

November 18, 2011

Sparks Mayor and City Council

EDAWN requests \$32,275.00 from the City of Sparks to enable EDAWN to assist the growth and recovery of Sparks' and the Greater Reno-Tahoe economy with the following goals as outlined in EDAWN's Strategic Plan 2011-2012. (All goals must eventually be coordinated with the State Plan for Economic Development)

- Securing 21 Closed-Won Projects (Companies) through attraction/recruiting, expansion and initiation (start-ups) as aligned with the Strategic Plan goals approved by the EDAWN Board of Trustees.
- Generating 850 new jobs through the above referenced Closed-Won Projects (Companies) as aligned with the Strategic Plan goals approved by the EDAWN Board of Trustees.
- Improve the Business Image of Sparks and the Greater Reno-Tahoe region through 20 "Most Wanted" media placements, valued at \$1M in ad equivalency.
- This funding will support our planned effort in the following areas (not limited to these)
 - Site consultant trips and visits
 - Trade shows and conference in selected industry targets
 - Local company assistance in expansion (re-energize BR&E system with member/partner participation)
 - California commercial real estate brokerage house trips and visits
 - Entrepreneurial support coordination (Innovative Growth Initiative)
 - Focus on one or more Economic Game Changers: Geothermal Industry Center of Excellence, Entrepreneurship (C4 Cube, NCET, UNR, DRI, TMCC, NIREC, etc.)
 - Client research and Marketing
 - Market Tour with Armando Ornelas and selected Council Members
- EDAWN will report to the City of Sparks Council and Staff quarterly and as requested on the above efforts and other activities.

With appreciation,

Stan Thomas

V.P, Business Development

Presidential Gold Members



5190 Neil Road, Suite 110 • Reno, Nevada 89502 • Phone: 775-829-3700 • Fax: 775-829-3710

www.edawn.org