

The EDAWN Executive Update is designed to give you a quick update on what is happening in our community and at EDAWN regarding economic development. Please forward this to others you know that may be interested. For more information, please email [Tamera Pitts](mailto:Tamera.Pitts) or call 775.829.3700.

CEO Update

Annual Economic Update - Join us this Thursday, January 14, 2016 at 11:30 a.m. for the EDAWN annual update to be held at the Atlantis Casino Resort Spa. On-line registration will close soon, so please, [register here](#). The slides will be available on the [EDAWN website](#) following the event.

Help Us Promote The Region! We need your help in getting the word out on our region and the new EDAWN video is a great way to do that. Send it to friends, family, post it on your Facebook or add it to your signature block -whatever you can do will help, as we work to attract the talent we need to go to the next level! The New Nevada: [Video here](#).

More Great National Media! The Biggest Little City, The Riverwalk District, is featured in the 2016 issue of [Alaska Magazine](#), page 15, while the "Top 10 Emerging Ski Towns" was featured in a National Geographic [article](#). The USA Today, Road Warriors published an [article](#) about Business and Tourism, "Four cities on the cusp of a renaissance, as they blend their leisure strengths with an increased focus on both business investment and business travelers."

The EPIC Report with Actual Numbers updated through November. Lest we forget that this is just a set of projections based on the best available information, having the actual numbers will help us track and respond to our growth in the months ahead. Here are the [Actual Numbers Charts](#).

In case you missed it: Prior EDAWN articles, published in the RGJ, are stored on our website. These informative articles run in the Reno Gazette Journal on the 3rd Sunday of every month and are designed to inform the community and explain issues and concerns that we see as your regional economic development agency. [Here is the link to the library](#).

Business Development and Marketing

EDAWN announced the expansion of eBay's datacenter footprint with the construction of a new facility in the Tahoe Reno Industrial Center. GOED awarded them incentives in November. More than 50 new jobs are expected to be filled, at an average of \$20.34. Capital expenditures are estimated at ~\$230,000,000. [Click here for press release](#).

The Business Development Team hosted 6 site visits in December and added 13 new leads and projects to their pipeline.

Chris Ault, Jr. has been hired as EDAWN's new Business Development

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Manager. You can contact Chris at aull@edawn.org or call 775.829.3720. Please welcome Chris as he transitions into his new position, reporting to Stan Thomas. Click here for [press release](#).

[33 new and expanded companies](#) were honored at the EDAWN Welcome Reception on December 15, 2015. These companies added more than 3000 jobs to the region over the past year. "The New Nevada" video was rolled-out at the event and highlights why more companies are moving their businesses to Northern Nevada. The video can be found on the [EDAWN website](#) or go here to [view the Video](#).

EDAWN will have 2 upcoming company announcements on January 14th and 21st, so stay tuned.

Entrepreneurial Development

The Reno Angels and Summit Venture Mentoring Service (VMS) are joining forces to help entrepreneurs in the Northern Sierra Region. At their monthly meetings, the Reno Angels will hear pitches from entrepreneurs participating in Summit VMS comprehensive mentoring program. The goals are to provide real-world feedback to the entrepreneurs on their business plans and presentations, and to consider investments in selected businesses.

This last quarter, there were 40 New Entrepreneurial Jobs created & 19 Newly Founded Startups documented. [TrainerRoad](#) hired 15 people, for a total of 46 employees, along with [Bristlecone Holdings](#) who added 6 new hires, for a total of 42 on their expanding team.

Mentor of the Month: [Rob Armstrong](#) is a mentor in the Summit VMS program as well as the co-founder and head of R&D for [Bombora](#); a B2B data startup that is changing how sales and marketing work, by infusing data-driven behavioral intelligence into every aspect of the campaign cycle. Rob moved to Reno in June 2015, "to be closer to customers, many of which are in Silicon Valley, and to diversify Bombora's R&D talent pool." [Read more here.](#)

Congratulations to [RAWBRY](#) who officially opened their doors this week in The Basement at the Old Post Office (50 S. Virginia St.)! Brianna Bullentini, a local entrepreneur and the CEO/Creator of RAWBRY, has been building out her vision for the juice bar for over 2 years and is changing the juicing scene, not to mention the creation of an experiential retail experience in The Basement downtown Reno.

In the latest edition of Innovation and Tech Today, there is a great [Entrepreneurial Media article](#) to read on pages 64-69.

There are several entrepreneurial events happening throughout the region! Don't forget to **check the calendar** and list your event by utilizing [Reno Startup Digest](#).

[1 Million Cups](#) - Every Wednesday morning from 9 to 10 a.m. at Swill Coffee and Wine. We are always looking for startups and ventures to present, [view past presentations](#) to get an idea of the format, and [contact the 1MC team to sign-up!](#)

Business Retention|Expansion & Workforce

The BRE&WF Team made 9 visits in December. 8 of the 9 companies visited are growing with one reporting flat growth. These numbers track with overall growth trends, as approximately 85% of the companies visited in 2015 reported current or future growth. The team continues to connect new and existing primary companies



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with other primary companies in order to drive local purchasing and partnering opportunities.

Just a reminder that the Existing Primary Company List is updated monthly with new companies, and can be accessed [here](#). The Workforce Development team is finalizing strategies, tactics, metrics and timelines to support the community's workforce development efforts; stay tuned! Also on the workforce front, we strongly encourage primary companies in Northern Nevada to **post open positions with Nevada JobConnect, Community Colleges, the University and also private education providers** and to investigate options for partnering with other workforce Service Providers in the region.

Biggest Little Employee Retention Tip of the Month: As unemployment rates drop and job growth continues, employee retention is a growing company concern. While traditional thinking focuses only on compensation, there are many aspects of work that determine if employees will stay or go. The article, [8 New Year's Resolutions Employers Should Make](#), points out a few simple and great ideas.

Investor Update

Thank you to the Following Investors for supporting EDAWN's Mission to create quality jobs in our region:

- [Dermody Properties](#) increased their support to the Platinum Investor level
- EDAWN welcomes [Eide Bailly LLP](#) as a new Presidential Gold Investor
- [Plumas Bank](#) as a new Gold Investor
- Cathexes, Don J Clark Group and Heinz Ranch Management Company have joined EDAWN as Silver Investors

We appreciate your support of our job creation efforts!

EDAWN values the continued support of current investors and invites those who are not, to consider becoming involved with our organization. For more information, please contact [Sheila Imsdahl](#) or call 775.829.3704.

Partner Updates

Professional development short courses and management certificates offered by Extended Studies at the University of Nevada, Reno provide University-quality educational opportunities to build career and skills in a wide range of management and business topics. For more about Extended Studies courses, call 775.784.4062 or 1.800.233.8928 or visit [their website](#).

The Northern Nevada Human Resource Association (NNHRA) launched a website to provide a centralized listing of workforce readiness resources for Nevada employers, job seekers, and agencies. Visit their website [here](#).

The Nevada Department of Taxation offers "Ask the Advisor Tax Seminars" at no charge for anyone interested in business tax information. This will include taxpayer's responsibility and The Audit Process, with information on what to expect in case of an audit and the opportunity to ask questions of the experts. Classes are offered 4 times per year and last approximately 3 hours with reservations recommended. For more information, [go here](#).

Nevada Industry Excellence is sponsoring ExporTech in Reno beginning February 11, 2016. Companies that are new or experienced in exporting can participate in three one-day group sessions with the direct support of a coach, NVIE Project Manager, and UNR Intern. They will be holding the event at the newly opened

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InNEVation Center. For information and registration [go here](#).

The first WCSO Conversation Corner Meeting with Superintendent Traci Davis will take place on January 19, 2016. This is an opportunity for the public to engage in open dialogue about the education of our students. The meeting will take place at the Boys & Girls Club of Truckee Meadows, 2680 East 9th Street in Reno from 1:30 to 2:30 p.m.

A Nevada Commerce Tax public workshop held by the Department of Taxation will be offered on January 29, 2016 in Carson City. They are soliciting comments regarding construction of the new regulation. For more information on the commerce tax, please go to [their website](#) and for information on the workshop [go here](#).

The #IgniteSparks outreach plan is designed to engage residents in real conversations about what they want to see for Sparks by 2030. There's a lot of talk about our region and, more specifically, what's happening in Sparks. Starting in December, we will be undertaking an aggressive public outreach program to engage with residents as we develop our comprehensive plan. Here is more [information](#).

The Stat Pack is a monthly business e-report, co-authored by Mike PeQueen of HighTower Las Vegas and John Restrepo of RCG Economics, with input from Brian Bonenfant of UNR. It combines important metrics relevant to business decision makers and financial commentary on current issues facing the Nevada economy. [The Stat Pack](#) features data and dialogue about the Southern and Northern Nevada economies.

Help spread the word about what a great place the region is to do business! If you belong to a national organization or association which holds annual meetings, consider the area as a location for their next meeting? [The Reno-Sparks Convention and Visitors Authority](#) will do the work and you will get the recognition! Call 775.827.7784 for more information!

The Nevada Economy in Brief provides a wealth of Nevada workforce and economic information and is published monthly by the [Nevada Department of Employment, Training and Rehabilitation / Research \(DETR\) and Analysis Bureau](#). For questions, please contact DETR [Ken Pierson](#).

EDAWN Events

Please click here to view a list of [EDAWN's 2016 Community events](#).

For more information, please contact Sheila Imsdahl or call 775.829.3704.

Community Events

Upcoming Events:

For a complete list of the entrepreneurial events calendar go to www.enevada.org/calendar.html.

Tap into the immense talent of over 20,000 students at the state's only Tier 1 University, by taking advantage of the University of Nevada, Reno's Spring recruiting opportunities on campus. [Go here for more information](#) about the February 11th 2016 Career and Internship Expo, February 17th STEM Career & Internship Fair, and February 18th College of Engineering Career Fair.

Plumas Bank Reno Location Open House: January 27th, 2016, from 5:00 p.m. -



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8:00 p.m. For more information and to **RSVP**, view [their invitation here](#).

Northern Nevada is no longer an unknown gem snuggled against the Sierra Nevada mountain range. Our community is a vibrant one that is evolving. Change of this magnitude offers unparalleled promise for our region - Our success is accessible as we take deliberate, proactive steps to build a stronger Northern Nevada. For an inside peek and to contribute your voice to Northern Nevada's future, attend [DIRECTIONS 2016!](#)

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