

EDAWN, assisted significantly by our many partners, is seeing real success in attracting quality jobs to the region. Our assisted jobs count has more than doubled over the past two years while our prospect visits numbers are hitting record levels; from one visit a week, two years ago, to three a week so far this year. In earlier articles I detailed what EDAWN is doing differently to increase prospect activity and one change is that we now highlight our greatest asset, not our tax structure or wonderful climate, but our location.

Location – Location – Location: This is the number one rule in real estate and it's also our greatest competitive asset as we work to attract quality jobs to the region.

We're the Center of the West: Looking at a map of the U.S. you can see where Reno/Sparks is almost half way between Canada and Mexico. We are also the largest metro area in the center of the population in the West; within one day's drive of the 11 Western states and nearly 60 Million customers. No other city has this competitive advantage and that makes us special when considering West Coast distribution.

Proximity to California: Our location adjacent to the 8<sup>th</sup> largest economy in the world is significant. Just 7 miles from California we have access to not only the vibrant business activity of that state but also the many attractive amenities. We can choose when to visit or connect in California, while avoiding the daily grind of traffic, extensive government oversight, and onerous and ever growing taxes - Essentially we can have our cake and eat it too!

Proximity to the Mountains and Lake Tahoe: The quality of life we experience here is in many ways a result of our proximity to the mountains and Lake Tahoe. We experience incredible outdoor recreational activities that include world-class skiing, boating, rafting, fishing, hiking etc., in a four season climate with low humidity and moderate temperatures. Additionally, the lake and mountain snows give us ample water, something unusual in the Southwest.

Proximity to Silicon Valley: The Bay Area and Silicon Valley spawn hundreds of start-up companies a year and these companies eventually outgrow their incubation in the Bay Area. The significant cost savings (30-40%) of doing business in Nevada and our 3 hour proximity to the mother ship, the Bay Area, makes Reno/Sparks very attractive to this new growth. Additionally, the quality of life and supportive government make this region the place to grow for expanding companies and "entrepreneurs with a life".

So when asked, why do you live or work in Reno? - remember that our location is our greatest asset. When it comes to attracting, retaining and growing companies here, we have a unique competitive advantage.