

Help Us Attract Talent to the Region – WhyReno.org

March 15, 2017

As you may have noticed from the job growth chart in the EDAWN Executive Updates, we are on or ahead of our projections for 52,400 new jobs for a 5 year period January 2015-2019. We have averaged over 10,000 new jobs to the region for the first two years and watched our unemployment drop from over 13% just 5 years ago to under 5% as we approach full employment. With few remaining unemployed, we will be filling the projected 30,000 new jobs with Nevadan's coming home, graduates from our education institutions and newcomers to our community. Attracting those newcomers to our region is critically important to our economic success and requires a different approach than our current efforts to attract companies. Attracting talent, or people, is much more personal and relationship based and that is where we need your help.

Why did you come here or why do you live here? These are questions you may have been asked, even if you are local. Every one of us has a different, but similar answer – I came here for a job and then fell in love with Northern Nevada; I came here to escape the rat race in x, y or z town and would never go back; I graduated from UNR and could not find a job here initially, but was glad to come back; I have family in the area and as I visited them I learned what a great place this is and decided to join them. The list of answers to the question is endless, but the outcome is the same, we are here now and love it, love the new energy and love the exciting renewal of our community. As long as we have the job opportunities we seek, we will stay here and raise our family here! In short you have a reason to be here and it is a personal reason.

Now you need to tell your story, to anyone you know that does not live here, especially if they are unemployed, unhappy where they are living or just want to be a part of the rebuilding of the next great city. To your Facebook friends, start posting great stories about Reno-Sparks; to alumni that you still know that are complaining about the traffic, snow, taxes, bugs, humidity or unfriendly people where they live, remind them why you live here and that the sun is out and the taxes and humidity are low; and to your family and friends, just the ones you want to see more often, highlight the extra time you will have to spend with them and the many great events and outdoor opportunities you can enjoy with them here – don't forget to mention your frequent trips to Lake Tahoe. The list of people you know and the connections you have are significant. We just need you to be an ambassador of the region and for you to encourage or nudge your many contacts to consider Reno-Sparks as the place to be, to live, work and play.

We have some tools to help you in your assignment. WhyReno.org is a new toolkit that contains information including pictures and videos in 10 different categories, with recent area rankings and national media stories. It is designed for use by recruiters, businesses or anyone that wants high-quality content that is current and unrestricted, to help you tell the Reno-Sparks story. Companies and individuals are encouraged to incorporate the available media in your own

marketing or talent attraction efforts. You may want to consider including some, or the entire toolkit on your Facebook page or your website.

So now is your chance to help. The challenge of available quality workforce is just starting to impact on our region. If everyone takes this assignment seriously and works to **attract just one person** to relocate to our community, we will have plenty of employees to fill the thousands of great jobs coming to our region in the near future. Great jobs that are reinventing our economy and transforming our community, so we can continue to be a great place to live, work and play for decades to come.