

The attached document was submitted to the
Washoe County Board of Commissioners during
the meeting held on October 13, 2015.
by Mike Kazmierski, EDAWN
for Agenda Item No. #6
and included here pursuant to NRS 241.020(7) as
amended by AB65 of the 2013 Legislative Session.



Washoe County Update

Mike Kazmierski, President and CEO

October 13, 2015

What Does EDAWN Do?

**An Effective Economic
Development Program**

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

Quality Jobs!

Updated Economic Development Stool

Workforce Development

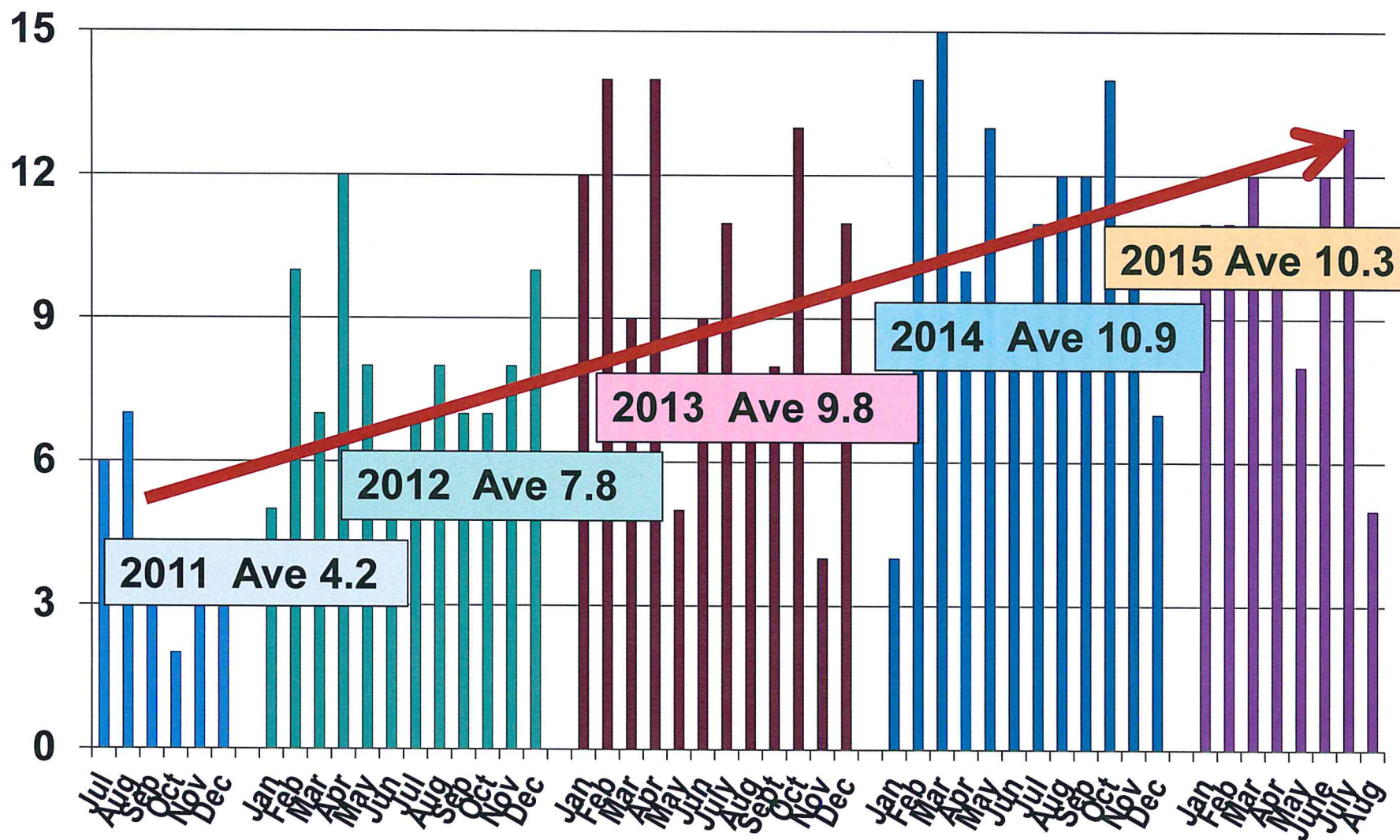
Attraction

**Retention /
Expansion**

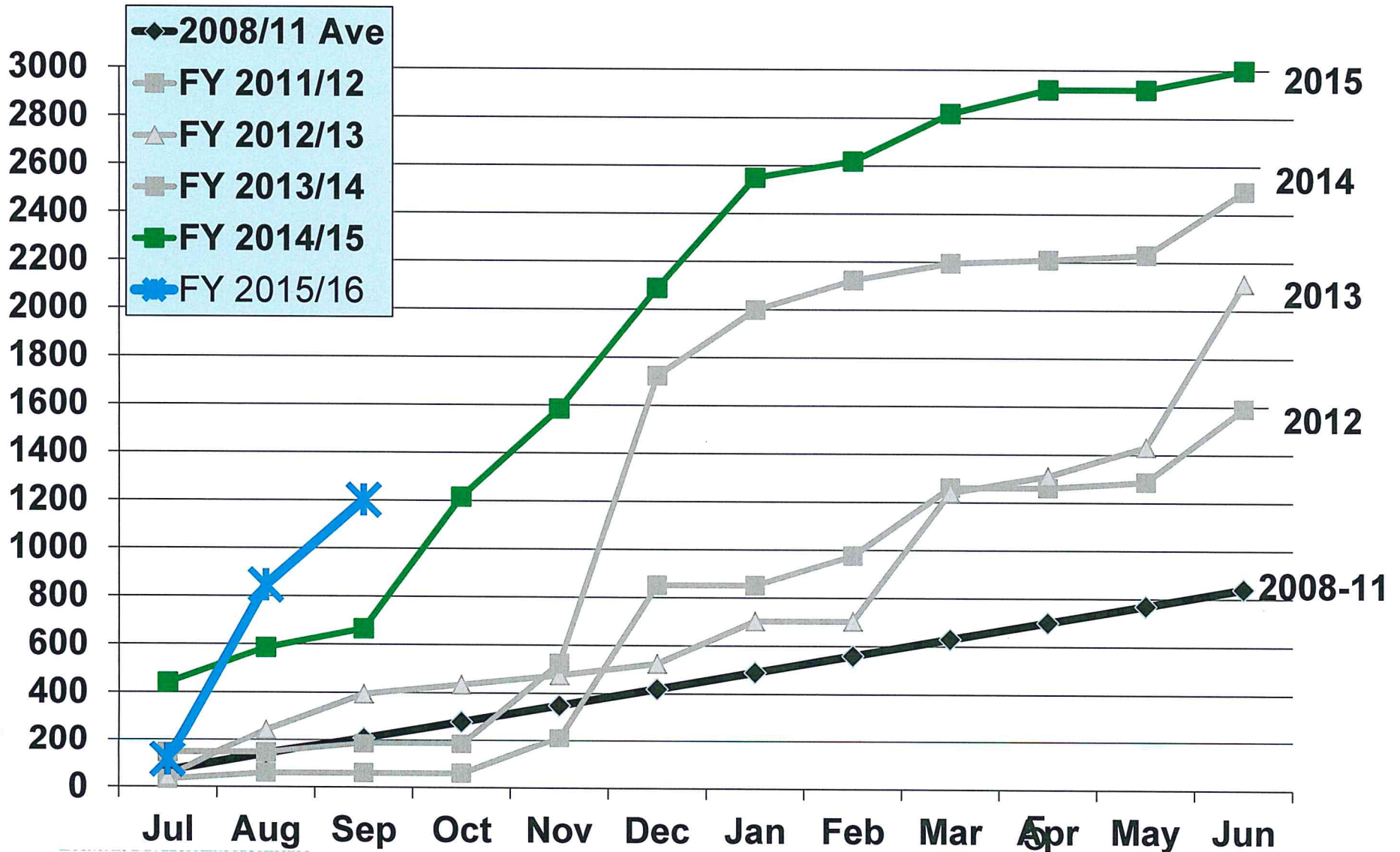
**Community
Development**

**Entrepreneurial
/ Startup Growth**

Prospect Visits To The Region



Jobs Announced – Continued Increase





**The Largest Deal In The U.S.
In 2014 - Changes Our Brand
Overnight!**

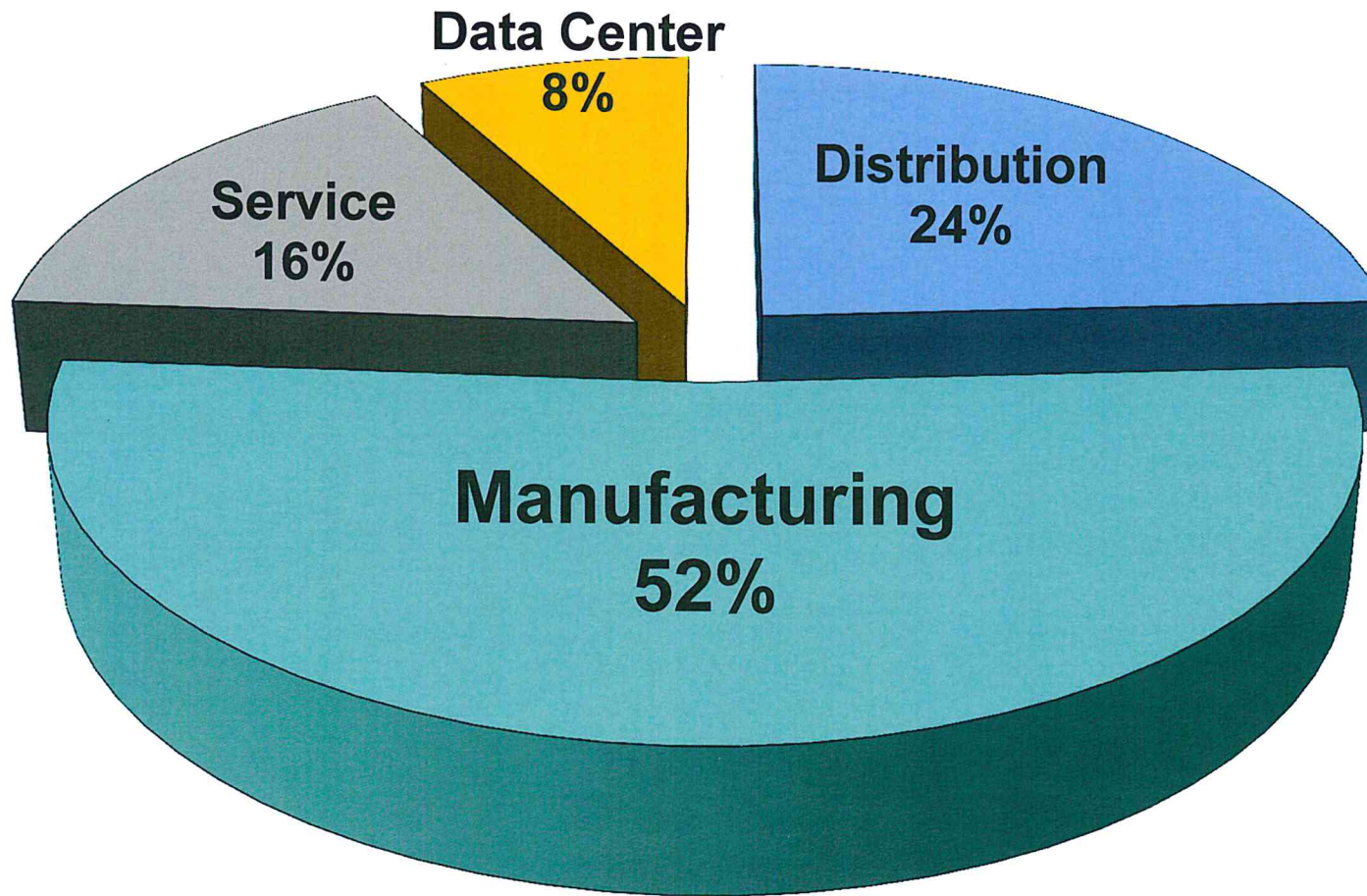
**Tesla:
Wow!**

**More Than Jobs: Puts Us on The Radar For:
Manufacturing, Business, Entrepreneurs, Creative
Class, Research & Development, Investors . .**



- Switch, The Developer Of SUPERNAP Data Centers Is Expanding To Northern Nevada
- Is Building A **6.4 Million Sq-ft Data Center**; Will Bring **\$3 B Of Investment and 400+ Jobs**
- Switch's Development Of A Fiber Optic **Network Loop** Will Connect Reno, Las Vegas, Los Angeles And San Francisco
- **SUPERLOOP** Will Dramatically Increase The Speed Information Can Travel Among The Cities

Types Of Companies Relocated FY2014



2014 Washoe County Projects

Industry	Company	Jobs	From	HQ
Manufacturing	Advanced Refining	12	NV	
Distribution	Anixter	8	NV	
Manufacturing	Ashima Devices	100	CA	Yes
Manufacturing	Beaverfit USA	25	UK	Yes
Manufacturing	Cenntro Automotive	300	NJ	Yes
Service	Clear Capital	400	CA	Yes
Manufacturing	Cuco, LLC	15	CA	Yes
Service	CustomInk	261	NV	
Manufacturing	Eaton's B-Line Business	49	NV	
Manufacturing	Flirtey	4	AUS	Yes
Service	Gensano	2	NV	

2014 Washoe County Projects

Industry	Company	Jobs	From	HQ
Service	Ghost Systems	150	NV	Yes
Manufacturing	Harris Welding Supply	50	CA	
Distribution	Independent Salon Services	10	CA	Yes
Manufacturing	James Hardie Building Products	9	NV	
Distribution	Orest Express	30	IL	
Distribution	Petco	150	CA	
Manufacturing	Real Spirit	50	CA	Yes
Manufacturing	Rubber Enterprises	21	NV	Yes
Manufacturing	Stitch N Print	40	GA	
Manufacturing	Tecno Displays	30	CA	Yes

2014 Washoe County Projects

Industry	Company	Jobs	From	HQ
Service	Whisper Jet	18	CA	
Service	White Rabbit	25	CA	Yes
Distribution	zulily	1,000	NV	
Manufacturing	Clean Tech	30	CA	
Manufacturer	Hose Master	30	OH	
Manufacturing	Hubert	25	OH	
Manufacturing	Mechman Alternators	15	TN	
Manufacturing	Nutrient Foods	300	NJ	Yes
Distribution	Turn 14	20	PA	
Manufacturing	Weaver Popcorn	60	IN	
Totals = 31/34	3,239 of 3,419 Jobs	3,239		13

94.7% Of The Jobs In Washoe County

2015 Washoe County Projects

Industry	Company	Jobs	From	HQ
Service	Blackridge Technology	30	CA	X
Manufacturing	Immy, Inc.	30	CA	
Manufacturing	Seeco Switch	10	NC	
Service	Koch Industries, Inc	50	KS	
Manufacturing	Planetary Pinball	10	CA	X
Service	Grand Rounds	200	CA	
Manufacturing	Cascade Designs	100	WA	
Manufacturing	Industrial Lighting	60	FL	
Distribution	Meri Meri	10	CA	
Distribution	Etailer Inc.	15	WI	

2015 Washoe County Projects

Industry	Company	Jobs	From	HQ
Manufacturing	So. Prosthetic Supply	20	GA	
Manufacturing	Indy Hangar	20	IN	
Manufacturing	Angie's Artisan Treats	160	MN	
Service	Teleperformance	500	UT	
Total		1,215		2

**14 of 18 Companies
1,215 of 1,885 Jobs
In Washoe County**

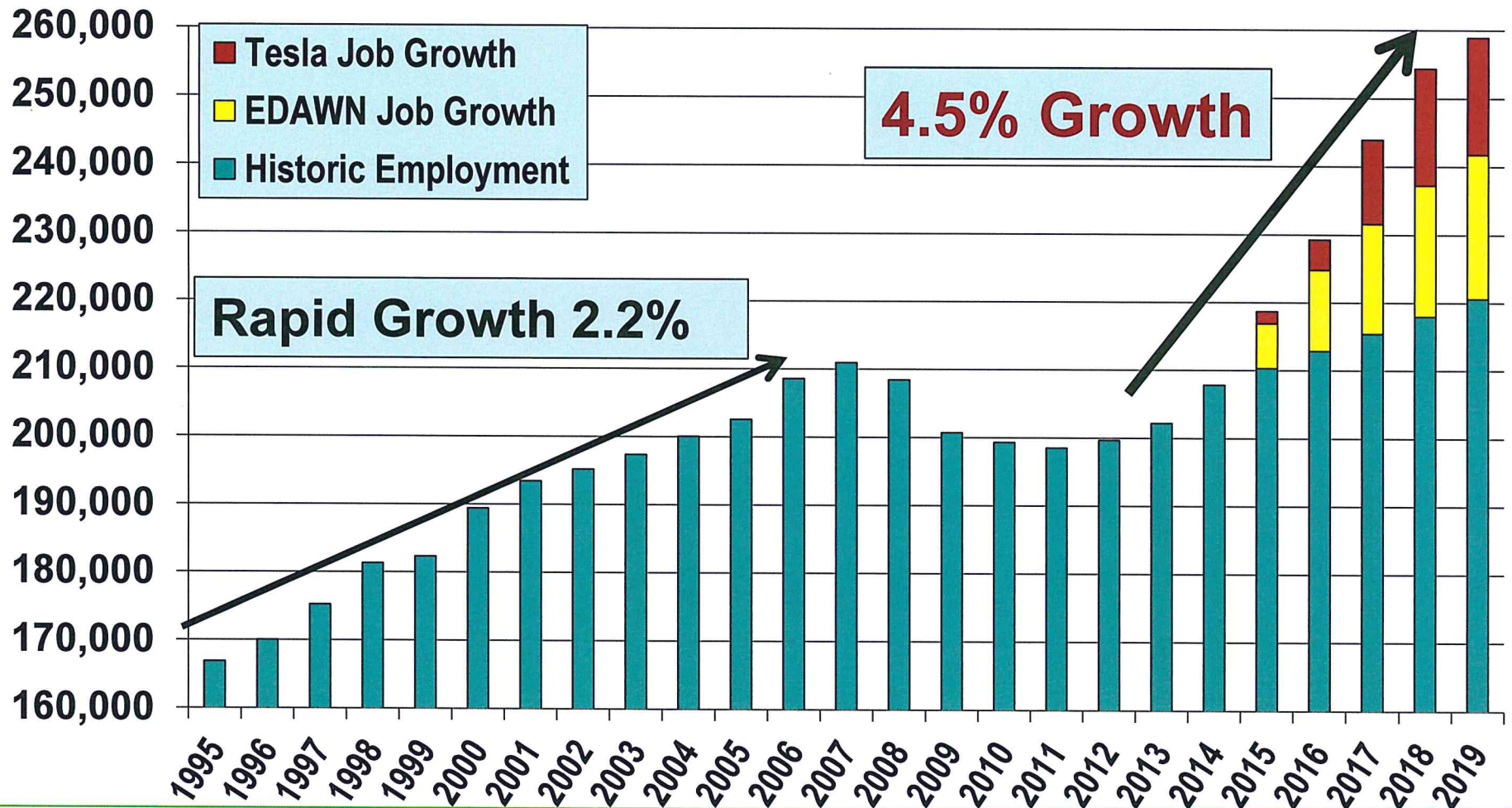
Pending Announcements

Industry	Job Count	HQ	Confidence	Relocation State
Service	300		Very Likely	NY
Manufacturing	100		Very Likely	TAIWAN
Distribution	50		Very Likely	UT
Manufacturing	50		Very Likely	OH
Distribution	500		Very Likely	NV
Manufacturing	50		Very Likely	TX
Service	50		Very Likely	TX
Distribution	5		Very Likely	CA
Manufacturing	50	X	Very Likely	CA
Total	1,155	1		

Hot Prospects!



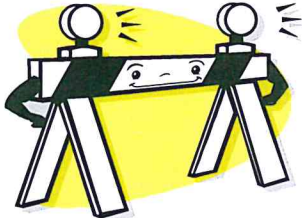
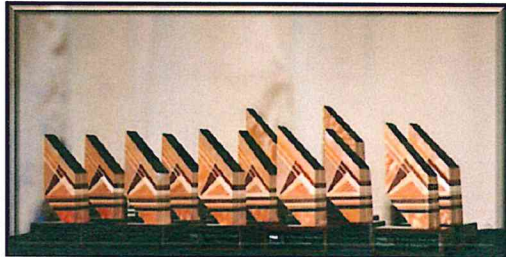

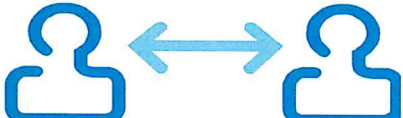
Industry	Job Count	HQ	Confidence	Relocation State
Service	500		Finalist	CA
Service	120		Finalist	GA
Distribution	200		Finalist	NY
Manufacturing	150		Finalist	DE
Manufacturing	300		Finalist	CA
Service	200		Finalist	CA
Manufacturing	100		Finalist	GA
Manufacturing	2,800		Finalist	PA / VA
Manufacturing	1,000		Finalist	IL
Manufacturing	200		Finalist	IN
Service	100	X	Finalist	CA
Data Center	80		Finalist	TX
Service	62		Finalist	WI
Total	5,812	1		

Explosive Growth Is Coming!



Historic Growth 1.2% / Year

Components to BR&E Program

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

Retention Results / Initiatives

- **Company Visits – 184**
 - **Growing 84**
 - **Future Growth 68**
 - **Flat 29**
 - **Declining 3**

83% Growing
- **Seven Assisted Expansions = 1,340 New Jobs**
- **Business To Business Connections Made = 36**
- **Two Industry Sector Councils**
- **53 Companies In Existing Industry Awards**
- **Issues Addressed = 25**

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

Entrepreneurial Ecosystem

Inspire	Learn	Create	Startup	Scale
TEDX	1 Million Cups	Startup Weekend	GirlMade Accelerator	Summit Venture Mentoring
Ignite Reno	eHours	Pitch Practice	City of Reno Accelerator	Battle Born Venture Fund
MakerFaire	Meetups	Entrepreneur Assembly	Reno Collective	Angel Groups
The Generator	Rainforest	House of Genius	Startup Row	Entrepreneur Organization
Startup Digest	Networking	Sontag Business Competition		
Enevada				

Legal Entity – EIN Number

Entrepreneurial Development **Success!**

Entrepreneur.com on NBCNews.com

3 Alternative Tech Startup Cities

Three Western locales previously considered vacation destinations are now alternatives to Silicon Valley.....



8 Of The 14 Best Startup Cities in America
...the next wave of cities building an ecosystem to turn innovators into entrepreneurs
Popular Mechanics



Entrepreneur | **The New York Times**
MAGAZINE



EPIC Report Out!

(Economic Planning Indicators Committee)

- **Unprecedented Growth Is Projected For The Region: Tesla/Switch & Nearly Many Other Announcements**
- **What Are The Impacts Of This Growth On: Housing, Transportation, Workforce, Public Service Etc.?**
- **Multiple Planning Organizations Were Providing Varying Projections On Job & Population Growth**
- **Oct '14 EPIC Formed To Initiate The Coordination Of (Public / Non-profit / Private) Agencies To Develop A Single Consensus Report**

EPIC Members

Organizations	Organizations
City of Reno	Truckee Meadows Regional Planning Agency
City of Sparks	Center of Regional Studies, UNR
City of Fernley	Regional Transportation Commission of Washoe County
Washoe County	NV Department of Employment, Training & Rehabilitation
Storey County	State Demographer
University of Nevada, Reno	Governor's Office of Economic Development
Truckee Meadows Community College	Economic Development Authority of Western Nevada
Washoe County School District	Northern Nevada Development Authority
Reno Tahoe Airport Authority	Western Nevada Development District
NV Energy	
Truckee Meadows Water Authority	

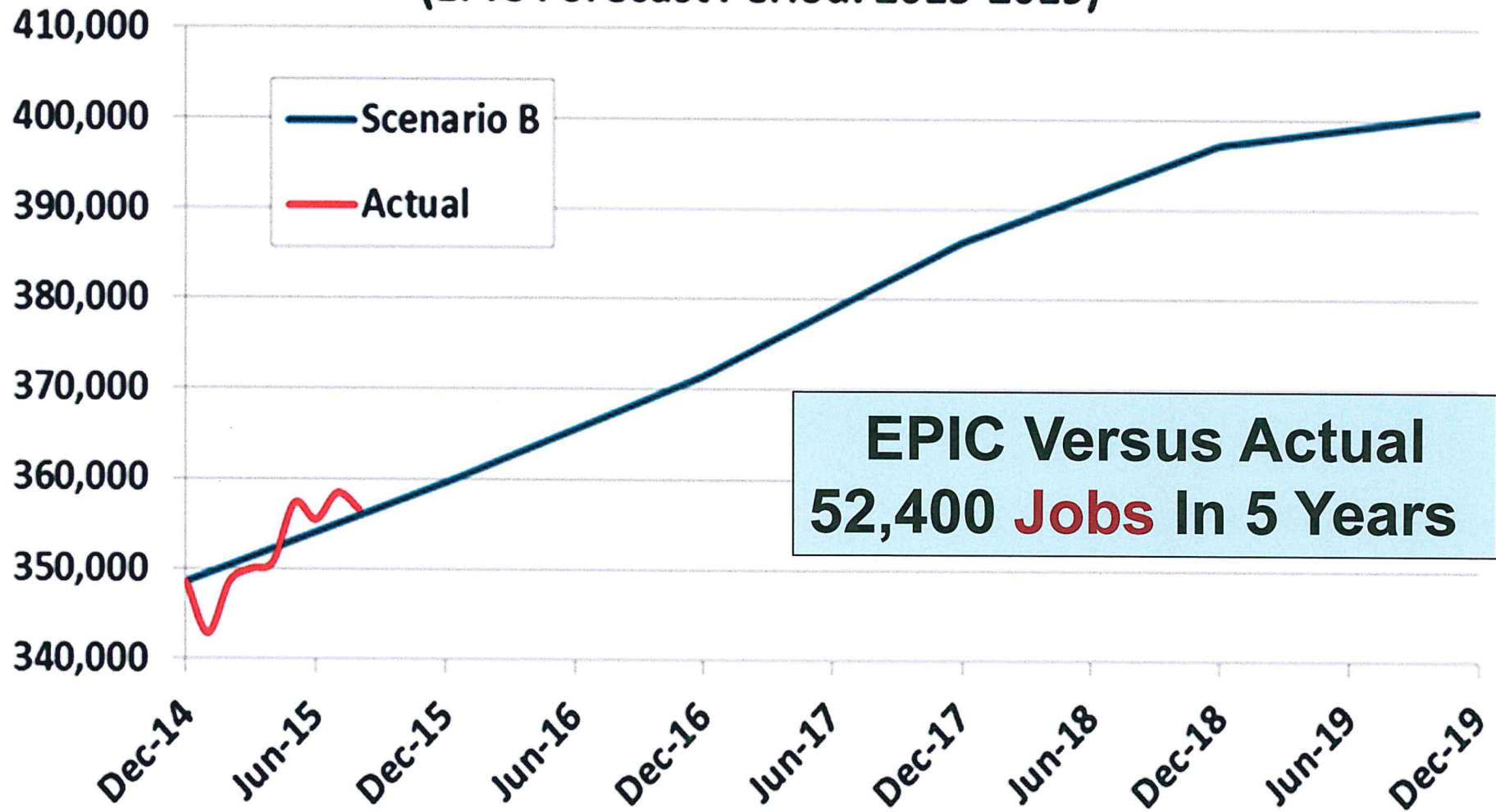
EPIC Job Forecast **Scenarios** (Five Years: 2015-2019) Rounded

<u>Scenario</u>	<u>Job Growth</u>	<u>Population</u>
A	56,600	46,200
B1	52,400	42,400
B2	52,400	64,700
C	47,400	37,800



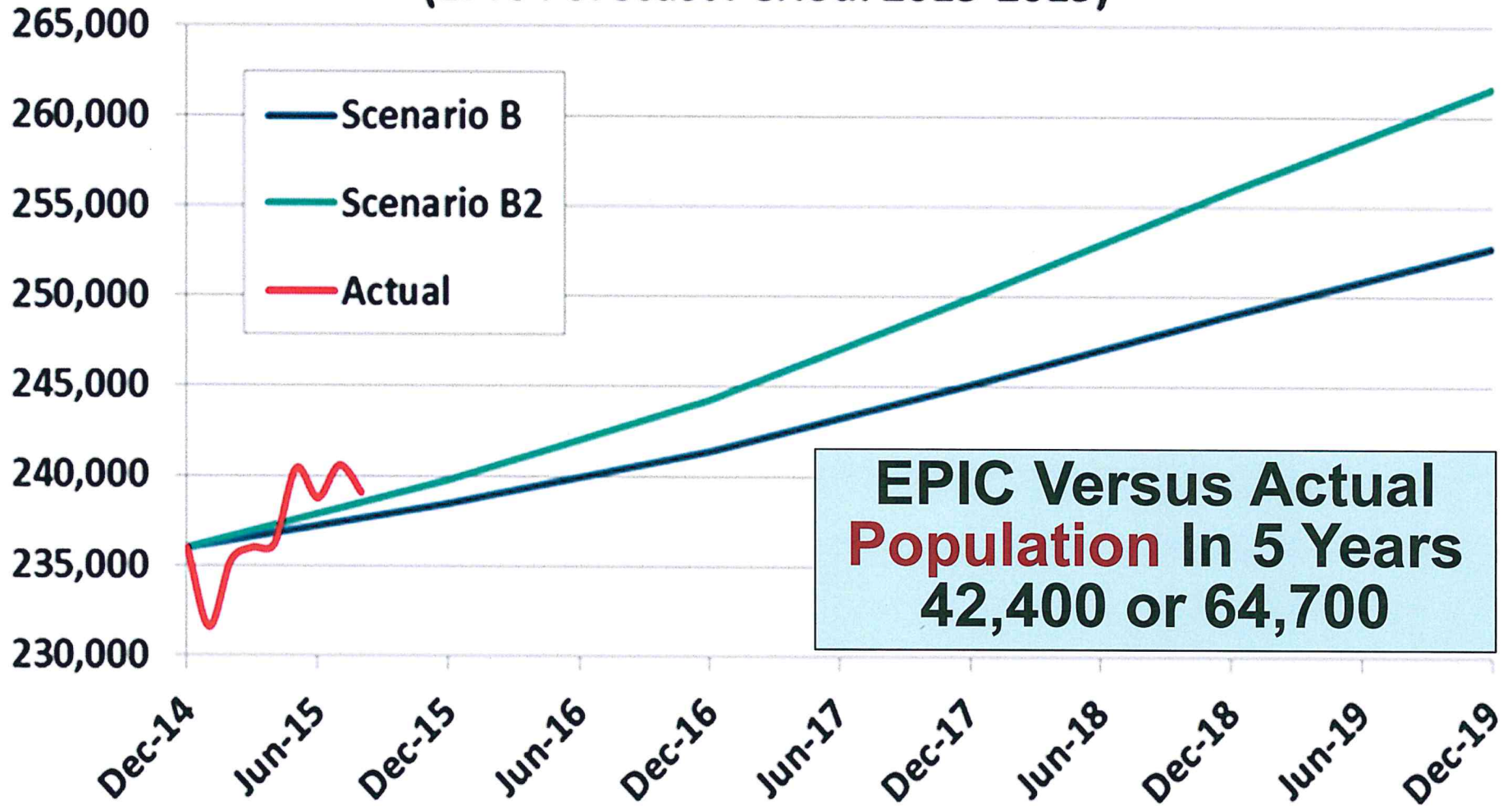
EDAWN Projected Most Likely Scenario

Study Area Employment Tracking: Dec-14 to Aug-15 (EPIC Forecast Period: 2015-2019)



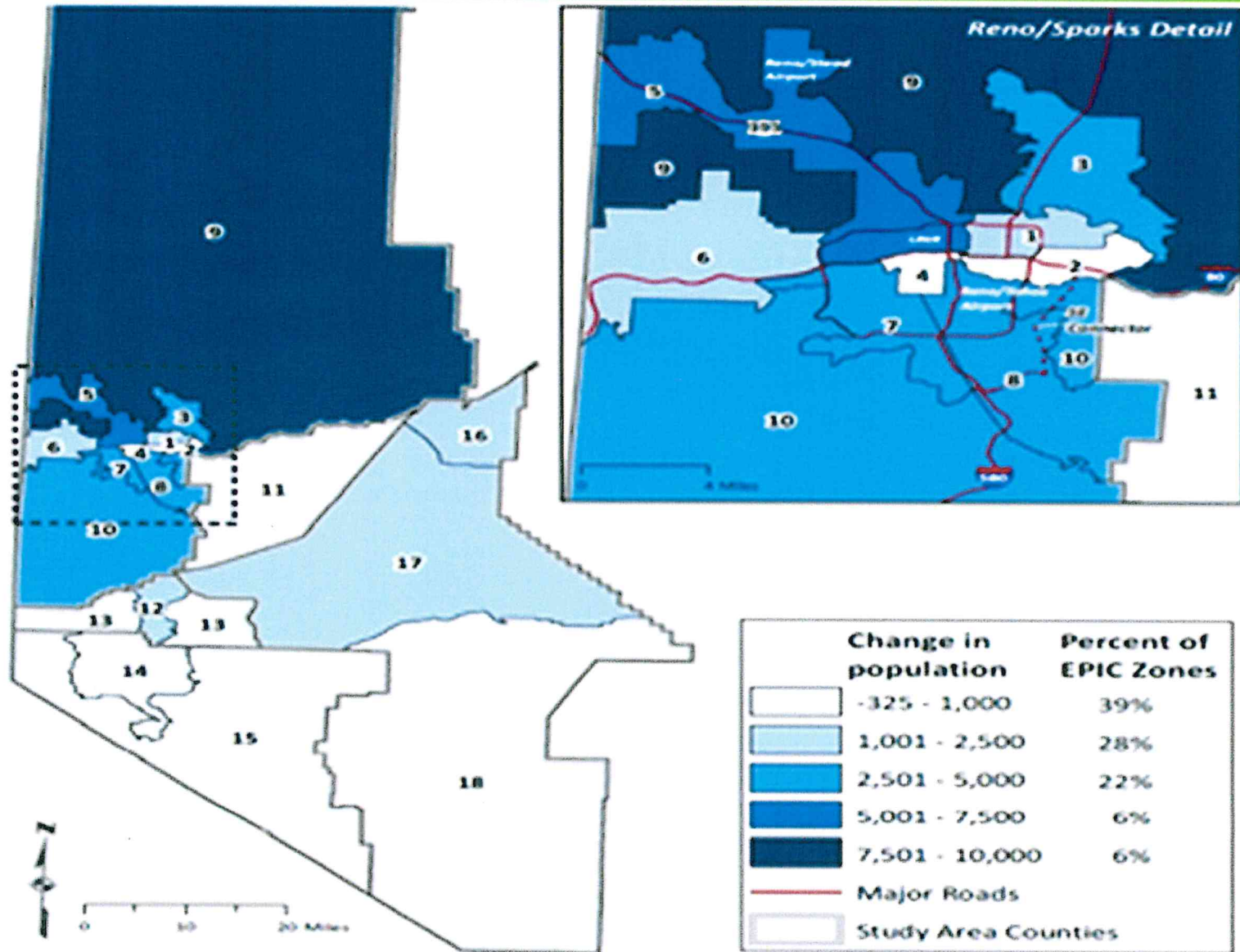
Sources: EPIC Committee, Nevada State Demographer

Study Area Household Tracking: Dec-14 to Aug-15 (EPIC Forecast Period: 2015-2019)



Sources: EPIC Committee, Nevada State Demographer

Total Projected Population Growth Map Scenario B1, by EPIC Zone: 2015-2019

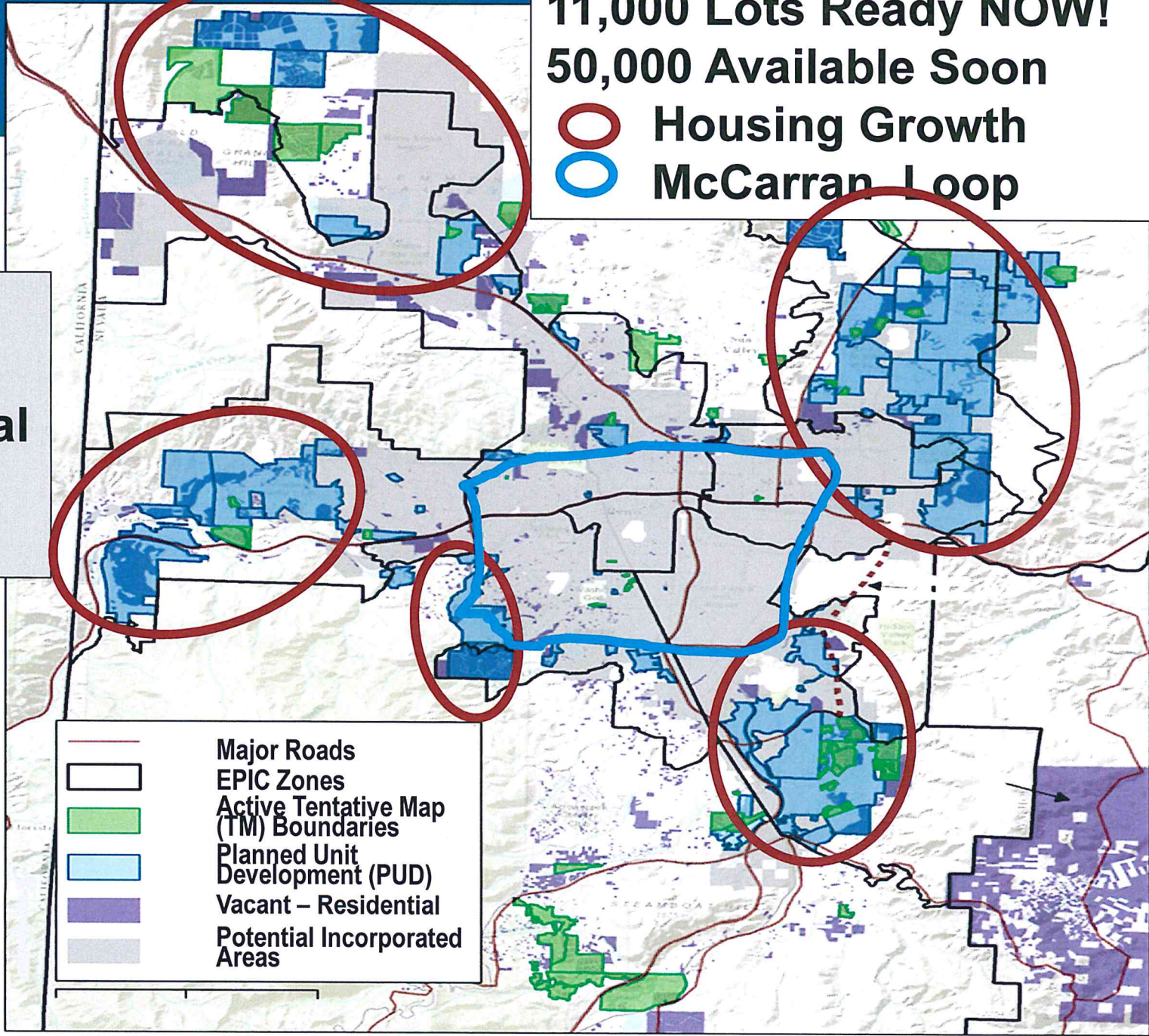


Washoe County Residential Potential Map 2015

**11,000 Lots Ready NOW!
50,000 Available Soon**

-  Housing Growth
-  McCarran Loop

	Major Roads
	EPIC Zones
	Active Tentative Map (TM) Boundaries
	Planned Unit Development (PUD)
	Vacant – Residential
	Potential Incorporated Areas



2015 Strategic Plan **Adjustments**

- **More Of The Same** For Attraction / Retention
- Adjust Attraction Focus To **Higher Paying Jobs**
- Work To Capitalize On **Tesla / Switch** Impacts
- New Emphasis on Adv. Manufacturing **Clusters**
- Increased Mentoring For Entrepreneurs
- **Attract** Entrepreneurs / **Talent** To The Region
- **Shift Workforce Dev. Out Of Retention To Stand Alone Objective**



Workforce Efforts FY15 – FY17 (New)

- Identify Near- And Long-Term Workforce **Needs**
- Assist In **Attracting Workforce** To The Region
- Facilitate Development Of Training Programs For Existing Workforce
- Advocate Funding Increase To **Train Workforce**
- Improve Connection Of Existing Primary Employers With Education – **Increase Internships**
- **Continue To Rebrand Region - Earned Media** To Be More Attractive To Talent & Creative Class

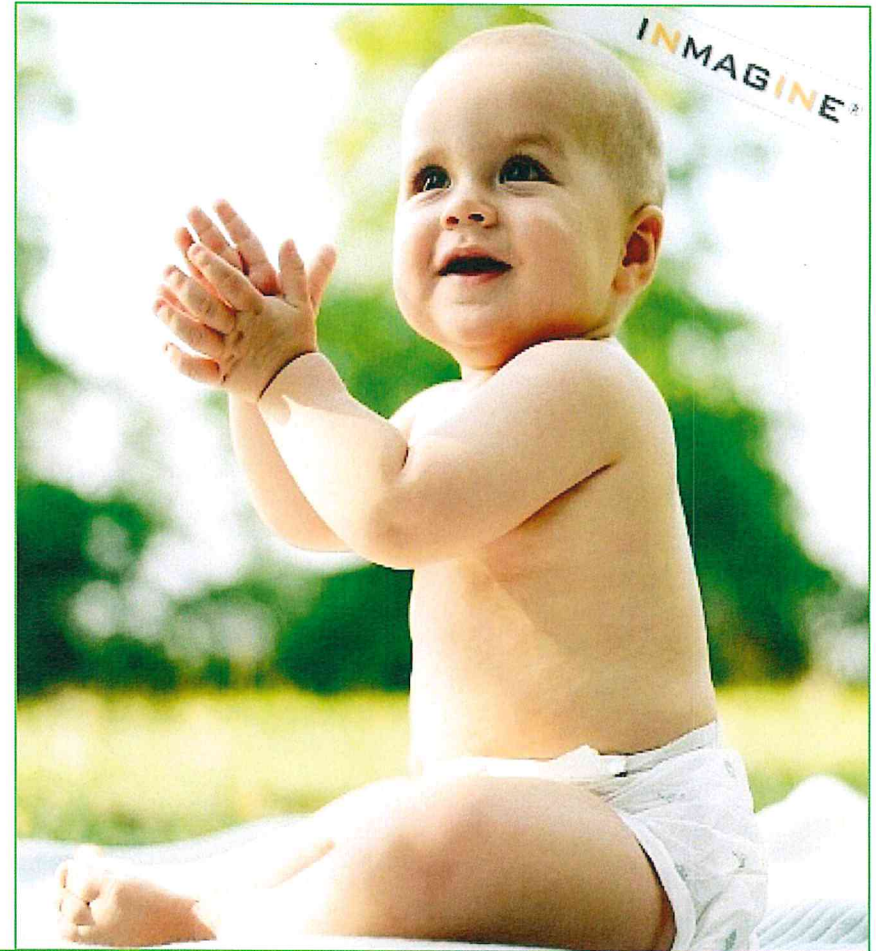
Community Development FY 15 – FY 17

- Lead The Region's Efforts To Plan For and Accommodate Growth (EPIC)
- Encourage / Facilitate The **Redevelopment Of The Downtown** And The Connection To UNR
- Attract Companies And Entrepreneurs To The Downtown
- Work With Partners To Improve **Air Service**
- Improve The Region's **Fiber Connectivity**
- Plan For Long Term **Industrial Land Needs**

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		Renegades
DETR	RSCVA	Many Others !

***Special Thanks
To The
Washoe County
Commissioners
and Staff***



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.*

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