

The attached document was submitted to the
Washoe County Board of Commissioners during
the meeting held on October 10, 2017.
by EDAWN
for Agenda Item No. 7
and included here pursuant to NRS 241.020(8).

<http://edawn.org/existing-business/>



EDAWN Update-Washoe County
Nancy McCormick
Senior VP Retention, Expansion & Workforce
Development

October 2017

Not **All** About Company Attraction

- Business **Retention / Expansion** = NAB
- **Workforce** Development / Attraction
- **Entrepreneurial** Development / Attraction
- **Key Community Issues:**
 - Funding For School Infrastructure – WC-1
 - Planning For Growth – EPIC Report
 - Downtown Revitalization – Victorian Square
 - Community Rebranding – Taxi-Tops
 - Arts and Culture – Art Map; Business & Arts
 - Housing Crisis – Developers Workshop

On-Line Support & Information

Workforce Resources

Business Toolkit

WhyReno.org (Focused on MSA)

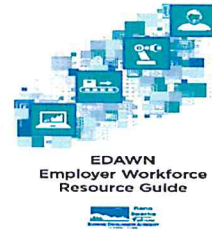
Expansion Incentives

Business License Information

Industry Roundtables

Existing Industry Awards

Existing Primary Companies



Washoe County Business
License

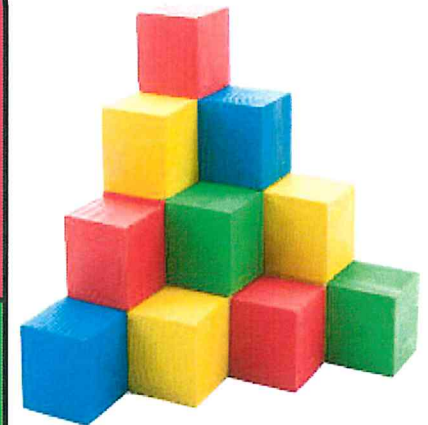
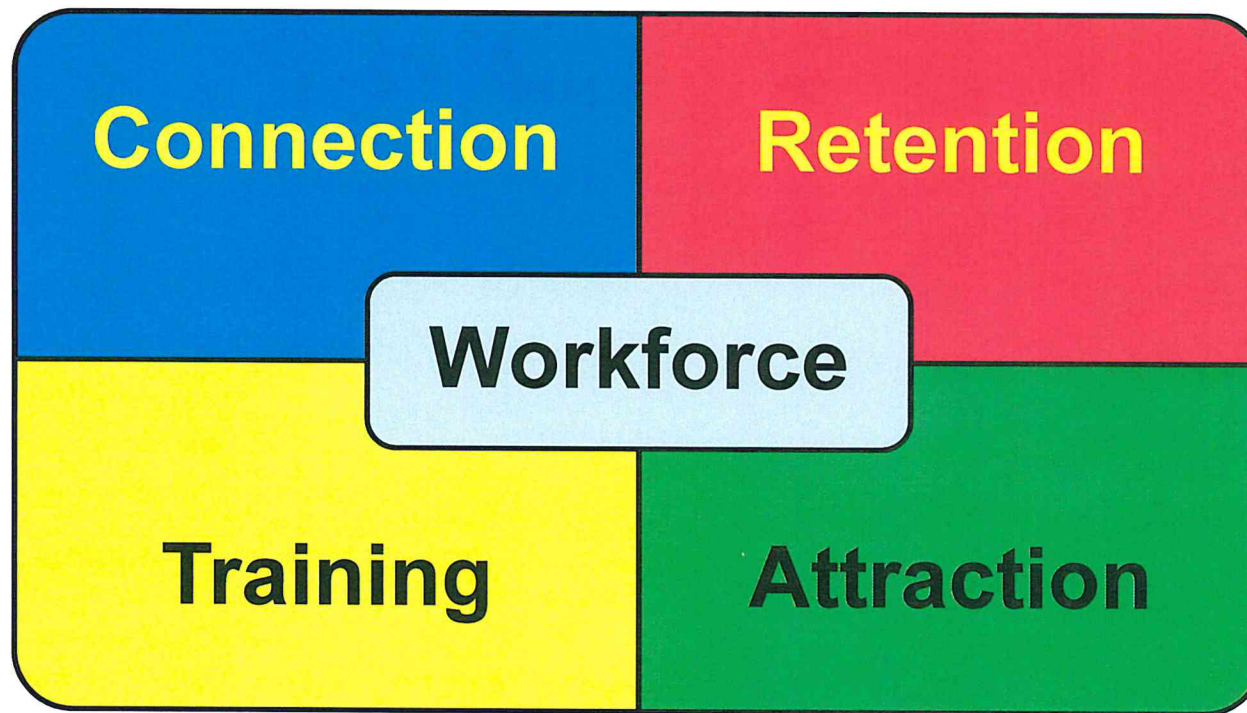
BRE-WD Activities

Nancy--Cynthia--Valerie



- Visit Companies
- Primary Company List – **345 Companies Washoe**
- Address issues
- Make Connections with Other Businesses
- Connect with Education and Other Resources
- Support Expansions
- Add Value-Help Solve Problems-Provide Support
- Recognize Co's Via Existing Industry Awards
- **Workforce, Workforce, Workforce**

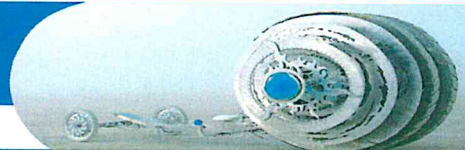
Workforce Plan

Building Blocks of EDAWN Workforce Plan



Workforce Activities

- Co-Lead Workforce Consortium
- Company Visits with HR Leadership
- Promote Workforce Resources and Facilitate Education Connections
- Advocate Alignment of Training to meet Company Needs
- Attraction Campaigns 
- Support for Hiring 



Workforce Development Projects

- **WCSD Tours**
- **Sector Councils**
- **Employer Workforce Resource Guide**
- **Educational Forums**
- **Promote Companies to Job Seekers**
- **Promote Internships across WCSD**
- **Encourage Apprenticeship Participation**



[LEAP Manufacturing Framework \(Northern Cluster\)](#)

Metrics Washoe FY'17

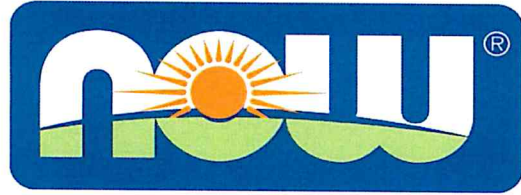
- **120 visits Companies in Washoe County**
- **6 Critical Issues in this Fiscal Year**
 - 2 in Unincorporated WC regarding permitting
- **Made 28 B to B Connections to other Companies in WC**
- **49 of 55 Nominees Washoe County in EIA Awards-13 Winners!**
- **Expansions Pacific Cheese, Horiba**

Summary

- **Majority of Team's Activity in Washoe Cty**
- **Great Support from Planning & Fire Chief**
- **Multiple Workforce Initiatives Benefit County**
- **Multiple Connection and Workforce Attraction Activities Impact County**
- **Multiple Marketing Efforts Help Promote the Greater Reno-Sparks area**



Thank You! Questions?



SANMAR



CINTAS
READY FOR THE WORKDAY™

