

Jobs later – EDAWN’s Community Development Initiatives

EDAWN’s mission is simply quality jobs creation. The Reno-Sparks-Tahoe Economic Development Plan has five objectives: the first two, attract companies and retain primary jobs. Both address “jobs now”. The last three, support entrepreneurial endeavors, facilitate educational development and enhance the region, all address “jobs later”. The EDAWN board recently updated the strategies of Objective 5: “Identify and support initiatives, programs and plans that will enhance the region and make it more competitive as a place to do business.” In short ***“what can we do at EDAWN to enhance our region so it is even more attractive for job creation in the future?”***

That background information sets the stage for the following six strategies where we will work with the community to make a difference:

- 1. Develop and implement a plan to attract employers and entrepreneurs to downtown Reno.** Every great city has a great downtown. The best way to develop and revitalize a downtown is to get more diversified business activity, employers and entrepreneurs to locate in the downtown.
- 2. Improve the region’s image as a place to do business.** The “Expand your business, Enjoy your life” diversified business marketing campaign is the start of a long process to improve our image. The goal is to promote the region as a great business destination. The recent taxi-top effort, to get more business advertising on our taxis, is taking off with more than 80 taxi-tops now family–executive friendly. We could use your help as we work to modify the remaining 150.
- 3. Work with partners to promote a technology/academic environment that attracts and develops a knowledge based economy.** If we are going to attract the high-paying jobs and companies of the future we must be a community that embraces technology and is attractive to the “creative class.” A knowledge based economy will provide the quality jobs of the future for our grandkids.
- 4. Work with partners to develop a plan that promotes the region as a “College Town.”** This strategy directly relates to numbers 2 and 3 above, and talks to developing the “feel” of a college town as we work to cultivate an image that welcomes the creativity, energy and inspiration associated with a “college town.” The key here is to embrace “our” University and support their growth and engagement in the community.
- 5. Work with partners to create a gathering place for entrepreneurs in downtown Reno.** Developing a central location for entrepreneurs in our downtown will facilitate their connections and nurture the entrepreneurial energy that is growing in the community.
- 6. Work with partners to retain and improve air service (both cargo and passenger).** Support for the airport’s efforts to improve our air service is important to maintaining our connection to the world and critical to attracting, retaining and growing the companies of the future.

So there you have it: How EDAWN, with a boat load of help, plans to ***“enhance the region and make it more competitive as a place to do business.”*** - ***Jobs Later!***