



AB 449:
Economic Development

City Council Update
March 26, 2012



ReCharge Coalition

- Finding the “Lets Do This Together”
- Made up of members from local governments, education, private sector, GOED, EDAWN, and NNDA
- Meeting monthly since August, 2011
- Sponsored the ReCharge Summit in November 2011
- Statement of Intent under consideration by 6 county region



Catalyst Fund

- \$10 million will be available statewide July 1, 2012
- This is *in addition to* the \$2.6 million available for RDA operating expenses
- GOED is working on criteria for Catalyst funding
- Different from criteria used by the State to award incentives
- Need to show success by the start of the legislative session, February 2013



Interlocal Agreement Working Group

- Preparing an interlocal agreement for “new” regional approach to economic development over the “long term”
- Made up of members from local governments, Reno Chamber, GOED, EDAWN, and NNDA
- Meeting weekly since February 2012
- All funding must pass through a local government
- Agreement will formalize economic development cooperation and how Catalyst Fund requests are submitted to the State



Regional Development Authorities (RDAs)

- Northern Nevada Development Authority (NNDA) and Economic Development Authority of Western Nevada (EDAWN)
- Signed an MOU in February 2012
- EDAWN will concentrate on the I-80 corridor
- NNDA will concentrate on I-50 and rurals
- Governor's goal is 50,000 jobs in 3 years: based on population, EDAWN's goal for western I-80 corridor is 7,500 jobs



Current City Initiatives to Facilitate Business /Development

Sparks has prioritized improving our “Business Processes” to better meet needs of the “new normal” by:

- Holding the line on or reducing fees (e.g., for SUP, site plan reviews)
- Reducing discretionary entitlements (e.g., revised Industrial zoning code, extension of period before SUPs lapse)
- Consultant review of zoning code to identify “low-hanging fruit” – quick fixes to remove barriers to development and investment



What's Ahead

- Community review to “right size” Transit Oriented Development district
- Focused marketing of redevelopment and master plans to attractive new or expanding businesses
- Complement regional economic development efforts with Sparks specific initiatives
- Full, consultant-assisted overhaul of City’s development ordinances (if funded)



Additional Resources Needed to Accomplish this Mission

- Development ordinances overhaul (\$150K \pm)
- (Consultant) Business and Development Facilitator/ Ombudsman (\$75K \pm /year)
- Permanent, full time economic development City staffer (\$130K \pm /year)



Questions?