



City of Sparks Update

Mike Kazmierski, President and CEO

July 22, 2013

What Does EDAWN Do?

An Effective Economic Development Program

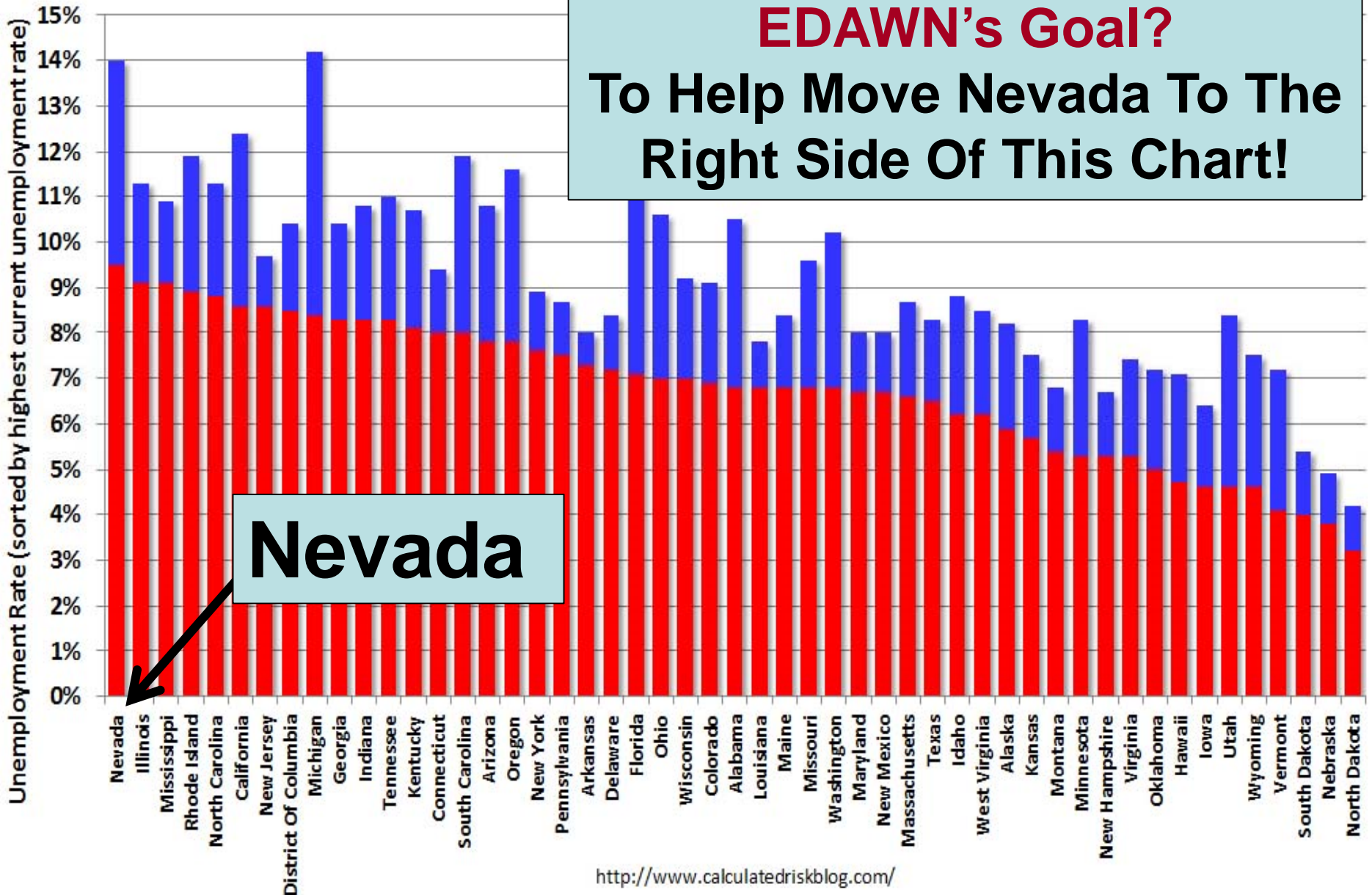
- **Attracts**
- **Retains / Expands**
- **Grows**

Quality Jobs!

State Unemployment Rate: Current Rate and Max for 2007 Recession

■ Current ■ Recession Max

EDAWN's Goal?
To Help Move Nevada To The Right Side Of This Chart!



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. Replaces Lost Jobs & Provides Opportunity
 5. Quality Jobs (\$20.00 Per Hr + Benefits)
 6. 90% + Of Jobs Filled By Existing Residents

Three Legs Of Economic Development

Attraction

**Entrepreneurial /
Start Up Growth**

**Retention /
Expansion**

Marketing Initiatives - 2013

- **Significant Web Site Upgrade**
- **California Consultant Contract – Again Sep ‘13**
- **Trips To Visit Prospects And 91 Site Selectors**
- **25,000 Post Cards To California Companies**
- **Partnerships Developed – Brokers, NNDA, WNDD**
- **EDAWN Retention and Entrepreneurial Development Programs Linked To Attraction**

FY 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	
	Total	1,591		5

FY 2013 Assisted Projects

Company	Jobs	Industry	Relocation State	HQ
1. Valley Tech/Rock Hill Propulsion	5	Aerospace/Aviation/Defense	CA	X
2. Pestmaster Services	25	Back Office/Business Support	CA	X
3. Blackhawk Network	130	Back Office/Business Support	CA	
4. International City Mortgage, Inc.	50	Back Office/Business Support	CA	
5. Coupa	40	Back Office/Business Support	CA	
6. Great Call	400	Back Office/Business Support	CA	
7. (To Be Announced)	41	Back Office/Business Support	CA	X
8. NeoMedical	12	Manufacturing	CA	
9. Zuvo Water LLC	25	Manufacturing	CA	X
10. To Be Announced	350	Manufacturing	CA	
11. King of the West Entertainment	70	Entertainment	CA	X
12. (To Be Announced)	20	Distribution/Logistics/eCommerce	IA	
13. First Tracks Media (Xplorit)	25	Back Office/Business Support	CA	X
14. Freund Container & Supply	15	Distribution/Logistics/eCommerce	IL	
15. One Contact, Inc.	200	Back Office/Business Support	INT	
16. Wasco Products	20	Manufacturing	ME	
17. Professional Institute of Technology & Accounting	20	Back Office/Business Support	NV	

FY 2013 **YTD** Assisted Projects

Company	Jobs	Industry	Relocation State	H Q
18. Allergy Be Gone	15	Distribution/Logistics/eCommerce	NY	
19. (To Be Announced)	150	Manufacturing	OH	
20. (To Be Announced)	140	Manufacturing	PA	
21. Video Game Technologies, Inc.	70	Software	TN	
22. NJVC	45	Back Office/Business Support	VA	
23. Schwabe Pharmaceuticals	50	Distribution/Logistics/eCommerce	WI	
24. Toys R US	6	Other	Expansion	
25. US Ordnance	22	Manufacturing	Expansion	
26. Zulily	6	Distribution/Logistics/eCommerce	Expansion	
27. Sierra Packaging & Converting	32	Manufacturing	Expansion	
28. PPG	15	Distribution/Logistics/eCommerce	Expansion	
29. Hamilton	6	Manufacturing	Expansion	
30. 3 G Studios	50	Business IT Ecosystems	Expansion	
31. Performance Pipe	9	Manufacturing	Expansion	
32. Scougal	12	Manufacturing	Expansion	
33. GSI	36	Distribution/Logistics/eCommerce	Expansion	
Total	2,112			6

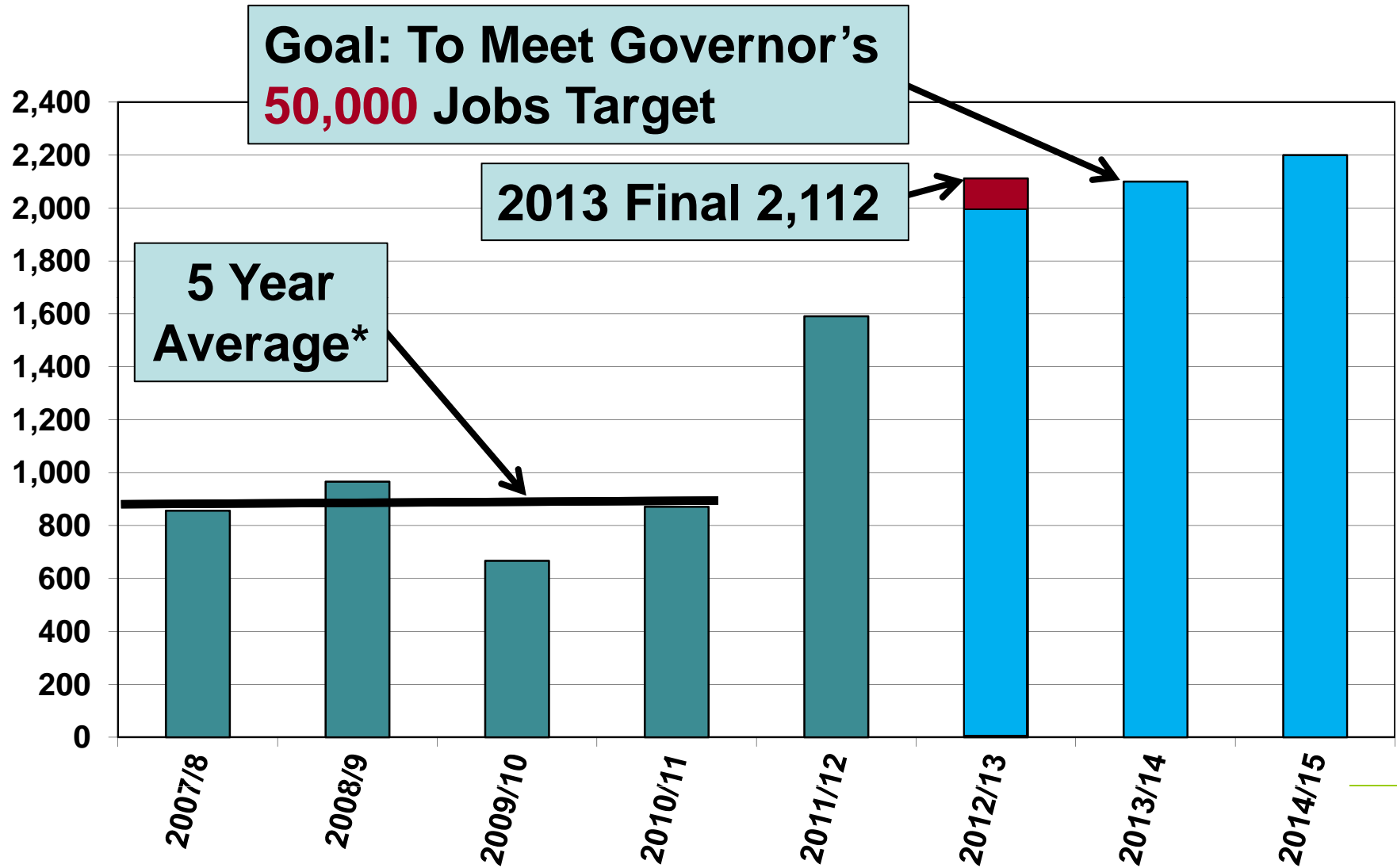
City of Sparks Activity

Relocation Projects 2012 and 2013

Company	Location	Relocation State	5-Year Jobs	5-Year EI	Local Tax Revenue – 5Y	State Tax Revenue – 5Y	Average Wage
Laddawn, Inc.	Sparks	NV	28	\$12.7 M	\$504,055	\$122,031	16.09
NeoMedical	Sparks	CA	12	\$21.6 M	\$91,891	\$23,156	\$19.00
Now Foods	Sparks	IL	90	\$216.4 M	\$1,826,545	\$480,960	\$20.00
Alfa Aesar	Sparks	MA	15	\$42.9 M	\$1,304,728	\$304,422	\$27.21
Freund Container	Sparks	IL	15	\$6.3 M	\$201,595	\$46,088	\$15.00
Allergy Be Gone	Sparks	NY	15	\$8.0 M	\$55,552	\$11,156	\$15.00
To Be Announced	Sparks	OH	150	\$34.0 M	\$732,188	\$201,814	\$16.87
Total			325	\$342 M	\$4.7M	\$1.2 M	\$18.4
Expansions	Sparks	Local	32				

EDAWN Assisted New Jobs 2007-2015

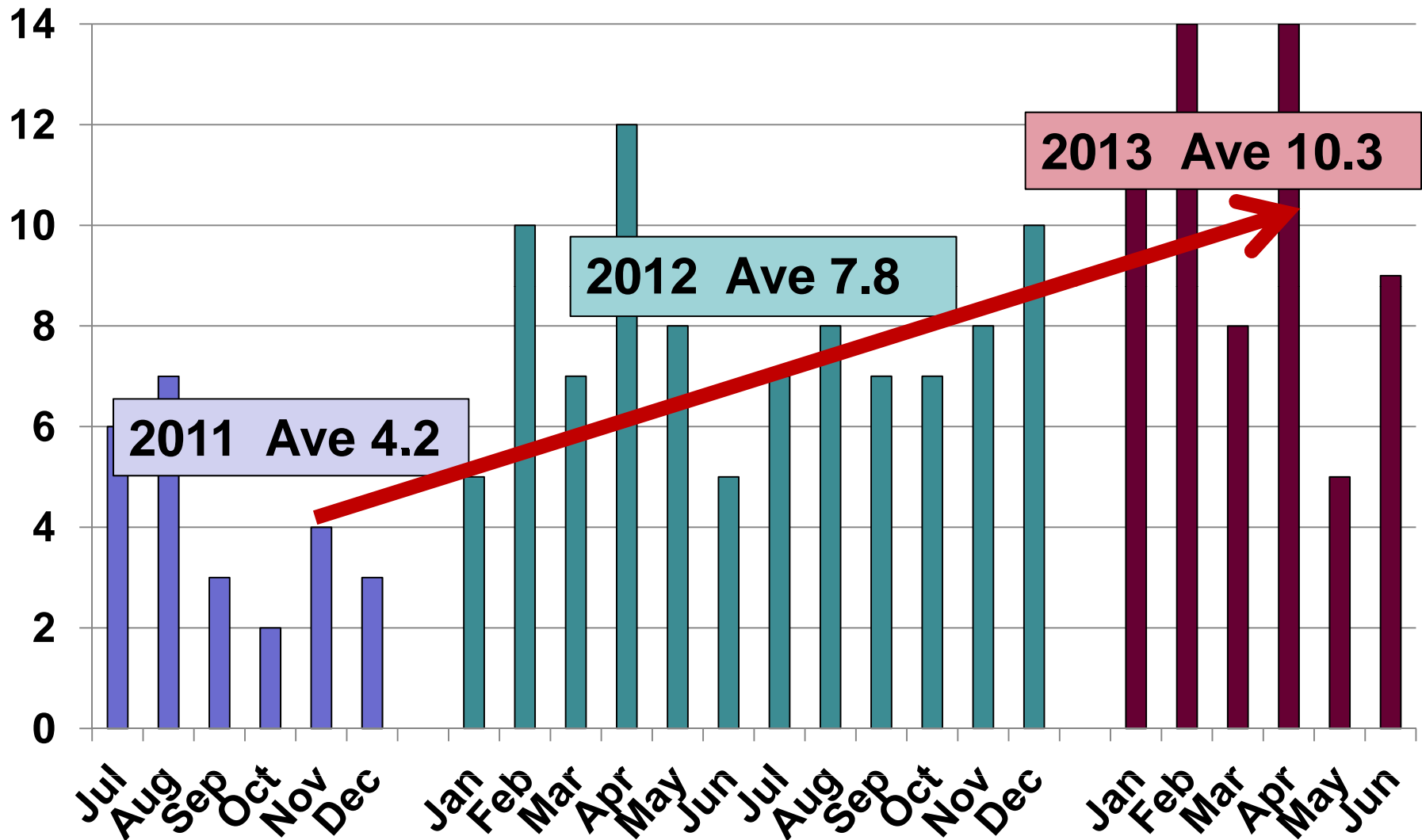
(5 Year Numbers Based On Company Estimate)



* 2007 – 2010 Estimate Based On One Year Numbers

Prospects Visits Per Month

Up **248%** Since 2011



EDAWN's Plan – Retention / Expansion

- Initiate An Aggressive **Visitation** Program
- Work To **Solve Existing Industry Problems**
- Advocate To Improve Business Climate
- Facilitate **Business-to-Business Interaction**
- Drive Sector And **Cluster** Advancement
- Transition And **Support New Companies**
- Identify Attraction Opportunities

We “Think Local” Initiative

- Launched At A Press Conference June 2012
- **Ch-4 PSAs** (Mayors) **New:** (Business Leaders)
- Resolution “Think Local” All Financial Matters
 - Purchase
 - Contract
 - Hire
 - Eat
 - Support
 - Serve



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 Skilled Entrepreneurial Talent**
- Foster Regional Incubation Of Start-Ups
- Promote **Research, Development & Commercialization** Efforts At UNR / DRI

Entrepreneurial Ecosystem

- **Fragmented** But Improving
- **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**

EDAWN “Product Improvement”

- Working With Partners To Establish “A Place” For Entrepreneurs Downtown
- Promoting A Vision For Our Community As A “College Town” Embracing UNR As The Economic Engine Of Our Future Economy
- Encourage More Marketing Of Our Local Businesses, To Show We Have More Than Gaming (Only 8%)
- Develop A Business And Quality Of Life Message For Our Community

Diversified Business Marketing Campaign

EXPAND YOUR BUSINESS

ENJOY YOUR LIFE



Companies are more profitable in Nevada.

That means more money to play in the Sierra.

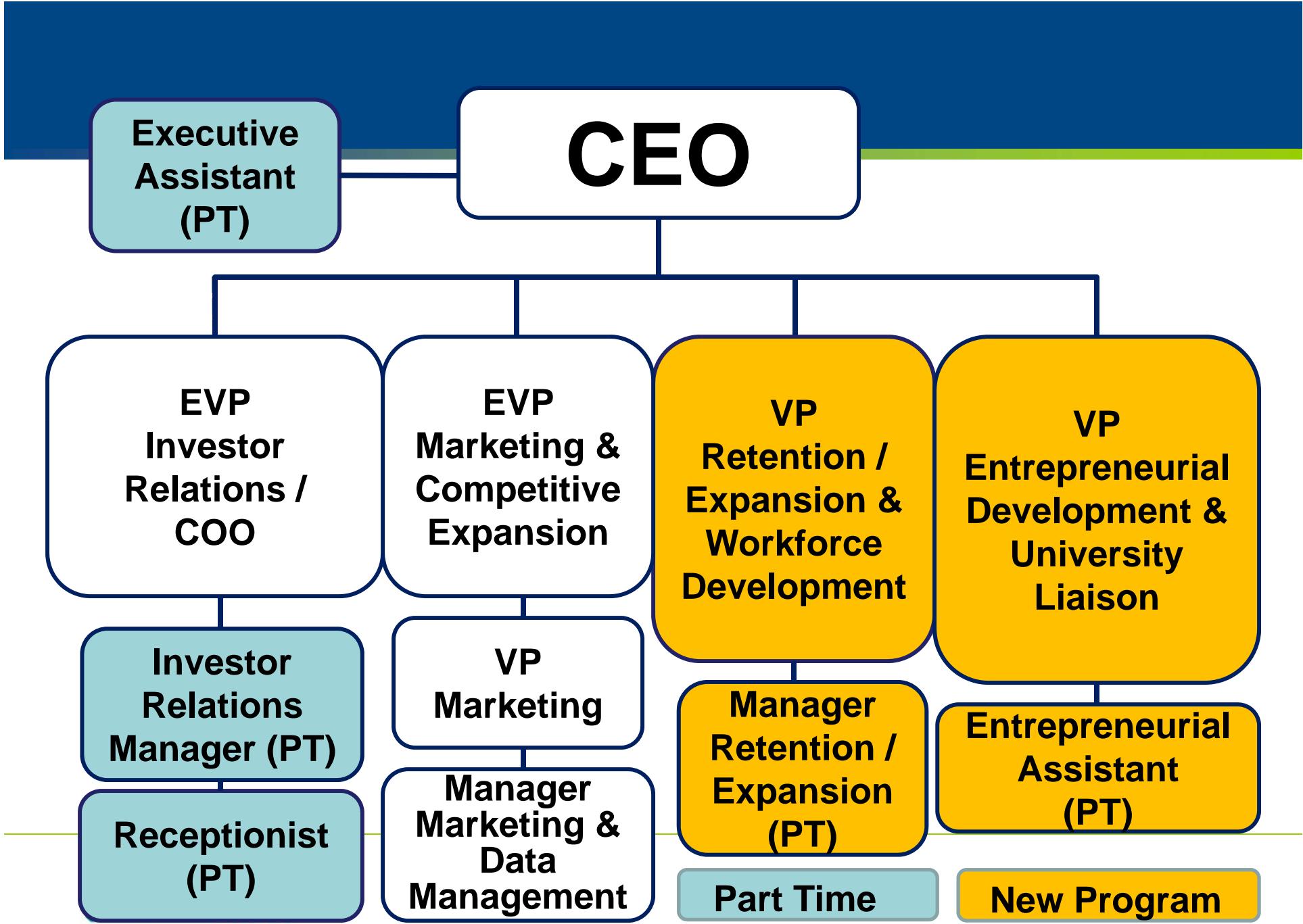
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RENO SPARKS TAHOE

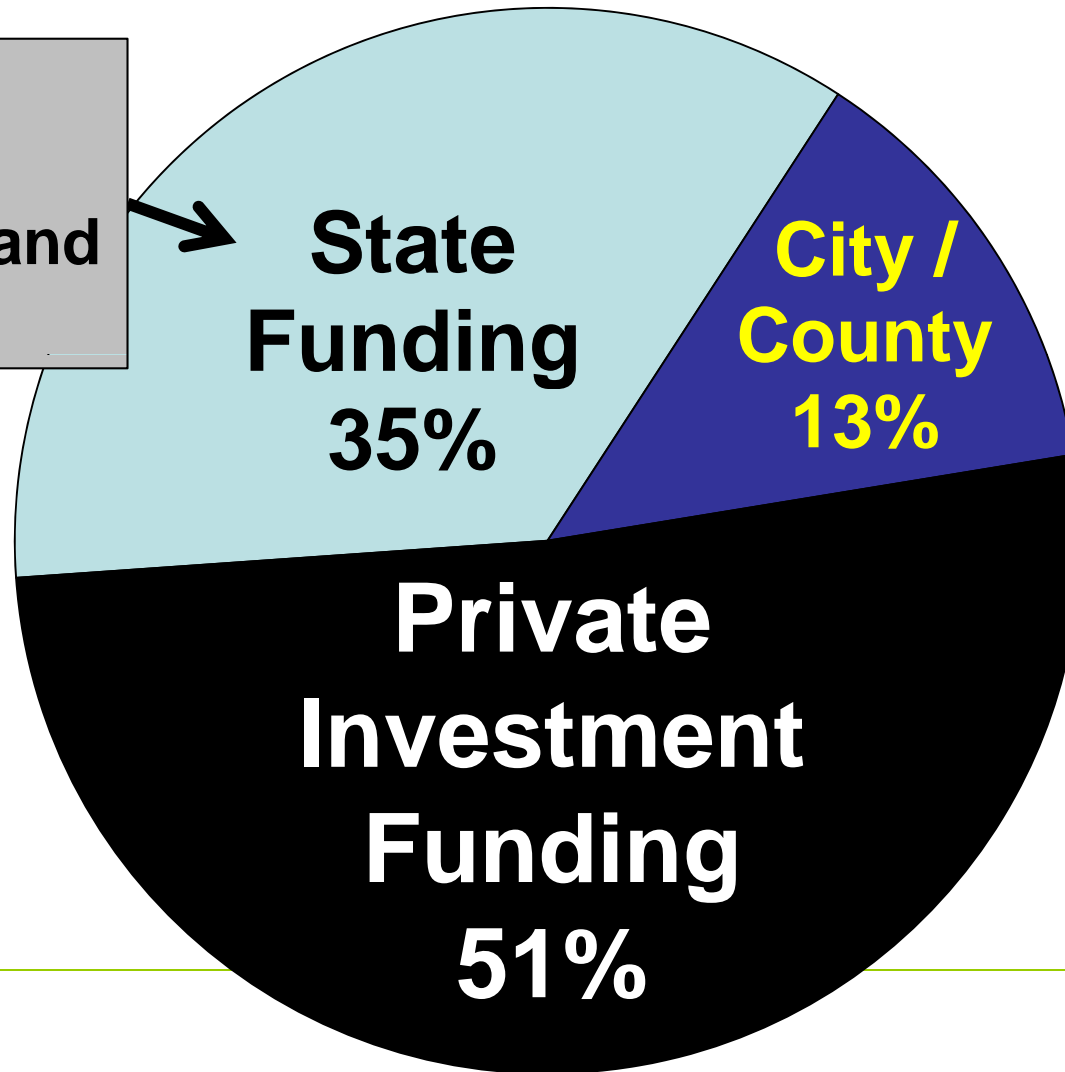




Public vs Private Investment Support

Half of '07 Level
Down Another
\$65,000 in 2013 and
\$75,000 in 2014

FY 2014
EDAWN
Funding
Support



EDAWN's Return On Investment

Five Year ROI: 300 to 1

\$1 Economic Development Investment

=

\$300 In The Northern Nevada Economy

(\$10 M In EDAWN's 5 year Budget = \$3B In Economic Impact)

Regional Public / Private 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	C4Cube	NV Energy
Washoe County School District	NCET	Reno-Tahoe Airport Authority
GOED	NIREC	Renegades
DETR	RSCVA	Many Others !

Questions?

EXPAND YOUR BUSINESS

ENJOY YOUR LIFE

**Reno/Sparks is home to
Fortune 500 companies,
like Amazon and Apple.**

*And hosts over 500 art events during
the month-long Artown celebration.*

Need more reasons to expand here?

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***Special Thanks
To The
City of Sparks
Council and
Staff***

