Mike Kazmierski
President & CEO
EDAWN’s Economic Update
Reno to Racine July 17, 2018

Overview Of Reno Growth
What Is EDAWN

• **Non-Profit** That Leads Economic Development Efforts Of The Region
• **Mission To Attract/Retain & Grow** Quality Jobs
• **One Of Nine** - State Development Authorities
• **Has a 40+ Member Community Board** With Members From: Local Government, Private Sector, Education Community & Partners
• **25% Government Funded**
• **Involved In The Attraction Of Tesla**
• **Engaged In Ensuring Their Success**
Tesla Largest Attraction Deal In 2015
$10 Billion / 10 Million Square Feet
6,500 Jobs / Average Wage Over $25 / Hr

$100 Billion In Economic Impact Over 20 Years
Tesla Update! Going Strong!

• Will Employ 6,500 People (Targeted For 2018) And Eventually As Many As 10,000 Employees

• Nevadans Average 96 Percent Of The Full-Time Employee Workforce

• Model 3 Battery And Drive Unit, Tesla Powerwall And Powerpack, All In Production At Gigafactory

• Current Structure Has 5.4M Sq. Ft. Of Operational Space (29% Complete)
Successes

• Tesla Has **Rebranded** Our Community
• Attraction Of Advanced Manufacturing Easier
• Job Growth Continues At 4% Rate – 10,000 / Yr
• Unemployment Continues To Decline 14% to 4%
• Easier To Attract Talent To The Region
• Multiplier Effect Increasing **Sales Tax at 10% / Yr**
• Reinforced The Effort To **Attract Technology**
• Increasing **Ave Wages** Throughout the Region
Recent Reno Rankings

• **Business Insider** – The Hippest Cities In The US Everyone Under 30 Wants To Move To (Dec ‘17)
• **CBS This Morning** – Betting On Reno (Aug ‘17)
• **Area Development** – Reno #1 Mid-size City
• **Bloomberg** – Reno Is Starting To Look More Like The Silicon Valley (June ’17)
• **Outside Magazine** – Reno Is One Of America’s Best 25 Towns (June ‘17)
• **CNBC** – Top 100 Best Places To Live
• **National Geographic** – Top 10 Ski Towns (Mar’16)
We’ve Come A Long Way In Six Years!
EPIC Projection 50,400 Jobs In 5 Yrs

This Is Not A Bubble!
It’s **Not** Slowing Down!

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<th>Job Count</th>
<th>HQ</th>
<th>Confidence</th>
<th>Relocation State</th>
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**Total**: 3,118  2
Significant Reduction Since 2011 14.2% to 3.9%
Unemployed From 30,731 To Now Just 9,583

Good News Story For Many Unemployed

Full Employment 4.0%
Average Wages Of EDAWN Projects

2016 Actual $36,434

2017 Actual $46,158

2018 Goal $53,000

51% Increase
Congratulations!

• Foxconn - Largest Attraction Project In U.S.
• $10 B For Advanced Manufacturing Campus
• 20 M Square Foot Facility
• Flat Screen TV Manufacturing
• Average Annual Wage Of $53,000
So What Did we Learn?

- Start where you are
- Use what you have
- Do what you can
This is A Once In A Lifetime Opportunity

• Like Nothing You’ve Ever Experienced Before
• Unexpected 2nd Or 3rd Order Effects
• Massive Jobs Multiplier Effect – 2.84!
• Great New Secondary Job Opportunities
• May Feel Some Indifference: By The Rest Of The State: Many Not Actively Engaged; Some Will See This As Your Problem; Some Will Resent Your Success And Visibility
• Surprising How Difficult It Is To Address Serious Issues Even After They Reach Crisis Mode
Reno - Sparks

Area Of Direct Impact

- 30-35 Miles
- 20-25 Miles
- 10-15 Miles
- 35-40 Miles
- 45-50 Miles
Area Of Direct Impact

30 Mile Radius
The Top Challenges to Consider

1. Workforce / Development & Attraction
   - Cast A Wide Net - We Are Looking At Sacramento
   - Help / Listen To Legacy Companies
   - Activate K-12 / STEM & Educate Parents
   - Consider All Industries Like Construction
   - Coordinate The Effort – Many Agencies

2. Housing – Expedite & Encourage More Housing
   - Especially Affordable / Workforce
   - This Is A Government Problem
   - Failure To Act Will Cause Many More Problems
The Top Challenges to Consider

3. Transportation
   • Hot Spots Develop Quickly
   • Major Traffic Congestion Takes Time To Fix
   • Start Planning Now For Transit / HOV

4. Time And Complacency Is Your Enemy
   • This Is Long Term Challenge
   • Key People / Elected Leaders / Team Change
   • Maintain A Coordinated & Committed Effort

5. Business As Usual Mentality
   • Many Will Doubt – Slow To Believe
   • Makes It Hard To Resolve Issues - Resources
Are You Ready For This?
Resilient Communities
An initiative of

Johnson Foundation
At Wingspread

Racine County Wisconsin