

December 2012

Christmas Miracle? EDAWN's Job Creation Goal is Achievable!

As we head into the holiday season it is sobering to consider that 25,000 of our neighbors, family members and friends are still, yes, **still** unemployed five years into this recession. To date, the federal government has not fixed this problem. The reality is: If we don't do something as a community to more aggressively attract, retain/expand and grow the quality jobs we so desperately need, these families will face another sad Christmas in 2013, 2014 and beyond. **So what can we do?**

EDAWN has the task of growing the economy here through job creation, and as a small non-profit we are certainly doing our very best. In the past year we announced 1,591 new quality jobs (over the next 5 years) from almost 20 new or expanding companies in our region. This number nearly doubles our average of the past 5 years, yet it's still far short of what is needed. Our strategies are simple and laid out in our strategic plan, see www.edawn.org. We are taking on more aggressive marketing, more travel, a new retention program and a new entrepreneurial development program. All of these initiatives show real signs of success as our pipeline continues to grow - and all underfunded. Still, we are not doing enough!

So what can you do? As the only state recognized Regional Development Authority (RDA) in Reno-Sparks, the other RDA is the Northern Nevada Development Authority (NNDA) in Carson City, **we need your help.** The most obvious way to help EDAWN is to support our efforts financially by **becoming an EDAWN investor.** While EDAWN is a non-profit we are not a charity, we are a marketing organization for the region.

We do not consider ourselves a non-profit like those that give food to the hungry or shelter to the homeless. All of these charities are very important, but they do not solve the long term needs of our unemployed. It is much like the Chinese proverb "give a man a fish and he will eat for a day, teach a man to fish and he will eat for a lifetime." **EDAWN teaches those in need how to fish** by attracting the quality jobs that enable them to earn a living wage, support their families and even celebrate the holiday season.

In addition to financially supporting EDAWN there are several other things that you can do to help. In your interaction with others from outside the region, especially decision makers in companies that are primary employers, squeeze in why you love the Reno-Sparks-Tahoe area and send them the EDAWN quality of life video. Think Local in all of your financial decisions. Just a 10% increase in local purchases can create thousands of jobs. Finally, we need to think of the positive, promote our region for all of the positives that we enjoy and appreciate, and work together to make our community even better.

2012 was a good year for economic development, but 2013 will be even better. We have 25,000 families, neighbors and friends that are counting on our success, and we will not let them down! Happy Holidays!