

February

2012 What Does EDawn Do And Why Does It Matter?

When it comes to jobs, the current economic situation continues to be dire, the worst in our lifetime. For those of us who call Nevada home, this has become especially painful, as much of our economic activity has relied upon tourism and gaming, along with the construction of new homes and buildings. Those “good old days” will not be returning any time soon, if at all. So what do we do? We can wait it out, continue to cut costs and hang on, or we can get up, as Nevadans have done for generations, and do what needs to be done to grow our economy for the next cycle of quality jobs. This is where EDawn comes in – *Our mission is simply to attract, retain and grow quality jobs for the region.*

Ok – I know that EDawn cannot “grow” jobs literally but with the right strategy, adequate funding, a great deal of help from our many partners and support from the entire community, we can make a real difference in quality job creation. At EDawn we work to attract new companies, as well as helping existing companies succeed and grow. We also encourage entrepreneurs and the many groups, organizations and agencies associated with them, to synchronize their efforts to spur on entrepreneurial job creation.

Community Development is the support base upon which the three “legs” of economic development (job attraction, job retention/expansion and entrepreneurial job growth) stand. Community development is in essence, the neighborhood that we, as economic developers, “sell” to the companies looking for a place to relocate, to “buy a new home” for their company. Many of us have done the same thing when we moved to a new community. We check out the neighborhoods: are the schools good, is the neighborhood safe, are the housing prices reasonable and what about those homeowner association fees (taxes). We all know there are things we need to work together to fix in the months and years ahead.

As you can tell, there is a great deal of economic development work to be done; far more than a small non-profit like EDawn can accomplish alone. It will take a genuine team effort to grow our economy, an economy that will be very different than the one we now have. This effort demands hard work and close cooperation between regional economic development organizations, state and local governments, education institutions, many business organizations and you!

Over the next few months I will explain in detail just how we, EDawn and our many partners, are working on each of these “legs” of economic development. I will attempt to clarify what we can do together to create jobs and to address community development in an effort to improve our “product”. It is an exciting time for our region! It is an important time to work together to transform our economy into one that will meet the job needs of the over 25,000 currently unemployed now and our sons, daughters and grandkids in the years ahead.