

Steering Committee  
INITIAL MEETING



# Northern NVision – *Imagine the Future*

JANUARY 2006

PRESENTED BY:



# OUTLINE

ONE: The Project

TWO: Economic development

THREE: Discussion

ONE

THE PROJECT



# COVERAGE AREA

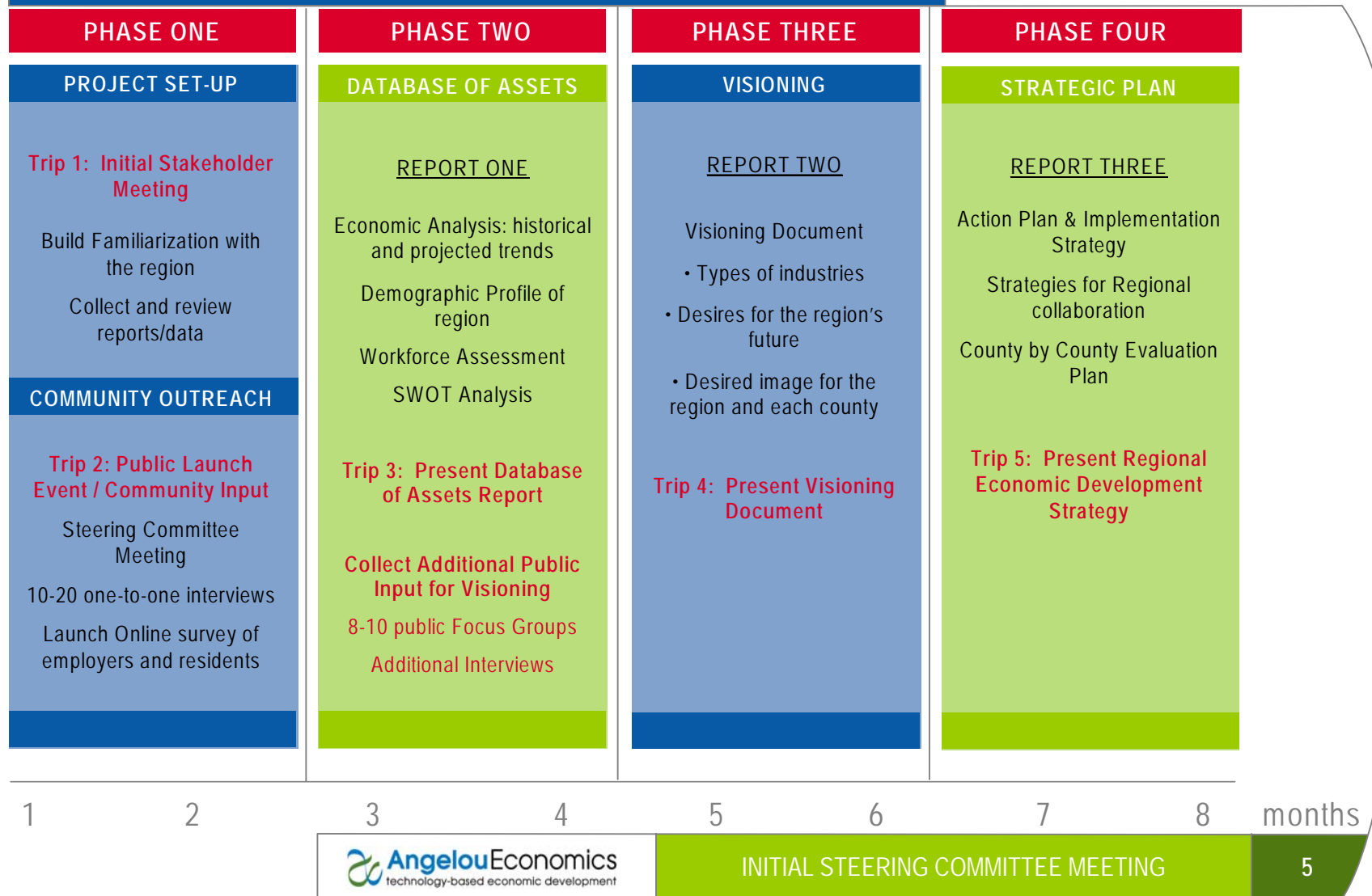
This project is a regional initiative. AE believes successful economic development is done on a regional basis:

- Carson City
- Churchill County
- Douglas County
- Lyon County
- Mineral County
- Pershing County
- Storey County

Each of these areas have unique strengths, weaknesses, and assets.

We want to figure these out.

# TIMELINE



# PROJECT WEBSITE – [www.northernNVision.org](http://www.northernNVision.org)

## NorthernNVision Imagine the Future!

- [Home](#)
- [The Project](#)
- [Reports](#)
- [News](#)
- [Survey](#)
- [About AE](#)

The [Northern Nevada Development Authority \(NNDA\)](#) is developing a regional economic development strategy for the entire NNDA region. This initiative, termed the Regional Economic Development Strategy Initiative (REDSI), will help determine and market the unique assets of seven northern Nevada counties: **Carson City, Churchill, Douglas, Lyon, Mineral, Pershing** and **Storey**. [AngelouEconomics \(AE\)](#), a nationally recognized economic development consulting firm out of Austin, Texas, has been selected to lead the region in this important endeavor.

It is the mission of AE, as the consulting team hired to provide this REDSI, to create a plan that will provide initiatives and guidance for NNDA. For the next eight months, AE will be working closely with the Steering Committee of the NNDA to develop a plan that will result in the creation of visions, goals, strategies, and project priorities.



**Mineral County**  
Government & Community Planning

**PERSHING COUNTY NEVADA**



AE will provide the NNDA with a thorough economic assessment of the region, an identification

# TRAVEL DATES & DELIVERABLES

- Trip 1 – Initial Meeting / Familiarization with the region  
*Month 1: December 9*
- Trip 2 – Public Launch Event / Collect Initial Public Input  
*Month 2: January 18 – 20 (Launch event: Jan. 18)*
- Trip 3 – Present Database of Assets Report /  
Conduct Visioning Focus Groups  
*Month 4, exact date unknown (~ March 2006)*
- Trip 4 – Present Visioning Report  
*Month 6, exact date unknown (~ May 2006)*
- Trip 5 – Present Regional Economic Development Strategy /  
Public Rollout Event  
*Month 8, exact date unknown (~ July 2006)*

# PROJECT RESPONSIBILITIES



- Oversees project
- Gathers input
- Analyzes data
- Provides reports
- Identifies target industries
- Outlines the regional vision
- Creates final recommendations

## NNDA & WNDD:

- Provides data and research materials
- Identifies community stakeholders
- Organizes meeting agendas
- Communicates to the community
- Distributes project material
- Identifies “champions” to implement final recommendations

## Steering Committee:

- Ensures AE focuses on critical issues
- Assists in identifying stakeholders
- Participates in focus group studies
- Activates internal marketing
- Reviews all deliverables and provides insights within two-three weeks

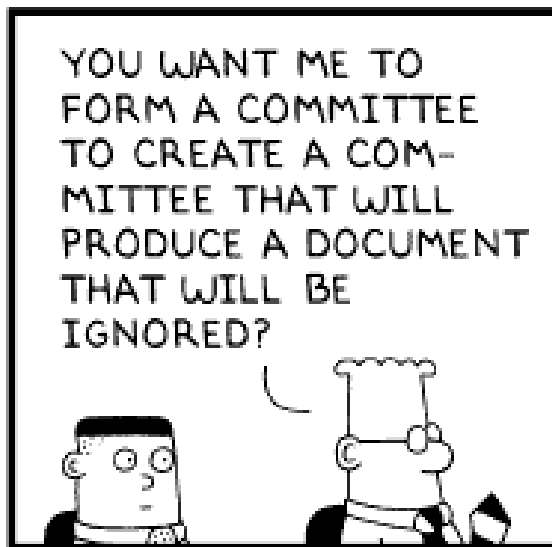
TWO

**ECONOMIC DEVELOPMENT**

# WHAT is ECONOMIC DEVELOPMENT?



www.dilbert.com scottadams@aol.com



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# ECONOMIC DEVELOPMENT is about



- Leadership, vision, & marketing
- Public/private collaboration
- Capturing the energy of the region
- We want this plan implemented!

THREE

DISCUSSION

## QUESTION:

What is one wish that you have when it comes to this economic development plan?

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# PUBLIC INVOLVEMENT

Our Question to you:

What organizations or individuals should be included in the public input process?

# YOUR VISION

How would you describe the current economic situation in the Northern Nevada Region?

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What will the region look like 10 years from now?

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# YOUR VISION

Lets talk about the different areas that our project will cover:

Carson City \_\_\_\_\_

Churchill Co. (Fallon) \_\_\_\_\_

Douglas Co. \_\_\_\_\_

Lyon Co. (Yerington) \_\_\_\_\_

Mineral Co. \_\_\_\_\_

Pershing Co. \_\_\_\_\_

Storey Co. \_\_\_\_\_

Strengths?

Weaknesses?

Unique Assets?

# PUBLIC INVOLVEMENT

Our Question to you:

What are some potential hurdles or obstacles we may encounter during this process?

## YOU CAN HELP BY:

- Mentioning this project to your friends and colleagues
- Reviewing reports and providing feedback to AE in a timely manner
- Staying involved, even after this project
- Encouraging community support
- Visit [www.NorthernNVision.org](http://www.NorthernNVision.org) and take the online surveys!

# PROJECT CONTACTS

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THANK YOU

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