



WASHOE COUNTY

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CM/ACM
Finance
DA
Risk Mgt.
HR
Other

STAFF REPORT

BOARD MEETING DATE: April 26, 2016

DATE: April 11, 2016
TO: Board of County Commissioners
FROM: Maureen McKissick, Strategic Development Administrator, City of Reno, Manager's Office, (775) 334-2253, mckissickm@reno.gov
THROUGH: Joey Orduna Hastings, Assistant County Manager (775) 328-2016, jhastings@washoecounty.us
SUBJECT: Presentation, discussion and possible approval of the new Smarter Region economic development brand vision statement. (All Commission Districts.)

SUMMARY

The Smarter Region project is the outgrowth of Reno's 2013 IBM Smarter Cities Challenge grant award. Key members of the project have been working to determine a new regional economic development brand vision (Recommendation #4 of the IBM Final Report). On November 10, 2014, a summary of the community engagement process was released to the elected officials for the Cities of Reno and Sparks, Washoe County, the Washoe County School Board, and the members of the Nevada System of Higher Education who represent Districts 10 and 11. Staff is seeking Council approval of the top themes that resulted from the community engagement process.

The IBM Final Report Recommendation #4 stressed the need for our region to develop a single strong identity around economic development. Although our community has had a plethora of slogans through the years, we have not created a shared vision that identifies the important economic features that differentiate the region from our competition and positions us to attract industries and jobs. Significant public outreach was conducted in 2013-2014 to assist in determining our region's understanding of its economic attributes and opportunities, and, based on those, identify common findings that could be used to formulate a regional vision for economic development. The culmination of the process was the impaneling of a The Smarter Region Economic Development Brand Vision subcommittee comprised of elected officials from Reno, Sparks, Washoe County, Washoe County School District, and the Nevada System of Higher Education who used the findings to create a new regional brand vision statement. At this time, approval is sought for the proposed regional brand vision statement with direction to staff to continue working cooperatively to implement its ramifications.

AGENDA ITEM # 7

Presenters:

David Bobzien, Council Member At-Large, City of Reno
 Ed Lawson, Council Member, Ward 2, City of Sparks
 Bob Lucey, Commissioner, District 2, Washoe County
 Veronica Frenkel, Trustee, District F, Washoe County School District
 Jason Geddes, Regent, District 11, Nevada System of Higher Education

County Priority/Goal supported by this item: safe, secure and healthy communities.

PREVIOUS ACTION

On May 15, 2013, the Reno City Council accepted the IBM Smarter Cities Final Report and provided direction to staff to undertake regional outreach to broaden the project to additional agencies.

On April 24, 2014, the Reno City Council approved the process of gathering community input to develop a new regional economic development brand vision.

On January 13, 2015, the Board of County Commissioners approved the top themes that resulted from the Smarter Region community engagement process to determine a new regional economic development brand vision.

BACKGROUND

IBM's Final Report (Spring 2013) recommended that the City of Reno, the original IBM Smarter Cities grantee, consider "university town" as a meaningful economic identity. However, when the Smarter *Cities* project expanded into Smarter *Region*, it became necessary to develop a shared vision for a *regional* identity. The 11 entities which are participating in Smarter Region and collaborated on the process to develop a new regional economic development identity are (in alphabetical order):

1. The Chamber
2. City of Reno
3. City of Sparks
4. Desert Research Institute
5. Economic Development Authority of Western Nevada
6. Reno-Tahoe Airport Authority
7. Truckee Meadows Community College
8. Truckee Meadows Regional Planning Agency
9. Washoe County
10. Washoe County School District
11. University of Nevada, Reno

Determining a regional economic development vision plays a fundamental role in the implementation of the Smarter Region project. The vision will become the goal that the public- and private-sector entities listed above strive to achieve. It will align the entities' economic development strategies, outreach and messaging. The vision will influence the

“marching orders” for our regional development authority as well as define the focus of the planned regional data utility.

A shared regional brand vision should accomplish specific goals. It should state a unique promise, should position against competition, and should drive transaction. A brand vision is not a slogan, a tag line, or a logo. Finally, a brand vision needs to have proofs: it needs to show that it is what it says it is.

The Smarter Region Economic Development Brand Vision Subcommittee met on March 4 and August 28, 2015. The subcommittee members used the “Summary of Community Focus Groups” to develop a proposed regional economic development brand vision statement. The proposed statement is:

“We are pioneers, innovators and risk takers. We embrace those with the determination to get business done today while setting their sights on the possibilities of a bold, new tomorrow.”

If approved, the new economic development vision will be used by each of the 11 entities in the Smarter Region project to develop or update individual action/strategic plans that support the statement: this will align the region towards a common goal which will take commitment and hard work. Each entity in the Smarter Region will identify the attributes or principles that should cascade down into the entity’s ongoing priorities, operations, and behaviors. By working in alignment, our local governments, K-12 education, higher education, the Airport Authority, Regional Planning, and the private sector will be more effective and successful in positioning the

FISCAL IMPACT

There is no fiscal impact associated with this item at this time.

RECOMMENDATION

It is recommended that the Board of County Commission discuss and approve the new regional economic development brand vision statement and direction to staff to continue working cooperatively to implement its ramifications.

POSSIBLE MOTION

If the Board of County Commissioners agrees with the staff’s recommendation, move to approve the new regional economic development brand vision statement and direction to staff to continue working cooperatively to implement its ramifications.



building a

Smarter Region

November 6, 2015





IBM's Smarter Cities Challenge - Economic Development

- GOED requested City of Reno application
- Competitive international grant (100 cities worldwide over 3 years)
- IBM deployed 5 experts (>\$400,000 consultancy value)
- IBM experts spent 3 weeks in region
- IBM experts interviewed 54 agencies/110 regional stakeholders
- IBM presented “roadmap” for regional success



A New Approach for Regional Economic Development

Objective

- Identify roadmap for a shared “System of Systems” analytics utility
- Develop framework for economic development to position Reno-Sparks-Washoe County (The Region) for growth

Approach

To develop the recommendations, we:

- Conducted 50 formal interviews with a 110 regional stakeholders representing public, private, and education sectors
- Analyzed existing economic development assets
- Researched best practices

Assumptions

- Economic development and job creation must encompass attraction, retention, and growth
- Local public and private entities are the catalyst for change

Doing things differently, not doing different things



Recommendations

1. **Change Your Mindset.** Develop an integrated regional economic development strategy – *“a rising tide lifts all boats”*
2. **Be One Strong Voice.** Present one regional economic development face to the outside world
3. **Harness Your Data.** Build regional “System of Systems” analytics utility to support economic development
4. **Brand the Vision, Not the Slogan** for cities and region as a whole
5. **Invest in Your People.** Focus on education and workforce development to build foundation for future growth

Owner: City of Reno, City of Sparks, Washoe County



BRAND





Regional Achievement

Recommendation #1 - Change the Mindset
Created Smarter Region Governance Model - Framework Regional, Unified
Economic Development Strategy

Gained regional approval on April 24, 2014

Smarter City  Smarter Region





Regional Achievements

#2 - Be One Strong Voice

EDAWN approved as the regional face and unified voice for economic development to the outside world

#3 - Harness the Data

TMRPA collaborating with DRI, UNR, and local agencies to develop data projects to create a regional system to support economic development





■ Current Regional Focus

#4 - Brand the Vision, not the Slogan

Created a collaborative, regional stakeholder survey process to identify a shared regional vision for economic development.

Economic development knows no political boundaries.

The Region is generally defined as EDAWN's boundaries and the Smarter Region Governance Model agencies.





Regional Economic Development Brand Vision

“We are pioneers, innovators and risk-takers. We embrace those with the determination to get business done today while setting their sights on the possibilities of a bold, new tomorrow.”





Brand Vision Statement - Regional Adoption

Brand Vision Champions

Reno - David Bobzien

Sparks - Ed Larson

Washoe County - Bob Lucey

WCSD - Veronica Frenkel

NSHE - Jason Geddes

Presentations

Nov - TMCC Advisory Board
Jan/Feb - Concurrent meeting

TBA - UNR Advisory Board
TBA - DRI Advisory Board
TBA - RTAA Board of Trustees



THE CHAMBER



DRI



TMCC



RENO
ECONOMIC DEVELOPMENT



Reno-Tahoe
AIRPORT AUTHORITY



University of Nevada, Reno



Reno
Sparks
Tahoe
Economic Development Alliance



Washoe County
School District



Brand Vision Statement - Implementation

What is required to achieve the brand vision to enhance economic development progress?

- A. Hard & Soft infrastructure/assets, e.g. fiber, transportation, regulations, workforce
- B. Communications Plan, both external and internal, e.g. Joint PSA, RGJ Editorial Board, PIOs

C. Funding





Brand Vision Statement - Recommendation

Approval of the new regional economic development brand vision statement and direction to staff to continue working cooperatively to implement its ramifications.





building a

Smarter Region

April 2016





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Champions for #4

City of Reno - David Bobzien

City of Sparks - Ed Lawson

Washoe County - Bob Lucey

Washoe County School District - Veronica Frenkel

NSHE - Jason Geddes





Build a common regional macro-brand for the outside world while maintaining individuality in micro-brands for each jurisdiction



Common brand elements:

- Strategic location
- Business friendly
- Quality of life
- Tahoe
- Outdoors sports





Regional Economic Development Brand Vision

“We are pioneers, innovators and risk-takers. We embrace those with the determination to get business done today while setting their sights on the possibilities of a bold, new tomorrow.”





Brand Vision Statement - Regional Adoption

Approval Process

Nov/Dec 2015 - NSHE Community College and Board of Regents

April 25, 2016 - City of Sparks

April 26, 2016 - Washoe County

Washoe County School District

April 27, 2016 - City of Reno





Brand Vision Statement - Implementation

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