

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. | Stuart Brady | Wells Fargo | <i>Chair</i> |
| 2. | Keith Burrowes | Sierra Integrated Systems, Inc. | <i>Vice Chair</i> |
| 3. | Amy Lessinger | RE/MAX Realty Affiliates | <i>Secretary</i> |
| 4. | Len Savage | Savage and Son, Inc. | <i>Treasurer</i> |
| 5. | Mike Kazmierski | EDAWN | <i>President/CEO</i> |

VOTING BOARD OF TRUSTEES

| | | |
|-----|---------------------|---|
| 6. | Marily Mora | Reno-Tahoe Airport Authority |
| 7. | Michael Dermody | Dermody Properties |
| 8. | Abbi Whitaker | The Abbi Agency |
| 9. | Jim Emme | NOW Foods |
| 10. | Mike Klaich | Eide Bailly LLP |
| 11. | Erin Metscher | OnTrac |
| 12. | Lancy Semenko | Q&D Construction |
| 13. | Robert Goldberg | GTG Capital Partners |
| 14. | Wally Murray | Greater Nevada Credit Union |
| 15. | Ken Stark | Stark & Associates |
| 16. | Randy Holleschau | Elemental LED, Inc. |
| 17. | Craig Etem | Fennemore Craig, P.C. |
| 18. | Eric Olson | Whitney Peak Hotel |
| 19. | BJ North | Plumas Bank |
| 20. | Jennifer Cunningham | Reno Sparks Convention & Visitors Authority |
| 21. | Tony Slonim | Renown Health |
| 22. | Vince Griffith | Reno Engineering Corporation |
| 23. | Adam Kramer | Switch |
| 24. | Rick Murdock | Eldorado Resorts, Inc. |
| 25. | Nick Rossi | LP Insurance Services |
| 26. | Andrew Diss | Grand Sierra Resort |
| 27. | Lindsey Dal Porto | Bombora, Inc. |
| 28. | Gene Wong | MW Tech Accelerator LLC |

DESIGNATED TRUSTEES (EX-OFFICIO)

| | | |
|-----|--------------------|--|
| 5. | Mike Kazmierski | EDAWN, President/CEO |
| 29. | Leigh Goddard | McDonald Carano <i>Immediate Past Chair</i> |
| 30. | Heidi Gansert | University of Nevada, Reno |
| 31. | Karin Hilgersom | Truckee Meadows Community College |
| 32. | Matthew Moore | Governor's Office of Economic Development |
| 33. | Marsha Berkbigler | Washoe County Commissioner |
| 34. | Pat Whitten | Storey County |
| 35. | Naomi Duerr | City of Reno |
| 36. | Charlene Bybee | City of Sparks |
| 37. | Roy Edgington | City of Fernley |
| 38. | Dr. Kristen Averyt | Desert Research Institute |
| 39. | Katy Simon Holland | Washoe County School District |
| 40. | Ann Silver | The Chamber <i>Chamber Liaison</i> |
| 41. | John Slaughter | Washoe County <i>Governmental Executive Committee Representative</i> |

ECONOMIC DEVELOPMENT AUTHORITY OF WESTERN NEVADA

| | | | Select Box |
|--|-------------------|-----------|------------|
| “PLATINUM” Major Investor | Annual Investment | \$50,000+ | |
| “PRESIDENTIAL GOLD” Major Investor | Annual Investment | \$25,000+ | |
| “GOLD” Major Investor | Annual Investment | \$12,500 | |
| “SILVER” Investor | Annual Investment | \$1,750 | |

| | | | |
|---|----------------------|-----------|--|
| 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: |
|--------------|-----------------------------|

| | |
|-----------|---------------------------------|
| Exp date: | 3 digit code (on back of card): |
|-----------|---------------------------------|

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