

North counties envision future

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Business and economic development leaders from Carson City and surrounding rural counties Wednesday launched a study of their region's assets and how best to grow commerce over the next two decades.

"We're one region. No one county goes it alone anymore," said Ron Weisinger, executive director of the Carson City-based Northern Nevada Development Authority.

Dubbed "Northern NVision -- Imagine the Future," the study will be conducted by AngelouEconomics, a Texas-based consulting firm that last month launched a similar project, "Target2010," for the Reno-based Economic Development Authority of Western Nevada.

Weisinger said AngelouEconomics will first create a database of assets, including infrastructure, workforce, education, cultural and other factors in Carson City, Douglas, Lyon, Storey, Churchill, Mineral and Pershing counties.

Then the agency will hold community meetings to elicit residents' opinions on the future of their counties as well as seek feedback in online surveys for business owners and residents.

"We're asking churches, schools to pass the word so everyone will put their two cents' worth in," Weisinger said of the surveys.

AngelouEconomics, which is being paid \$150,000 by the NNDA and Western Nevada Development District, will develop an economic development strategy for each county with a completion goal of July, Weisinger said.

Also taking part in the effort are the Nevada Commission on Economic Development and the Mineral County Economic Development, Pershing County Economic Development and Churchill County Economic Development offices.