



Northern Nevada's **New Economy**

FACT SHEET

*Editor's Note: Fact Sheet marks progress to date of EDAWN's Target2010 strategic economic planning process leading up to the launch of the "Greater Reno-Tahoe: Welcome to Can Do" regional business brand, the final phase of the Target2010 project.**

Project	Target2010, Northern Nevada's New Economy, is a comprehensive regional economic development planning process designed to increase prosperity in the region and maintain the area's high quality of life. The project assesses the area's assets, address opportunities and shape future economic growth to reduce the region's disparity between income and cost of living.
Goal	A regional economic development strategic plan that diversifies the northern Nevada economy by targeting key industries that the region is best suited or potentially best suited to serve for attracting and expanding, and for companies starting up. The targeted companies and people will positively impact the region by bringing high-wage, highly-skilled jobs and opportunities to northern Nevada residents.
Process	Target2010 is a community-wide, holistic process gathering research from local interviews, focus groups and surveys with a range of audiences including: <ul style="list-style-type: none">• workforce development officials and educators;• large and small business owners, entrepreneurs and start-up companies;• young professionals and college students;• commercial developers and real estate professionals;• government officials
Geography	Target2010 encompasses a six-county region including: Washoe, Douglas, Storey, Carson, Churchill, Lyon and the cities of Reno, Sparks, Carson City and the Lake Tahoe region.
Timeline	Target2010 consists of six phases conducted from winter 2005 through spring 2007: Phase One: Community outreach Phase Two: Assess northern Nevada's economy to identify specific business sectors to target Phase Three: Assess the region's entrepreneurship and technology strengths Phase Four: Develop initial strategic plan and the six key business sectors for future development, and conduct brand marketing focus groups Phase Five: Host an Economic Summit for the community to introduce an action plan to pursue the key business sectors that the region is best suited to attract, expand and start up *Phase Six: Introduce a business brand to market northern Nevada as a top place for business

Why? In the face of record population growth and development, Target2010 will help shape future economic growth in northern Nevada by building on the region's positive attributes and opportunities through a customized strategy that will ensure a future the region can sustain for business and quality of life. Throughout the Target2010 process, EDAWN will continue its work to diversify and strengthen the regional economy by emphasizing Economic Development-Plus – a concept that encourages and stimulates companies to give back to their communities in a socially responsible way.

Project The Target2010 project team consists of EDAWN and a project steering committee including representatives of the private, public and education sectors. The steering committee will provide general advisement and ideas for the national project consultant, AngelouEconomics.

Consultant AngelouEconomics, the largest independent economic development consulting firm in the United States, specializes in creating strategies for communities seeking high impact development. Since its founding in 1995, the firm has consulted with more than 85 states, cities, regions and foreign countries.

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For more information on Target2010, visit www.Target2010.org.

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