

Douglas County tries to lure outdoor oriented businesses to area

By Rob Sabo, Northern Nevada Business Weekly

A team of six Douglas County economic development officials last week descended on a large outdoor and recreational trade show in Salt Lake City to pitch Douglas County as a great place to locate companies that manufacturer outdoors and leisure products.

The value of Douglas County's scenic outdoors was identified as one of the county's key benefits in a recent economic vitality action report. The team from Douglas County, the Northern Nevada Development Authority and Heavenly Mountain Resort found the Outdoor Retailer trade show in Salt Lake the perfect forum in which to tout the benefits of relocating businesses to Douglas County.

Lisa Granahan, economic vitality manager, says the Outdoor Retailer expo is the world's largest sports industry trade show, with more than 1,000 brands represented and 21,000 attendees.

"This trade show in particular is very important to our efforts," Granahan says. "We saw it as our best opportunity to get a lot of these people in one place and reach out to them."

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