

welcome to
greater reno-tahoe

can do



Reno
Sparks
Tahoe

ECONOMIC DEVELOPMENT AUTHORITY
OF WESTERN NEVADA

Sparks City Council Update

Mike Kazmierski - President and CEO

January 28, 2013

(As of Feb 28th)

What Does EDAWN Do?

Effective Economic Development Program

- **Attracts**
- **Retains / Expand**
- **Grows**

Quality Jobs!



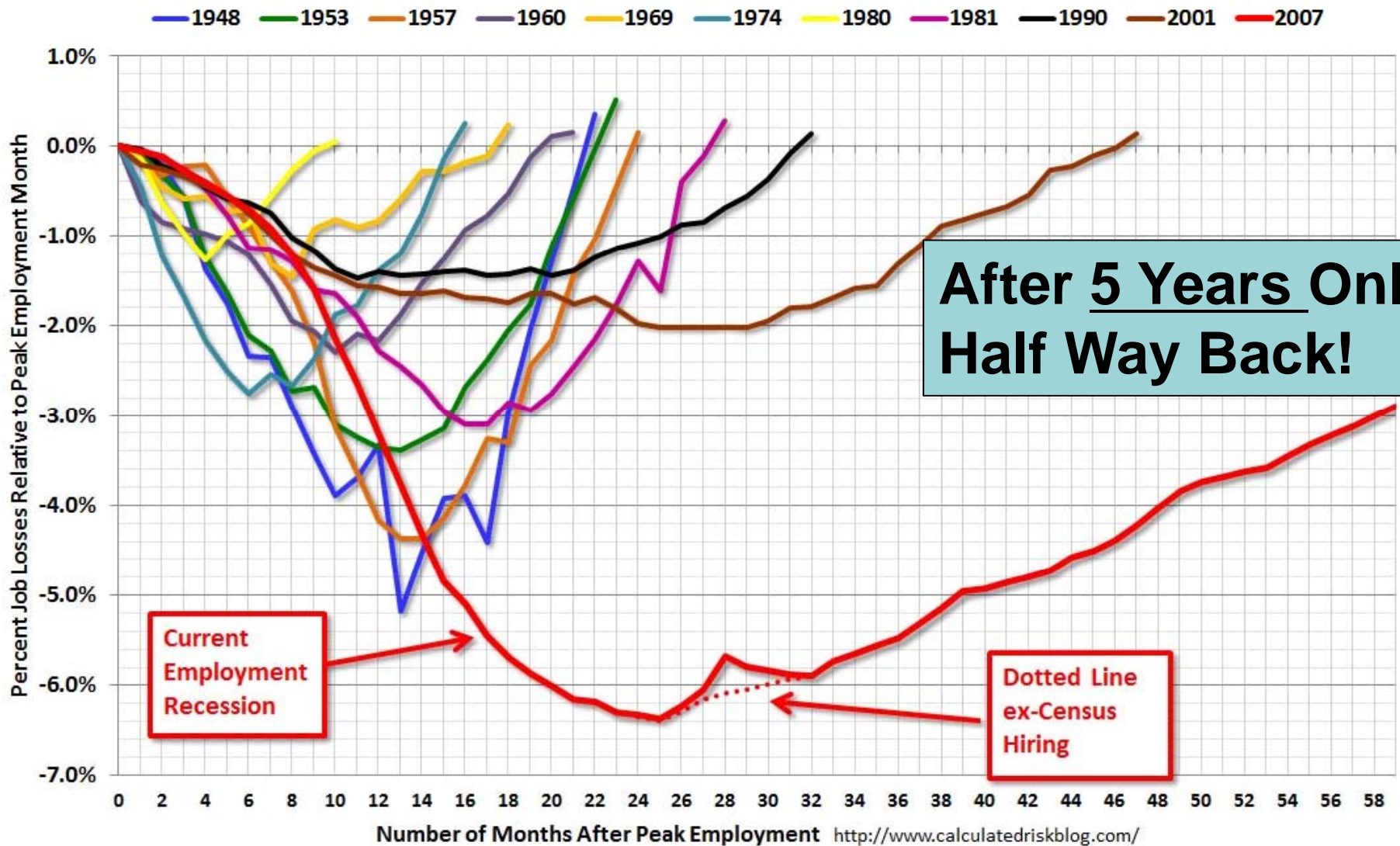
EDAWN's Focus

“Primary” or “Base” Jobs!

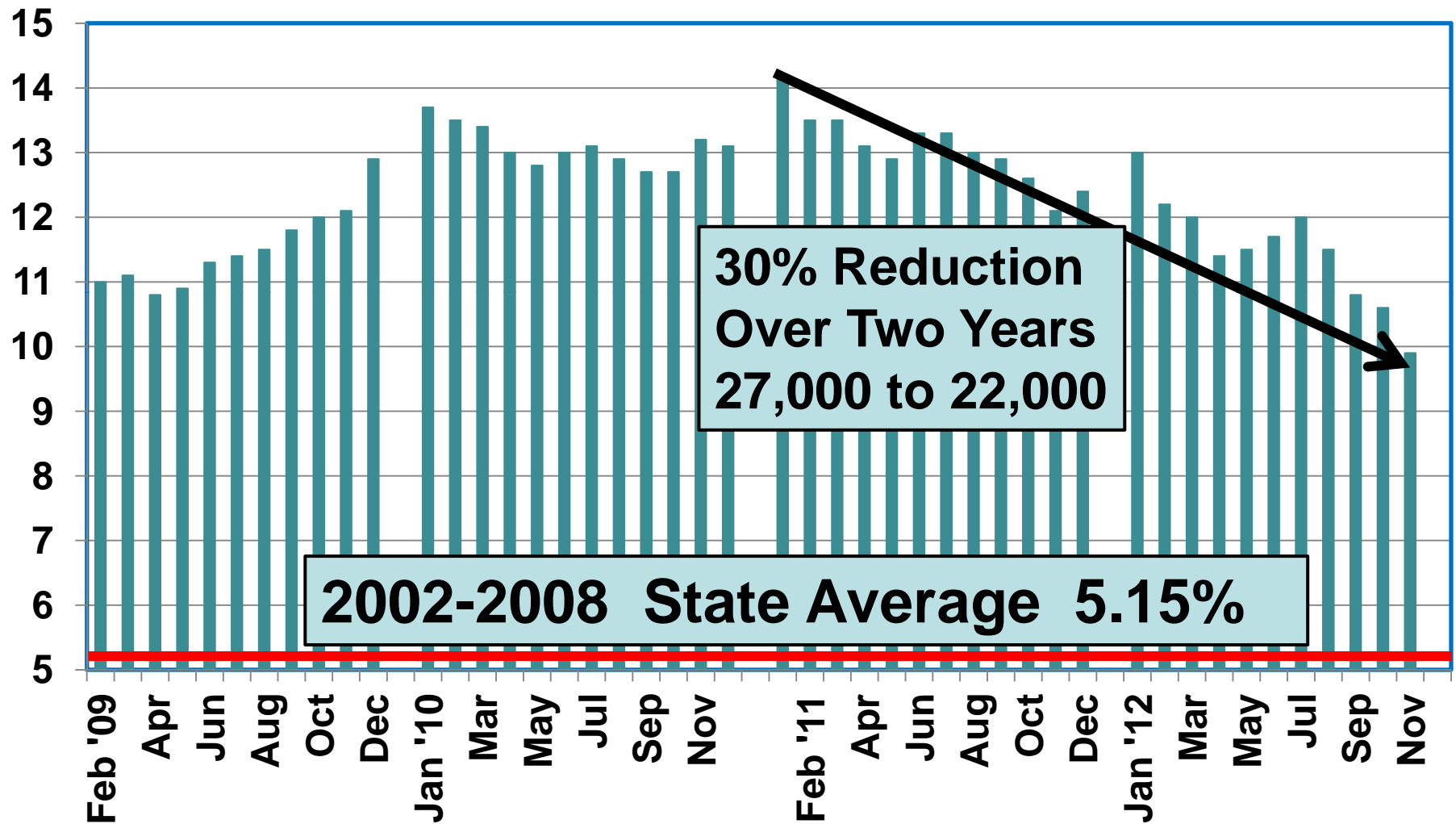
- Majority Of Customers Outside The Region
- External Customers Add Wealth To Community
 1. Tax Dollars & Wages Of Employees
 2. Investments Of Building / Equipment
 3. Generates **Additional Jobs - Multiplier Effect**
 4. Quality Jobs (\$20.00 Per Hr + Benefits)
 5. 90% + Of Jobs Filled By Existing Residents
- **Wal-Mart Versus Microsoft / Intuit etc**

% Job Losses In Past Recessions

Percent Job Losses in Post WWII Recessions



Unemployment Rate Improving!



Three Legs Of Economic Development

Attraction

**Entrepreneurial /
Start Up Growth**

**Retention /
Expansion**

EDAWN's Goals - Attraction

- **Quality Job Attraction Goal: 2,000 Jobs:**
 - **Target Industries**
 - **High Growth Companies**
 - **Headquarters & Capital Investment**
 - **Aggressive Marketing – Location Advantage**
 - **International Recruitment – China/Canada**
 - **Encourage Community Engagement**

FY 2013 Marketing **Initiatives**

- Continue To **Visit** Top Site Consultants
- Postcard Campaign (25,000 Sent)
 - Second Phase - Phone Call Follow- Underway
- **New Contract** To Generate Leads In CA
- **Discovery Campaign Signs** 6' x 10' In Airport and Convention Center – **Need Sponsors!**
- **Website Updated** – Focused On Attraction

2011-2012 Assisted Projects

(Company's 5 year job projections)

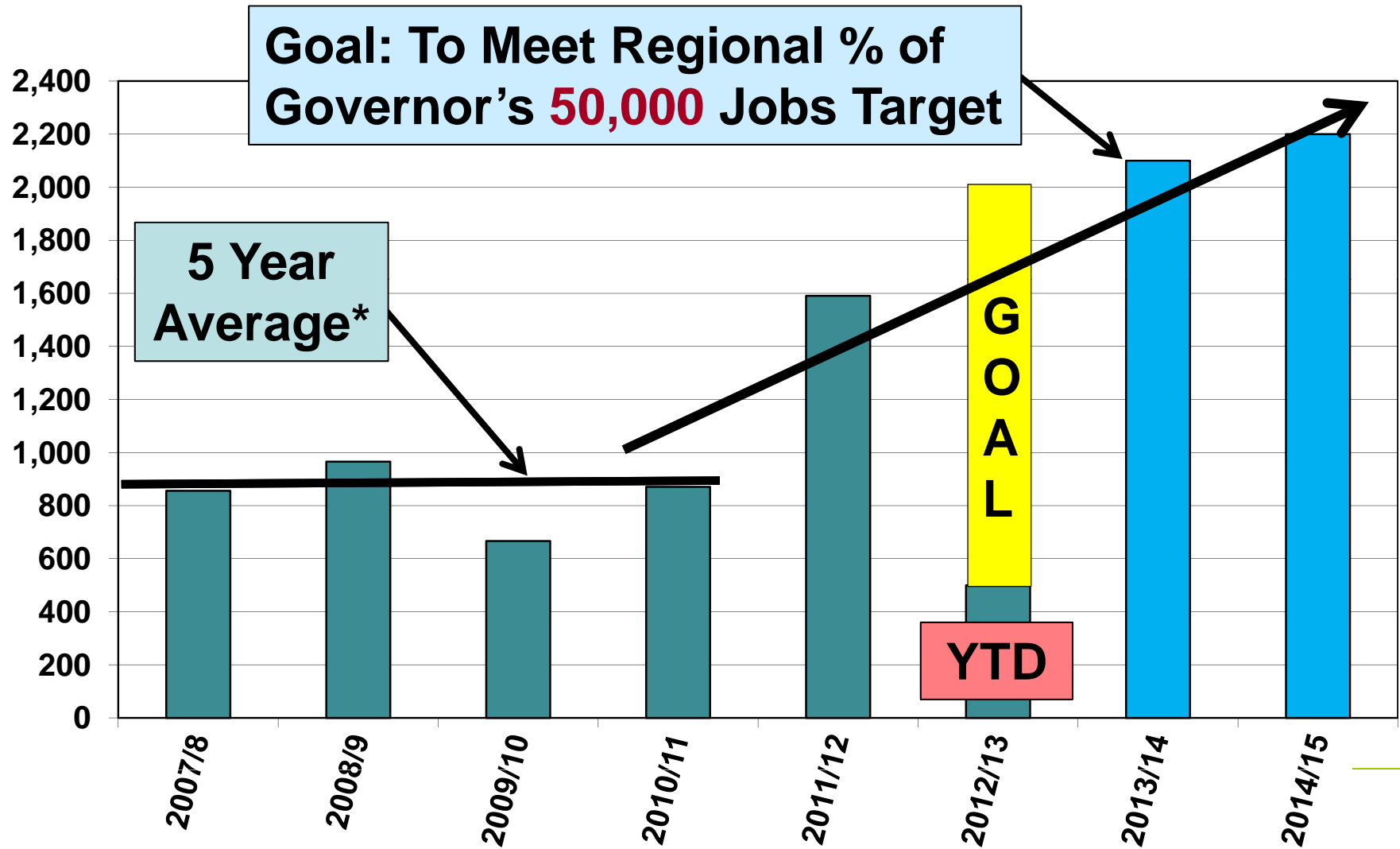
Date	Company	Jobs	Industry	HQ
July	MD Logistics	10	Logistics	
July	Phillips Motorsport	5	Logistics	X
July	Reality Engineering	18	Business Services	X
Aug	Laddawn, Inc.	28	Manufacturing	
Nov	Replico	150	Logistics	
Dec	Fusion Contact Centers	300	Business Services	
Dec	Zulily	340	Logistics	
Feb	NOW Foods	90	Manufacturing	
Feb	Thermo-Stone	35	Manufacturing	X
Mar	Lambertson Industries	52	Manufacturing	X
Mar	CustomInk	225	Back Office/Dist.	
Mar	EndoChoice	8	Adv. Logistics	
May	Pacific Cheese	25	Manufacturing	
June	Townsend Corporation	5	Logistics	
June	Torchmate	200	Manufacturing	X
June	Alfa Aesar	100	Logistics / Research	
	Total	1,591		5

FY 2013 YTD Assisted Projects

Date	Company	Jobs	Industry	HQ
July	NJVC	45	Data Center	
August	One Contact Inc.	200	Business Support Center	
Sept	Professional Institute of Technology & Accounting	20	Back Office	
Sept	Blackhawk Network	120	Business Support Center	
Oct	Pestmaster Services Inc.	25	Pest Services	X
Oct	Freund Container & Supply	15	Logistics	
Nov	NeoMedical	12	Manufacturing	X
Nov	Allergy Be Gone	15	Logistics	
Dec	International City Mortgage	50	Financial Services	
	Total	502		2

EDAWN Assisted New Jobs 2007-2015

(5 Year Numbers Based On Company Estimate)



* 2007 – 2010 Estimate Based On One Year Numbers

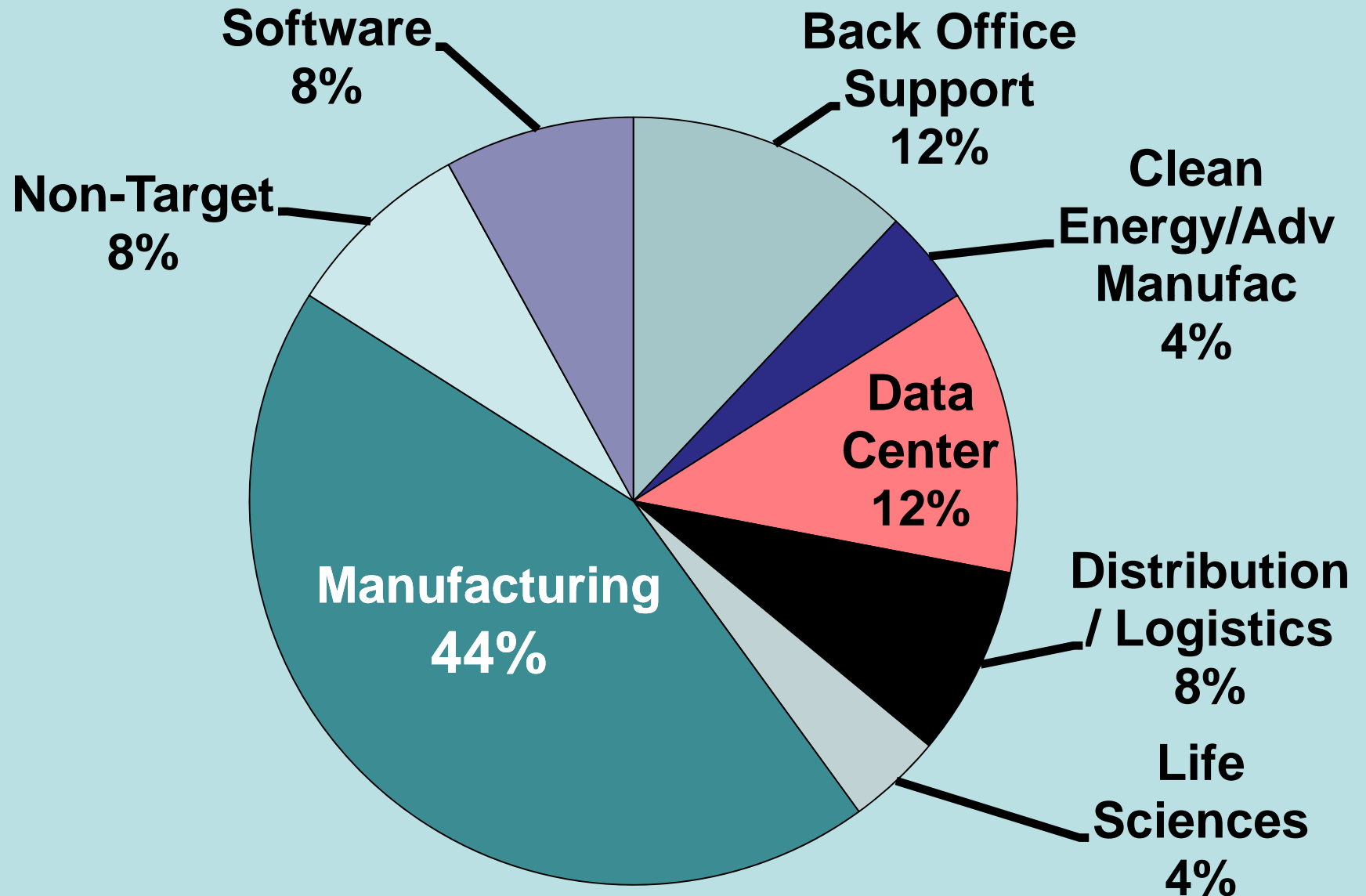
FY 2012-2013 - Pipeline

Projects in Pipeline:

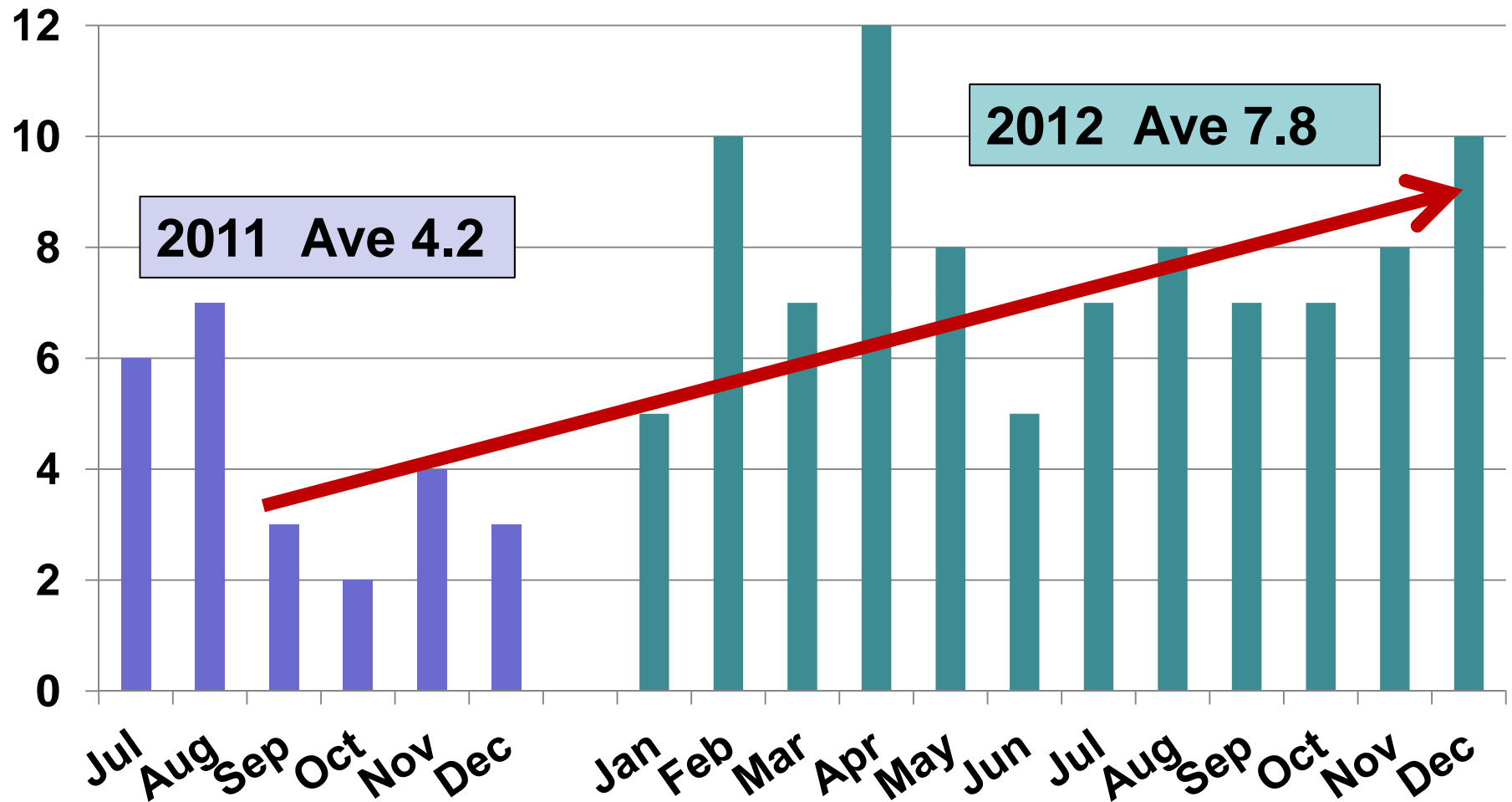
- 29 Hot Prospects From CA, SD, FL, TN, TX, MA, OK, NY, VA, PA, International
- 3,400 Jobs



Hot Prospects - Industries



Prospects Visits Up 85% in 2012



Potential Job Announcements

Company	Jobs	HQ	
Business Support	600		Very Likely
Retail Distribution	100		
Software	85		
Manufacturing	75	X	
Software	40	X	
Business Support	350	X	Likely
Manufacturing	240		
Distribution	225		
Manufacturing	125		Possible
Manufacturing	60		
Chemical Refinery	50		

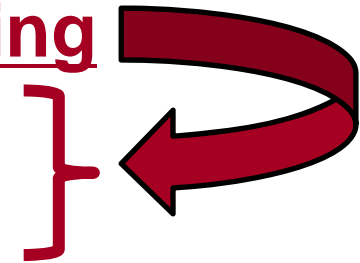
Total Potential Jobs: 1,840 3 HQ

EDAWN's Goals – **Retention** / Expansion

- **Why Is This So Important?**
- Majority Of **New Jobs Come From The Expansion** Of Existing Companies
- Our High Growth Companies **Are Being Courted** By Other Communities
- Efforts To Keep Existing Industry Also Improves The Product - So Attraction Is Easier
- Working With Existing Industry Provides **Connections And Opportunities For Attraction**

Retention Results / Initiatives

- **134 Companies Visited - 79% Growing**
 - 49% Recent or Planned Growth
 - 30% Future Growth
 - 14 % Stable
 - 5% Declining
- **Major Concerns:**
 - Highly Skilled Employee Shortages
 - Power Rates
 - Transportation To Storey County
 - Potential State Tax Increases On Businesses
- **Sparks Retention Initiative – 75 Companies / Yr**



We “Think Local” Initiative

- Launched At A Press Conference June 19th
- Speakers: Reno, Sparks, Washoe, NNDA, Chamber, Buy Local – Dave Asher
- Ch-4 PSAs (Mayors) New: (Business Leaders)
- Resolution “Think Local” All Financial Matters
 - Purchase
 - Contract
 - Hire
 - Eat
 - Support
 - Serve

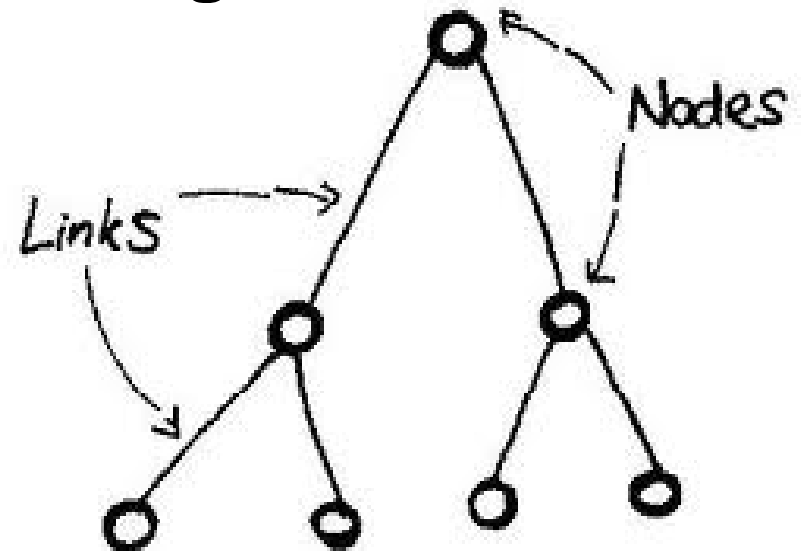


Why **Entrepreneurs** Are Important

- Most **New Job Growth** Is Driven By Startups

“Entrepreneurs Are The **Rainmakers**. They’re The One’s Creating Jobs, Customers , and Money...” The Coming Jobs War by Jim Clifton

- A Vibrant **Startup Community (Ecosystem)** Is **Essential** For Startups To Emerge & Grow
- Entrepreneurs Operate In Networks Not Hierarchies And Need **Different Types Of Assistance**



EDAWN's **Goals** – Entrepreneurial Job Creation

- Work With Partners To Develop And Implement An **Entrepreneurial Continuum**
- Assist Partners To Increase **Capital** Available To Entrepreneurs - \$10M Goal
- Support Partners In **Attracting And Retaining Entrepreneurial Talent**
- Foster Regional Incubation Of Start-Ups
- Promote **Research, Development & Commercialization** Efforts At UNR / DRI

Entrepreneurial Ecosystem

- **Fragmented** But Increasingly Engaged
- **UNR** Increasing Focus On **Applied Entrepreneurial Education**
- **Dramatic Increase** In Entrepreneurial Events & Programs
- **EDAWN Engaged** In Connecting Players

- Startup Weekend
- Ves.to
- **TEDx Events (2)**
- EN Mentorship Program
- Hackathon's
- EO MegaMind
- Reno Collective
- Bridgewire Makers Space
- 1 Million Cups

Thanks To Our **Many Partners**

City of Reno	UNR	State Offices
City of Sparks	TMCC	Nevada JobConnect
City of Fernley	DRI	Nevadaworks
Washoe County	The Chamber	NNDA
Storey County	WNDD	NV Energy
Washoe County School District	NCET	Reno-Tahoe Airport Authority
GOED	NIREC	Brokerage Community
DETR	RSCVA	Many Others !