



City of Sparks Update

Mike Kazmierski, President and CEO

August 25, 2014

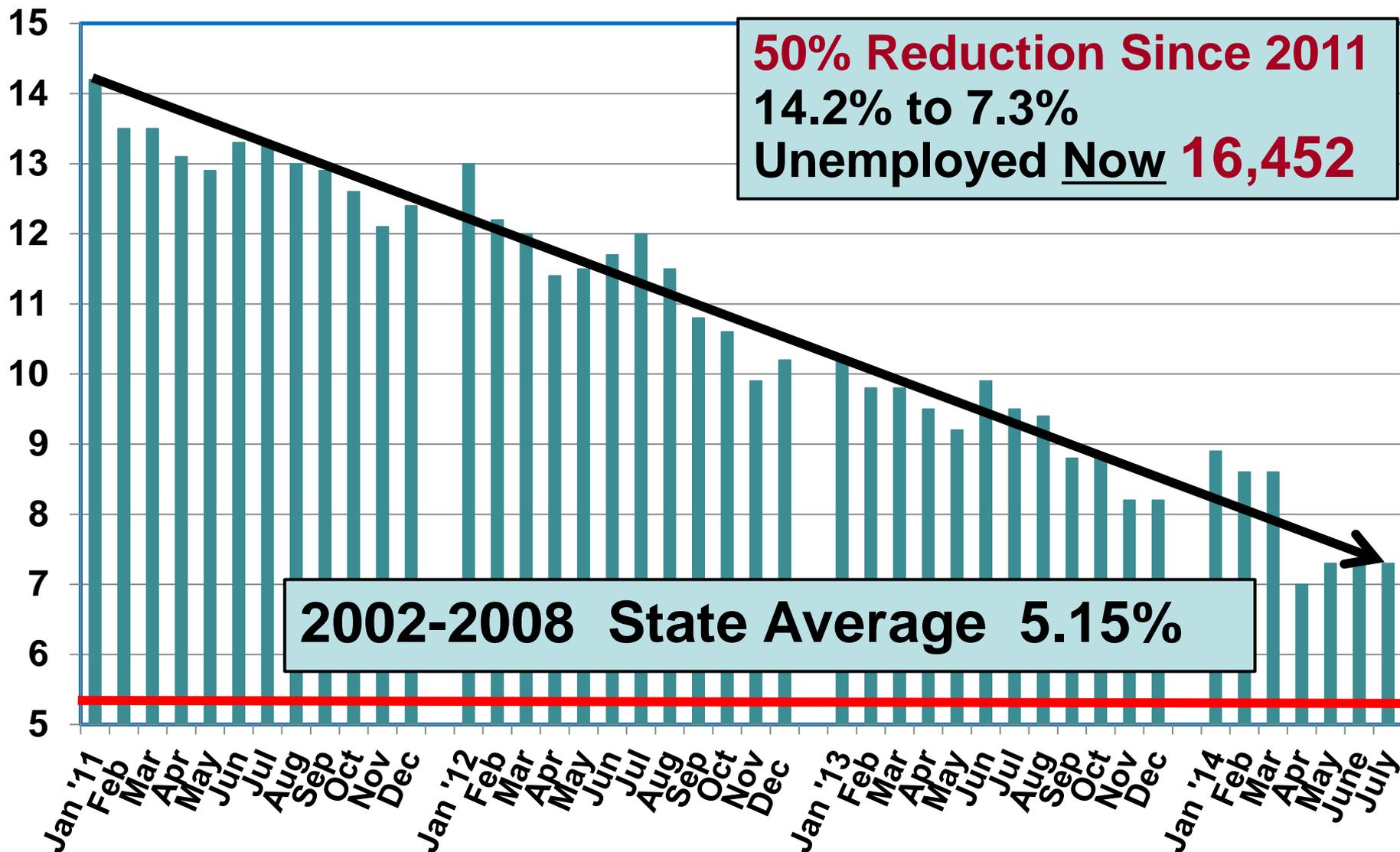
What Does EDAWN Do?

An Effective Economic Development Program

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

Quality Jobs!

Our Unemployment Rate Improving!



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**



FY 2013-2014 Relocated Companies

Company	5Y Jobs	Avg. Wage	Industry	State	H Q
1. Swank (Randa)	120	15.00	Distribution	MA	
2. Lincoln Cutting	25	24.80	Manufacturing	OH	X
3. Alfa Aesar	100	18.24	Distribution	MA	
4. Tropical Foods	20	12.00	Manufacturing	FL	
5. South/Win	20	15.00	Manufacturing	NC	
6. Garlock Printing	175	17.93	Manufacturing	MA	
7. One World Science	22	22.36	Manufacturing	CA	X
8. Innovative Drive	12	21.03	Service	CA	X
9. Havelock Wool	15	15.00	Manufacturing	NEWZ	X
10. Chesapeake Spice	50	16.20	Manufacturing	MD	

FY 2013-2014 Relocated Companies

Company	5Y Jobs	Avg. Wage	Industry	State	H Q
11. San Mar	90	16.00	Distribution	NV	
12. Real Spirit	50	22.00	Manufacturing	CA	
13. Weaver Popcorn	150	23.49	Manufacturing	IN	
14. Amerijet	15	29.00	Service	FL	
15. Beaverfit	25	29.44	Manufacturing	UK	X
16. Ind.Salon Services	10	30.00	Distribution	CA	
17. Flirtey	4	20.00	Manufacturing	AUS	X

FY 2013-2014 Expansion Companies

Company	Jobs	Avg. Wage	Industry
1. Intellisource	50	12.50	Staffing
2. Cashman	15	24.56	Manufacturing
3. VEKA	25	12.39	Manufacturing
4. Video Gaming Tech	18	36.49	Software Development
5. Pacific Cheese	32	16.58	Manufacturing
6. Kings Valley Clay	12	25.01	Manufacturing
7. SK Food Group	100	10.50	Distribution
8. Eco Windows	12	16.00	Distribution
9. zulily	1000	12.71	Distribution
10. Custom Ink	261	15.38	E-Commerce
11. Bline Cooper	49	19.11	Manufacturing
12. Gensano	2	20.00	Biotech
13. Adv Ref Concepts	12	19.43	Manufacturing
14. James Hardie	9	24.62	Manufacturing

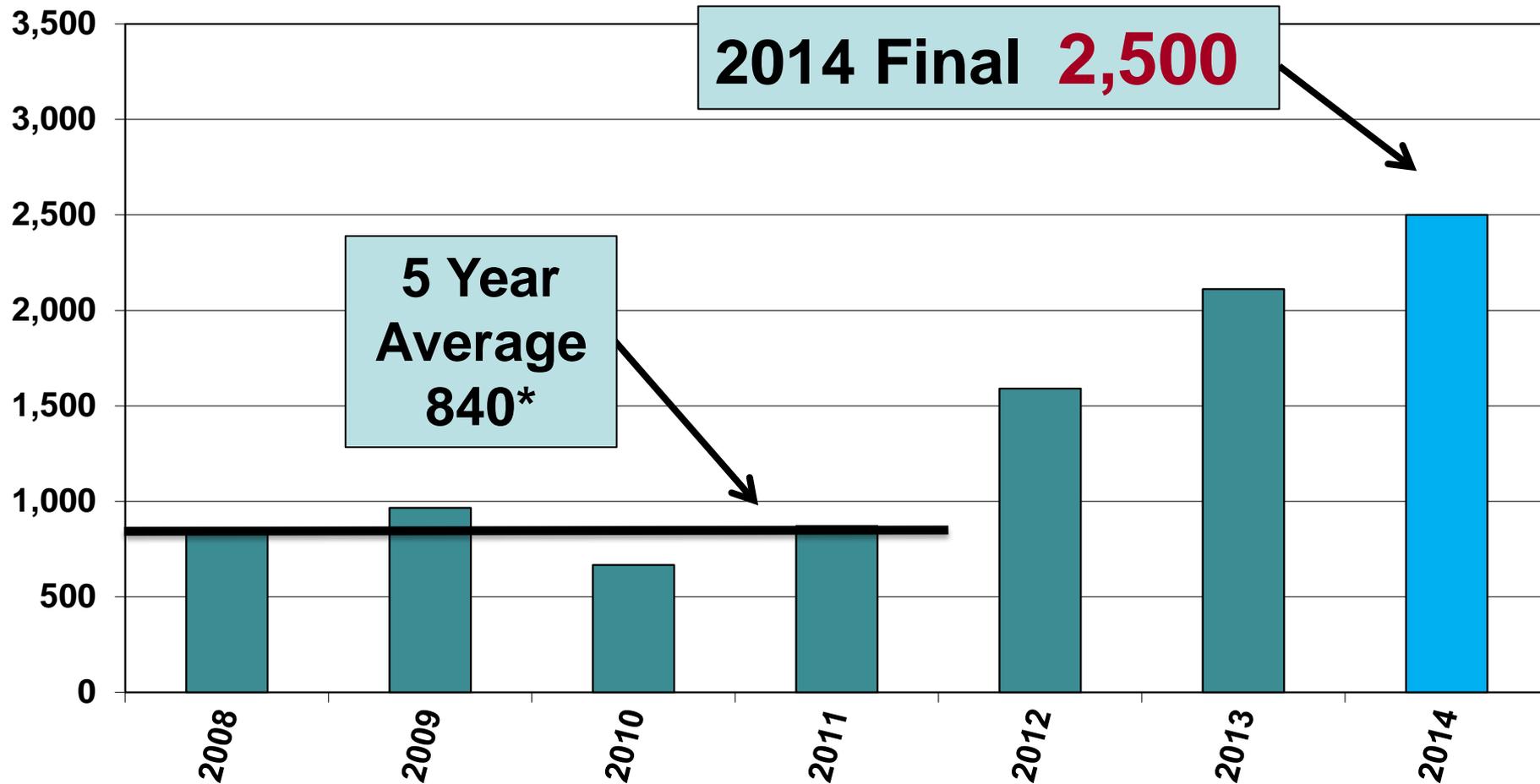
Relocated & Expansion Companies

City of Sparks

Company	5Y Jobs	Avg. Wage	Industry	State	H Q
Alfa Aesar	100	18.24	Distribution	MA	
Tropical Foods	20	12.00	Manufacturing	FL	
Garlock Printing	175	17.93	Manufacturing	MA	
Cashman	15	24.56	Manufacturing	EXP	
Eco Windows	12	16.00	Distribution	EXP	

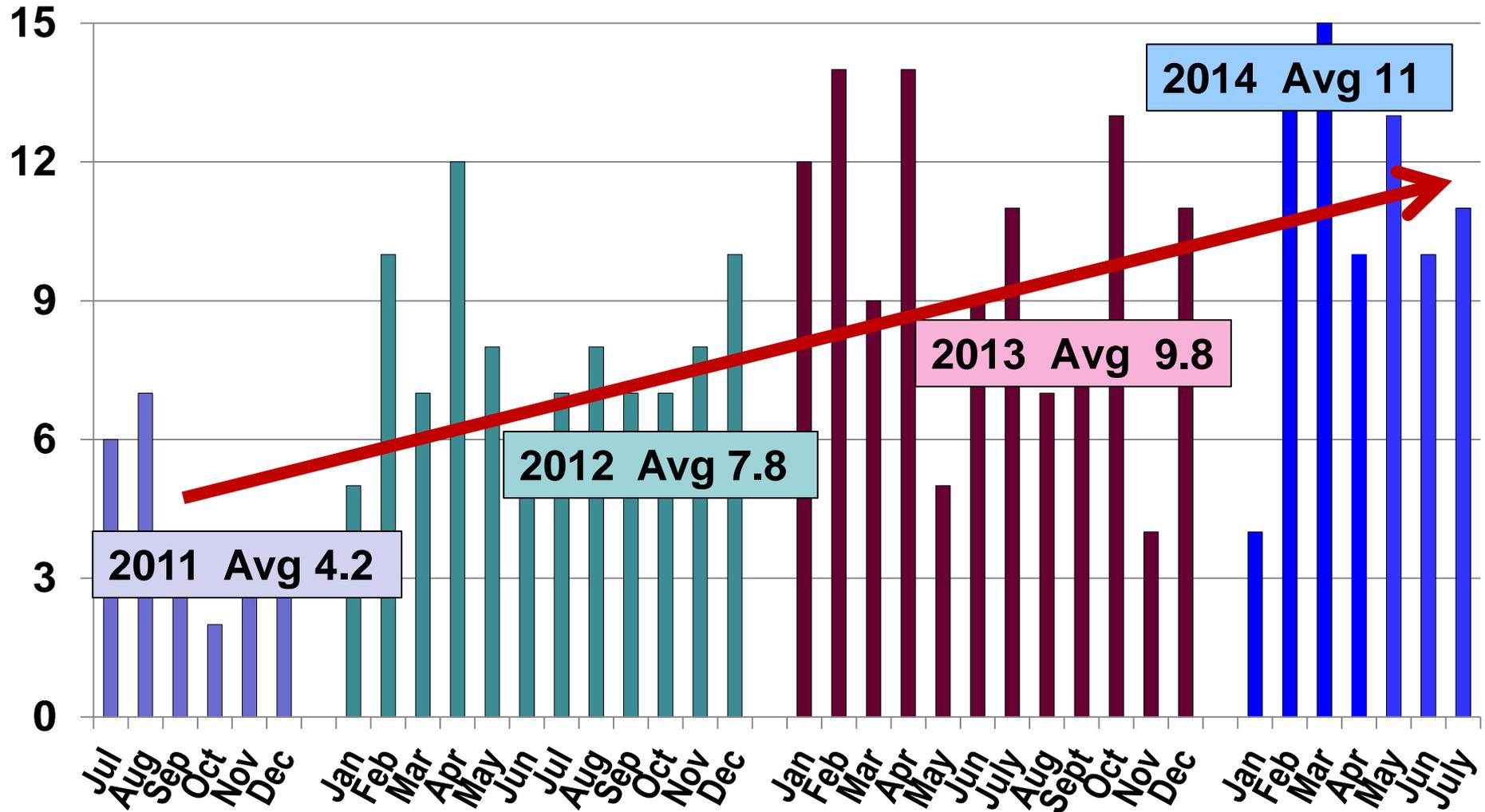
EDAWN Assisted New Jobs FY '08-'14

(5 Year Numbers Based On Company Estimate)



* 2008 – 2010 est. based on 1 year numbers

Prospects Visits Per Month

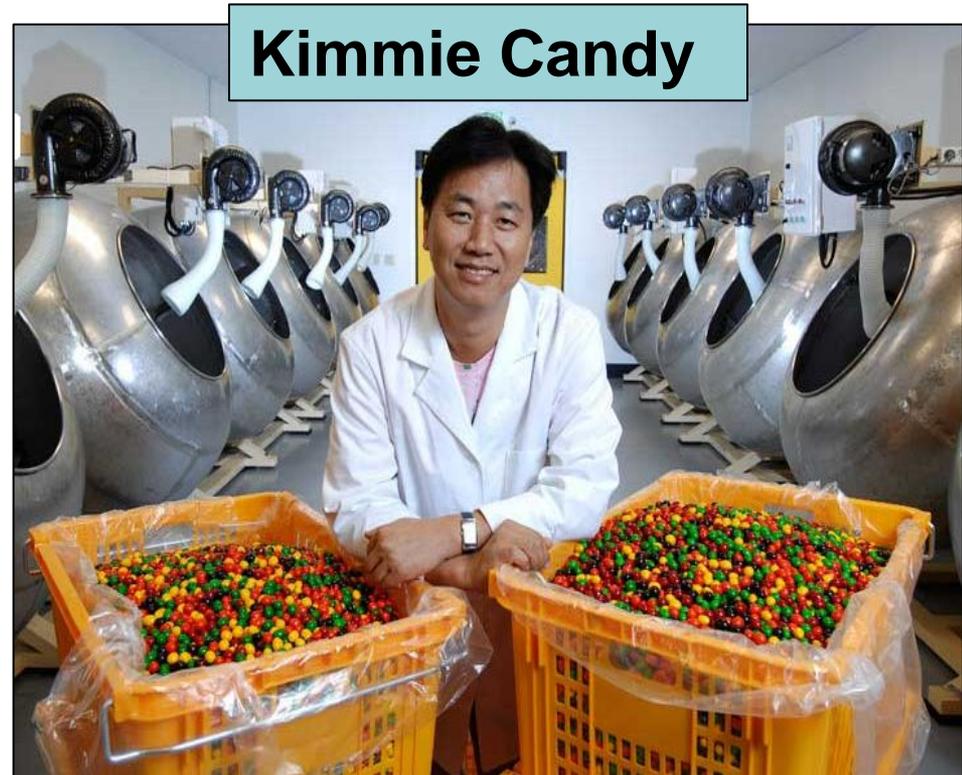


EDAWN's Plan – Retention / Expansion

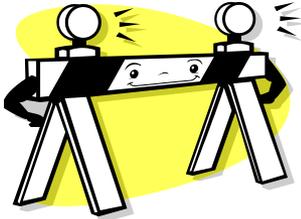
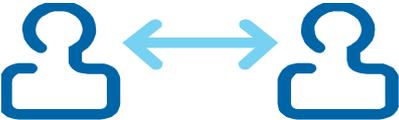
- Initiate An Aggressive **Visitation** Program
- Work To **Solve Existing Industry Problems**
- Advocate To Improve Business Climate
- Facilitate **Business-to-Business Interaction**
- Drive Sector And **Cluster** Advancement
- Transition And **Support New Companies**
- Identify Attraction Opportunities

EDAWN's Retention / Expansion

- **This Important !**
- **1,597 New Jobs From The Expansion Of Existing Companies**
- **Our High Growth Companies Are Being Courted**
- **Relationships With Existing Industry Provides Opportunities For Attraction**



Components to BR&E Program

- **Connect** with resources and each other 
- **Grow Jobs/Revenue/Visibility** 
- **Fix problems/Eliminate roadblocks** 
- **Retain/Recognize** 
- **Support** 
- **Think Local** 

Examples of **Issues** Addressed

- **Government Friction** - State/Local
- **Workforce** - Senior Positions/Technology/Niche
- **Workforce** - Retention At Low End
- **Lack Of Community Connections**
- **Utilities** - Timeliness
- **Real Estate**
- **Funding**



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 Development Strategy



- **Communicate:** Highlight Reno's Strengths As A Place For "Entrepreneurs With A Life"



- **Catalyze:** Engage Entrepreneurs To Lead Programs & Community Initiatives

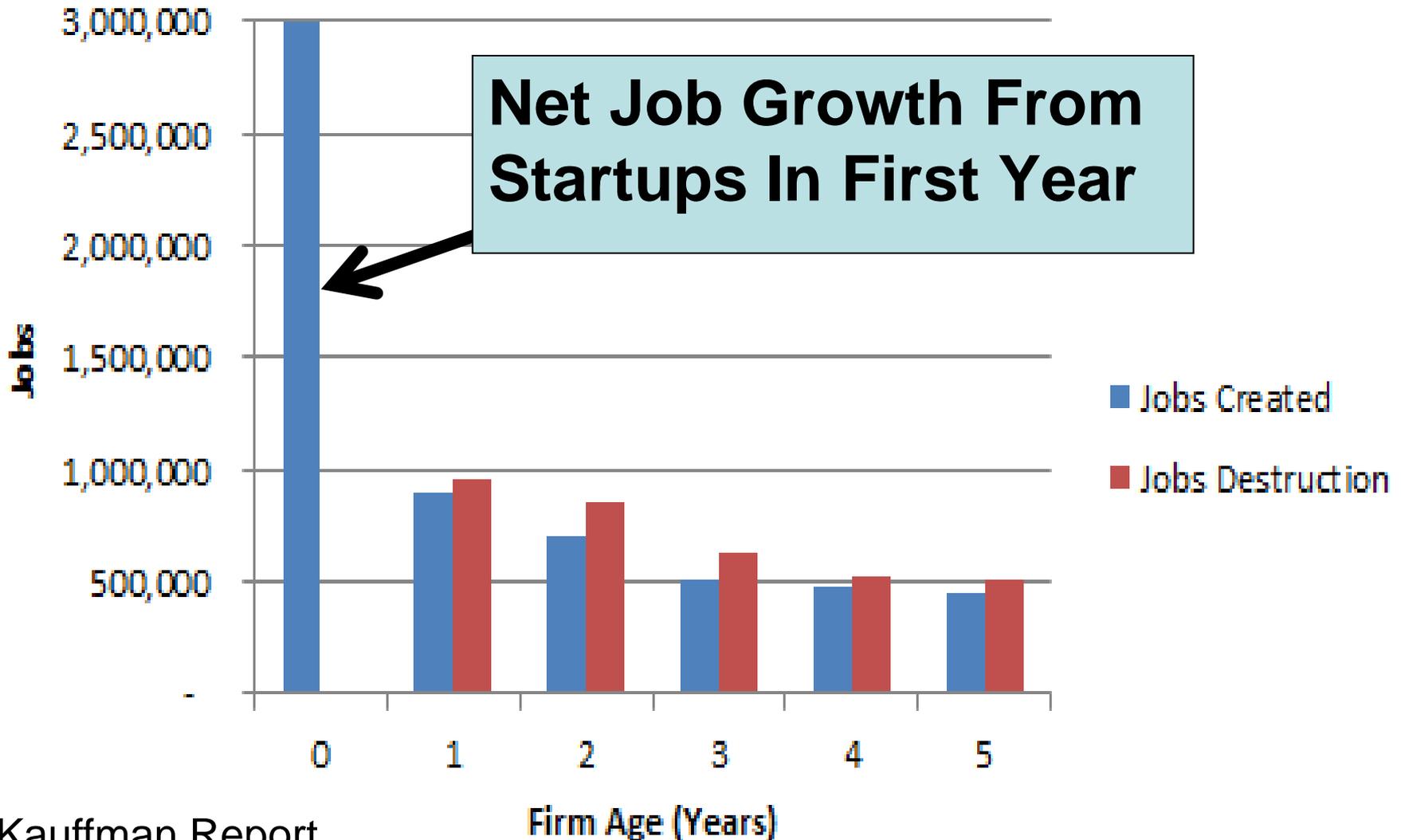


- **Connect:** Facilitate The Connection Between Organizations, Entrepreneurs And Resources (Funding, Mentorship, Customers)

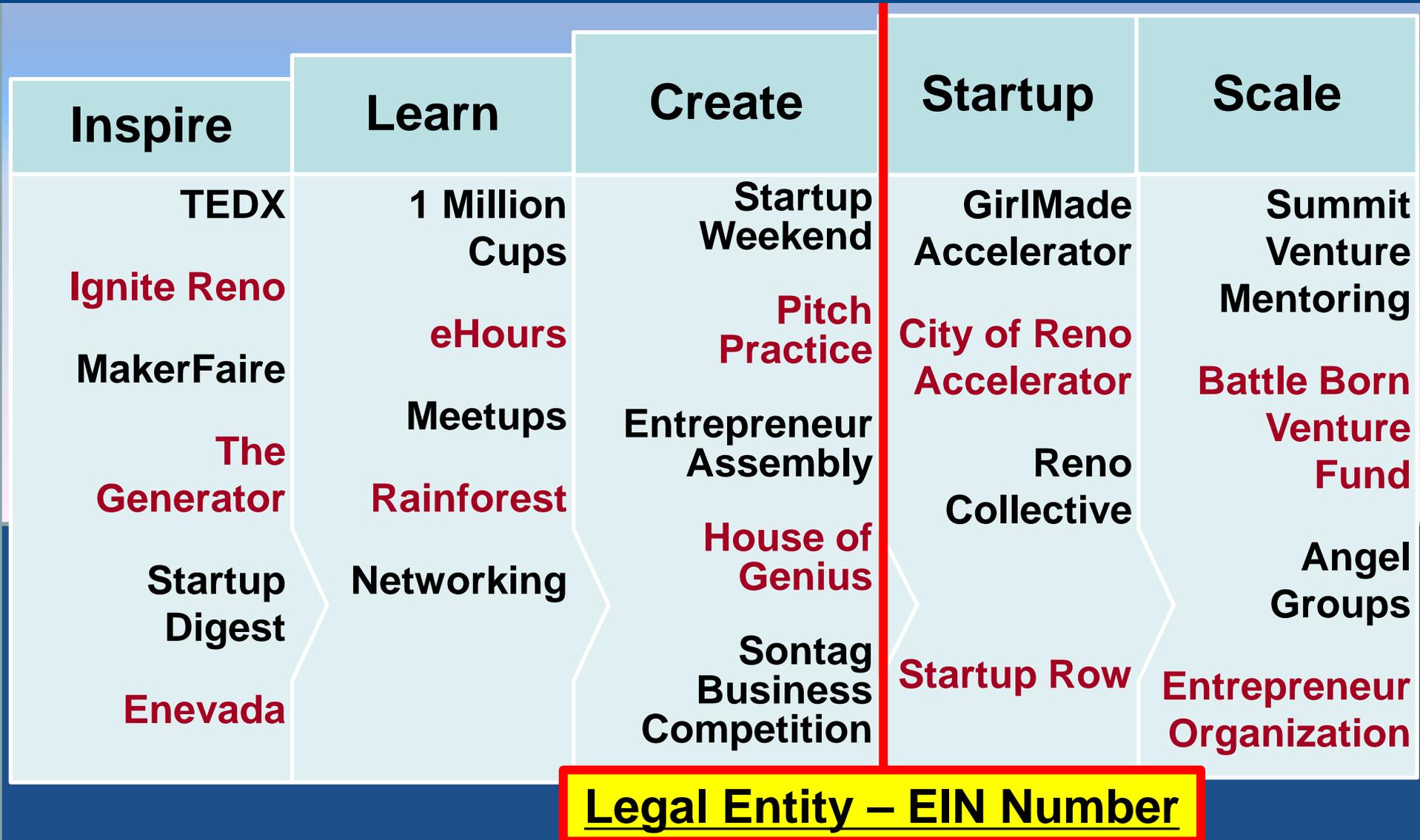


- **Showcase:** Highlight Our Startups & Entrepreneurs To Bring Visibility, Encouragement & Community Support

Why Entrepreneurial Development?



Entrepreneurial Ecosystem



How We Stack-Up !

New In The Past 2 Years

- **Nationally:** Nevada Doubled Its Entrepreneurial Activity Rate
- **Reno 1st** For Highest Startup Density Mid-Sized City
- One Of **Best Cities** For Mid-Career Professionals

- Startup Weekend
- 1 Million Cups
- House of Genius
- TEDx
- Maker Faire
- Girlmade
- Entrepreneurs Organization (EO)
- Hackathon's
- Sontag

The Future of Reno

- Facilitating **Mentorship**
- **New Funding** Opportunities For Startups Like
- **Events** That Encourage Cross-Collaboration
- Startup Activity Downtown - **Start Up Row!**



“Biggest Little” Startup Community



Reno – The Place For Entrepreneurs **With A Life!**

EXPAND YOUR BUSINESS

ENJOY YOUR LIFE

**Reno/Sparks is home to
300 days of sunshine.**

*So you can work when you want,
where you want.*

Need more reasons to expand here?
Call 800-256-9761 or visit ExpandEnjoy.com



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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.

Need more reasons to expand here?
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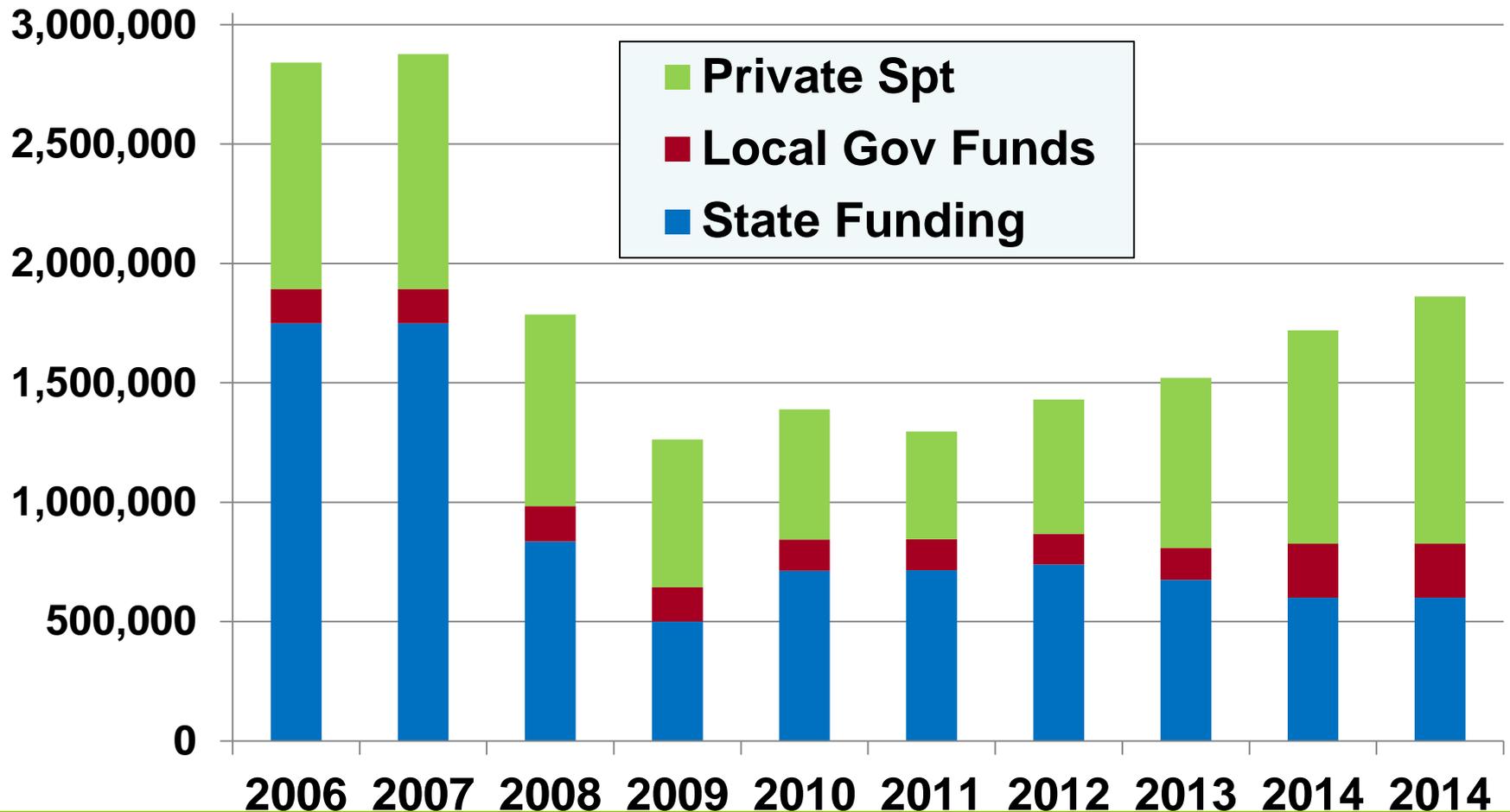


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RENO SPARKS TAHOE



EDAWN Funding Sources



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 !

Are We Ready For Tesla?

- **Many Positives!**
- **But Some Concerns:**
 - **Workforce**
 - **Housing**
 - **Construction Workers**
 - **Traffic**
 - **Other Suppliers And Providers**
 - **Speed of Government**

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

