

The attached document was submitted to the **Washoe  
County Board of Commissioners** during the meeting

held on 10-11-16

by Managers Office

for Agenda Item No. 6

and included here pursuant to NRS 241.020(7) as

amended by AB65 of the 2013 Legislative Session.



**Reno**

**Sparks**

**Tahoe**

**ECONOMIC DEVELOPMENT AUTHORITY**  
OF WESTERN NEVADA

# **Washoe County Update**

## **Mike Kazmierski, President and CEO**

*October 11, 2016*

# The New Reno-Sparks

- Record Job Attraction
- Significant Rebranding Efforts
- Revitalization of Downtown
- Housing Boom Driven By **Real Demand**
- Significant Entrepreneurial Energy
- Unprecedented Connectivity
- Tesla / Switch



# EDAWN's Mission “Primary” or “Base” Jobs!

**The Attraction, Retention / Expansion or Start-Up  
Creation of New Primary Jobs**

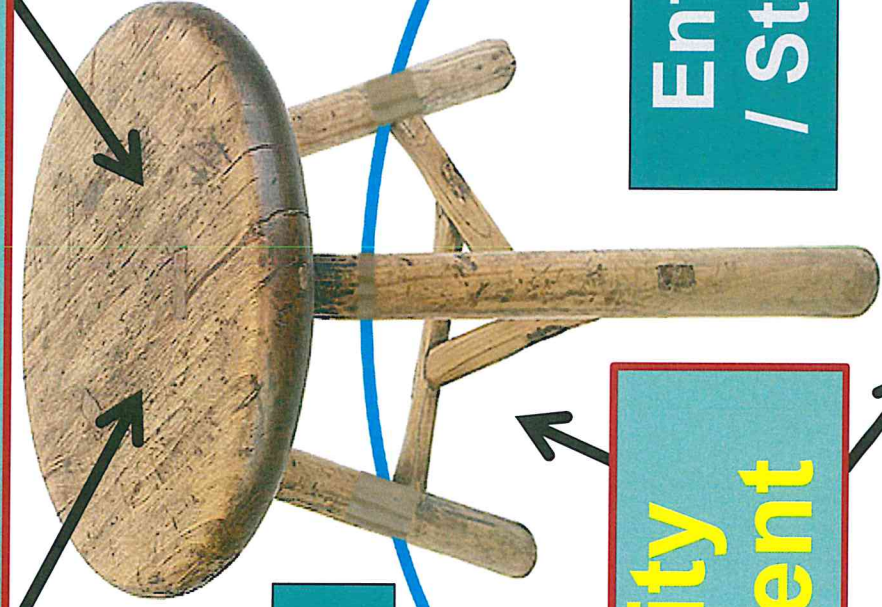
**Majority Of Customers Outside The Region  
External Customers Add Wealth To Region**

- 1. Tax Dollars & Wages Of Employees**
- 2. Investments Of Building / Equipment**
- 3. Generates **Additional** Jobs + **Multiplier Effect****
- 4. Quality Jobs (\$20.00 Per Hr + Benefits)**
- 5. 90% + Of Jobs Filled By Existing Residents**



# Updated Economic Development Stool

**Workforce Development**



**Retention /  
Expansion**

**Entrepreneurial  
/ Startup Growth**

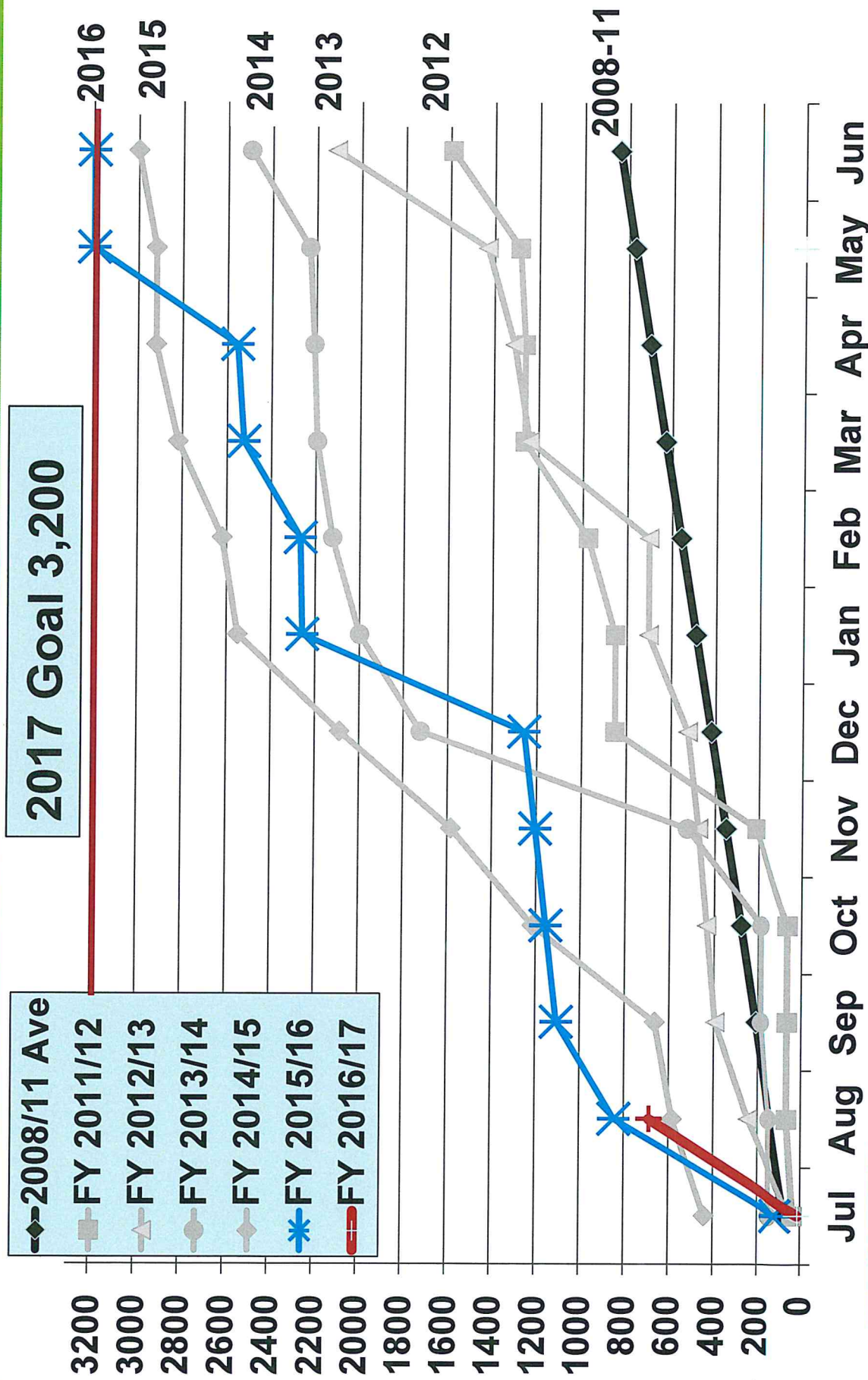
**Attraction**

**Community  
Development**

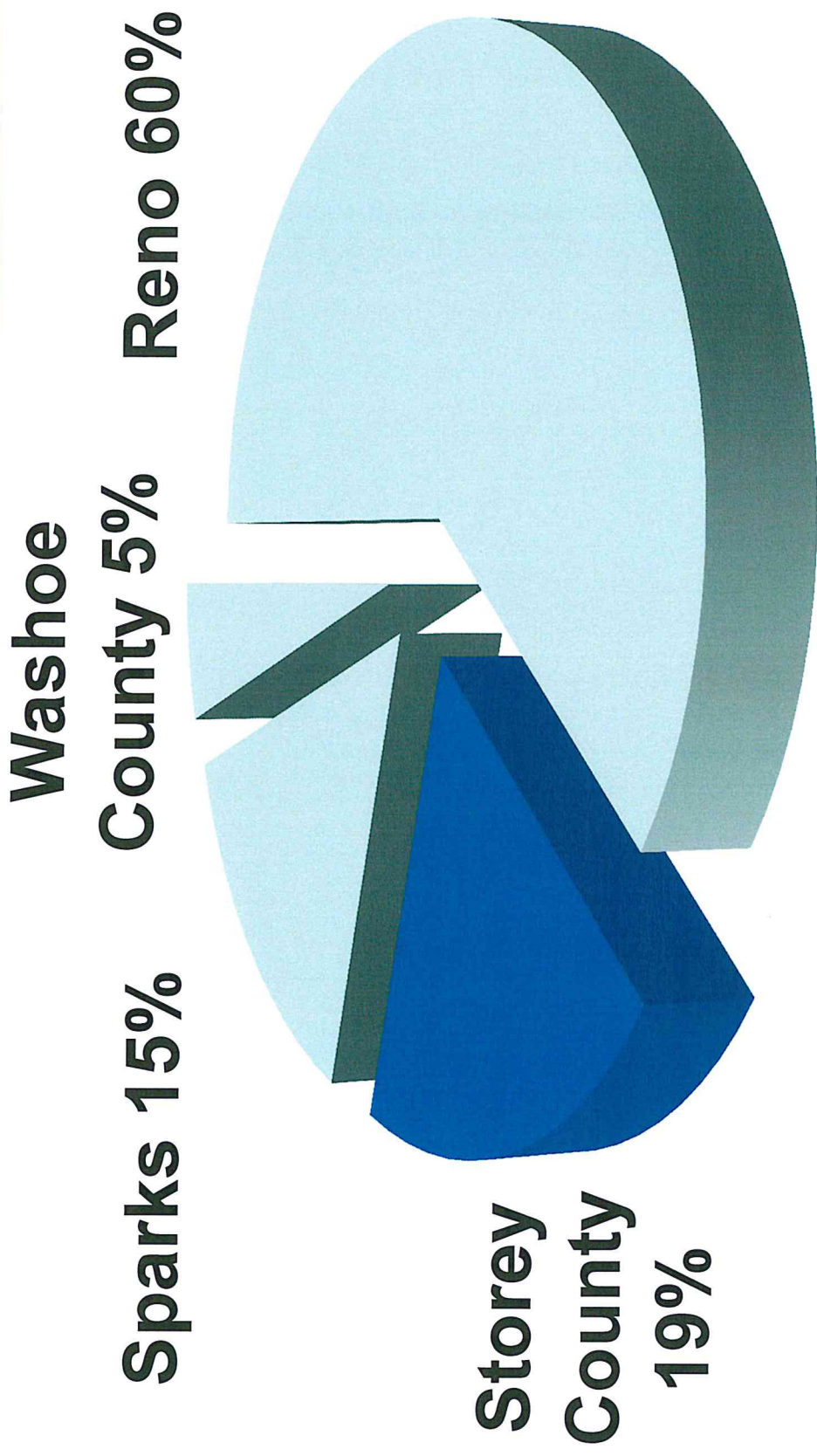




# Jobs Announced

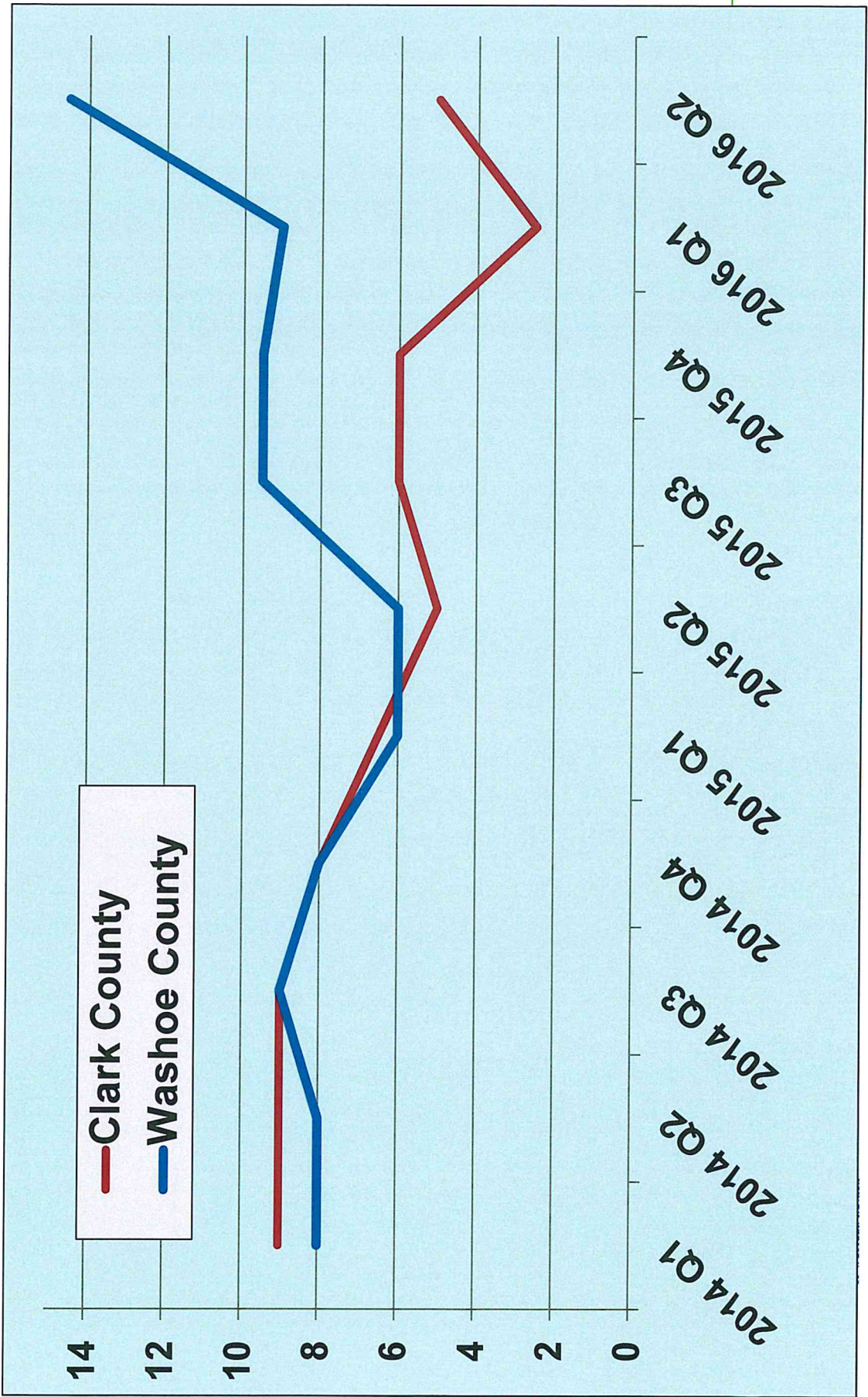


# 124 Companies Located FY 2012-2016





# Percentage Change In Taxable Sales





## 2016 EDRAWN **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      |
| Manufacturing  | ProThera                  | 25   | NV      |
| Logistics/Dist | Better World Books        | 200  | IN      |
| Back Office    | MedSave USA/Arrohealth    | 300  | NY      |
| Manufacturing  | Pertici North America     | 6    | CA X    |
| Manufacturing  | Cam-Concept               | 10   | INY 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 | 25           | CA X     |
| E-Commerce    | Thrive Market       | 400          | CA       |
| Software      | CAEK Inc.           | 171          | AK X     |
| Distribution  | Confidential        | 60           | PA       |
| Manufacturing | Aqua Metals         | 70           | CA       |
| Software      | Capstak             | 25           | NY X     |
| Manufacturing | FDC Graphics        | 50           | IN       |
| Manufacturing | Confidential        | 67           | WI       |
| <b>Total</b>  |                     | <b>2,564</b> | <b>7</b> |



# FY 2016 Assisted **Expansion** Projects

| Industry       | Company                   | Jobs       | Location |
|----------------|---------------------------|------------|----------|
| Manufacturing  | Now Foods                 | 47         | Sparks   |
| Manufacturing  | Fulcrum Sierra Biofuels   | 32         | TRI      |
| Aviation       | Dassault Falcon           | 3          | Reno     |
| Aviation       | Tactical Air Support Inc. | 10         | Reno     |
| Logistics/Dist | ITS Logistics             | 55         | Reno     |
| Logistics/Dist | Chewy                     | 52         | TRI      |
| Distribution   | FedX                      | 9          | Reno     |
| <b>TOTAL</b>   |                           | <b>208</b> |          |



# 2015-2016 Washoe County Projects

| Industry           | Company                  | Jobs | From |
|--------------------|--------------------------|------|------|
| Manufacturing      | Immy, Inc.               | 30   | CA   |
| Manufacturing      | Seeco Switch             | 10   | NC   |
| Back Office        | Koch Industries, Inc.    | 50   | KS   |
| Log / Distribution | Cascade Designs          | 100  | WA   |
| Manufacturing      | Industrial Lighting      | 60   | FL   |
| Log / Distribution | Etailer Inc.             | 15   | WI   |
| Log / Distribution | Southern Prosthetic      | 10   | GA   |
| Log / Distribution | Quality Bicycle Products | 50   | MN   |
| Back Office        | Franzen-Hill             | 50   | CA   |
| Log / Distribution | Sonwil Distribution Cntr | 200  | NY   |
| Back Office        | BlackRidge Technology    | 30   | CA   |



# 2015-2016 Washoe County Projects

| Industry           | Company               | Jobs | From |
|--------------------|-----------------------|------|------|
| Back Office        | Grand Rounds          | 200  | CA   |
| Log / Distribution | Meri Meri             | 10   | CA   |
| Manufacturing      | Angies Artisan Treats | 160  | MN   |
| Back Office        | Teleperformance       | 500  | UT   |
| Log / Distribution | Better World Books    | 500  | IN   |
| Back Office        | MedSave / Arrohealth  | 300  | NY   |
| Manufacturing      | Pertici North America | 6    | CA   |
| Manufacturing      | ProThera              | 25   | EXP  |
| Back Office        | Tactical Air Support  | 10   | EXP  |
| Aviation           | Dassault              | 3    | EXP  |



# 2015-16 Washoe County Projects

| <b>Industry</b>       | <b>Company</b>    | <b>Jobs</b> | <b>From</b> |
|-----------------------|-------------------|-------------|-------------|
| <b>Manufacturing</b>  | Planetary Pinball | 10          | CA          |
| <b>Manufacturing</b>  | Cam-Concept       | 10          | INT         |
| <b>Logistics/Dist</b> | ITS Logistics     | 55          | NV          |
| <b>E-Commerce</b>     | Switch            | 400         | NV          |
| <b>Manufacturing</b>  | Indy Hanger       | 20          | IN          |
| <b>Data Center</b>    | eBay Inc.         | 50          | CA          |
| <b>Manufacturing</b>  | NOW Foods         | 47          | NV          |

# Pending Announcements

| Industry      | Job Count  | HQ       | Confidence  | Relocation State |
|---------------|------------|----------|-------------|------------------|
| Software      | 25         | X        | Very Likely | CA               |
| Back Office   | 120        |          | Very Likely | NE               |
| Distribution  | 10         |          | Very Likely | MA               |
| Distribution  | 50         |          | Very Likely | IN               |
| Distribution  | 135        | X        | Very Likely | CA               |
| Manufacturing | 117        | X        | Very Likely | CA               |
| Manufacturing | 150        | X        | Very Likely | MA               |
| <b>Total</b>  | <b>607</b> | <b>4</b> |             |                  |



# Hot Prospects!

| Industry      | Job Count   | HQ       | Confidence | Relocation State |
|---------------|-------------|----------|------------|------------------|
| Manufacturing | 100         | X        | Finalist   | TAIWAN           |
| Manufacturing | 150         |          | Finalist   | DE               |
| Manufacturing | 70          |          | Finalist   | MI               |
| Service       | 200         |          | Finalist   | CA               |
| Manufacturing | 250         | X        | Finalist   | CO               |
| Manufacturing | 50          | X        | Finalist   | CA               |
| Data Center   | 80          |          | Finalist   | TX               |
| Manufacturing | 292         |          | Finalist   | OH               |
| Service       | 800         |          | Finalist   | FL               |
| Manufacturing | 100         |          | Finalist   | TAIWAN           |
| Distribution  | 1,500       |          | Finalist   | GA               |
| Manufacturing | 30          | X        | Finalist   | SWEDEN           |
| <b>Total</b>  | <b>3622</b> | <b>4</b> |            |                  |





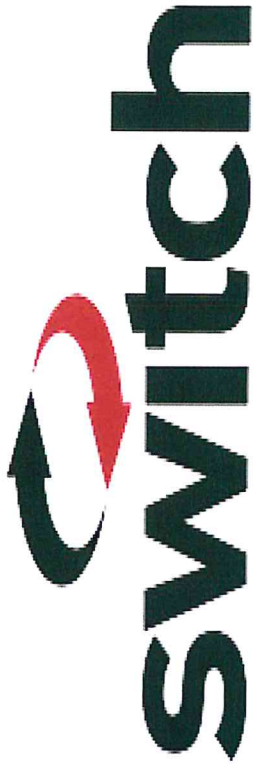
**The Largest Deal In The U.S.  
In 2014 - Changes Our Brand  
Overnight!**

**Tesla:  
Wow!**



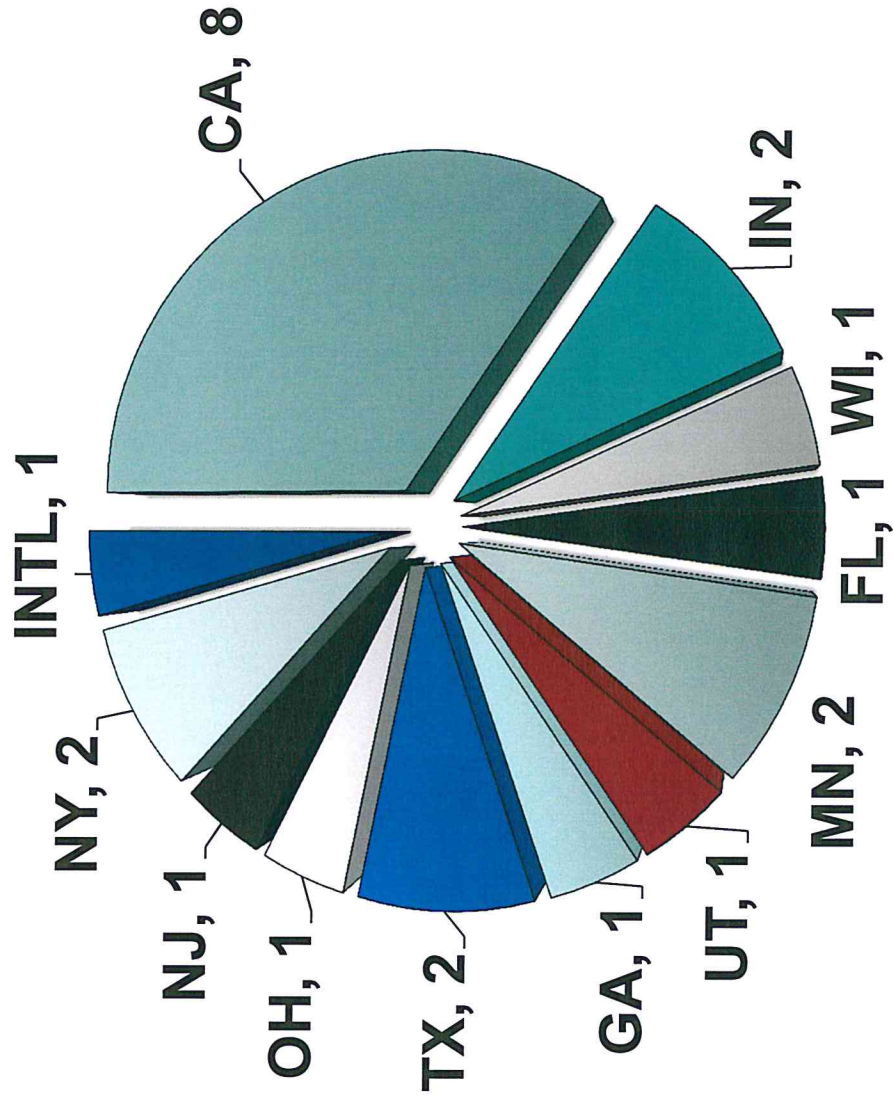
**More Than Jobs: Puts Us on The Radar For:  
Manufacturing, Business, Entrepreneurs, Creative  
Class, Research & Development, Investors . .**





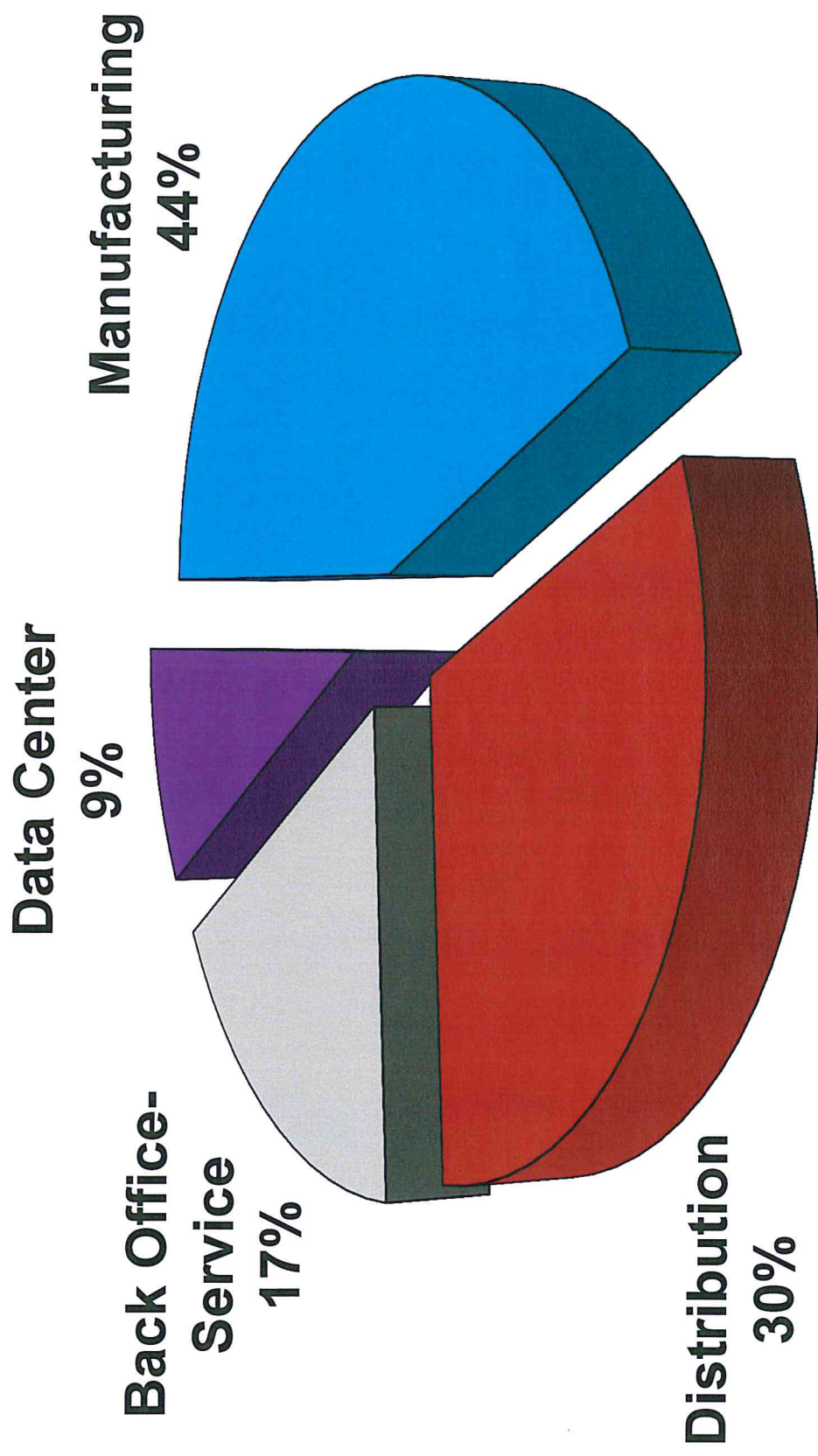
- Switch, The Developer Of SUPERNAP Data Centers Is Expanding To Northern Nevada
- Is Building A **6.4 Million Sq-ft Data Center**; Will Bring **\$3 B Of Investment** and **400+ Jobs**
- Switch's Development Of A Fiber Optic **Network Loop** Will Connect Reno, Las Vegas, Los Angeles And San Francisco
- **SUPERLOOP** Will Dramatically Increase The Speed Information Can Travel Among The Cities

# FY2015 Relocated Companies From...





# Types Of Companies Relocated FY2015



# Economic Hot Spot MSA Rankings (RCLCO Economic Hot Spot Map (2013 and 2015))

| Rank | MSA   | Medium MSA's <sup>2</sup> | Prev Rank |
|------|---|---------------------------|-----------|
| 1    | Salt Lake City, UT Metropolitan Statistical Area                    |                           | 2         |
| 2    | Raleigh, NC Metropolitan Statistical Area                           |                           | 1         |
| 3    | Jacksonville, FL Metropolitan Statistical Area                      |                           | 24        |
| 4    | Reno, NV Metropolitan Statistical Area                              |                           | 97        |
| 5    | Grand Rapids-Wyoming, MI Metropolitan Statistical Area              |                           | 63        |
| 6    | Durham-Chapel Hill, NC Metropolitan Statistical Area                |                           | 4         |
| 7    | Richmond, VA Metropolitan Statistical Area                          |                           | 15        |
| 8    | Sioux Falls, SD Metropolitan Statistical Area                       |                           | 5         |
| 9    | Ann Arbor, MI Metropolitan Statistical Area                         |                           | 54        |
| 10   | Lexington-Fayette, KY Metropolitan Statistical Area                 |                           | 11        |
| 11   | Charleston-North Charleston, SC Metropolitan Statistical Area       |                           | 20        |
| 12   | Columbia, SC Metropolitan Statistical Area                          |                           | 34        |
| 13   | Boulder, CO Metropolitan Statistical Area                           |                           | 3         |
| 14   | Omaha-Council Bluffs, NE-IA Metropolitan Statistical Area           |                           | 9         |
| 15   | Fayetteville-Springdale-Rogers, AR-MO Metropolitan Statistical Area |                           | 17        |

RCLCO Release on April 19, 2016. RCLCO is a leader in tracking real estate trends and issues



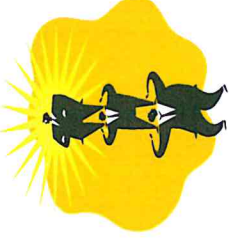
# Area Development Rankings!

- **Top 30 Mid-Size Cities, Reno # 1**
- **Nevada Gold Shovel Winner – 2<sup>nd</sup> Year In A Row**
- **Top 100 Leading Locations (394 MSAs) – Reno # 9**
- **Top 20 Cities For Economic Strength – Reno # 17**
- **Top 20 Cities Year Over Year Growth – Reno # 3**
- **Top 20 Mid-Size Cities:**
  - **Prime Workforce – Reno # 11**
  - **Economic Strength – Reno # 6**
  - **Five Year Growth – Reno # 11**
  - **Year Over Year Growth – Reno # 2**



**Reno: “Entrepreneurism is also one of the hottest Games In Town”**

# Components to BR&E Program

- **Connect With Resources & Each Other** 
- **Grow Jobs/Revenue/Visibility** 
- **Fix Problems/Eliminate Roadblocks** 
- **Retain/Recognize** 
- **Support** 
- **Think Local** 



# Retention Results / Initiatives

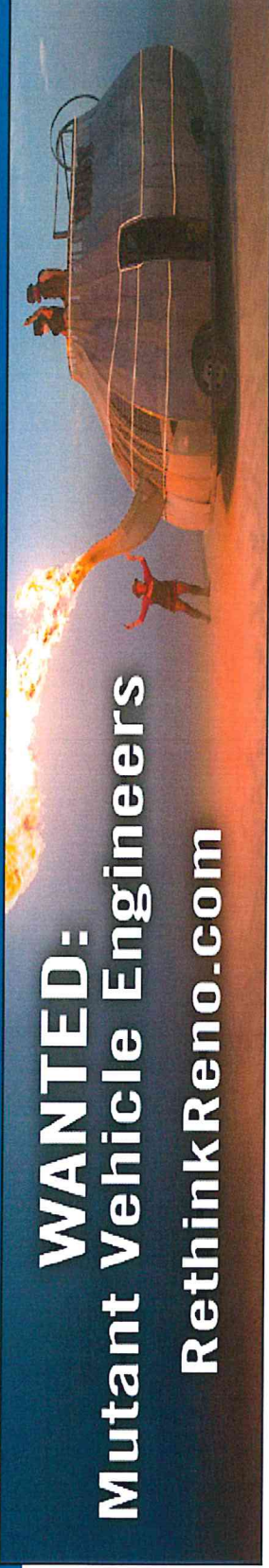
- Company Visits = 195
  - Growing
  - Future Growth
  - Flat
  - Declining
- **85% Growing**
- **Five Assisted Expansions = 144 Jobs**
- 60 Business To Business Connections Made
- 2 Industry Sector Councils
- 50 Co's Recognized @ Existing Industry Awards
- 14 Critical Issues Addressed

# Workforce Consortium Partners

|   |  |  |  |
|---|--|--|--|
| <b>UNR,<br/>TMCC &amp;<br/>WNC</b>      | <b>Community<br/>Services<br/>Agency</b> | <b>Dream It<br/>Do It</b>                    | <b>Education<br/>Alliance of<br/>Washoe<br/>County</b> |
| <b>EDAWN</b>                            | <b>JOIN, Inc</b>                         | <b>NVIE</b>                                  | <b>GOED</b>  |
| <b>Nevada<br/>Builders<br/>Alliance</b> | <b>The<br/>Chamber</b>                   | <b>Multiple<br/>Veterans<br/>Agencies</b>    | <b>No. Nevada<br/>Literacy<br/>Council</b>             |
| <b>Sierra<br/>Nevada Job<br/>Corps</b>  | <b>Nevada Dept.<br/>of Education</b>     | <b>Western<br/>Governor's<br/>University</b> | <b>National<br/>Skills<br/>Institute</b>               |
| <b>CCNN</b>                             | <b>WCSD &amp; CTE</b>                    | <b>DETR</b>                                  | <b>Nevadaworks</b>                                     |



# Burning Man Billboards



**WANTED:**  
Mutant Vehicle Engineers  
RethinkReno.com



**Work Closer to the Playa!**  
RethinkReno.com



**WANTED:**  
BRAINS,  
CREATIVITY,  
TALENT,  
PASSION

RethinkReno.com



**LIVE,  
WORK,  
AND  
PLAYA**

RethinkReno.com



# Attraction Campaign

- **Rethink Reno - Campaign launched THIS WEEK!**
- Effort To Attract Startups, Entrepreneurs, And Talent (Software Developers, Engineers, Etc.) To The Region
- [www.RethinkReno.com](http://www.RethinkReno.com)
- Video Series Highlighting 4 “Personas”
- [Call To Action On Website:](#)
  - 1) Sign-up For Rethink Reno Newsletter Highlighting Reno Culture, Business Benefits, Etc.
  - 2) Reach Out To Visit Reno And Take A Tour Social Media Campaign Integrated As Well



# Entrepreneurial Ecosystem

To Support Entrepreneurs Along Every Stage Of Their Journey

## Core Values

- Be Entrepreneurs 1st
- Raise The Bar
- Be Of Service
- Make An Impact
- Stewards Of Culture

## The Entrepreneurs Journey

### CHAMPION

*Recognized as the leading organization in your field*

### SCALE-UP

*Seeking the maximum success of your core mission*

### STARTUP

*Seeking a scalable business model*

### CREATE

*Executing an idea (alone or with others)*

### LEARN

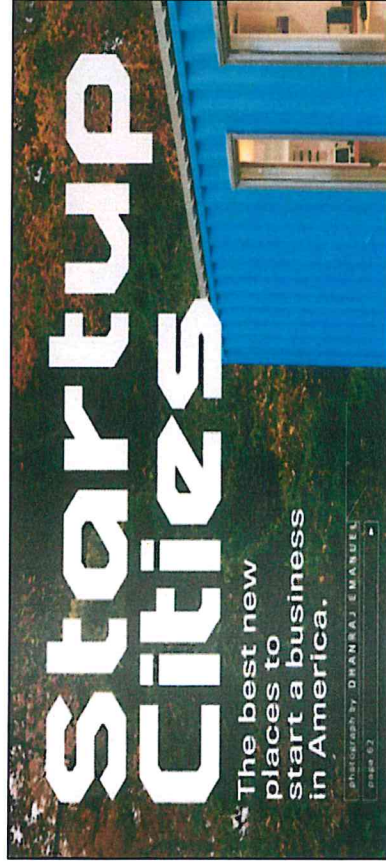
*Seeking knowledge and other like-minded people*

### INSPIRE

*Having a realization or awakening*



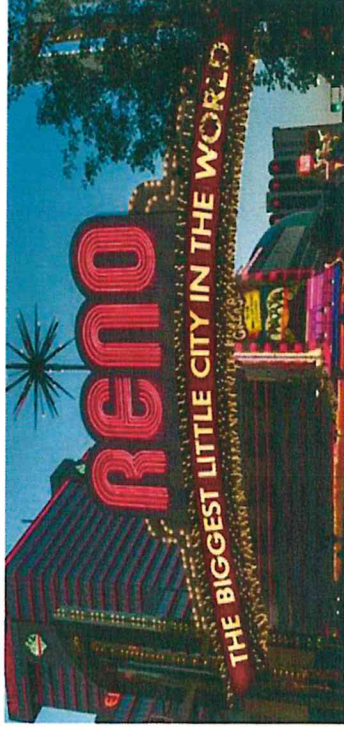
# Entrepreneurial Development Success!



HUFF POST TRAVEL

5 Reasons Reno, Nevada Is Actually Pretty Cool

August 12, 2015



Reno Renewed: Nevada's 'Biggest Little City' Is Changing Face

November 1, 2015



Reno - Top 10 Emerging Ski Town  
Featured in "Why I Love My City"



# EPIC Report Out!

(Economic Planning Indicators Committee)

- **Unprecedented Growth Is Projected For The Region: Tesla/Switch & Nearly Many Other Announcements**
- **What Are The Impacts Of This Growth On: Housing, Transportation, Workforce, Public Service Etc.?**
- **Multiple Planning Organizations Were Providing Varying Projections On Job & Population Growth**
- **Oct '14 EPIC Formed To Initiate The Coordination Of (Public / Non-profit / Private) Agencies To Develop A Single Consensus Report**

# 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            |
| <b>B2</b>       | <b>52,400</b>     | <b>64,700</b>     |
| C               | 47,400            | 37,800            |

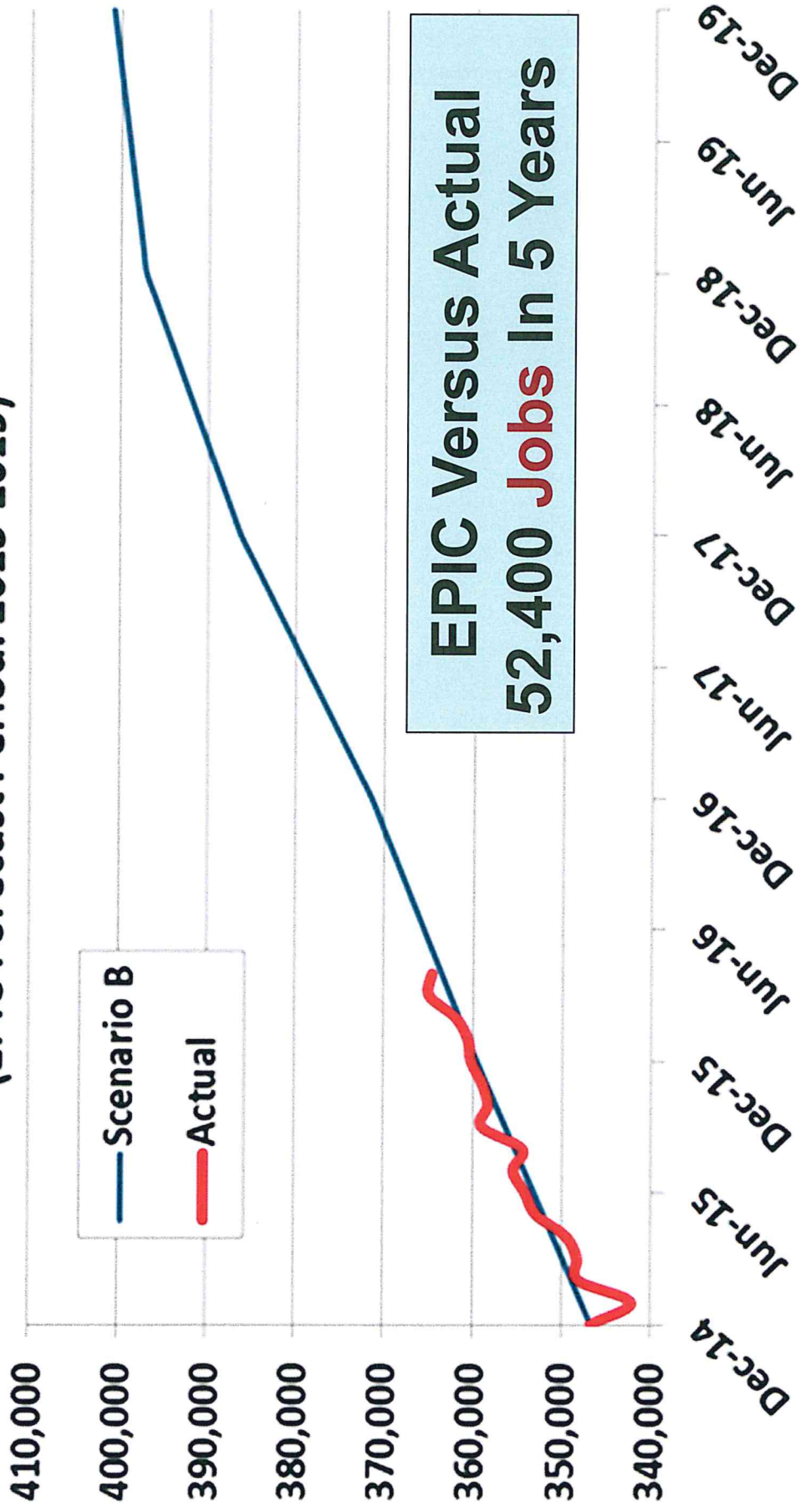
**EDAWN Projected Most Likely Scenario**



# EPIC Projection vs Actual - Jobs

Study Area Employment Tracking: Dec-14 to Apr-16  
(EPIC Forecast Period: 2015-2019)

RCG  
ECONOMICS

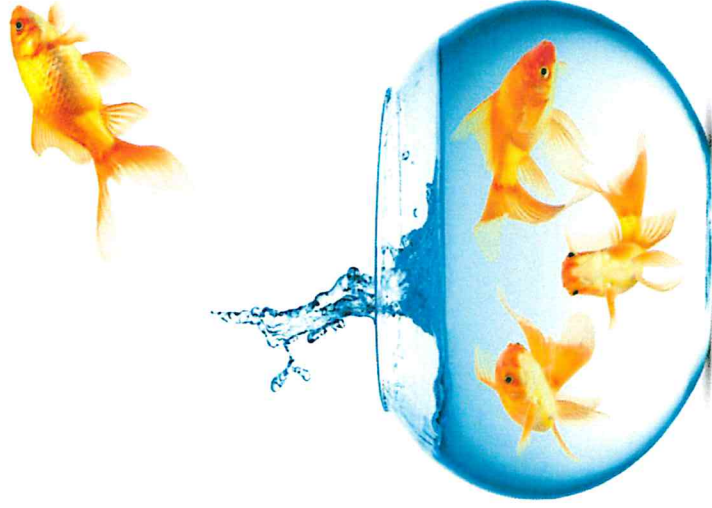


EPIC Versus Actual  
52,400 Jobs In 5 Years

Sources: EPIC Committee, Nevada State Demographer, Bureau of Labor Statistics

# Challenges To The New Reno / Sparks

1. **Affordable / Workforce Housing**
2. **Workforce Attraction And Training**
3. **Downtowns Revitalization - Connections**
4. **School Infrastructure Funding**

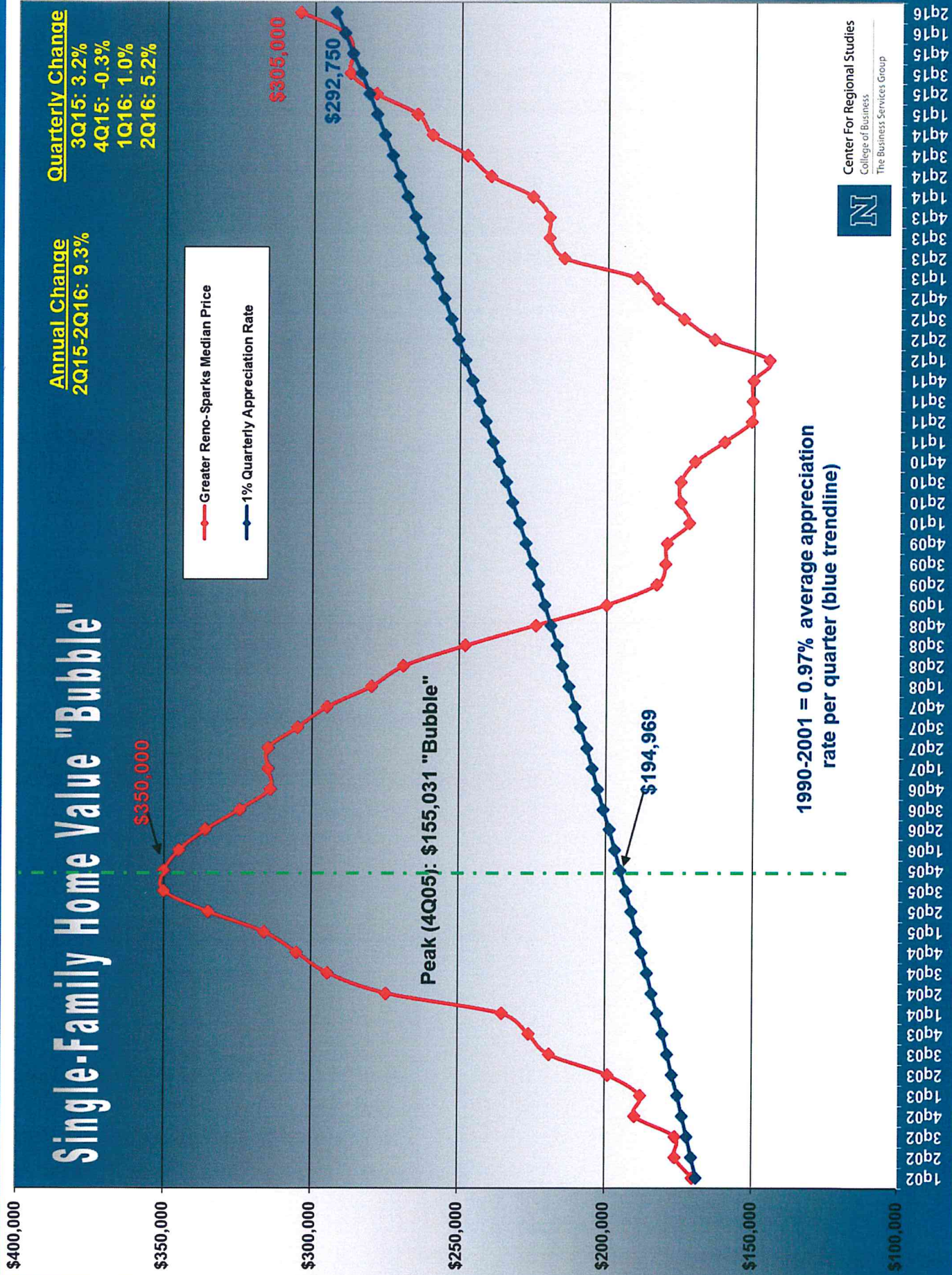




# Single-Family Home Value "Bubble"

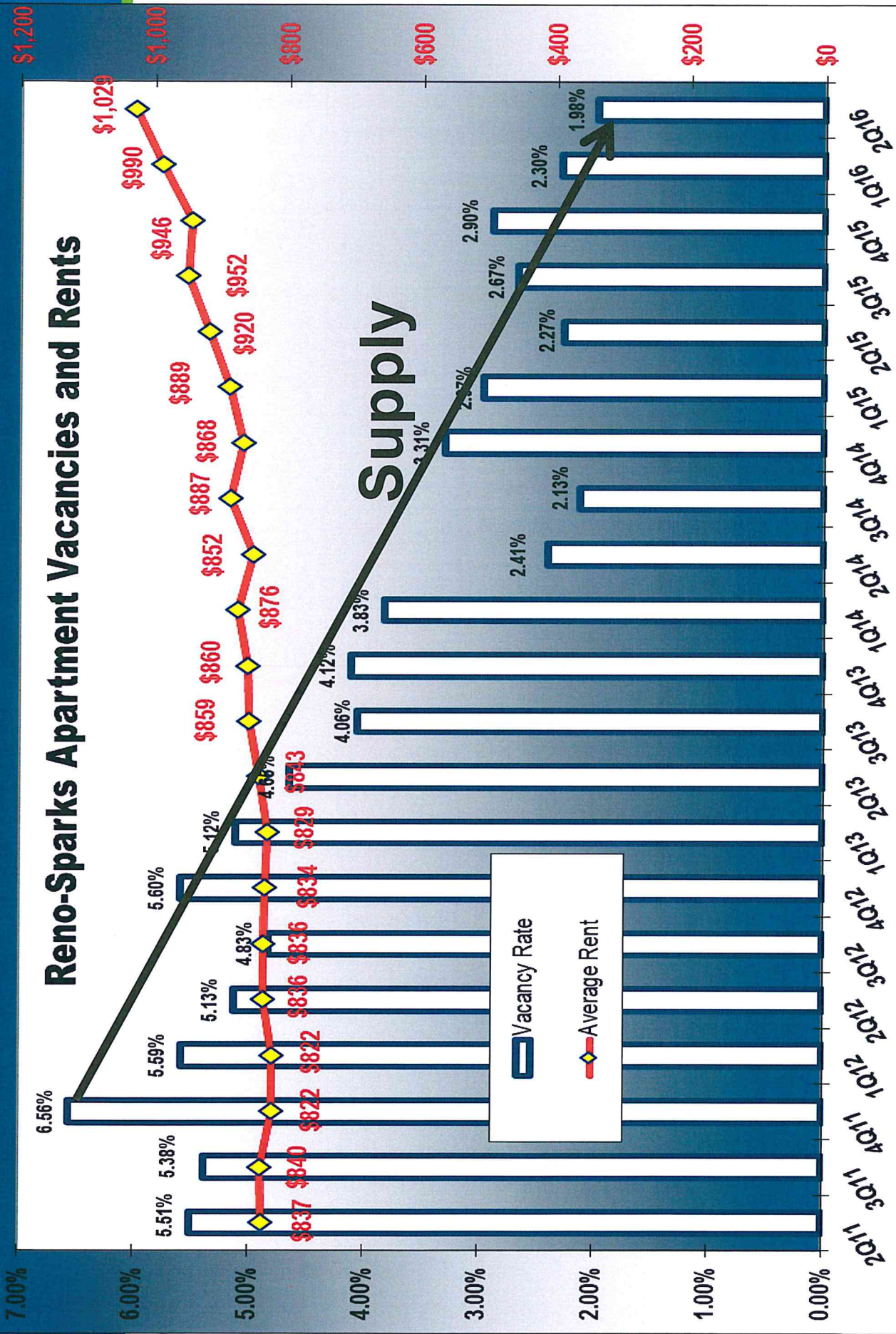
**Annual Change**  
2Q15-2Q16: 9.3%

**Quarterly Change**  
3Q15: 3.2%  
4Q15: -0.3%  
1Q16: 1.0%  
2Q16: 5.2%





# Reno-Sparks Apartment Vacancies and Rents



Johnson-Perkins-Griffin Apartment Survey



# Questions?

