

Who is leading Tahoe-Reno's economic revival?

By Bill O'Driscoll, Reno Gazette-Journal

Their mission is the same: To grow business in Northern Nevada.

But with record-high unemployment and the harshest recession since the Great Depression comes the question of cohesion among economic development agencies, as the region continues to compete with other states for commerce.

Pessimism in the recently released Sierra Region Economic Outlook Mid-Year Business Survey prompted calls for greater unity to, as Northern Nevada Development Authority Executive Director Rob Hooper put it, "turn this economic beast around."

"It's a matter of getting everyone on the same page," Greg Mosier, dean of the University of Nevada, Reno College of Business, a survey sponsor, said in assessing what needs to be done.

"In some ways, they've tried to do that, but it's never been everyone in the room at the same time," Mosier said. "I don't think there's been a team effort so far. It's going to be a train wreck going forward. We've got to say, 'What are we going to do?'"

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