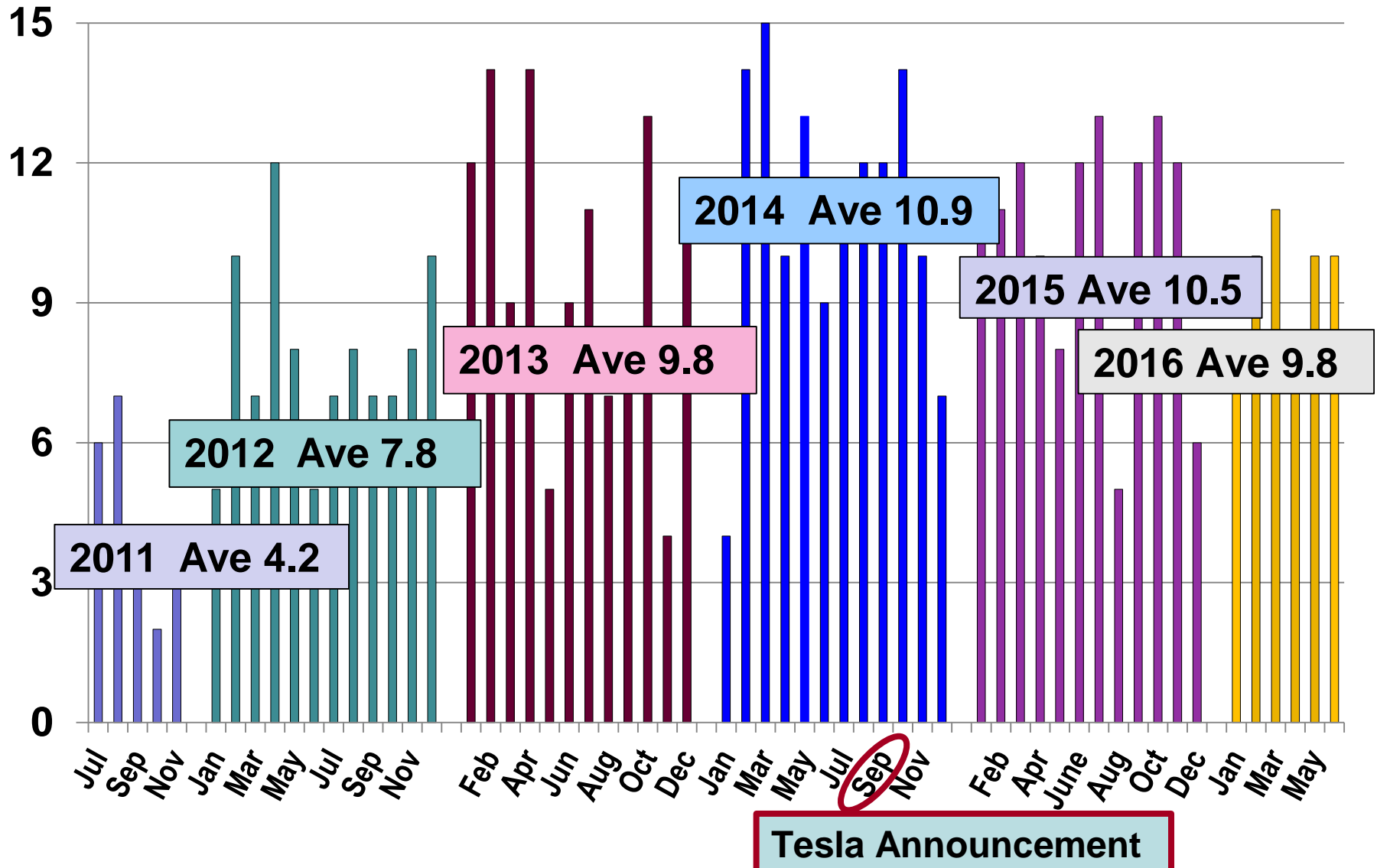
**Community
Development**

Entrepreneurial
/ Startup Growth

Jobs Announced – Continued Increase



Prospect Visits Per Month



2015-16 **Sparks** Projects

Industry	Company	Jobs	From
Manufacturing	Planetary Pinball	10	CA
Manufacturing	Cam-Concept	10	INT
Logistics/Dist	ITS Logistics	55	NV
E-Commerce	Switch	400	NV
Manufacturing	Indy Hanger	20	IN
Data Center	eBay Inc.	50	CA

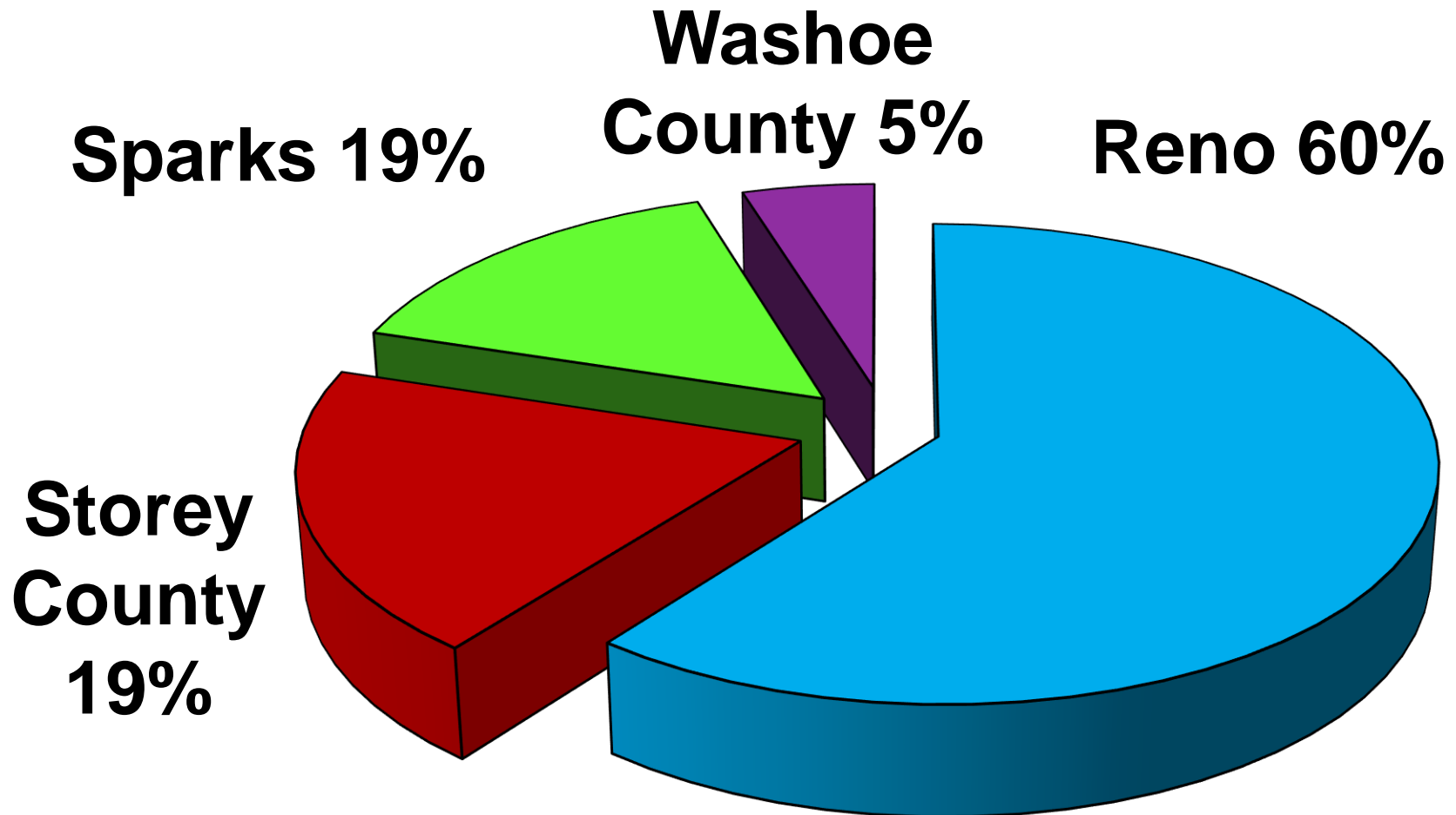
Pending Announcements

Industry	Job Count	HQ	Confidence	Relocation State
Software	200	X	Very Likely	AR
Distribution	400		Very Likely	CA
Software	115	X	Very Likely	CA
Back Office	120		Very Likely	NE
Manufacturing	45		Very Likely	CA
Distribution	10		Very Likely	MA
Distribution	50		Very Likely	IN
Distribution	135	X	Very Likely	CA
Total	1,075	3		

Hot Prospects!

Industry	Job Count	HQ	Confidence	Relocation State
Manufacturing	100	X	Finalist	TAIWAN
Manufacturing	150		Finalist	DE
Manufacturing	70		Finalist	MI
Service	200		Finalist	CA
Manufacturing	250	X	Finalist	CO
Manufacturing	50	X	Finalist	CA
Data Center	80		Finalist	TX
Manufacturing	292		Finalist	OH
Service	800		Finalist	FL
Manufacturing	100		Finalist	TAIWAN
Distribution	1,500		Finalist	GA
Manufacturing	30	X	Finalist	SWEDEN
Total	3,622	4		

124 Companies Located FY 2012- 2016





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

**Tesla:
Wow!**

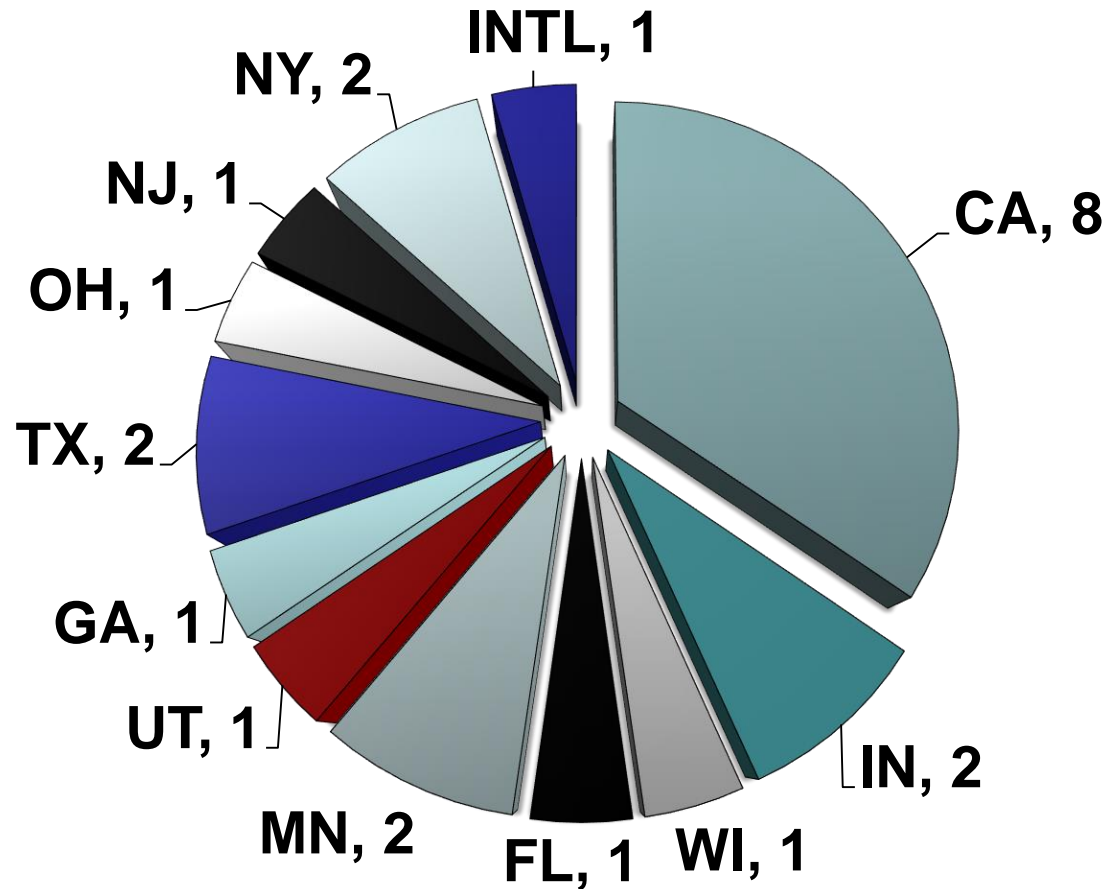


**More Than Jobs: Puts Us on The Radar For:
Manufacturing, Business, Entrepreneurs, Creative
Class, Research & Development, Investors . .**

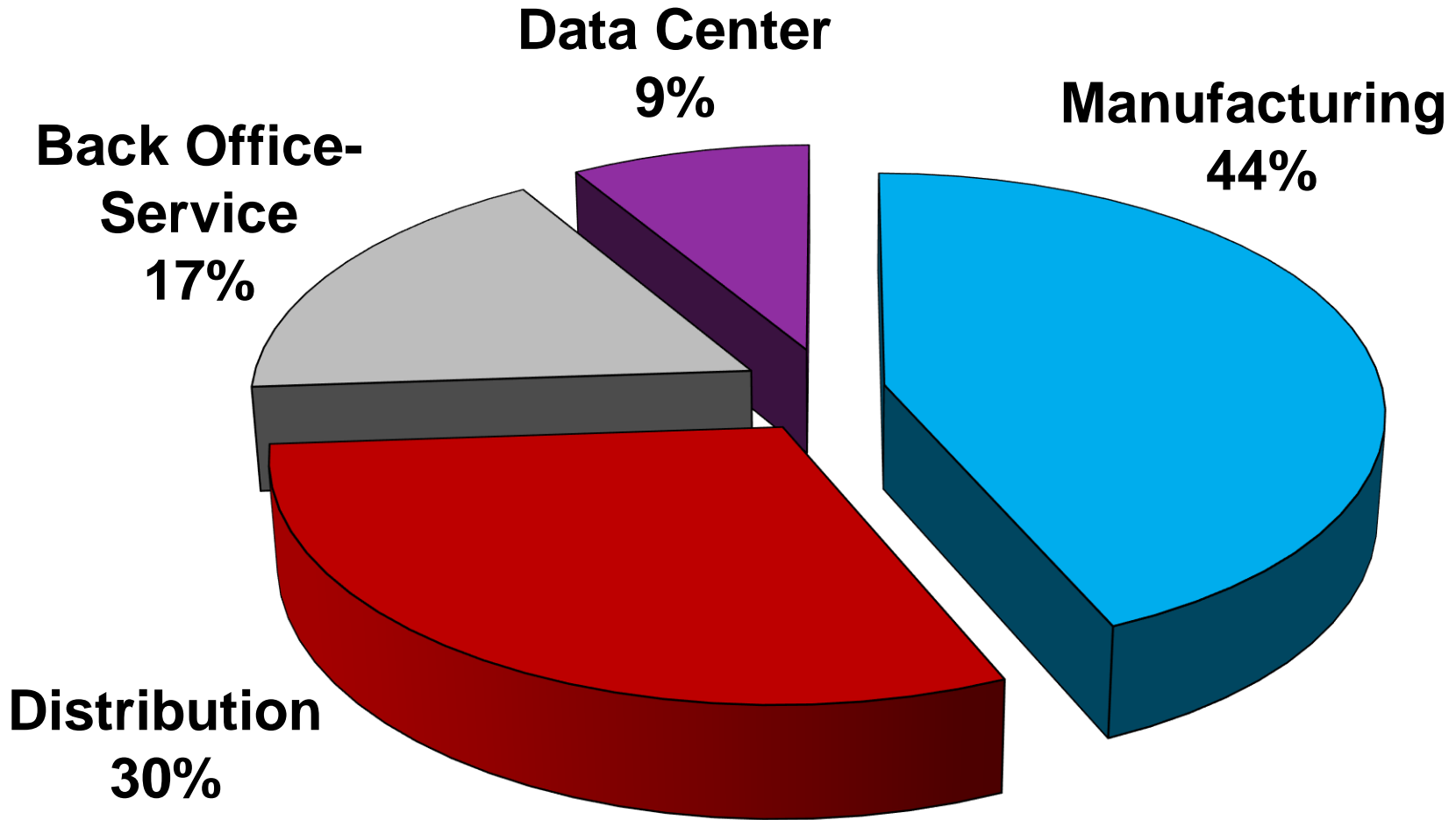


- Switch, The Developer Of SUPERNAP Data Centers Is Expanding To Northern Nevada
- Is Building A **6.4 Million Sq-ft Data Center**; Will Bring **\$3 B Of Investment and 400+ Jobs**
- Switch's Development Of A Fiber Optic **Network Loop** Will Connect Reno, Las Vegas, Los Angeles And San Francisco
- **SUPERLOOP** Will Dramatically Increase The Speed Information Can Travel Among The Cities

FY2015 Relocated Companies From...



Types Of Companies Relocated FY2015



Economic Hot Spot MSA Rankings

(RCLCO Economic Hot Spot Map (2013 and 2015))

Medium MSA's²



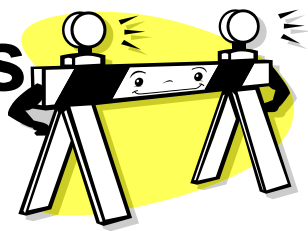
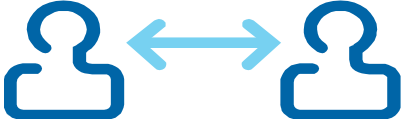
Rank	MSA	Prev Rank
1	Salt Lake City, UT Metropolitan Statistical Area	2
2	Raleigh, NC Metropolitan Statistical Area	1
3	Jacksonville, FL Metropolitan Statistical Area	24
4	Reno, NV Metropolitan Statistical Area	97
5	Grand Rapids-Wyoming, MI Metropolitan Statistical Area	63
6	Durham-Chapel Hill, NC Metropolitan Statistical Area	4
7	Richmond, VA Metropolitan Statistical Area	15
8	Sioux Falls, SD Metropolitan Statistical Area	5
9	Ann Arbor, MI Metropolitan Statistical Area	54
10	Lexington-Fayette, KY Metropolitan Statistical Area	11
11	Charleston-North Charleston, SC Metropolitan Statistical Area	20
12	Columbia, SC Metropolitan Statistical Area	34
13	Boulder, CO Metropolitan Statistical Area	3
14	Omaha-Council Bluffs, NE-IA Metropolitan Statistical Area	9
15	Fayetteville-Springdale-Rogers, AR-MO Metropolitan Statistical Area	17

RCLCO Release on April 19, 2016. RCLCO is a leader in tracking real estate trends and issues

Area Development Rankings!

- **Top 30 Mid-Size Cities, Reno # 1**
- Nevada Gold Shovel Winner – 2nd Year In A Row
- **Top 100** Leading Locations (394 MSAs) – **Reno # 9**
- **Top 20** Cities For Economic Strength – **Reno # 17**
- **Top 20** Cities Year Over Year Growth – **Reno # 3**
- **Top 20** Mid-Size Cities:
 - Prime Workforce – **Reno # 11**
 - Economic Strength – **Reno # 6**
 - Five Year Growth – **Reno # 11**
 - Year Over Year Growth – **Reno # 2**

Components to BR&E Program

- **Connect** With Resources & Each Other 
- **Grow Jobs/Revenue/Visibility** 
- **Fix Problems/Eliminate Roadblocks** 
- **Retain/Recognize** 
- **Support** 
- **Think Local** 

Retention Results / Initiatives

- **Company Visits = 195**
 - **Growing**
 - **Future Growth**
 - **Flat**
 - **Declining**

85% Growing
- **Five Assisted Expansions = 144 Jobs**
- **60 Business To Business Connections Made**
- **2 Industry Sector Councils**
- **50 Co's Recognized @ Existing Industry Awards**
- **14 Critical Issues Addressed**

Workforce Consortium Partners

UNR, TMCC & WNC	Community Services Agency	Dream It Do It	Education Alliance of Washoe County
EDAWN	JOIN, Inc	NVIE	GOED
Nevada Builders Alliance	The Chamber	Multiple Veterans Agencies	No. Nevada Literacy Council
Sierra Nevada Job Corps	Nevada Dept. of Education	Western Governor's University	National Skills Institute
CCNN	WCSD & CTE	DETR	Nevadaworks

Burning Man Billboards

**WANTED:
Mutant Vehicle Engineers
RethinkReno.com**



**Work Closer to the Playa!
RethinkReno.com**

**WANTED:
BRAINS,
CREATIVITY,
TALENT,
PASSION**

RethinkReno.com



**LIVE,
WORK,
AND
PLAYA**

RethinkReno.com



Attraction Campaign

- **Rethink Reno - Campaign launched THIS WEEK!**
 - Effort To Attract Startups, Entrepreneurs, And Talent (Software Developers, Engineers, Etc.) To The Region
 - www.RethinkReno.com
 - Video Series Highlighting 4 “Personas”
 - Call To Action On Website:
 - 1) Sign-up For Rethink Reno Newsletter Highlighting Reno Culture, Business Benefits, Etc.
 - 2) Reach Out To Visit Reno And Take A Tour Social Media Campaign Integrated As Well

Entrepreneurial Ecosystem

To Support Entrepreneurs Along Every Stage Of Their Journey

Core Values

- Be Entrepreneurs 1st
- Raise The Bar
- Be Of Service
- Make An Impact
- Stewards Of Culture

The Entrepreneurs Journey



CHAMPION

Recognized as the leading organization in your field

SCALE-UP

Seeking the maximum success of your core mission

STARTUP

Seeking a scalable business model

CREATE

Executing an idea (alone or with others)

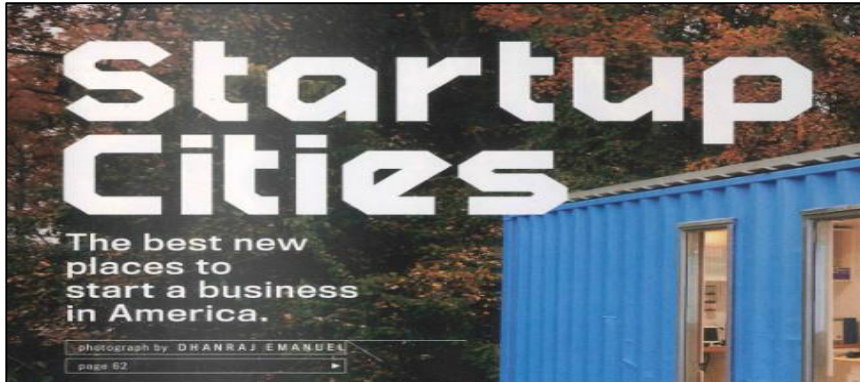
LEARN

Seeking knowledge and other like-minded people

INSPIRE

Having a realization or awakening

Entrepreneurial Development **Success!**



HUFF POST TRAVEL

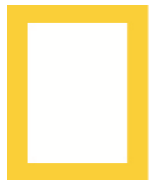
5 Reasons Reno, Nevada Is Actually Pretty Cool

August 12, 2015



Reno Renewed: Nevada's 'Biggest Little City' Is Changing Face

November 1, 2015



**NATIONAL
GEOGRAPHIC**

**Reno - Top 10 Emerging Ski Town
Featured in "Why I Love My City"**

EPIC Report Out!

(Economic Planning Indicators Committee)

- **Unprecedented Growth Is Projected For The Region: Tesla/Switch & Nearly Many 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 Job Forecast **Scenarios** (Five Years: 2015-2019) Rounded

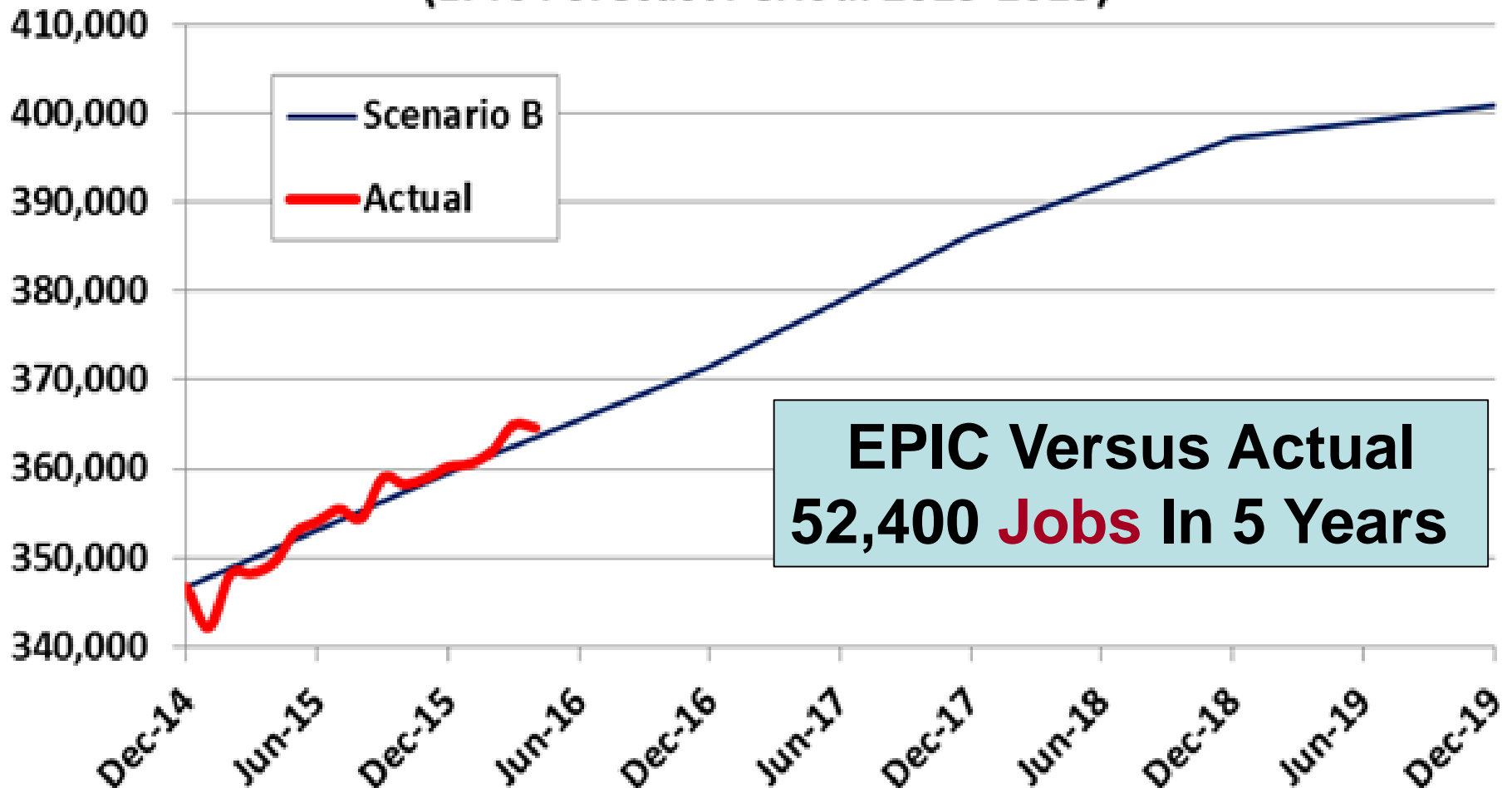
<u>Scenario</u>	<u>Job Growth</u>	<u>Population</u>
A	56,600	46,200
B1	52,400	42,400
B2	52,400	64,700
C	47,400	37,800

 **EDAWN Projected Most Likely Scenario**

EPIC Projection vs Actual - **Jobs**

Study Area Employment Tracking: Dec-14 to Apr-16
(EPIC Forecast Period: 2015-2019)

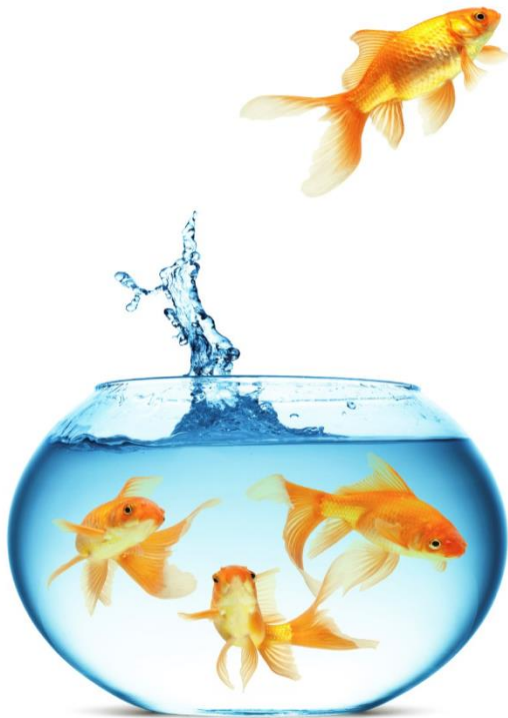
RCG
ECONOMICS



EPIC Versus Actual
52,400 Jobs In 5 Years

Challenges To The New Reno / Sparks

1. Affordable / Workforce Housing
2. Workforce Attraction And Training
3. Downtowns Revitalization - Connections
4. School Infrastructure Funding



Questions?

