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### Bringing More Business to Rural Nevada

#### *National Firm Leads Regional Economic Planning Process to Attract the “Right” Businesses to Seven Northern Nevada Counties*

**Carson City, Nevada (January 9, 2006)** – Northern Nevada Development Authority (NNDA) together with Western Nevada Development District (WNDD), Nevada Commission on Economic Development (NCED) and AngelouEconomics, an economic consulting firm based in Austin, Texas, announced it will lead an extensive business community survey for development of a regional economic growth strategy in rural Nevada. This project will help determine and market the unique economic development assets of seven northern Nevada counties: Carson City, Churchill, Douglas, Lyon, Mineral, Pershing and Storey. All local media and residents are invited to attend a kick-off presentation and Q&A being held on Wednesday, January 18, 2006 at 10:00a.m at the Western Nevada Community College campus in Carson City. Lorraine Hunt, Lieutenant Governor, is slated to speak at the kick-off.

“Nevada, and rural Nevada in particular, must become more proactive in targeting the *right* kind of companies that offer higher paying salaries, ample job opportunities and generous insurance packages,” explained Ron Radil, Executive Director of WNDD and project manager for this survey. “Good corporate citizens that have a vested interest in our communities are critical for rural Nevada’s healthy future.”

Over an eight month period, AngelouEconomics will undertake community outreach and input by asking businesses and residents to take a brief on-line survey which will be made available in late January 2006. Additionally, AngelouEconomics will conduct focus groups with CEOs, city and county personnel, elected officials, industry leaders and private citizens in each county. Information garnered will be used to create a comprehensive, actionable plan with milestone dates for economic development in rural northern Nevada.

“We’re embarking on this project that examines seven northern Nevada counties because we recognize that counties don’t exist in a bubble. For instance, people live in Lyon County, work in Carson City and shop in Douglas County. Counties are becoming co-dependent on one another’s success, and some communities feel better suited for certain kinds of businesses than others,” explained Ron Weisinger, Executive Director of NNDA.

AngelouEconomics was selected for the project in December 2005 due to its experience with conducting strategic plans for more than 85 cities, counties, states and international countries. The firm was also enlisted by the Economic Development Authority of Western Nevada (EDAWN) for their Target 2010 project which is a similar study, but focuses primarily on economic development for Washoe County. At the conclusion of both studies, the results will be merged.

“The end result of this project will be a strategy aimed at targeting new industry to northern Nevada that is dedicated to our communities and the people living here. We welcome everyone to attend the kickoff meeting to learn more about the project. Our goal is to have a significant number of individuals in each

community help shape the vision for Northern Nevada's future by going online and filling out the surveys." said Larry Rodriguez, President of NNDA Board of Directors.

For more information about the kick off meeting or the project, contact Ron Radil, Project Manager at (775) 883-4413, [rjradil@wndd.org](mailto:rjradil@wndd.org) or Judi Bishop at (775) 883-4413, [jbishop@mnda.org](mailto:jbishop@mnda.org).

***About NNDA:***

*The Northern Nevada Development Authority (NNDA) is one of 13 development agencies in Nevada. It is the state's "regional economic development authority" with a service area that includes Carson City, Douglas, Lyon and Storey counties. NNDA is funded by the Nevada Commission on Economic Development, counties, cities, grants and memberships. It is the primary economic development organization for the region responsible for recruitment of outside business, retention and expansion of existing business. For more information, visit [www.nnda.org](http://www.nnda.org).*

***About WNDD:***

*Western Nevada Development District (WNDD) has been certified since 1983 by the U.S. Economic Development Administration (EDA) as the only economic development district in Nevada. WNDD is one of 325 economic development districts in the U.S. WNDD has been instrumental in providing a forum for local government members to discuss opportunities and problems affecting the region. Current WNDD members are: Carson City, Churchill County, City of Fallon, Douglas County, Lyon County, City of Fernley, Mineral County, Pershing County, City of Lovelock and Storey County. WNDD has worked with, and on behalf of, local governments to provide the necessary infrastructure for development of county and city owned industrial parks in Fernley, Lovelock, Minden, Carson City, Fallon and Silver Springs. WNDD also performs grant writing and administration for its members. For more information, visit [www.wndd.org](http://www.wndd.org).*

***About CEDA:***

*The Churchill Economic Development Authority's primary goal is to diversify and improve the local economy. The group does this by making every effort to attract new businesses to expand and grow by providing them with the most current information and assistance possible, including walking them through the various permitting agencies.*

***About MCEDA:***

*The goal of the Mineral County Economic Development Authority is to further the economic and social condition of all Mineral County residents, through effective communication, public education and all means available.*

***About PCEDA:***

*The Pershing County Economic Development Authority is governed by a Board of Directors and represents the interests of nearly 8,000 people in the Pershing County region.*

***About AngelouEconomics:*** *Angelo Economics is the largest independent economic development consulting firm in the United States specializing in creating strategies for communities seeking high impact development. Since its founding in 1995, the firm has consulted with more than 85 states, cities, regions and foreign countries. For more information, visit [www.AngelouEconomics.com](http://www.AngelouEconomics.com).*

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