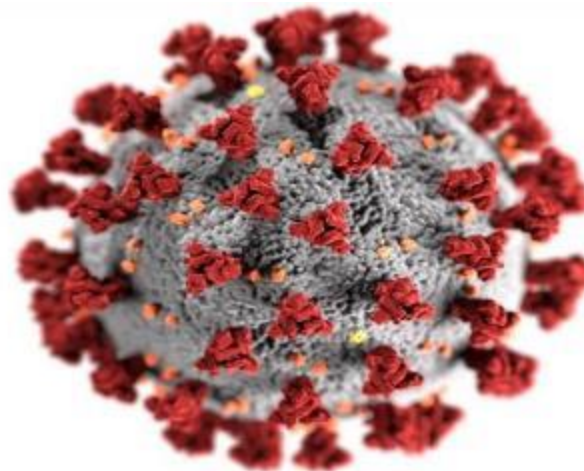


WELCOME

***“EDAWN’s State of the
Economy in Northern Nevada
Economic Update ”***

February 2021



Mike Kazmierski

President & CEO

EDAWN

Made with KINEMASTER

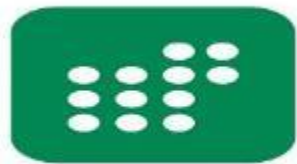
2021

HAPPY NEW YEAR

New **Platinum** Major Investors



B L O C K C H A I N S



elemental led[®]
Technology | Engineering | Innovation

MOBÉ[®]
ACOVA

INTEGRATED HEALTH



New **Presidential Gold** Major Investors

bombora

MEK

McKenzieProperties
Management, Inc.

2020 New **Gold** Investors

Gold Investors:

- Agate Construction
- Alpen Mortgage
- Amada Senior Care of Northern Nevada
- D.R. Horton, Inc.
- Helix Electric
- Lyon Living
- Northern Nevada Homes
- PKL Homes
- Porter Group, LLC
- Prime Healthcare Services DBA Saint Mary's Regional Medical Center
- Reno Public Market
- Scenic Investments
- SR Construction
- Tesla, Inc.
- Uline
- Value Venture Studio Inc

New 2021 Board Members



**Stephen
Ascuaga**
Director of
Business
Development
Peppermill



**Julie
Kozich**
Chief Real
Estate
Officer
Chase Int'l



**Helen
Lidholm**
CEO
N. Nevada
Medical
Center



**Chad
Martinson**
CEO
ACOVA
Health

New 2021 Ex-Officio Board Members



**Kristopher
Dahir**
Sparks City
Council
Member



**Vaughn
Hartung**
Washoe
County
Commissioner



**Kristen
McNeill**
Superintendent
Washoe County
School District



**Austin
Osborne**
County
Manager
Storey County



**Brian
Sandoval**
President
University of
Nevada, Reno

Departing Board Members

- **Andrew Diss**
 - **Robert Goldberg**
 - **Abbi Whitaker**
- Thanks For
Your Service!**
- **Charlene Bybee**
 - **Heidi Gansert**
 - **Marshall McBride**
 - **Katy Simon Holland**



Jeremy Aguero

Principal Analyst

Applied Analysis



Jeremy Aguero

APPLIED
ANALYSIS



- **Principal Analyst** With Applied Analysis, A Leading Economic, Fiscal And Policy Research Firm
- Jeremy **Founded** Applied Analysis In 1997



- In 2003, He **Chaired The Governor's Task Force** On Tax Policy's Co-authoring Its Report
- He Played A Key Role In Both The **Raiders Stadium** Project & The Las Vegas Convention Center Expansion
- He Has Been Honored As The **Hispanic Of Year** By The Las Vegas Latin Chamber Of Commerce

Mike Kazmierski

President & CEO

EDAWN

2020

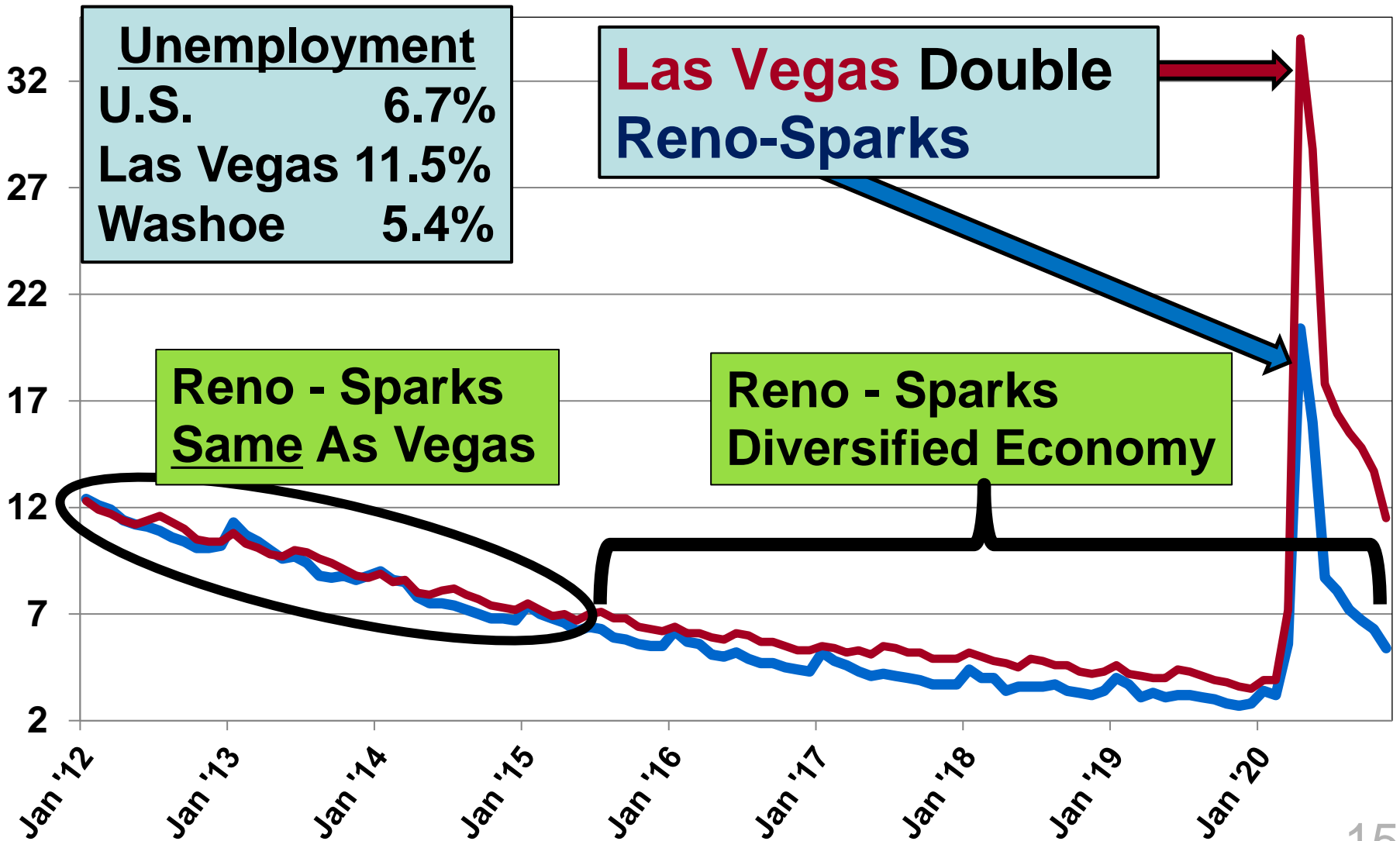
YEAR OF CHAOS

2020 More National Recognition

- **Area Development:** Jan 2020
Reno #1 MSA For Job & 5 Year Growth; #3 For Economic Strength
- **Resonance Consultancy:** Jun 2020
Reno #1 Named America's Best Small City
- **Milken Institute** Sept 2020
Reno #1 Best Performing Cities in Job Growth & #4 Best Performing
- **Niche Rankins** 2020
Reno #6 Best Places To Raise A Family And **A-** Overall Grade

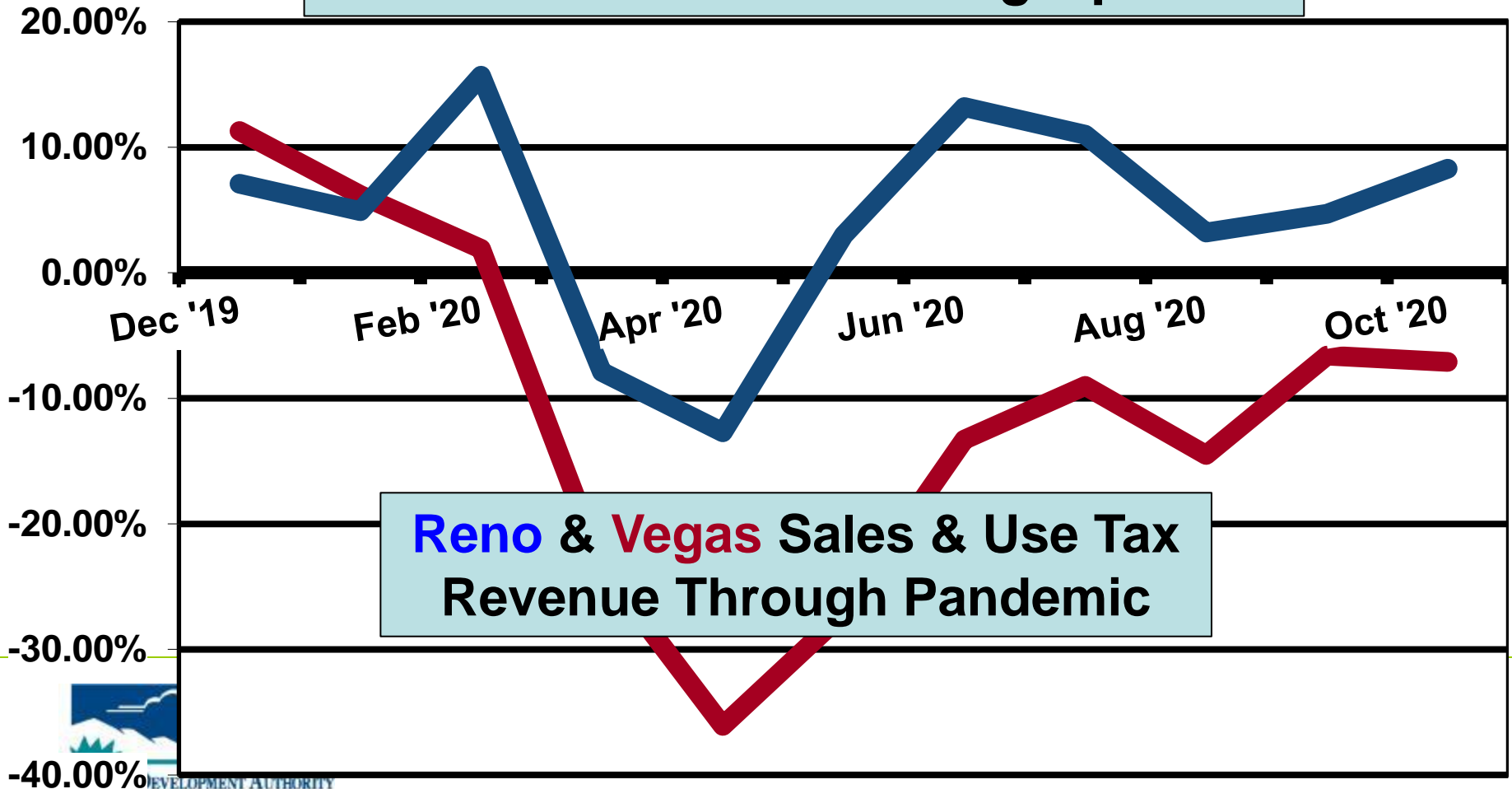


Diversification = Less Volatility



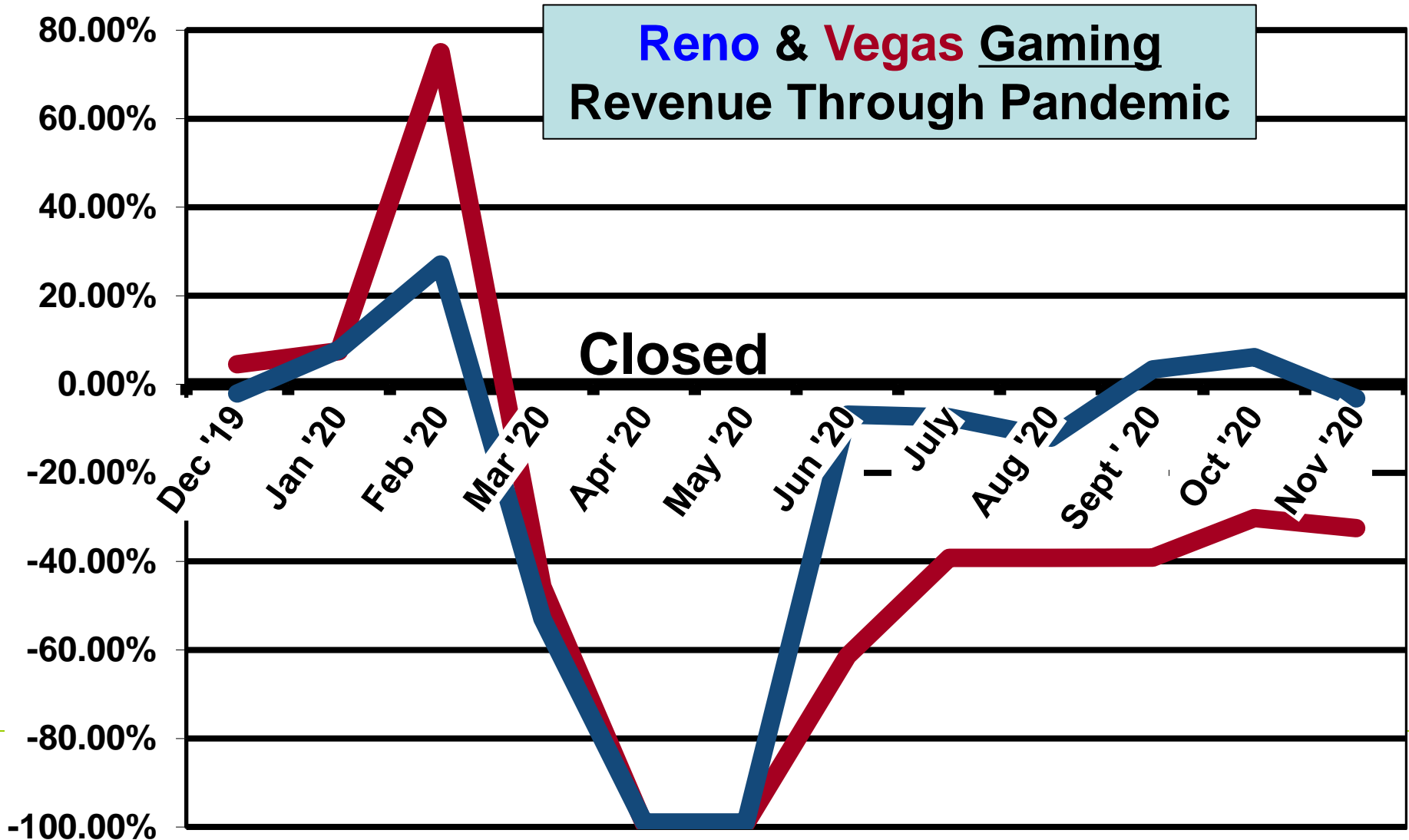
Local Revenue – Month over Month Combined Sales & Use Taxable Sales

Washoe County **Positive** After Two Months and trending Up!

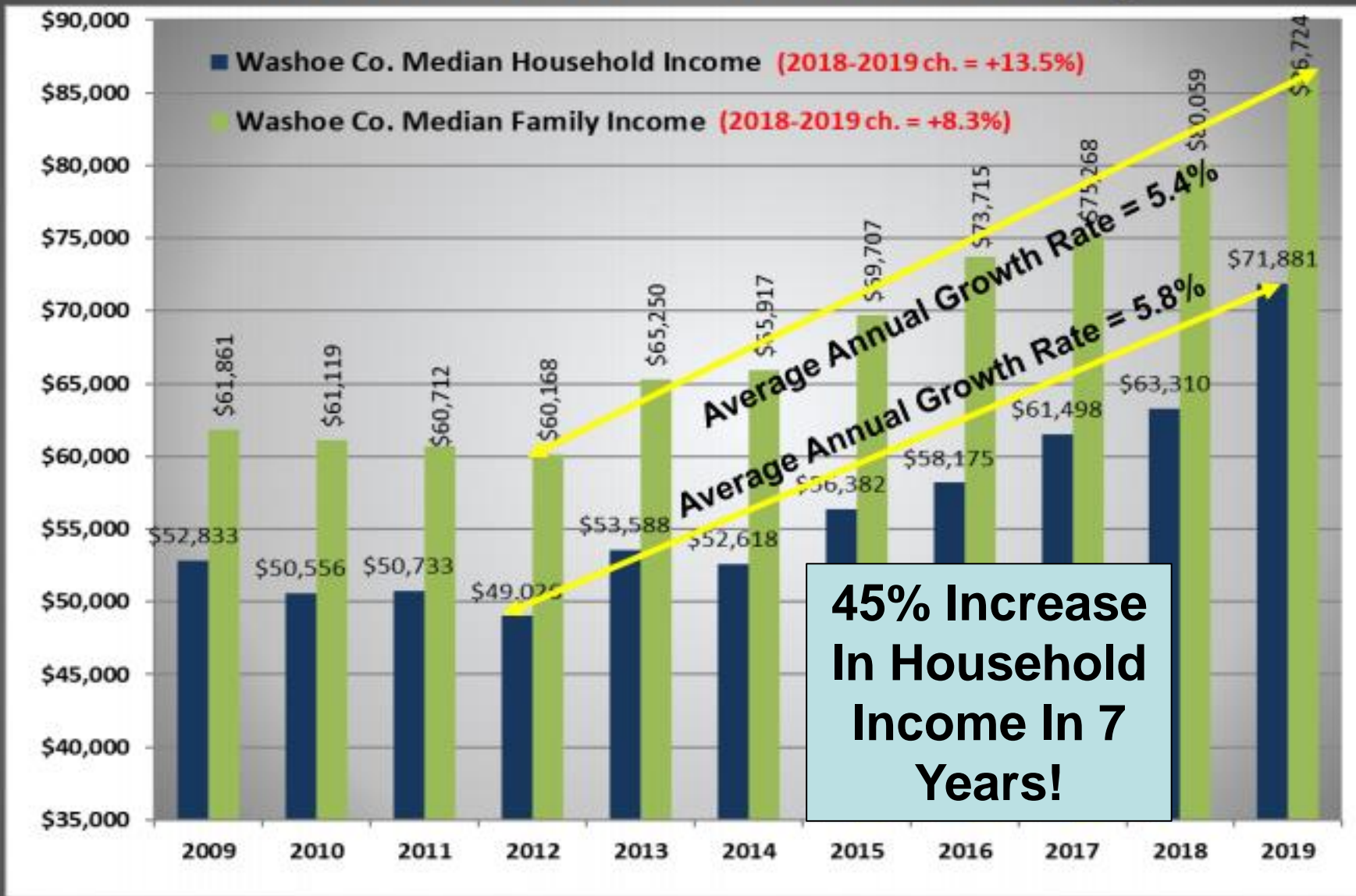


Reno & Vegas Sales & Use Tax Revenue Through Pandemic

Gaming Revenue – Month over Month



Income Trends – Washoe County



2019 Nevada Median Household Income = \$63,276 (+5.9% 8th highest increase)

Source: American Community Survey, US Census Bureau, 1-Year Average Data

EDAWN's Strategic Plan

Workforce Development

Attraction

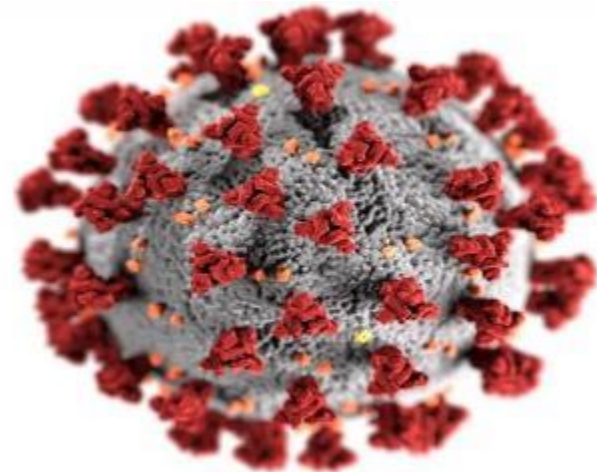
Entrepreneurial / Startup Growth

Retention / Expansion

Community Development

Pandemic **Changes** To Our Plan

- Continue Aggressive Marketing To **California**
- Engage With Local Executives To Connect With Top Management In California For Attraction
- Consider Attraction & Use Of **Remote Workers**
- **Rapid Reskilling** Of Displaced Workers
- Embrace Automation And Skills Needed
- Connect And Support New Pandemic Driven Entrepreneurs



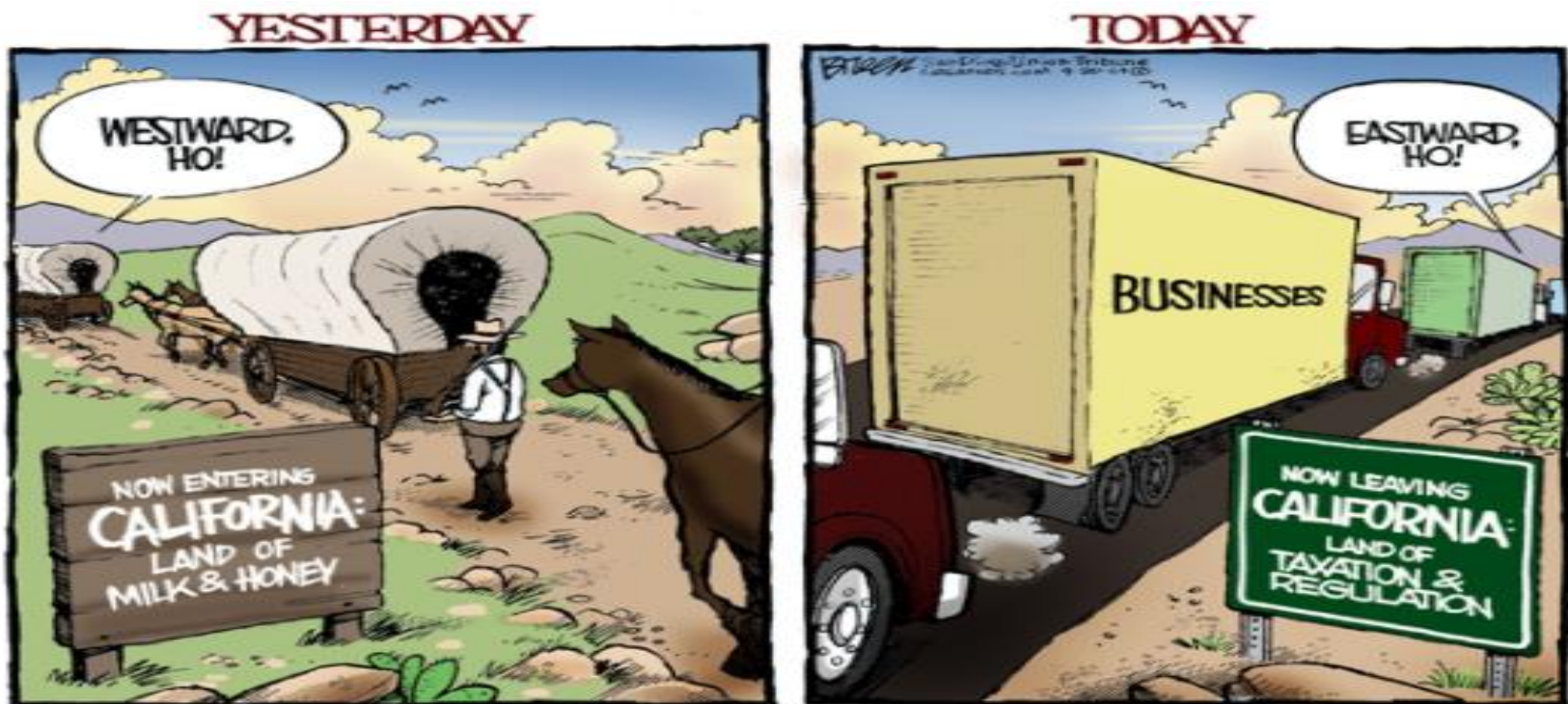
2021 **Attraction** Priorities

- **California – Near Term Opportunity**
- **Corporate Headquarters**
- **Technology, Biotech, And Advanced Manufacturing**
- **Higher Paying Jobs, > \$40 / Hour**



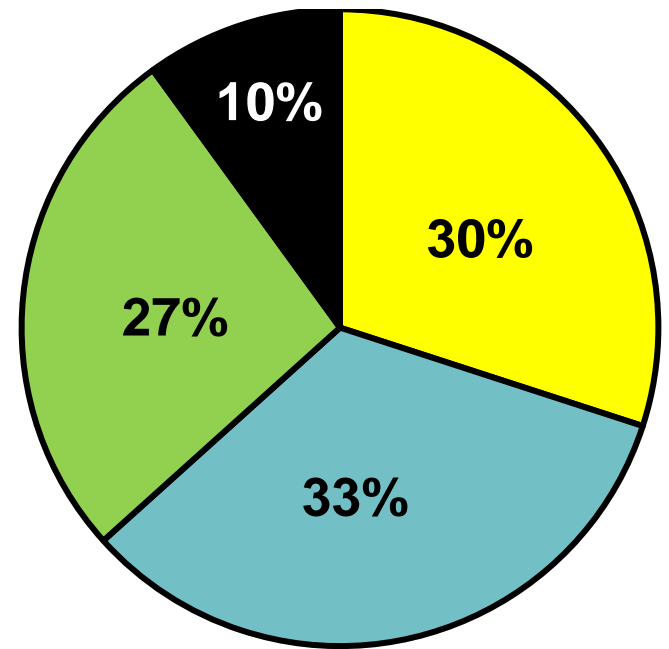
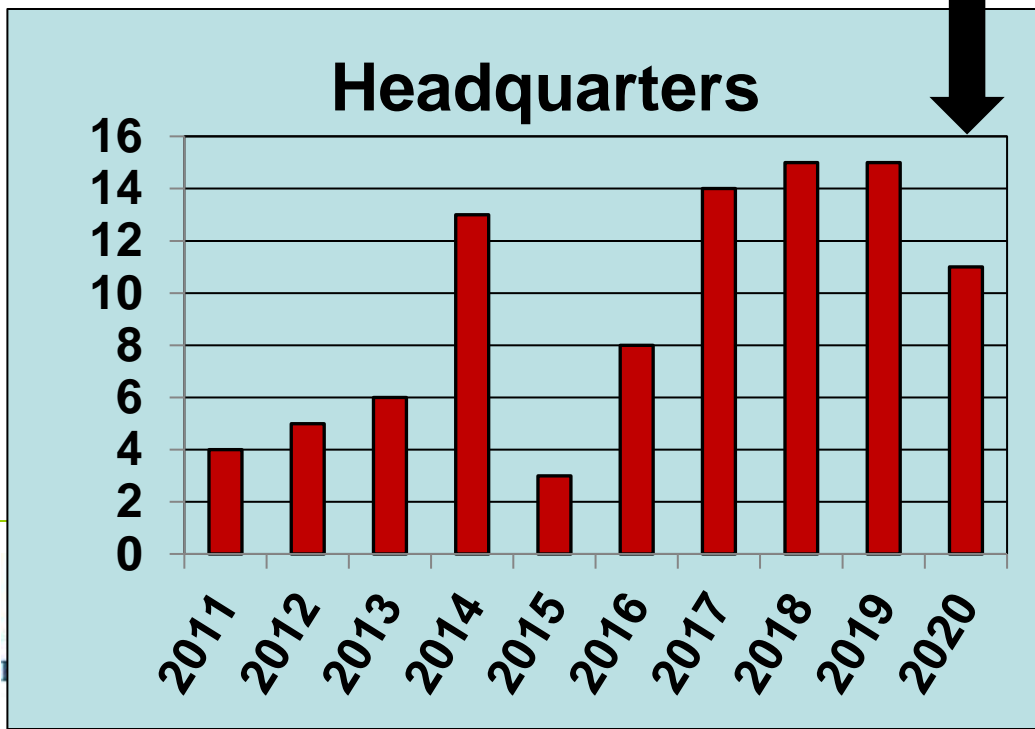
California Key Target Market

- Companies Struggle To Grow With High Operating Costs, Look To A Future In NV
- Our **Proximity** Enables Prospects To Visit
- Remote Tech Workers Find Lower Cost Of Living And Higher Quality Of Life Attractive



How Did We Do In 2020?

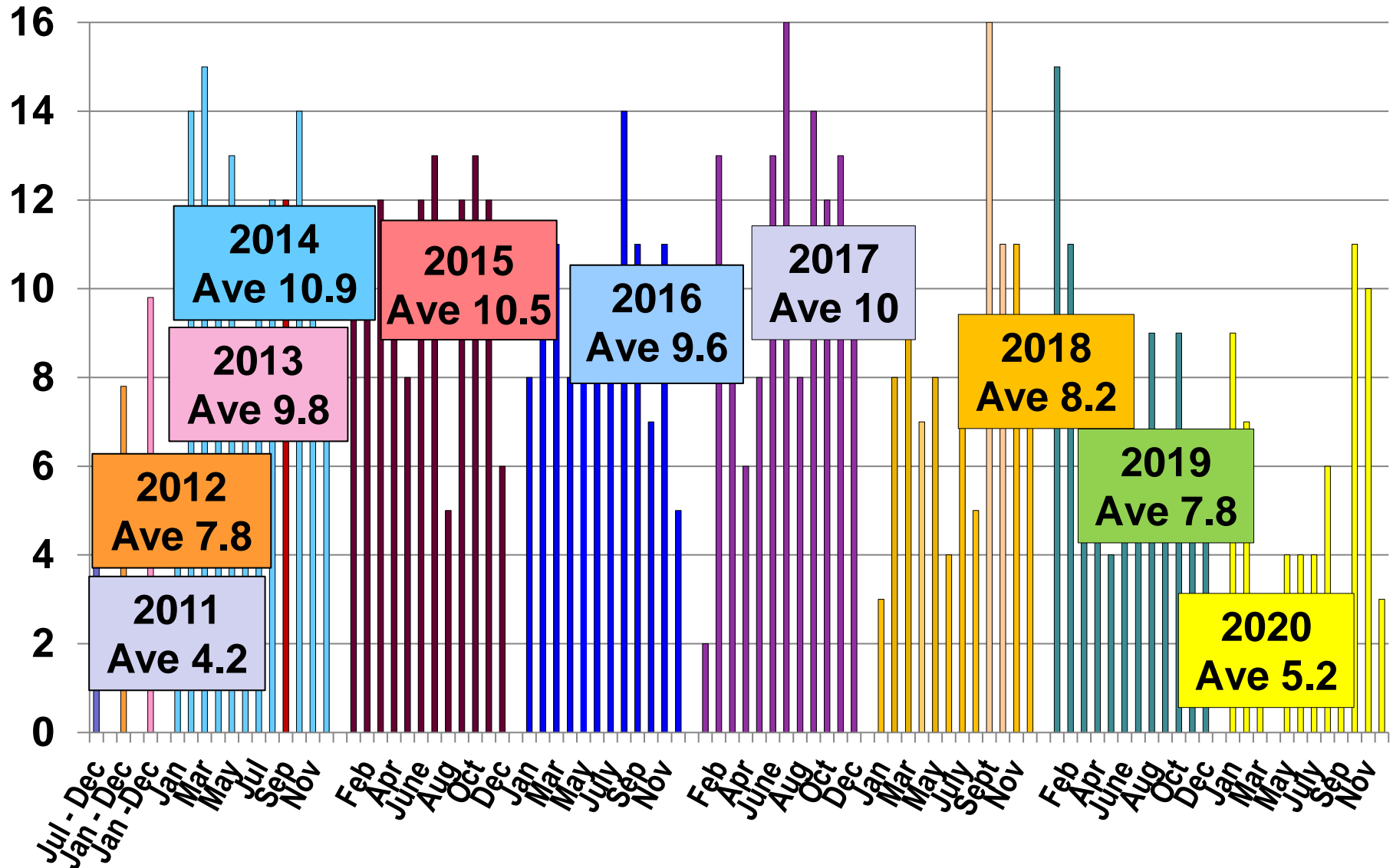
- 30 Companies – Over 2,200 New Jobs
- Average Wage - >\$58,000
- Corporate Headquarters 11
- 14 of 30 From CA



- Dis / Log / E-Com
- Technology
- Manufacturing
- Other

Prospect Visits Per Month

(Goal 8-10 per month)



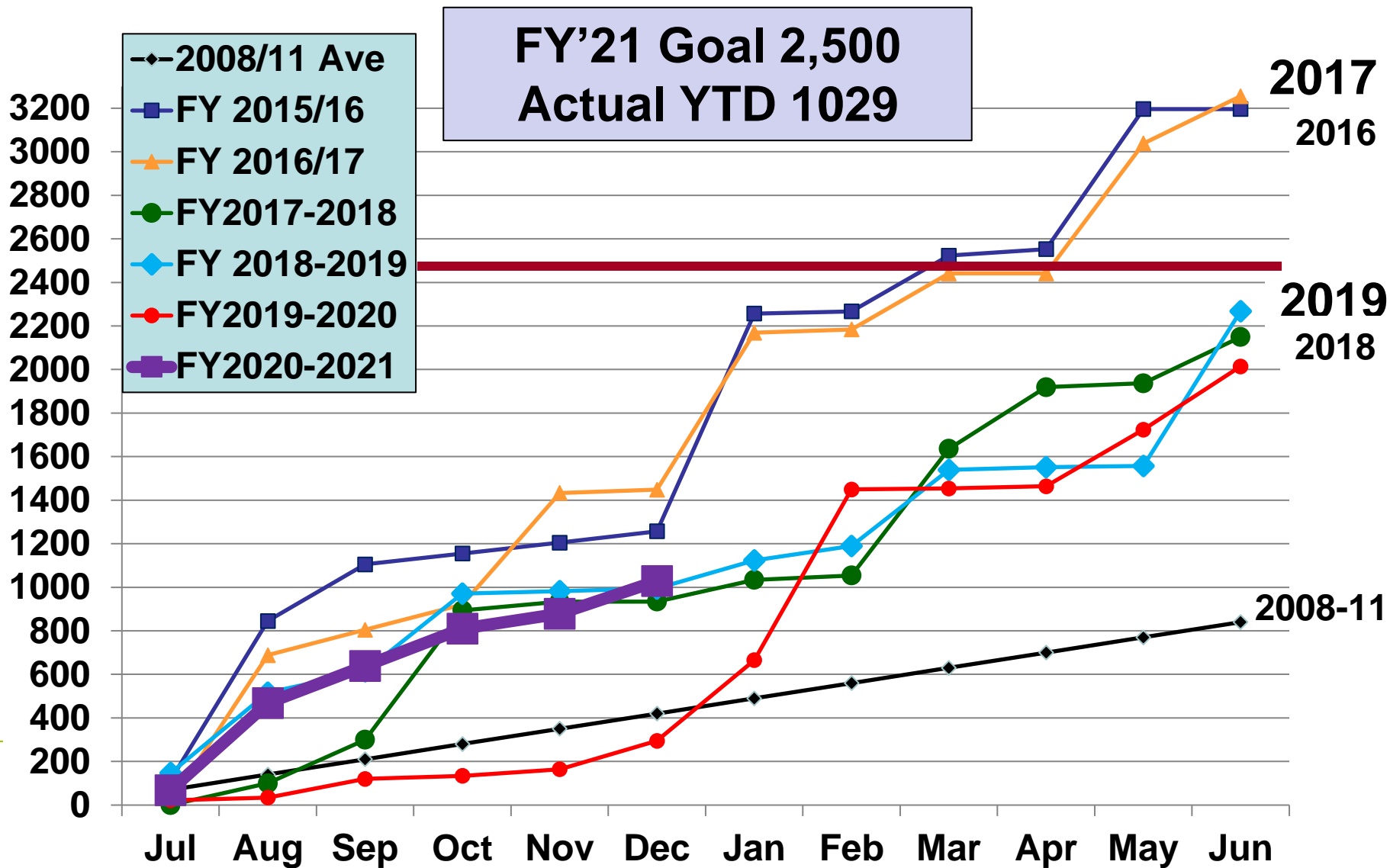
Pending Announcements

Industry	Jobs	HQ	Confidence	Relocation State
Technology	50	X	Very Likely	CA
Manufacturing	205	X	Very Likely	CA
Manufacturing	159		Very Likely	CA
Manufacturing	72	X	Very Likely	CA
Manufacturing	75		Very Likely	CA
Manufacturing	179	X	Very Likely	CA
Manufacturing	17		Very Likely	IL
Manufacturing	60		Very Likely	MT
Technology	30		Very Likely	CA
Technology	60	X	Very Likely	CA
Health/Medical	100	X	Very Likely	CA
Total	1,007	6		

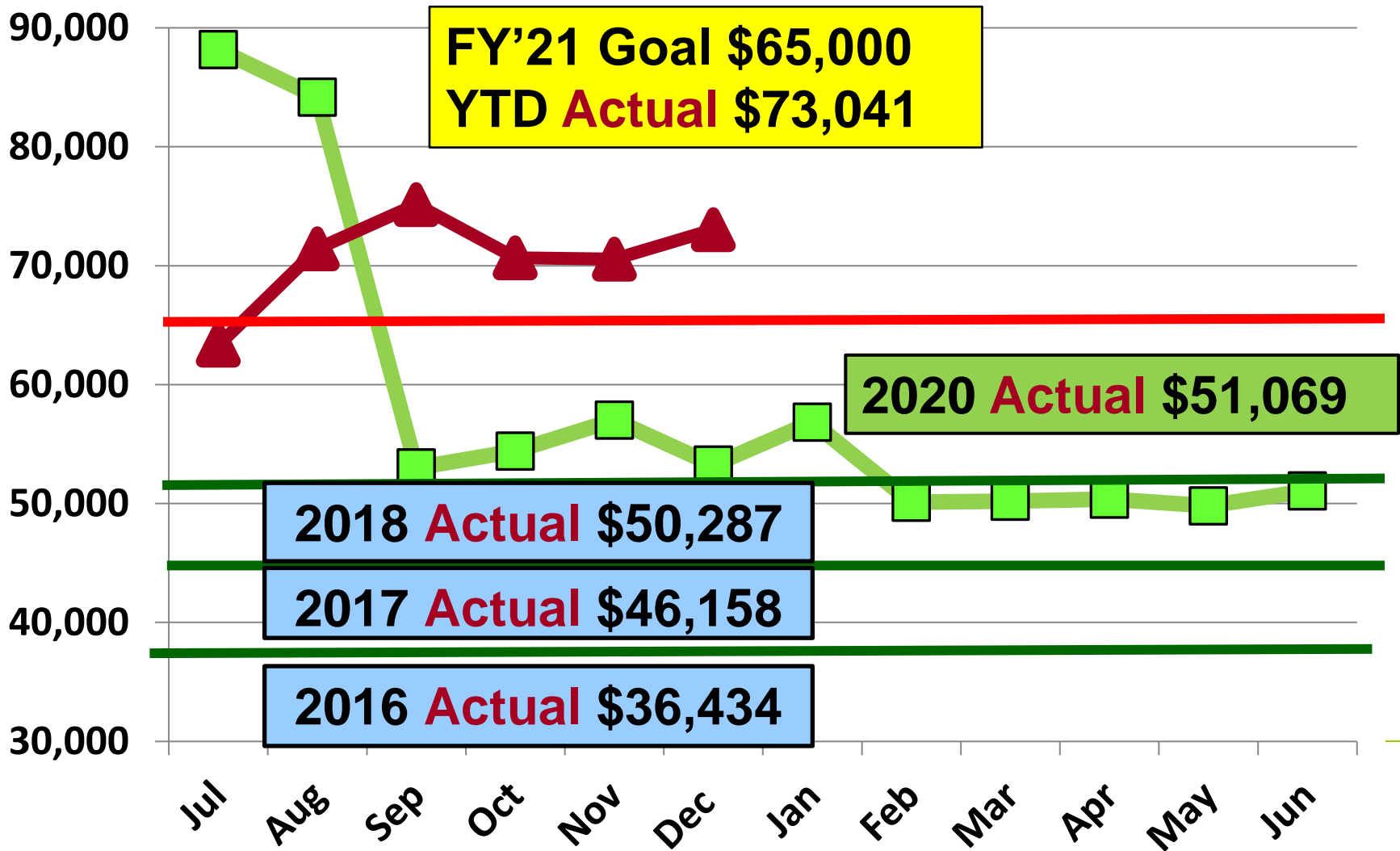
Hot Prospects!

Industry	Job Count	HQ	Confidence	Relocation State
Manufacturing	250		Finalist	UT
Finance	50	X	Finalist	WA
Manufacturing	450		Finalist	FL
Manufacturing	400	X	Finalist	IL
Manufacturing	75		Finalist	IL
E-Commerce	400		Finalist	WI
Distribution	400		Finalist	TX
Manufacturing	250		Finalist	CO
Manufacturing	1,600	X	Finalist	CA
Manufacturing	175	X	Finalist	CA
Total	4,050	4		

Jobs Announced



Average Wage FY 2021



Retention-Expansion-Workforce

- **Assist Primary Companies**
- Drive Expansions
- Connect To Valuable Resources
- Remove Roadblocks
- Connect Businesses With Each Other
- **Help New Companies Get Established**
- Implement Comprehensive Workforce Development Plan



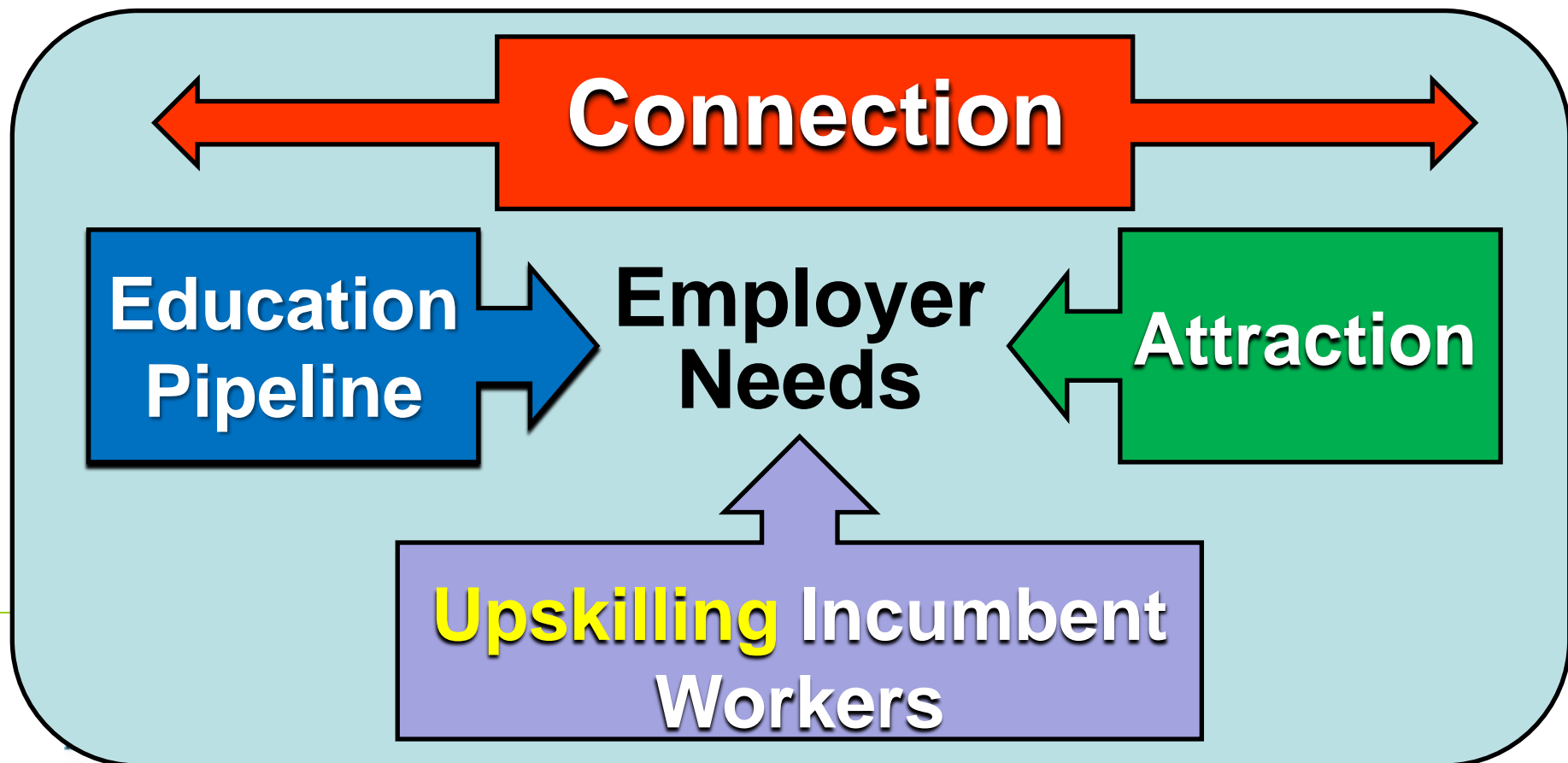
2020 Retention & Expansion

- 88 Company Visits
- 65 Assisted Primary Companies
- Zline Kitchen & Bath Expansion
 - 25 New Jobs & 550K in CapEx
- 45% Of Companies In Growth Mode
- 20 Business To Business Connections
- 37 Business To Education Connections³
- 20 New Companies Assisted

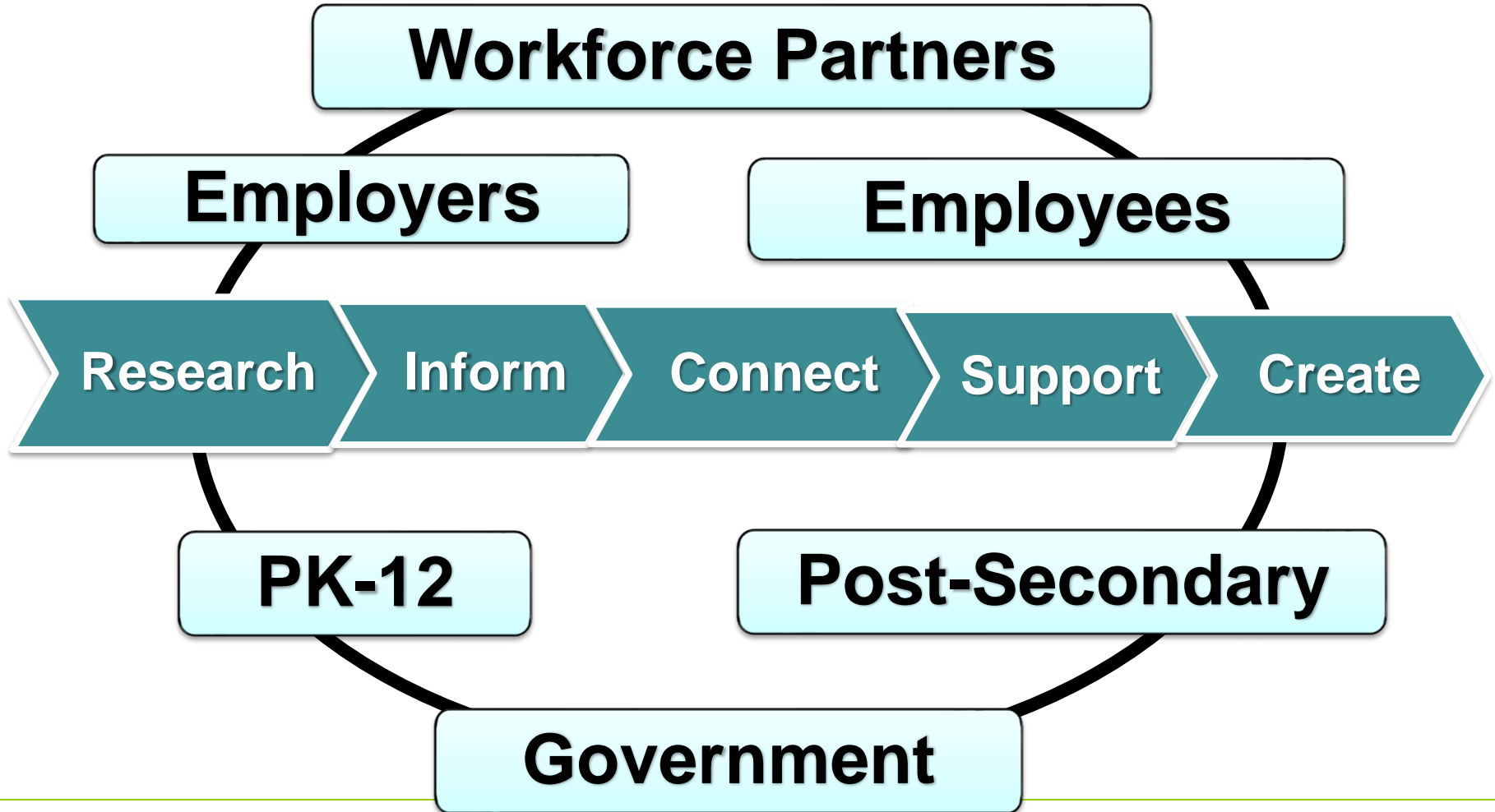


Workforce Program – What We Do

Guide Workforce & Community Partners To Meet The Current And Future Needs Of Our Employers



EDAWN Workforce Program – **How We Do It**



New Economy = Education A Priority!



HOT TOPICS

JANUARY 4, 2019

Automation Could Kill 73 M U.S. Jobs By 2030

- However, Many New Higher Paying Jobs are Being Created
- About 20 Million Employees Can Be Easily Shifted Into Similar Occupations
- 1/3rd Of The U.S. Workforce, Will Need To Be Retrained For Entirely New Occupations



Automation Of What Jobs?

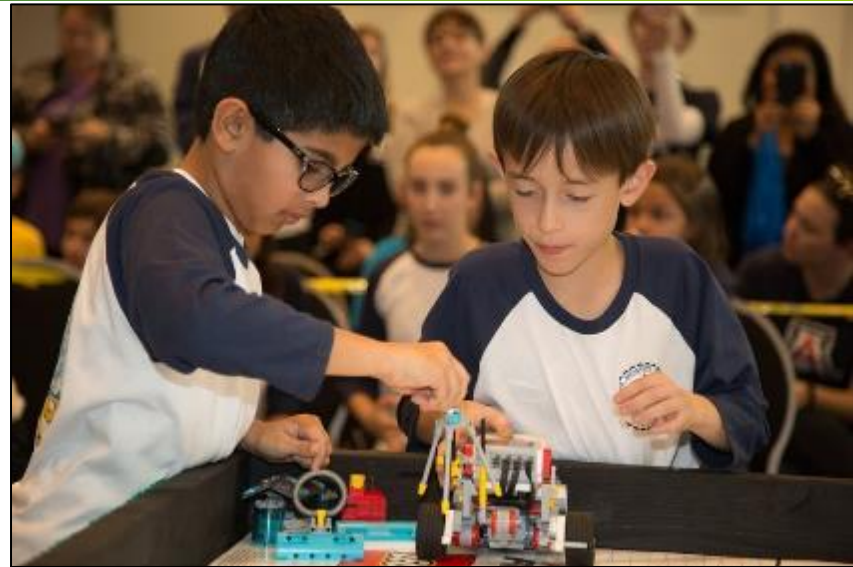
Wave Of Automation Will Significantly Impact These Occupational Categories, **40% Of U.S. Jobs:**

- Office Support
- Food Service
- Production Work
- Customer Service
- Retail Sales



Developing Skills Of The Future

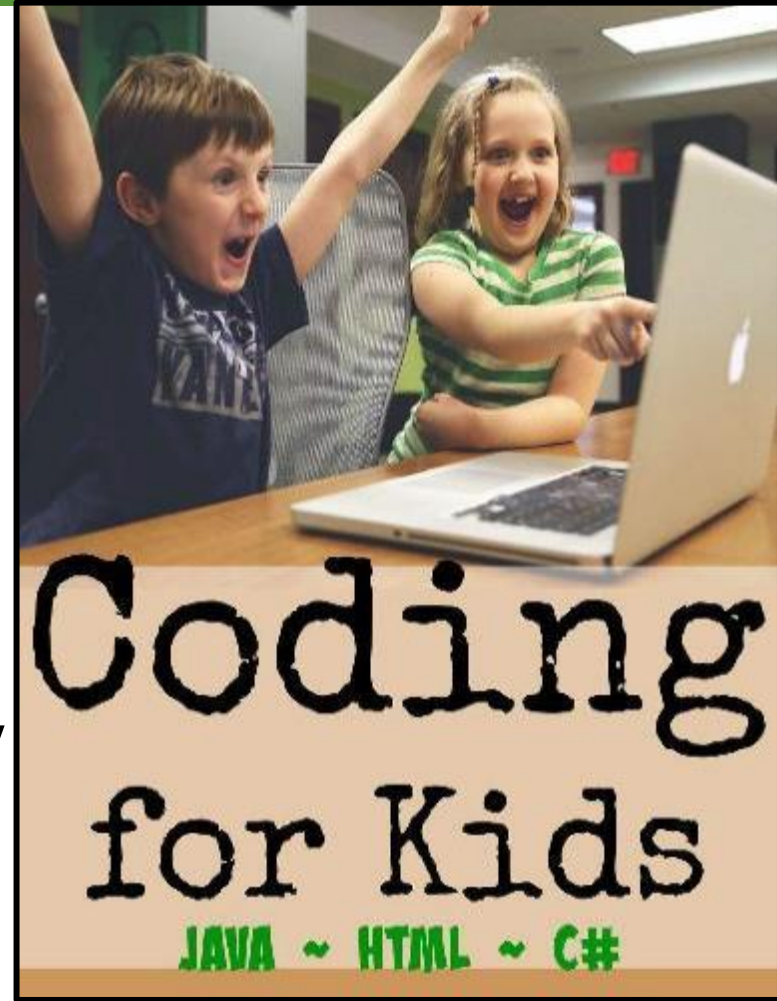
- Nevada Robotics – Training Teachers
- **New K-12 Robotics Center** March 2021
- TMCC Software Development Bootcamp
- NVIE – DRI – PBS → Manufacturing Videos
- RNOX/Code Legion – Coding School



Growing Demand for Software Developers

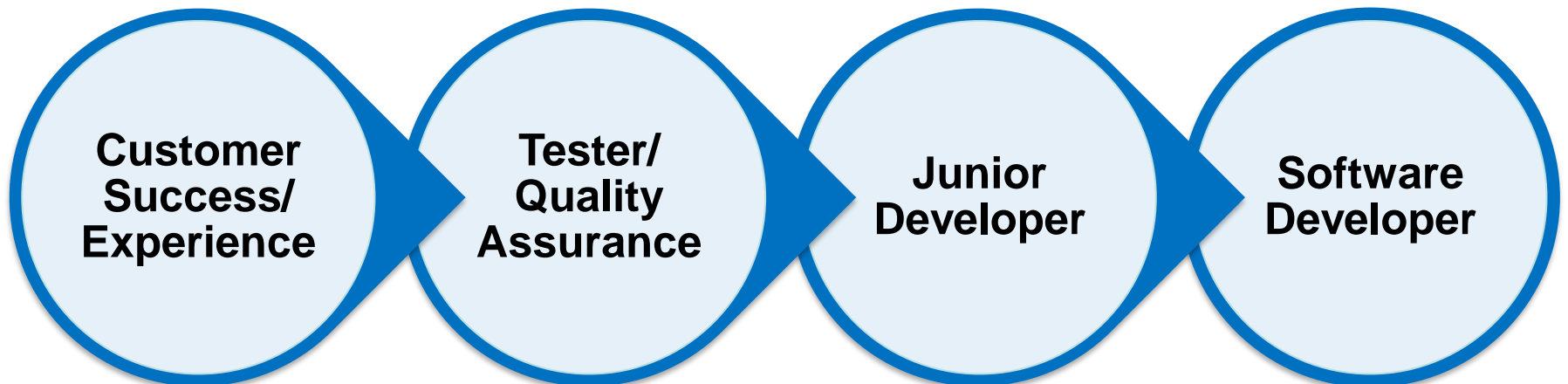
Median Annual Salary: \$110,000 (\$52.88/hour)

- Software Developer At The Top Of GOED's In-Demand Job List
- Software Developers & Quality Assurance Analysts & Tester:
 - **2nd Most Posted Occupation**
 - **7th Fastest Growing Occupation**
- The Pipeline For This Category Of Tech Jobs Remains Full And **Growing!**



TMCC Pathway To Software Developer

- Employees/Students Enter Pathway At A Point Consistent With Skill Level
- Training Can Be **Concurrent With Employment** Or Stand-alone
- **Funds May Be Available** To Support Wages, Equipment, Tuition, And Mentorship



TMCC Software Development Bootcamp

Part 1: Fundamentals (~9 Weeks)

- Develop fundamental understanding of computer systems, programming, etc.
- Career Exploration and technical interview prep

Part 2: Specialization (~7 Weeks)

- Work with employer to choose emphasis:
 - **Front End**
 - **Back End**
 - **Computer Science**

On-the-Job Training (6-24 months)

- **Registered apprenticeship**

Startup Attraction Wins In 2020

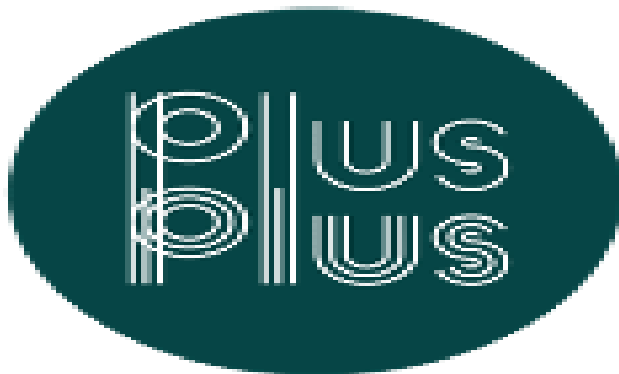
- **139 NEW Startup Jobs**
- **30 NEW Companies**
- **\$24M In NEW Funding**
- **Relocation Wins:**



DISCOVER PODIUM



**Algorithmic
Intuition**



SureClinical



Ecosystem Growth in 2020

- New Accelerators
- New Seed Funds
- Newly Relocated Founders
- Launched N. NV Entrepreneurial Network



RNOX

Accelerating the Next



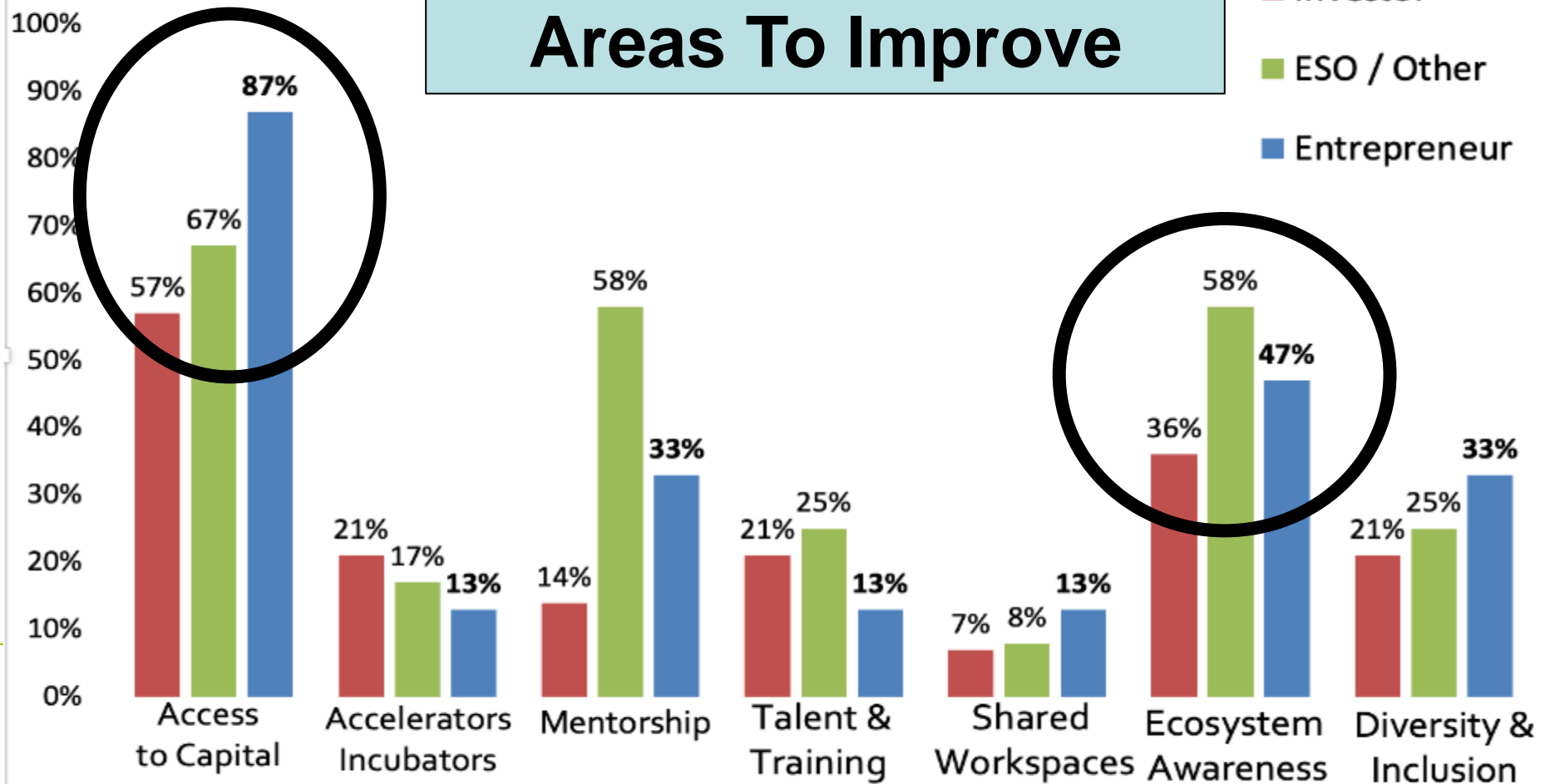
Investment Growth in 2020

- **NV's Leading Angel Fund**
- **\$3 Million Fund**
- **\$9 Million Invested Into 8 Local Startups**
- **3 To 1 Match By Individual Co-Investors**
- **2020 Investments:**



End of 2020 Ecosystem Survey

Access To Capital & Ecosystem Awareness Areas To Improve



2021 Goals: Grow, Connect, Fund

Grow:

- Continue: Startup Attraction From Bay Area
- Highly Targeted Lead Generation Program

Connect:

- Bring Ecosystem Online = Startup Space
- Restart Peer Networking ASAP

Fund:

- Reno Venture Conference 2.0
- Expand Access To Diverse Capital Sources

State Of The Economy?

Milken Institute Sept 2020
Reno #1 Best Performing Cities in
Job Growth & #4 Best Performing

**Economy Is
Diversified & On Track
For A Quick Recovery!**



**But What Can We Do To
Continue This
Success?**

Community Challenges – To Address



1. Workforce / Affordable Housing
2. Education Funding
3. Homelessness

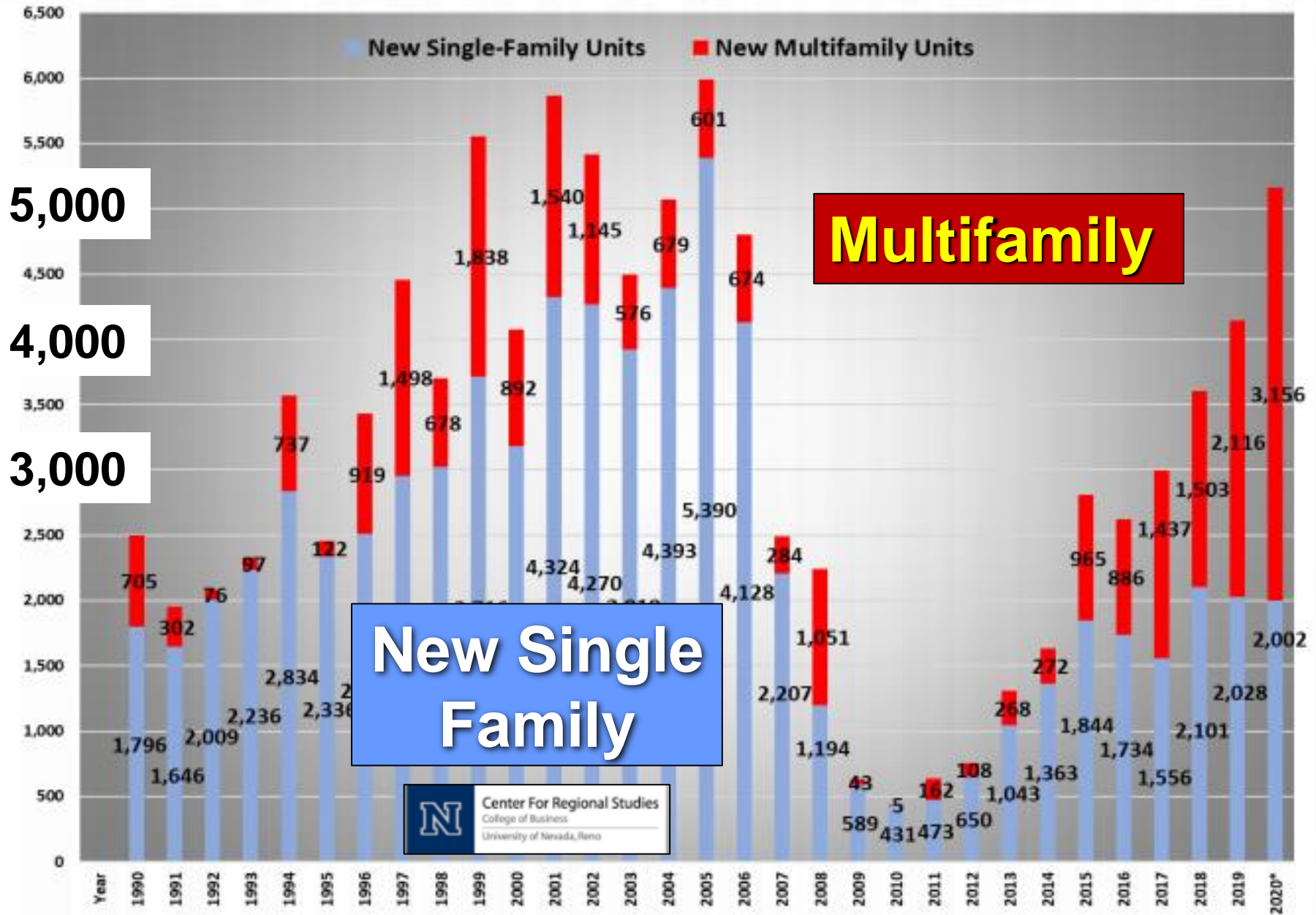


Greatest Challenge **Affordable** Housing

- **Fewer** Housing Units Than We Need
- Not Just Here – But **A National Problem**
- Housing **Shortage** **Impacts**:
 - Drives Up **Prices**
 - Forces Low Income Citizens Out
 - Increases **Sprawl** And Traffic
 - Increases **Homelessness**
 - Less Attractive



New Residential Supply – Washoe County



Existing Single-Family Median Home Prices

\$456,750

**National Average
\$295,000**

\$345,104

- Greater Reno-Sparks Median Price
- 1% Quarterly Appreciation Rate

Quarterly Change

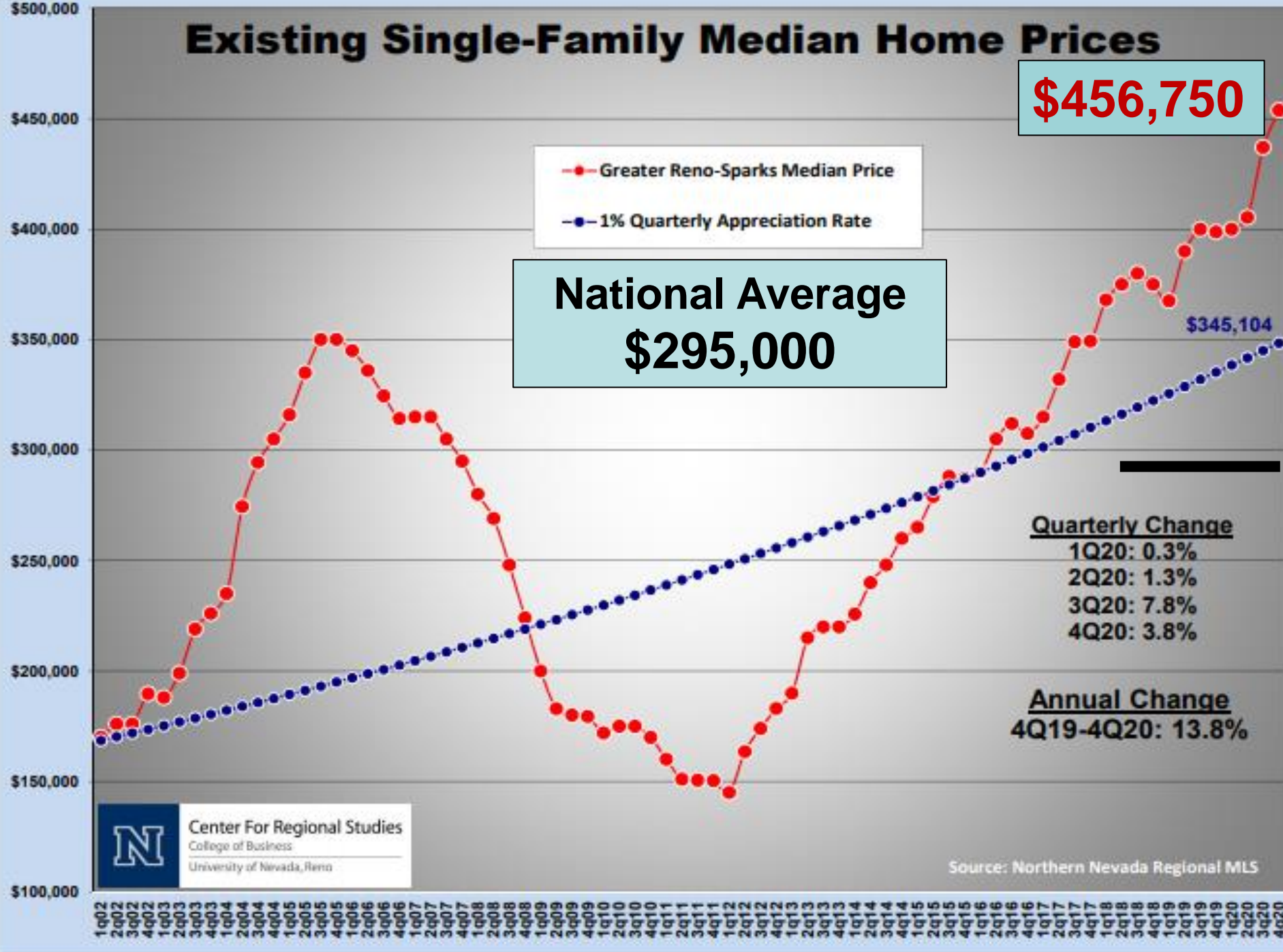
- 1Q20: 0.3%
- 2Q20: 1.3%
- 3Q20: 7.8%
- 4Q20: 3.8%

Annual Change

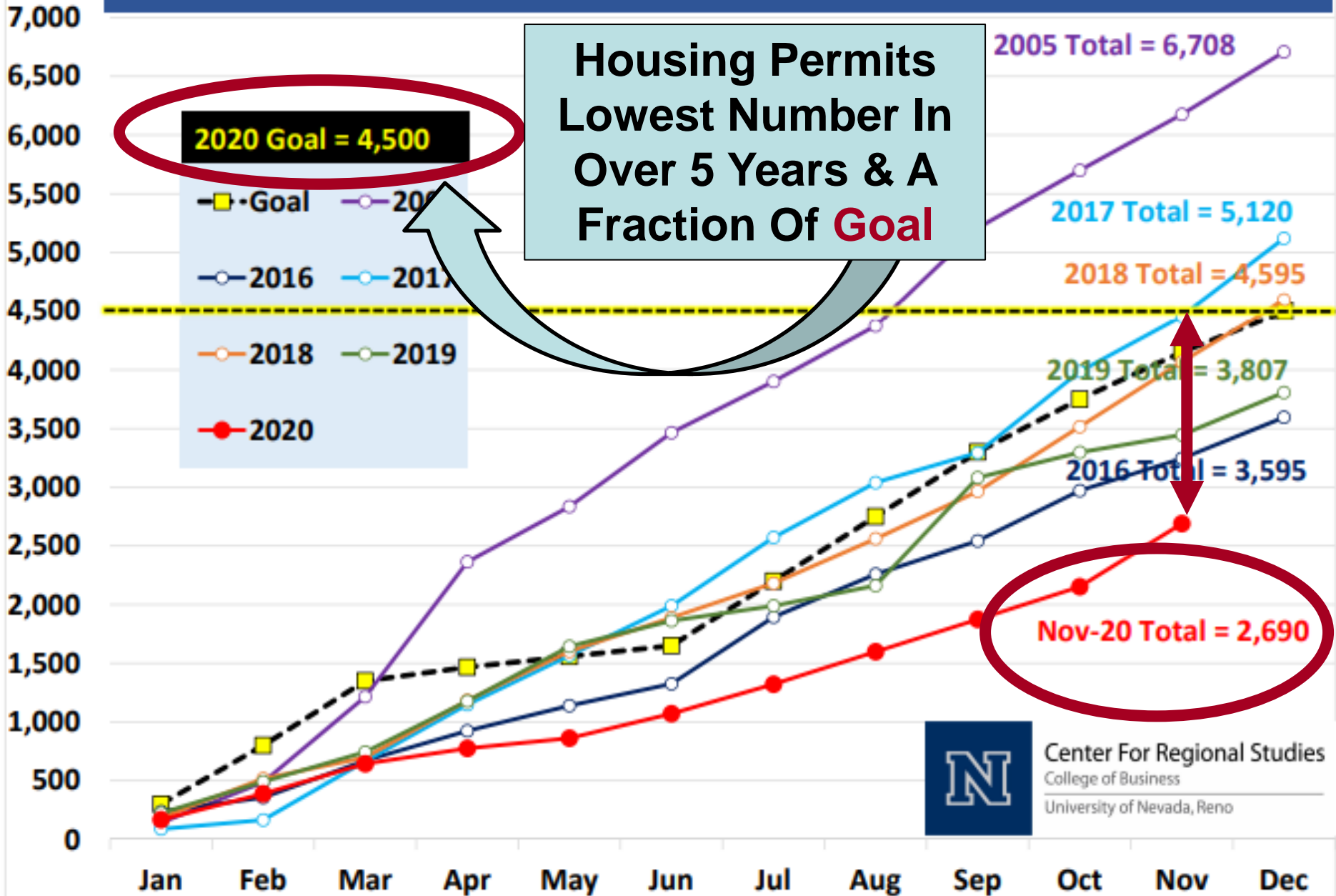
4Q19-4Q20: 13.8%



Source: Northern Nevada Regional MLS



New Housing Permits - Cities of Reno & Sparks and Washoe County



2020 Goal = 4,500

**Housing Permits
Lowest Number In
Over 5 Years & A
Fraction Of Goal**

2005 Total = 6,708

2017 Total = 5,120

2018 Total = 4,595

2019 Total = 3,807

2016 Total = 3,595

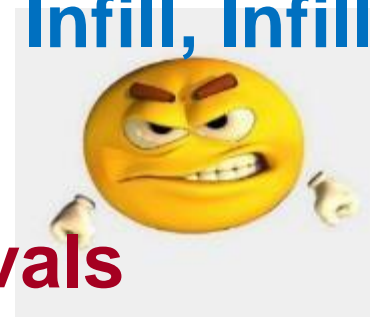
Nov-20 Total = 2,690



Center For Regional Studies
College of Business
University of Nevada, Reno

Some Ideas To Consider!

- Supportive Of More **Multifamily** Zoning
- **Fee Reduction** / Waivers For Affordable Housing
- Incentivize **Affordable** Housing & **Infill, Infill, Infill**
- Discount NIMBY Resistance To Infill
- Local Government **Accelerated Approvals**
- Building On Smaller Lots
- Build Smaller Units
- Support **Lands Bill**



Lands Bill Addresses Key Constraint

- **Truckee Meadows Lands Bill** Opens Up BLM Land NE Of Sparks For Sale And Local Use
- 87% Of The State **Federally Owned** Land
- The **10% Generated From Land Sales Goes To:**
 - Conservation Initiatives
 - Hazardous Fuels Reduction Wildfire Prevention
 - Acquisition Of Environmentally Sensitive Land
 - **Parks, Trails, And Natural Areas**

Provides Land For Housing

Education Not A Priority In Nevada



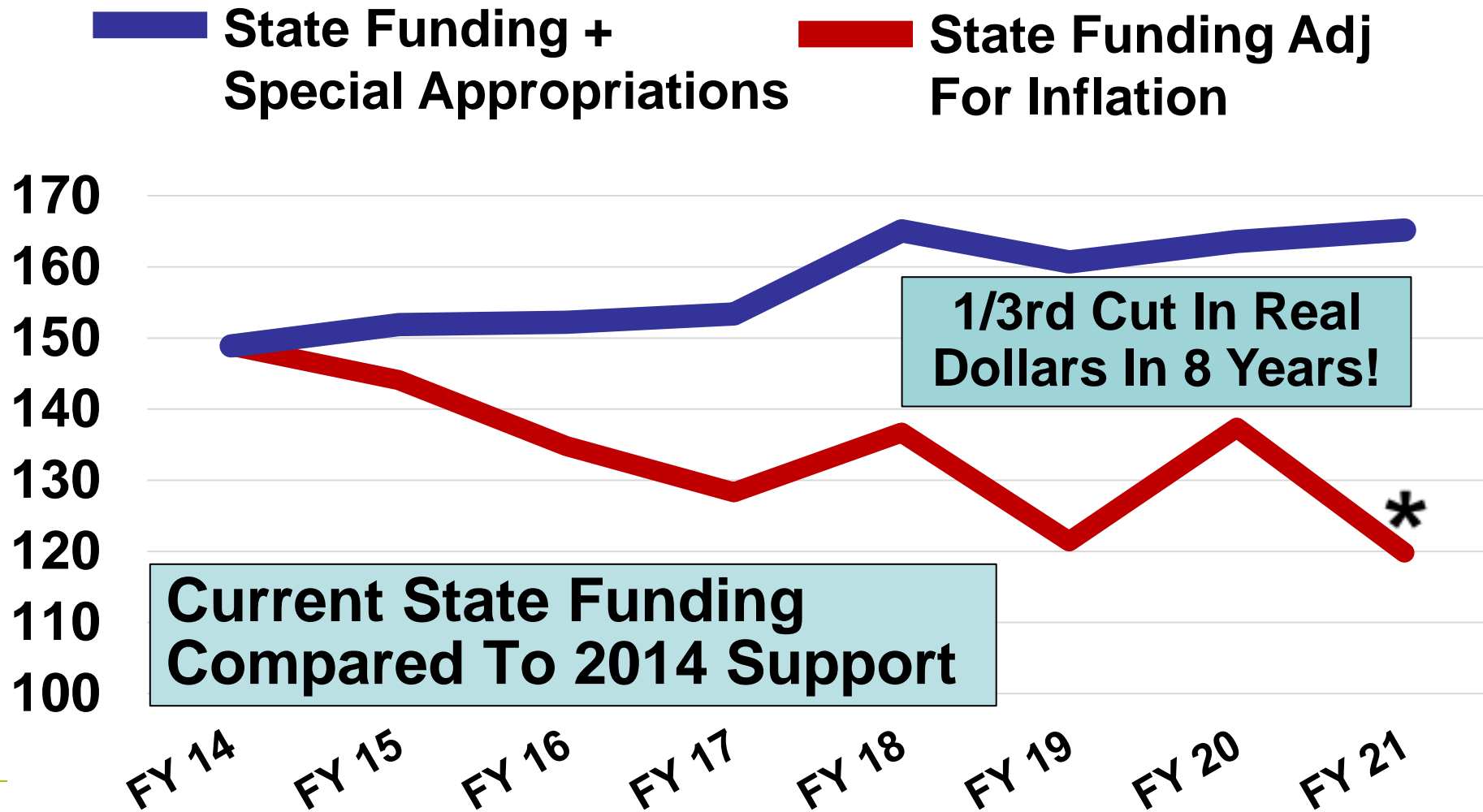
Per-Pupil Revenue From State And Local Sources

State	Percentage of School-Aged Children	Funding Level	Funding Distribution	Funding Effort
Nebraska	12%	C	A	C
Nevada	17%	F	F	F
New Hampshire	9%	A	F	B
New Jersey	13%	A	C	A



Only Two States With All "F's"

WCSD State Funding & Adjusted For Inflation



* Does Not Include Potential \$4.7M Incline Village Property Tax Refund Cut

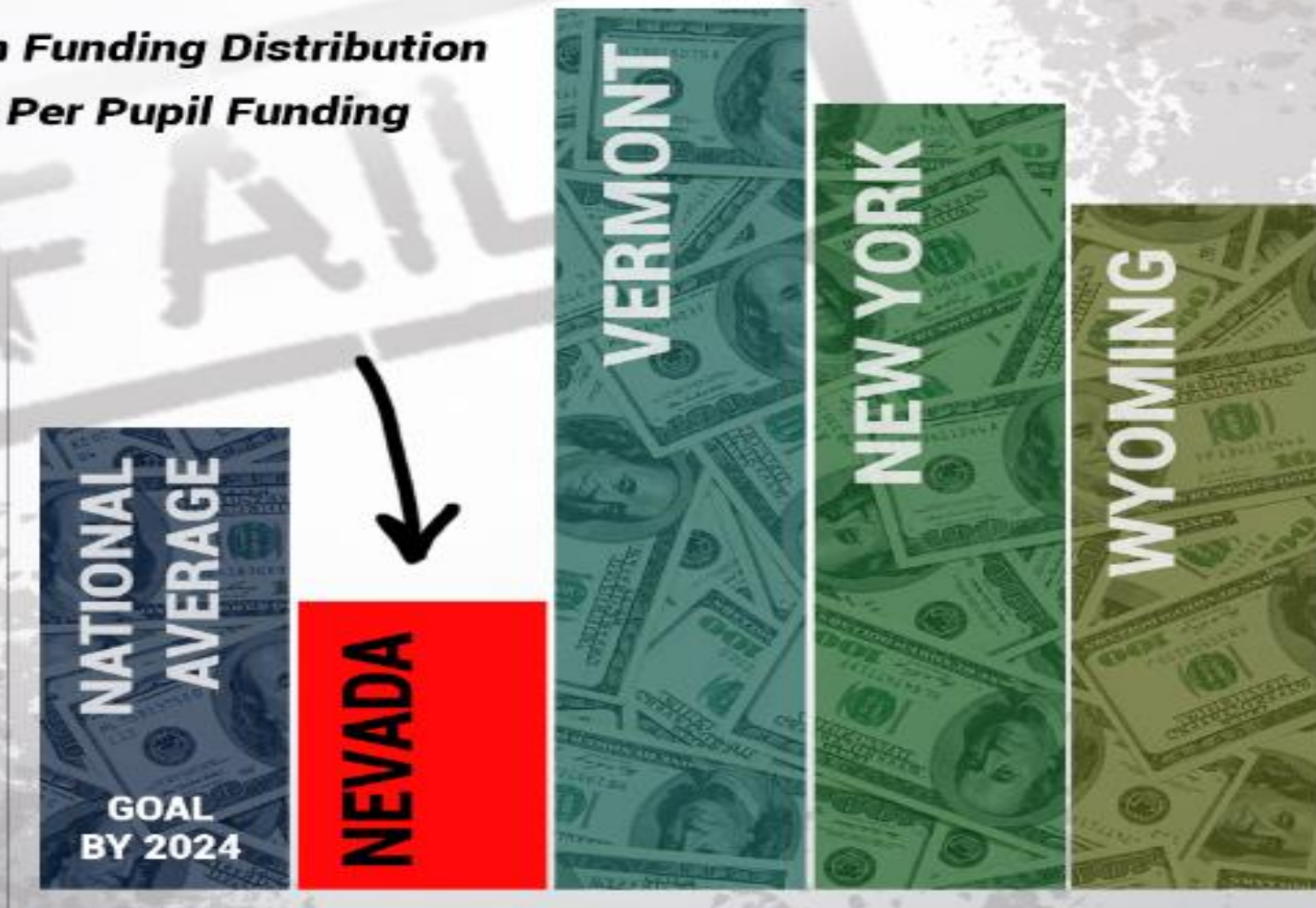
What Programs Have Been Eliminated From WCSD Over The Past Several Years?

- Over The Last Three Years, WCSD Cut Or Shifted Over \$68.6 Million Of Expenses
- 47 Support Teachers & 12.5 Deans, 41 Instructional Staff Including Psychologists
- Textbooks For Students And Subjects Is \$27M
- Increased Class Sizes By An Average Of 2 Students Per Classroom In Grades 4-12

National average student to teacher ratio for K-12 is 15.7 to 1
Nevada is worst in the U.S. at 22.1

OUR CHILDREN DESERVE BETTER

- **Largest Class Sizes in the US**
- **LAST in Funding Distribution**
- **46th in Per Pupil Funding**



Sign The Education Pledge

@ www.fundourfuturenv.com

1. Making Nevada's K-12 education the top funding priority in our state
2. Supporting any efforts to identify revenue resources beginning in the 2021 session
3. Supporting efforts to move Nevada at or above the national avg in per pupil funding by 2030
4. Supporting candidates and elected officials that support this pledge
5. Encouraging others (family, friends, businesses, or other organizations) to sign this pledge



**EMPOWER
NEVADA'S
FUTURE**

Homelessness

Did you know?

44% of homeless people are Employed.

Shouldn't work be an *escape* from poverty?



We have a Plan!

Phase One: Prevention, coordination, & planning

Eddy house, Community Homeless Advisory Board (CHAB), OrgCode Report, Built for Zero, etc.

Phase Two – Provide facilities for women/children

N. Nevada Adult Mental Health Services (NNAMHS)

Phase Three – Acquire land near the downtown

Setting up a larger safe and drug-free campus

Phase Four – Address the funding needs

We must do more – Public and Private



Phase Five – Aggressive enforcement & commitment

To **Built For Zero effort** - Direct homeless to resources

Governor's Bowl Park Area

Nevada Cares Campus

Homeless Services

Homeless Shelter

Reno Housing Authority

The Campus Will Offer:

45,900 Sf Of Shelter

700 Beds With

Wraparound Services

Zero Homelessness Is Possible

- **Collaborative Mythology**
- **Community-Wide Commitment**
- **System That Monitors Each Person In Real-Time**
- **Increase Affordable Housing**
- **Fund Programs And Facilities Adequately**



Communities Achieving **Zero**

- **Arlington County VA: 229,164**
- **Bergen County NJ: 938,506**
- **Ft Myers/Lee County FL: 701,892**
- **Gulfport/Gulf Coast Regional MS: 485,889**
- **Lake County/North Chicago IL: 703,910**
- **Lancaster City & County PA: 536,624**
- **Montgomery County MD: 1,040,116**
- **Norman/Cleveland County OK: 274,458**
- **Riverside City & County CA: 2,361,026**
- **Rockford, Boone County IL: 340,463**
- **Abilene TX: 122, 999**

How Can You Help – Homework!

1. Support **Affordable Housing** Efforts
2. Resolving Homelessness **Here & Now**
3. Support Lands Bill
4. **Sign** Empower Nevada's Future – Pledge
5. Support / Invest In EDAWN!



Regional Public / Private Partners

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

***Special Thanks
To The
EDAWN Board,
Our Investors
And The
EDAWN Staff***

