

December 2013

EDAWN's Christmas List – How You Can Help Us In Our job Creation Efforts

As we head into the holiday season it is sobering to consider that nearly 20,000 of our neighbors, family members and friends are still unemployed. While the economy is getting better and the unemployment rate is down, the reality is that we must do more to create jobs now and position our region to create jobs in the future. **So what can we do?**

EDAWN has the task of growing the economy here through job creation and as a small non-profit, working with our many partners, we are doing our very best. In the past year we announced more than 2,000 new quality jobs (over the next 5 years) from more than 30 new or expanding companies in our region. This number more than doubles our average of the past 5 years, yet it's still far short of what is needed. Our strategies are simple: we are more aggressive in marketing our region, more travel; a retention program that works to assist our existing employers and an entrepreneurial development program that is really taking off. All of these initiatives are showing real success as our pipeline continues to grow. Still, we are not doing enough!

There are several ways businesses and individuals can help us in our job creation efforts, **let's call this EDAWN's Christmas list:**

- 1. Become a sales person for our region.** In your interaction with others from outside the area, especially decision makers in companies, mention why you love the Reno-Sparks-Tahoe area and send them the EDAWN quality of life video on our website. Changing our image will take time.
- 2. Recognize the importance of education.** The workforce of the future is in our schools now. If they are not educated to compete in a global economy, then the companies we are working to retain and attract will go where the talent is. An educated workforce is the key to our economic future.
- 3. Support and engage our University.** We must be perceived as having an educated workforce to grow the knowledge based economy we need and the promotion of the excellence at UNR is a way to do that. We should all become Wolf Pack fans and UNR supporters making "OUR University" a component of every visitors experience in Reno-Sparks.
- 4. Engage in the discussions about where we are going as a community.** What we become as a community and an economy in 10 years is not what we were 10 years ago. So what is that, and how do we get on the path to our renaissance or our rebirth?
- 5. Support EDAWN's efforts** to improve our image, such as the taxi-top campaign, and consider financially supporting EDAWN, as a non-profit we can do more with additional resources.

2013 was a good year for economic development, but 2014 will be even better. Our unemployed families, neighbors and friends that are counting on our success and we cannot let them down! **Happy Holidays!**