

COMMUNITY INITIATIVES

EDAWN convened a community task force to assess future growth. ***The Economic Planning Indicators Report (EPIC)*** was released in 2015 and correctly projected more than 10,000 new jobs per year for the next five years.

Led the ***Save our Schools initiative*** in 2016, organizing a community-wide campaign that resulted in voter-approved funding for 15 new schools and the renovation of almost 100 schools that were, on average, over 50 years old.

Set up a task force and prepared a series of ***Economic Development Strategic Plans*** that laid the groundwork for the diversification of the regional economy. The first plan was produced in 2012 and updated in 2015 and 2019.

Led the development of a ***Truckee Meadows Trail Plan*** released in 2021. The plan was developed to identify the trail needs in the region and to lay out a plan to maintain, expand and connect the trail system in the region.

Pushed for ***business involvement in the arts*** over the past ten years; this included the production of the Arts Map and an annual arts and business luncheon that recognized art leaders and promoted business engagement in the arts.

Organized and ran ***three major events for the community every year***. The Existing Industry Awards event, the New and Expanding Companies event which welcomed all the new companies and the State of the Economy event.

Engaged in ***addressing homelessness in the region*** and led the expansion and relocation of the EDDY House. EDASN also encouraged the Built for Zero program and is working to raise funds for the Cares Campus.

Addressed the offensive taxi toppers by setting up a program to promote positive, family-friendly advertising for all taxis. The program included sponsoring an annual “design a taxi top” art competition for local schools.

Led a ***transportation task force*** (in 2017 and 2022) that studied options to address the growing traffic congestion on the single route (I-80 corridor) to TRI.

Engaged in identifying the ***growing housing affordability challenge*** in the region. EDASN convened housing roundtables, participated in the mayor’s task force meetings, and updated the community through briefings and editorials.



EDAWN'S TOP ACCOMPLISHMENTS 2012-2022



EDAWN'S
STATE OF ECONOMY IN
**NORTHERN
NEVADA**
ECONOMIC UPDATE LUNCHEON

BUSINESS ATTRACTION

Over the past ten years, EDAWN attracted over 40,000 jobs with average wages from \$35,000 in 2012 to over \$70,000 in 2022: 108 corporate headquarters, 114 manufacturing, and 67 technology companies like Tesla, Google and Apple.

2013: Focused on advanced manufacturing, technology, and headquarters from California. EDAWN's goal was to increase the average wages of new companies. Clear Capital relocated from California with 600 jobs.

2014: Tesla chose Northern Nevada for their first Giga Factory. The Factory now has nearly 15,000 Tesla and Panasonic employees. EDAWN focused on the recruitment of other Tesla suppliers and battery companies.

2015: Worked with UNR and Switch to build the Innevation Center. EDAWN targeted Tesla suppliers and advanced manufacturing companies for attraction to the region. Switch expanded to the region and built the Super Loop.

2017: Added 3,400 new jobs. 20% of the relocated companies were in Aerospace and Technology.

2017: Received the Gold Shovel & Leading Metro Award from Area Development Magazine.

2020: Despite the pandemic, EDAWN exceeded its jobs goal of 2,000 including 12 new corporate headquarters.

2021: Nanotech Energy announced 1,000 new jobs and a 517-acre nanotechnology-powered battery manufacturing facility in TRI Center. EDAWN worked to attract additional clean energy companies in the region.

BUSINESS RETENTION EXPANSION AND WORKFORCE

EDAWN supported legislation to make it more advantageous for aviation companies and data centers to choose Nevada for their operations and expansions.

Consulted with more than 1,200 new and existing Primary companies since 2012.

Made over 750 connections between existing companies, education, and other businesses and has worked on the resolution of multiple critical issues.

Supported 40 expansions of existing primary companies, resulting in capital investments of over \$1.4B and the creation of over 1,600 new primary jobs.

Contributed to creating new education programs, including the K-12 University of Nevada Robotics Center and the TMCC Pennington Applied Technology Center.

Launched a talent attraction portal <https://workliveplayrenotahoe.com/> as a vehicle to attract talent from outside the area to the region and to expand the global understanding of Northern Nevada as a great place to live a balanced life and pursue a rewarding career.

In conjunction with other partners, EDAWN was a driving force behind the integration of robotics and coding education into the region's education system at all levels.

ENTREPRENEURIAL DEVELOPMENT

EDAWN has helped attract over 75 startups and early-stage technology companies since 2018. This led to the creation of over 1,100 startup jobs, multiple local spinout companies, and billions of venture capital invested in the region.

Launched the Kaufmann Foundation's One Million Cups program in Reno in 2013. Over the past ten years, One Million Cups hosted over 600 startup pitches and was foundational to creating a startup community culture.

Created the Summit VMS Mentorship program based on the highly regarded MIT VMS program. Over four years, the program grew to 72 mentors and supported 33 entrepreneurs and was transitioned into Startup NV.

Created the Reno Startup Deck, a showcase piece for the Reno ecosystem. Over 15K decks were distributed supporting startup attraction and received the International Economic Development Council's Gold Marketing award.

Organized and co-created the first TEDx Reno - Biggest Little Citizen event in 2014. TEDx Reno Biggest Little Citizen sparked the creation of the new Reno city flag and inspired thousands locally and millions online.

Organized and hosted the Reno Venture Conference, the region's first-ever venture capital conference, which led to millions in direct investment and the creation of the region's first Seed Fund.

Co-Created the Reno Seed Fund with Gene Wong. The fund invested \$2.5M in 20 companies, leading to \$15M in additional capital, and was recognized as Nevada's most active Venture Capital fund in 2021 by Pitchbook.

Worked with GOED to attract and launch the Gener8tor Investment Accelerator program in Reno and Las Vegas in 2022. Gener8tor is Nevada's first nationally recognized startup accelerator program.

As a result of the collective efforts of EDAWN and ecosystem partners over the years, Reno's ecosystem received national recognition that helped rebrand the community as an emerging technology center.