

# WELCOME

# *EDAWN's Community Economic Update Luncheon*

---

## January 26, 2017

# Leigh Goddard

---

**McDonald Carano Wilson LLP**

***EDAWN Board Chair***

# New Presidential Gold Major Investors



***Savage and Son***  
**Plumbing • HVAC • Piping Since 1893**  
**COMMERCIAL • RESIDENTIAL • INDUSTRIAL**

# 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

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

# Mike Kazmierski

---

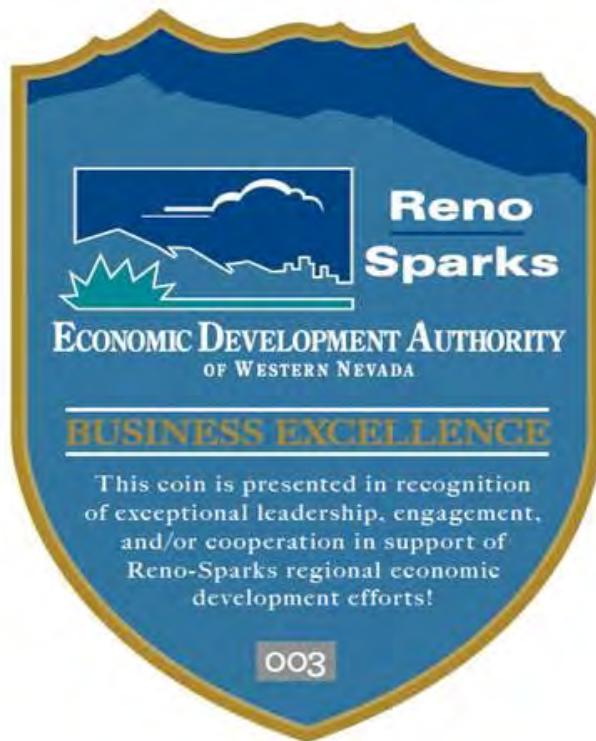
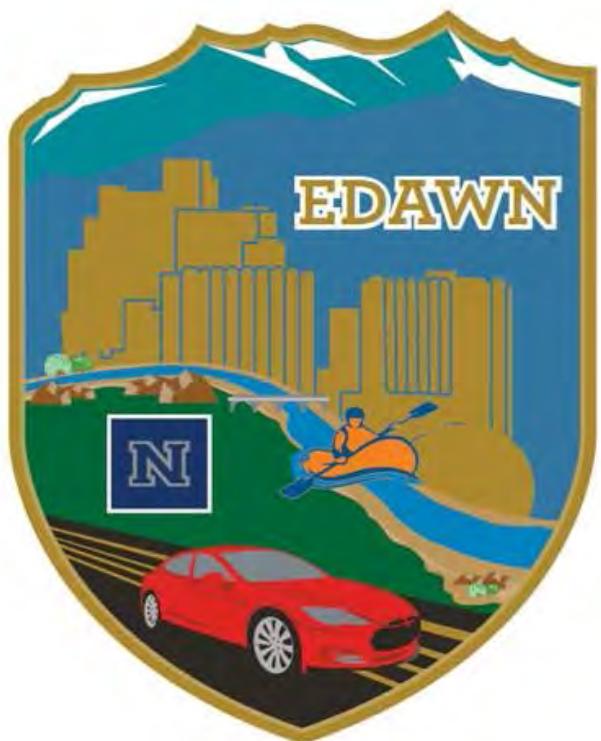
President & CEO

*EDAWN's Economic Update*

*January 26, 2017*

# EDAWN Coin !

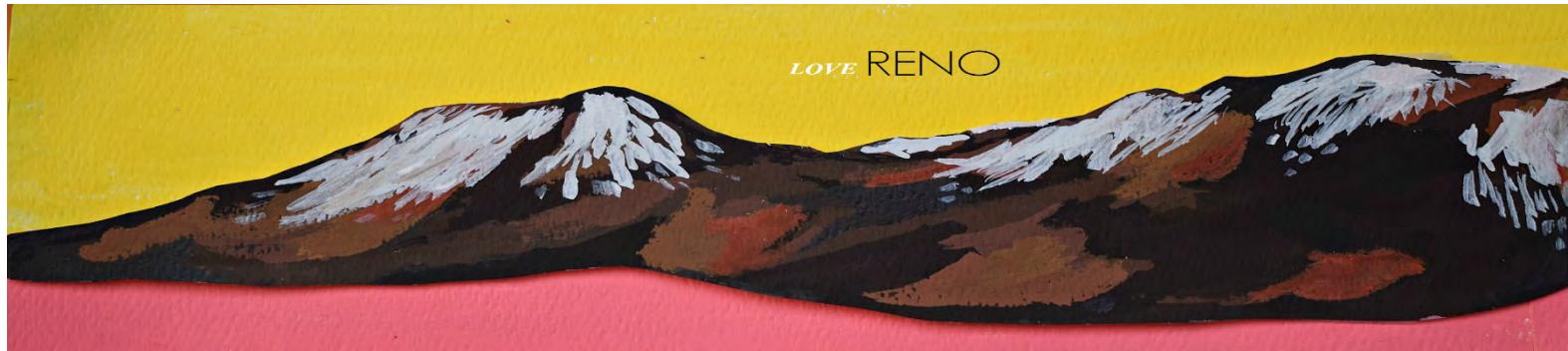
*This Coin Is Presented In Recognition Of Exceptional Leadership, Engagement, And / Or Cooperation In Support Of Reno-Sparks Regional Economic Development Efforts!*



# Kids Taxi-Tops Winners

**1<sup>st</sup> Place High School**

McQueen High School Sue Denning, Principal



**1<sup>st</sup> Place Elementary School**

Nancy Gomes Elementary Sean Whisler, Principal



# Announcement ?

Delayed

# UNR President Announcement

**Dr. Marc Johnson**  
**UNR's 16<sup>th</sup> President**  
**(April 2012)**



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

January 26, 2017

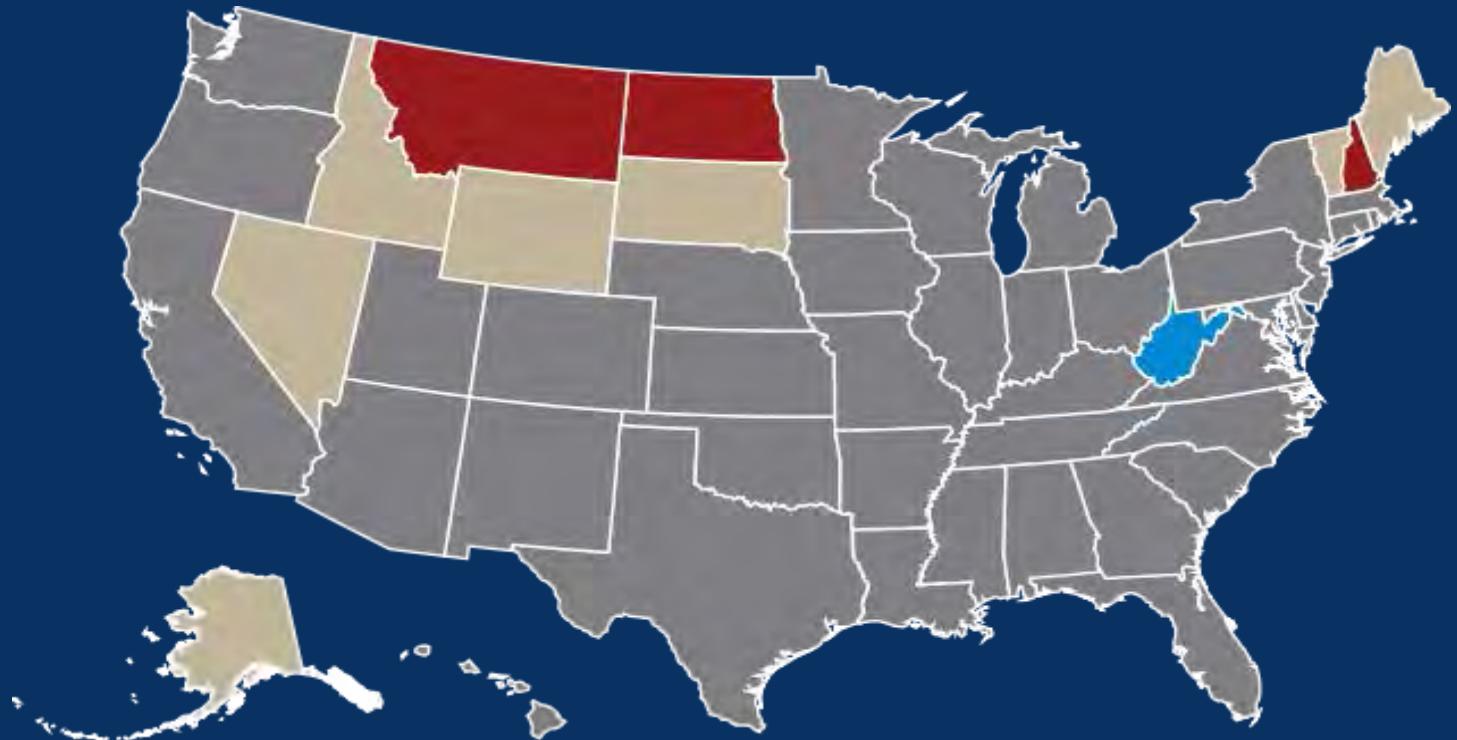


University of Nevada, Reno



# 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

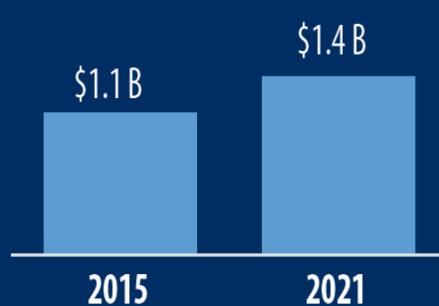


**\$282.5**

million total output from construction and startup costs

**400**  
new faculty

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



Annual economic output will reach

**\$1.42**  
BILLION IN 2021

THE UNIVERSITY WILL GROW TO  
  
**25,000**  
students



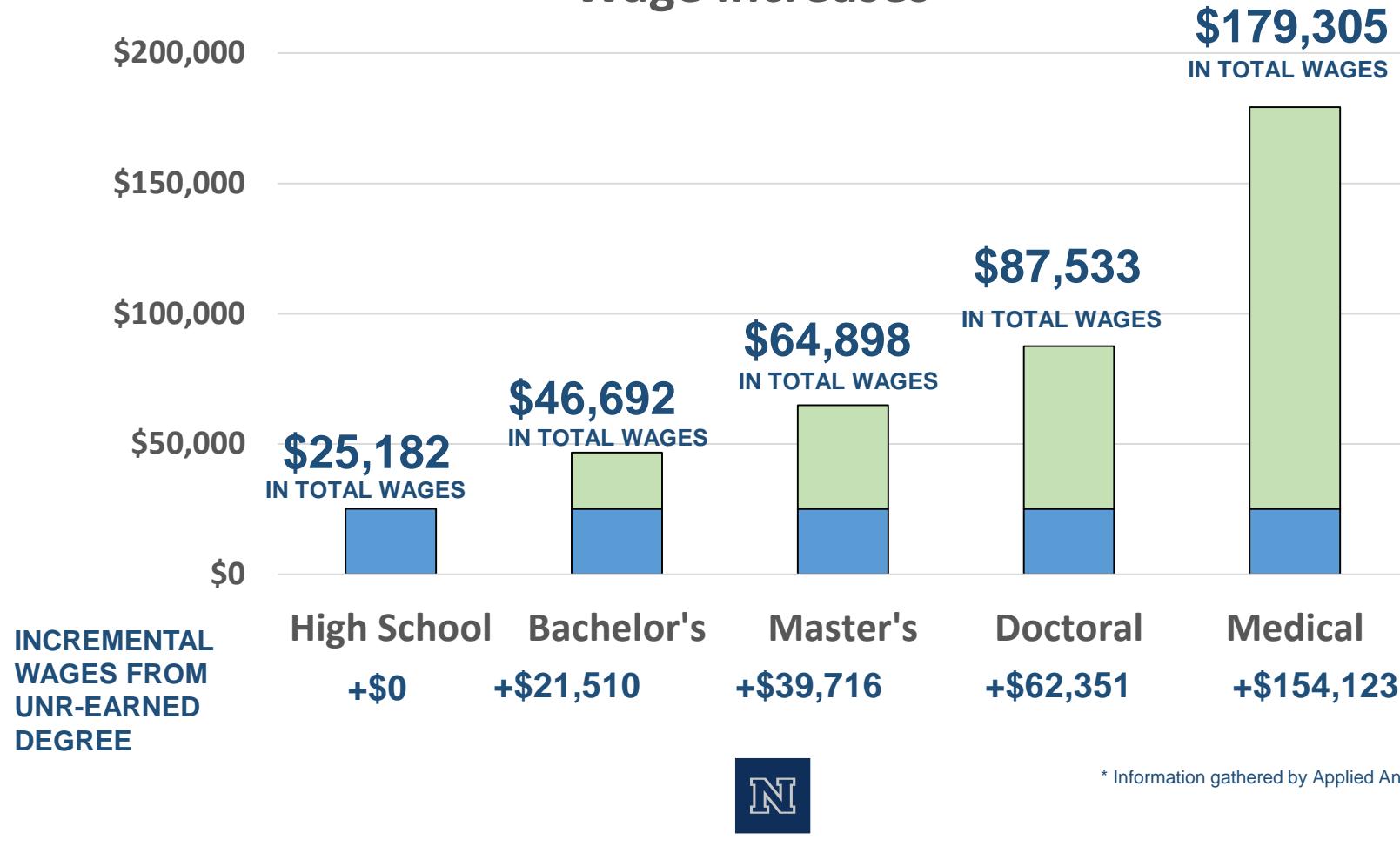
The University continues to graduate more than  
**4,000**  
students per year



University of Nevada, Reno

# Value of University of Nevada, Reno Degree

## Wage Increases\*



# High Impact Research University – Business Partners



Ardagh Group



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
<b>Totals</b>	<b>27 Companies</b>	<b>3,221</b>	<b>8 HQ's</b>





**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 20<sup>th</sup> 2016

5:30pm – 8:30pm

Regional Public Safety Training Center  
5190 Spectrum Blvd.  
Reno, NV 89506

Hiring Hundreds  
To Start 1/17

New Year,  
New Career!

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](http://PanasonicNV.com)

RSVP with your resume to [penarecruiting@us.panasonic.com](mailto: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.

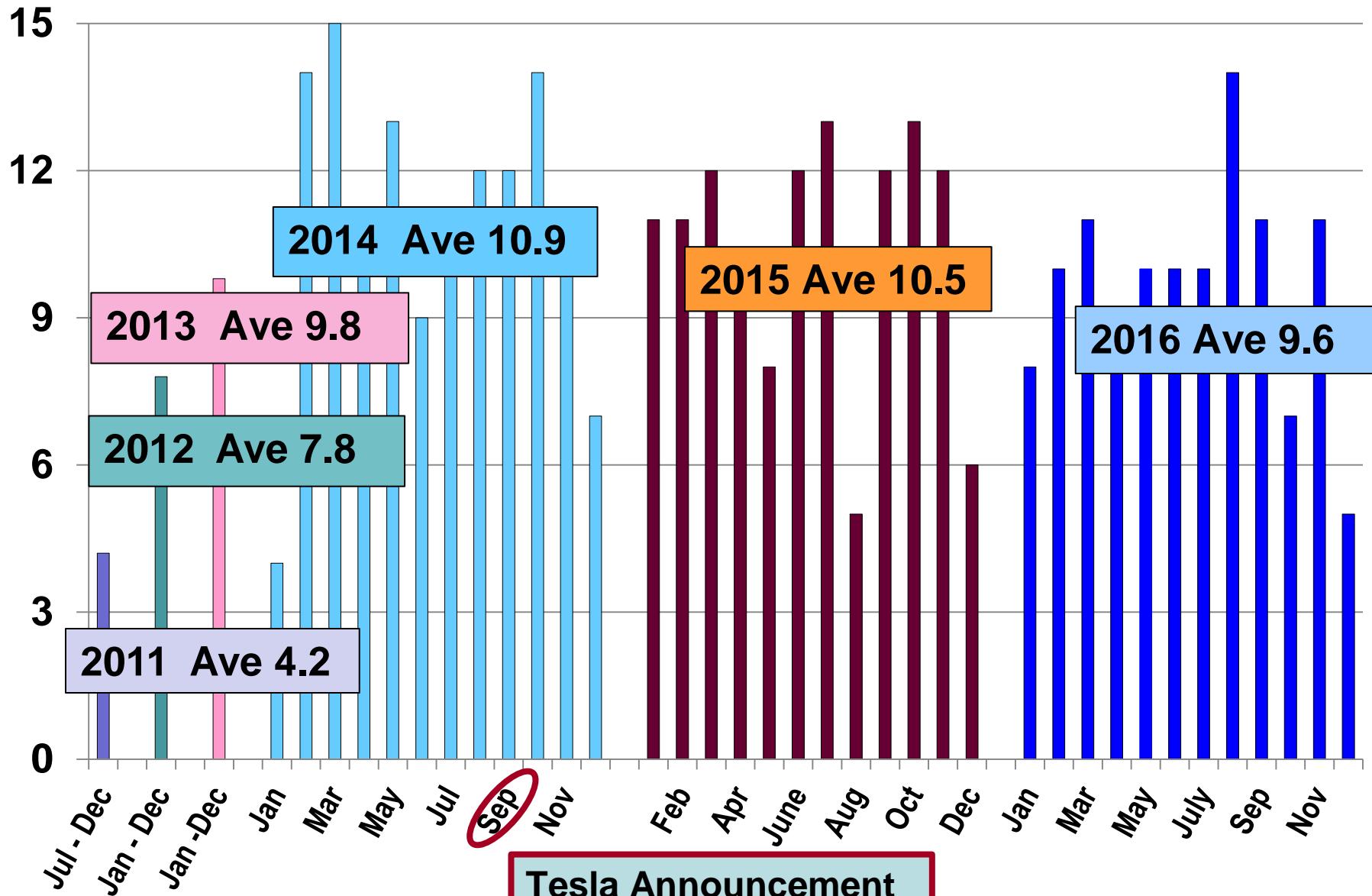
Panasonic is an Equal Opportunity employer, and all qualified applicants will receive consideration for employment without regard to: race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

All qualified individuals are required to perform the essential functions of the job with or without reasonable accommodation.

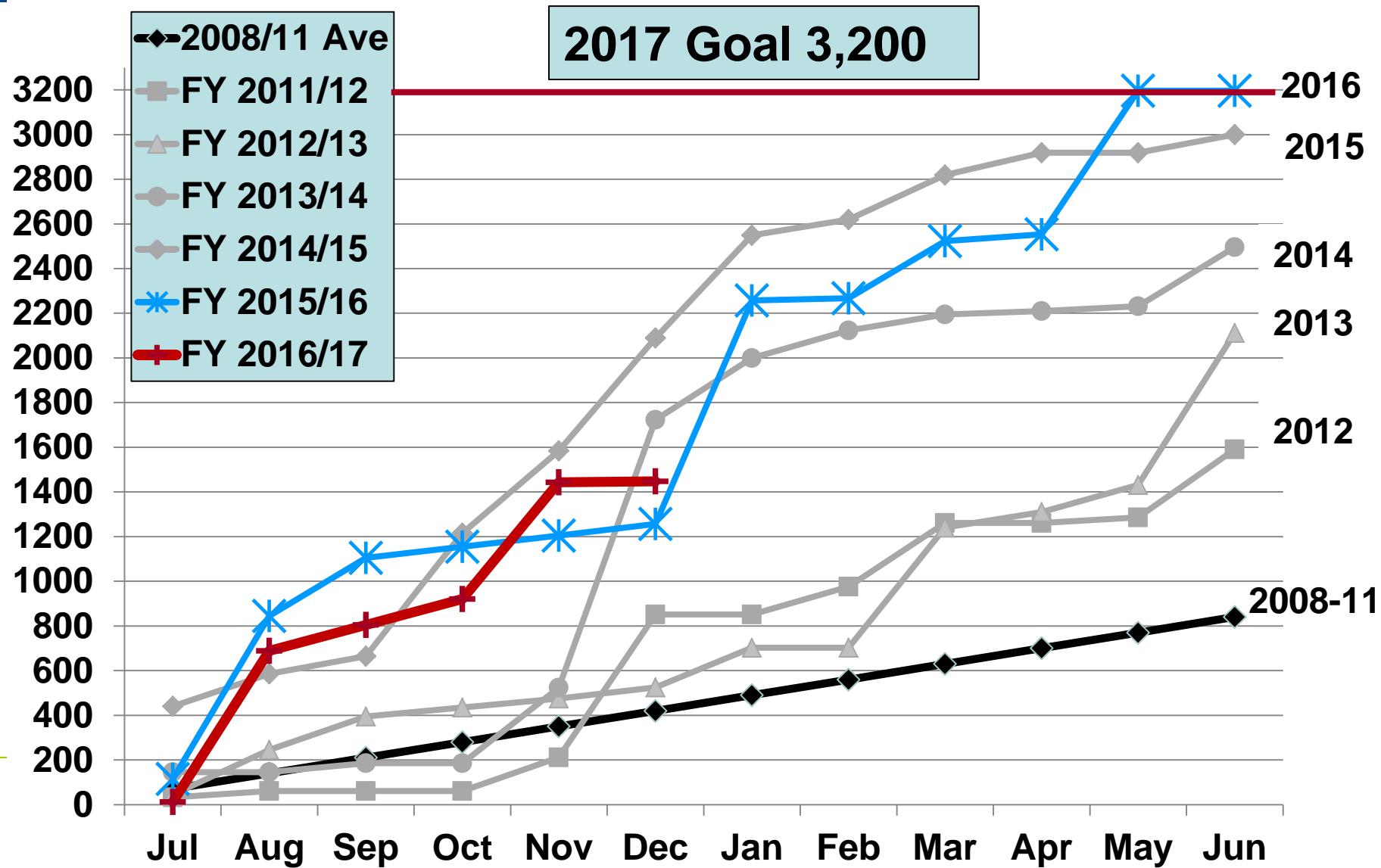
**“In 2017, Panasonic, will be hiring between 2,000 – 3,000 employees for its battery mfg. operations for Tesla at the Gigafactory. Many of these positions will be filled as early as January!”**

# Prospect Visits Per Month

(Goal 8-10 per month)



# Jobs Announced



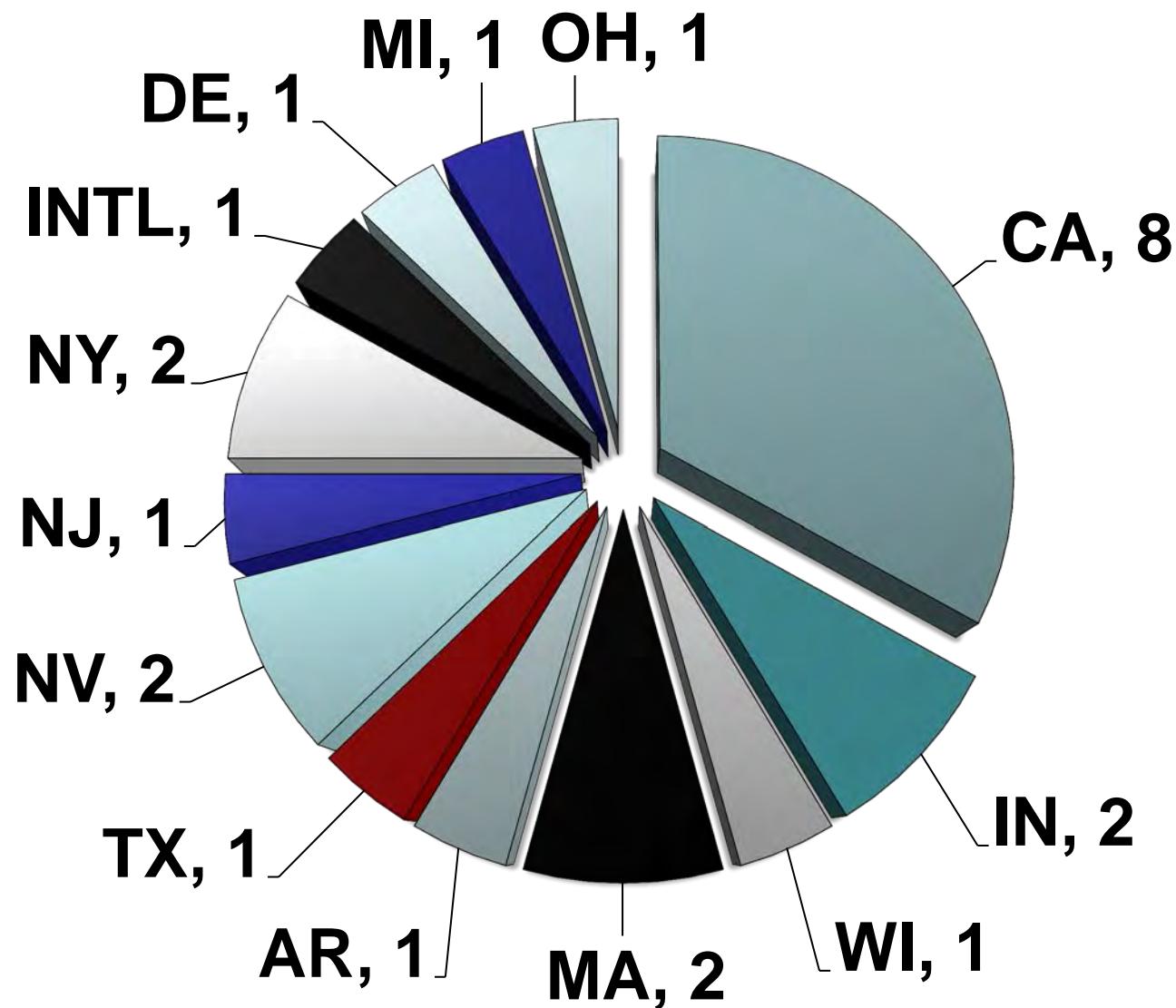
# Pending Announcements

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
<b>Total</b>	<b>1,362</b>	<b>3</b>		

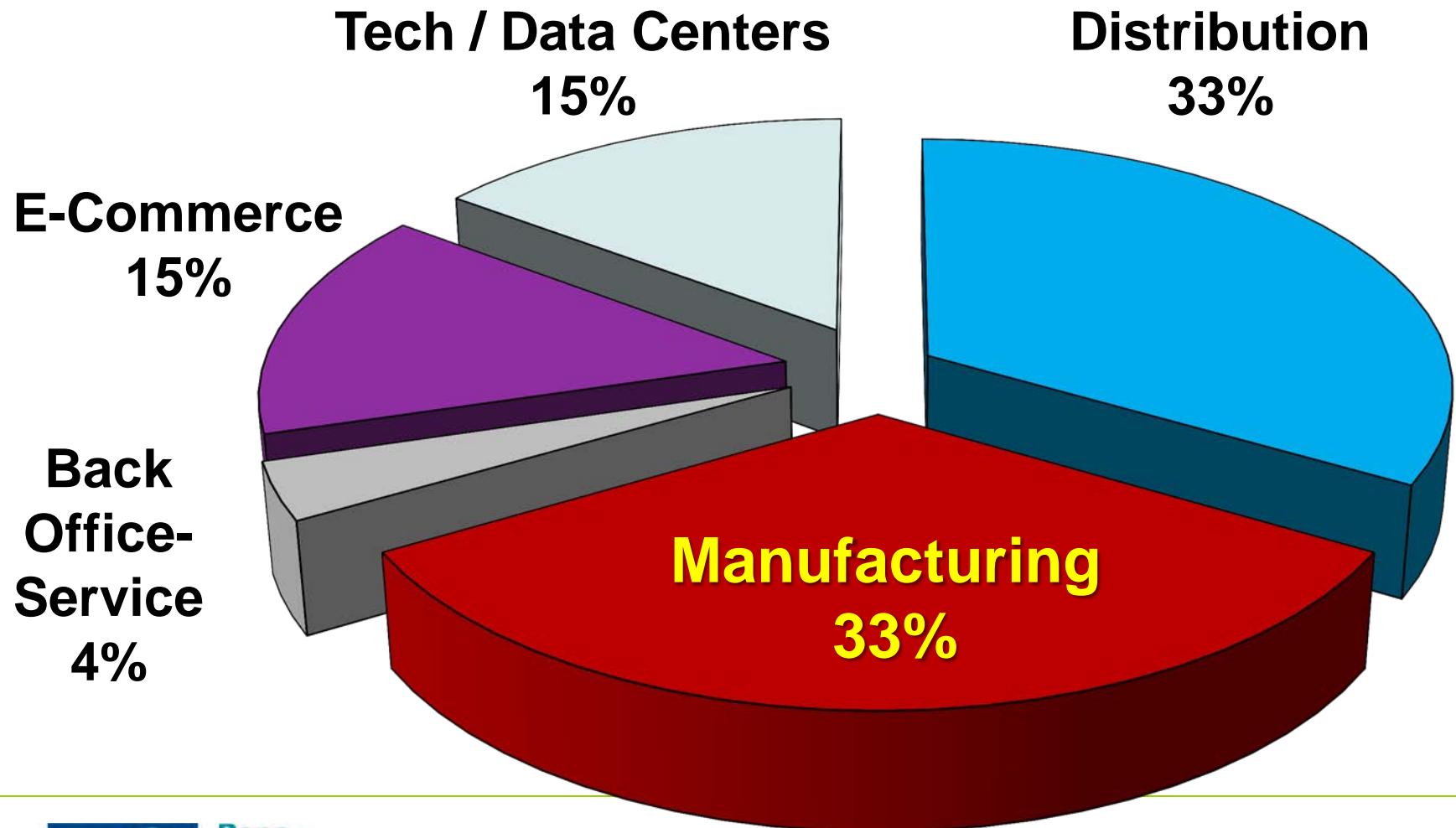
# Hot Prospects!

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
<b>Total</b>	<b>3,827</b>	<b>4</b>		

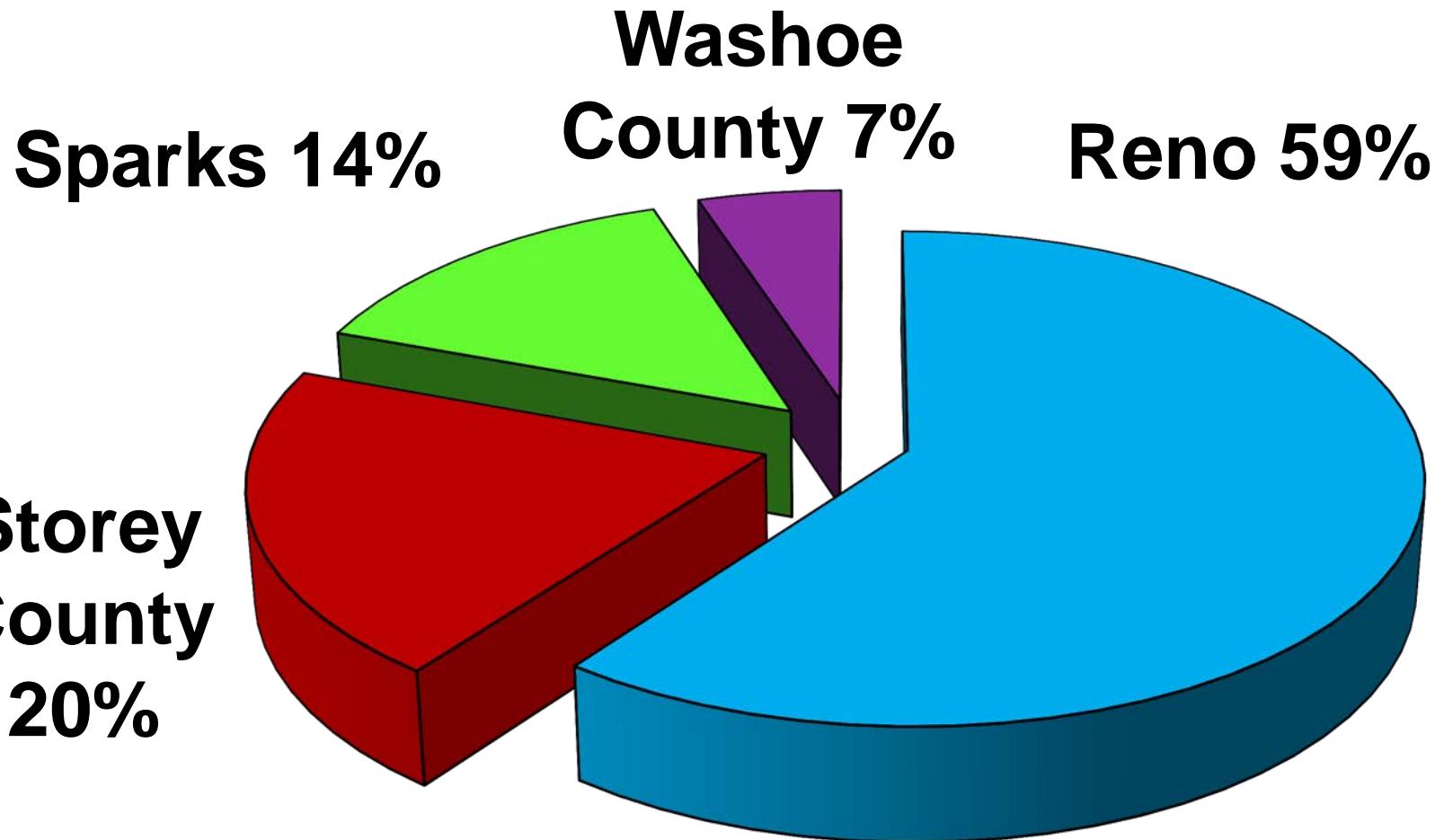
# FY2016 Relocated Companies From...



# Types Of Companies Relocated 2016



# 141 Companies Located FY 2012- 2016



# Updated Economic Development Stool

## Workforce Development

Attraction

Retention /  
Expansion

Community  
Development

Entrepreneurial  
/ Startup Growth

# Retention-Expansion-Workforce

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

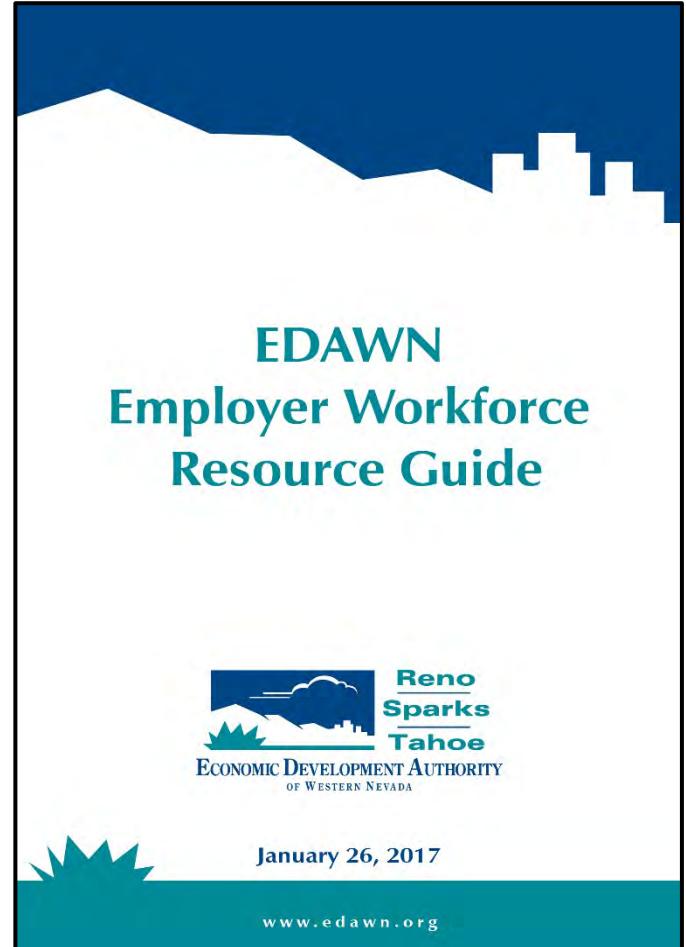


# Results

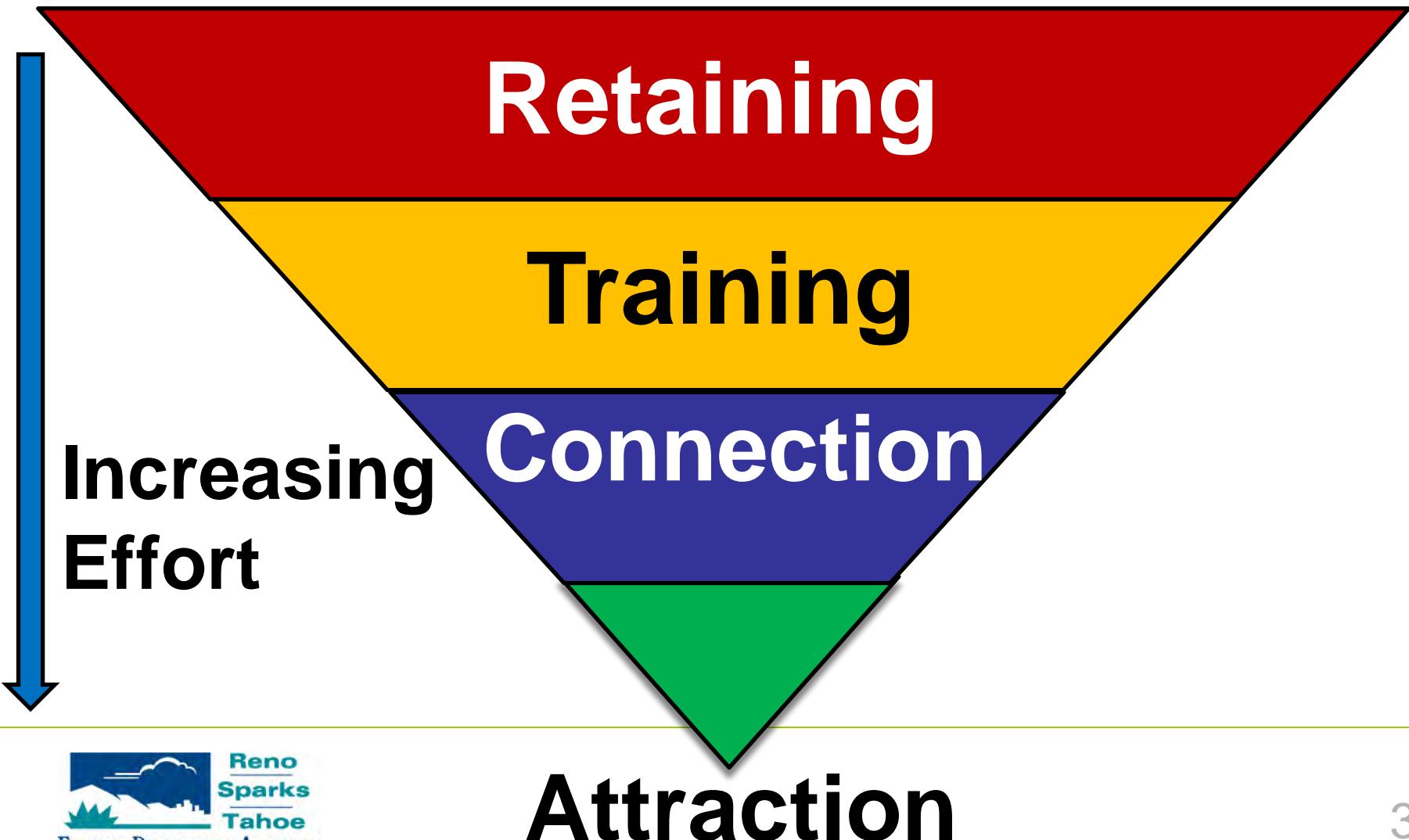
- 174 Company Visits = 81% Are Growing**
- 3 Assisted Expansions = 89 Jobs**
- 36 Business To Business Connections**
- 3 Industry Sector Councils – 12 Meetings**
- 53 Companies Recognized @ Industry Awards**
- 8 Critical Issues Addressed**
- 129 Total Education and Internship Connections**
- 400 Educator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



# Workforce Development Activities

## Connection

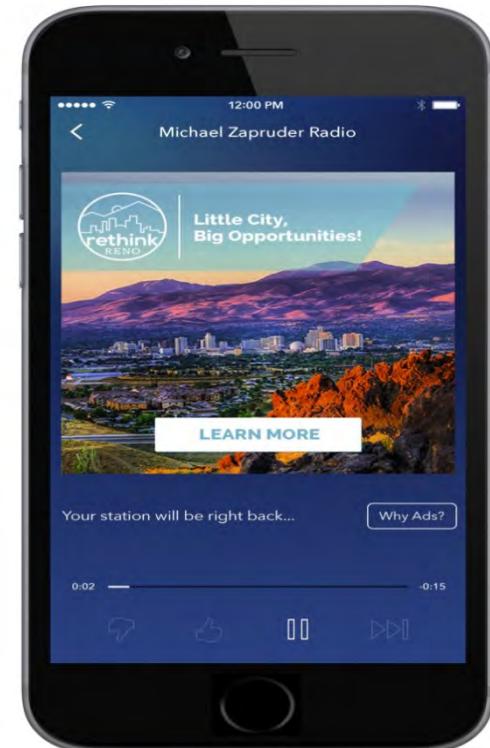
- 6 WCSD Industry Tours
- Facilitate Other Industry / Education Links
- Workforce Consortium
- Western Manufacturing Alliance
- Key Partners



# 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

## Workforce Development

Attraction

Retention / Expansion

Community Development

Entrepreneurial / Startup Growth

# 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**

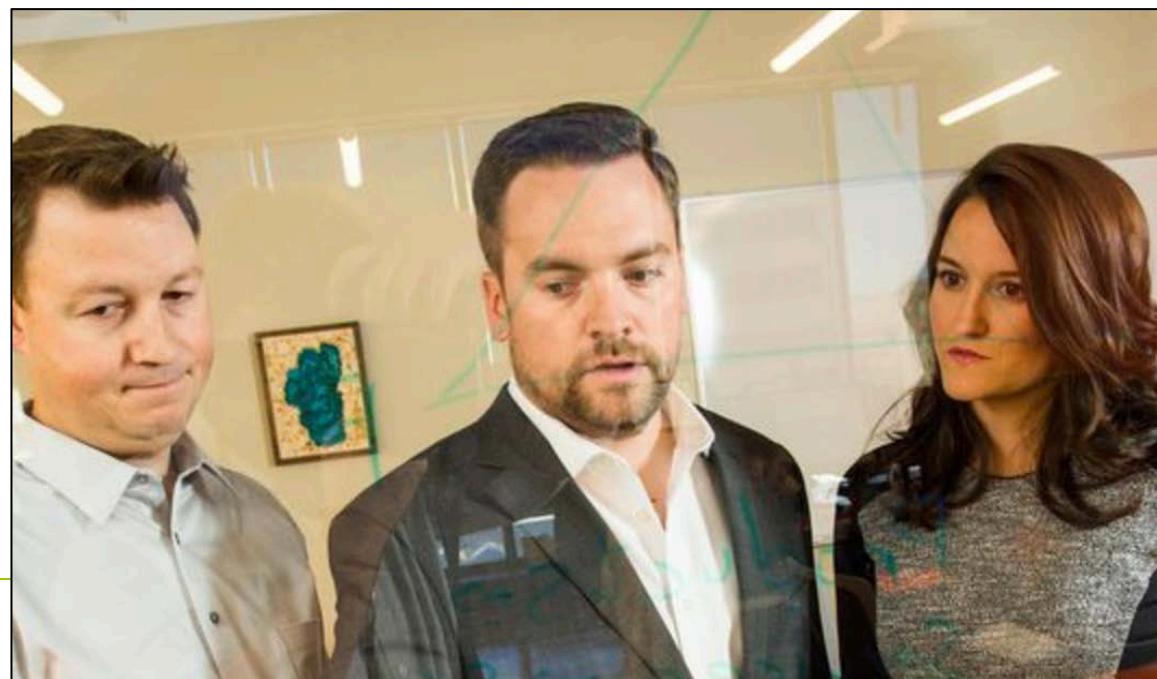
# Local Startup Growth & Jobs



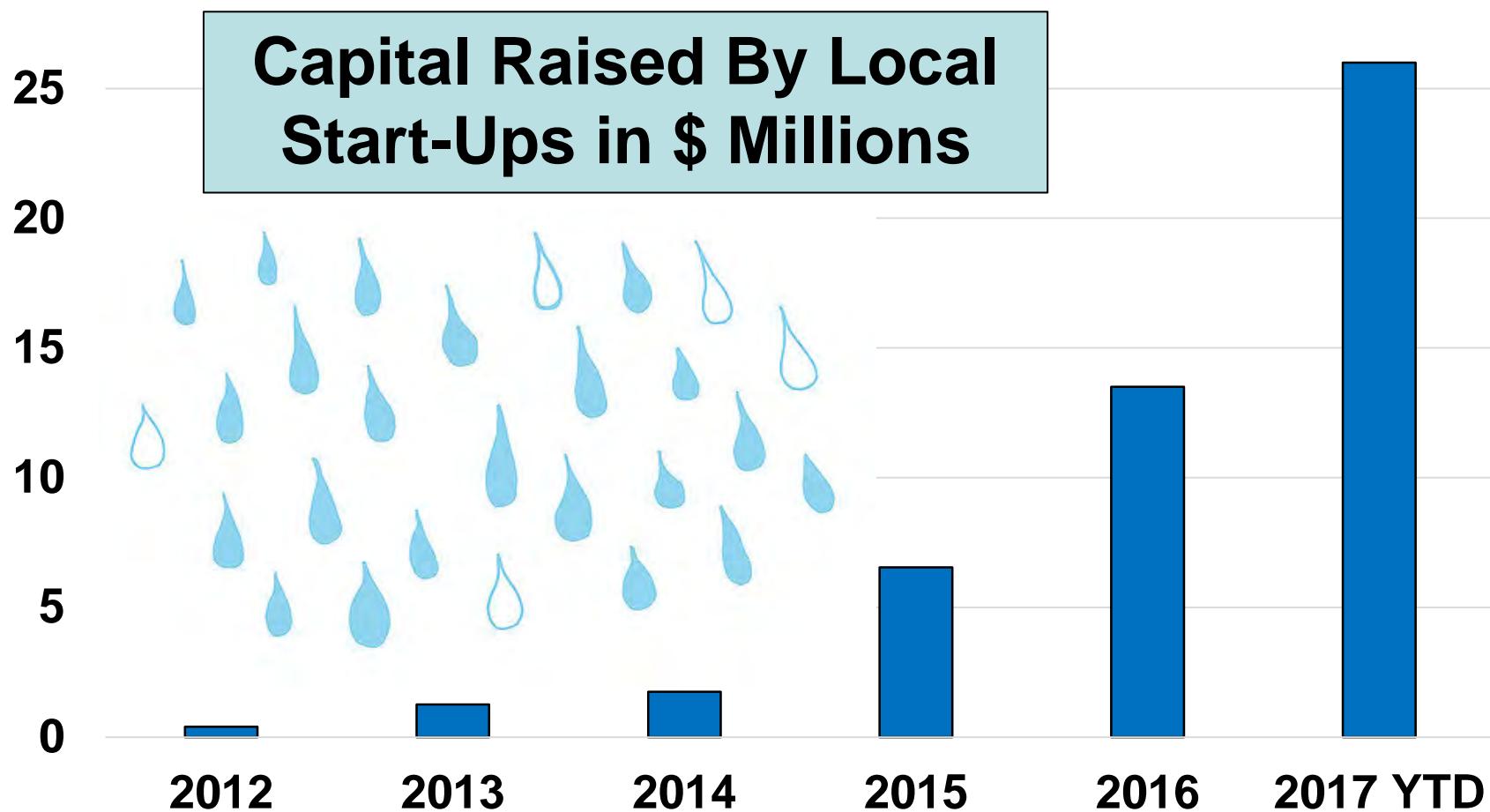
**NEW 5yr. Lease In  
Downtown – Started At  
Reno Collective  
18 NEW Employees**

**25 New Hires  
Planned in 2017**

**Raised \$285k in  
Funding**

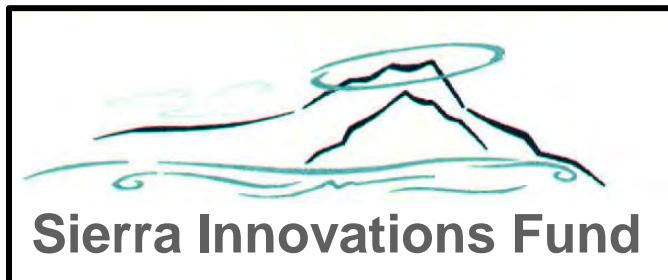


# Entrepreneurial Success - Capital



# 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



## 2017 Reno Startup Deck



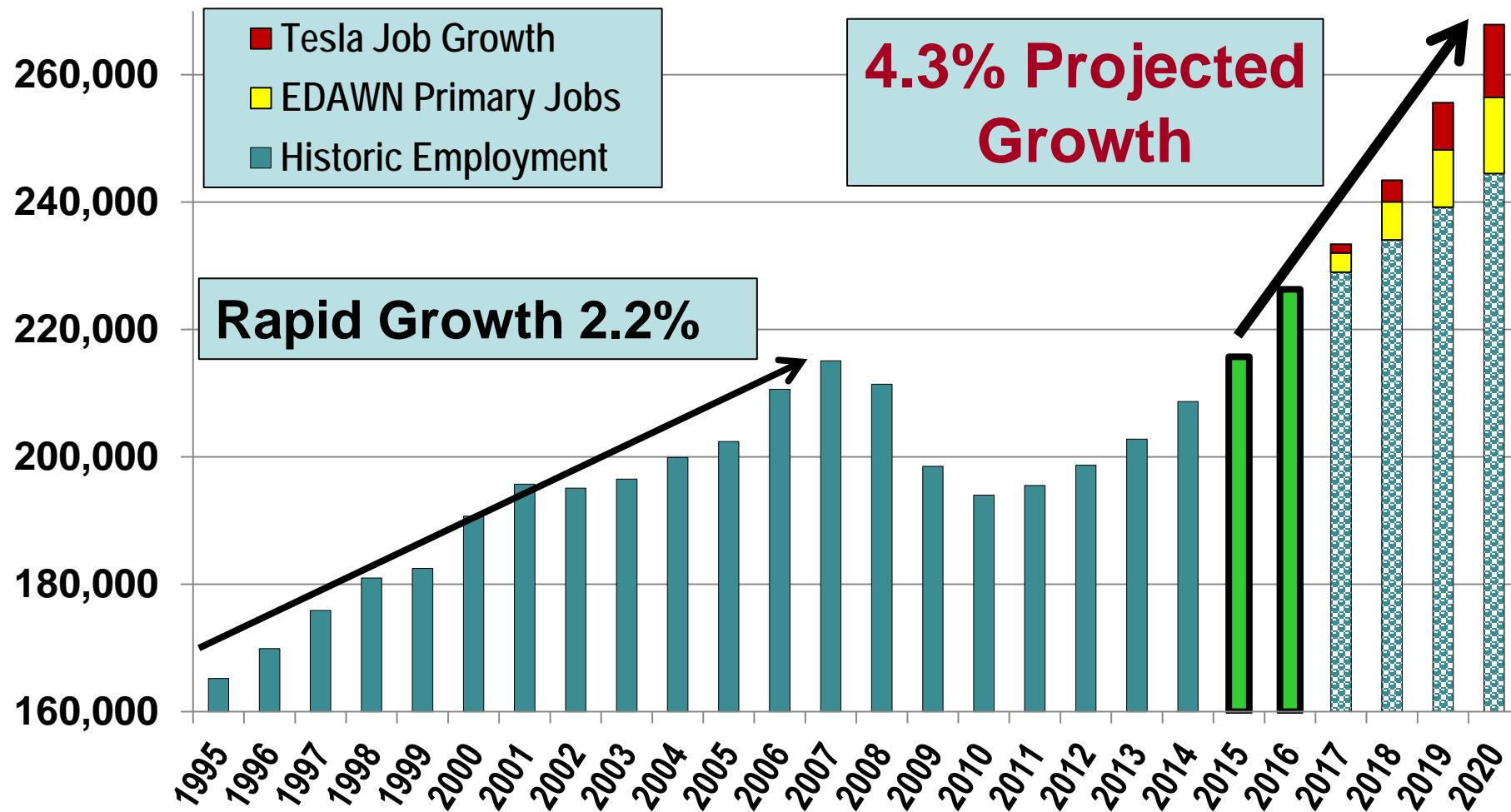
# Juergen Urbanski - Why Reno?

- 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**



The word "BELIEVE" is rendered in a large, metallic, 3D-style font. The letters are textured with a grid pattern, giving them a metallic or industrial appearance. They are set against a light-colored, sandy background that suggests a desert or a dusty environment. The perspective is from a low angle, looking up at the letters, which adds to their grandeur and scale.

# Growth Challenges – To Be Addressed

## School Infrastructure Funding

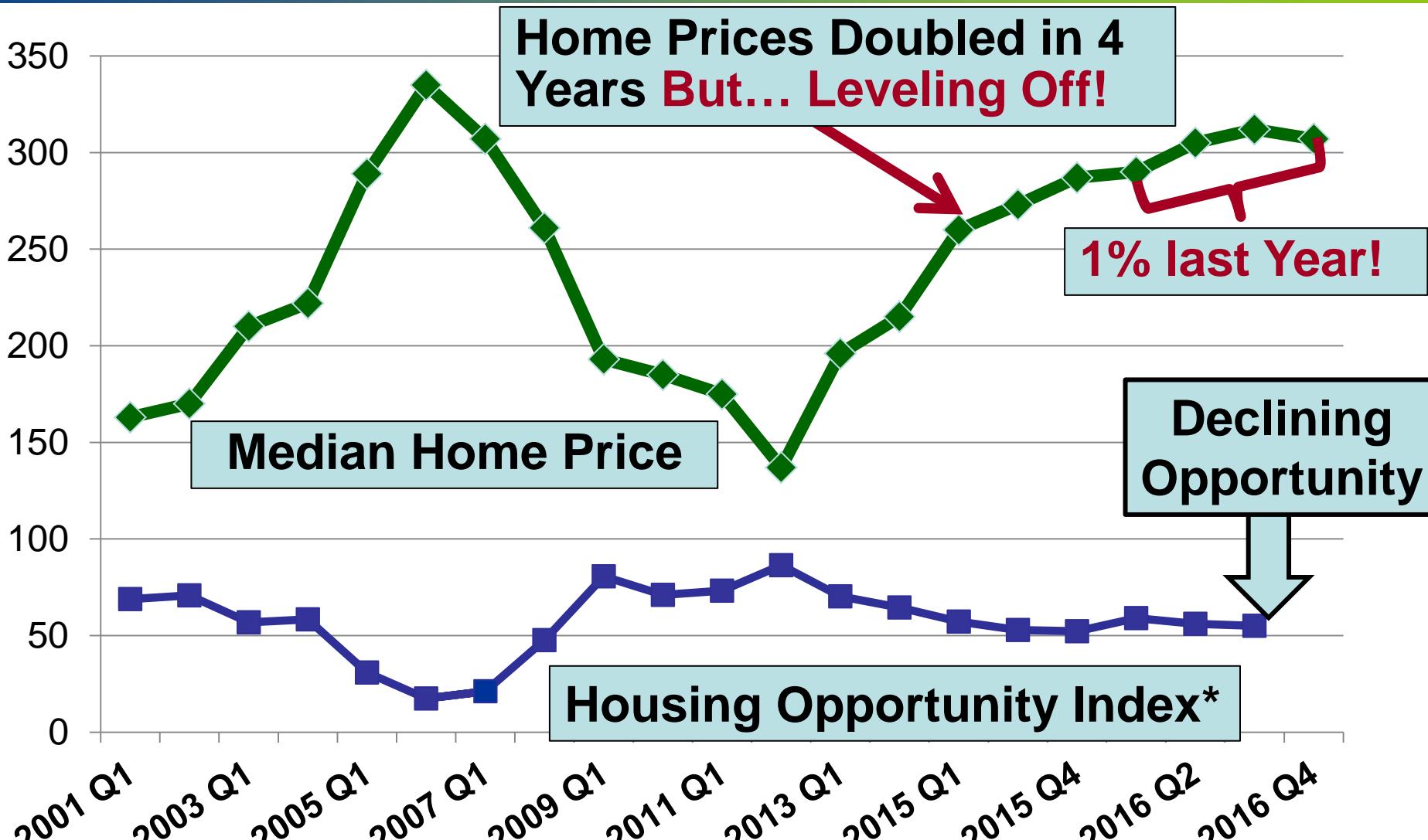


WC-1

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



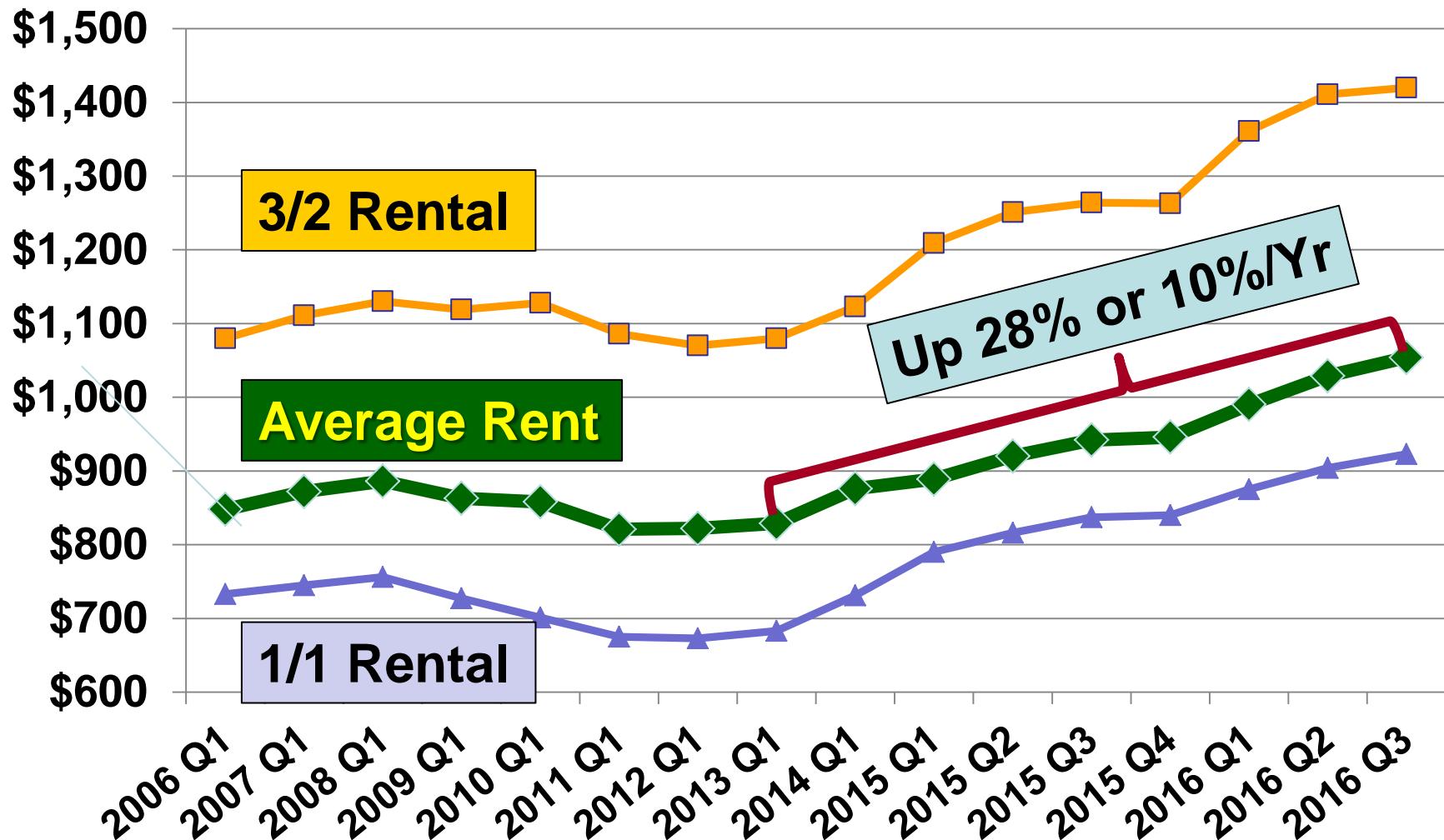
# Challenge # 1 – Affordable Housing Median Home Price Vs Affordability



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

# Rental Units May Be As Bad?

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

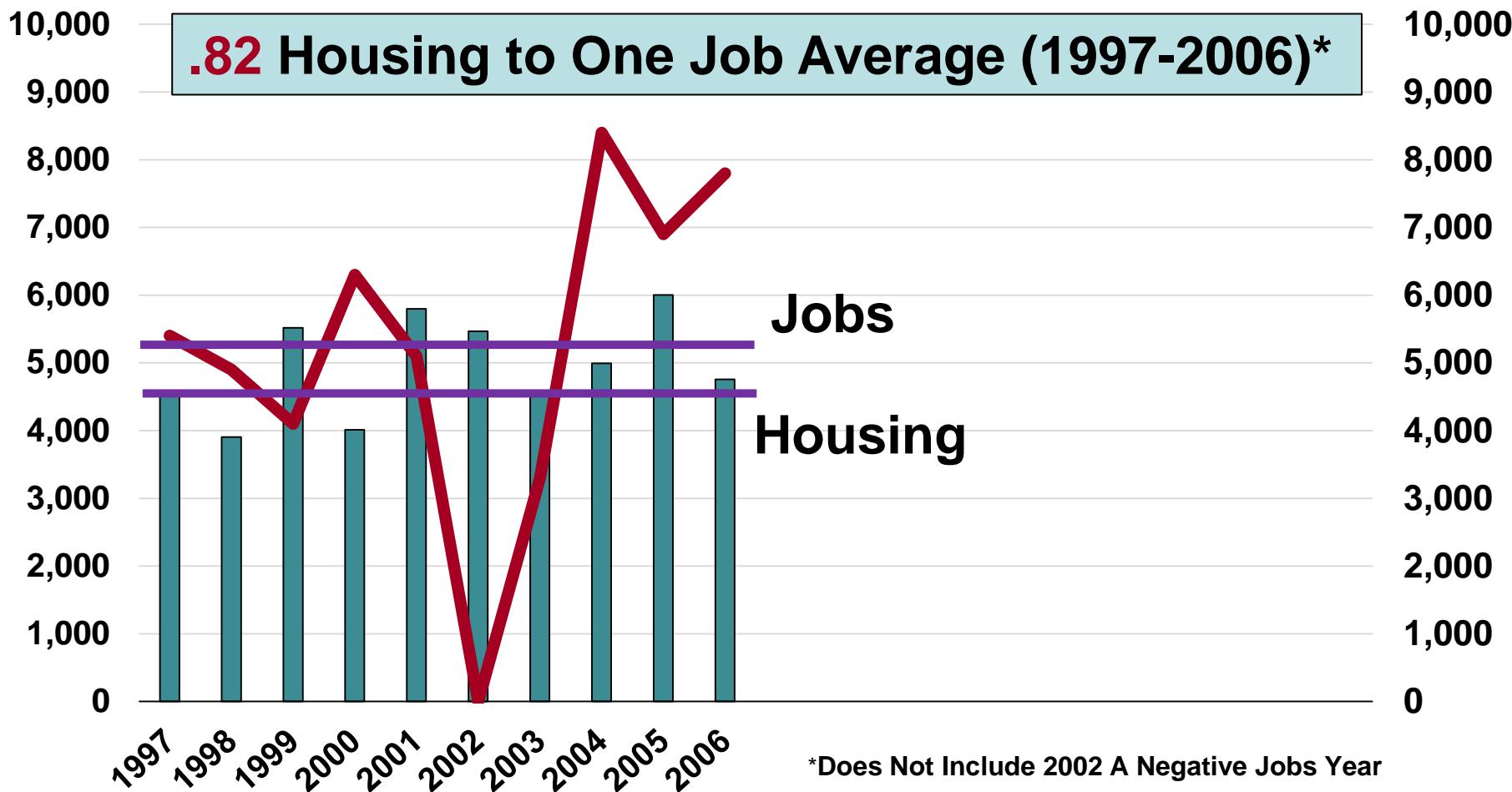


# New Jobs Versus New Housing Units

Housing

Jobs

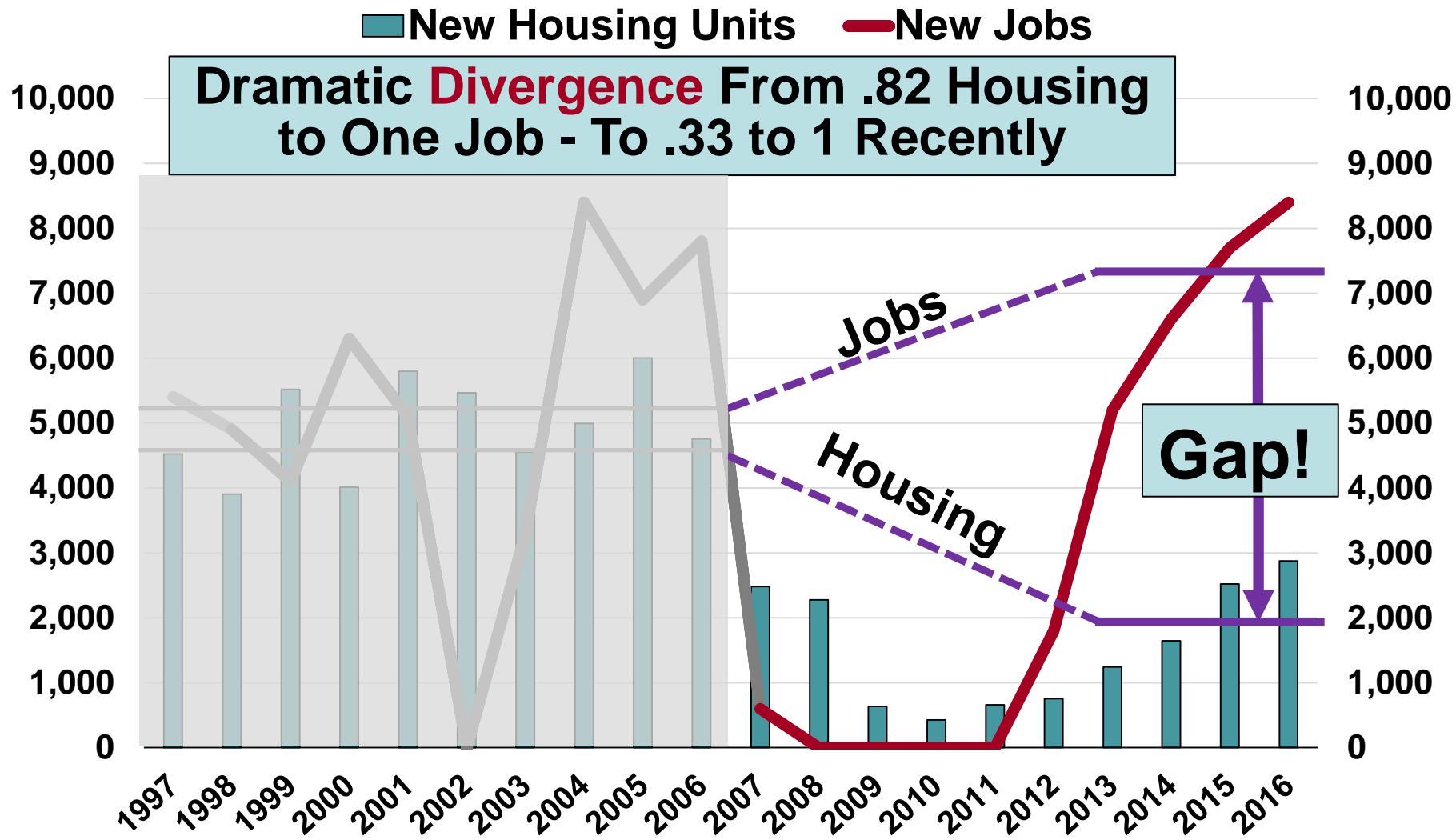
■ New Housing Units    — New Jobs



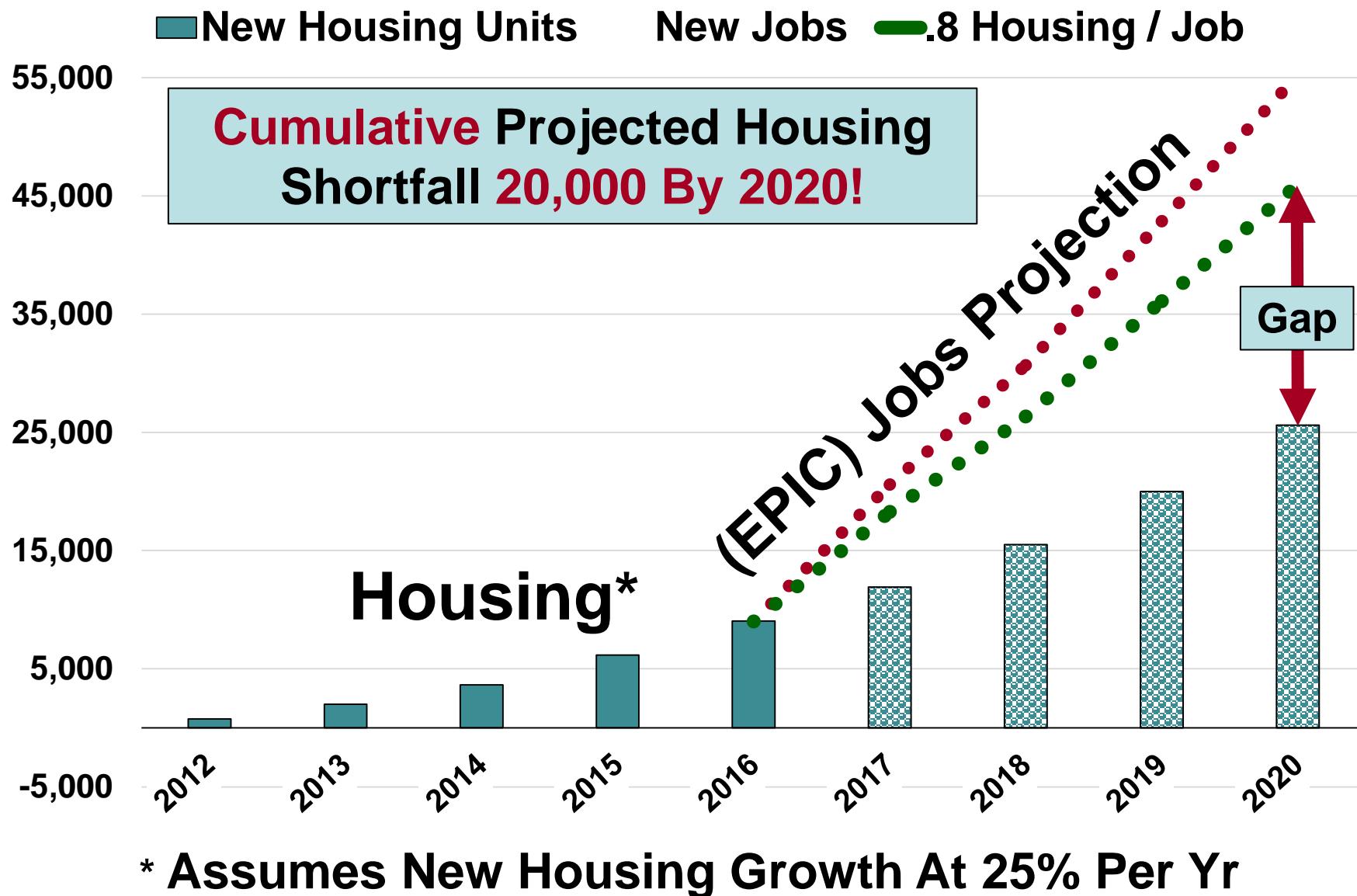
# New Jobs Versus New Housing Units

Housing

Jobs



# Cumulative Housing Units Shortfall 20,000 Gap by 2020

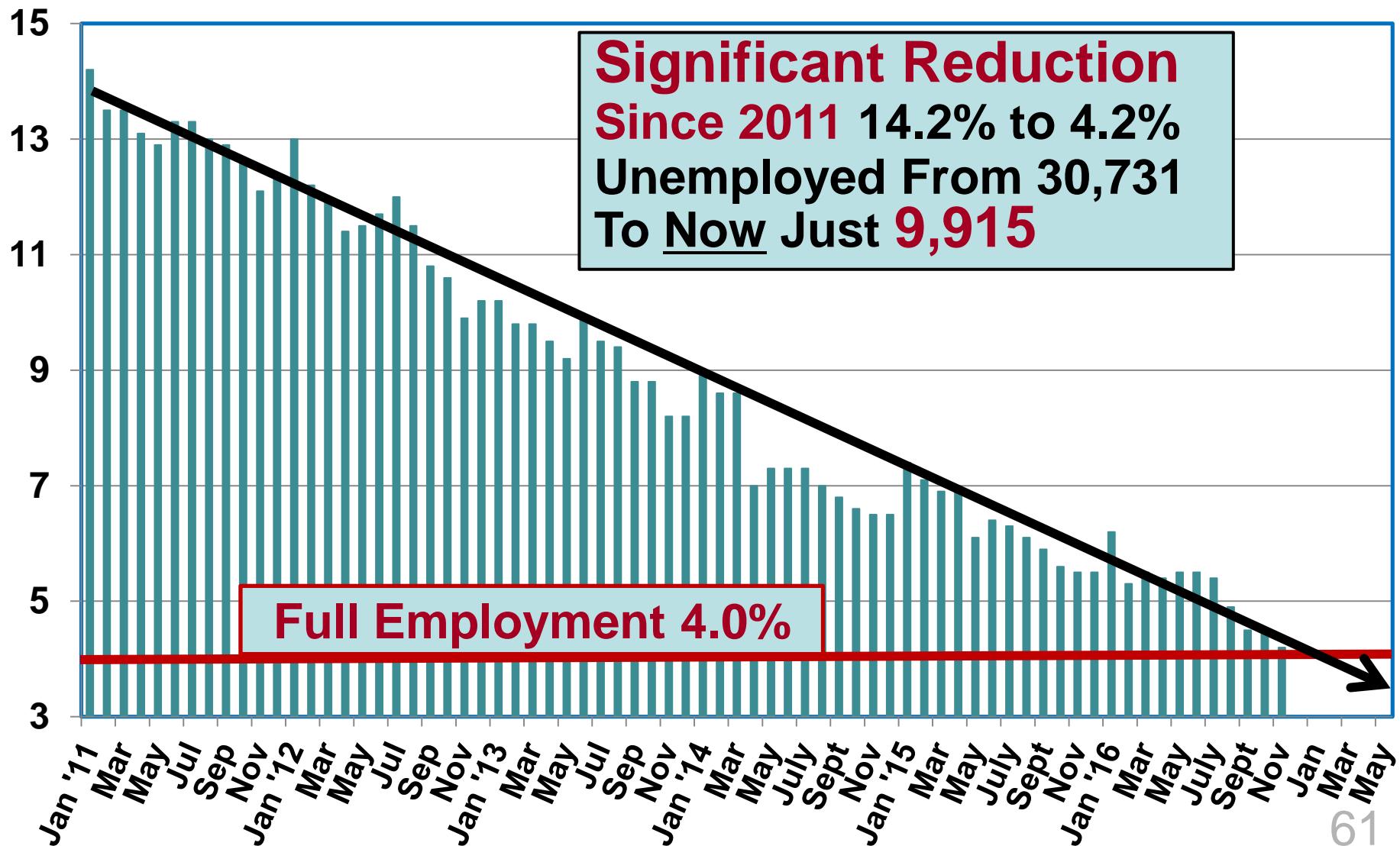


# Why The Growing Gap?

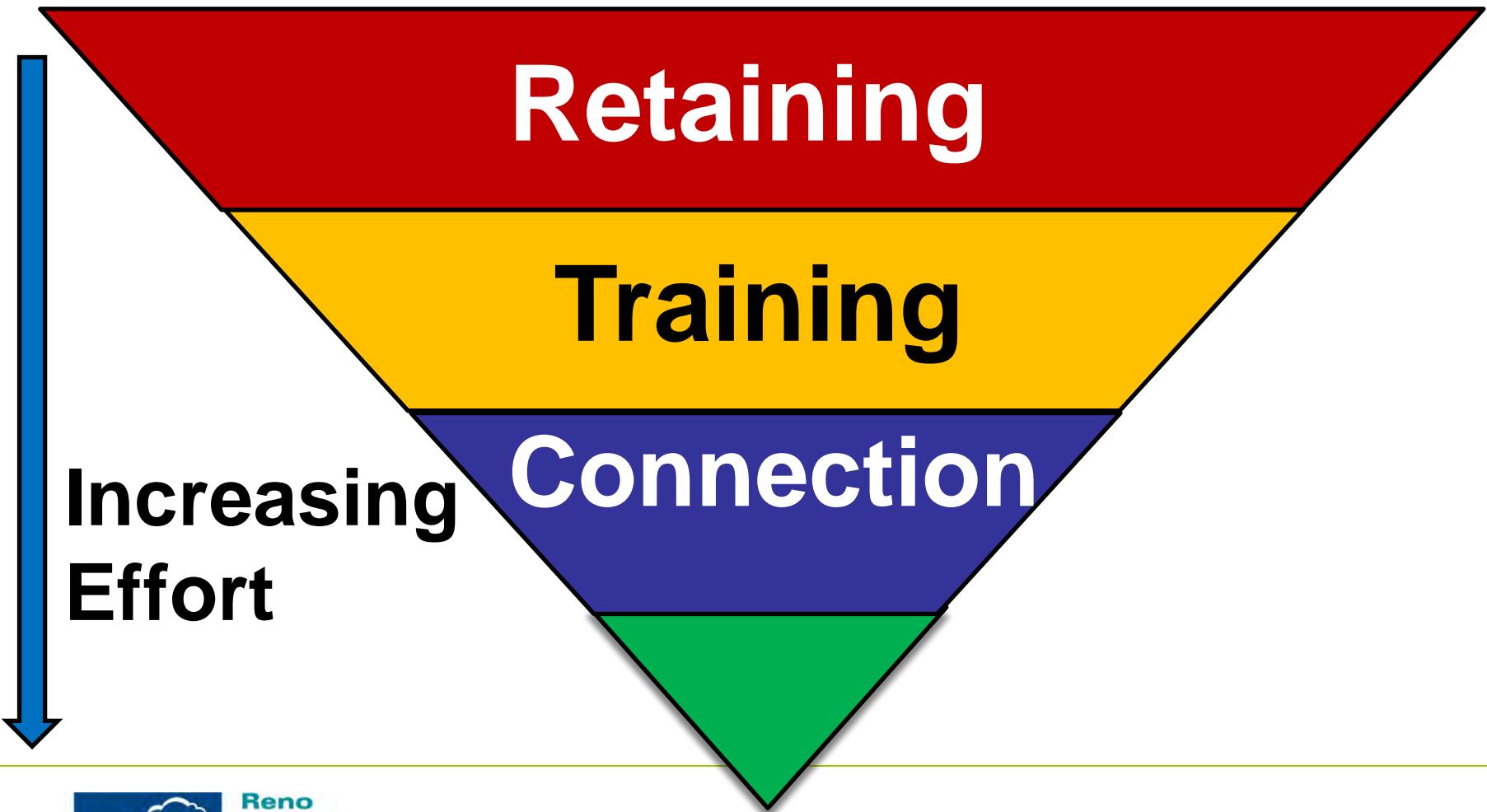
- Acknowledgment Of Growing Demand  
.....This Is Not A Bubble! (Say After Me!)
- Permitting Time And Responsiveness Of Government – Can Not Be Business As Usual
- Financing Challenges For Builders & Customers
- Shortage Of Shovel Ready Lots - Longer To Prepare
- Increasing Costs Push Buyers Further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

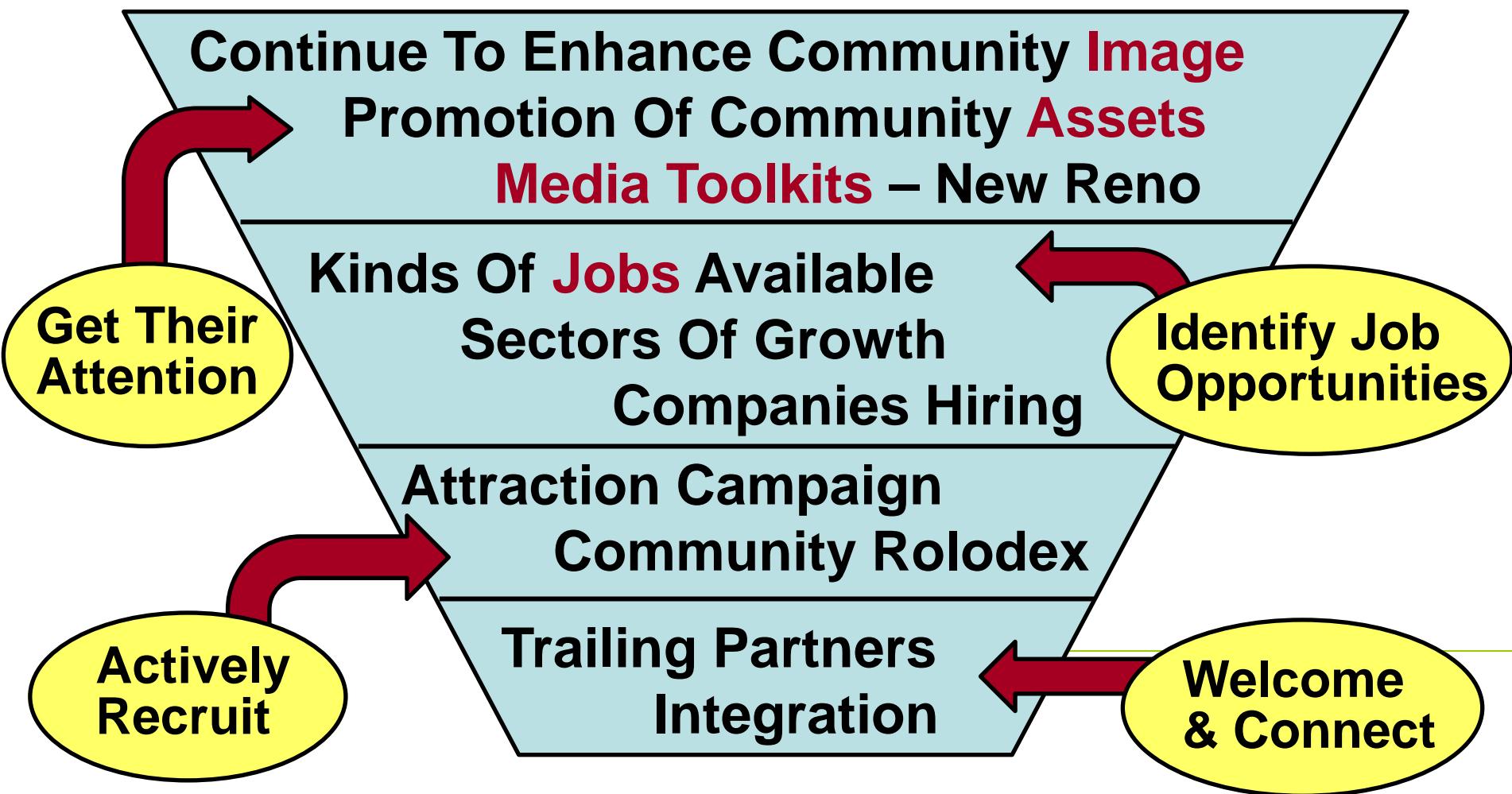
- Workforce To Meet Future Job Demand - **K-20**
- Focus On **High School Equivalency** – **30,000!**
- Increase Workforce Development **Funding**
- Upskill Existing Workers - **STEAM**

## 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.**”

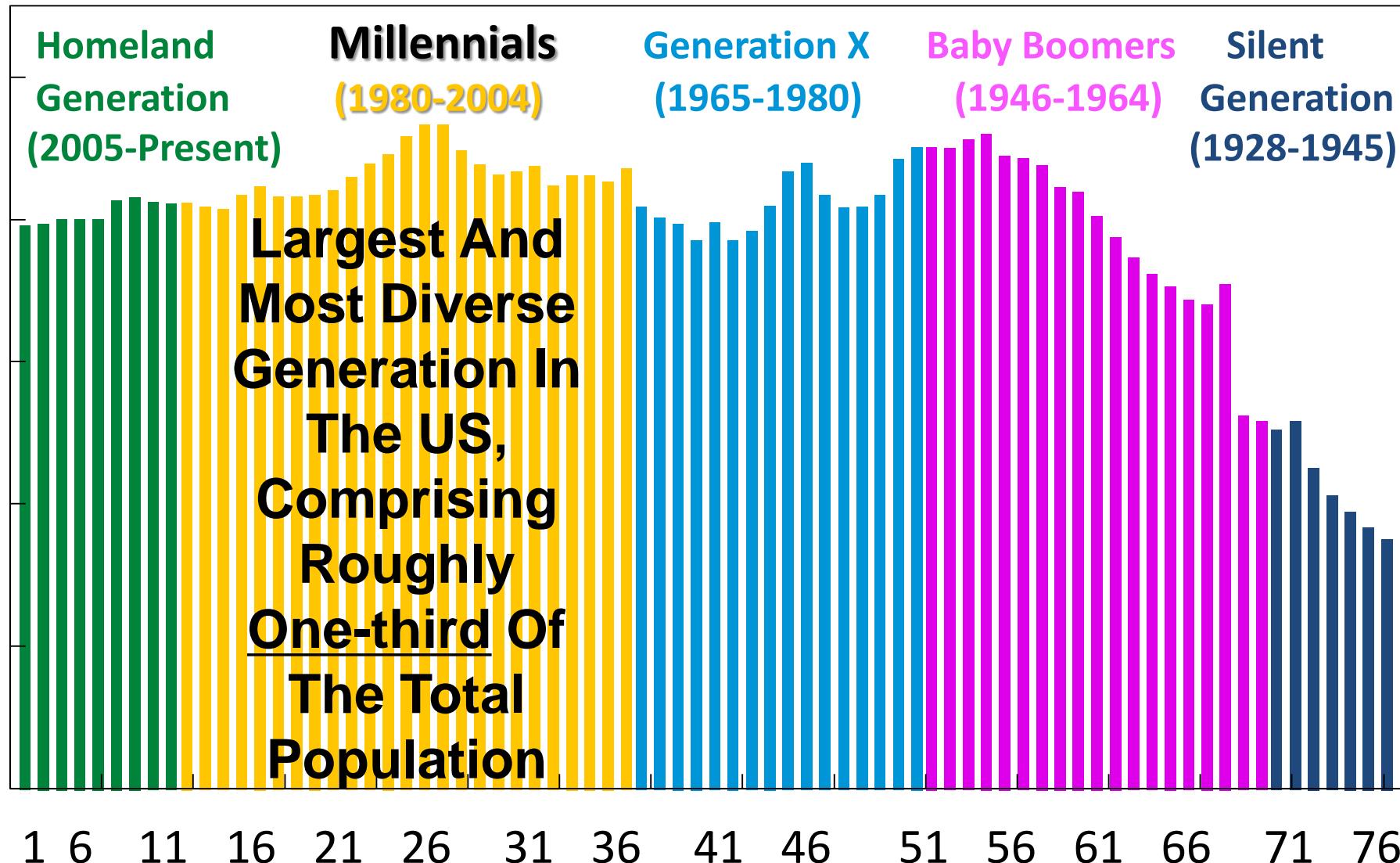


## Talent Attraction Requires Rebranding!

- 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 | • Wyoming      | W |
| • Fresno State    | L | • Air Force    | W |
| • San Diego State | W | • Fresno State | L |
| • New Mexico      | W | • Boise State  | ? |

# Regional Public / Private Partners

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

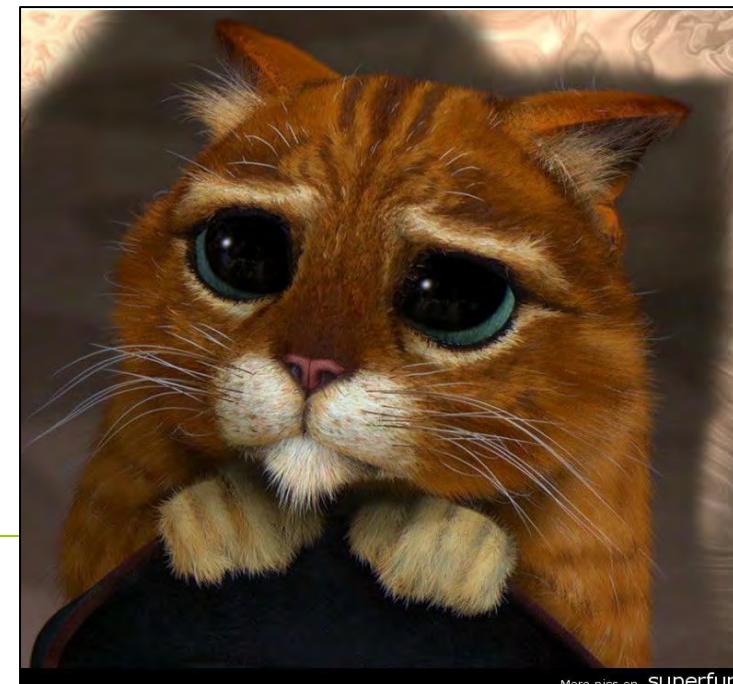
# Consider Supporting EDAWN

- 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***

