WELCOME

“EDAWN’s State of the Economy in Northern Nevada Economic Update Luncheon”

January 23, 2020
Keith Burrowes
Sierra Integrated Systems, LLC
EDAWN Board Chair
New Platinum Major Investors

Developing Trust through Transparency and Vision

CAI INVESTMENTS
New Presidential Gold Major Investors
2019 New Gold Investors

Gold Investors:
- Agate Construction
- Bombora
- Alpen Mortgage
- BBSI
- Bishop Manogue Catholic High School
- City of Fernley
- CORE Construction
- Forza Talent Partners

- Hutchison & Steffen
- Northern Nevada Medical Center
- Outlets at Legends
- Plaza Resort Club Hotel
- Porter Group
- Raiders
- Reno Aces & Reno 1868 FC
- Tesla, Inc.
- UPS
## Regional Public / Private Partners

<table>
<thead>
<tr>
<th>City of Reno</th>
<th>UNR</th>
<th>State Offices</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Sparks</td>
<td>TMCC / WNC</td>
<td>Nevada JobConnect</td>
</tr>
<tr>
<td>City of Fernley</td>
<td>DRI</td>
<td>NVIE</td>
</tr>
<tr>
<td>Washoe County</td>
<td>The Chamber</td>
<td>NNDA</td>
</tr>
<tr>
<td>Storey County</td>
<td>NCET</td>
<td>NV Energy</td>
</tr>
<tr>
<td>Washoe County School District</td>
<td>Nevada Museum of Art</td>
<td>Reno-Tahoe Airport Authority</td>
</tr>
<tr>
<td>GOED</td>
<td>RTC</td>
<td>Investors</td>
</tr>
<tr>
<td>DETR</td>
<td>RSCVA</td>
<td>Many Others !</td>
</tr>
</tbody>
</table>
Mike Kazmierski
President & CEO
EDAWN
EDAWN Coin!

This Coin Is Presented In Recognition Of Exceptional Leadership, Engagement, And / Or Cooperation In Support Of Reno-Sparks Regional Economic Development Efforts!
Jeremy Aguero

- **Principal Analyst** with Applied Analysis, a leading economic, fiscal, and policy research firm

- Jeremy **Founded** Applied Analysis in 1997

- In 2003, he **Chaired the Governor’s Task Force** on tax policy; co-authoring its report

- He **played a key role** in both the Raiders Stadium project & the Las Vegas Convention Center expansion

- He has been honored as the **Hispanic of Year** by the Las Vegas Chamber of Commerce
Mike Kazmierski
President & CEO
EDAWN
New Company Announcement!

Justin Daya | CEO & Co-Founder

• Has A Medical And Legal Background

• 15 Years Of Startup Experience In Healthcare, Strategic Partner Formation, Channel Strategy Maturation, Product And IP Development, Regulatory, Big Data, IOT And Machine Learning
Another Technology Company!

- 300 Jobs - Ave Wage $40.00 Per Hr & HQ’s
- Proprietary Software Solution
- Cloud-based, Digital Medication Adherence Software For Smart Phone, Tablet, Wearables +
- Artificial Intelligence Analytics To Measure And Predict Real Time Outcomes, Engagement And Impact Of Medication
Mike Kazmierski
President & CEO
EDAWN
Happy New Year 2020
State Of The Economy

• EDAWN Report On 2019
• EDAWN Strategies For 2020
• Highlight Growing Challenges
• How You Can Help?

The 4th Industrial Revolution has started.
2019 Was Another Great Year!

- **Area Development:** Jan 2020
  Reno #1 MSA For Job & 5 Year Growth; #3 For Economic Strength

- **Business Insider:** Dec 2019
  Reno In Top 15 'Hottest' Real Estate Markets For Next Decade

- **CNBC:** May 2019 - Reno #2
  Americans Are Flocking To 9 Cities Where Incomes Are Up 20% +

- **Mckinsey Global Institute:** Jul 2019
  Reno Top 25 - Cities With 60% Of The Job Growth By 2030
# Regional Public / Private Partners

<table>
<thead>
<tr>
<th>City of Reno</th>
<th>UNR</th>
<th>State Offices</th>
</tr>
</thead>
<tbody>
<tr>
<td>City of Sparks</td>
<td>TMCC / WNC</td>
<td>Nevada JobConnect</td>
</tr>
<tr>
<td>City of Fernley</td>
<td>DRI</td>
<td>NVIE</td>
</tr>
<tr>
<td>Washoe County</td>
<td>The Chamber</td>
<td>NNDA</td>
</tr>
<tr>
<td>Storey County</td>
<td>NCET</td>
<td>NV Energy</td>
</tr>
<tr>
<td>Washoe County School District</td>
<td>Nevada Museum of Art</td>
<td>Reno-Tahoe Airport Authority</td>
</tr>
<tr>
<td>GOED</td>
<td>RTC</td>
<td>Investors</td>
</tr>
<tr>
<td>DETR</td>
<td>RSCVA</td>
<td>Many Others !</td>
</tr>
</tbody>
</table>
What Is EDAWN?
Economic Development Authority Of Western Nevada

- **Non-Profit** That Leads Economic Development Efforts Of The Region
- **Primarily** Funded By **Major Investors**!
- **Mission To Attract / Retain & Grow Quality Jobs**
- A **Community Board** With Members From: Government, Business & Education
- **Area Of Responsibility** - Metro Area to Fernley, I-80 Corridor
EDAWN’s Strategic Plan - Updated

- Workforce Development
- Entrepreneurial / Startup Growth
- Attraction
- Retention / Expansion
- Community Development
EDAWN’s Strategic Plan - Updated

- Workforce Development
- Entrepreneurial / Startup Growth
- Retention / Expansion
- Community Development
How Did We Do In 2019?

• 22 Companies – Over 1,300 New Jobs
• Average Wage >$64,000
• Corporate Headquarters • 12 of 22 From CA

Thanks To The Attraction Team!
Sector Transition Distribution to Technology

- Manufacturing
- Distribution
- Technology
- Other

Years: 2013 to 2019
EDAWN Assisted New Jobs 2007-2019
(Tesla / Panasonic Jobs Not Counted IN EDAWN Numbers)

Actual Assisted Jobs

5 Year Average

Tesla Announcement
Technology Growth In The Region

New

- Tesla
- Apple
- Bombora
- Koch
- Alchemy
- Figure
- Google
- Clear Capital
- Switch
- Many Others
Average Wage FY 2019

- 2016 Actual: $36,434
- 2017 Actual: $46,158
- 2018 Actual: $50,287
- 2019 Actual: $72,788
- 2019 GOAL: $72,788

Values are in thousands of dollars.
Prospect Visits Per Month
(Goal 8-10 per month)

Prospect Activity Is Picking Up
# Pending Announcements

<table>
<thead>
<tr>
<th>Industry</th>
<th>Job Count</th>
<th>HQ</th>
<th>Confidence</th>
<th>Relocation State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing</td>
<td>205</td>
<td>X</td>
<td>Very Likely</td>
<td>CA</td>
</tr>
<tr>
<td>Technology</td>
<td>50</td>
<td>X</td>
<td>Very Likely</td>
<td>CA</td>
</tr>
<tr>
<td>Distribution</td>
<td>85</td>
<td></td>
<td>Very Likely</td>
<td>GA</td>
</tr>
<tr>
<td>Health/Medical</td>
<td>300</td>
<td>X</td>
<td>Very Likely</td>
<td>CA</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>220</td>
<td></td>
<td>Very Likely</td>
<td>MI</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>860</strong></td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Hot Prospects From List of 150+

<table>
<thead>
<tr>
<th>Industry</th>
<th>Job Count</th>
<th>HQ</th>
<th>Confidence</th>
<th>Relocation</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution</td>
<td>250</td>
<td></td>
<td>Finalist</td>
<td>TBD</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>250</td>
<td></td>
<td>Finalist</td>
<td>UT</td>
<td></td>
</tr>
<tr>
<td>Finance</td>
<td>50</td>
<td>X</td>
<td>Finalist</td>
<td>WA</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>400</td>
<td></td>
<td>Finalist</td>
<td>MA</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>200</td>
<td>X</td>
<td>Finalist</td>
<td>CA</td>
<td></td>
</tr>
<tr>
<td>Back Office</td>
<td>200</td>
<td></td>
<td>Finalist</td>
<td>CA</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>100</td>
<td>X</td>
<td>Finalist</td>
<td>CA</td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>150</td>
<td></td>
<td>Finalist</td>
<td>NY</td>
<td></td>
</tr>
<tr>
<td>Distribution</td>
<td>200</td>
<td></td>
<td>Finalist</td>
<td>CA</td>
<td></td>
</tr>
<tr>
<td>Technology</td>
<td>55</td>
<td>X</td>
<td>Finalist</td>
<td>NJ</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,855</strong></td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2020 Attraction Priorities

- Higher Paying Jobs, **Half Over** $40 / Hr.
- Corporate Headquarters
- Technology Companies
- Joint Entrepreneurial / Attraction Campaign
- Increase Prospects From The Bay Area
Retention-Expansion-Workforce

• Connect with Primary Companies
• Introduce To Resources
• Remove Roadblocks
• Drive Business to Business Connections
• Implement Workforce Plan

Recognize Achievements: Large Company of The Year
Alchemy

Thanks To The BREWD Team!
Low Unemployment = Challenges

Significant Reduction Since 2011 13.9% to 2.9% Unemployed
From 30,517 To Now Just = 7,229

Full Employment < 4.0%
Workforce Program – What We Do

Guide Workforce & Community Partners To Meet The **Current And Future Needs** Of Our Employers

Connection

Education Pipeline → Employer Needs → Attraction

Upskilling Incumbent Workers
EDAWN Workforce Program – How We Do It

Workforce Partners

Employers

Employees

Research Inform Connect Support Create

PK-12 Post-Secondary Government
Identify Employer Talent Needs

The Governor's Office Of Economic Development
Northern Nevada High-Demand Occupations

1. Software Developers, Applications
2. Computer Systems Analysts
3. Licensed Practical and Vocational Nurses
4. Secondary School Teachers
5. Engineers

Top 20 - All “STEAM” Occupations, High-Wage, High Volume
Talent Attraction

One Website: WorkLivePlayRenoTahoe.com
• Connect Talent With Opportunities

Regional Schools:
• Connecting With Leadership At All Levels
• Building Relationships With Career Centers
• Marketing To Clubs & Hosting Receptions
• NV Co’s at Job Fairs

Data, Blogs, Info, Jobs & More
<table>
<thead>
<tr>
<th>Regional Schools Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>UC Merced</td>
</tr>
<tr>
<td>U Of The Pacific</td>
</tr>
<tr>
<td>UC Davis</td>
</tr>
<tr>
<td>Sacramento State</td>
</tr>
<tr>
<td>Cal State Chico</td>
</tr>
<tr>
<td>Fresno State</td>
</tr>
</tbody>
</table>

Engaging Students / Faculty; Attracting Talent!
Government Must Work With The Private Sector To Embrace Growth And Technology

- Embrace Transformative Technology
- Invest In Reskilling Incumbent Workers
- Expand Accelerated Learning & Certifications
- Make Skill Development More Affordable
- Align And Expand Traditional Education
Upskilling Initiatives

Addressing **Incumbent Workers Skills Gap**
- Launched Forum On **Software & Programming** To Bring Educators & Employers Together

**IBM Skills Academy**
- Internet of Things
- Design Thinking
- Cyber Security

- Blockchain
- AI
- Data Science

**The Workforce of the Future**

**IBM Skills Academy**

Presented by the **Nevada Technology Academy** at Multnomah University
Accelerate Adoption Of **Robotics**

The Community Has Increased **Robotics Support** Across K-12

- With WCSD’s Robotics Coordinator
- The **Nevada Robotics** Partnership
- Increased Employer And School Engagement In Club Competition
- EDAWN To Host **Regional Coordinator**
- Tesla / UNR Robotics Lab – June 2020
Promote Work-Based Learning

Only **500 Out Of 10,000 Companies** - Use Interns

**Regional Participants**
- TMCC+Clinical+OJT
- UNR Pack Grant & Academic Credit
- Union Trades
- UNR Career Studio
- WCSD
- WNC

**Companies**
- 0
- 2,500
- 5,000
- 7,500
- 10,000
- 12,500
- 15,000
- 17,500

**Interns Available**
- 0
- 5,000
- 10,000

**Tips for Internships & Contacts:**
edawn.org/workforce-resources
Entrepreneurial Successes In 2019

• 143 NEW Startup Jobs
• 37 NEW Companies
• $122M In NEW Funding
• Big Wins:

Shielo
Starbrook Homes
BlocWatch
Lily Bird
Red Dot Management
Copper

Thanks To The Entrepreneurial Development Team!
2020 Goal: Tech Attraction

- **Objective:**
  - Increase Startup Density & Founder Engagement
  - Increase High Wage / High Skill Jobs

- **Focus:**
  - Attracting Tech Startups From Bay Area

- **How:**
  - Highly Targeted Direct Marketing Campaign
  - Bay Area Focused Events (VC’s & Founders)
2020 Goal: Ecosystem Support

- Reno Startup Deck
- StartupReno.org
- Collaboration & Events - Founder Dinners
- New Accelerator Program
- Support Entrepreneurial Organizations:

[Logos for StartupNV, 1 Million Cups, EO (Entrepreneurs' Organization)]
2020 Goal: Investment

- Reno Seed Fund
  - $2.5 Million Fund
  - Invested Over $2 M In 6 Companies
    - Most Notably: BlocWatch, Breadware, Panty Drop And Clickbio
2020 Goal: Investment

• Reno Venture Conference Launched In 2019

• Building The Investor Ecosystem

• Local Funds Participated

• 15 Companies Pitched
  $1.3M Awarded

• 2020 Conference
  April 21-22
State Of The Economy?

Area Development: Jan 2020
Reno #1 MSA For Job & 5 Year Growth; #3 For Economic Strength

Economy Is On Track From A Jobs Perspective!

But what Can We Do To Continue This Success?
Data Input From 5 Sources
Addresses 5 County Region Around TRI

Forecast:
A Slowing From 3% to 2.4% on Jobs
An Increase From 1.36% to 1.68% on Population

Anticipates:
A Mild Recession
Some Adverse Impacts From Housing Shortage

5 Year Forecast
Jobs 51,585
Population 54,470
Actual Jobs Exceeding EPIC Projections – To 2023
Washoe County By 2030!

- **Actual Population**
- **Actual Jobs**

Chart showing population and job growth from 2001 to 2029.
Washoe County By 2030!

EPIC Growth % Continued

Actual Population

Actual Jobs

+107,742

+76,863
Community Challenges – To Address

1. Workforce / Affordable Housing
2. Downtown Development
3. Education Funding
4. Infrastructure Upgrades
5. Homelessness

Let’s work together!
1. Greatest Challenge Affordable Housing

- Fewer Housing Units Than We Need
- Not Just Here – But A National Problem
- Housing Shortage Impacts:
  - Drives Up Prices
  - Forces Low Income Citizens Out
  - Increases Sprawl And Traffic
  - Increases Homelessness
  - Less Attractive
National Problem - New Home Inventory

New Home Construction Lower than 46 Yrs Ago?

Jan 1973

Not Started

Jan 2019

Under Construction

Completed

http://www.calculatedriskblog.com/
New Housing In Washoe County – Past 20 Yrs

Population Increase 136,000

340,000

476,000
Housing Permits Continue To Fall Short Of Pre-Recession
No Silver Bullet – But Some Ideas

• Supportive Of More **Multifamily** Zoning  
• **Fee Reduction** / Waivers For Housing  
• Incentivize Multifamily – **Infill – Infill** - Infill  
• Discount NIMBY Resistance To Infill  
• Local Government **Accelerated Approvals**  
• Building On Smaller Lots - Smaller/Simpler Units  
• Support **Lands Bill**  

Workforce Housing
Lands Bill Addresses Key Constraint

- **Truckee Meadows Lands Bill** Opens Up BLM Land NE Of Sparks For Sale And Local Use
- 87% Of The State **Federally Owned** Land

- The 10% Generated From Land Sales Goes To:
  - Conservation Initiatives
  - Hazardous Fuels Reduction **Wildfire Prevention**
  - Acquisition Of Environmentally Sensitive Land
  - Parks, Trails, And Natural Areas

Provides Land For Housing
Is It Time For Modular Housing?

NEU (New Eco-Sustainable Urban) Designed To Be Affordable For Middle Income. The Target Are Those Who Make $40 - $75k A Year
2. Downtown Development

- Encourage & Support Infill & Investment
- Support Downtown Partnership – BID
- Support Beautification And the Arts
- Support University & Student Inclusion
- Emphasize Housing Especially Affordable
Infill Occurring – Ridge & Sierra

The Same Lot Size – One Has Housing For Eight Plus Off Street Parking – The Other Housing for One
3. New Economy = Education A Priority!

Robots Could Kill 73 Million U.S. Jobs By 2030

• In The U.S., 39 Million To 73 Million Jobs Could Be Destroyed

• About 20 Million Can Be Easily Shifted Into Similar Occupations

• 1/3rd Of The U.S. Workforce, Will Need To Be Retrained For Entirely New Occupations
But **Not** A Priority In Nevada

Per-Pupil Revenue From State And Local Sources

<table>
<thead>
<tr>
<th>State</th>
<th>Poor Rate of School-Aged Children</th>
<th>Funding Level</th>
<th>Funding Distribution</th>
<th>Funding Effort</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nebraska</td>
<td>12%</td>
<td>C</td>
<td>A</td>
<td>C</td>
</tr>
<tr>
<td>Nevada</td>
<td>17%</td>
<td>F</td>
<td>F</td>
<td>F</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>9%</td>
<td>A</td>
<td>F</td>
<td>B</td>
</tr>
<tr>
<td>New Jersey</td>
<td>13%</td>
<td>A</td>
<td>C</td>
<td>A</td>
</tr>
</tbody>
</table>

Only Two States With All “F’s”
WCSD State Funding Going Up?

- State Funding + Special Appropriations
- State Funding Adj For Inflation
WCSD State Funding & Adjusted For Inflation

Resulting in Much Of The $60 M in Cuts In Past 3 Yrs
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WCSD 2018</td>
<td>$5,727</td>
</tr>
<tr>
<td>WCSD 2020</td>
<td>$6,034</td>
</tr>
<tr>
<td>WCSD 2021</td>
<td>$6,084</td>
</tr>
<tr>
<td>Recommended NV average from 2018 Augenblick study</td>
<td>$9,238</td>
</tr>
<tr>
<td>National Average from US Census</td>
<td>$12,201 in 2017</td>
</tr>
</tbody>
</table>
What Programs Have Been Eliminated From WCSD Over The Past Several Years?

• Over The Last Three Years, WCSD Cut Or Shifted Over $60 Million Of Expenses To Other Funds

• 47 Support Teachers & 40 Instructional Staff Including Psychologists

• Textbooks For Students And Subjects Is $27M

• Increased Class Sizes By An Average Of 2 Students Per Classroom In Grades 4-12

The national average student to teacher ratio for K-12 is 15.96, while WCSD’s is 25.86.
1. Making Nevada’s K-12 education the top funding priority in our state

2. Supporting any effort to identify revenue resources beginning in the 2021 session

3. Supporting efforts to move Nevada at or above the national avg in per pupil funding by 2030

4. Supporting candidates and elected officials that support this pledge

5. Encouraging others (family, friends, businesses, or other organizations) to sign this pledge
4. Second Road To TRI?

- Currently I-80 Is A Single Point Of Failure
- Major Accidents Daily
- Industrial Center Going From 12,000 To 25,000 In Next 10 Yrs
- No Funding Or Approved Plan To Address This Issue
- 75% Of TRI Employees Live North Of I-80 In Reno/Sparks
- Lands Bill Could Help To Address This Problem
5. Homelessness

Did you know?

44% of homeless people are Employed.

Shouldn't work be an escape from poverty?
See “Seattle Is Dying”

Is Reno- Sparks Next?
Zero Homelessness Is Possible

- Collaborative Mythology
- Community-Wide Commitment
- System That Monitors Each Person In Real-Time
- Increase Affordable Housing
- Fund Programs And Facilities Adequately
### Communities Achieving Zero

<table>
<thead>
<tr>
<th>Community</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arlington County VA:</td>
<td>229,164</td>
</tr>
<tr>
<td>Bergen County NJ:</td>
<td>938,506</td>
</tr>
<tr>
<td>Ft Myers/Lee County FL:</td>
<td>701,892</td>
</tr>
<tr>
<td>Gulfport/Gulf Coast Regional MS:</td>
<td>485,889</td>
</tr>
<tr>
<td>Lake County/North Chicago IL:</td>
<td>703,910</td>
</tr>
<tr>
<td>Lancaster City &amp; County PA:</td>
<td>536,624</td>
</tr>
<tr>
<td>Montgomery County MD:</td>
<td>1,040,116</td>
</tr>
<tr>
<td>Norman/Cleveland County County OK:</td>
<td>274,458</td>
</tr>
<tr>
<td>Riverside City &amp; County CA:</td>
<td>2,361,026</td>
</tr>
<tr>
<td>Rockford, Boone County IL:</td>
<td>340,463</td>
</tr>
<tr>
<td>Abilene TX:</td>
<td>122,999</td>
</tr>
</tbody>
</table>

**Average Size 661,000**
How Can You Help – Homework!

1. Hire An Intern, Or Two!
2. Send EDAWN Video To Ten Family / Friends
3. Support Affordable Housing Efforts
4. Resolving Homelessness Here & Now
5. Support Lands Bill
6. Sign Empower Nevada’s Future - Pledge

WE NEED YOUR HELP!
PLEASE
The Entrepreneurial Ecosystem

• Scan The QR Code To Load The App

• Use The App To Scan Any Card In The Deck Message And Contact Info

• The ACE Of Hearts Contains The EDAWN Video And Presentation
Special Thanks To The EDAWN Board, Our Investors And The EDAWN Staff
Mark Your Calendar!

Washoe K-12 Education Foundation’s “Business of Education Luncheon”

Wednesday, April 8, 2020
11:30 am – 1:30 pm

Atlantis Casino Resort Spa