

## MISSION

The Economic Development Authority of Western Nevada (EDAWN) is a private/public partnership established in 1983, committed to adding quality jobs to the region by recruiting new companies, supporting the success of existing companies, and assisting newly forming companies, to diversify the economy and have a positive impact on the quality of life in Greater Reno-Sparks.

### BY FULFILLING THIS MISSION, EDAWN:

- Builds wealth in our region
- Creates jobs

### PRIMARY COMPANIES

- Produce goods & services in Greater Reno-Sparks
- Export those goods & services and import \$\$\$

### RETAIL

- Typically circulates money within a community versus bringing in new money; therefore, not a focus of EDAWN

## FOCUS

## EDAWN's ROLE

- Real estate selection
- Permitting & licensing
- Quick & easy data sourcing
- Public relations
- Access to key community members
- Connects companies to workforce resources
- Conducts competitive market analysis
- Secures incentives for new and expanding companies

ONGOING ROLE = CONTINUED GROWTH AND SUCCESS

# AREAS OF FOCUS

## MARKETING AND ATTRACTION

Management of inbound company prospects. Research and develop a marketing plan and strategy that will create new business leads in targeted industry categories.

## RETENTION, EXPANSION AND WORKFORCE DEVELOPMENT

Generate quality economic impact by retaining and expanding existing “primary” employers (companies that import wealth by having the majority of their customers outside of the region) and by working with partners to improve the skills of employees and potential employees in the region. Lead the outreach effort to local primary companies to make connections, identify and help resolve issues they may have, identify opportunities for growth, and work to assist them in their expansion efforts. Provide feedback from these visits to the community for business climate assessment and improvement.

## ENTREPRENEURIAL DEVELOPMENT AND HIGHER EDUCATION LIAISON

Management of the entrepreneurial ecosystem of Northern Nevada, as well as collaboration between the University of Nevada, Reno, other higher education institutions and private industry. Work with local incubation and start-up groups to help create new companies that will ultimately grow in the region and diversify our economy. Diversify the Greater Reno-Sparks economy through entrepreneurship and engage key partners to assist in the growth of small businesses from primary business sectors.

## THE ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA

EDAWN is a private/public partnership committed to recruiting and expanding quality companies that have a positive economic impact on the quality of life in the Greater Reno-Sparks-Tahoe region.



PLATINUM

### PLATINUM INVESTOR {\$50,000+} - MAJOR INVESTOR LEVEL

Automatic nomination for a next available EDAWN Board of Trustee seat (term limits may be waived by the EDAWN Board of Trustees)

ALL PRESIDENTIAL GOLD INVESTOR VALUES



PRESIDENTIAL  
GOLD

### PRESIDENTIAL GOLD INVESTOR {\$25,000+} - MAJOR INVESTOR LEVEL

Preferred consideration for a Board of Trustees seat

Receive monthly Board of Trustee packet and slides

Exclusive update to investor management team upon request

Invitation to attend EDAWN annual Major Investor/Board of Trustee Social

Company Logo highlighted on the EDAWN website

ALL GOLD & SILVER INVESTOR VALUES



GOLD

### GOLD INVESTOR {\$12,500}- MAJOR INVESTOR LEVEL

Priority consideration for Board of Trustees seat

Inclusion in business development & relocation assistance marketing materials

Inclusion in Major Investor Guide

Referral to other Major Investors

Company name listed on EDAWN Website

Priority Seating at EDAWN Events

Invitation to attend EDAWN annual Major Investor/Board of Trustee social

Special invitations to Board & Major Investor exclusive events

Receive EDAWN Updates & Correspondence

ALL SILVER INVESTOR VALUES



SILVER

### SILVER Investor {\$1,750}

Opportunity for EDAWN Board of Trustee seat

Invitation to attend EDAWN Events

Receive EDAWN Updates & Correspondence

## PLATINUM

## PRESIDENTIAL GOLD

# GOLD

## BOARD OF TRUSTEES OFFICERS

1. Len Savage	Savage and Son, Inc.	<i>Chair</i>
2. Nick Rossi	LP Insurance Services	<i>Vice Chair</i>
3. BJ North	Plumas Bank	<i>Secretary</i>
4. Randy Holleschau	Elemental LED, Inc.	<i>Treasurer</i>
5. Taylor Adams	EDAWN	<i>President/CEO</i>

## VOTING BOARD OF TRUSTEES

6. Daren Griffin	Reno-Tahoe Airport Authority
7. Michael Dermody	Dermody Properties
8. Ross Pfautz	Mark IV Capital Inc.
9. Abbi Whitaker	The Abbi Agency
10. Scott Pruneau	ITS Logistics
11. Charles Harris	Reno Sparks Convention & Visitors Authority
12. Helen Lidholm	Northern Nevada Medical Center
13. Danny DeLaRosa	Greater Nevada Credit Union
14. Kate Franko	Google LLC
15. Christopher Beavor	CAI Development
16. Carolyn Barbash	NV Energy
17. Chris Reilly	Tesla, Inc.
18. Carli Kinne	Panasonic Energy of North America
19. Michael Kealy	Parsons Behle & Latimer
20. Kevin Kassekert	Redwood Materials
21. Melissa Molyneaux	Colliers International
22. Stephen Ascuaga	Peppermill Resort Spa Casino
23. Bri Thoreson	Bishop Manogue Catholic High School
24. Robert Cuillard	Lyon Living
25. Value Quraishi	Value Venture Studio Inc
26. Jim Emme	NOW Foods
27. John Zimmerman	Truckee Meadows Water Authority
28. Chad Martinson	MOBE & ACOVA Health
29. Alise Porto	SWITCH

## DESIGNATED TRUSTEES (EX-OFFICIO)

5. Taylor Adams	EDAWN, President/CEO
30. Keith Burrowes	Sierra Integrated Systems, LLC – <i>Immediate Past Chair</i>
31. Brian Sandoval	University of Nevada, Reno
32. Karin Hilgersom	Truckee Meadows Community College
33. Bob Potts	Governor's Office of Economic Development
34. Eric Brown	Washoe County – <i>Governmental Executive Committee Representative</i>
35. Austin Osborne	Storey County
36. Devon Reese	City of Reno
37. Kristopher Dahir	City of Sparks
38. Neal McIntyre	City of Fernley
39. Dr. Kumud Acharya	Desert Research Institute
40. Mariluz Garcia	Washoe County
41. Ann Silver	The Chamber – <i>Chamber Liaison</i>
42. Dr. Susan Enfield	Washoe County School District

## ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA

			Select Box
<b>“PLATINUM”</b> Major Investor	Annual Investment	\$50,000+	<input type="checkbox"/>
<b>“PRESIDENTIAL GOLD”</b> Major Investor	Annual Investment	\$25,000+	<input type="checkbox"/>
<b>“GOLD”</b> Major Investor	Annual Investment	\$12,500	<input type="checkbox"/>
<b>“SILVER”</b> Investor	Annual Investment	\$1,750	<input type="checkbox"/>

Company Name:	Number of Employees:		
Main Investor Contact Name:			
Title:			
Phone:	Fax:		
Mailing Address:			
City:	State:	Zip Code:	
Email:			
Website:			
Contact person or Department responsible for renewal:			
Description of your company in 25 words or less:			

## ADDITIONAL INVESTOR CONTACT INFORMATION:

Name:		
Title:		
Phone:		Fax:
Mailing Address		
City	State:	Zip code:
Email Address		
Name:		
Title:		
Phone:		Fax:
Mailing Address		
City	State:	Zip code:
Email Address		
Name:		
Title:		
Phone:		Fax:
Mailing Address		
City	State:	Zip code:
Email Address		

### PAYMENT METHOD:

Amount: \$ \_\_\_\_\_

**CHECK** Check number:

**CREDIT CARD** (please circle one) Visa MasterCard Discover AMEX

Card number:	Authorized Name on account:
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Exp date:	3 digit code (on back of card):
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Name as it appears on card:

**I accept the invitation to invest in The Economic Development Authority of Western Nevada.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Your commitment to economic diversity is greatly appreciated.  
THANK YOU FOR YOUR SUPPORT!

**ONLY (1) industry category** that best describes can be selected from the list below:

- Accounting
- Advertising, Marketing & PR
- Airlines/Airports
- Architects
- Arts And Culture
- Banks
- Biomedical Technology
- Business Services
- Clubhouses/Private Clubs
- Communications
- Computer & Technology Services
- Construction/General Contractors
- Consulting Services And Support
- Convention Services
- Credit Unions
- Developers
- Distribution
- Economic Development
- Education
- Employment, Training and Human Resources
- Engineering
- Environmental Services/Products
- Financial
- Food Services
- Government Agencies
- Health Care
- Hotels/Casinos
- Industrial Support Services
- Insurance
- Internet Service Providers
- Internet Software
- Landscape/Nurseries
- Legal Services
- Logistics Providers
- Mailing/Fulfillment
- Manufacturing
- Marketing
- Mortgage Brokerage
- Moving/Storage
- Non Profit Organizations
- Office Products
- Organizations/Associations/Chambers
- Printing/Promotional Products
- Publishing
- Radio Broadcasting
- Real Estate - Property Management
- Real Estate Appraisals
- Real Estate- Residential
- Real Estate-Commercial/Industrial
- Records & Information Management
- Religious Organizations
- Research & Development
- Retail
- Telecommunications
- Television And Video Production
- Title Companies
- Tourism
- Transportation, Planning and Services
- Travel Agency
- TV Broadcasting Network
- Utilities
- Website Design, Development & Hosting Service
- Other \_\_\_\_\_

**PLEASE RETURN THIS FORM WITH YOUR PAYMENT TO:**  
Economic Development Authority of Western Nevada (EDAWN)

ATTN: INVESTOR RELATIONS  
401 Ryland Street, Suite 101  
Reno, NV 89502

## EDAWN's 2023 Events Calendar

January 26, 2023 (Thursday) – EDAWN's "State of the Economy in Northern Nevada"

Time: 11:00 am/Check-In; 12 noon - 1:30 pm/Lunch & Program

Location: Peppermill Resort Spa Casino/Tuscany Ballroom

March 1, 2023 (Wednesday) – EDAWN's Major Investor Orientation & Overview of Opportunities

Time: 11:30 am/Check-In; 12 noon - 1 pm Lunch/Presentation

Location: Whitney Peak Hotel

March 30, 2023 (Thursday) – Exclusive Major Investor & Board Member Luncheon

Time: 11:30 am/Check-In; 12 noon - 1:30 pm Lunch/Program

Location: Atlantis Casino Resort Spa

*\*Please bring a qualified guest interested in becoming an EDAWN Major Investor*

May 16, 2023 (Tuesday) - Washoe K-12 Education Foundation Luncheon

*\*In partnership with EDAWN*

August 3, 2023 (Thursday) – EDAWN's Exclusive Major Investor/Board Member Social

Time: 5-6 pm/Cocktail Reception; 6 pm – 8:30 pm Program/Dinner

Location: The Club at ArrowCreek

*\*May bring your spouse or significant other*

October 19, 2023 (Thursday) – EDAWN's Existing Industry Awards

Time: 5 pm/Check-In; 5:30 pm/Program; 6:15 pm – 7:30/Networking Reception

Location: Atlantis Casino Resort Spa

November 9, 2023 (Thursday) - Exclusive Major Investor & Board Member Luncheon

Time: 11:30 am/Check-In; 12 noon - 1:30 pm Lunch/Program

Location: Atlantis Casino Resort Spa

*\*Please bring a qualified guest interested in becoming an EDAWN Major Investor*

December 7, 2023 (Thursday) - New & Expanded Companies Welcome Reception

Time: 5 pm/Check-In; 5:30 pm/Program; 6:15 pm – 7:30/Networking Reception

Location: Peppermill/Tuscany Ballroom

February 8, 2024 (Thursday) – EDAWN's "State of the Economy in Northern Nevada"

Time: 11:00 am/Check-In; 12 noon - 1:30 pm/Lunch & Program

Location: Peppermill/Tuscany Ballroom

*(Events in blue and green are exclusive to Major Investors & EDAWN Board Members)*