

WELCOME

EDAWN's Community Economic Update Luncheon

January 26, 2017

Leigh Goddard

McDonald Carano Wilson LLP

EDAWN Board Chair

New Presidential Gold Major Investors



2016 New **Gold** Investors

- **Coldwell Banker Select Real Estate**
- **Granite Construction Company**
- **Kidder Mathews**
- **Nugget Casino Resort**
- **Reno Gazette-Journal**
- **Reno/Tahoe Realty Group**
- **S3 Development Company**
- **Sierra Integrated Systems**
- **Silverwing Development**
- **Storey County**
- **SVN**
- **Toll Brothers**

EDAWN Non-Profit Board

- Mercedes De La Garza - Mercedes De La Garza Architect Studio
- Tom Fitzgerald - Energy Circuit, Inc.
- Margaret Friedrichs – Community Volunteer
- Alexis Hill - City of Reno
- Suzy Klass – Kidder Mathews
- Tony Manfredi - KNPB
- Abbi Whitaker - The Abbi Agency

Regional Public / Private Partners

City of Reno	UNR	State Offices
City of Sparks	TMCC / WNC	Nevada JobConnect
City of Fernley	DRI	Nevadaworks
Washoe County	The Chamber	NNDA
Storey County	WNDD	NV Energy
Washoe County School District	NCET	Reno-Tahoe Airport Authority
GOED	RTC	Investors
DETR	RSCVA	Many Others !

Mike Kazmierski

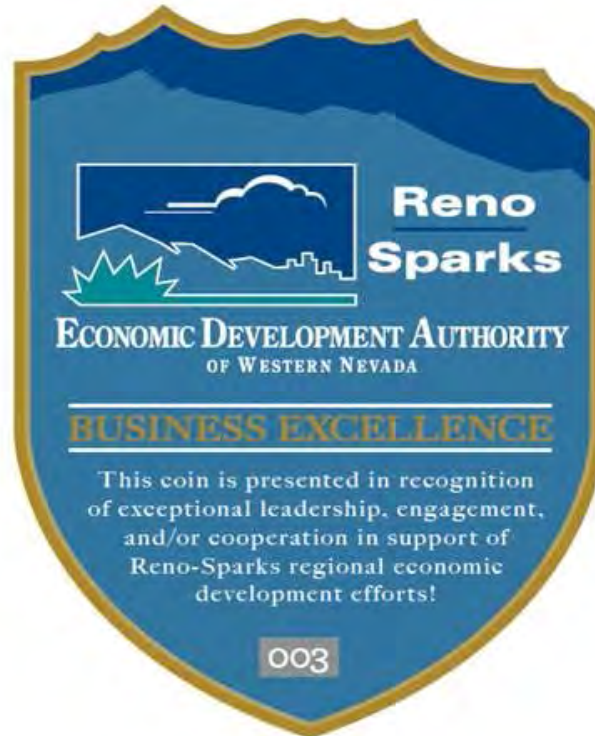
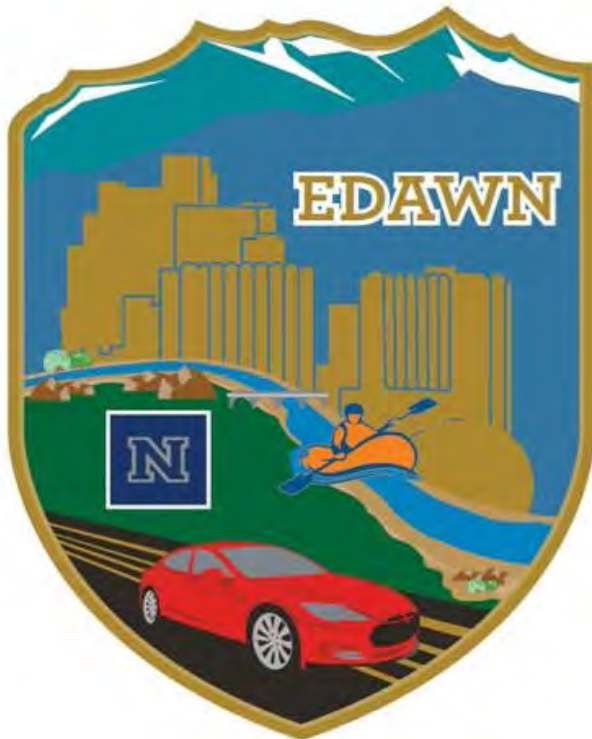
President & CEO

EDAWN's Economic Update

January 26, 2017

EDAWN Coin !

***This Coin Is Presented In Recognition Of
Exceptional **Leadership, Engagement, And /
Or Cooperation** In Support Of Reno-Sparks
Regional Economic Development Efforts!***



Kids Taxi-Tops Winners

1st Place High School

McQueen High School Sue Denning, Principal



1st Place Elementary School

Nancy Gomes Elementary Sean Whisler, Principal



Announcement ?

Delayed

UNR President Announcement

Dr. Marc Johnson **UNR's 16th President** **(April 2012)**



Five Years of Change: Where Do We Go From Here?

January 26, 2017

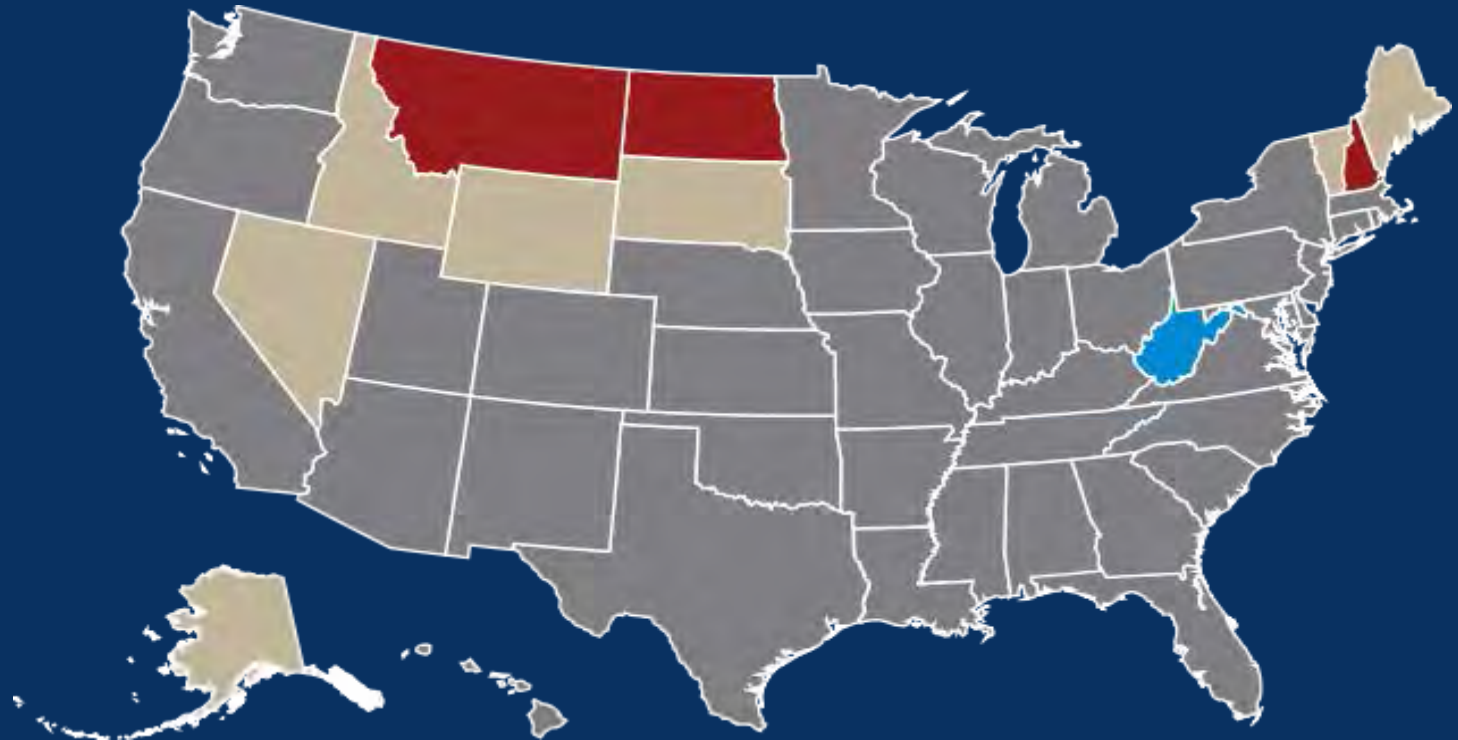


University of Nevada, Reno



States Lacking Highest Classified Research Institutions

BY STATE | 2010 & 2015



-  States **Without** Highest Classification in 2010 or 2015
-  States Losing 2010 Highest Classification in 2015
-  States Gaining Highest Classification in 2015

**Map Courtesy of Applied Analysis 2016*



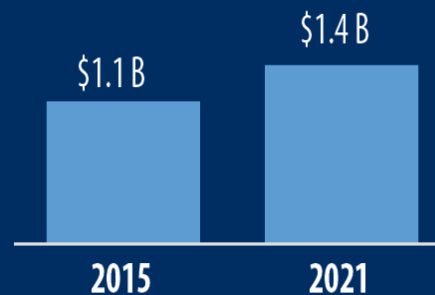
University of Nevada, Reno

Within The Next 5 Years...

+2,000



Direct and indirect **jobs** added to the local economy with \$1.42 billion economic output in 2021



Annual economic output will reach

\$1.42
BILLION IN 2021



\$282.5

million total output from construction and startup costs

THE UNIVERSITY WILL GROW TO



25,000
students

400
new faculty

With 80 percent on tenure track and enough to lower the student faculty ratio to 18:1 from 22:1



The University continues to graduate more than

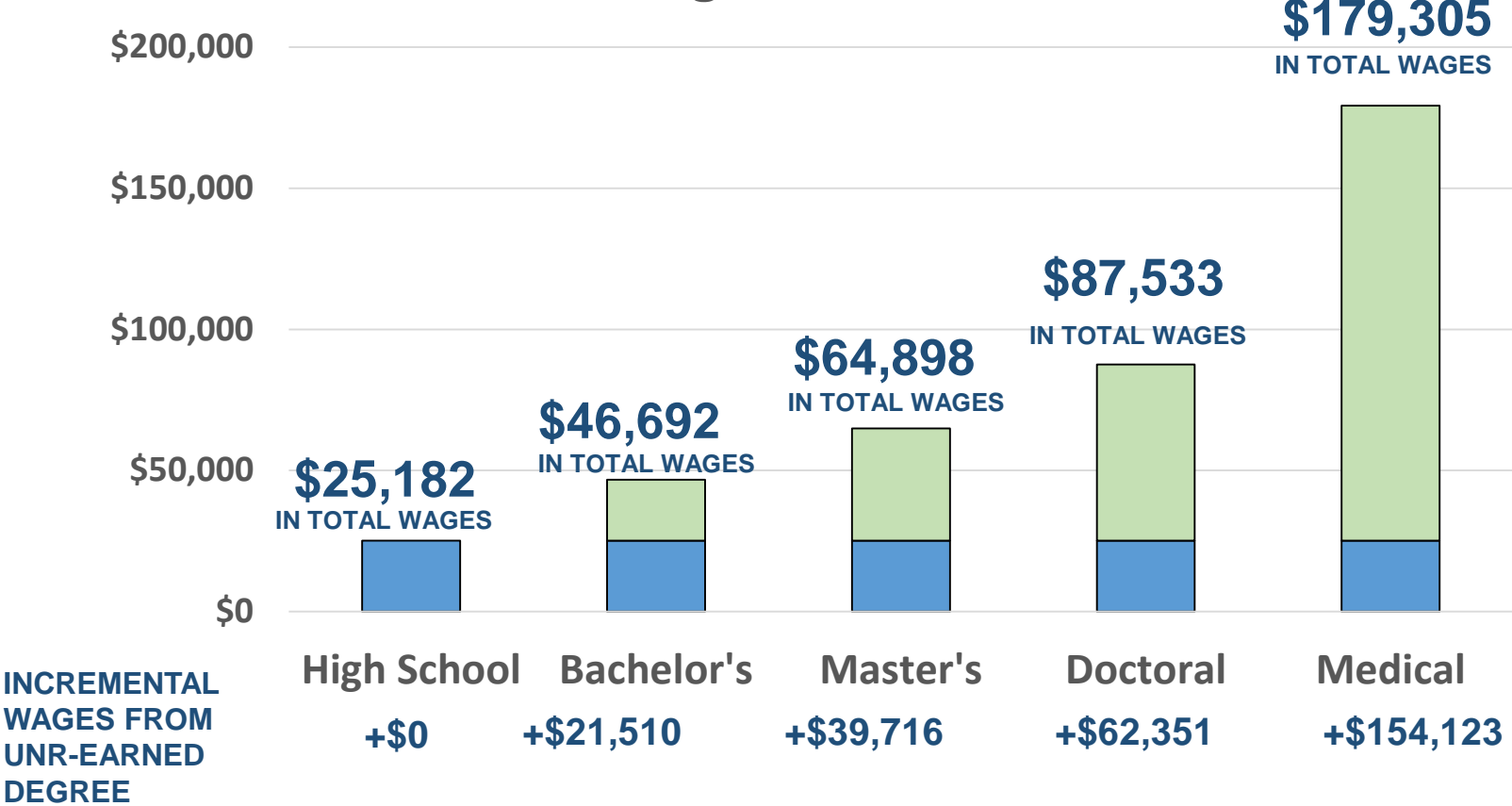
4,000
students per year



University of Nevada, Reno

Value of University of Nevada, Reno Degree

Wage Increases*



University of Nevada, Reno

* Information gathered by Applied Analysis 2016

High Impact Research University – Business Partners



University of Nevada, Reno



University of Nevada, Reno

EDAWN In 2016

How did
we do?



Economic Development Stool

Workforce Development

Attraction

Retention /
Expansion

Community
Development

Entrepreneurial
/ Startup Growth

2016 EDAWN **New** Companies Assisted

Industry	Company	Jobs	From	HQ
Data Center	Rackspace US	50	TX	
Ecommerce	Jet.com	500	NV	
Logistics/Dist	Sonwil Dist. Centers Inc.	200	NY	
Distribution	Alltrade Tools	35	CA	
Logistics/Dist	Better World Books	200	IN	
Back Office	MedSave USA/Arrohealth	300	NY	
Manufacturing	Pertici North America	6	CA	
Manufacturing	Cam-Concept	10	IN	X
Back Office	Samba	30	CA	X
Manufacturing	Mary's Gone Crackers	365	CA	X

2016 EDAWN **New** Companies Assisted

Industry	Company	Jobs	From	HQ
Manufacturing	Dragonfly Energy	10	NV	X
Manufacturing	Revision Brewing Co	45	CA	X
E-Commerce	Thrive Market	400	CA	
Software	CAEK Inc.	171	AK	X
E-Commerce	Confidential	60	OH	
Manufacturing	Confidential	351	MI	
Software	Capstak	25	NY	X
Manufacturing	FDC Graphics	50	IN	
Manufacturing	Confidential	67	WI	
Manufacturing	Cimpress	150	MA	X

2016 New & Expansion Companies

Industry	New Companies	Jobs	Location
Distribution	Mishimoto Automotive	15	DE
Distribution	Exxel Outdoors	70	CA
Distribution	Distribution Resources	12	CA
Distribution	Todson	10	MA
	Expanding Companies		
Manufacturing	ProThera	25	NV
Logistics/Dist	ITS Logistics	55	Reno
Distribution	FedX	9	Reno
Totals	27 Companies	3,221	8 HQ's





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

Tesla Update!

- Tesla Is **Ahead** Of Schedule
- Shipping Out Power Packs And Power Walls
- Over **1,000 People Working** At Facility Now
- **Adding Model 3** Gear Boxes And Motors
- Likely To Exceed **6,500 Tesla/Panasonic By 2020**
- Start Production Of Model 3 Battery Cells In Q2 '17
- 1.5M of the 10M sq. ft. Building Operational

Panasonic

Hiring Event

Tuesday, December 20th 2016

5:30pm – 8:30pm

Regional Public Safety Training Center

5190 Spectrum Blvd.

Reno, NV 89506

Panasonic will produce lithium ion cells for the Tesla Model 3 at the Gigafactory in Sparks, NV. Come join us and help make history!

Looking to fill these exciting career opportunities:

Material Handler

Production Operator

Maintenance Technician

Shift Lead

**** Must be open to 12 hour day/night shifts ****

For additional job information go to PanasonicNV.com

RSVP with your resume to penarecruiting@us.panasonic.com
and you will be entered to **win a ride in our Tesla** the night of the event.

Names will be drawn every hour on the hour!

Walk-ins accepted upon space availability.

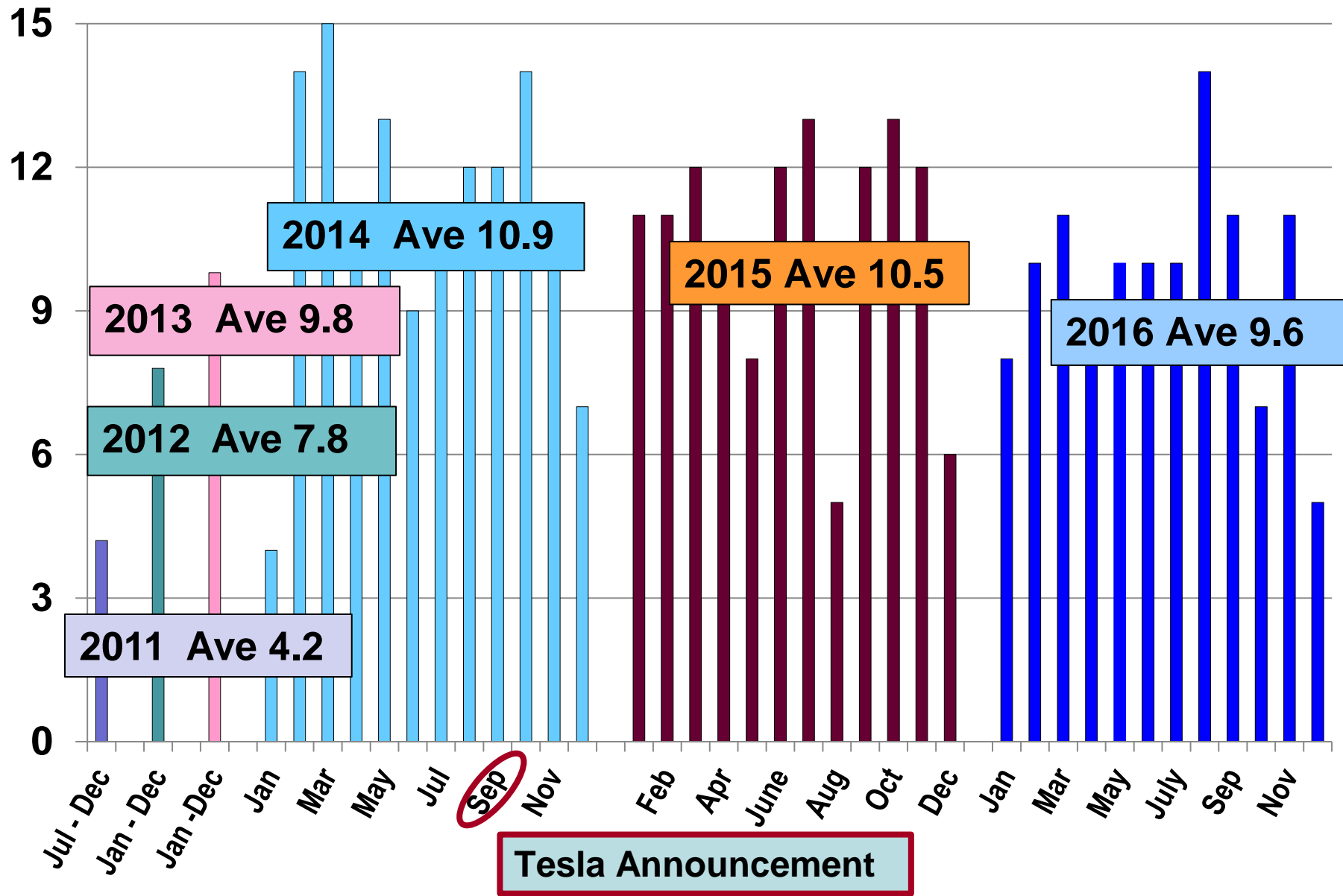
Professional dress and 5 copies of your resume are required.

Panasonic is an Equal Opportunity employer, and all qualified applicants will receive consideration for employment without regard to: race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law. All qualified individuals are required to perform the essential functions of the job with or without reasonable accommodation.

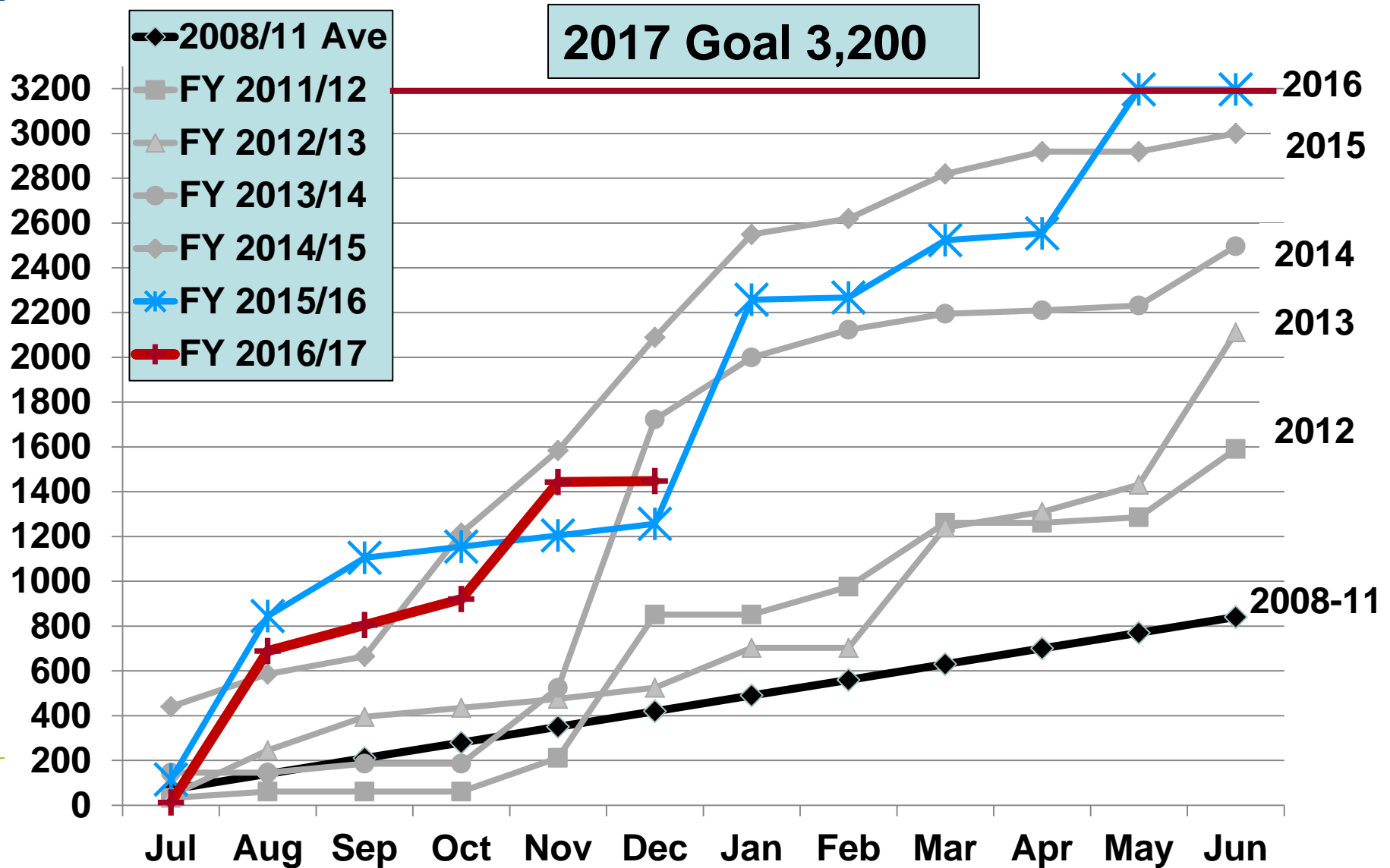
“In 2017, Panasonic, will be hiring between 2,000 – 3,000 employees for its battery mfg. operations for Tesla at the Gigafactory. Many of these positions will be filled as early as January!”

Prospect Visits Per Month

(Goal 8-10 per month)



Jobs Announced



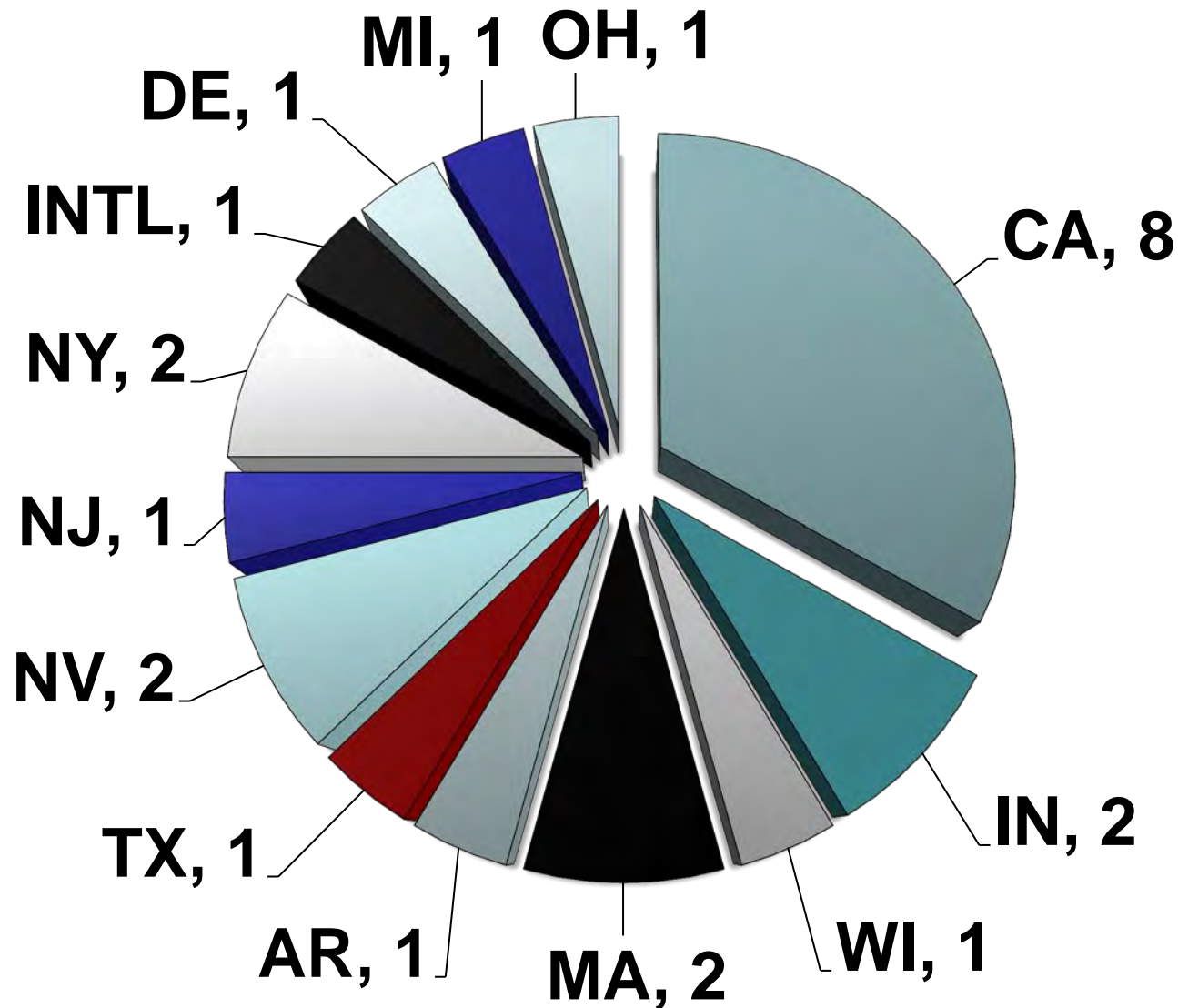
Pending Announcements

Industry	Job Count	HQ	Confidence	Relocation State
Back Office	120		Very Likely	NE
Distribution	40		Very Likely	FL
Distribution	135	X	Very Likely	CA
Manufacturing	117	X	Very Likely	CA
Manufacturing	150		Very Likely	WI
Services	100	X	Very Likely	CA
E-Commerce	300		Very Likely	CA
Manufacturing	300		Very Likely	GA
Distribution	100		Very Likely	CA
Total	1,362	3		

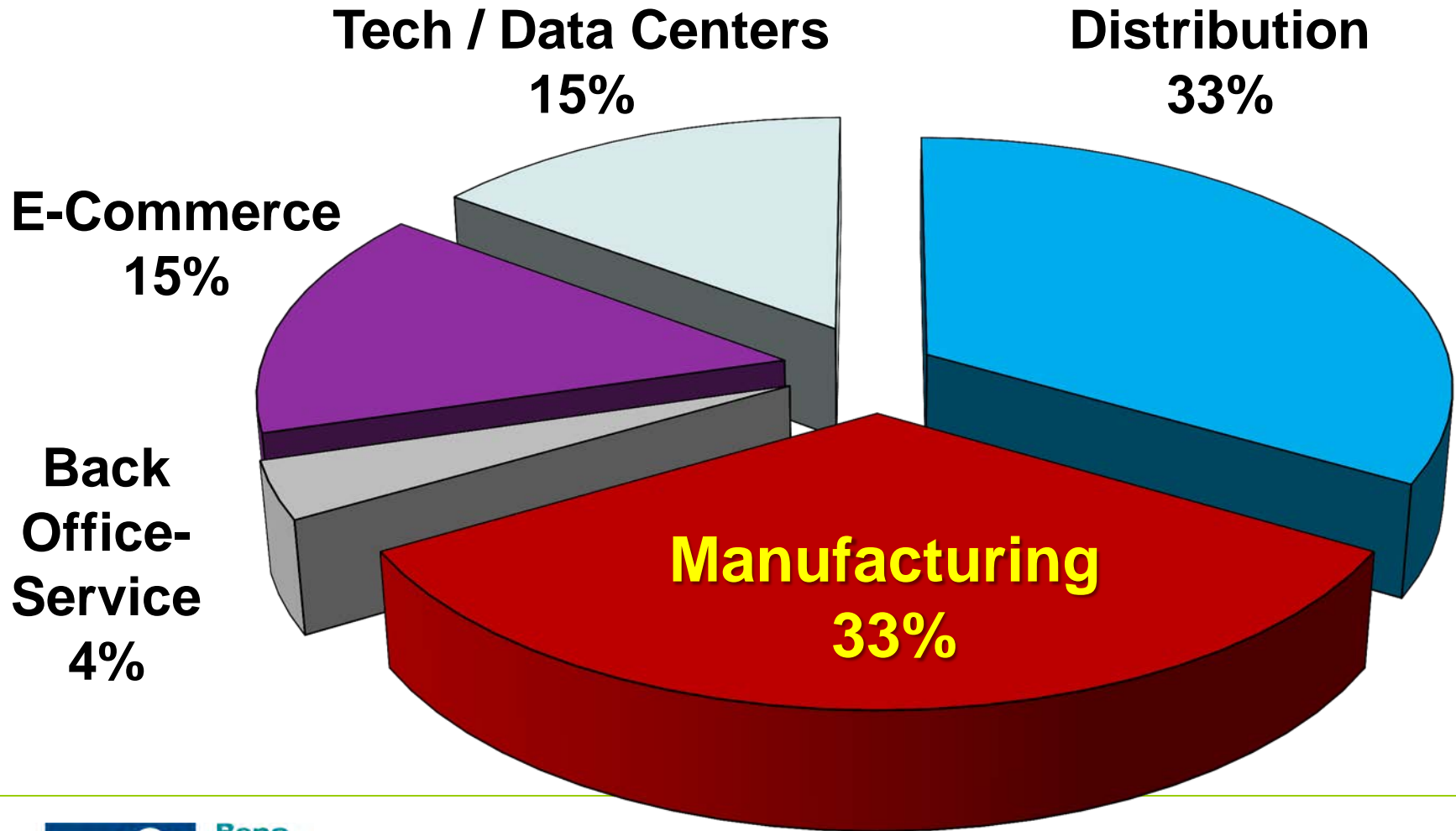
Hot Prospects!

Industry	Job Count	HQ	Confidence	Relocation State
Manufacturing	70		Finalist	MI
Service	200		Finalist	CA
Manufacturing	50	X	Finalist	CA
Manufacturing	292		Finalist	OH
Manufacturing	1,000		Finalist	CO
Manufacturing	100		Finalist	TAIWAN
Distribution	1,500		Finalist	GA
Manufacturing	30	X	Finalist	SWEDEN
Manufacturing	400		Finalist	MI
Distribution	20	X	Finalist	CA
Distribution	15		Finalist	PA
Manufacturing	150	X	Finalist	CA
Total	3,827	4		

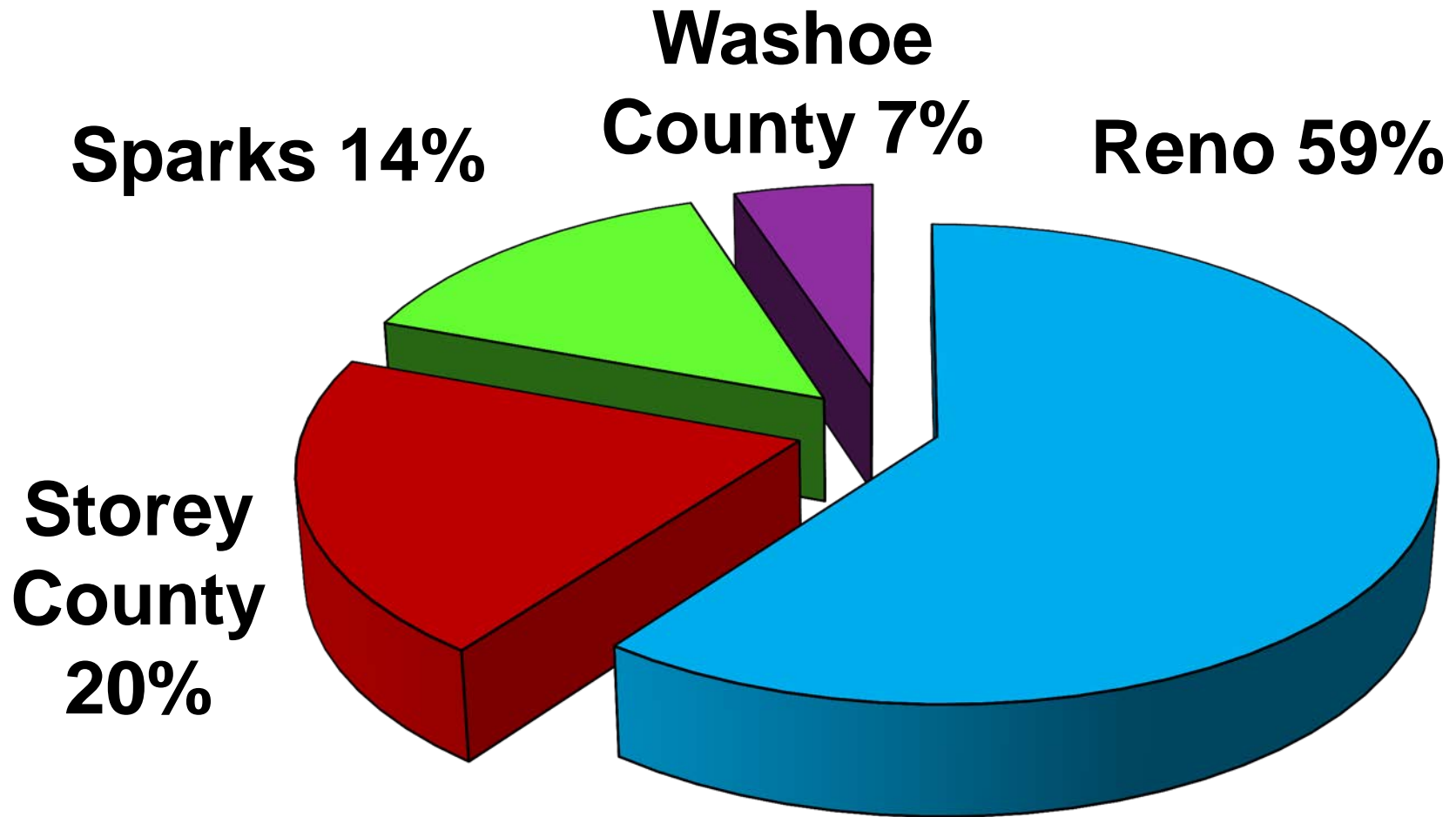
FY2016 Relocated Companies From...



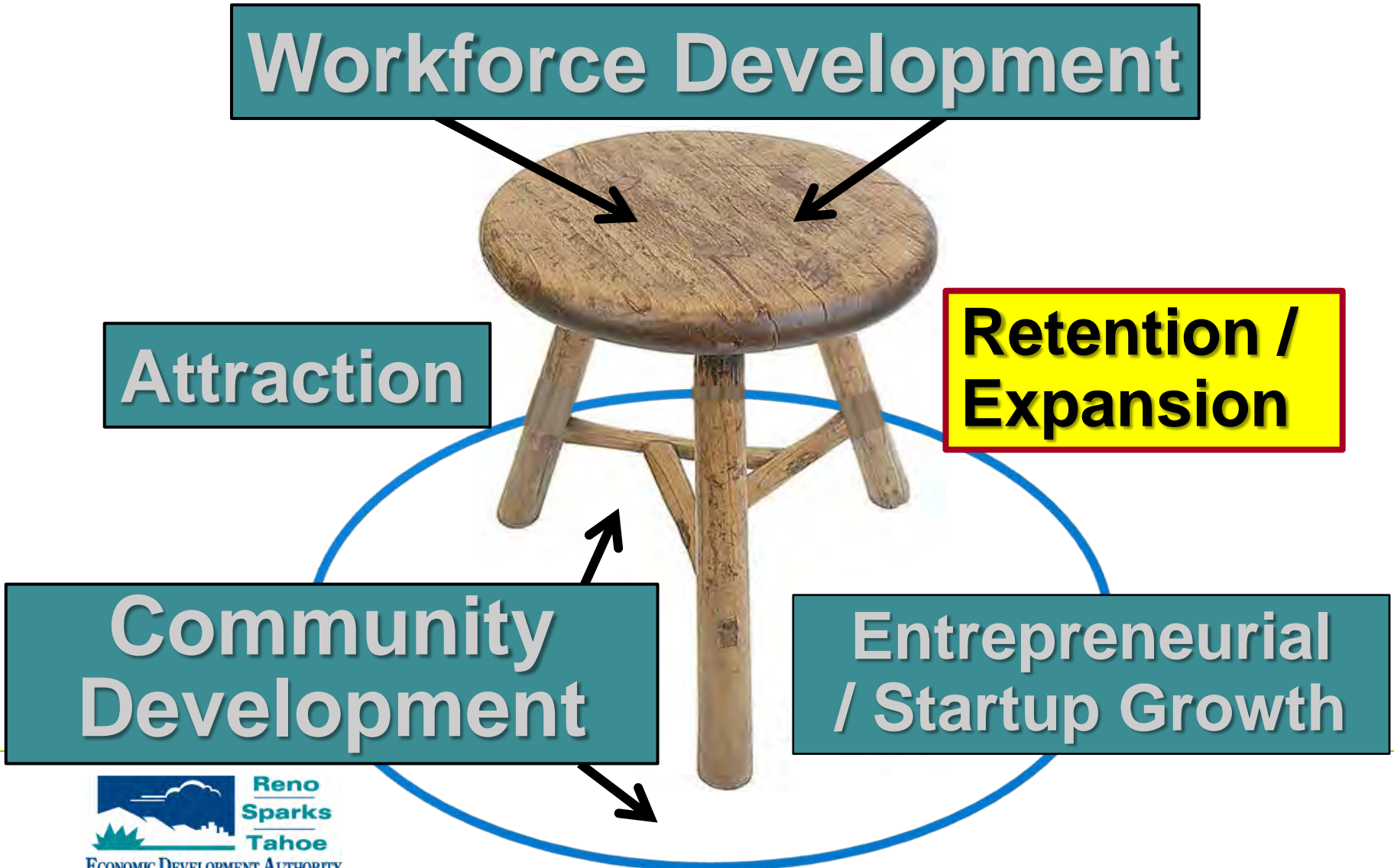
Types Of Companies **Relocated** 2016



141 Companies **Located** FY 2012- 2016



Updated Economic Development Stool



Retention-Expansion-Workforce

- Visit Primary Companies
- Introduce To Resources
- Remove Roadblocks 
- Recognize And Support
- Make Connections 
- Implement Workforce Plan



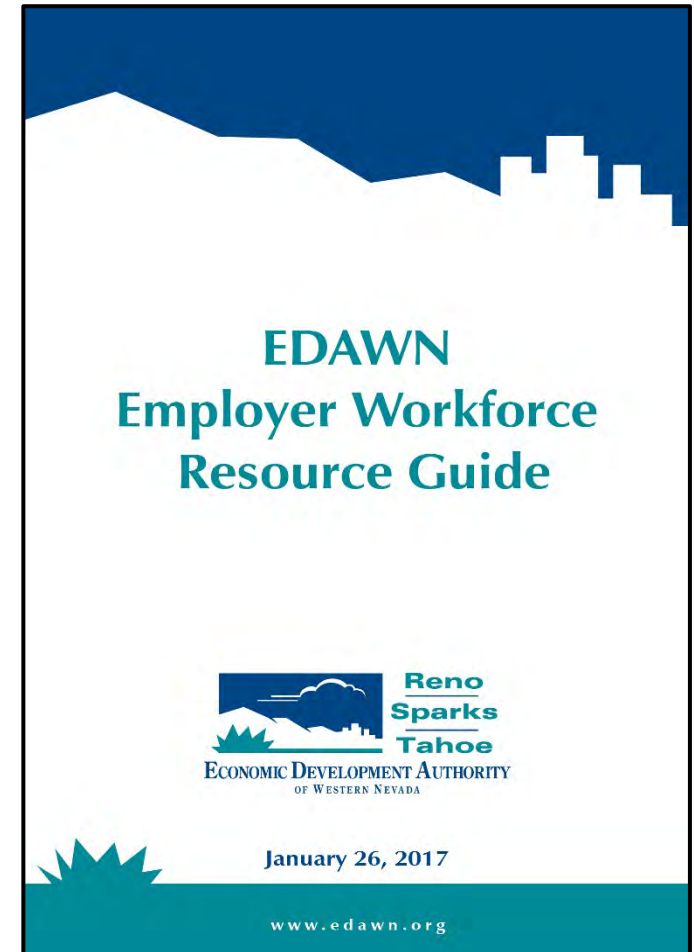
Results

- 174** Company Visits = **81% Are Growing**
- 3** Assisted Expansions = **89 Jobs**
- 36** Business To Business Connections
- 3** Industry Sector Councils – 12 Meetings
- 53** Companies Recognized @ Industry Awards
- 8** Critical Issues Addressed
- 129** Total Education and **Internship Connections**
- 400** Educator Meetings / Tours **With Industry**

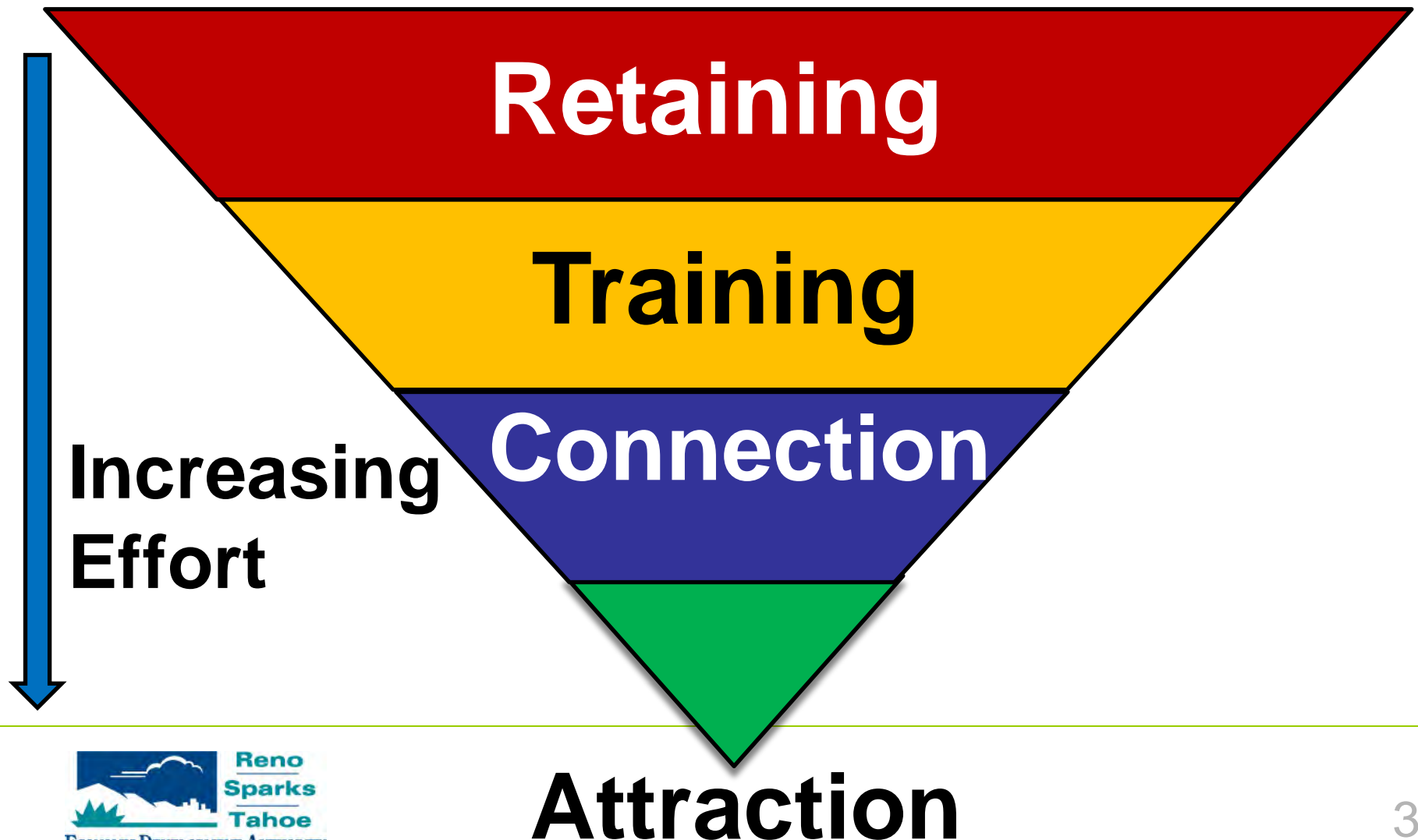
Top of Mind Existing Business

- Concerns About Increase In Regulations & Licensing Fees
- Speed & Cooperative Approach Of Government
- Public Transportation To Developing Areas

- Workforce - Career Readiness & Skills For Employment
- Workforce - Human Resources Changes & Challenges
- Workforce - Availability Of Employees



Attacking The **Workforce** Challenge



Workforce Development Activities

Retention

- Sharing Retention Tips and Resources
- Promoted NN-HRA Employee Engagement

Training

- WCSD **Manufacturing** Campaign
- Promote TMCC **Manufacturing** Technician & Logistic Management Programs
- Focus on **High School Equivalency**



Manufacturing
Careers
in
Nevada

DreamItDoltNevada.com



Workforce Development Activities

Connection

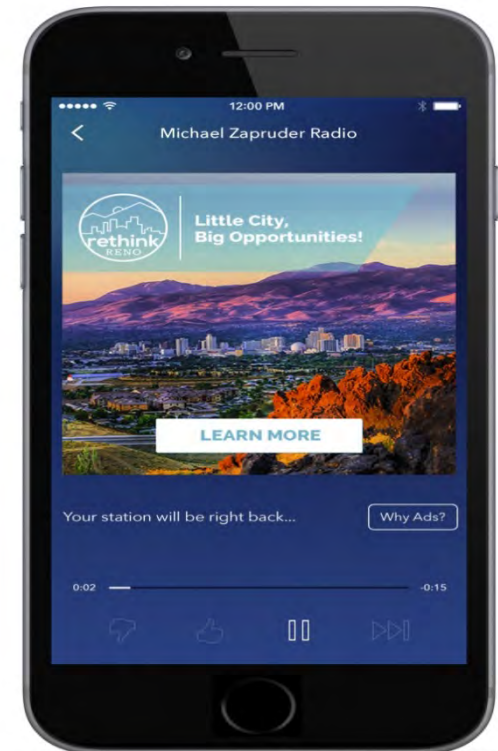
- 6 WCSD Industry Tours
- Facilitate Other Industry / Education Links
- Workforce Consortium
- Western Manufacturing Alliance
- **Key Partners**



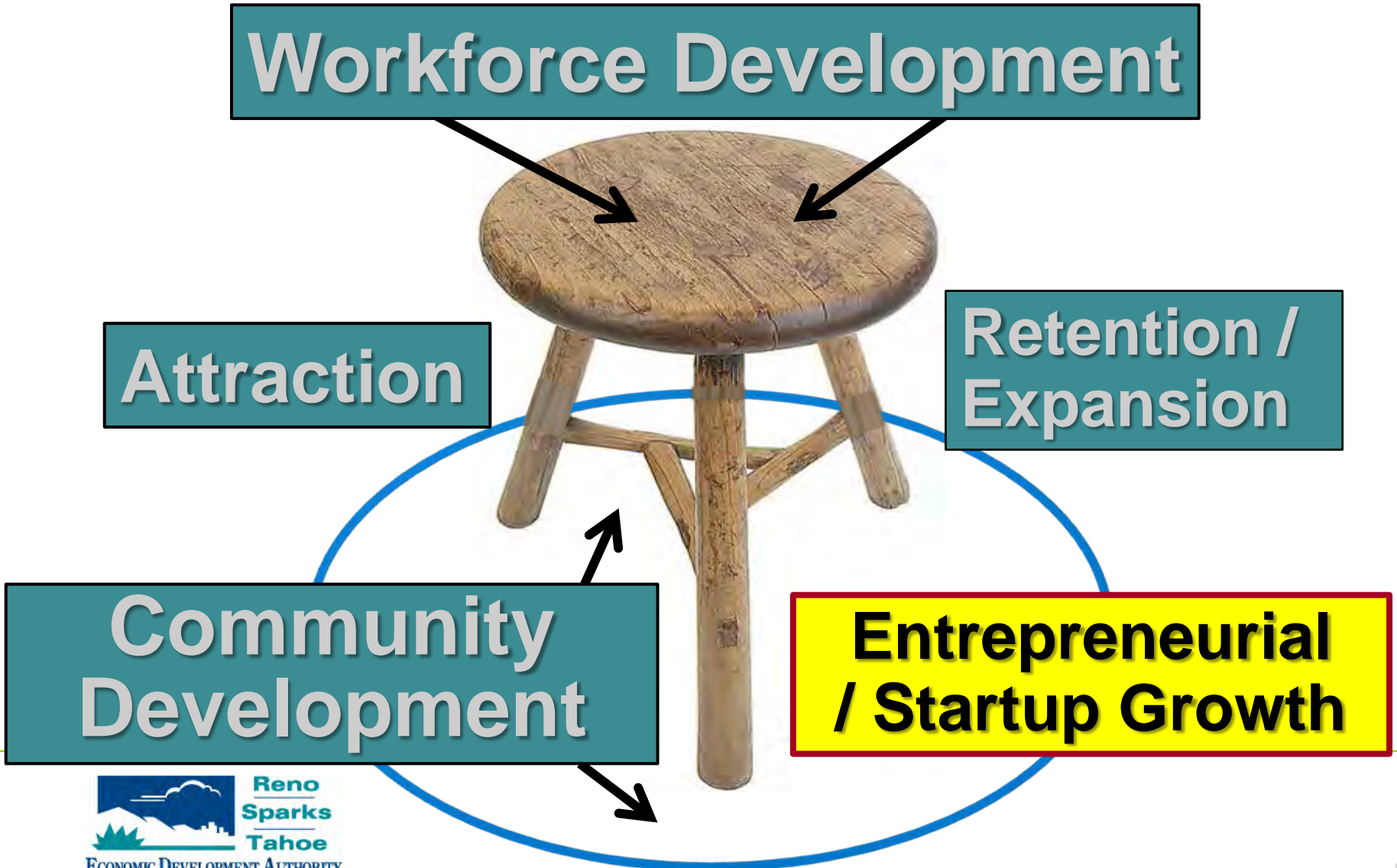
Workforce Development Activities

Attraction

- UNR Alumni Mag
- Burning Man **Billboards**
- Society of Women Engineers
- WCSD – Info Graphic
- Rethink Reno
- **Pandora Ads**



Updated Economic Development Stool



First Few Years Focused On Building A Vibrant Ecosystem



- Connections
- Events
- Marketing
- Capital
- Mentoring

An Environment
Where Start-Ups **Can
Grow** And Innovation
Flourishes



Entrepreneurial **Successes** In 2016



2016

121 NEW Startup **Jobs**
67 NEW **Companies**
\$9.8 M In NEW **Funding**

Reno Being **Recognized As A Unique Start-Up Town And An Alternative to the Bay Area**

Local Startup Growth & Jobs



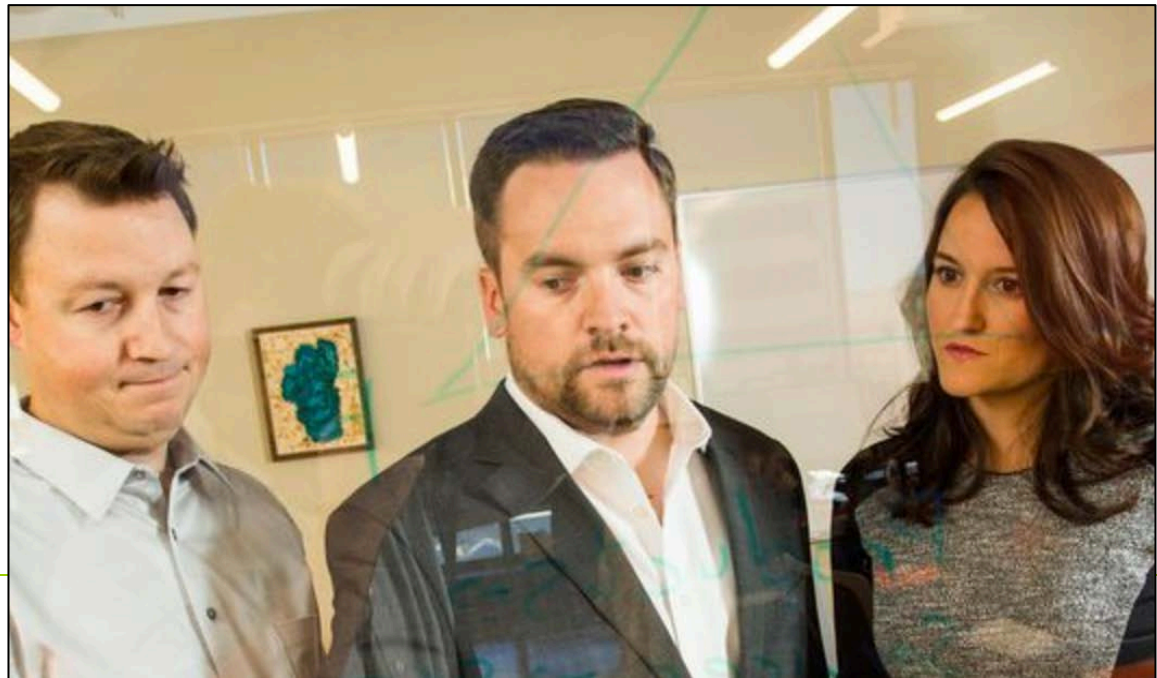
**NEW 5yr. Lease In
Downtown – Started At
Reno Collective
18 NEW Employees**



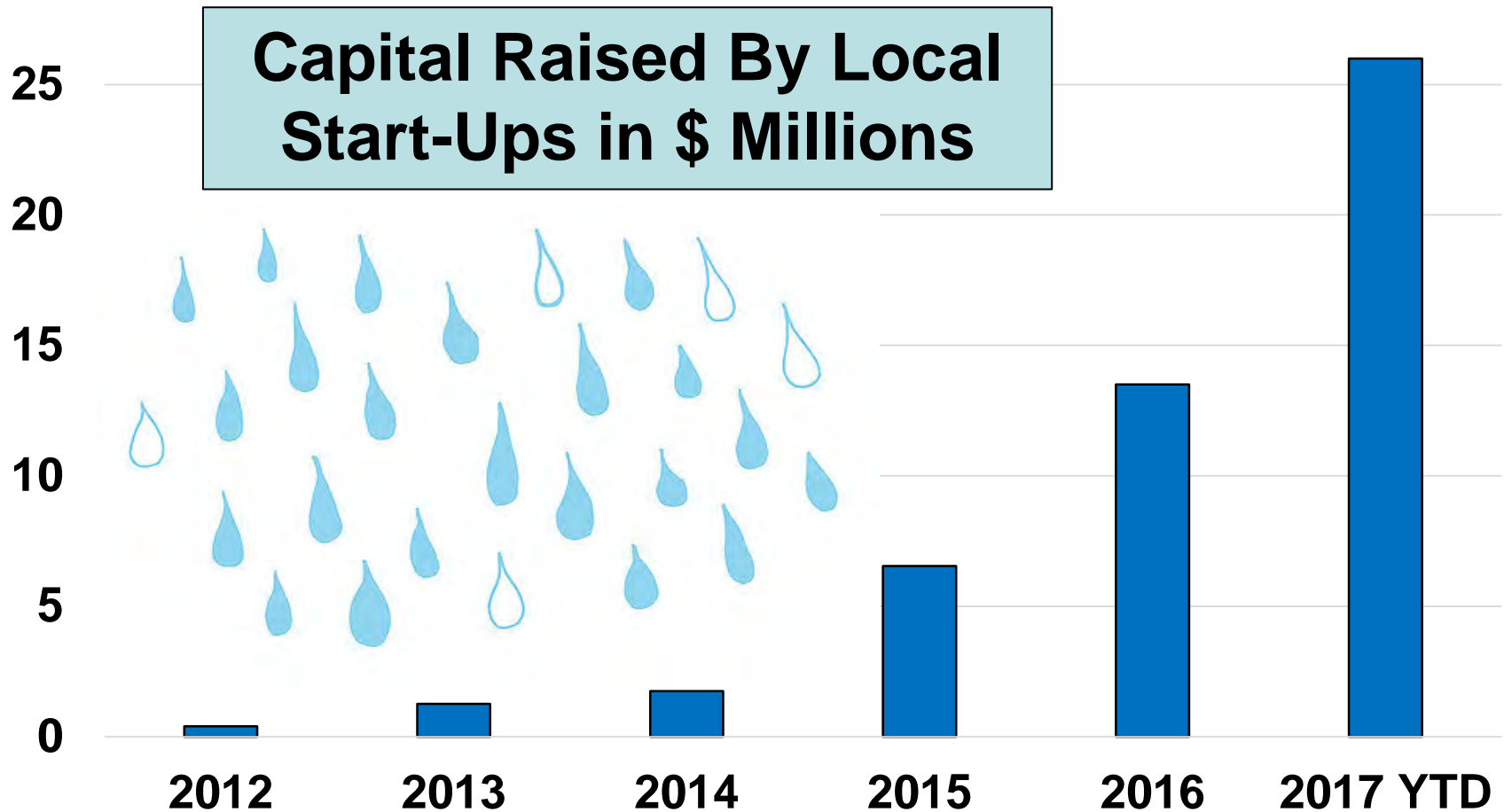
**25 New Hires
Planned in 2017**



**Raised \$285k in
Funding**



Entrepreneurial Success - Capital



New Startup Funds in Region

- 4 New Seed & Early-Stage Capital Funds in Region
- More Details To Come Spring 2017



2017 Initiatives - Startup / Talent Attraction

rethinkreno.com



Why Reno?

Reno is ranked as one of the 14 best startup cities in America.

2017 Reno Startup Deck



 **PitchBook**
Better Data. Better Decisions.

VentureBeat
blueprint conference

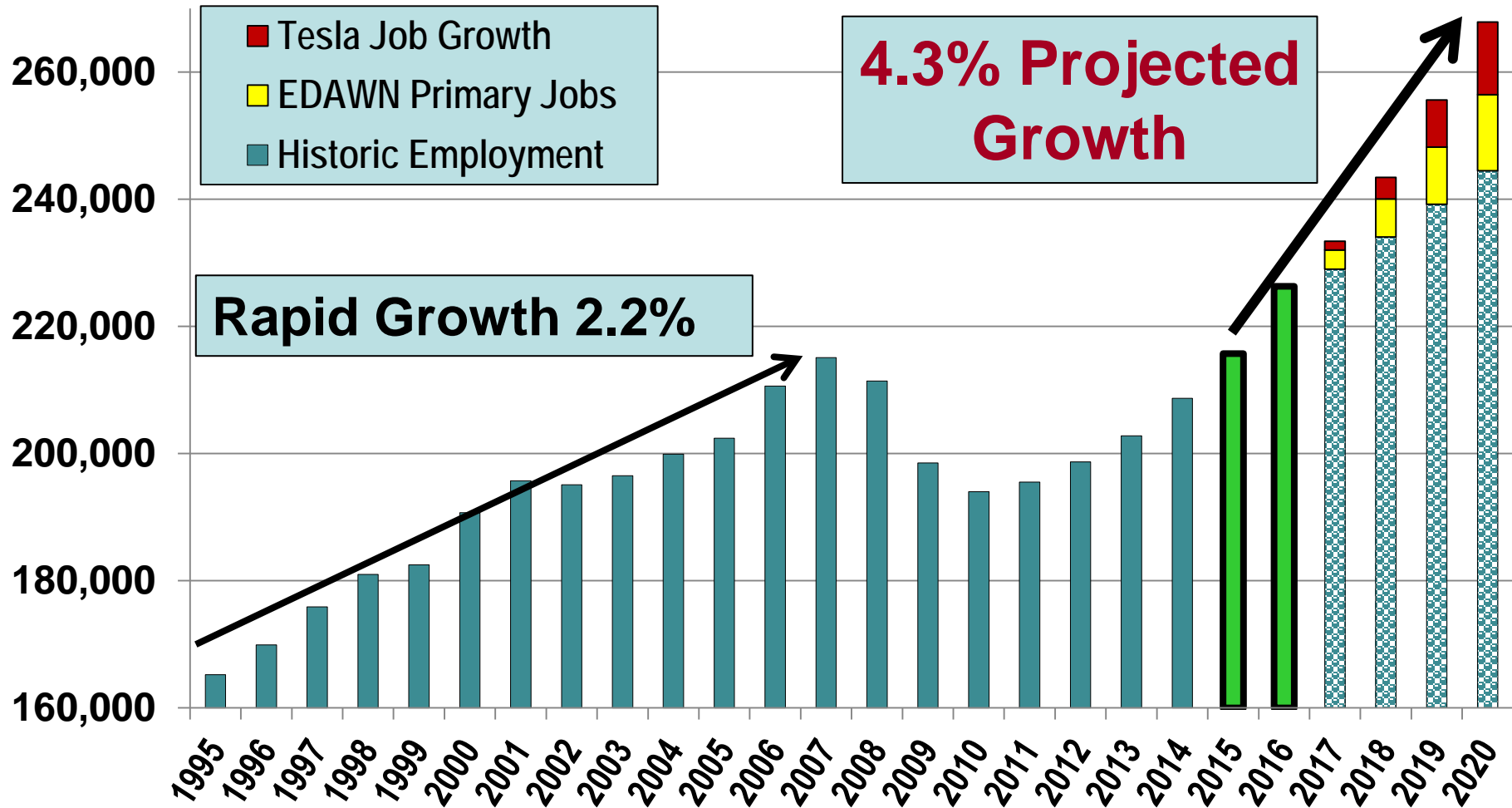
Juergen Urbanski - **Why Reno?**

- One Of These Talented Tech Oriented People **We Need To Attract** To Our Region!
- Juergen Runs Global Sales For Silicon Valley Data Science; A Big Data Consulting Firm
- Juergen Previously Worked For The Parent Company Of T-Mobile
- He Is Quite **Keen To Connect** With Fellow Innovators Here In Nevada

*I don't know where we're going,
I thought you knew where we were going.”*



We're Going Up! Growth Continues!



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 Nov-16 (EPIC Forecast Period: 2015-2019)



Growth Concerns – Manageable?

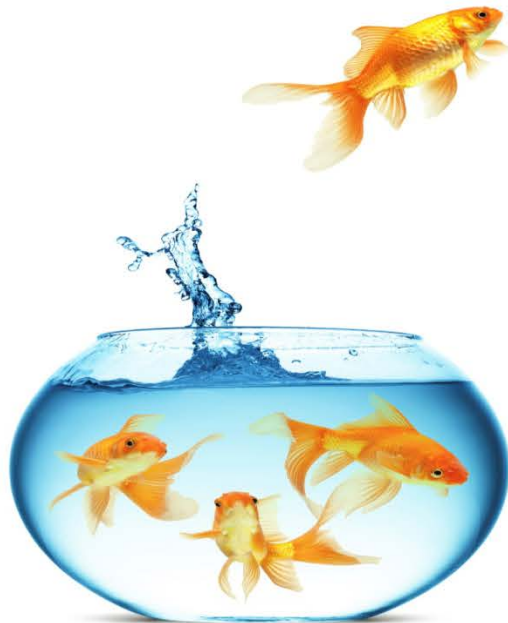
1. Water – **Concern**
2. Flood Control – **Concern**
3. Government Staffing – **Concern**
4. College Of Engineering – **Concern**
5. Downtown Revitalization – **Concern**
6. Transportation Infrastructure – **Concern**
7. Funding For Workforce Training – **Concern**



Growth Challenges – To Be Addressed

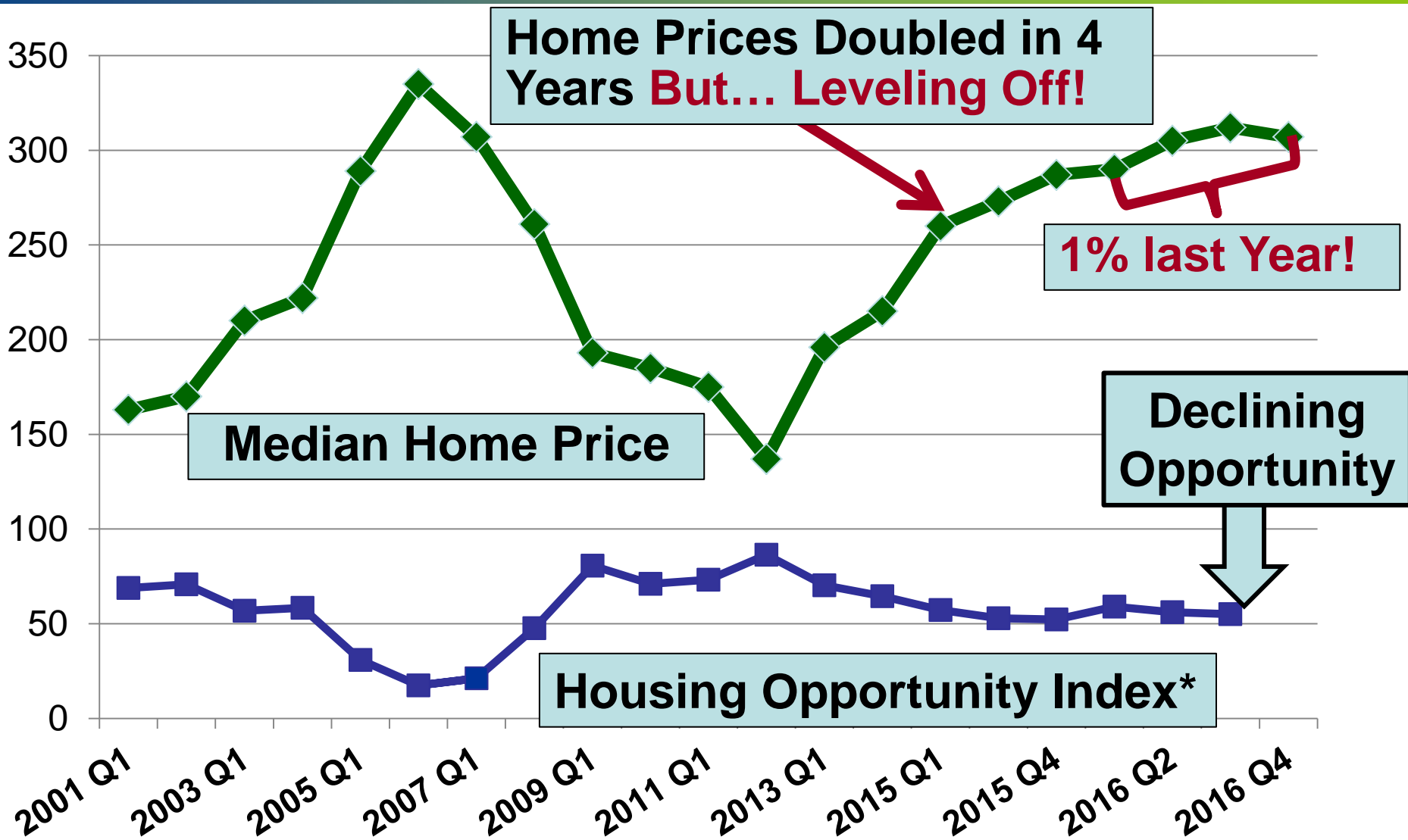
School Infrastructure Funding ✓ WC-1

1. Housing – Especially Affordable
2. Workforce / Talent Attraction
3. Brand or Image



Challenge # 1 – Affordable Housing

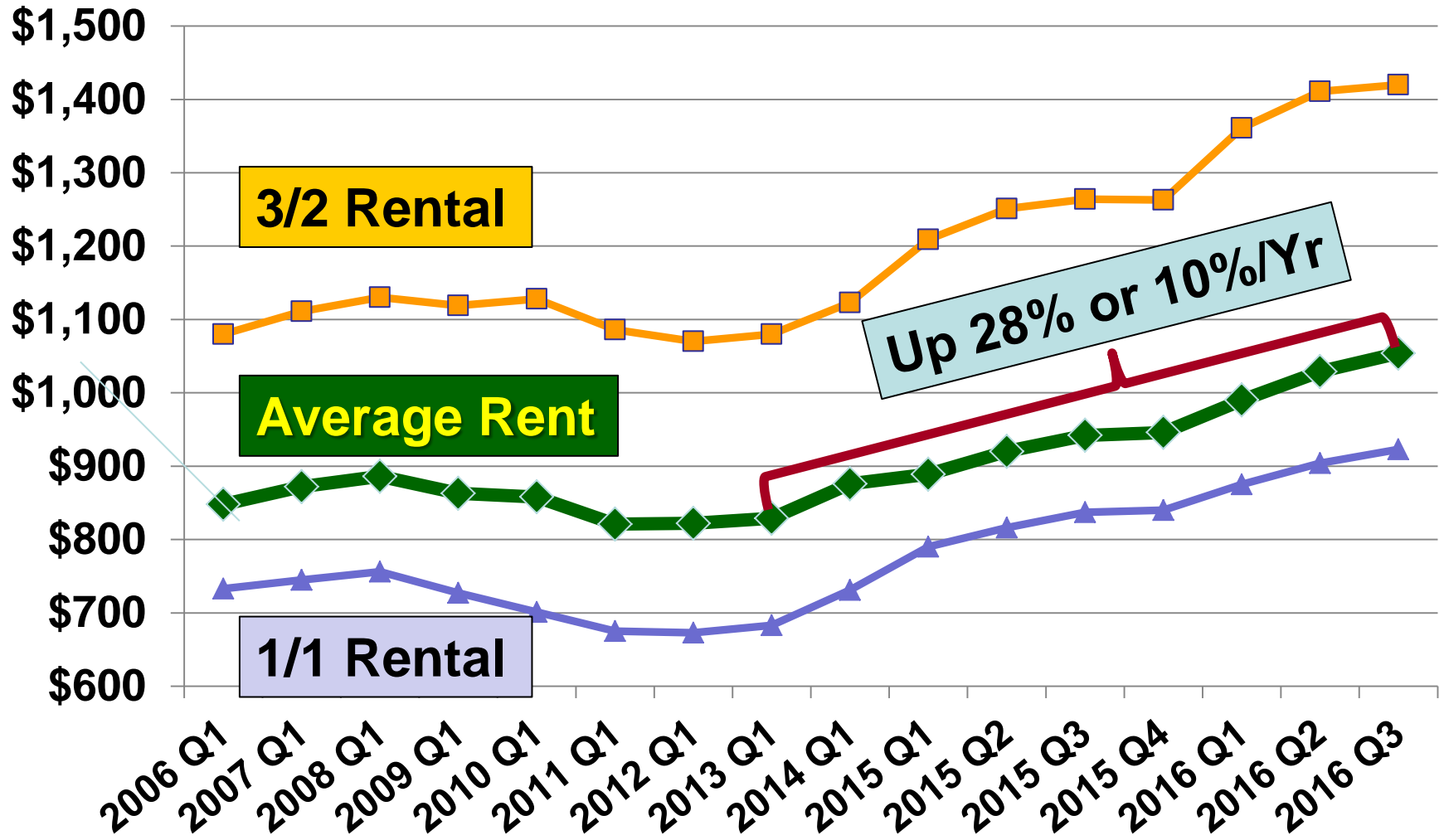
Median Home Price Vs Affordability



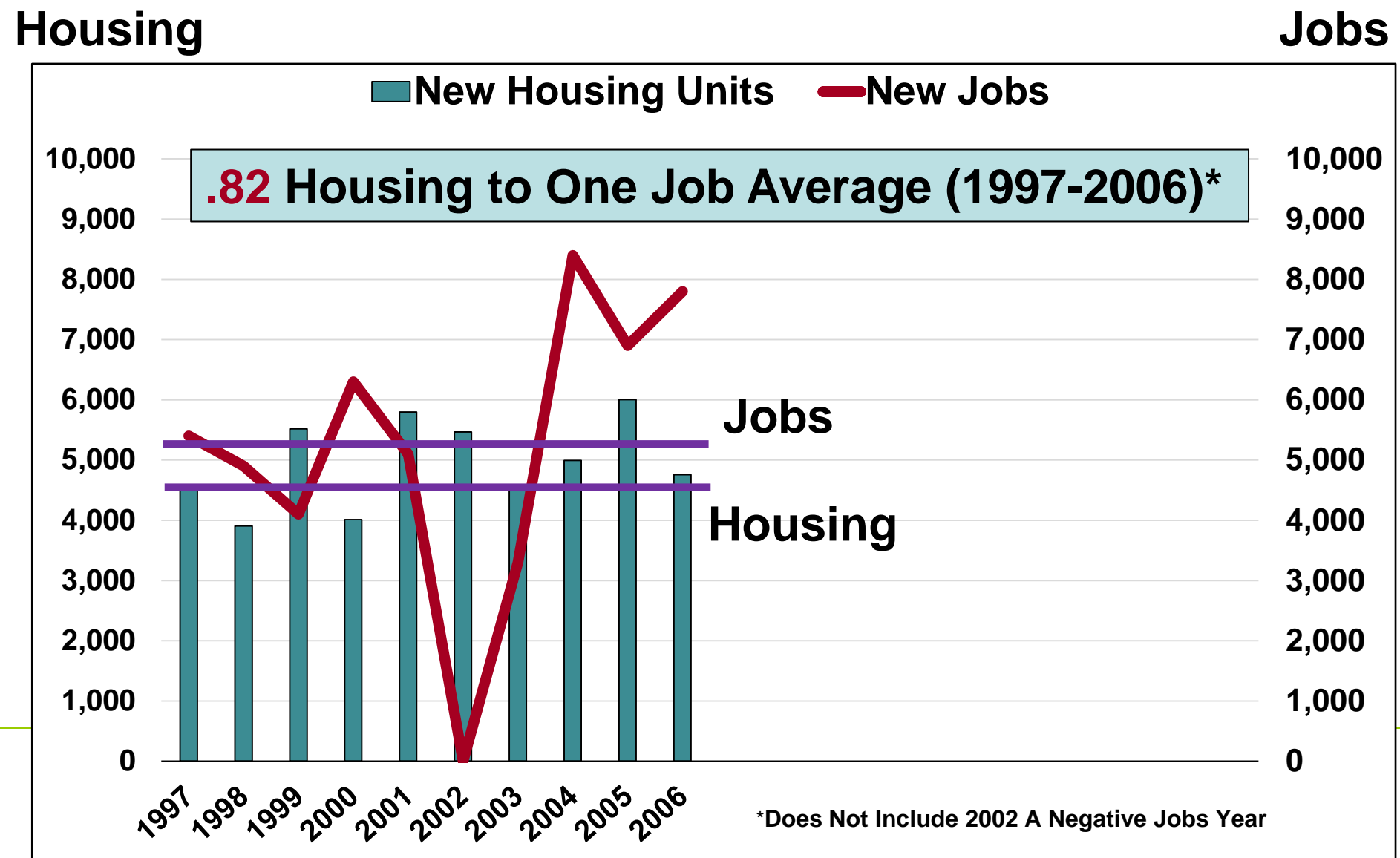
*National Association of Home Builders / UNR Center for Regional Studies

Rental Units **May Be As Bad?**

Median Income For Rental Housing **\$37,642 @ 28%**



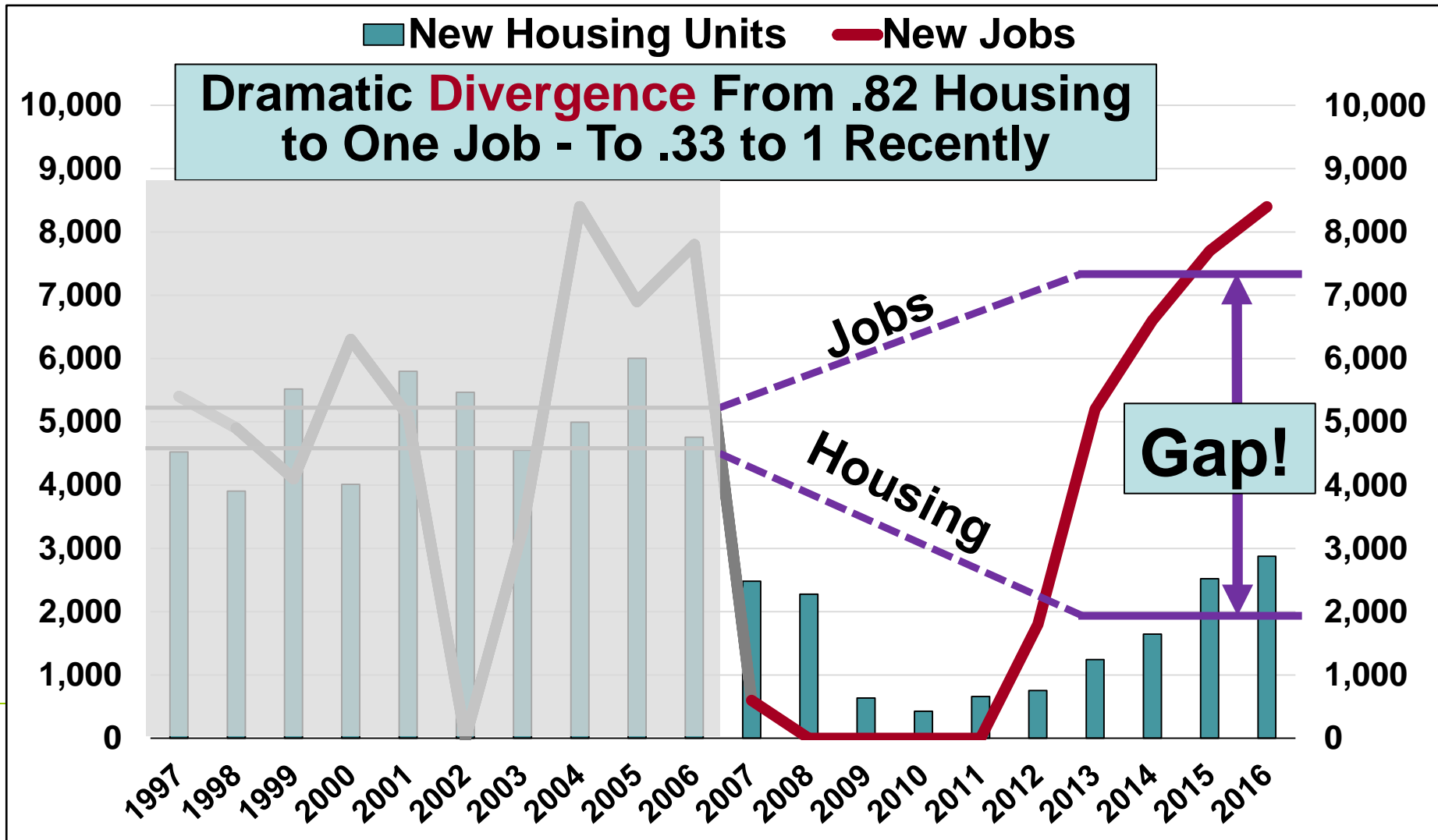
New Jobs Versus New Housing Units



New Jobs Versus New Housing Units

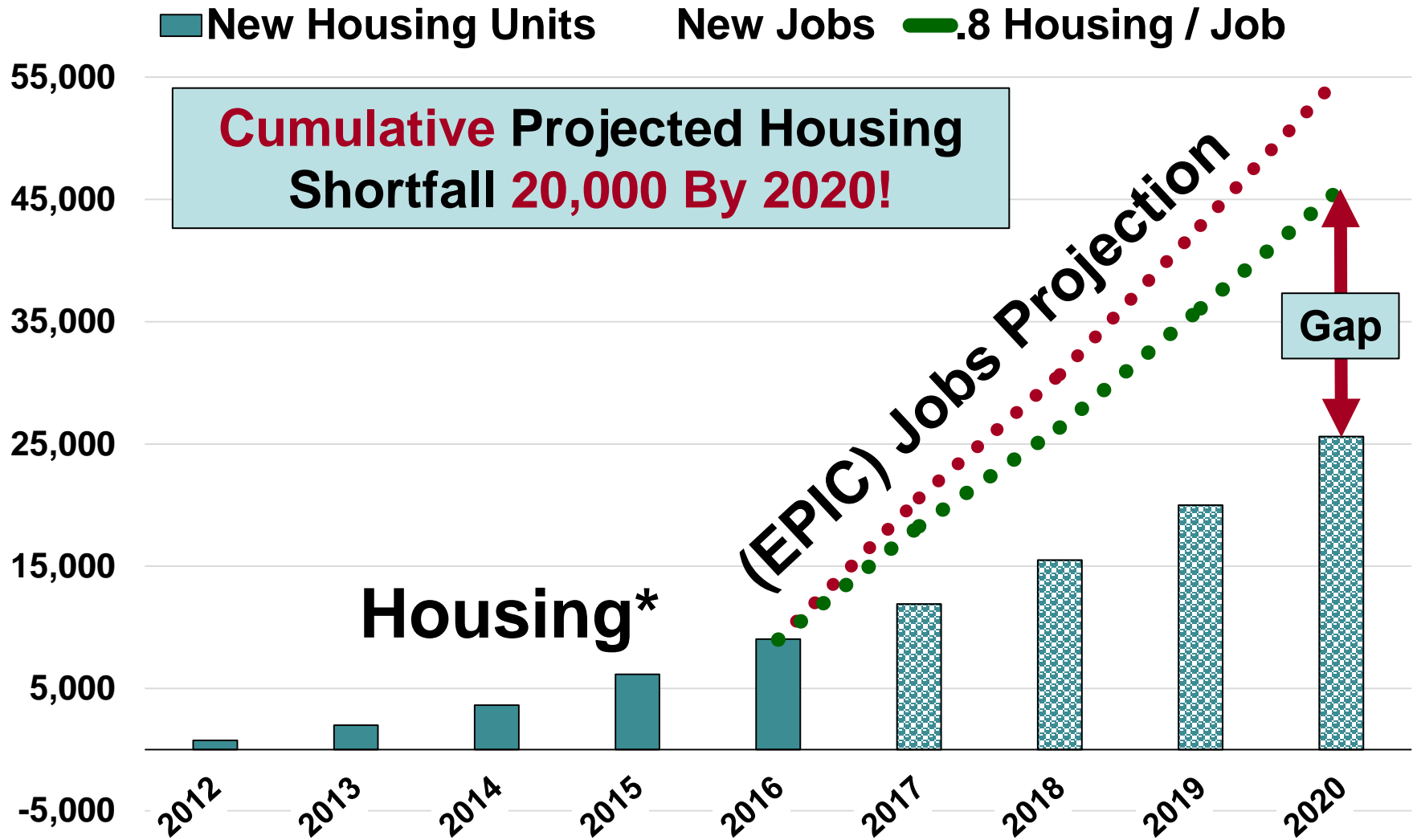
Housing

Jobs



Cumulative Housing Units Shortfall

20,000 Gap by 2020



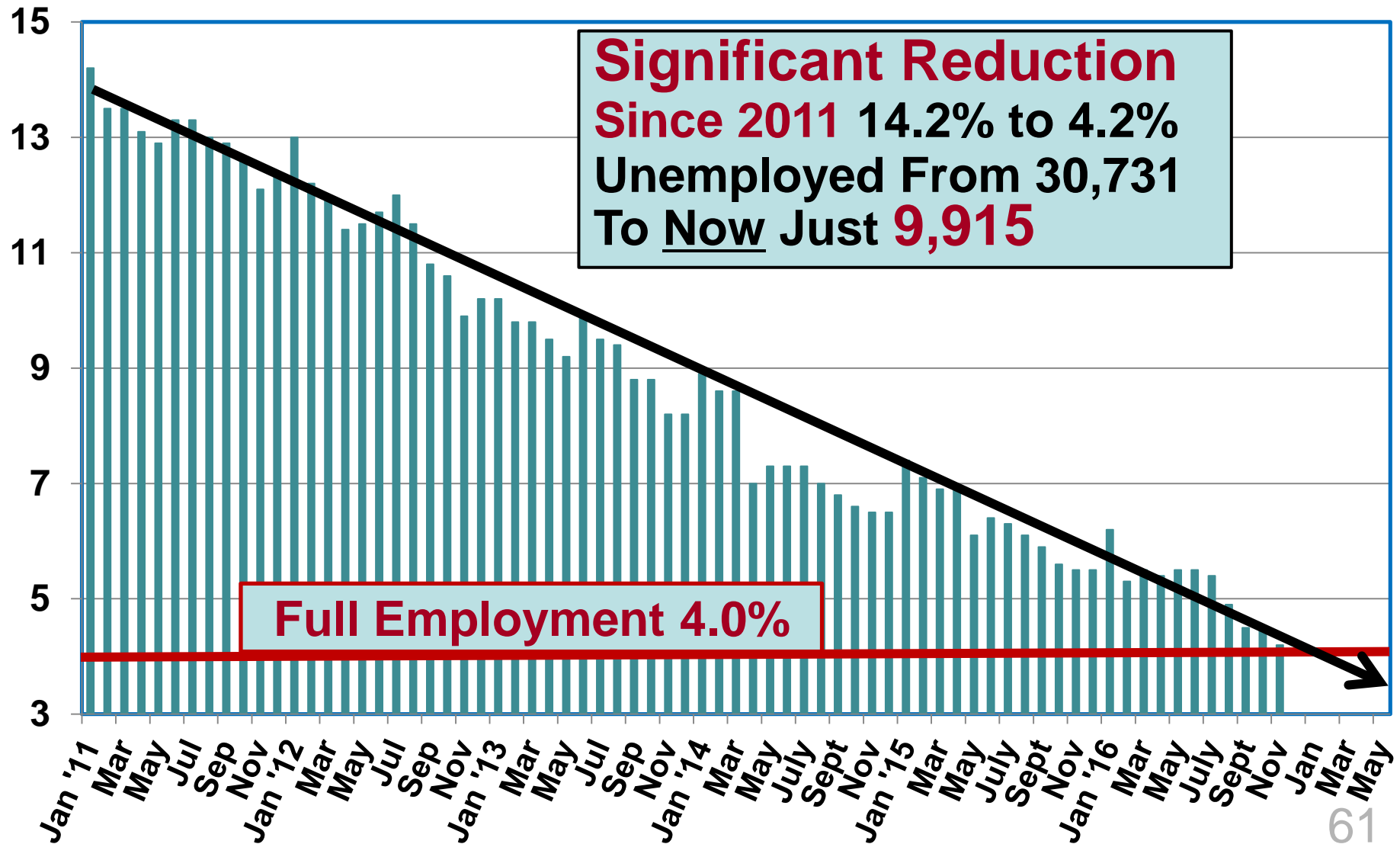
* Assumes New Housing Growth At 25% Per Yr

Why The Growing Gap?

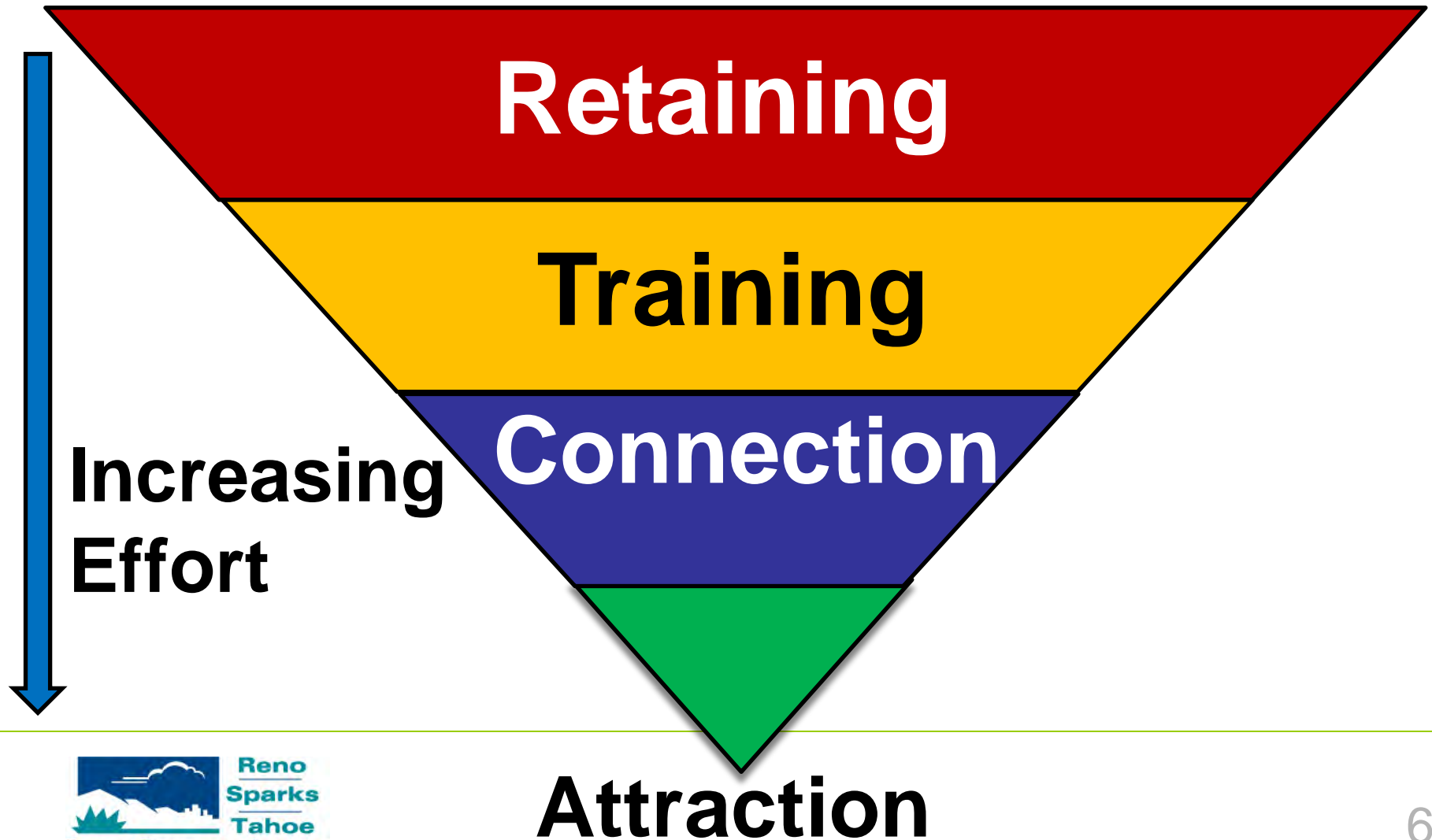
- Acknowledgment Of Growing Demand
.....This Is Not A Bubble! (Say After Me!)
- Permitting Time And Responsiveness Of Government – Can Not Be Business As Usual
- Financing Challenges For Builders & Customers
- Shortage Of Shovel Ready Lots - Longer To Prepare
- Increasing Costs Push Buyers Further Out
- Construction Costs, Available Labor And Time
- Scale Of Need Unprecedented



Challenge # 2 – Workforce



To Address The Workforce Challenge



Workforce **Development**

Retain: Existing Workforce

Train:

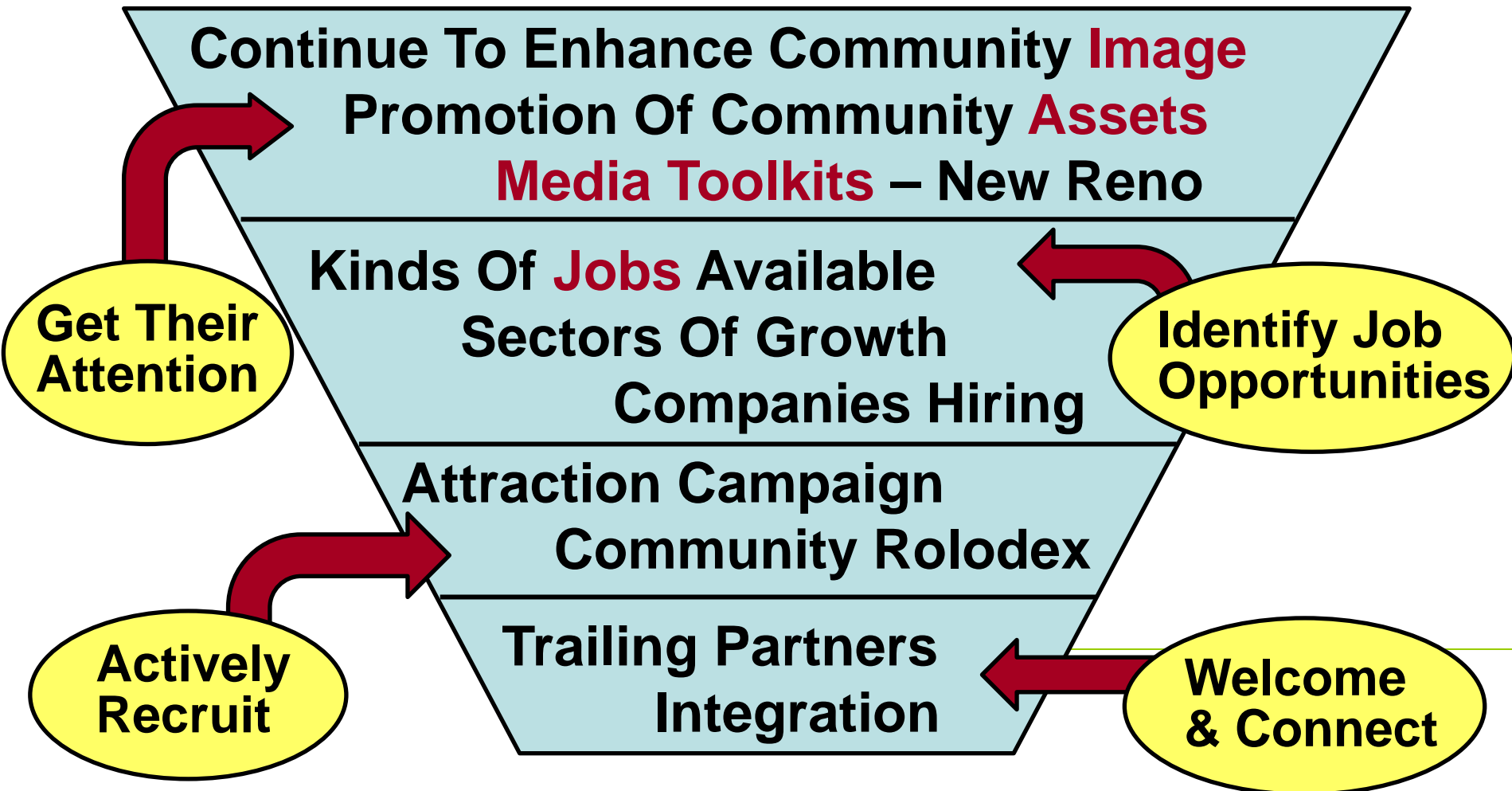
- Workforce To Meet Future Job Demand - **K-20**
- Focus On **High School Equivalency – 30,000!**
- Increase Workforce Development **Funding**
- Upskill Existing Workers - **STEAM**

Connect:

- Companies **To** Community Resources & Talent
- Job Seekers **To** Opportunities
- Education Community **To** Business Needs

Workforce / Talent **Attraction**

Talent And Job Seekers / Entrepreneurs



Challenge # 3 – Brand / Image

New York Times: “Reno stirs images of **worn-out casinos, strip clubs** and quick divorces.”

Amy Schumer: Reno, “is the worst place to spend the weekend... **because it's a dump.**”

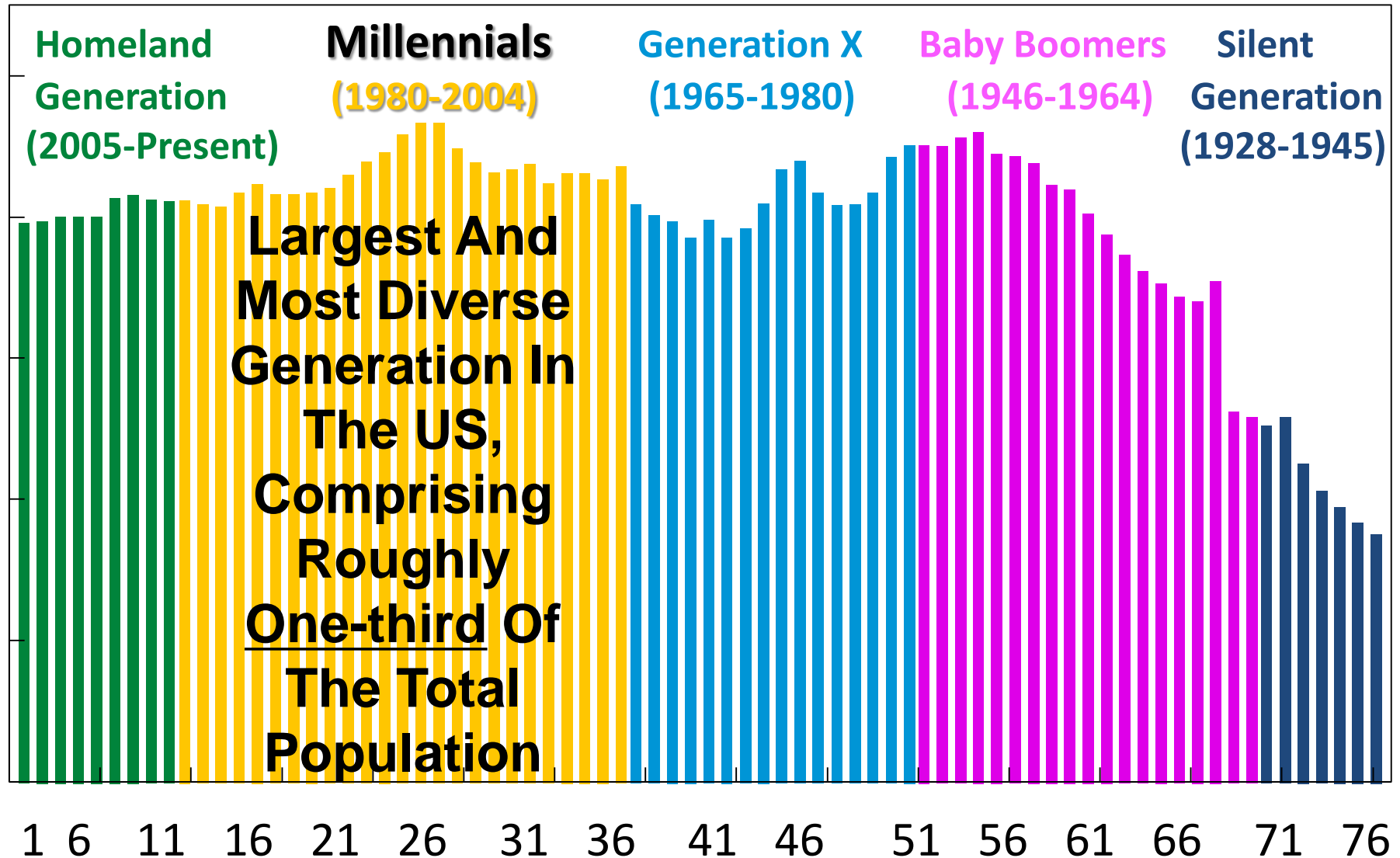


Talent Attraction Requires **Rebranding!**

- Millennials Want **Quality of Life**
- Education & Technology Important
- Want To Start A Business
- **State Education – Bottom 5**
- **Human Trafficking – Top 5**
- **Strip Clubs Image - Over Education?**

US Population Distribution by Age

Millennials - Born between 1980 and the mid-2000s



So What... Can You Do To Help?

**We
need
YOUR
help**



How Can **You** Help?

1. Promote The Region
2. **Attract And Welcome** Talent
3. Celebrate And **Prepare For Growth**
4. Engage And Invest In Start-Ups
5. Support **Downtown Revitalization – New Brand!**
6. Engage And Support UNR
7. Encourage, And Build **Affordable Housing**



Go Wolf Pack !! 16 – 4 Record



- San Jose State **W**
- Fresno State **L**
- San Diego State **W**
- New Mexico **W**
- Wyoming **W**
- Air Force **W**
- Fresno State **L**
- Boise State **?**

Regional Public / Private Partners

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City of Sparks	TMCC / WNC	Nevada JobConnect
City of Fernley	DRI	Nevadaworks
Washoe County	The Chamber	NNDA
Storey County	WNDD	NV Energy
Washoe County School District	NCET	Reno-Tahoe Airport Authority
GOED	RTC	Investors
DETR	RSCVA	Many Others !

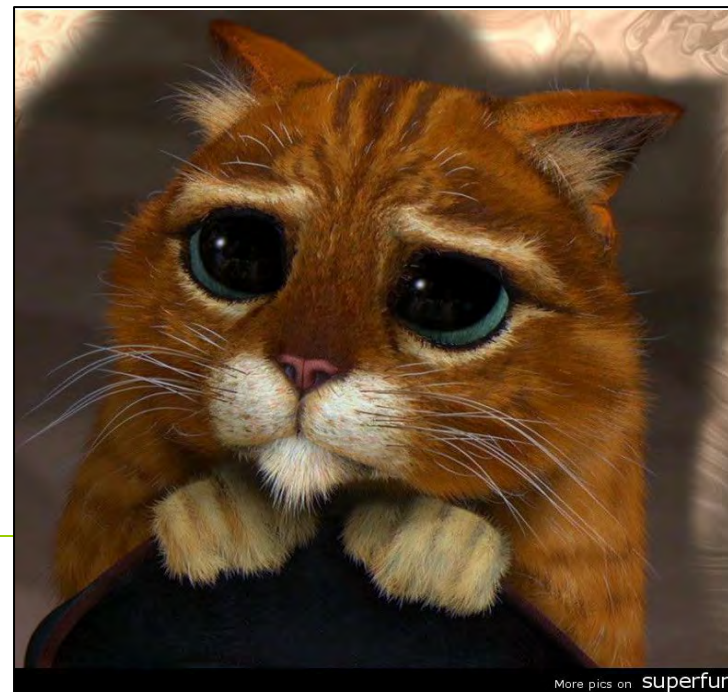
Consider Supporting EDAWN

- EDAWN Focused On Quality Job Creation
- EDAWN Is A **Non-Profit** Primarily Supported By Investors

Basic Investor Level Silver **Investor** \$1,750

Major Investment Levels:

- Platinum **Investor** - \$50,000
- Presidential Gold - \$25,000
- Gold **Investor** - \$12,500



***Thanks To The
EDAWN Board,
Our Investors
And The
EDAWN Staff***

