

2020-2025 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)



2022 UPDATE

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About WNDD

The U.S. Economic Development Administration designated the Western Nevada Development District (WNDD) an Economic Development District (EDD) in 1983. There are more than 400 development districts throughout the United States. WNDD is one of two certified EDDs in the State of Nevada.

Elected and appointed officials and staff from each of the region's seven counties and seven cities serve on WNDD's Board of Directors. Representatives from the Numu – Pyramid Lake Paiute Tribe and the University of Nevada, Reno, sit on the board as well.

Associate members on the WNDD Board, include: Building and Construction Trades Council of Northern Nevada, Churchill Entrepreneurs Development Association, Churchill Fallon Economic Development Authority, Community Services Agency, Downtown Reno Partnership, EDAWN (Economic Development Authority of Western Nevada), Education Innovation Collaborative, First Independent Bank, Flynn Giudici, JOIN Inc., Lake Tahoe Visitors Authority, Nevada 95-80 Regional Development Authority, Nevada Builders Alliance, Nevada Governor's Office of Economic Development (GOED), Nevada Governor's Office of Workforce Innovation (GOWINN), Nevada Green Institute Inc., Nevada Rural Housing Authority, Northern Nevada Development Authority, NV Energy, Numu – Pyramid Lake Paiute Tribe, RailPros, Regional Development Authorities, Rural Nevada Development Corporation, Tahoe Prosperity Center, Truckee Meadows Community College, Uprise Fiber, and Western Nevada College.



MEMBER COUNTIES AND CITIES OF WNDD

Carson City*

Churchill County

City of Fallon

City of Fernley

City of Lovelock

City of Reno

City of Sparks

City of Winnemucca

Douglas County

Humboldt County

Mineral County

Pershing County

Storey County

Washoe County

* Carson City is the capital of the State of Nevada and is officially a consolidated municipality. It is also recognized by the Nevada Department of Taxation and the United States Census as a county.

Planning For The Future, Today

A roadmap to progress and prosperity, the Comprehensive Economic Development Strategy (CEDS) is a cornerstone of WNDD's mission to diversify and strengthen the regional economy.

It is a locally based, regionally driven economic development planning process and document that successfully engages the region's community leaders, private sector partners, and stakeholders. Together, they work toward creating a long-term economic development strategy to welcome new businesses, industries, and workforce to the region and promote a vibrant, resilient, and sustainable economy.

The CEDS is updated annually and revisited, revised, and rewritten every five years. The 2022 CEDS update refreshes the data in the 2020-2025 report. It enables WNDD to continue as a designated Economic Development District by the Economic Development Administration of the U.S. Department of Commerce (EDA).

EDA invests in public works, economic adjustment assistance, technical assistance, and short-term planning. EDA investment priorities enhance regional competitiveness and support long-term diversification and development of the regional economy.

Specific priorities include:

1. **Equity**
2. **Recovery and Resilience**
3. **Workforce Development**
4. **Manufacturing**
5. **Technology-Based Economic Development**
6. **Environmentally Sustainable Development**
7. **Exports and Foreign Direct Investment (FDI)**

As a designated EDA Development District, because of the CEDS regional plan, WNDD is positioned to receive additional support from EDA. This also enables members to leverage their competitiveness when applying for EDA grant programs and other federal funding. This regional planning document also gives the WNDD organizations an edge when applying for funding and grants from foundations and state agencies.

Once certified by the EDA, the CEDS update will maintain the region's Economic Development District designation, the associated planning funds, and regionwide eligibility for federal funding to accomplish projects identified within the plan.

This CEDS includes the Economic Recovery and Resiliency Plan (ERRP), created by the Economic Recovery and Resiliency Council (ERRC) and its teams. Learn about the plan and the Action Teams formed to prioritize actions and projects from the ERRP on pages 6-21. For a complete list of the ERRC members and ERRP Action Team members, see pages 68-70.



From Recovery to Resilience

How Western Nevada's Economic Recovery and Resiliency Plan Can Protect Its Future

Agility and decisiveness are essential in times of disruption, and communities can lay the groundwork to thrive in the future by adapting to the weaknesses that crises reveal. As the pandemic's immediate crisis fades, resilience is the WNDD region's key to enduring short-term shocks and ensuring long-term prosperity.

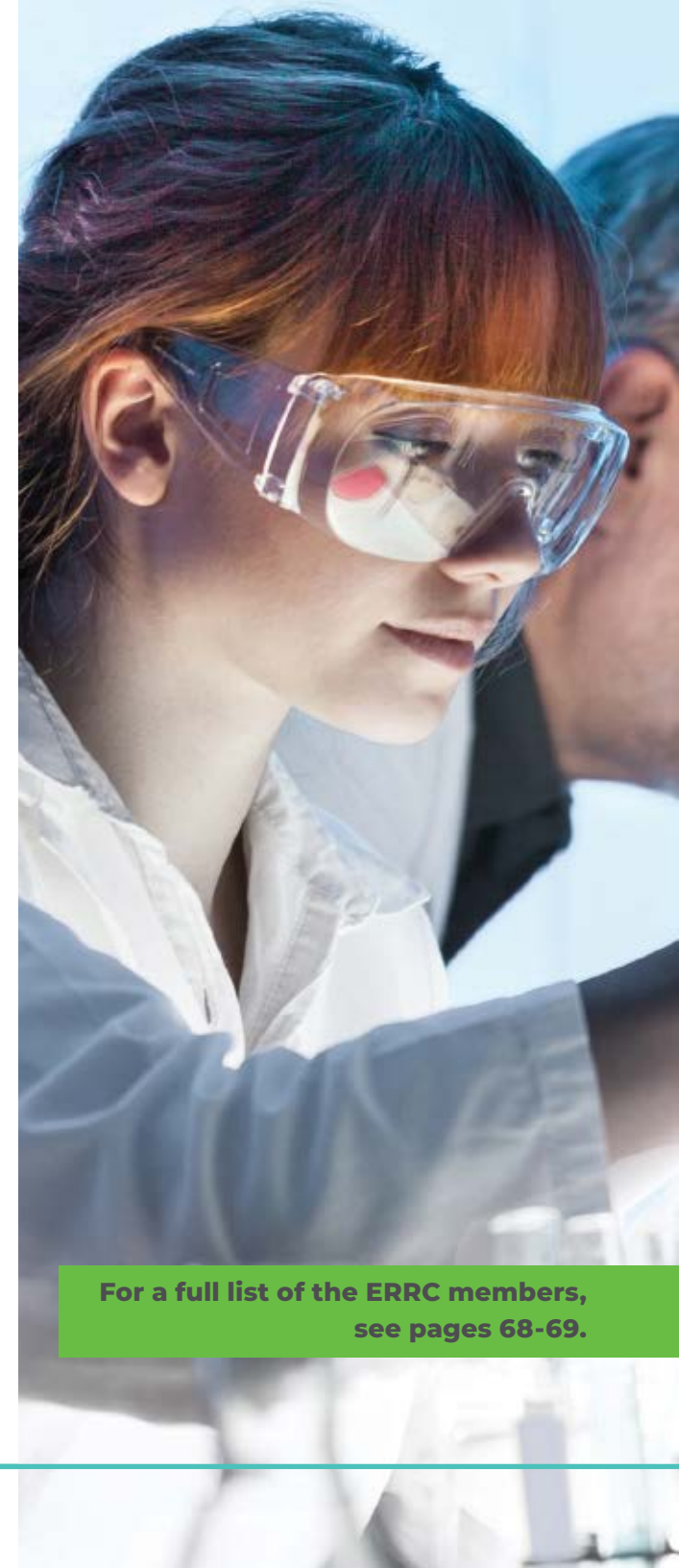
Western Nevada's communities and economy recovered faster than forecasted following the onset of the COVID-19 pandemic. However, businesses continue to face overlapping challenges in supply chains, labor availability, and inflation.

As Western Nevada builds its resiliency, economic development strategies must prioritize expanding small businesses, attracting new technology companies and a skilled workforce, and integrating data into regional decision-making processes.

With funding through an EDA Coronavirus Aid, Relief, and Economic Security (CARES) Act grant, WNDD formed an Economic Recovery and Resiliency Council (ERRC)

in 2020 to develop an Economic Recovery and Resiliency Plan (ERRP) for the region. The ERRC included a team of subject matter experts representing more than 150 agencies throughout Nevada in 14 working groups focused on:

- Agriculture
- Building and Trades
- Business
- Economic Development
- Education and Workforce
- Financial
- Government
- Health and Wellness
- Housing
- Information Technology
- Manufacturing
- Mining
- Tourism/Hospitality/Arts and Culture
- Utilities/Infrastructure/Transportation



**For a full list of the ERRC members,
see pages 68-69.**

Key Economic Vitality Challenges in Western Nevada

During a workshop in early 2021, the ERRC identified the six most pressing economic issues for the region, including:

1. Inadequate broadband connectivity
2. Workforce limitations such as inadequate training, low wages, and a lack of childcare facilities
3. Reduced access to routine medical care resulting in inadequate health and wellness services
4. An inadequate supply of affordable housing paired with sharply increased real estate prices
5. Siloed governmental agencies with disconnected systems making it difficult, inefficient, and arduous to navigate resources
6. The pandemic hampered the limited efforts to diversify the Nevada economy, and small business owners lacked a safety net to keep them afloat during the emergency.

These critical economic vitality challenges formed the foundation of the ERRP's framework, which includes strategies for economic recovery and builds capacity for pre-disaster preparedness through resilience planning and projects. Under the plan, projects may be engaged or expanded to respond more rapidly to create economic stability and growth.

Council Timeline

Over six months, the ERRC met as a large group and individually to pursue its work of developing the ERRP. The process included multiple discussions per month with the stakeholders and WNDD staff.

At these meetings, regional experts discussed policies and overall plan making. The business and service sector clusters conveyed their category's highest priority issues and strategies to address those issues, identified resources available to engage those strategies, and determined the resource gaps.



Economic Recovery and Resiliency Plan Framework

This wheel represents the framework of the ERRP, as developed by the ERRC and its teams, including four target areas and 12 goals. The plan of strategies and actions to accomplish these goals can be found on pages 10-21.

To bring the ERRP to life, WNDD will collaborate with stakeholders and engage action teams throughout the region to move forward with strategies and future projects identified in the plan under these four target areas and their respective goal areas.



Action Teams Prepare Next Steps for ERRP Implementation

In 2022, WNDD formed four Action Teams to prioritize actions and projects from the ERRP's target areas:

ECONOMIC RESILIENCY

The region can withstand, prevent, and quickly recover from shocks to its underlying economic base, such as the COVID-19 pandemic, by engaging in activities, programs, and steady-state and responsive initiatives.

INFRASTRUCTURE

The region's planned, modern, and resilient infrastructure includes widespread broadband access to connect its urban and rural areas while supporting an increasingly mobile and remote workforce.

QUALITY OF LIFE

The region offers more diverse housing opportunities to fit the needs of many populations, accessible health and wellness services and amenities, and opportunities for leisure pursuits that enhance a sense of place and community.

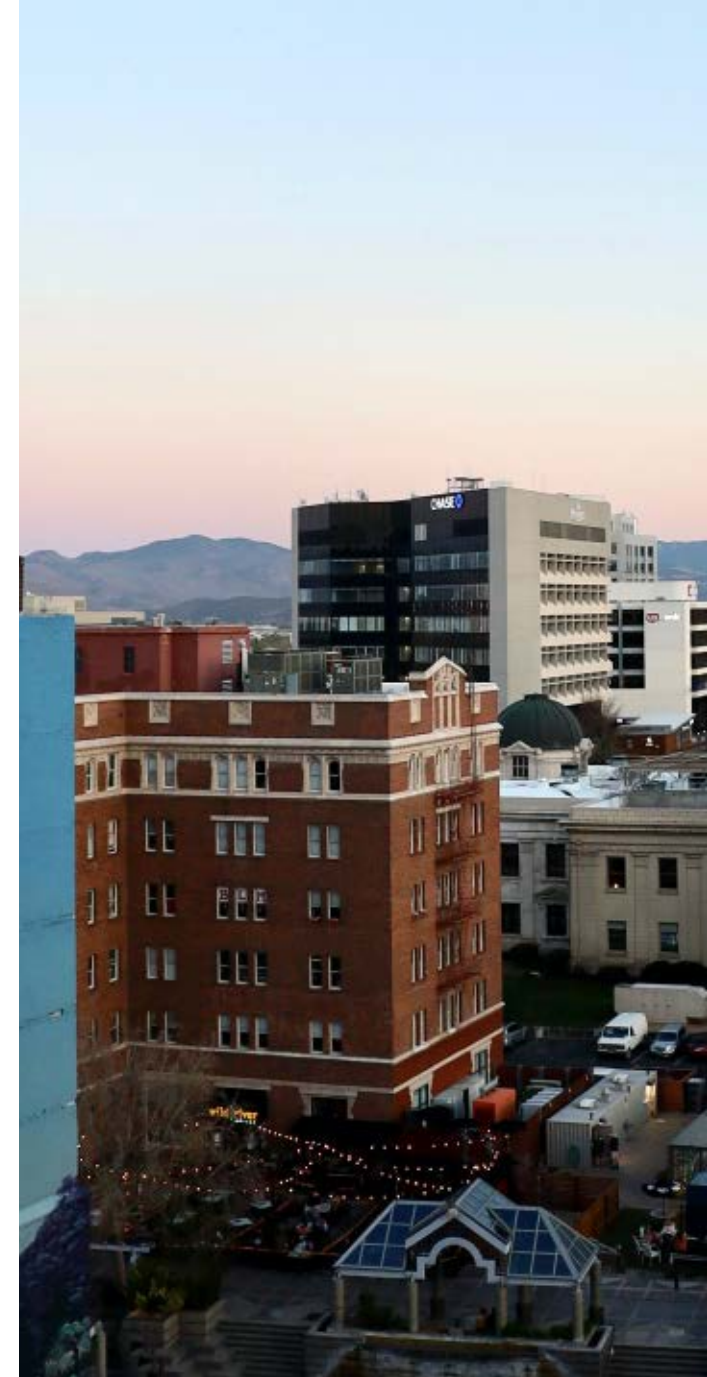
GOVERNMENT AND ORGANIZATIONAL CAPACITY

The region's government and stakeholder organizations seamlessly coordinate to institute innovative solutions that are streamlined, technologically advanced, and better positioned to grow a sustainable and resilient economy.

Action Team members studied the ERRP and its actions to assess if additions or changes were needed. Then, the ERRP Action Teams reviewed all the strategies and projects, prioritizing them to be completed in one of three categories:

- High Priority: To be completed in 1 to 3 years
- Medium Priority: To be completed in 3 to 5 years
- Low Priority: To be completed 5 years and beyond

The action teams also examined partner lists for additions or revisions and made recommendations to the WNDD Board for further action.



For a complete list of the ERRP Action Team members, see page 70.

TARGET AREA 1:**Economic Resiliency**

The region can withstand, prevent, and quickly recover from shocks to its underlying economic base, such as the COVID-19 pandemic, by engaging in activities, programs, and steady-state and responsive initiatives.



An area's ability to quickly recover from a significant disruption, endure the impacts of a major shock, and, when possible, prevent the circumstances altogether can define its economic resiliency.

The COVID-19 pandemic showed clearly how the Western Nevada Development District's region fared in the face of a significant economic challenge. To build a regional capacity for economic resilience, a network of partner organizations and individuals must anticipate risk, evaluate how that risk can impact critical economic assets, and build a responsive capacity.

To do so, WNDD and its partners will engage in initiatives to pivot the economy from the COVID-19 pandemic to recovery and greater resiliency. These efforts will include planning for and implementing resilience through specific goals or actions to bolster the long-term economic durability of the region. In addition, WNDD will work to establish information networks among the various stakeholders in the area to encourage active and regular communications between the public, private, education, and nonprofit sectors to collaborate on existing and potential future challenges.



GOAL 1.1

Encourage Entrepreneurship, Innovation, and Small Businesses

Supporting innovation, small businesses, and entrepreneurs by creating an environment where they can survive and thrive is vital to the region's economic recovery and resiliency.

STRATEGIES / ACTIONS

A2: Develop and disseminate training programs for small businesses to help them prepare for future economic shocks.

A3: Establish business recovery centers that can provide flexible resources and services that can expand and contract in response to economic shocks.

B2: Develop training and development opportunities to help small businesses

prepare for the innovative technology shifts resulting from the ongoing automation of traditional manufacturing and industrial practices using modern innovative technology, also known as Industry 4.0

C1: Support and advance the continued development and expansion of co-working, incubator, and innovation centers throughout the region.

C5: Promote international trade and export assistance programs to increase the number of exporters, new market exports, and global supply penetration, especially among rural and women, veteran, and minority-owned micro, small and medium enterprises (MSMEs).

GOAL 1.2

Engage In Strategic Economic Development

Advancing growth and expansion for industries critical to the region's economic ecosystem and its prosperity.

STRATEGY / ACTION

B3: Work with rural communities and businesses to design and implement marketing plans to promote their communities as business-ready locations.

GOAL 1.3

Foster Financial Wellbeing and Resilience

The region's economic vitality is supported by the expansion, development, and implementation of programs that support financial wellbeing, security, and resilience.

STRATEGIES / ACTIONS

A3: Work with financial partners to determine, develop and provide training and tools that support planning for financial security.

B2: Advocate for the continued development of public alternative lending sources within the region through assisting qualified, eligible entities in accessing

programs such as U.S. Small Business Administration (SBA), U.S. Department of Agriculture (USDA), U.S. Department of Housing and Urban Development (HUD), Community Development Block Grant (CDBG) Program, and U.S. Economic Development Administration (EDA), that will capitalize alternative lending projects.

B3: Increase the growth and availability of funding for start-up, early stage and next-stage companies in the region

B5: Continue to operate and adequately capitalize the WNDD Revolving Loan Fund.



TARGET AREA 2:**Infrastructure**

The region's planned, modern, and resilient infrastructure includes widespread broadband access to connect its urban and rural areas while supporting an increasingly mobile and remote workforce.



Infrastructure systems, including communications, healthcare, transportation, electricity, and water and sanitation services, constitute the core of a resilient community and economy in times of catastrophe.

When these systems are put in place, they can help a region respond to significant disruptions. Resilient infrastructure can also reduce the impact of these shocks on an area or help a community even avoid the effects of a major threat.

The COVID-19 pandemic showed clearly showed the opportunities and challenges of the infrastructure in the Western Nevada Development District's region. To learn from this and support the region's capacity for economic resilience, WNDD and its partner organizations must make infrastructure

more resilient across multiple dimensions in the face of numerous threats and risks.

To do so, WNDD and its partners will assess, address and improve the resilience of the region's physical assets, operations, business models and governance, and financing. It will also consider broader factors such as the environment and climate and the role of technology when addressing infrastructure systems. These priorities and actions to build a more resilient infrastructure system in the region will become a defining moment in the recovery from COVID-19. When planning and prioritizing investment, resilience will be an essential factor to consider, particularly in the context of technologies and innovations that might offer lower-cost, digitally enabled solutions.



GOAL 2.1**Improve Utilities, Transportation, and Energy**

Increase improvements in transportation, water, wastewater systems, and utilities that are innovative, sustainable, efficient, and integrated to support and promote a more business-ready region.

STRATEGIES / ACTIONS

A4: Promote expansion of renewable energy development, including solar, geothermal, and wind farms, including recruitment, retention, and expansion of green energy companies.

B2: Continue to work with member agencies to develop CEDS projects for the annual CEDS update and rewrite. Create awareness and understanding of the prioritization process and how to become grant-ready.

B3: Provide training through webinars and workshops for WNDD membership regarding funding resources, grant application processes, and strategies to improve competitiveness toward the award of funding projects.



GOAL 2.2**Advance Technology and Connectivity****Plan for and support technologies that advance innovation and promote economic development.****STRATEGIES / ACTIONS**

A1: Establish a WNDD Broadband Study Project comprised of a stakeholder team for the purpose of defining the connectivity issues, including defining and the mapping of broadband coverage with the purpose of how best to address gaps with a focus on economically distressed and underserved populations.

A2: Develop a regional broadband and connectivity master plan.

A3: Advocate for innovative options for connectivity tools, such as satellite, fiber,

and wireless networks and the use of mobile hotspot loan programs.

A4: Promote broadband infrastructure tax incentives for the private sector, service providers, and developers to encourage the expansion of broadband and connectivity.

A5: Create and leverage public and private partnerships, establish cooperatives and work with all wireline providers in the region to improve access to high-speed internet.

A6: Working with public and private sector, identify funding to develop, improve or

establish connectivity throughout the region, with an emphasis on the rural communities.

A9: Support equitable access to the internet, devices, and technical assistance to underserved populations.

B1: Encourage the investment in digital infrastructure for business and industry to ramp up the adoption of new technologies and grow the economy.

GOAL 2.3**Build Housing Capacity****Support and promote activities and organizations committed to creating diverse, affordable, and available housing options in the region to attract and retain workforce while stimulating the economy.****STRATEGIES / ACTIONS**

A1: Support innovation, technology, and alternative housing options such as re-purposing properties into multi-family properties, high quality mobile home parks, manufactured housing, container housing,

and 3-D (Extrusion Based Technology) printed housing.

A4: Support the preservation of current and future viability of affordable housing rentals.

B1: Explore zoning and building codes, development requirements, and fees to determine and recommend opportunities for more expedited processes to increase multi-family and multi-use affordable housing and accessory dwelling units.

TARGET AREA 3:**Quality Of Life**

The region offers more diverse housing opportunities to fit the needs of many populations, accessible health and wellness services and amenities, and opportunities for leisure pursuits that enhance a sense of place and community.



A complex balance of variables, including healthcare, housing, arts, culture, and recreation, contributes to the region's overall quality of life. Improving the region's quality of life can increase its desirability, generate economic activity, and boost its recognition and reputation. It can also contribute to the overall happiness of its population, which has been positively associated with economic resilience.

Improving the quality of life is also intrinsically connected to attracting and retaining the workforce and businesses, which are critical factors to an area's ability to anticipate, weather, and recover from an economic shock. Industry wants to be based where a talented workforce calls home. Factors such as housing, cost of living, and quality of life heavily influence an individual's decision to make the region their home, and this is especially true for those with high-paying knowledge, professional, and creative jobs.

During the COVID-19 pandemic, some of the region's quality of life amenities were a boon to the local population and a draw to people and businesses seeking to relocate. Many individuals sought to recreate in the region's public lands and outdoor amenities, which critical components of its quality of life and outdoor recreation economy. Comparably less expensive housing costs also drew individuals to the area from states such as California, bolstering the market during the economic shock. However, as more people discover the quality of life the region offers, WNDD and its partners must continue investing and innovating to improve the aspects that make it a desirable place to live.

To strengthen and diversify the region's economy by continuing to improve its quality of life, WNDD and its partners will develop and implement plans, strategies, activities, and initiatives that give its residents what they want and need to survive and thrive.



GOAL 3.1**Nurture Health and Wellness Resources**

Support health and wellness programs and activities that are critical toward building resilience against future health shocks and impacts on the economy.

STRATEGIES / ACTIONS

A3: Support the development, promotion and/or expansion of a centralized 24/7 portal that provides one-stop source of access to health, wellness, and community support resources and services.

B1: Promote programs and systems that increase the number of health and wellness professionals, including removing barriers that restrict professionals from working in the region.

**GOAL 3.2****Support Education and Workforce**

Support the development of a skilled workforce to meet the growing needs of business and industry.

STRATEGIES / ACTIONS

A1: Advocate for targeted, protected state and federal funding sources for the development of and access to P-16 career and technical education, including work-based learning, such as apprenticeships and other learn and earn programs.

A2: Engage and strengthen regional systems for employer engagement that ensures skills gaps are addressed and funding is appropriated.

B1: Supporting outline and present a micro-credential system that documents and awards credit for independently acquired skills to NSHE for statewide adoption.

B3: Leverage 21st century technology to develop high-quality, cost-effective training programs.

C1: Connect users to real-time employment and training information and no or low-cost resources to assist with upskilling or reskilling and career navigation.

E2: Assemble cross-sector partnerships to advocate for more accessible, livable wages, healthcare, childcare, and education/training opportunities.

GOAL 3.3

Cultivate Arts, Culture, and Recreation

Promote arts, culture, and recreation activities and amenities as essential elements to quality of life and support the recruitment of business, industry, and workforce in these areas.

STRATEGIES / ACTIONS

A1: Recommend projects and activities that support an interconnected system of parks, trails, and open spaces throughout the region and its communities.

A2: Promote tourism and recreational amenities on a regional basis including plans and development as well as activities that reflect the historic, cultural, and natural resources.

A3: Encourage partners and stakeholders to support lifelong learning opportunities that increase social connections, health and wellness, and social responsibility resulting in greater resiliency.

A5: Focus on public arts and outdoor recreation opportunities that build the region's quality of life.

B4: Working with partners, promote and advance activities that create a sustainable and just food system that enhances equitable access to local healthy food.



TARGET AREA 4:**Government and Organizational Capacity**

The region's government and stakeholder organizations seamlessly coordinate to institute innovative solutions that are streamlined, technologically advanced, and better positioned to grow a sustainable and resilient economy.



Collaboration among the public, private, education, and nonprofit sectors may strengthen a region's reaction to an economic shock, provided they are aware of each other's roles and responsibilities in the recovery process. The more able government and stakeholder organizations are to share essential information, the more quickly the region can respond in times of crisis.

The COVID-19 crisis rapidly increased citizen demand for government services and programs. For example, Nevada's unemployment system was quickly overwhelmed in 2020 by the sudden surge in claims from people out of work. Before the pandemic, the Nevada Department of

Employment, Training and Rehabilitation (DETR) processed between 16,000 and 18,000 claims a week. As of January 2021, that number reached about 300,000 a week.

Innovative solutions and digital technologies hold the potential to help resource-constrained governments and regulators address capacity challenges such as these while improving regulatory capacity, service delivery, and crisis management. To shape a more resilient economy, build more resilient governments, and revitalize the core capabilities of the public sector, WNDD and its partners will engage in programs, activities, and tactics to reimagine government for the long term.



GOAL 4.1**Grow Partnerships and Collaboration**

Expand the region's capacity to catalyze economic vitality through partnerships and collaboration.

STRATEGIES / ACTIONS

A1: Develop a community facing resource map that delineates organization services and clientele, the connective relationships between entities, and identified access points that will be used by service entities for referral, reduction of duplicative services and identification of gaps.

A2: Utilizing technology, foster and support a 24/7 centralized resource of information

and resources for small business and entrepreneur resources.

B1: Assess and identify policies, codes and practices considered to barriers to economic development and resiliency.

B2: Collaborate to maximize economic development by engaging revised policies, procedures, and operations that eliminate or reduce barriers.

B3: Increase economic recovery and resiliency by establishing an Economic Emergency Response Team or Program that includes intergovernmental and multi-agency coordination that will expand and contract programs and contract programs and services in response to any economic shocks.



GOAL 4.2**Integrate a Regional Perspective in Planning****Provide for regional planning towards economic development goals that support recovery and plan for resiliency.****STRATEGIES / ACTIONS**

A1: Engage ongoing activities that develop greater regional collaboration on goals and actions related to the CEDS and ERR Plan.

A2: Facilitate the identification and prioritization of investment projects that benefit the region.

A4: Promote regional collaboration for more robust networks, including market connections between rural and urban areas.

A7: Provide ongoing training and informational events on key economic trends, issues, and best practices.

A8: Continue outreach activities that provide information on economic development, funding opportunities, and critical indicators regarding the region's economy.

B1: Continue to work with WNDD members and key stakeholders to establish Action Teams focused on implementing the CEDS, ERR Plan and projects.

B2: Develop an annual work plan that implements strategies and actions of the CEDS & ERR Plan.

B3: Increase outreach to the business, educational and key stakeholder communities and agencies to promote partnering and collaboration to realize key economic development strategies and projects successfully.

B4: Continue to coordinate with the University of Nevada, Reno Center for Economic Development & University of Nevada, Reno Cooperative Extension to support and advance economic development programs and projects.

GOAL 4.3**Support Sustainability Efforts****Advance U.S. Economic Development Administration (EDA) 's Investment Priority by promoting economic development planning and implementation projects that address the climate crisis, including green products, processes (including green infrastructure), places, and buildings to support economic and environmental resilience.****STRATEGIES / ACTIONS**

A2: Pursue opportunities through the Environmental Protection Agency and other sources for brownfield assessment, clean-up, and redevelopment funding.

B1: Provide training & information regarding climate events & economic shocks resulting from those events to plan for & create economic recovery, resiliency, & sustainability.

B2: Leverage all WNDD outlets to provide resources & information on best practices in planning for sustainability & the benefits associated with economic development.

A Region Connected

The Western Nevada Development District's region includes both urban and rural areas, large cities, and even larger swaths of open public lands. As a result, the region often magnifies the state's demographic and economic trends, drawing attention to opportunities and potential threats.

Commerce and commute intertwine the region's various communities, making it more crucial that they work together to demonstrate a forward-moving commitment to quality of life and opportunity for all residents

Like the rest of the state, the region's population is expected to grow over the next decade. With that growth comes greater

economic activity, but also a greater need for infrastructure, education, and other services that promote and deliver the high-quality of life that the region promises.

Ultimately, the region continues to pursue its mission to have an innovative economy rooted in sustainable development and enriched by the area's abundant natural resources and the collaboration of its independent, unique communities. To develop an action plan that supports the region's overall goals, it's imperative to begin with a clear understanding of the region's communities from a demographic, geographic, and economic perspective.

By the NUMBERS

2020 Population:

645,132



2040 Projected
Population: 763,167

Average Per
Capita Income: \$58,225

Largest Employing
Industry:

Trade, Transportation and Utilities

Primary Occupations:

- Office and administrative support
- Sales and related
- Management



Geographic Profile

Nevada is geographically unique in how much of its acreage is devoted to public lands. As a whole, Nevada covers 110,567 square miles, making it the 7th largest state in the nation by area. However, only 12.2% of the land is private, which makes Nevada the 10th smallest state in acreage available. In addition, the 13,490 square miles of developable private land is not contiguous.

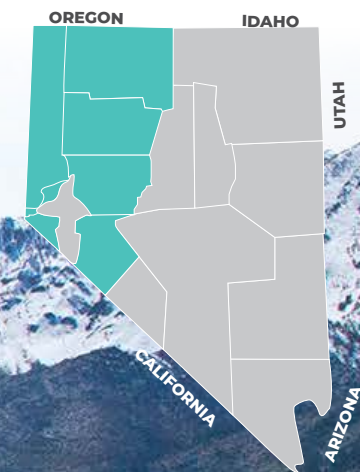
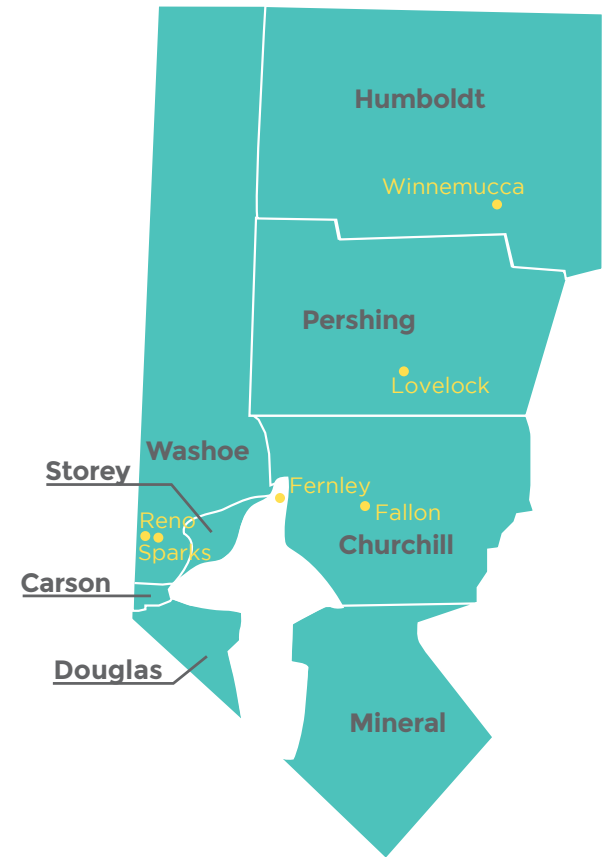
The Western Nevada Development District includes Churchill, Douglas, Humboldt, Mineral, Pershing, Storey, and Washoe counties, Carson City, and the cities of Fallon, Fernley, Lovelock, Reno, Sparks and Winnemucca.

More than 80% of the WNDD region is public lands. Mineral County boasts the highest percentage of public lands at 94.4%, while Storey County has the least with 9.5%.

The major thoroughfares that connect the region Interstates 80 and 580, and U.S. Routes 50 and 95.

Going east from the Sierra Nevada, the WNDD region is characterized by mountain ranges, generally running north and south, separated by broad valleys. The topography is comprised of valleys surrounded by mountains of varying heights. The region is bounded on the north by Oregon and Idaho, and to the west by Lake Tahoe and California. To the east lies Utah and south lies the remainder of Nevada.

Nevada is part of the Great Basin, a desert environment. The region falls within a high desert environment and has an arid climate. Nevada is the driest state in the country, and the WNDD region has rainfall that ranges from 16.8 inches in Douglas County to 5.3 inches in Mineral County.



More Connected Than Ever

The Megapolitan Theory and How It Impacts Western Nevada's Recovery and Resiliency

As of 2018,
Tesla employed
almost 8,000 people
at it's
Storey County
location

The Megapolitan Theory will be essential to the continued growth of the counties, cities, and communities that make up the WNDD, and you might not even have heard about it.

You're not alone.

The term came from geographer Jean Gottmann in his 1961 book, *Megalopolis*. Megapolitans were also extensively addressed in a 2011 report by Robert Lang of the University of Las Vegas and Arthur Nelson of the University of Utah.

Lang described megapolitan regions as "integrated networks of metro- and micropolitan areas." Metropolitan areas are defined by the commuter traffic within an area, whereas megapolitans are linked by their economic ties. At a minimum, they include at least two metropolitan areas but are often much larger, and their connections can extend beyond the economy to infrastructure, social, and urban ties.

The WNDD sits in the middle of the Northern Nevada Sierra Pacific Megapolitan Cluster, extending from the center of the state to the Pacific Ocean, and includes San Francisco, San Jose, and Sacramento.

In the California portion of this megapolitan cluster is the major economic and tech center of Silicon Valley. But the WNDD communities are in a good position as well, with two significant assets: acres and acres of inexpensive land and a motivated workforce.

This was apparent in 2014 when Tesla chose Storey County as the home for its Gigafactory after reportedly investigating more than 100 potential sites. As of 2018, Tesla employed almost 8,000 people at this location.

The Megapolitan Theory gets even better for the communities in the WNDD. Adjoining the Northern Nevada Sierra Pacific Megapolitan Cluster are two other Megapolitan clusters. The Eastern Nevada Mountain Megapolitan Cluster takes in the

northeast third of Nevada, almost all of Utah (including Salt Lake City), and extends to Denver. The Southern Nevada Southwest Triangle Megapolitan Cluster consists of all of Southern California (including Los Angeles and San Diego), the southern portion of Nevada (Las Vegas), and almost two-thirds of Arizona (Phoenix and Tucson).

What does this mean? According to Nevada's Plan for Recovery & Resilience, prepared by SRI International, in collaboration with RCG Economics and Brookings Mountain West: "... Nevada sits at the center of a trade region that exceeds 53 million residents, a region that exceeds in both population and GDP such nations like South Korea (pop. 51.8 million) and Spain (pop 47.3 million)." That is a lot of potentials. The study goes on to note: "Nevada's most important economic opportunities lie in deepening its ties to adjacent megapolitan areas. The state can induce both corporate relocation and skilled labor migration from the greater Southwest. Nevada maintains lower costs, less regulation, and less tax

Each of Nevada's regions remains well-positioned to megapolitan areas throughout the western United States.

burden, especially when compared to California."

A study entitled MountainMegas, also prepared by the Brookings Institution at UNLV, noted that true success for WNDD and its megapolitan area depends on balanced growth that is sustainable, productive, and inclusive. Attaining this requires continued development of infrastructure—both roads and digital connectivity, top-level innovation, a viable workforce, a strong quality of place, and good regional governance. Good schools and institutions of higher education should also be included in that list.

Tesla's selection of northern Nevada for its Gigafactory helped northwest Nevada recover from the 2008 recession. A development strategy based in part on the Megapolitan Theory will propel even more regional economic growth as the nation recovers from the economic setbacks of the Coronavirus pandemic.



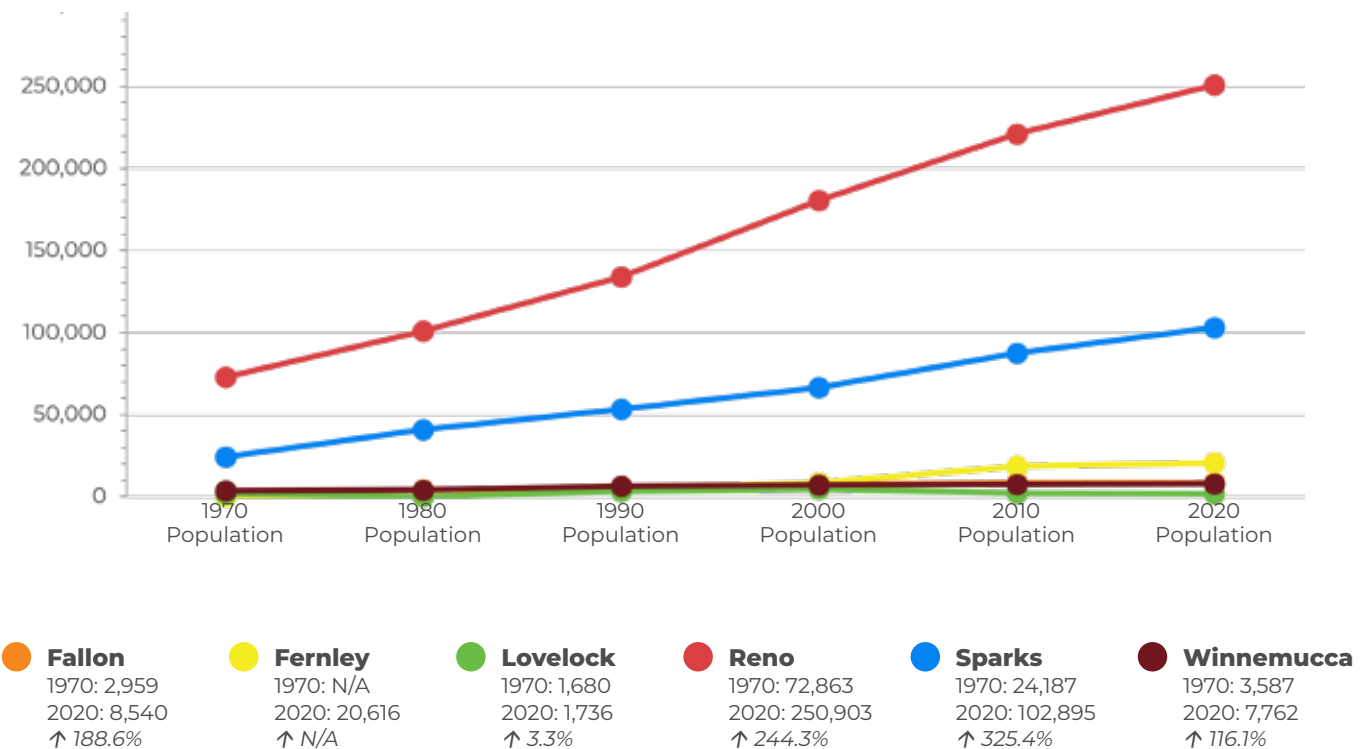
Source: Robert E. Lang and Jaewon Lim, Brookings Mountain West–UNLV, 2020.

Population: Growth

Like the state of Nevada as a whole, the population in the Western Nevada Development District's region grew dramatically from 1970 to 2020, compared to the country. While the United States saw a population increase of about 61% over those 50 years, WNDD's population grew by more than 275% during the same time. This trend will likely continue over the next two decades as experts predict the region will grow to more than 736,000 people by 2040.

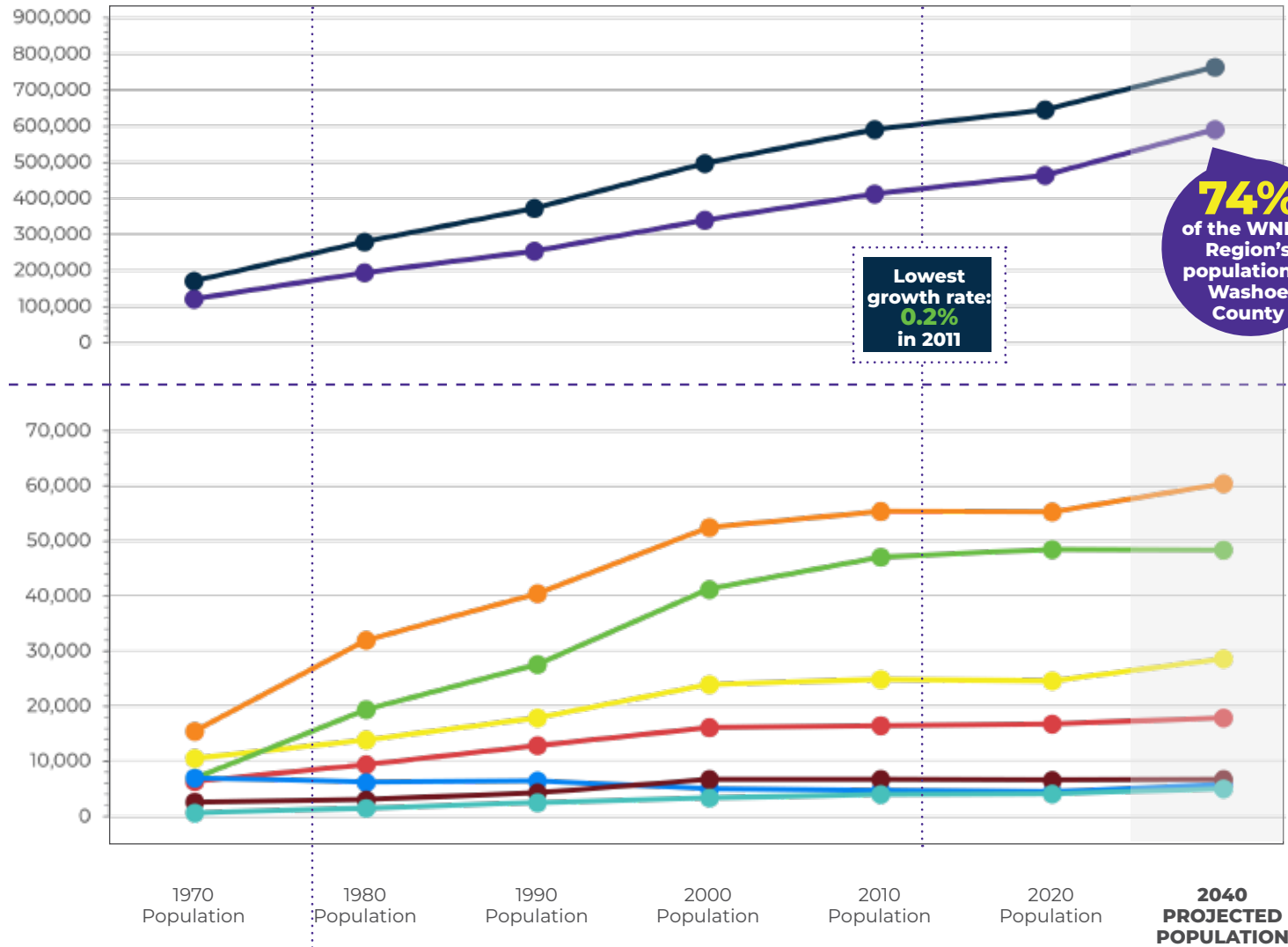


Population Growth by City



Population: Growth by Region, County

Population Growth and Projections: Region and County



2040 projected population

18.3%

predicted regional increase from 2020

WNDD Region

2020: 645,132
2040: 763,167 ↑ 18.3%

Washoe County

2020: 464,182
2040: 590,280 ↑ 27.2%

74%
of the WNDD Region's population is Washoe County

Lowest growth rate:
0.2%
in 2011

Carson City

2020: 55,244
2040: 60,391 ↑ 9.3%

Churchill County

2020: 24,606
2040: 28,597 ↑ 16.2%

Douglas County

2020: 48,486
2040: 48,388 ↓ 0.2%

Humboldt County

2020: 16,834
2040: 17,908 ↑ 6.4%

Mineral County

2020: 4,487
2040: 5,820 ↑ 29.7%

Pershing County

2020: 6,591
2040: 6,753 ↑ 2.5%

Storey County

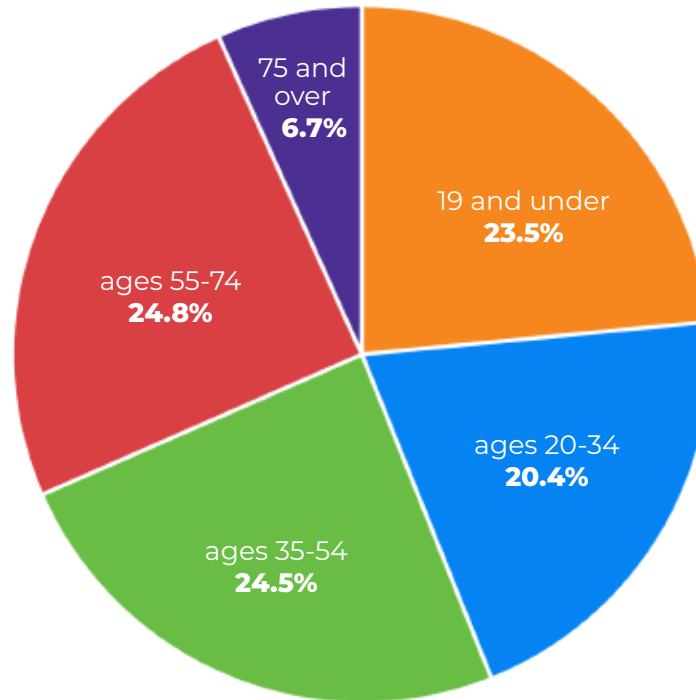
2020: 4,086
2040: 5,030 ↑ 23.1%

Highest regional population growth rate: **6.3%** in 1978

Population: Age

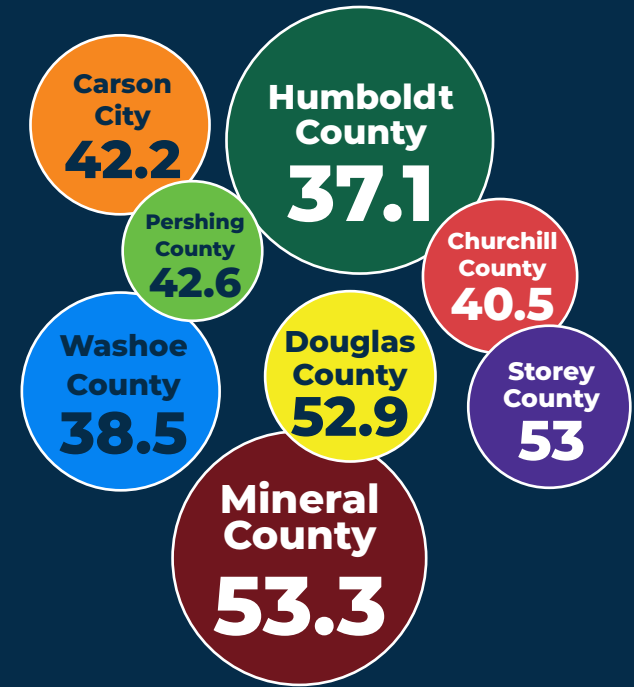
On the whole, the WNDD Region is older than the state of Nevada and the United States, with an average age of 44.2, almost seven years older than the state and country. More rural areas, such as Mineral and Storey counties, have an older population on average than the state and the general region. However, in the region's largest county, Washoe, the median age is 38.5. Individuals younger than 44 make up more than half of the WNDD's regional population, and individuals between the ages of 25-34 make up the largest age group of the population in the region.

**Population by Age:
WNDD Region**

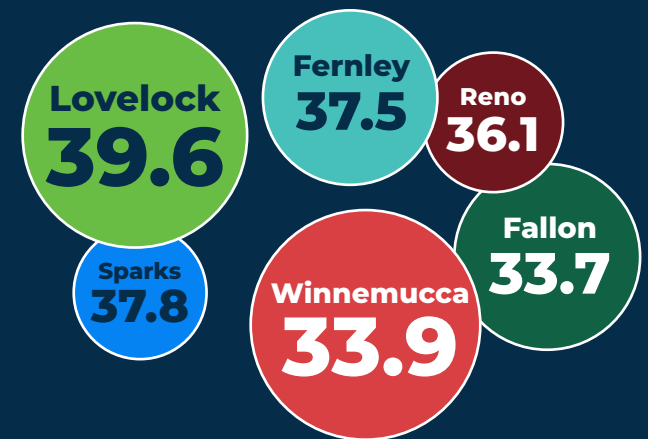


Average Median Age in WNDD Region: 44.2 years

Average Median Age by County



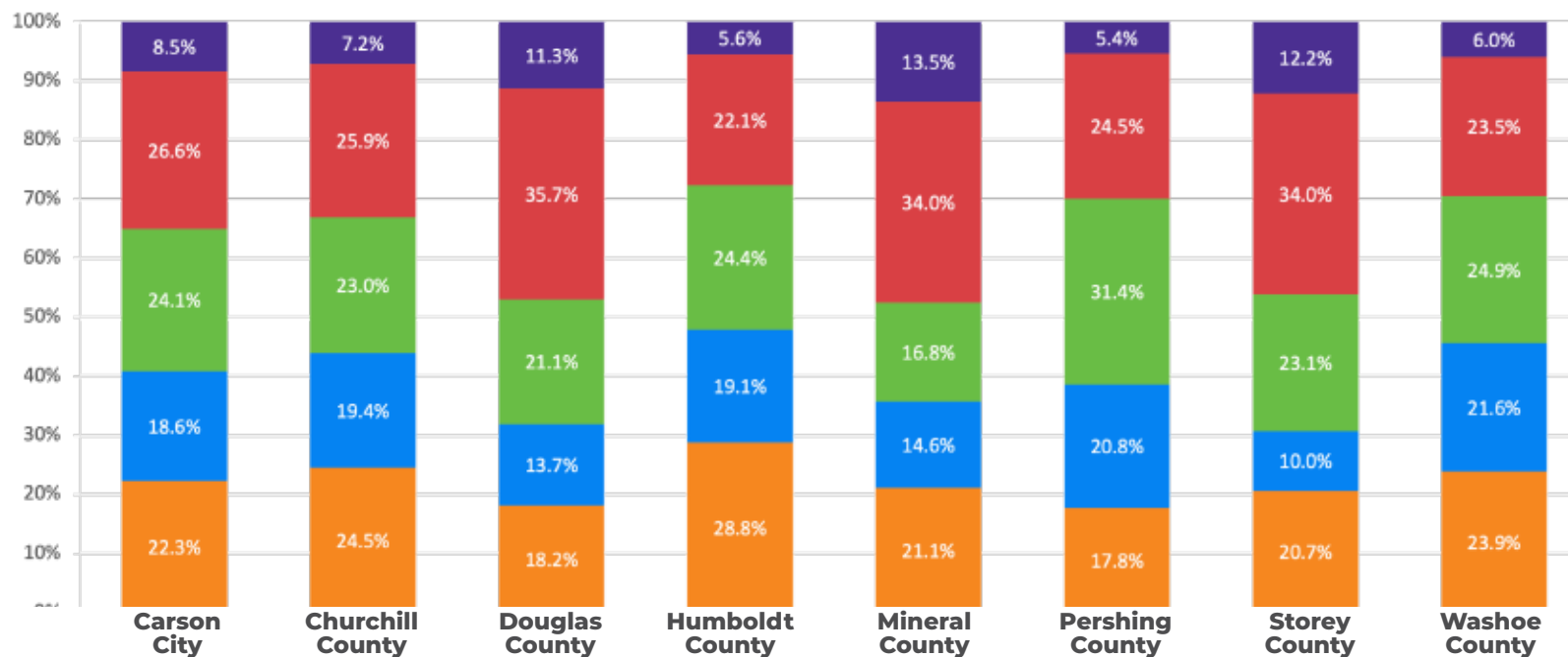
Average Median Age by City



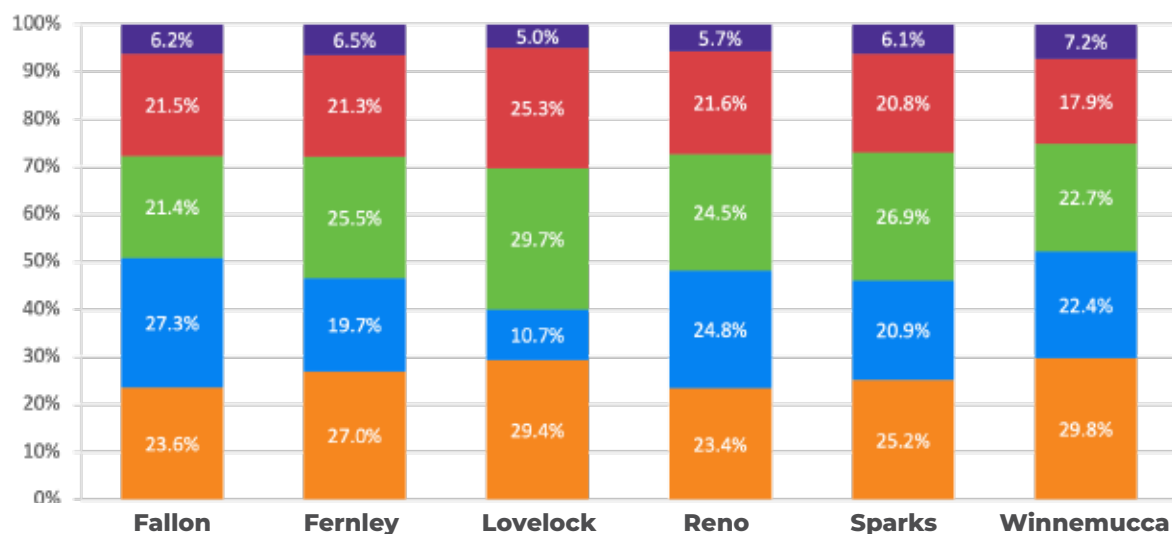
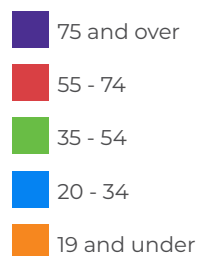
Source: U.S. Census Bureau, American Community Survey, 2020

Population by Age: County

Humboldt County has the region's youngest median age.



Population by Age: City



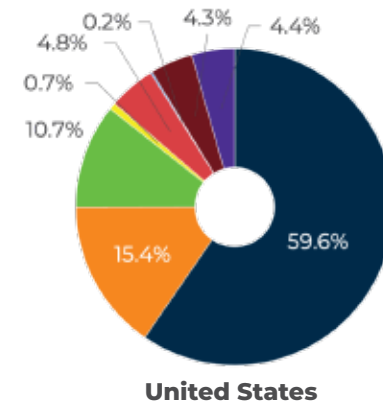
WNDD's
youngest city is
Fallon
with 50% of the
population 34
and under.

Population: Diversity, Culture and Race

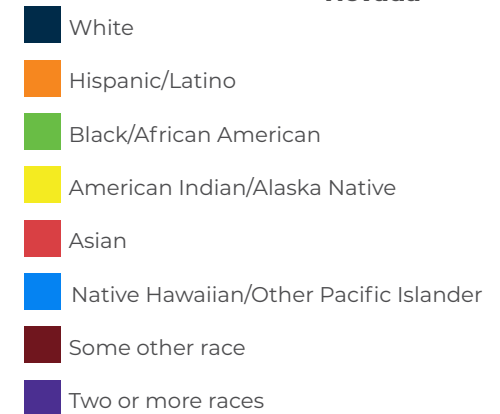
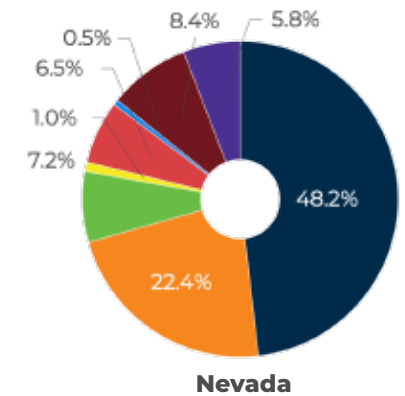
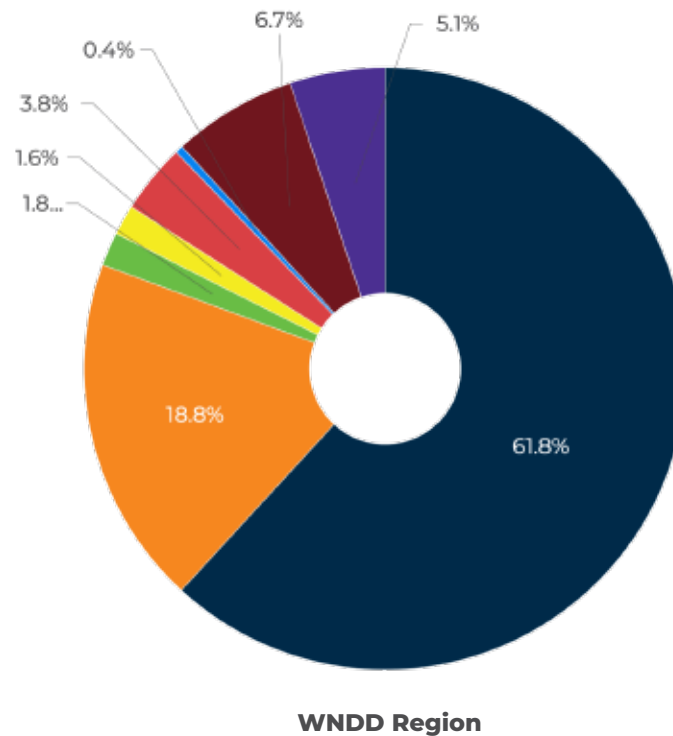
While Nevada's population is almost evenly split between white and other races and ethnicities, the overall WNDD's regional population is almost 62% white. The region's Hispanic or Latino population is also a smaller percentage than the state average of more than 22%.

Mineral County has the most significant American Indian and Alaska native population by percentage at almost 18%. However, Washoe County has the most indigenous individuals by headcount and the most diversity by percentage.

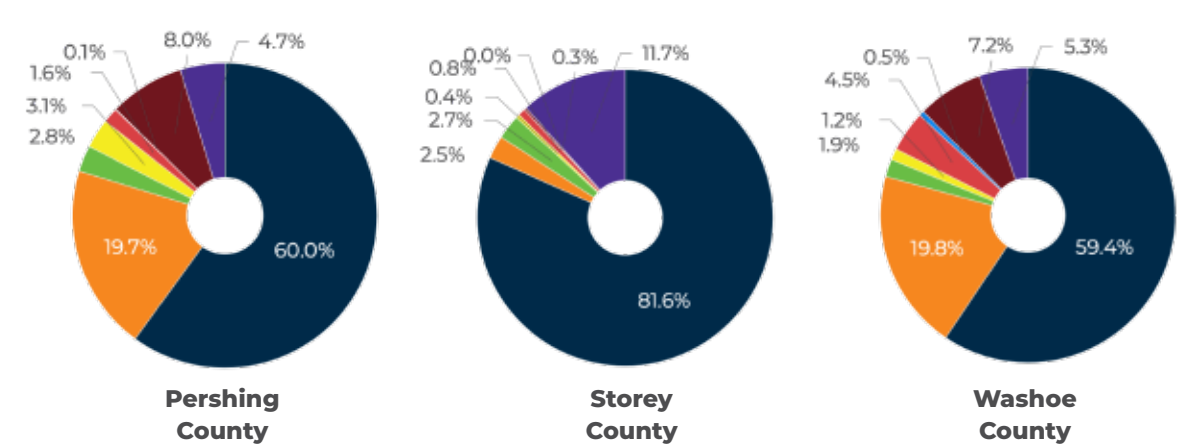
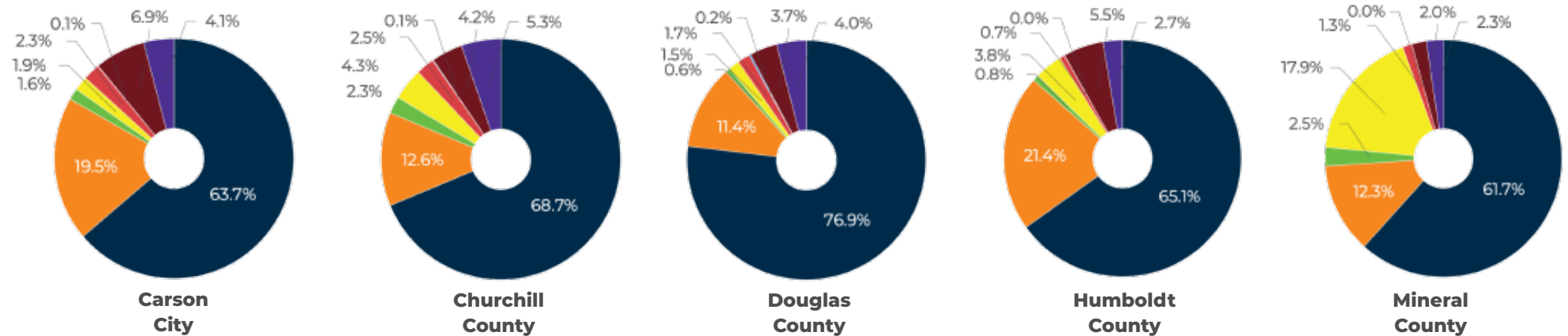
Compared to the state of Nevada as a whole, the WNDD region is less diverse when examining race and ethnicity.



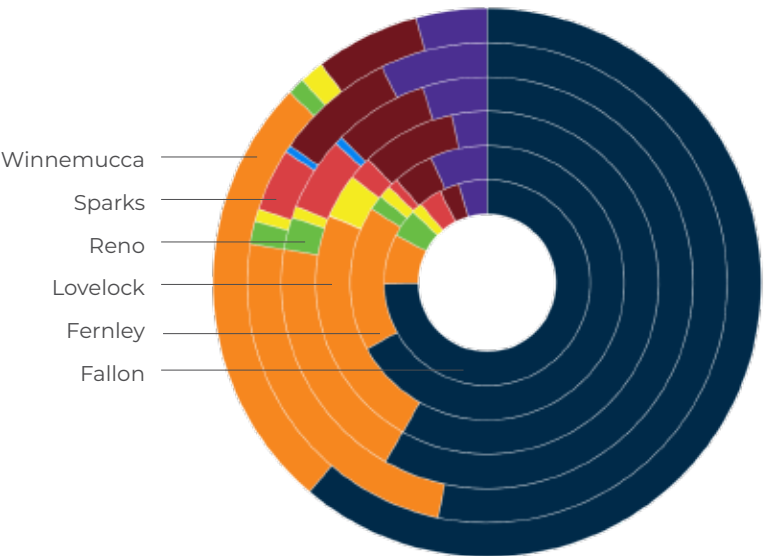
Population by Race/Ethnicity: Region



Population by Race/Ethnicity: County



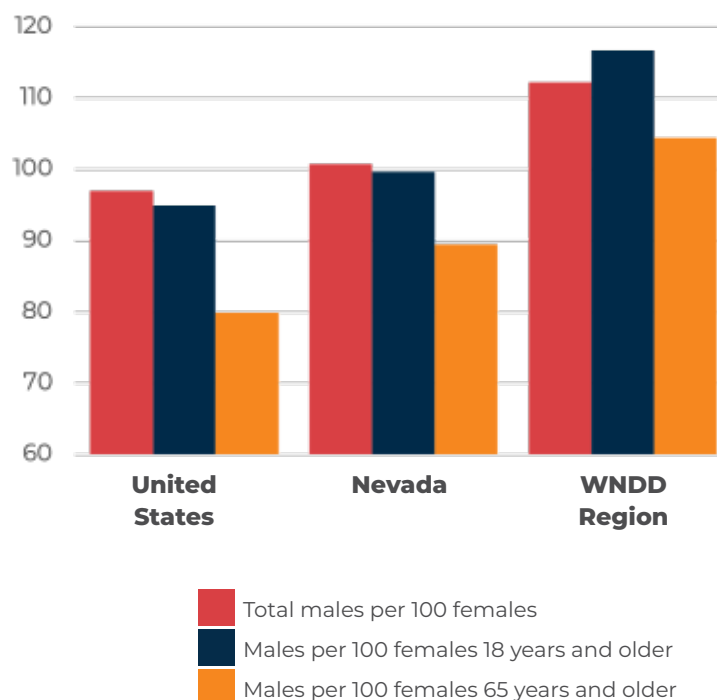
Population by Race/Ethnicity: City



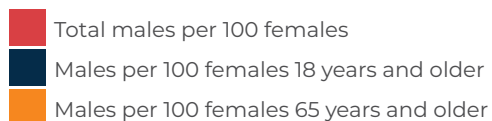
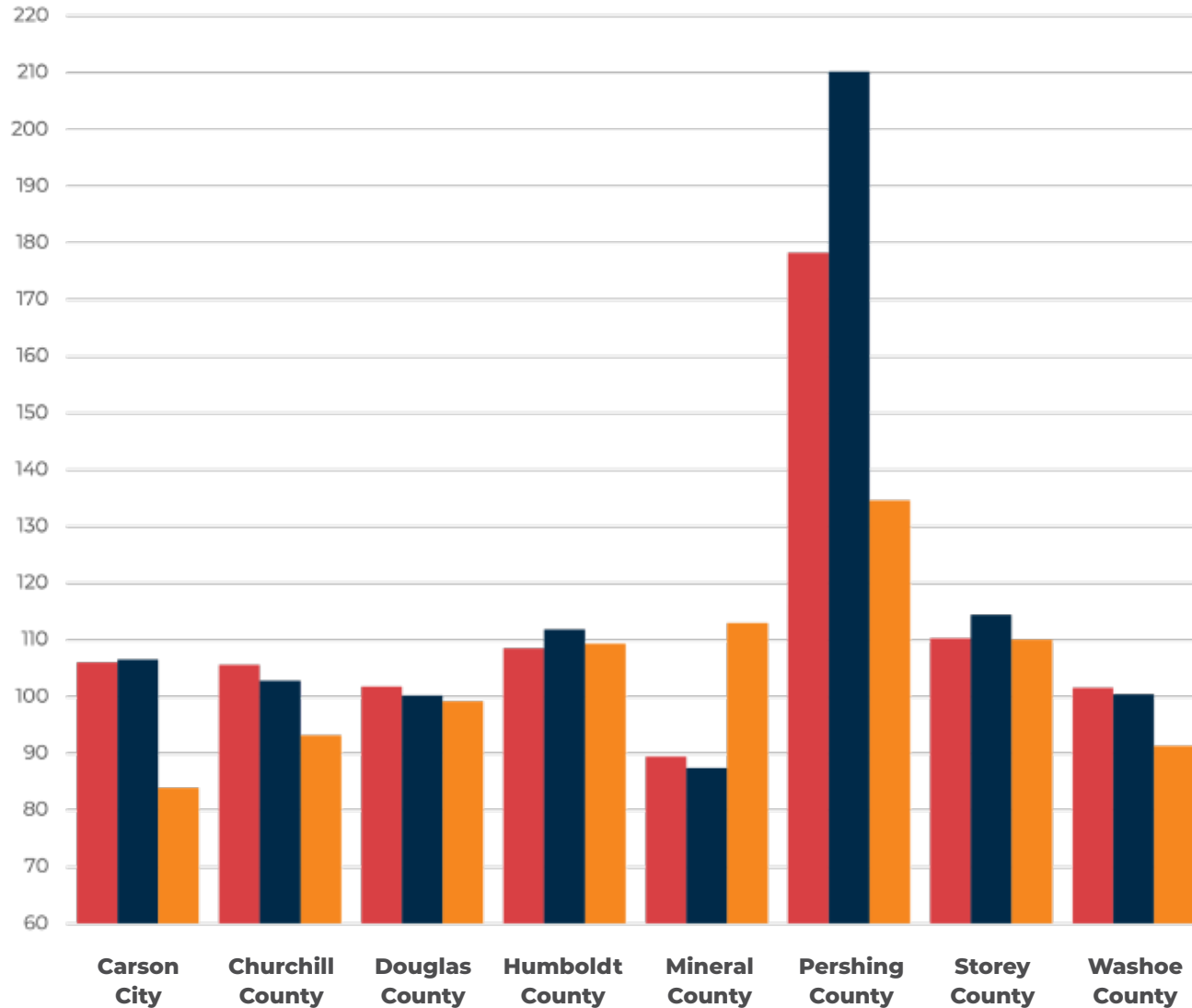
Population: Gender

In general, there are more men than women living in the WNDD region compared with state and national averages. The region's average sex ratio, males per 100 females, is 12 points higher than the state's and more than 15 points higher than the national ratio. In general, there are more men than women in rural areas, especially Pershing County. Pershing County's males-per-females ratio is especially high in the 65 and older age range. The area with the most equal representation of genders is Douglas County, which averages around a 100-male-to-100-female ratio for individuals older than 18 years.

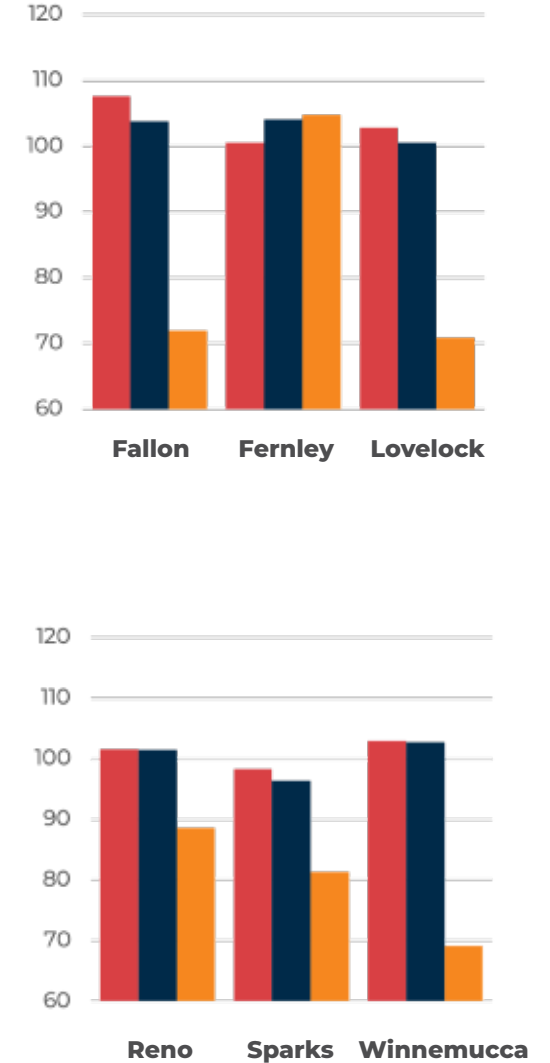
Male to Female Ratios



Male to Female Ratios: County



Male to Female Ratios: City



Fallon:
Lowest city male-to-female ratio

Highest city male-to-female ratio:
Lovelock

Population: Educational Attainment

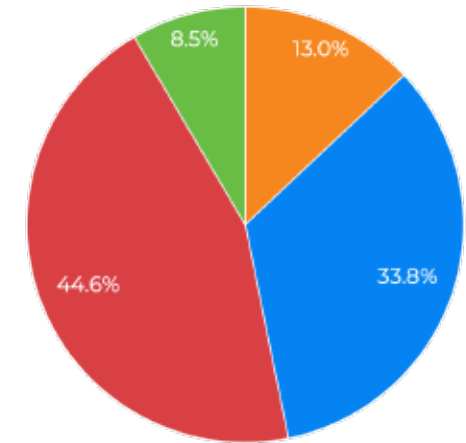
On the whole, the WNDD region is more educated than the state and the nation's average.

Almost 62% of the population older than 25 years has completed at least some college education or earned a bachelor's degree or higher, compared to about 61% nationally and 58% statewide. In the 18-24 age group, more than 52% have completed some college or earned an associate degree or bachelor's degree, compared to 45% in statewide on average and 55% nationally.

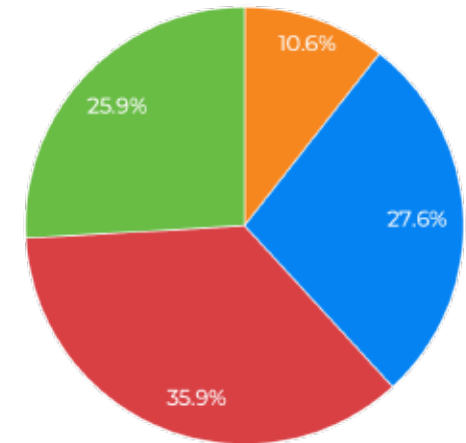
The education attainment level of the region's population is particularly relevant when it comes to workforce education and skill training. As the WNDD region becomes a hub to advanced manufacturing operations, associate degrees, and advanced degrees that can directly improve performance in those industries become more desirable. The Governor's Office of Economic Development estimates that by 2024 there will be 630,000 open jobs in Nevada through business expansion, relocation, and those aging out of the workforce. Nearly two-thirds of these jobs will require specialized training or certification. On the other side of the equation, employers state that 60 percent of job applicants do not have the necessary skills needed for today's jobs.

To ensure opportunity still exists for future citizens, the region must address educational attainment rates over the next five years. Fortunately, many higher education assets exist in the region, including the University of Nevada, Reno, Desert Research Institute, Truckee Meadows Community College, Sierra Nevada College, Great Basin College and Western Nevada College. These institutions are proactive and desire to have a ubiquitous educational presence in the entire region.

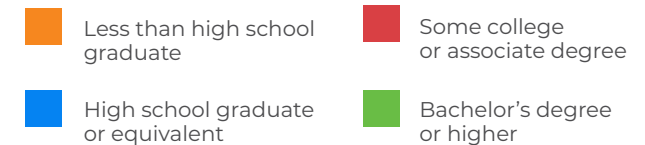
Educational Attainment: WNDD Region



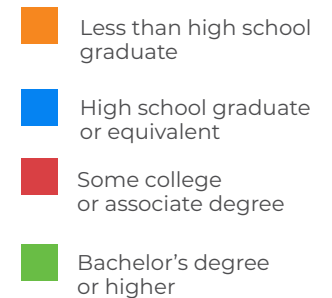
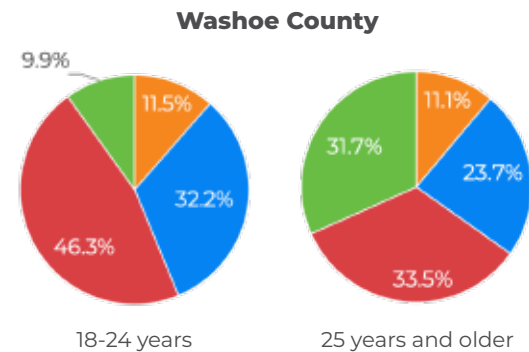
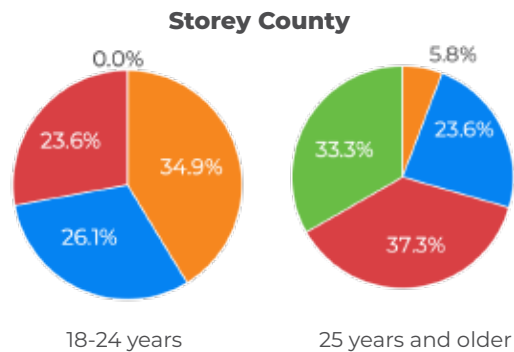
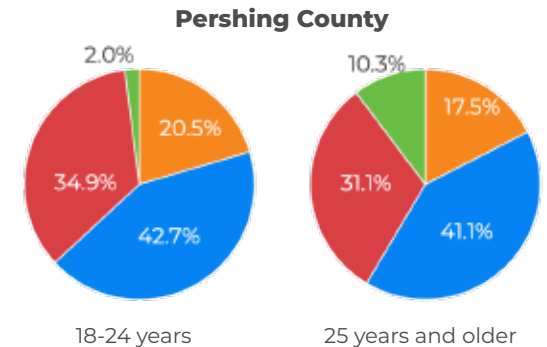
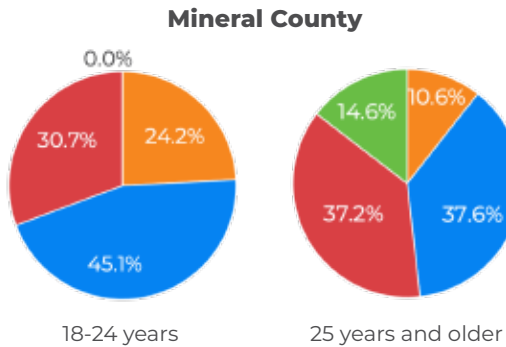
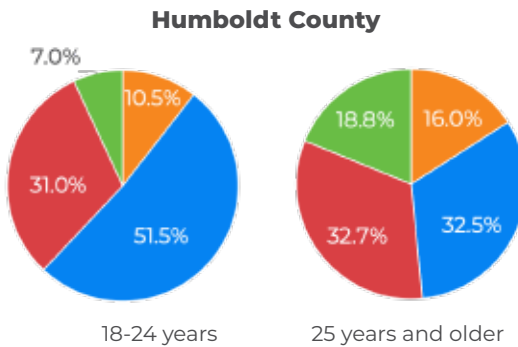
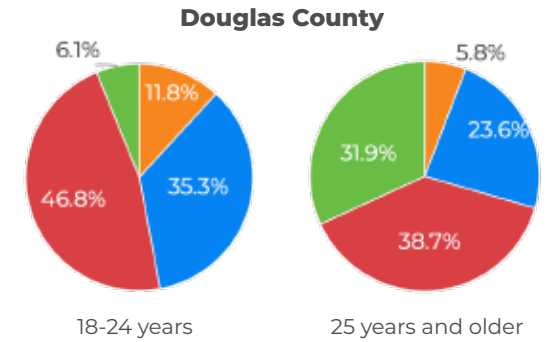
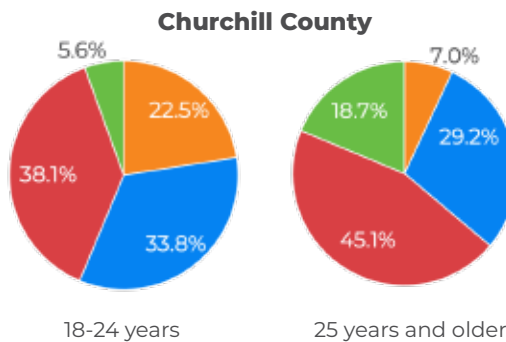
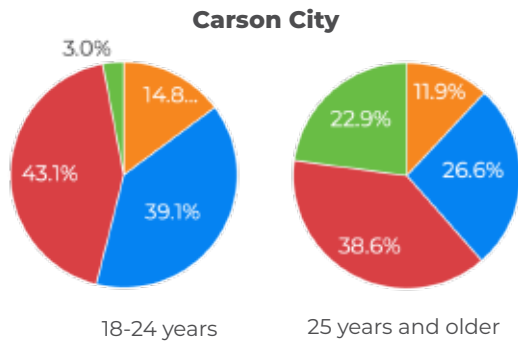
18-24 years



25 years and older

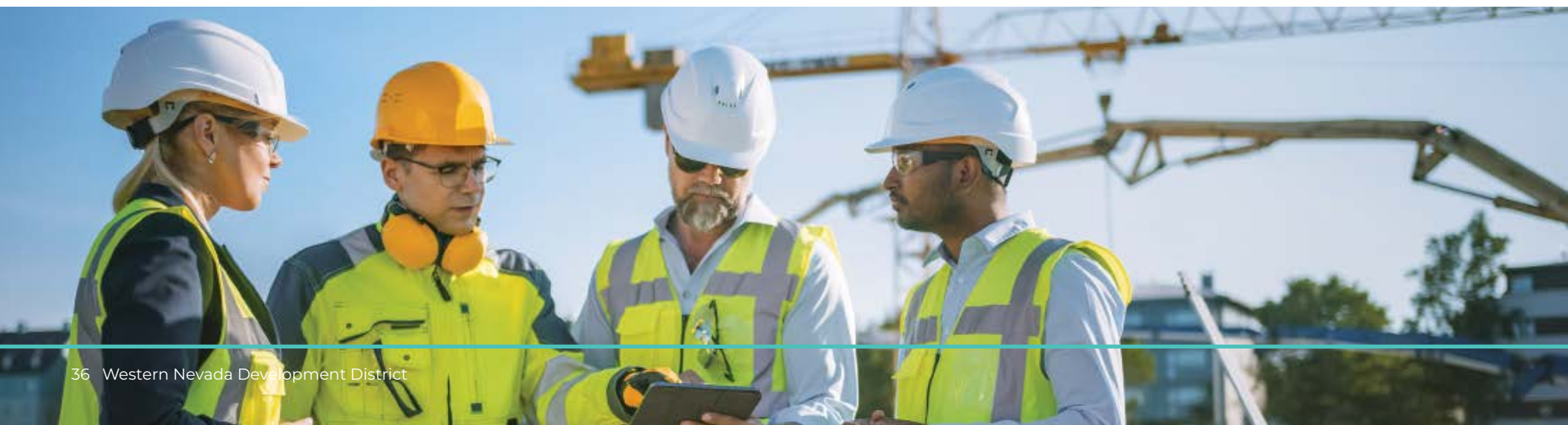
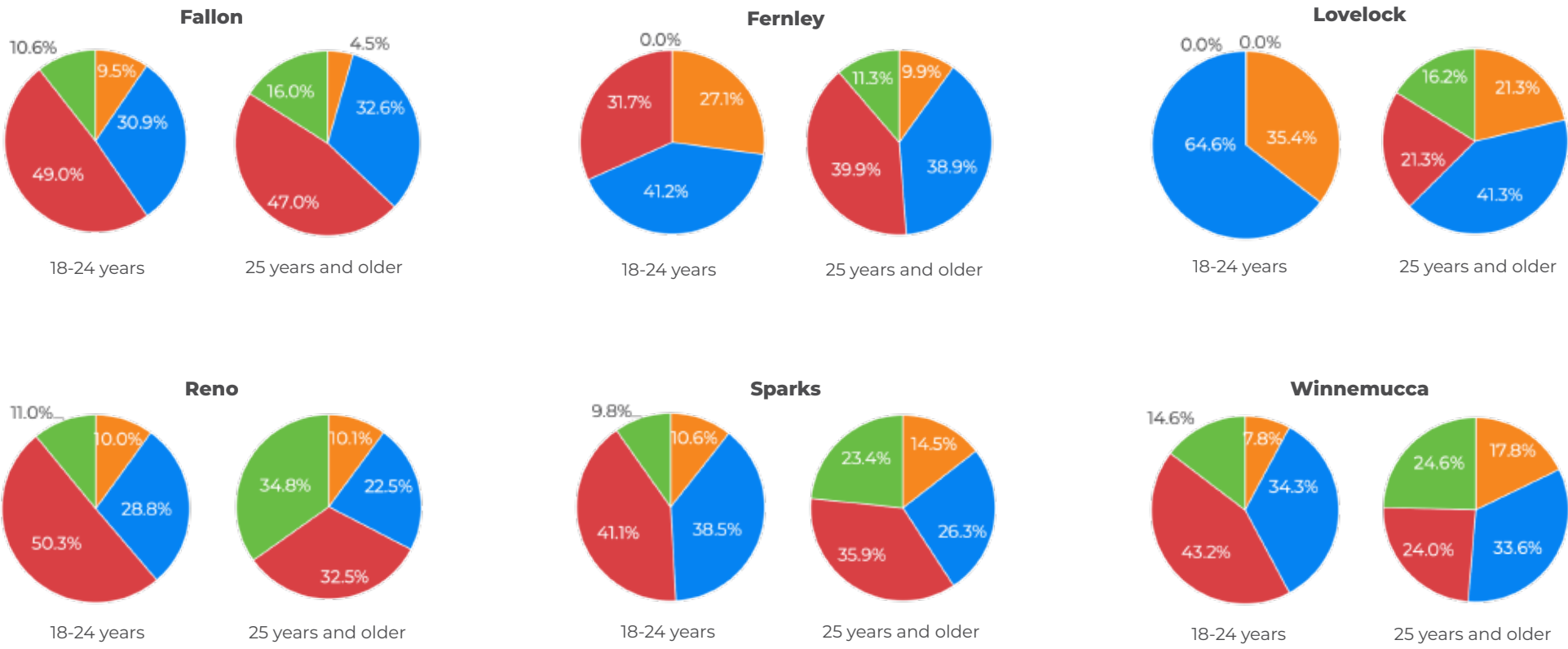


Educational Attainment: County



More than 46% of Washoe County's population 18-24 have completed some college or graduated with an associate degree.

Educational Attainment: City



Commuting

Because the WNDD region covers a large geographic area and has so many different industries and communities, many people commute from one county to another for work or to live.

As a result, residential adjustment plays a significant role in considering the personal income of within the 2020 WNDD area. In 2020, for every \$100 of personal income reported for WNDD, \$.66 of it came from jobs held in the area by people who lived outside of WNDD.

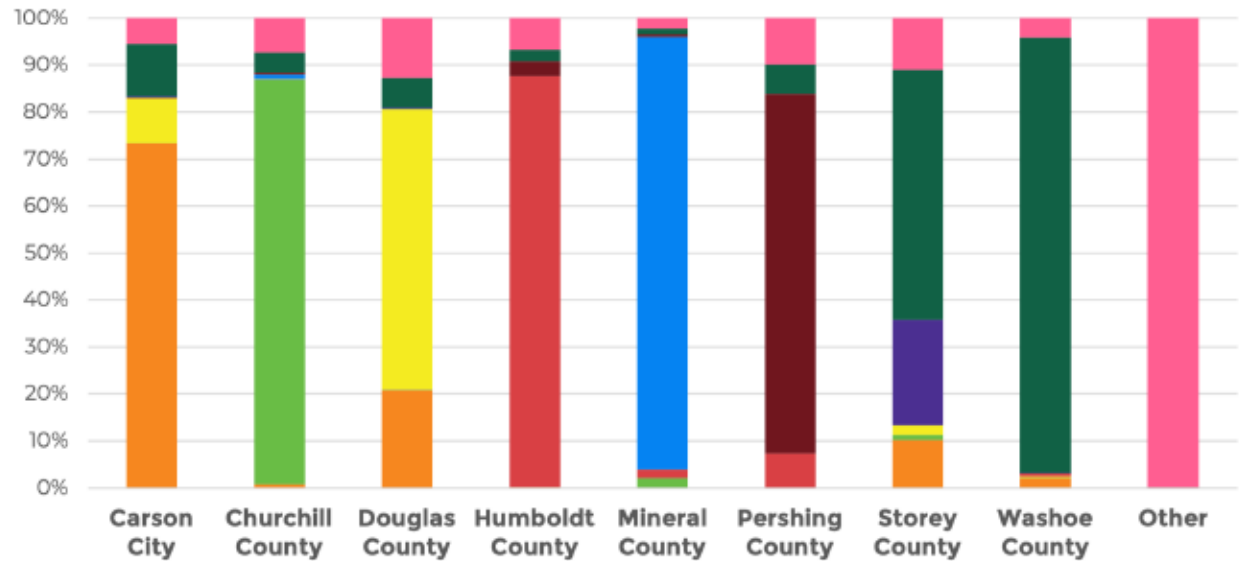
However, for counties within the WNDD region, the effects of residential adjustment are different and show how the economies of each county have changed. For example, in 2020, \$4.38 of every \$100 of personal income in Washoe County came from jobs and earnings outside the county.

This adjustment is more dramatic in Storey County, where most employees and workers commute each day. More than 493% of the money made in Storey County leaves the county through employees who live in other counties. In 2020, for every \$100 of personal income reported in Storey County, another \$493.94 was earned elsewhere by people who lived in another county but worked in Storey County.

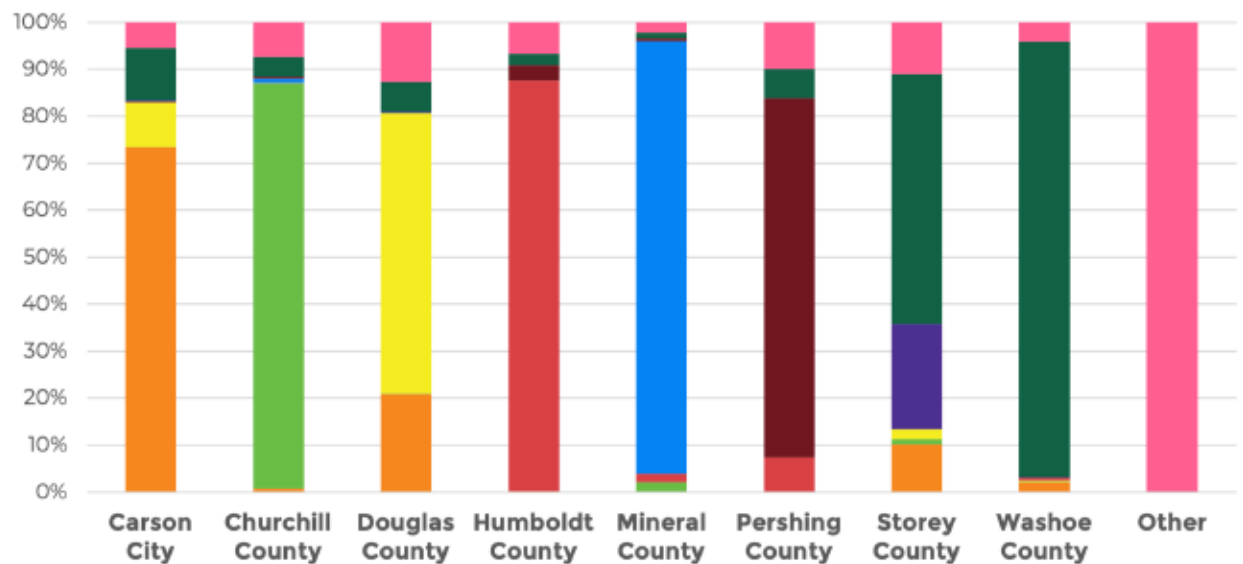


Nearly 13% of working Douglas County residents work outside of the WNDD region.

Place of Work by County



Place of Residence by County



Income Per Capita Personal Income

When measured in current dollars, the average income of individuals in the WNDD region rose 139% from 1969 to 2020. Per capita income can be used to determine the average per-person income for an area and to evaluate the standard of living and quality of life of the population.

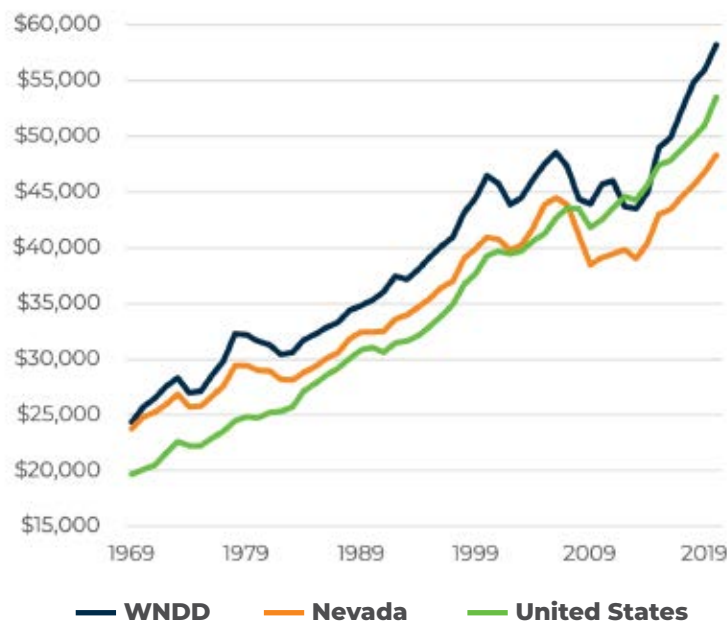
The per capita income in the WNDD region, when adjusted for inflation, in 1969 was \$24,354 and \$58,225 in 2020. When not adjusted for inflation, the income in the region rose from \$4,865 in 1969 to \$64,761 in 2020.

Statewide, Nevada's per capita income when adjusted for inflation increased from \$23,764 in 1969 to \$48,298 in 2020, for a net gain of \$24,534 or 103%.

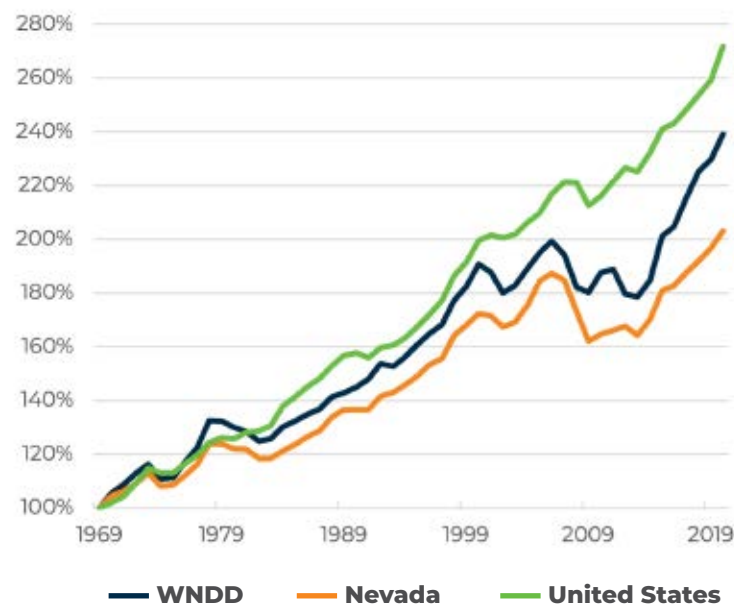
Nationally, the per capita income when adjusted for inflation rose from \$19,677 in 1969 to \$53,504 for a net gain of 172%.

In 1969, WNDD's per capita personal income amounted to about 124% of the national average. The Great Recession caused this percentage to dip as low as 98% in 2012. However, in the years since the number has steadily risen to about 109% in 2020.

Real Per Capita Income, Adjusted for Inflation, 1969-2020



Real Per Capita Income Indices, 1969-2020



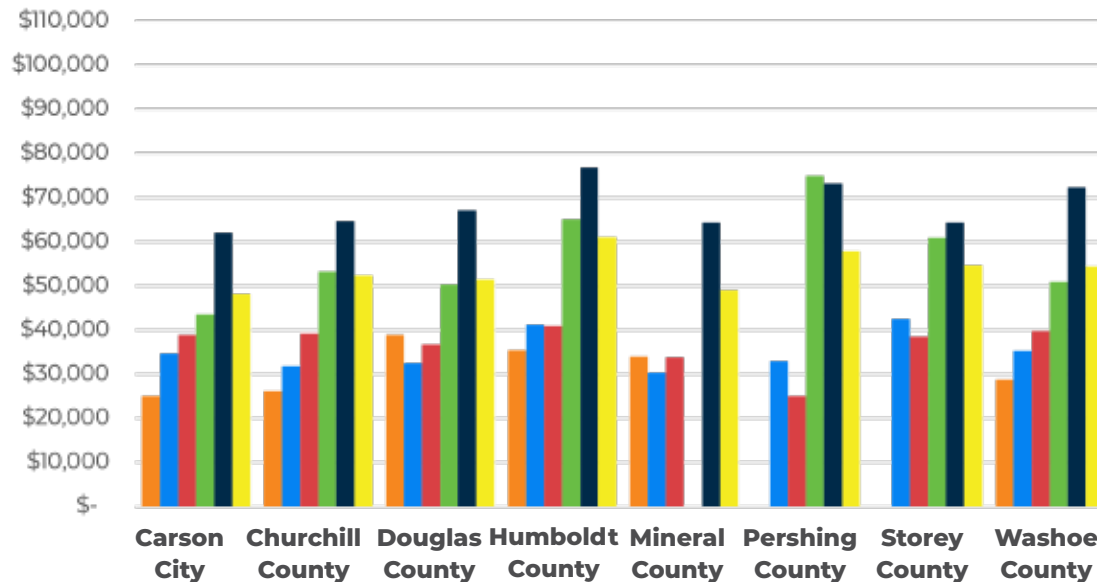
Median Earnings By Educational Attainment

For individuals 25 years and older in the WNDD region,
in 2018 Inflation-adjusted dollars

Median earnings in the
past 12 months:

\$39,142

County

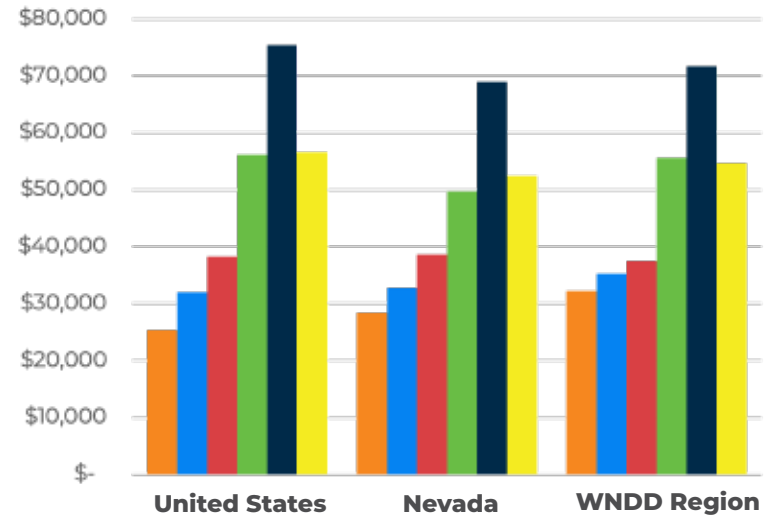


Less than high school graduate
High school graduate (includes equivalency)

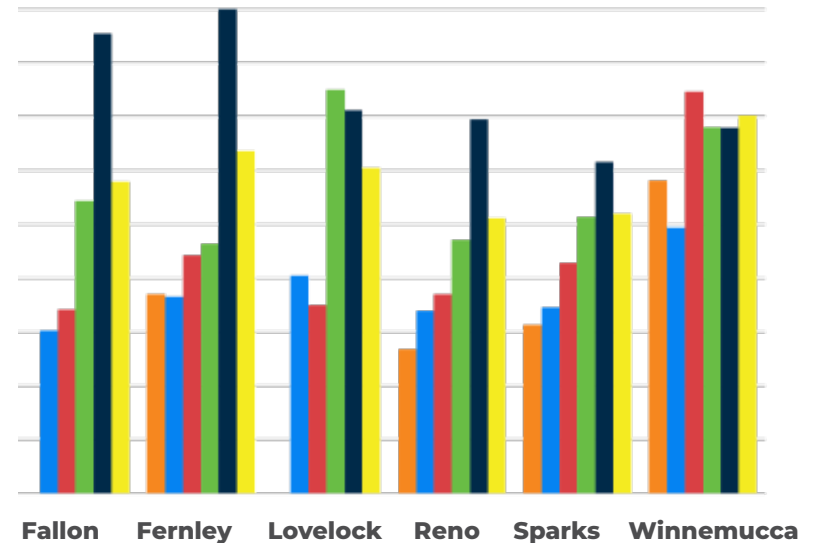
Some college or associate degree
Bachelor's degree

Graduate or professional degree
Some higher education

Regional Comparison

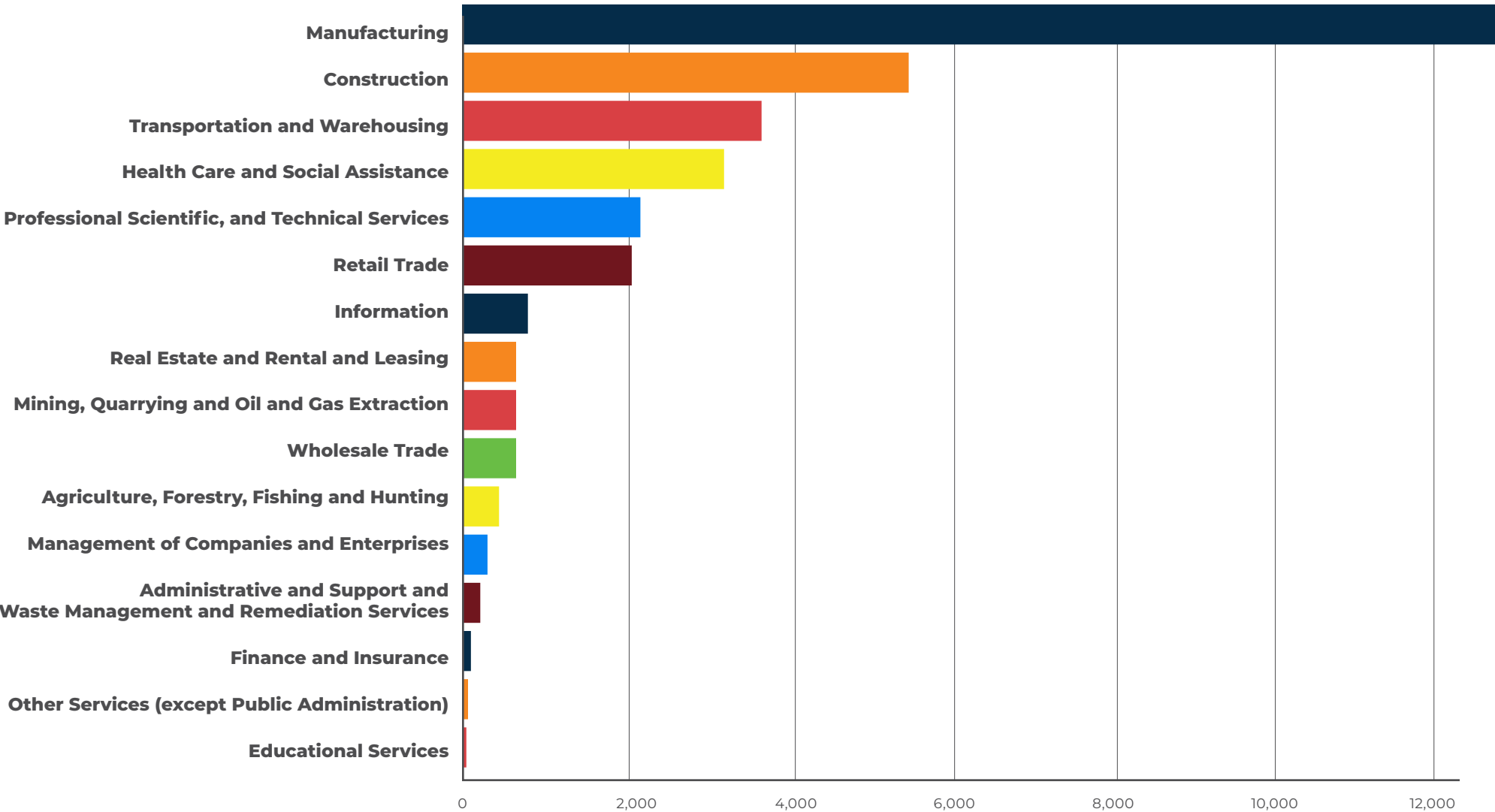


City



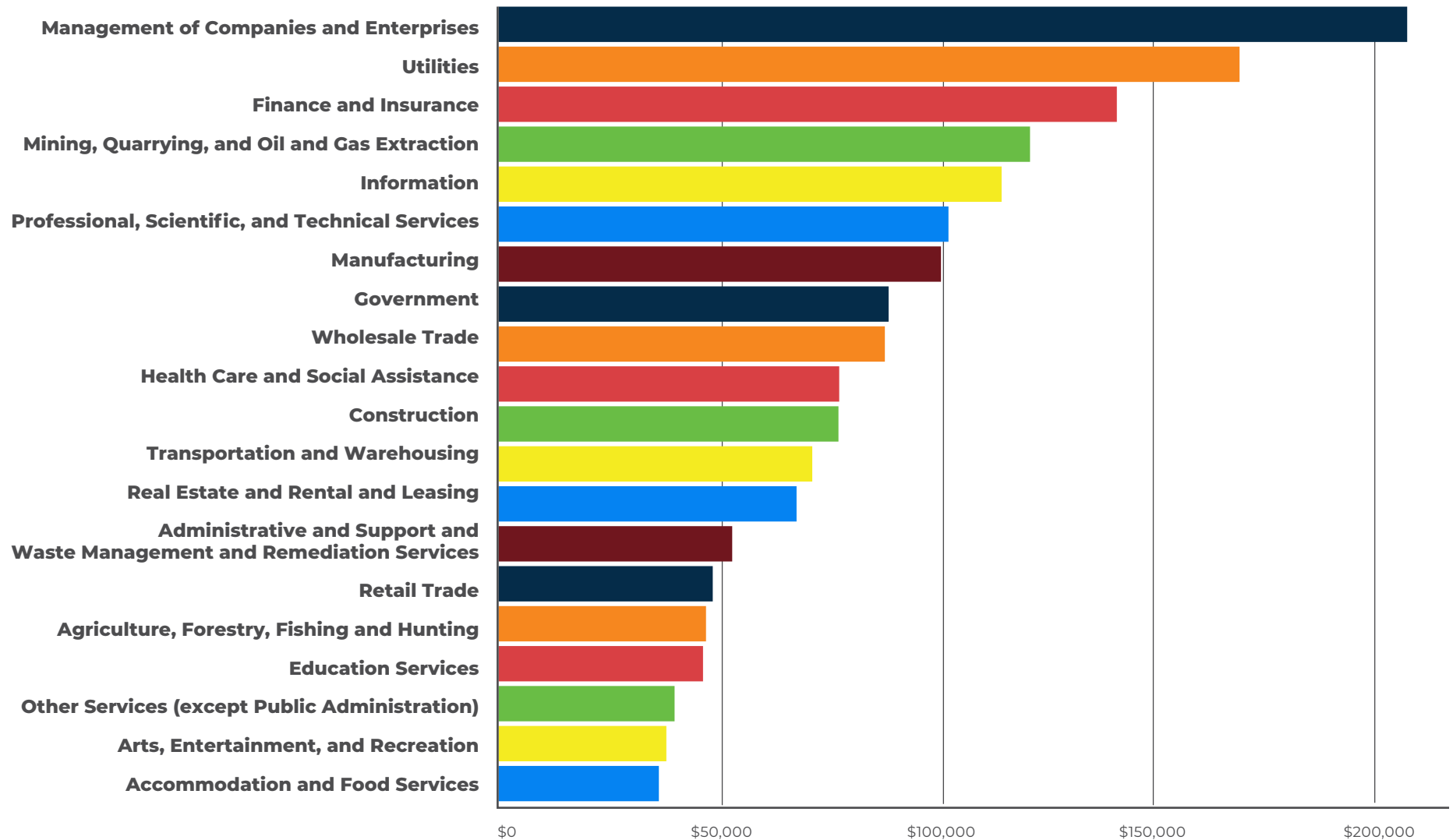
Top Growing Industries

Growth in Number of Jobs by Industry: WNDD Region



Top Industry Earnings

2020 Earning per Worker



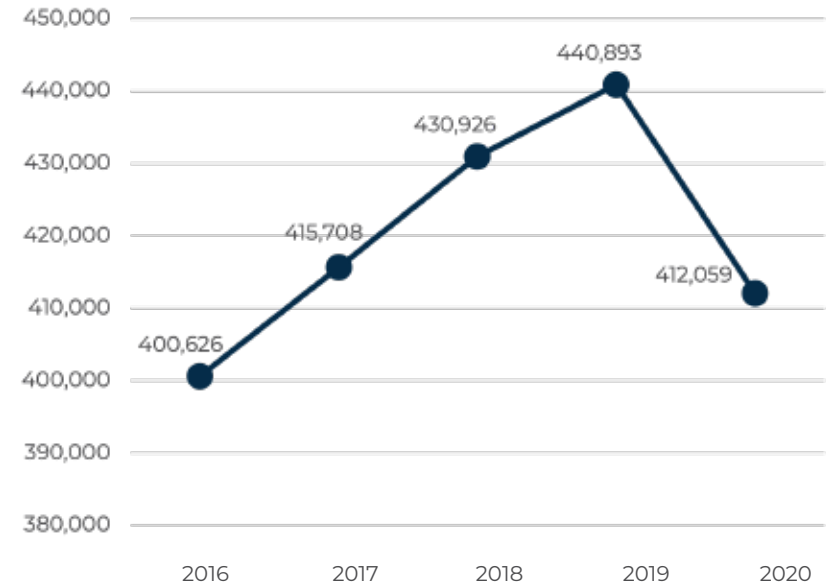
Five-Year Total Employment

While the shock of the COVID-19 pandemic cut total employment in 2020 by almost 29,000 jobs in the WNDD region, it still saw a net gain of 11,433 jobs from 2016 to 2020, a 2.8% increase.

The majority of the job growth was primarily driven by Storey County, which saw an increase of more than 93% during that time. Storey County is home to the Tahoe-Reno Industrial Center (TRIC), which includes the Telsa and Panasonic Gigafactory, Wal-Mart regional food distribution center, Zulily, Thrive Market and many others.

Areas that experienced growth despite the pandemic's economic impacts include the Reno-Sparks, Fallon and Fernley Metropolitan Statistical Areas.

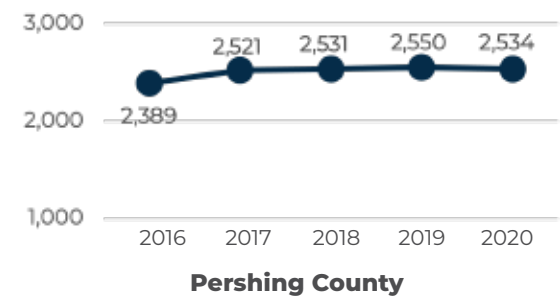
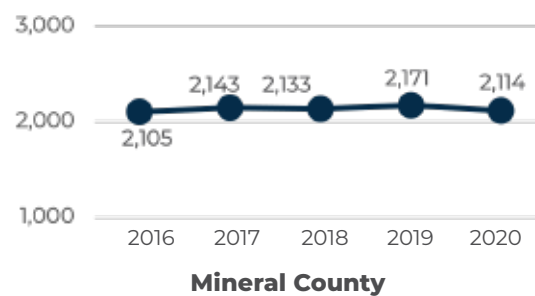
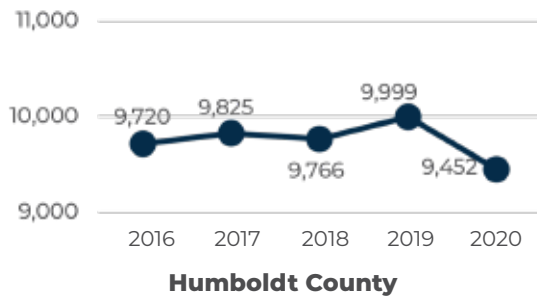
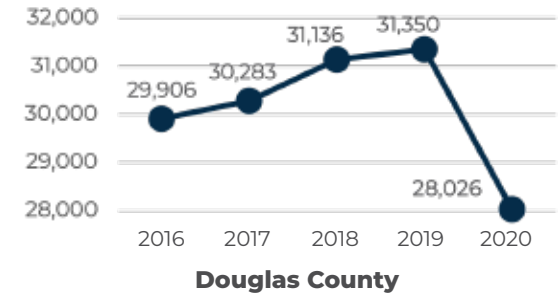
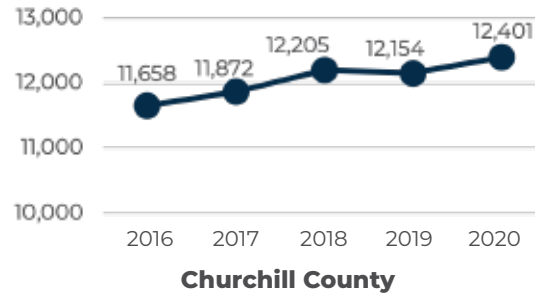
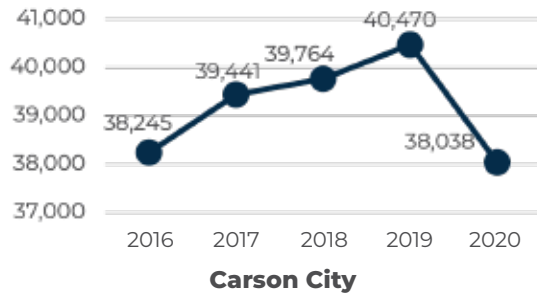
Total Number Of Jobs 2016-2020: WNDD Region



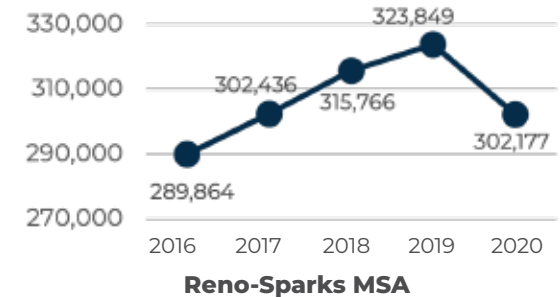
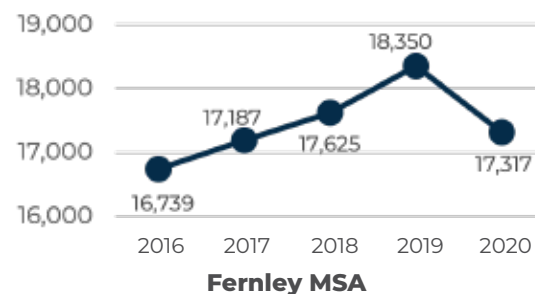
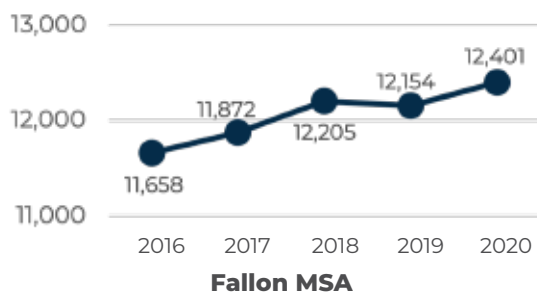
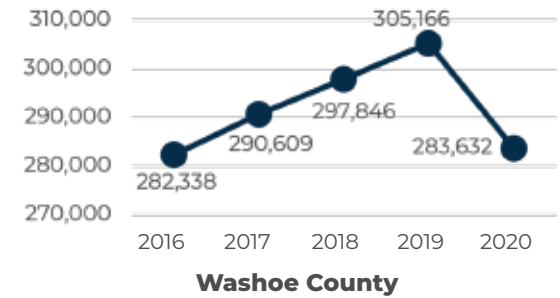
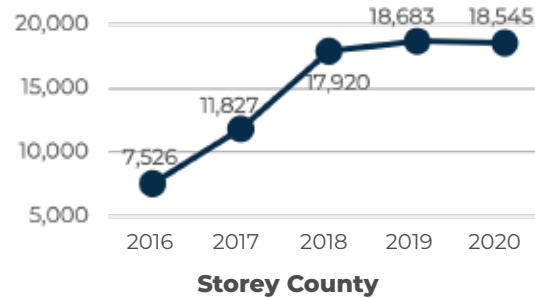
Tahoe-Reno Industrial Center

The majority of the job growth was driven by **Storey County**, home to the Tahoe-Reno Industrial Center.

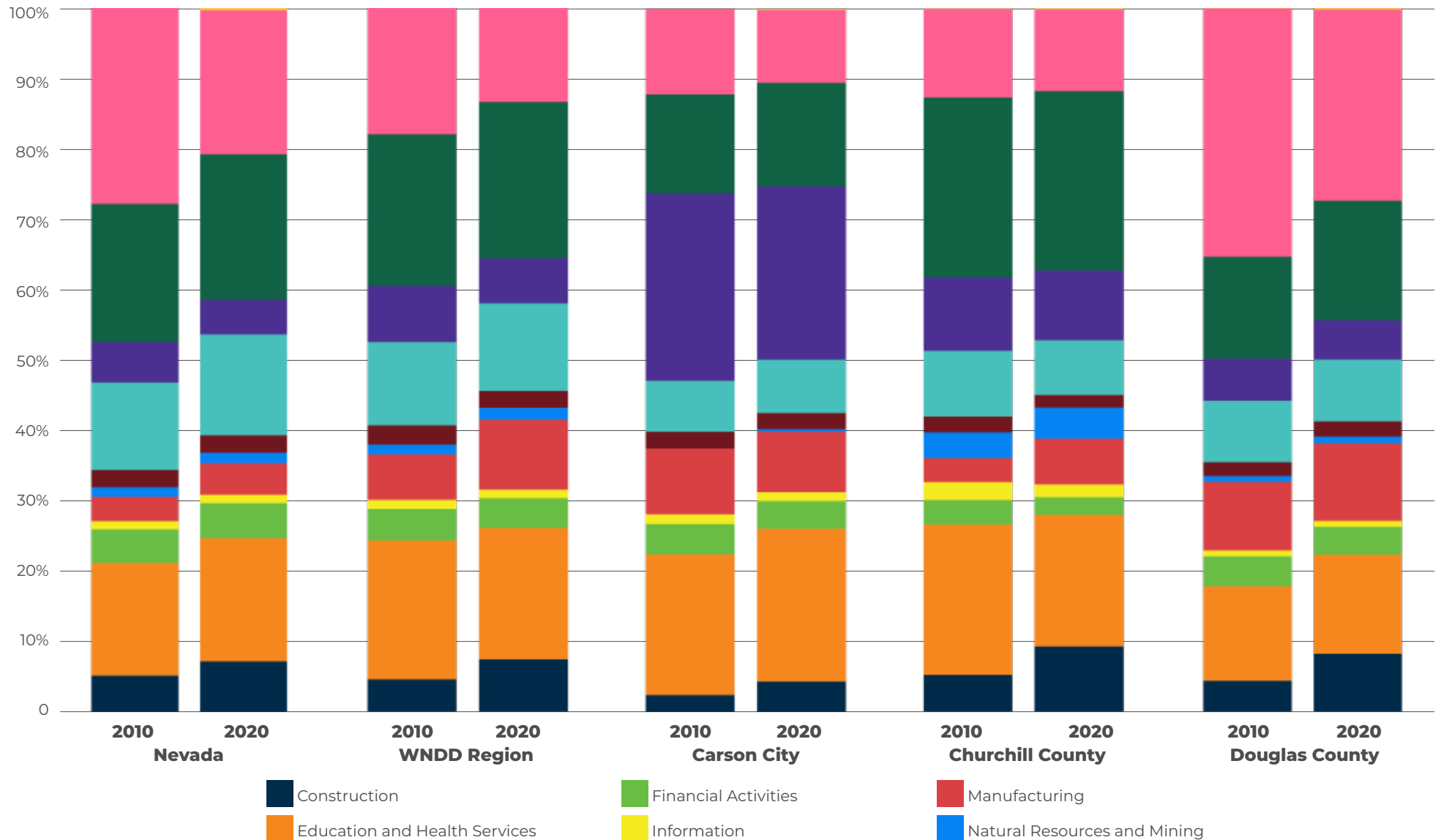
Total Number Of Jobs 2016-2020: County and City Metropolitan Statistical Areas



Storey County
jobs increased
93.2%
from
2016-2020



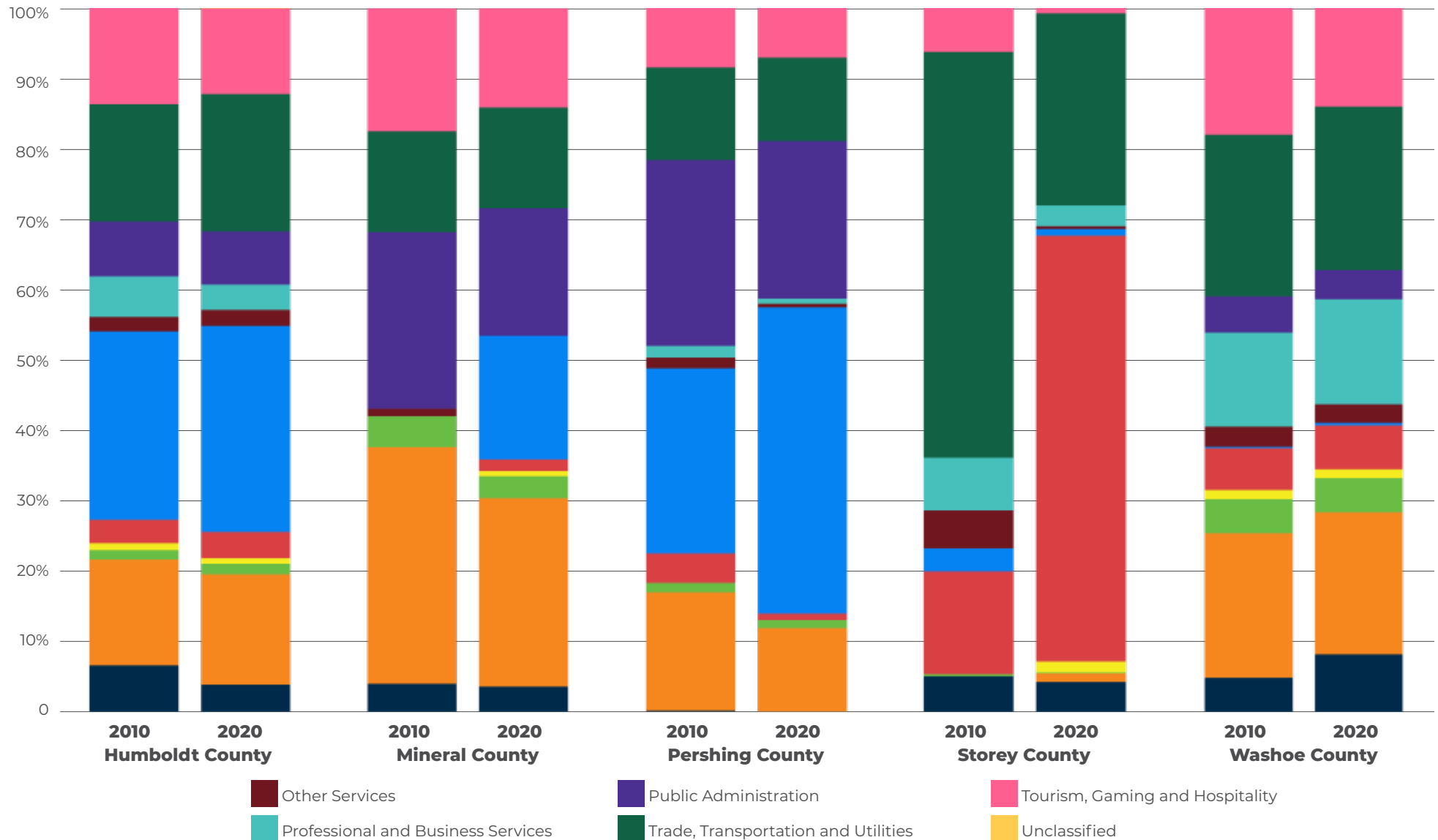
Employment By Industry: Comparing 2010 to 2020



From 2010 to 2020, some of the fastest growing industries for employment in the WNDD region's counties included **construction** and **manufacturing**. Both segments increased their overall employment by almost 91% and 83% respectively. Almost all counties in the WNDD region saw the number of people employed by construction increase, except for Pershing and Humboldt counties.

Storey County primarily drove the region's growth in manufacturing employment during this time, with a more than 2700% increase.

Tourism, gaming, and hospitality accounted for about 20% of the employment statewide in 2019, compared to less than 14% in the WNDD region.



Top Occupations

In the WNDD Region, almost one half of the civilian, employed population older than 16 is employed in five occupational areas:

Civilian employed population 16 and over:

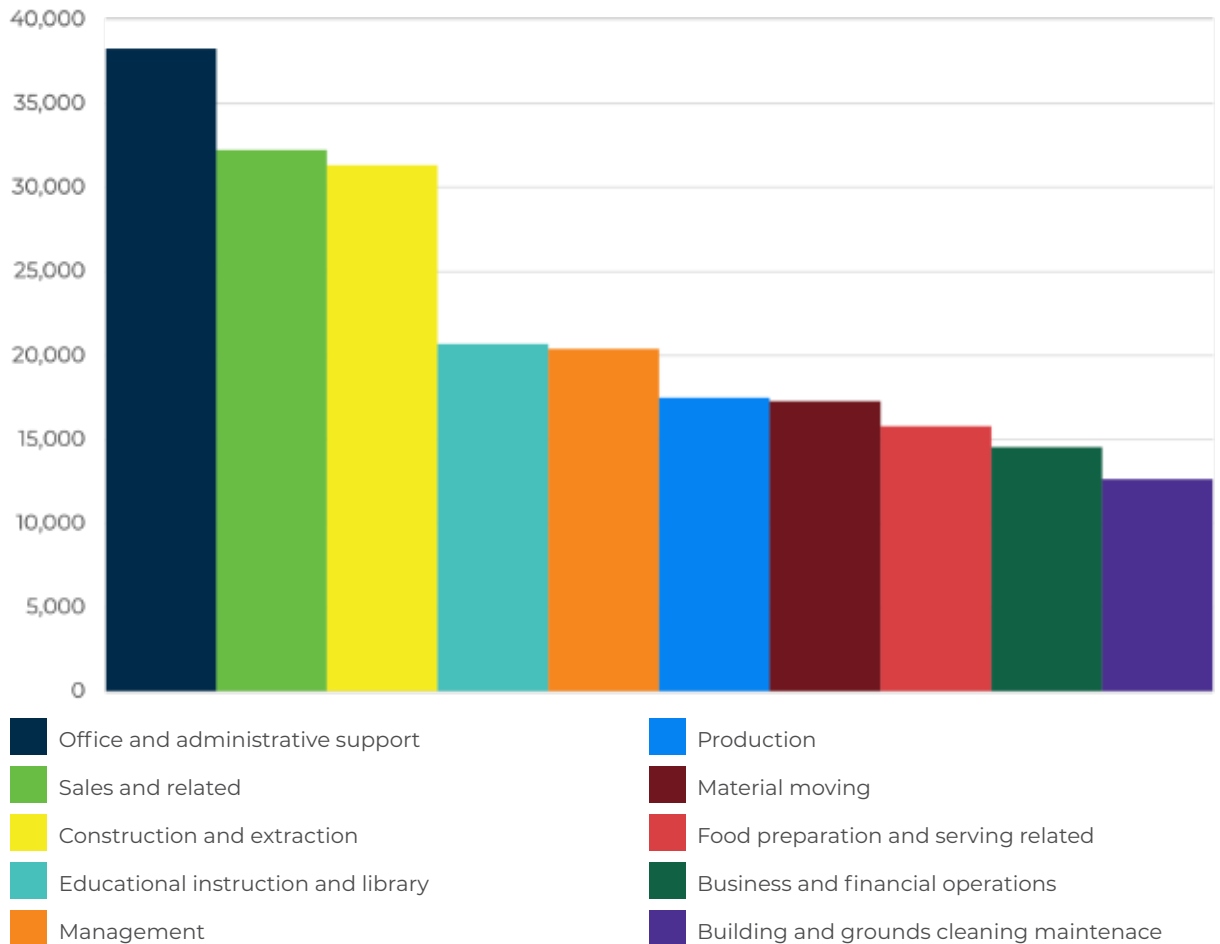
- **Office and administrative support**
- **Sales and related**
- **Management**
- **Food preparation and serving related**
- **Construction and extraction**

In general, most of the top occupations in the counties and cities in the region reflect

that trend. However, some areas show more employment in the construction and extraction occupations, such as Churchill, Douglas, Humboldt, Mineral and Pershing counties. Storey County bucks the trend, as one of its top three occupations include Installation, maintenance, and repair.

Those occupations with the least amount of workforce in the region include farming, fishing, and forestry, legal law enforcement workers including supervisors, life, physical, and social science firefighting and prevention, and other protective service workers including supervisors. However, this is in line with trends nationally and in Nevada.

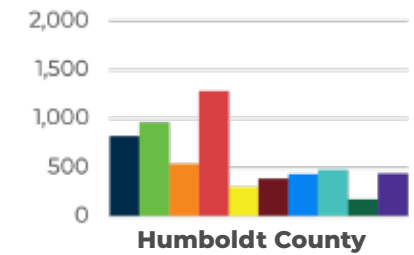
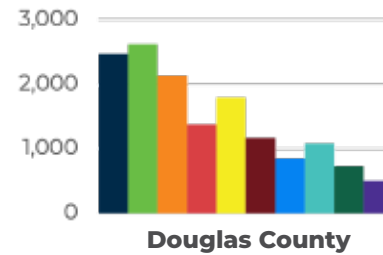
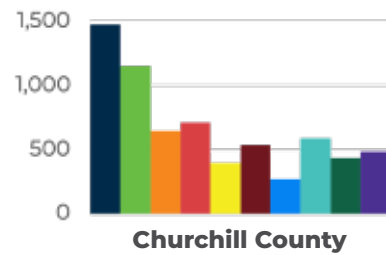
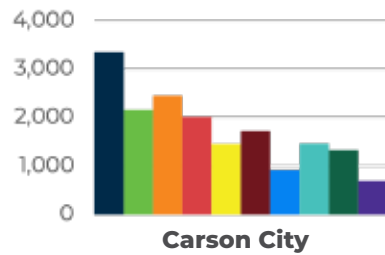
Top Occupations: WNDD Region



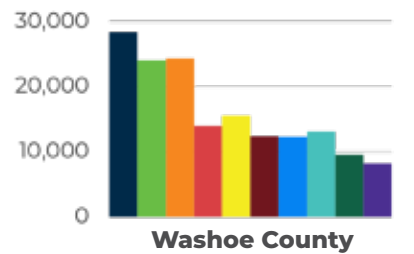
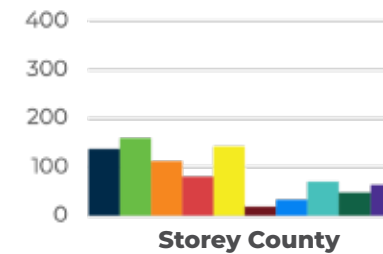
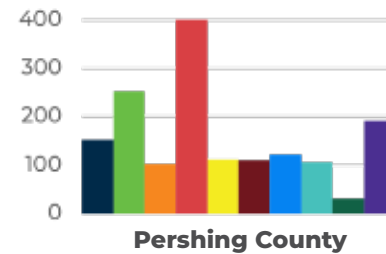
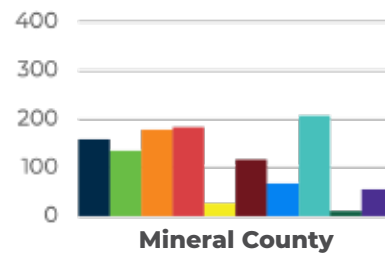
WNDD Top Ten Occupation Totals:

1. Office and administrative support	38,274	6. Production	17,475
2. Sales and related	32,232	7. Material moving	17,261
3. Construction and extraction	31,312	8. Food preparation and serving related	15,789
4. Educational instruction and library	20,676	9. Business and financial operations	14,547
5. Management	20,381	10. Building and grounds cleaning maintenance	12,628

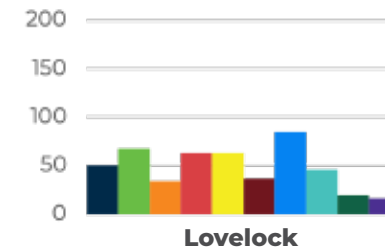
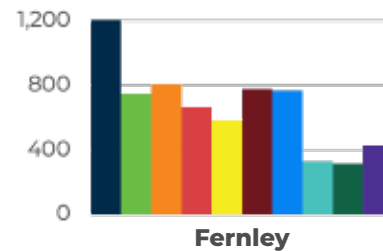
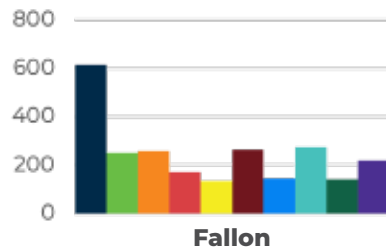
Top Occupations: County and City



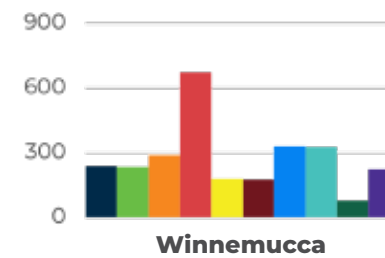
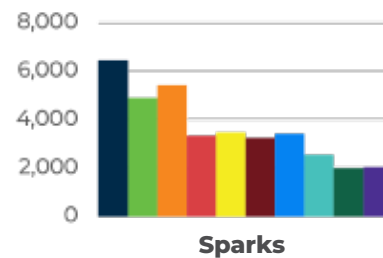
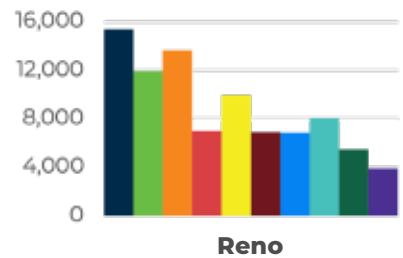
70.7% of the workforce in Douglas County are employed within the top ten occupations.



Washoe County has the largest workforce, more than 75% of the region's total working population.



Lovelock has the smallest workforce, totaling less than 800 employed civilians 16 years and over.

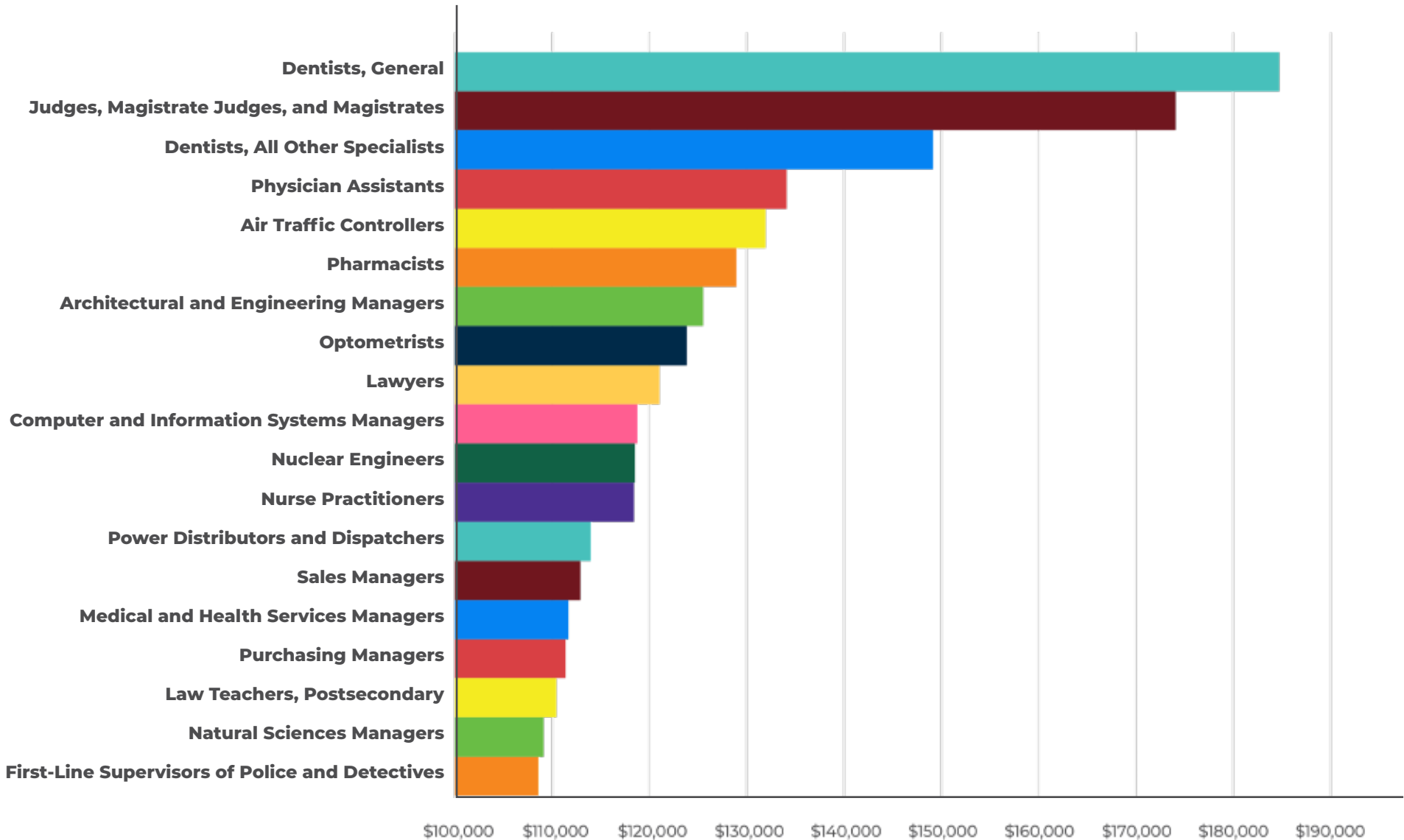


The city of Reno is largest working population in the region, employing more than 140,000 civilians 16 years and over.

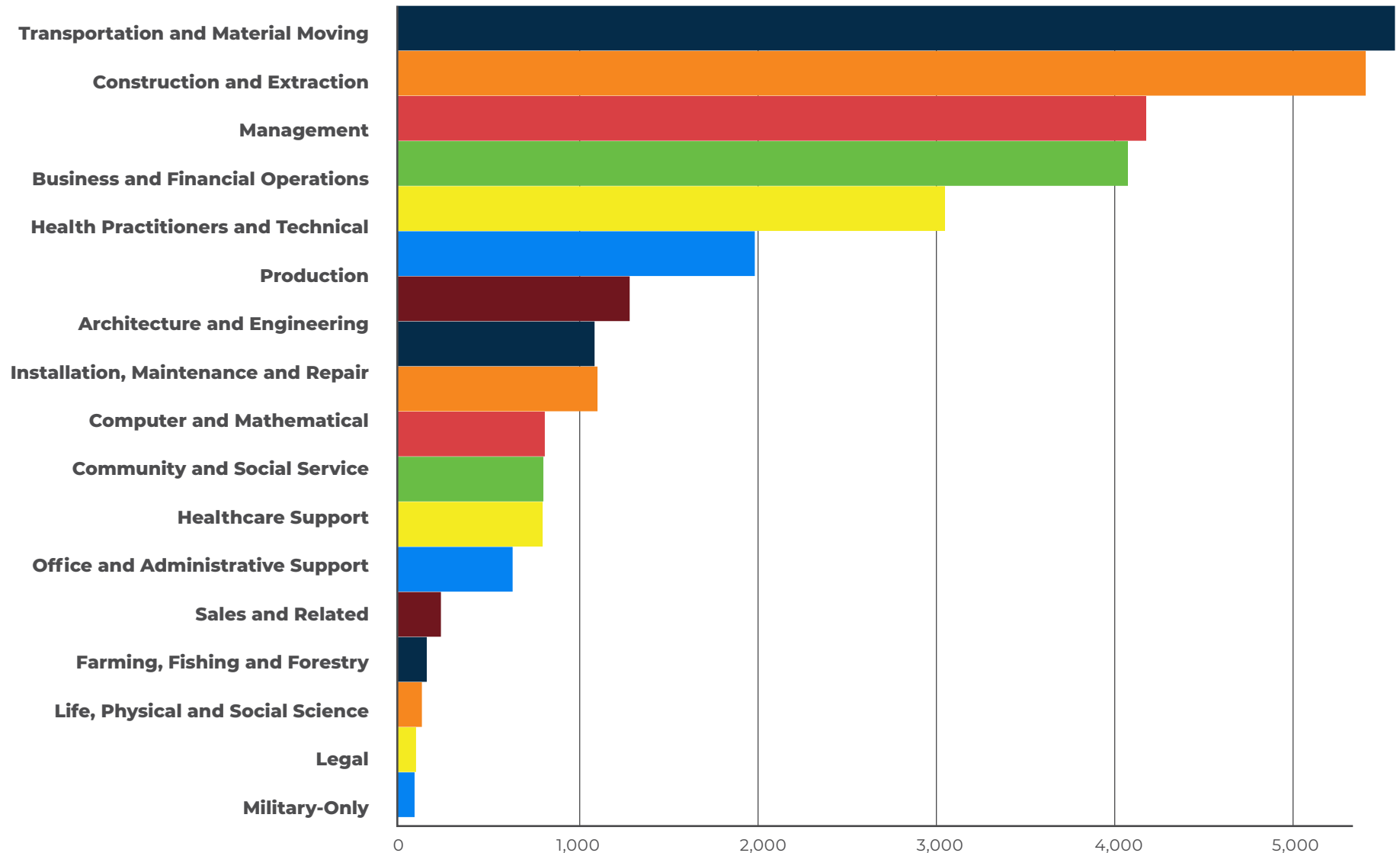
Top Occupation Wages

Dentists and judges earn the top wages in the WNDD region.

Median Annual Wage, WNDD Region



Top Growing Occupations



Projects Supported by the 2020-2025 CEDs

Annually, WNDD member agencies submit projects to be included with the CEDS and part of the regional planning process. A process is engaged to evaluate and prioritize those projects. Projects are listed below.

Churchill County

Project Name	Cost	Submission Year
Churchill Commerce Area Sewer (formerly CC North Industrial Area)	\$3,500,000	2021
Churchill Water Treatment Plant	\$11,869,360	2022

City of Fernley

Project Name	Cost	Submission Year
Nevada Pacific Parkway Extension	\$16,000,000	2021

City of Reno

Project Name	Cost	Submission Year
National Bowling Stadium Multi-Use Expansion	\$5,000,000	2021
Public Safety Center	\$33,000,000	2021
Reno Moana Recreation Facility	\$19,000,000	2021
Reno-Stead Water Reclamation Facility (RSWRF) Aquifer Storage & Recovery	\$55,500,000	2021

City of Sparks

Project Name	Cost	Submission Year
Truckee Meadows Water Reclamation Facility (TMWRF) Advanced Nutrient Treatment	\$60,000,000	2021
Truckee Meadows Water Reclamation Facility (TMWRF) Effluent Reuse Station Rehabilitation	\$4,100,000	2021
Truckee Meadows Water Reclamation Facility (TMWRF) Nitrification	\$5,000,000	2021
Truckee Meadows Water Reclamation Facility (TMWRF) Solids Management	\$2,000,000	2021

Community Services Agency (CSA)

Project Name	Cost	Submission Year
Affordable Housing Rehabilitation	\$1,800,000	2021

Douglas County

Project Name	Cost	Submission Year
Muller Parkway	\$12,000,000	2021
Kahle Drive Complete Project	\$3,500,000	2022

Economic Development Authority of Western Nevada (EDAWN)

Project Name	Cost	Submission Year
Career Information Videos (Robotics, Adv Manufacturing, Logistics)	\$100,000	2021
Pilot High School Career and Technical Education (CTE) Training Program	\$413,000	2021
Workforce Demand and Gap Analysis	\$50,000	2021
Workforce Retraining and Upskilling	\$2,000,000	2021
Level Up Northern Nevada Platform	\$2,500,000	2022
STEAM Education Coordinators	\$5,000,000	2022

Education Innovation Collaborative (EIC)

Project Name	Cost	Submission Year
Learning Labs Ecosystems	\$2,000,000	2021

C E D S P R O J E C T S

Humboldt County

Project Name	Cost	Submission Year
Convention Center East Hall Reconstruction	\$20,000,000	2021
Early Learning Center, an Extension to Boys & Girls Club Building	\$6,000,000	2021
Grass Valley Waste Water Treatment	\$26,390,600	2022

Pershing County

Project Name	Cost	Submission Year
Pershing County Law Enforcement Center	\$12,000,000	2021

Reno Downtown Partnership

Project Name	Cost	Submission Year
Truckee River Path Makeover	\$2,000,000	2022



Storey County

Project Name	Cost	Submission Year
Gold Hill Sewer Phase II	\$500,000	2021
Historic Freight Depot Restoration Project	\$643,828	2021
Lockwood Center	\$400,000	2021
County Fairgrounds Improvement Project	\$660,000	2022
Fire Station 71 Rebuild	\$5,000,000	2022
Lockwood Senior Center Upgrades	\$5,000,000	2022

Tahoe Douglas Visitors Authority

Project Name	Cost	Submission Year
Events Center Microtransit Service	\$1,000,000	2022

Tahoe Prosperity Center (TPC)

Project Name	Cost	Submission Year
Tahoe Incubator & Revolving Loan Fund	\$500,000	2021

Truckee Meadows Community College (TMCC)

Project Name	Cost	Submission Year
East View Workforce Training Center	\$42,000,000	2021

Economic Development Resources

Numerous groups and organizations provide support, funding, and resources for economic development activities in the WNDD region, including:

Nevada Department of Training & Rehabilitation

DETR is Nevada's lead workforce development agency. It offers workforce-related services, job placement, and training, services for people with disabilities, investigation of claims of discrimination, unemployment insurance benefits, labor market data, and more. (detr.nv.gov)

Nevada Economic Development Authorities

GOED recognizes local Economic Development Authorities to market their areas to new and expanding business and industry. Each EDA also operates other programs regarding economic development. WNDD partners with the following local EDAs:

- Churchill County Economic Development Authority (ceda-nv.org)
- Economic Development Authority of Western Nevada (edawn.org)
- Humboldt Development Authority (hdanv.org)

- Northern Nevada Development Authority (nnda.org)
- Pershing County Economic Diversification Authority (pershingcounty.net)

Nevada Governor's Office of Economic Development

GOED is a collaborative effort between the Nevada Legislature and the Governor's Office to restructure economic development in the state. GOED promotes a robust, diversified, and prosperous economy in Nevada, stimulates business expansion and retention, encourages entrepreneurial enterprise, attracts new businesses, and facilitates community development. (diversifynevada.com)

NevadaWorks

Nevadaworks provides employers in Northern Nevada with a skilled, productive workforce that supports the economic needs of local communities. A public-private partnership, the organization administers Workforce Development funds, connects with potential employers, and interfaces with DETR. (nevadaworks.com)

University Center for Economic Development

UCED fosters economic development throughout Nevada by making the extensive resources of the University of Nevada, Reno available to organizations, and areas that can benefit from job and income creation and job retention efforts. (unr.edu/business/centers/uced)

Nevada Small Business Development Center

The Nevada Small Business Development Center is a statewide resource for business assistance, providing a unique array of services, expertise, and training in all areas, including starting, growth, and development of a business. The Nevada SBDC also offers information and guidance in understanding and complying with environmental regulations. Also, the Nevada SBDC provides useful data and analysis of the economy, environment, and demographic data to help businesses, government agencies, and other organizations promote economic growth in their communities. (nevadasbdc.org)

Nevada Division of Environmental Protection

NDEP administers the state revolving loan fund. These funds are used by local governments and improvement districts to maintain and upgrade public water and sewer facilities. (ndep.nv.gov)

Nevada State Data Center

The SDC provides training and technical assistance in accessing and using Census data for the planning, decision-making, administration, and research needs of Nevada's state and local governments, businesses, researchers, and others. (nsa.nv.gov/state-data-center)

USDA Rural Development

USDA Rural Development provides funding and technical assistance for public infrastructure, public facilities, and business loans. The state office is located in Carson City, with satellite offices in Fallon and other sites outside of the WNDD region. (rd.usda.gov)

U.S. Small Business Administration

Created in 1953, the SBA is the only cabinet-level federal agency entirely dedicated to small business. It provides counseling, capital, and contracting expertise as the nation's go-to resource and voice for small businesses. (sba.gov)

Rural Nevada Development Corporation

RNDC is a non-profit development corporation that supports Nevada's 17 counties and 27 Native American tribes. RNDC addresses critical issues such as affordable housing and offers down payment assistance, homeowner rehabilitation, and small business alternative lending practices. (rndcnv.org)

Nevada Microenterprise Initiative Program

The NMI provides business development training and financial investments to small business entrepreneurs. NMI is the only SBA Intermediary Lender for the SBA Micro-Loan Program in the State of Nevada. (ssbci.nv.gov/About/Microenterprise)

Other regional economic development resources include:

- Bureau of Indian Affairs (bia.gov)
- Commercial Lenders
- Downtown Reno Partnership
- Inter-Tribal Council of Nevada (itcn.org)
- Local Area Chambers of Commerce
- Local Hospitals and Rural Health Clinics
- Nevada Commission on Tourism (travelnevada.com)
- Nevada Department of Transportation (nevadadot.com)
- Nevada Department of Health and Human Services (dhhs.nv.gov)
- University of Nevada, Reno School of Medicine (med.unr.edu)
- U.S. Department of Housing and Urban Development (hud.gov)
- U.S. Forest Service (fs.usda.gov)

Appendices: WNDD CEDS Data

Population: Growth

	1970	1980	1990	2000	2010	2020	2040
WNDD Region	170,722	279,185	372,030	496,996	590,644	645,132	763,167
Washoe County	121,068	193,623	254,667	339,486	412,844	464,182	590,280
Carson City	15,468	32,022	40,443	52,457	55,375	55,244	60,391
Churchill County	10,513	13,917	17,938	23,982	24,946	24,606	28,597
Douglas County	6,882	19,421	27,637	41,259	47,042	48,486	48,388
Humboldt County	6,375	9,434	12,844	16,106	16,528	16,834	17,908
Mineral County	7,051	6,217	6,475	5,071	4,812	4,487	5,820
Pershing County	2,670	3,048	4,336	6,693	6,703	6,591	6,753
Storey County	695	1,503	2,526	3,399	4,016	4,086	5,030
Washoe County	121,068	193,623	254,667	339,486	412,844	464,182	590,280
Fallon	2,959	4,262	6,430	7,536	8,560	8,540	N/A
Fernley			5,164	8,543	18,378	20,616	N/A
Lovelock	1,680		3,232	4,781	2,139	1,736	N/A
Reno	72,863	100,756	133,850	180,480	220,996	250,903	N/A
Sparks	24,187	40,780	53,367	66,346	87,301	102,895	N/A
Winnemucca	3,587	4,140	6,416	7,169	7,396	7,752	N/A

Source: U.S. Census Bureau, American Community Survey, 2020; Nevada Department of Taxation, Nevada County Population Projections 2021 to 2040



A P P E N D I C E S : C E D S D A T A

Population: Age - Up to 44 years

	Under 5 years	5 to 9 years	10 to 14 years	15 to 19 years	20 to 24 years	25 to 34 years	35 to 44 years
WNDD Region	36,736	37,188	40,147	37,581	39,671	92,191	77,526
Carson City	3,021	3,050	3,270	2,990	3,086	7,167	6,471
Churchill County	1,579	1,430	1,768	1,262	1,744	3,029	2,534
Douglas County	1,653	2,444	2,212	2,524	1,981	4,654	4,753
Humboldt County	1,204	1,051	1,503	1,088	815	2,401	2,018
Mineral County	154	134	293	366	280	375	388
Pershing County	283	303	388	201	273	1,099	972
Storey County	172	227	181	265	186	224	467
Washoe County	27,388	27,156	29,262	27,272	30,487	69,997	57,400
Fallon	607	472	561	376	832	1,496	880
Fernley	1,282	1,393	1,270	1,613	819	3,245	2,523
Lovelock	87	116	204	103	32	153	299
Reno	14,896	14,207	14,889	14,797	19,304	42,837	32,225
Sparks	6,233	6,669	7,135	5,883	7,146	14,394	13,785
Winnemucca	682	538	619	470	458	1,280	884

Population: Age - 45 years and over

	45 to 54 years	55 to 59 years	60 to 64 years	65 to 74 years	75 to 84 years	85 years and over	85 years and over
WNDD Region	80,354	44,534	43,902	71,855	32,174	11,273	9,056
Carson City	6,836	4,085	4,047	6,552	3,185	1,484	1,347
Churchill County	3,123	2,046	1,353	2,974	1,256	508	389
Douglas County	5,498	4,226	4,711	8,354	4,108	1,368	1,169
Humboldt County	2,091	774	1,238	1,715	806	130	127
Mineral County	366	420	363	741	541	66	68
Pershing County	1,100	422	492	703	302	53	54
Storey County	478	296	298	795	402	95	17
Washoe County	58,124	31,099	30,075	48,111	20,477	7,334	5,667
Fallon	949	695	386	756	393	137	94
Fernley	2,738	1,166	1,325	1,910	1,097	235	218
Lovelock	217	91	217	131	64	22	33
Reno	29,278	15,939	14,682	23,667	10,390	3,792	3,338
Sparks	13,945	6,029	5,690	9,684	4,344	1,958	1,865
Winnemucca	875	292	443	650	475	86	85

Average Median Age

	Median age
WNDD Region	44.2
Carson City	42.2
Churchill County	40.5
Douglas County	52.9
Humboldt County	37.1
Mineral County	53.3
Pershing County	42.6
Storey County	53
Washoe County	38.5
Fallon	33.7
Fernley	37.5
Lovelock	39.6
Reno	36.1
Sparks	37.8
Winnemucca	33.9

Source: U.S. Census Bureau, American Community Survey, 2020

A P P E N D I C E S : C E D S D A T A

Population: Diversity, Culture, Race

	White	Hispanic Or Latino	Black Or African American	American Indian And Alaska Native	Asian	Native Hawaiian And Other Pacific Islander	Some Other Race	Two Or More Races	Two Or More Races
United States	229,960,813	59,361,020	41,227,384	2,688,614	18,421,637	611,404	16,783,914	16,875,542	2.5%
Nevada	1,881,048	875,798	282,722	37,715	252,314	21,398	326,603	228,481	3.4%
WNDD Region	491,114	149,081	14,323	12,928	29,790	3,328	53,014	40,635	2.7%
Carson City	43,743	13,377	1,066	1,327	1,559	37	4,704	2,808	2.0%
Churchill County	19,345	3,543	638	1,217	692	28	1,186	1,500	3.6%
Douglas County	42,047	6,222	339	817	928	112	2,042	2,201	2.2%
Humboldt County	13,946	4,585	174	814	151	9	1,171	569	1.2%
Mineral County	3,156	630	129	916	65	0	103	118	2.7%
Pershing County	4,927	1,618	227	258	132	5	653	389	3.1%
Storey County	3,422	106	112	17	34	0	11	490	9.2%
Washoe County	343,877	114,756	11,195	7,196	25,935	3,137	41,950	30,892	2.7%
Fallon	6,932	724	418	156	334	0	289	411	5.0%
Fernley	16,651	4,244	443	366	294	0	1,194	1,668	3.5%
Lovelock	1,315	525	1	94	50	0	201	75	2.5%
Reno	181,145	60,270	7,967	2,778	18,057	1,975	23,136	15,845	3.3%
Sparks	72,441	33,019	2,056	1,156	5,730	669	11,029	9,814	3.1%
Winnemucca	6,412	2,724	107	149	0	0	647	437	1.7%

Population: Gender

	Total population	Male	Female	Sex ratio (males per 100 females)	Total Pop. 18 years & older	Male 18 years & older	Female 18 years & older	Sex ratio 18 years & older	Total Pop. 65 years & older	Male 65 years & older	Female 65 years & older	Sex ratio 65 years & older
United States	326,569,308	160,818,530	165,750,778	97	253,272,570	123,361,776	129,910,794	95	52,362,817	23,264,263	29,098,554	80
Nevada	3,030,281	1,520,196	1,510,085	100.7	2,342,768	1,168,925	1,173,843	99.6	478,020	225,702	252,318	89.5
WNDD Region	644,862	326,770	318,092	112.2	508,066	256,824	251,242	116.6	115,302	55,590	59,712	104.4
Carson City	55,244	28,446	26,798	106.1	43,964	22,680	21,284	106.6	11,221	5,123	6,098	84.0
Churchill County	24,336	12,369	11,967	105.6	19,020	9,641	9,379	102.8	4,738	2,286	2,452	93.2
Douglas County	48,486	24,460	24,026	101.8	40,502	20,268	20,234	100.2	13,830	6,887	6,943	99.2
Humboldt County	16,834	8,762	8,072	108.5	12,379	6,537	5,842	111.9	2,651	1,385	1,266	109.4
Mineral County	4,487	2,119	2,368	89.5	3,785	1,765	2,020	87.4	1,348	715	633	113.0
Pershing County	6,591	4,223	2,368	178.3	5,490	3,720	1,770	210.2	1,058	607	451	134.6
Storey County	4,086	2,143	1,943	110.3	3,407	1,819	1,588	114.5	1,292	677	615	110.1
Washoe County	464,182	233,916	230,266	101.6	363,743	182,349	181,394	100.5	75,922	36,251	39,671	91.4
Fallon	8,540	4,426	4,114	107.6	6,606	3,365	3,241	103.8	1,286	538	748	71.9
Fernley	20,616	10,332	10,284	100.5	15,776	8,045	7,731	104.1	3,242	1,659	1,583	104.8
Lovelock	1,736	880	856	102.8	1,273	638	635	100.5	217	90	127	70.9
Reno	250,903	126,469	124,434	101.6	198,586	100,033	98,553	101.5	37,849	17,783	20,066	88.6
Sparks	102,895	51,009	51,886	98.3	79,042	38,805	40,237	96.4	15,986	7,170	8,816	81.3
Winnemucca	7,752	3,932	3,820	102.9	5,559	2,817	2,742	102.7	1,211	495	716	69.1

APPENDICES: CEDS DATA

Population: Educational Attainment – 18-24 years old

	Less than high school graduate	High school graduate or equivalent	Some College Or Associate Degree	Bachelor's Degree or higher
United States	3,701,839	9,773,642	13,368,543	3,591,712
Nevada	36,008	101,724	95,494	15,722
WNDD	7,030	18,352	24,222	4,599
Carson City	613	1,618	1,782	124
Churchill County	495	742	838	122
Douglas County	334	998	1,324	174
Humboldt County	127	621	374	84
Mineral County	127	237	161	0
Pershing County	71	148	121	7
Storey County	123	92	83	0
Washoe County	4,723	13,263	19,052	4,088
Fallon	87	282	448	97
Fernley	417	633	487	0
Lovelock	28	51	0	0
Reno	2,570	7,418	12,964	2,824
Sparks	977	3,548	3,789	899
Winnemucca	45	197	248	84

Population: Educational Attainment – 25 years and older

	Less than high school graduate	High school graduate or equivalent	Some College Or Associate Degree	Bachelor's Degree or higher
United States	25,562,680	59,421,419	64,496,416	73,356,319
Nevada	273,999	584,698	702,126	532,997
WNDD	58,495	152,839	198,752	143,396
Carson City	4,759	10,587	15,378	9,103
Churchill County	1,177	4,904	7,588	3,154
Douglas County	2,196	8,907	14,569	12,000
Humboldt County	1,784	3,629	3,654	2,106
Mineral County	346	1,225	1,214	475
Pershing County	898	2,113	1,602	530
Storey County	178	721	1,140	1,016
Washoe County	35,877	76,457	108,127	102,156
Fallon	255	1,855	2,674	908
Fernley	1,410	5,537	5,685	1,607
Lovelock	254	493	254	193
Reno	17,447	38,967	56,180	60,216
Sparks	10,113	18,360	25,042	16,314
Winnemucca	887	1,673	1,198	1,227

Source: U.S. Census Bureau, American Community Survey, 2020



Commuting – Place of Residence

Place of Work	Carson City	Churchill County	Douglas County	Humboldt County	Mineral County	Pershing County	Storey County	Washoe County	Other
Carson City	73.44%	0.68%	20.83%	0.00%	0%	0%	10.13%	2.03%	0.01%
Churchill County	0.06%	86.31%	0.08%	0.00%	2.09%	0%	1.14%	0.12%	0.00%
Douglas County	9.49%	0.02%	59.82%	0.10%	0%	0%	2.12%	0.29%	0.01%
Humboldt County	0.06%	0.07%	0.00%	87.52%	2%	7%	0.00%	0.63%	0.06%
Mineral County	0%	1%	0.00%	0.00%	92.14%	0%	0%	0.01%	0.00%
Pershing County	0.03%	0.31%	0.00%	3.27%	0.60%	76.51%	0%	0.03%	0.02%
Storey County	0.30%	0%	0.14%	0.00%	0%	0%	22.38%	0.14%	0.00%
Washoe County	11.10%	4.28%	6.49%	2.37%	1.21%	6.23%	53.29%	92.58%	0.05%
Other	5.52%	7.34%	12.64%	6.74%	2.14%	9.85%	10.94%	4.17%	100.00%

Source: U.S. Census Bureau, American Community Survey, 2020

Commuting – Place of Work

Place Of Residence	Carson City	Churchill County	Douglas County	Humboldt County	Mineral County	Pershing County	Storey County	Washoe County	Other
Carson City	57.18%	0.13%	11.68%	0.00%	0%	0%	7.25%	1.27%	0.00%
Churchill County	0.23%	87.89%	0.01%	0.00%	5.09%	1%	0.00%	0.21%	0.02%
Douglas County	14.00%	0.17%	63.52%	0.10%	0%	0%	2.90%	0.64%	0.01%
Humboldt County	0.06%	0.07%	0.00%	87.57%	2%	7%	0.00%	0.03%	12.56%
Mineral County	0%	0%	0.00%	0.00%	87.02%	1%	0%	0.01%	0.00%
Pershing County	0.00%	0.00%	0.00%	3.27%	0.00%	73.49%	0%	0.06%	0.03%
Storey County	0.59%	0%	0.20%	0.00%	0%	0%	40.52%	0.46%	0.00%
Washoe County	13.90%	2.46%	3.10%	2.31%	0.57%	2.99%	30.47%	92.99%	0.10%
Other	14.04%	8.68%	21.49%	6.75%	5.51%	13.79%	18.86%	4.33%	100.00%

Source: U.S. Census Bureau, American Community Survey, 2020





Real Per Capita Income

Year	Western Nevada Development District	Nevada	United States
1969	\$24,354	\$23,764	\$19,677
1970	\$25,725	\$24,826	\$20,076
1971	\$26,522	\$25,236	\$20,510
1972	\$27,542	\$25,938	\$21,546
1973	\$28,311	\$26,859	\$22,575
1974	\$26,984	\$25,718	\$22,248
1975	\$27,116	\$25,799	\$22,255
1976	\$28,535	\$26,669	\$22,937
1977	\$29,840	\$27,614	\$23,543
1978	\$32,276	\$29,418	\$24,472
1979	\$32,211	\$29,441	\$24,832
1980	\$31,640	\$29,020	\$24,720
1981	\$31,300	\$28,952	\$25,183
1982	\$30,395	\$28,171	\$25,335
1983	\$30,626	\$28,133	\$25,716
1984	\$31,732	\$28,804	\$27,138
1985	\$32,234	\$29,344	\$27,823
1986	\$32,849	\$30,091	\$28,588
1987	\$33,312	\$30,570	\$29,163
1988	\$34,406	\$31,803	\$30,076
1989	\$34,810	\$32,445	\$30,833
1990	\$35,305	\$32,446	\$31,030
1991	\$36,034	\$32,486	\$30,653
1992	\$37,452	\$33,620	\$31,437
1993	\$37,162	\$33,974	\$31,608
1994	\$38,086	\$34,669	\$32,162

Real Per Capita Income, Continued

Year	Western Nevada Development District	Nevada	United States
1995	\$39,150	\$35,410	\$32,939
1996	\$40,125	\$36,428	\$33,838
1997	\$40,969	\$36,969	\$34,900
1998	\$43,197	\$39,049	\$36,708
1999	\$44,423	\$39,920	\$37,673
2000	\$46,463	\$40,961	\$39,278
2001	\$45,746	\$40,752	\$39,692
2002	\$43,864	\$39,813	\$39,452
2003	\$44,511	\$40,196	\$39,706
2004	\$46,094	\$41,723	\$40,595
2005	\$47,501	\$43,866	\$41,286
2006	\$48,553	\$44,521	\$42,677
2007	\$47,307	\$43,893	\$43,534
2008	\$44,396	\$41,172	\$43,495
2009	\$43,917	\$38,518	\$41,841
2010	\$45,687	\$39,152	\$42,497
2011	\$46,004	\$39,462	\$43,580
2012	\$43,722	\$39,840	\$44,614
2013	\$43,485	\$39,037	\$44,294
2014	\$45,012	\$40,469	\$45,698
2015	\$49,000	\$42,975	\$47,414
2016	\$49,890	\$43,431	\$47,828
2017	\$52,447	\$44,581	\$48,855
2018	\$54,889	\$45,628	\$49,943
2019	\$55,960	\$46,778	\$50,988
2020	\$58,225	\$48,298	\$53,504

Source: Nevada Regional Economic Analysis Project, May 2022

Real Per Capita Income Indices

Year	Western Nevada Development District	Nevada	United States
1969	100.00%	100.00%	100.00%
1970	105.63%	104.47%	102.03%
1971	108.90%	106.19%	104.23%
1972	113.09%	109.15%	109.50%
1973	116.25%	113.03%	114.73%
1974	110.80%	108.22%	113.07%
1975	111.34%	108.56%	113.10%
1976	117.17%	112.22%	116.57%
1977	122.53%	116.20%	119.65%
1978	132.53%	123.79%	124.37%
1979	132.26%	123.89%	126.20%
1980	129.92%	122.12%	125.63%
1981	128.52%	121.83%	127.98%
1982	124.81%	118.55%	128.75%
1983	125.75%	118.39%	130.69%
1984	130.30%	121.21%	137.92%
1985	132.36%	123.48%	141.40%
1986	134.88%	126.63%	145.29%
1987	136.78%	128.64%	148.21%
1988	141.27%	133.83%	152.85%
1989	142.93%	136.53%	156.70%
1990	144.97%	136.53%	157.70%
1991	147.96%	136.70%	155.78%
1992	153.78%	141.47%	159.77%
1993	152.59%	142.97%	160.63%
1994	156.39%	145.89%	163.45%

Source: Nevada Regional Economic Analysis Project, May 2022

Real Per Capita Income Indices, Continued

Year	Western Nevada Development District	Nevada	United States
1995	160.75%	149.01%	167.40%
1996	164.76%	153.29%	171.97%
1997	168.22%	155.57%	177.37%
1998	177.37%	164.32%	186.55%
1999	182.41%	167.99%	191.46%
2000	190.78%	172.36%	199.62%
2001	187.84%	171.49%	201.72%
2002	180.11%	167.53%	200.50%
2003	182.77%	169.15%	201.79%
2004	189.27%	175.57%	206.31%
2005	195.04%	184.59%	209.82%
2006	199.36%	187.35%	216.89%
2007	194.25%	184.71%	221.25%
2008	182.30%	173.26%	221.05%
2009	180.33%	162.08%	212.64%
2010	187.60%	164.75%	215.98%
2011	188.90%	166.06%	221.48%
2012	179.53%	167.65%	226.73%
2013	178.56%	164.27%	225.11%
2014	184.82%	170.29%	232.24%
2015	201.20%	180.84%	240.96%
2016	204.85%	182.76%	243.07%
2017	215.35%	187.60%	248.29%
2018	225.38%	192.01%	253.82%
2019	229.78%	196.84%	259.13%
2020	239.08%	203.24%	271.91%

Median Earnings By Educational Attainment (In 2018 Inflation-Adjusted Dollars) Population 25 Years And Older

	Median Earnings In The Past 12 Months	Less Than High School Graduate	High School Graduate (Includes Equivalency)	Some College Or Associate Degree	Bachelor's Degree	Graduate Or Professional Degree	Some Higher Education
United States	\$42,002	\$25,351	\$32,002	\$38,258	\$56,152	\$75,328	\$56,579
Nevada	\$38,831	\$28,422	\$32,823	\$38,643	\$49,742	\$68,910	\$52,432
WNDD	\$39,142	\$32,199	\$35,321	\$37,481	\$55,654	\$71,651	\$54,685
Carson City	\$37,599	\$25,043	\$34,657	\$39,006	\$43,504	\$62,034	\$48,181
Churchill County	\$37,320	\$26,203	\$31,858	\$39,229	\$53,214	\$64,702	\$52,382
Douglas County	\$39,122	\$38,942	\$32,530	\$36,747	\$50,243	\$67,076	\$51,355
Humboldt County	\$44,429	\$35,513	\$41,106	\$40,833	\$65,197	\$76,728	\$60,919
Mineral County	\$35,000	\$33,942	\$30,341	\$33,750	\$-	\$64,375	\$49,063
Pershing County	\$32,615	\$-	\$32,988	\$25,109	\$75,000	\$73,173	\$57,761
Storey County	\$43,750	\$-	\$42,588	\$38,553	\$60,800	\$64,306	\$54,553
Washoe County	\$41,321	\$28,794	\$35,291	\$39,814	\$50,850	\$72,294	\$54,319
Fallon	\$35,188	\$-	\$30,331	\$34,114	\$54,286	\$85,476	\$57,959
Fernley	\$41,118	\$36,957	\$36,533	\$44,290	\$46,424	\$100,171	\$63,628
Lovelock	\$38,646	\$-	\$40,474	\$35,000	\$75,000	\$71,250	\$60,417
Reno	\$39,742	\$26,748	\$33,939	\$36,947	\$47,085	\$69,552	\$51,195
Sparks	\$41,028	\$31,267	\$34,605	\$42,856	\$51,441	\$61,634	\$51,977
Winnemucca	\$59,073	\$58,173	\$49,375	\$74,688	\$68,048	\$67,961	\$70,232

Source: U.S. Census Bureau, American Community Survey, 2020





Total Employment (Number Of Jobs) 2016 - 2020

	2016	2017	2018	2019	2020
WNDD	400,626	415,708	430,926	440,893	412,059
Carson City	38,245	39,441	39,764	40,470	38,038
Churchill County	11,658	11,872	12,205	12,154	12,401
Douglas County	29,906	30,283	31,136	31,350	28,026
Humboldt County	9,720	9,825	9,766	9,999	9,452
Mineral County	2,105	2,143	2,133	2,171	2,114
Pershing County	2,389	2,521	2,531	2,550	2,534
Storey County	7,526	11,827	17,920	18,683	18,545
Washoe County	282,338	290,609	297,846	305,166	283,632
Fallon	11,658	11,872	12,205	12,154	12,401
Fernley	16,739	17,187	17,625	18,350	17,317
Reno-Sparks MSA	289,864	302,436	315,766	323,849	302,177

Employment (Number Of Jobs) Five-Year Change

	Change from 2016 - 2020	% Change from 2016 - 2020
WNDD	11,433	2.8%
Carson City	-207	-0.5%
Churchill County	743	6.3%
Douglas County	-1,880	-6.2%
Humboldt County	-268	-2.7%
Mineral County	9	0.4%
Pershing County	145	5.8%
Storey County	11,019	93.2%
Washoe County	1,294	0.4%
Fallon MSA	743	6.3%
Fernley MSA	578	3.4%
Reno-Sparks MSA	12,313	4.1%

A P P E N D I C E S : C E D S D A T A

2010 Average Employment by Industry

	Construction	Education and Health Services	Financial Activities	Information	Manufacturing	Natural Resources and Mining	Other Services	Professional and Business Services	Public Administration	Trade, Transportation and Utilities	Tourism, Gaming and Hospitality	Unclassified
Nevada	59,241	175,891	52,571	13,508	37,885	14,469	27,198	136,578	63,062	215,993	310,762	874
WNDD	11,654	48,779	11,234	3,144	16,019	3,411	6,755	29,276	19,789	53,444	45,771	166
Carson City	802	5,508	1,182	384	2,572	0	660	1,999	7,319	3,879	3,331	20
Churchill County	421	1,663	276	198	269	282	178	727	814	2,001	983	5
Douglas County	775	2,303	732	136	1,673	140	342	1,501	1,014	2,482	6,056	23
Humboldt County	518	1,164	100	78	254	2,072	159	444	602	1,288	1,066	0
Mineral County	41	338	45	0	0	0	10	0	253	144	176	0
Pershing County	4	271	21	0	68	423	25	27	425	212	137	0
Storey County	132	0	7	0	376	84	138	192	0	1,481	164	0
Washoe County	8,961	37,532	8,871	2,348	10,807	410	5,243	24,386	9,362	41,957	33,858	118

2020 Average Employment by Industry

	Construction	Education and Health Services	Financial Activities	Information	Manufacturing	Natural Resources and Mining	Other Services	Professional and Business Services	Public Administration	Trade, Transportation and Utilities	Tourism, Gaming and Hospitality	Unclassified
Nevada	93,517	220,519	62,527	14,380	55,701	19,481	30,598	180,135	62,455	259,768	257,248	10,026
WNDD	22,219	55,054	12,400	3,595	29,328	4,797	6,948	36,797	18,935	65,184	40,540	722
Carson City	1,423	6,344	1,140	377	2,510	97	689	2,194	7,195	4,305	3,024	64
Churchill County	782	1,556	209	153	543	367	148	651	824	2,125	968	9
Douglas County	1,490	2,523	710	145	1,981	169	380	1,583	996	3,047	4,857	58
Humboldt County	302	1,189	112	58	285	2,219	171	277	573	1,478	930	7
Mineral County	40	290	34	8	18	190	0	0	197	155	153	0
Pershing County	1	234	21	0	18	851	11	13	438	232	139	0
Storey County	765	213	16	280	10,640	168	66	523	0	4,800	160	0
Washoe County	17,416	42,705	10,158	2,574	13,333	736	5,483	31,556	8,712	49,042	30,309	584

Source: U.S. Census Bureau, American Community Survey, 2020

A P P E N D I C E S : C E D S D A T A

Top Occupations

	WNDD	Carson City	Churchill County	Douglas County	Humboldt County	Mineral County	Pershing County	Storey County	Washoe County	Fallon	Fernley	Lovelock	Reno	Sparks	Winnemucca
Office and administrative support	38,274	3,351	1,474	2,470	824	158	153	138	28,455	614	1,251	50	15,393	6,450	239
Sales and related	31,312	2,158	1,153	2,621	964	135	252	160	24,041	252	748	68	11,928	4,884	233
Management	32,232	2,448	647	2,130	539	178	103	112	24,348	259	807	34	13,644	5,399	287
Food preparation and serving related	20,381	2,017	710	1,374	1,281	184	401	80	13,964	171	665	63	6,951	3,327	673
Construction and extraction	20,676	1,454	395	1,794	300	27	111	142	15,576	134	582	63	9,922	3,454	177
Material moving	15,789	1,724	537	1,168	387	117	110	19	12,421	266	778	37	6,892	3,253	175
Production	17,261	918	272	843	435	67	122	33	12,334	146	765	85	6,846	3,412	327
Educational instruction, and library	17,475	1,461	588	1,081	474	207	106	69	13,160	276	329	46	8,057	2,536	326
Business and financial operations	14,547	1,335	435	732	173	12	31	48	9,546	142	316	19	5,473	1,990	78
Building and grounds cleaning and maintenance	12,628	691	484	504	441	55	191	64	8,204	219	427	16	3,880	2,036	221
Personal care and service	11,965	863	602	404	349	62	76	143	6,729	213	593	27	3,082	1,974	93
Transportation	11,061	884	224	919	405	96	12	25	9,070	123	330	2	5,265	1,881	125
Health diagnosing and treating practitioners and other technical	11,174	1,562	282	1,041	132	72	73	94	10,888	122	403	18	5,856	2,185	49
Installation, maintenance, and repair	9,821	609	419	750	177	0	25	67	9,048	179	79	0	5,327	1,559	103
Healthcare support	7,464	885	259	398	215	6	103	50	5,459	134	89	74	3,378	1,231	111
Computer and mathematical	6,563	666	108	427	27	0	0	28	5,234	9	73	0	3,257	753	0
Arts, design, entertainment, sports, and media	5,665	469	375	297	167	23	37	29	3,668	151	117	4	2,021	799	123
Health technologists and technicians	5,182	293	73	308	29	58	0	45	3,550	38	83	0	2,007	639	10
Architecture and engineering	6,389	590	40	441	18	10	95	75	4,348	19	48	19	2,617	819	5
Community and social service	5,115	334	179	438	131	16	11	10	5,200	81	70	11	3,146	1,250	57
Firefighting and prevention, and other protective service workers including supervisors	4,439	399	288	446	86	22	53	16	3,573	92	232	11	2,159	1,026	51
Life, physical, and social science	3,053	117	50	317	277	0	0	31	2,162	0	99	0	1,432	262	205
Law enforcement workers including supervisors	3,616	411	80	351	150	7	73	22	2,208	31	314	37	1,181	469	58
Legal	2,765	287	14	246	20	0	6	0	2,192	14	0	6	1,267	391	20
Farming, fishing, and forestry	1,319	72	334	79	217	0	33	0	519	25	65	19	336	100	74

A P P E N D I C E S : C E D S D A T A

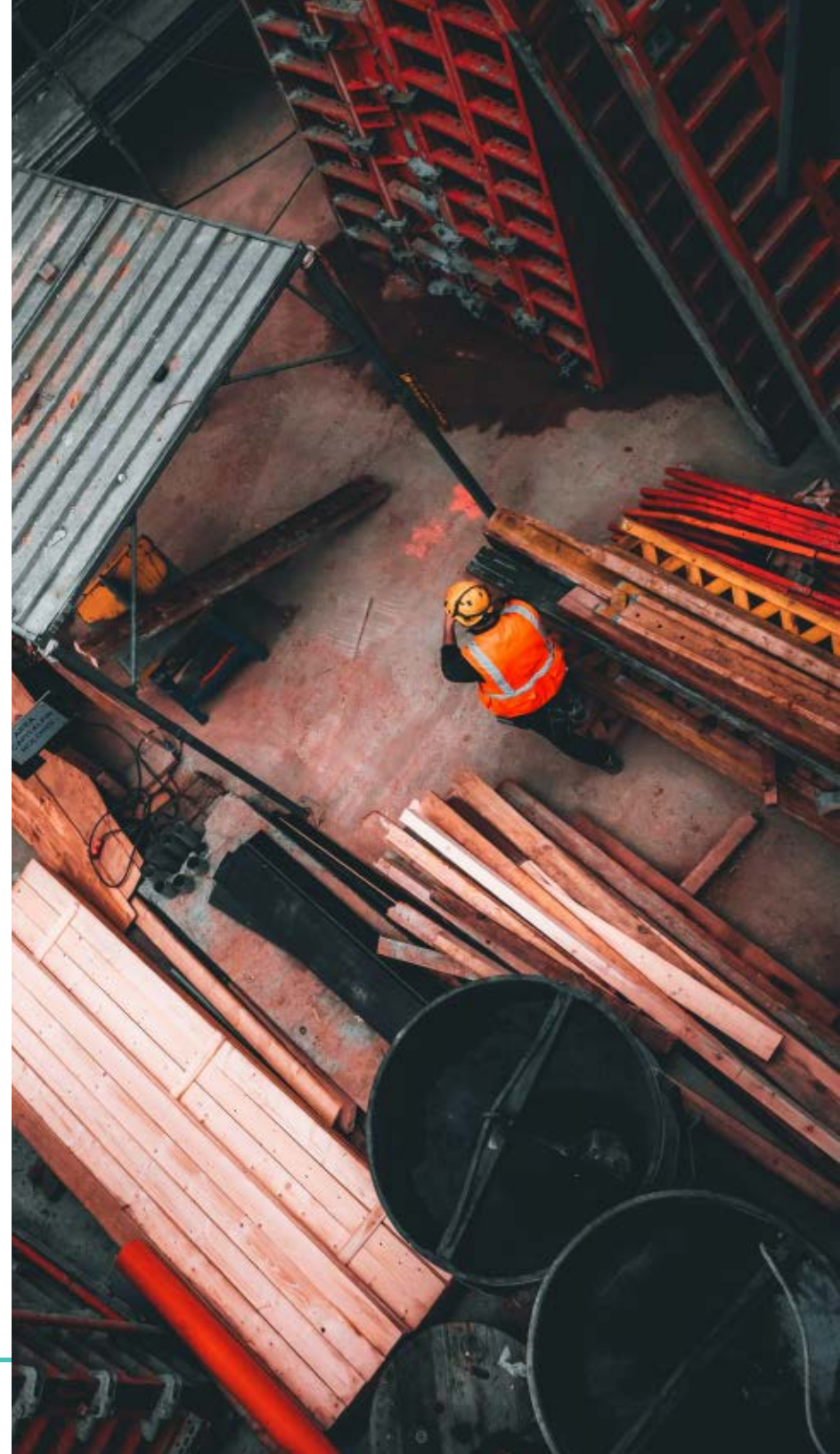
Top Occupations by Employment, Percentage

	WNDD	Carson City	Churchill County	Douglas County	Humboldt County	Mineral County	Pershing County	Storey County	Washoe County	Fallon	Fernley	Lovelock	Reno	Sparks	Winnemucca
Office and administrative support	12.1%	12.9%	14.7%	11.4%	10.0%	10.4%	7.0%	9.2%	12.1%	16.5%	13.5%	7.1%	11.7%	12.4%	6.3%
Sales and related	9.9%	8.3%	11.5%	12.1%	11.7%	8.9%	11.6%	10.7%	10.2%	6.8%	8.1%	9.6%	9.1%	9.4%	6.1%
Management	10.2%	9.4%	6.5%	9.9%	6.6%	11.8%	4.7%	7.5%	10.3%	7.0%	8.7%	4.8%	10.4%	10.4%	7.5%
Food preparation and serving related	6.4%	7.8%	7.1%	6.4%	15.6%	12.2%	18.4%	5.3%	5.9%	4.6%	7.2%	8.9%	5.3%	6.4%	17.6%
Construction and extraction	6.5%	5.6%	3.9%	8.3%	3.7%	1.8%	5.1%	9.5%	6.6%	3.6%	6.3%	8.9%	7.6%	6.6%	4.6%
Material moving	5.0%	6.6%	5.4%	5.4%	4.7%	7.7%	5.1%	1.3%	5.3%	7.2%	8.4%	5.2%	5.2%	6.2%	4.6%
Production	5.5%	3.5%	2.7%	3.9%	5.3%	4.4%	5.6%	2.2%	5.2%	3.9%	8.3%	12.0%	5.2%	6.6%	8.6%
Educational instruction, and library	5.5%	5.6%	5.9%	5.0%	5.8%	13.7%	4.9%	4.6%	5.6%	7.4%	3.6%	6.5%	6.1%	4.9%	8.5%
Business and financial operations	4.6%	5.1%	4.3%	3.4%	2.1%	0.8%	1.4%	3.2%	4.0%	3.8%	3.4%	2.7%	4.2%	3.8%	2.0%
Building and grounds cleaning and maintenance	4.0%	2.7%	4.8%	2.3%	5.4%	3.6%	8.8%	4.3%	3.5%	5.9%	4.6%	2.3%	3.0%	3.9%	5.8%
Personal care and service	3.8%	3.3%	6.0%	1.9%	4.2%	4.1%	3.5%	9.5%	2.9%	5.7%	6.4%	3.8%	2.3%	3.8%	2.4%
Transportation	3.5%	3.4%	2.2%	4.3%	4.9%	6.3%	0.6%	1.7%	3.8%	3.3%	3.6%	0.3%	4.0%	3.6%	3.3%
Health diagnosing and treating practitioners and other technical	3.5%	6.0%	2.8%	4.8%	1.6%	4.8%	3.4%	6.3%	4.6%	3.3%	4.4%	2.5%	4.5%	4.2%	1.3%
Installation, maintenance, and repair	3.1%	2.3%	4.2%	3.5%	2.2%	0.0%	1.1%	4.5%	3.8%	4.8%	0.9%	0.0%	4.1%	3.0%	2.7%
Healthcare support	2.4%	3.4%	2.6%	1.8%	2.6%	0.4%	4.7%	3.3%	2.3%	3.6%	1.0%	10.4%	2.6%	2.4%	2.9%
Computer and mathematical	2.1%	2.6%	1.1%	2.0%	0.3%	0.0%	0.0%	1.9%	2.2%	0.2%	0.8%	0.0%	2.5%	1.4%	0.0%
Arts, design, entertainment, sports, and media	1.8%	1.8%	3.7%	1.4%	2.0%	1.5%	1.7%	1.9%	1.6%	4.1%	1.3%	0.6%	1.5%	1.5%	3.2%
Health technologists and technicians	1.6%	1.1%	0.7%	1.4%	0.4%	3.8%	0.0%	3.0%	1.5%	1.0%	0.9%	0.0%	1.5%	1.2%	0.3%
Architecture and engineering	2.0%	2.3%	0.4%	2.0%	0.2%	0.7%	4.4%	5.0%	1.8%	0.5%	0.5%	2.7%	2.0%	1.6%	0.1%
Community and social service	1.6%	1.3%	1.8%	2.0%	1.6%	1.1%	0.5%	0.7%	2.2%	2.2%	0.8%	1.6%	2.4%	2.4%	1.5%
Firefighting and prevention, and other protective service workers including supervisors	1.4%	1.5%	2.9%	2.1%	1.0%	1.5%	2.4%	1.1%	1.5%	2.5%	2.5%	1.6%	1.6%	2.0%	1.3%
Life, physical, and social science	1.0%	0.5%	0.5%	1.5%	3.4%	0.0%	0.0%	2.1%	0.9%	0.0%	1.1%	0.0%	1.1%	0.5%	5.4%
Law enforcement workers including supervisors	1.1%	1.6%	0.8%	1.6%	1.8%	0.5%	3.4%	1.5%	0.9%	0.8%	3.4%	5.2%	0.9%	0.9%	1.5%
Legal	0.9%	1.1%	0.1%	1.1%	0.2%	0.0%	0.3%	0.0%	0.9%	0.4%	0.0%	0.8%	1.0%	0.8%	0.5%
Farming, fishing, and forestry	0.4%	0.3%	3.3%	0.4%	2.6%	0.0%	1.5%	0.0%	0.2%	0.7%	0.7%	2.7%	0.3%	0.2%	1.9%

Employment: Top Industry Wages

	Annual Wage Median
Dentists, General	\$184,750
Judges, Magistrate Judges, and Magistrates	\$174,080
Dentists, All Other Specialists	\$149,130
Physician Assistants	\$134,120
Air Traffic Controllers	\$131,960
Pharmacists	\$128,950
Architectural and Engineering Managers	\$125,520
Optometrists	\$123,870
Lawyers	\$121,030
Computer and Information Systems Managers	\$118,780
Nuclear Engineers	\$118,510
Nurse Practitioners	\$118,440
Power Distributors and Dispatchers	\$114,000
Sales Managers	\$112,930
Medical and Health Services Managers	\$111,690
Purchasing Managers	\$111,390
Law Teachers, Postsecondary	\$110,440
Natural Sciences Managers	\$109,160
First-Line Supervisors of Police and Detectives	\$108,590

Source: Department of Employment, Training & Rehabilitation, Research & Analysis Bureau, 2020 Occupational Employment and Wage Statistics (OEWS)



CEDS Process and Public Participation

This 2020 CEDS Update was developed with a Comprehensive Economic Development Strategy Committee and through regional meetings composed of representatives from the public and private sector and community leaders.

Meetings of this group were publicized via the Western Nevada Development District's channels, and members of the public were encouraged to attend if interested. Information was distributed to all cities, counties, and economic development corporations.

In June 2019, the WNDD launched the five-year rewrite of the Comprehensive Economic Development Strategy with a regional planning workshop.

Information was presented to subject matter experts from throughout the region that represent the areas of infrastructure, workforce development, business/industry sector, transportation, and housing. Other representatives related to quality of life issues such as health care, the environment, culture, and the arts were also present.

The CEDS Committee presented and facilitated the SWOT workshop process with subject matter experts, including:

- Dr. Thomas Harris, Director of the University of Nevada Reno Center for Economic Development
- Marlene Rebori from the University of Nevada, Reno Cooperative Extension
- George “Buddy” Borden from the University of Nevada Reno Center for Economic Development
- Bob Potts, Deputy Director at the Nevada Governor’s Office of Economic Development

About 125 people attended the workshop, including representatives from the educational community, utilities, transportation, commercial businesses, elected officials, local tribal officials, State of Nevada agencies, Senator Jacky Rosen representatives, nonprofit agencies, the tourism industry, and financial institutions.

As a part of the CEDS process, WNDD and its CEDS committee presented an Economic Resiliency workshop to conduct an additional SWOT regarding the region’s resiliency to an economic shock. There were 65 people in attendance to this workshop, which included presentations by:

- Brett Schwartz from the National Association of Development Organizations Research Foundation and the Stronger CEDS Stronger Economy
- Tonya Graham, Executive Director with the Geos Institute.

Participants and organizers discussed how flooding, drought, fire, and industry disruptions and closures could affect the region in smaller groups. Each group analyzed how the region would prepare for the event, possible economic impacts of the event, and potential strategies to mitigate the economic shock. The Action Plan includes the results of this workshop.

Economic Recovery & Resiliency Council And Teams

AGRICULTURE TEAM

Kelli Kelly, Council Chair, Fallon Food Hub, Executive Director

Teri Bath, Salmon Point Development, Owner, WNDD Executive Board, Secretary

Brandon Bishop, Nevada Department of Agriculture, Education and Information Officer

Cortney Bloomer, Healthy Communities Coalition of Lyon and Storey Counties, Food Security Manager

George “Buddy” Borden, University of Nevada Cooperative Extension, Associate Professor, County Educator, Clark County

Lindsay Chichester, University of Nevada Cooperative Extension, Extension Educator, County Educator, Douglas County

Jolene Cook, Reno Food Systems, Director and Marketing Manager

Steve Foster, University of Nevada Cooperative Extension, Associate Professor, County Educator, Pershing County

Clint Koble, USDA Farm Service Agency, Nevada State Office, Former State Director

Jill Moe, Desert Farming Initiative, University of Nevada, Reno, DFI Interim Director / Education Program Coordinator

Mike Taylor, University of Nevada, Reno (UNR), Associate Professor of Economics, State Specialist - Agricultural and Resource Economics

Gus Wegren, USDA Rural Development, Community Programs Director

BUILDING AND TRADES TEAM

Aaron West, Chair, Nevada Builders Alliance, Chief Executive Officer, WNDD Associate Member

Reed Graham, Erickson Framing, Vice President

Elizabeth Gupta, Tricor Builders, Owner

Melissa Maguire, A.M. Smith Electric, Owner

Josh Munns, Nextek Construction, Founder

BUSINESS TEAM

Ann Silver, Chair, Reno + Sparks Chamber of Commerce, Chief Executive Officer

Sara Beebe, Churchill Entrepreneurs Development Association, Director of Operations, WNDD Associate Member

Denise Castle, JOIN Inc., Chief Executive Officer, WNDD Associate Member

Valerie Clark, Clark and Associates, President and Chief Executive Officer

Peter Fishburn, Brown and Bigelow, Manager

Sam Haugh, The Alternative Board, Owner

Cheri Hill, Sage International, Chief Executive Officer

Heidi Hill Drum, Tahoe Prosperity Center, Chief Executive Officer, WNDD Associate Member

Darrell Plummer, Sierra Sage Properties, Owner

Toni Quiruz, Digiprint Corporation, Director

Tom Young, Great Basin Brewery, Owner

ECONOMIC DEVELOPMENT TEAM

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Bruce Breslow, Churchill County, Churchill Fallon Economic Development, Executive Director, WNDD Board of Directors

Amy Fleming, Nevada Governor's Office of Workforce Innovation (GOWINN), Program Development and Engagement Specialist, WNDD Associate Member

Jan Morrison, Humboldt County, Humboldt Development Authority, Economic Development Officer, WNDD Board of Directors

EDUCATION AND WORKFORCE TEAM

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Mechell Merrill, Nevada Department of Employment, Training and Rehabilitation, Deputy Administrator of Programs, Bureau of Vocational Rehabilitation

Cheryl Olson, Nevada System of Higher Education, Project Director, Nevada Alliance for Youth Apprenticeship

Sarah Russell, Pyramid Lake High School, Principal

Craig Statucki, Nevada Department of Education, Director of Career Readiness, Adult Learning, and Education Options

Summer Stephens, Churchill County School District, Superintendent

Milt Stewart, NevadaWorks, Program Specialist

Sidney Sullivan, Truckee Meadows Community College, Career Hub Program Manager

Tammy Westergard, Nevada State Library, Administrator and Nevada State Librarian

Georgia White, Western Nevada College, Director of Professional and Applied Technology

Isla Young, Nevada Governor's Office of Workforce Innovation (GOWINN), Executive Director

Denise Castle, JOIN Inc., Chief Executive Officer, WNDD Associate Member

FINANCE TEAM

Alfredo Cedeno, Chair, U.S. Small Business Administration, Outreach and Marketing Specialist

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Kathy Halbardier, Nevada Small Business Development Center, Business Counselor and Economic Development Specialist

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Mary Kerner, Rural Nevada Development Corporation, Chief Executive Officer, WNDD Associate Member

GOVERNMENT TEAM

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Suz Coyote, Nevada Division of Emergency Management, Grants and Projects Analyst

Brad Crowell, Nevada Department of Conservation and Natural Resources, Director

A P P E N D I C E S : C O U N C I L & T E A M S

Cassandra Darrough, Numu – Pyramid Lake Paiute Tribe, Tribal Council Member, WNDD Board of Directors

Kurt Englehart, Office of Sen. Catherine Cortez Masto, Regional Coordinator - Rurals

Nate Helton, Office of Sen. Jacky Rosen, Regional Coordinator - Rurals

Daphne Hooper, City of Fernley, Manager

Jon Raby, Bureau of Land Management, Nevada State Director

Colin Robertson, Nevada Division of Outdoor Recreation, Administrator

Tim Shannon, Bureau of Land Management, Senior Advisor/Chief of Staff

Jon Stansfield, U.S. Forest Service, Deputy Forest Supervisor, Humboldt-Toiyabe National Forest

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Jessica Flood, Nevada Rural Hospital Partners, Northern Regional Behavioral Health Coordinator

Toni Inerra, South Lyon Medical Center, Administrator

Erica Mirich, Truckee Meadows Tomorrow, Executive Director

Jim Peckham, Friends in Service Helping (FISH), Executive Director

Annie Zucker, Renown Health, Manager of Community Impact

HOUSING TEAM

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Leslie Colbrese, Community Services Agency, Chief Executive Officer, WNDD Associate Member

Katie Coleman, Nevada Rural Housing Authority, Director of Communications

Gordon Gossage, Regenesys Reno, Founder and Chief Executive Officer

John Krmpotic, KLS Planning and Design, President

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Ray Pezonella, Pezonella Associates, Inc., President, P.E.

Mae Worthey-Thomas, Nevada Housing Division, Affordable Housing Advocate

Stacey Sept, Nevada Rural Housing Authority, Director of Community Development, WNDD Associate Member

INFRASTRUCTURE, ENERGY, AND TRANSPORTATION TEAM

Cheryl Couch, Chair, U.S. Department of Agriculture (USDA), Nevada Community Projects Director

Lee Bonner, Nevada Department of Transportation, State Railroad Coordinator

Paul Enos, Nevada Trucking Association, Chief Executive Officer

Jojo Myers, Nevada Governor's Office of Science, Innovation and Technology (OSIT), State Broadband Development Manager

Mylinh Nguyen, Nevada Department of Transportation, Chief Environmental Engineer

Jennifer Rose, Reno Tahoe Airport Authority, Board of Trustees Member, CEO of It's My Community Store

Jeff Sutich, NV Energy, Economic Development

Jennifer Taylor, Nevada Governor's Office of Energy, DEP Director, Intergovernmental Relations

MANUFACTURING TEAM

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Ryan Costella, Click Bond Inc., Director of Strategic Initiatives

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Paul Thomsen, Ormat Technologies Inc., Vice President of Business Development

Mike Visser, Nevada Bureau of Mines and Geology, University of Nevada, Reno, Director

TECHNOLOGY TEAM

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Debashis Bagchi, Air Wire Technology, President and Chief Executive Officer

JR Cox, Ground Rounds, Director of Talent Acquisition

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Phil Eggen, Terra Scale, Co-Founder and Chief Technology Officer

Zak Gulling, Monarch Casino and Resort, Inc., Chief Information Officer

Sena Lloyd, Blockchains, LLC, Director of Research and Workforce Development

Elizabeth Redmond, CoWorkr, Chief Executive Officer and Co-Founder

Brian Wilcox, CyberPros360, Founder

Kris Zierolf, Renown Health, Enterprise Applications Executive

TOURISM, HOSPITALITY ARTS AND CULTURE TEAM

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Jennifer Cunningham, Reno-Sparks Convention and Visitors Authority, Former Executive Vice President

Jess Horning, Liquid Blue Events, Founder and Partner

Amy Oppio, Nevada Museum of Art, Deputy Director

Carl Ribaudo, SMG Consulting, President and Chief Strategist

Brenda Scolari, Nevada Commission on Tourism, Director

Teri Bath, Salmon Point Development, Owner, WNDD Executive Board, Secretary

Economic Recovery & Resiliency Plan Action Teams

ECONOMIC RESILIENCY

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Kelli Kelly, Fallon Food Hub, Executive Director

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Alexander Stettinski, Downtown Reno Partnership, Executive Director, WNDD Associate Member

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Calli Wilsey, City Of Reno, Senior Management Analyst

INFRASTRUCTURE

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Vas Kamyshamov, The Balanced Agency, Chief Executive Officer

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Sam Sanders, Uprise Fiber, Chief Executive Officer, WNDD Associate Member

Kaya Stanley, TEDx_Reno, Life Tastes Good, LLC, President and Owner

Gus Wegren, USDA Rural Development, Community Programs Director

Brian Wilcox, CyberPros360, Founder

QUALITY OF LIFE

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Colin Robertson, Nevada Division of Outdoor Recreation, Administrator

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Kris Zierolf, Renown Health, Enterprise Applications Executive, WNDD

CEDS 2020 Committee

This CEDS Update was developed with a Comprehensive Economic Development Strategy Committee and through regional meetings composed of representatives from the public and private sector and community leaders.

Teri Bath, City of Reno, Salmon Point Development, Owner, WNDD Executive Board, Secretary

George "Buddy" Borden, University of Nevada Cooperative Extension, Associate Professor

Roy Edgington, Jr., City of Fernley, Mayor, WNDD Executive Board, Past President

Aster Girma, Nevada Green Institute Inc., Founder and President, WNDD Associate Member

Dr. Thomas Harris, University of Nevada, Reno (UNR), University Center for Economic Development (UCED), Director, WNDD Board of Directors

Shelley Hartmann, Mineral County Economic Development Authority

Andrew Haskins, Northern Nevada Development Authority, Deputy Director

Mark Hauenstein, City of Lovelock, Technical Designs, Chief Executive Officer, WNDD Board of Directors

Jeanne Hermann, Washoe County, Commissioner, WNDD Board of Directors

Patricia Herzog, Nevada Governor's Office of Economic Development (GOED), Director of Rural Economic and Community Development

Aric Jensen, City of Reno, Revitalization and Grants Manager

Rick Lattin, Churchill County

Jeff Limpert, City of Reno

Heidi Lusby-Angvick, Pershing County, Pershing County Economic Development Authority, Executive Director, WNDD Executive Board, Vice President

Lara Mather, Storey County

Marlene Rebori, University of Nevada Cooperative Extension

Dr. Dana Ryan, Truckee Meadows Community College, Special Assistant to the President, WNDD Associate Member

Art Sperber, City of Sparks, CA Group, Inc., Director, WNDD Board of Directors

Sarah Tone, Washoe County

Mark Tulman, JOIN Inc.

Sources

This Comprehensive Economic Development Strategy uses demographic data obtained from a wide variety of sources. A substantial amount of data has been compiled and analyzed from various primary and secondary sources as part of this CEDS document:

- Census Data & American Community Survey*
- EMSI; Economic Modeling**
- Local Chamber of Commerce Officials
- Local Community Clerk Officials
- Local Economic Development Officials
- Local Planning Officials
- Nevada Department of Training & Rehabilitation
- Nevada Governor's Office of Economic Development
- U.S. Department of Labor
- United States Census Bureau, American Fact Finder

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The WNDD Board approved the 2022 update to the 2020-2025 CEDS at its June 27, 2022 meeting.

*Data from American Community Survey (ACS) is based on survey data and estimates and is less accurate than Decennial U.S. Census data.

**EMSI modeling data is a compilation of data from multiple sources such as U.S. Census, Department of Labor statistics, and other sources. Drawing conclusions or comparisons with the information should be done with caution.

