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Explosive Growth is Coming - Now What?

For those of us that can remember three years ago, the thought of unprecedented growth was just a dream and a problem we could only hope for. Unemployment was around 13%, we had no real or significant prospects that were considering relocation to the region, gaming, housing and construction were still in freefall and the national image of Reno-Sparks was framed by the Muppets and Reno 911. Let's make a promise to ourselves that we will not forget how bad that felt. No matter how painful growth can be, we will take it, appreciate it and enjoy it, because that amazing, extraordinary and exciting growth is upon us! Now what?

In the past two years EDAWN has assisted more than 60 companies which combined, announced their intent to add more than 6,900 new jobs to the region, not counting Tesla. These 6,900 new primary jobs are more than the total announced jobs for Tesla over a 5 year period. While the multiplier for advanced manufacturing, logistics, back office and e-commerce are not as high as Tesla, these jobs will add another 8,700 induced jobs to the region. **That totals 15,600 new jobs in the past two years.**

These 60 plus new companies are just the ones that EDAWN has assisted in some way. In addition to these companies, there are many other companies, not included in these numbers, that on their own decide to relocate to our region and many companies already here, that are growing and adding jobs. So it should be no surprise to see the unemployment rate drop 7%, from almost 13% to 6% in the past three years. This decrease comes with less than half of these 15,600 new (direct or indirect) jobs filled, because it takes a few years for new companies to get up and running, build or renovate their building, move or buy their equipment, and hire and train their workforce!

When I say the "unprecedented growth" is coming, that is from a job creation outlook. EDAWN has a unique perspective that enables us to see a bit into the future, a crystal ball of sorts. Our crystal ball is simply our prospect list. Based on our list of active prospects, **in the next 5 years** EDAWN expects to assist in the announcement of 15,000 more new direct jobs, thereby creating nearly 19,000 additional indirect jobs or a total of **34,000 new jobs!**

This number may actually be a conservative estimate as we project 4,000 new primary jobs just in 2015 and we are off to a great start with Clear Capital's announcement of 400 new jobs on January 6th. Our prospect list contains over 140 companies and several of these companies have already decided to relocate to our region or are considering us as one of their finalists.

Let's do the math. While we still have many of the 15,600 recently announced direct or indirect jobs to fill, in the next five years there are 34,000 projected EDAWN assisted direct and indirect jobs, plus this little company called Tesla which will add another 17,000 jobs, both direct and indirect, for a total of over 50,000 new jobs, not counting

other organic growth. With a workforce of around 200,000, that looks a lot like unprecedented growth at nearly 5% a year for five years. From what I can tell we hit 5% growth just once in our history.

If I have scared you a bit that's good, because to prepare for this kind of growth we must first believe that it will happen, then comprehend the magnitude and speed of the growth and finally prepare for it. There is plenty we can do to mitigate the negative impacts of this growth while we celebrate the significant positive impacts. We have convened a regional planning group, the Economic Planning Indicators Committee or EPIC, with the mission to identify in detail the: who, what, where and when impacts of this growth. The goal is to get this information out to the community by March 1st. The growth we have worked for and hoped for is coming – Now what?