

# Opinion: Region must set realistic goals for development

By Chuck Alvey

What are we now and what do we want to become as an economic region? One of those is an important question and the other is a critical answer.

I recently attended DCI Summit 2011 in New York City, a two-day roundtable hosted by Development Counsellors International, the firm that handles national media relations for the Economic Development Authority of Western Nevada.

CEOs from six economic development organizations from throughout the U.S. met with 12 site consultants – executives who represent companies looking to relocate or expand. We shared ideas and trends in site location, industries and marketing.

What we are now is an important answer because it is how such corporate site selection experts perceive Nevada as a potential place to do business. About 30 percent of company expansions and relocations are managed by independent experts. EDawn has worked for years to develop and maintain relationships with these consultants.

At Summit 2011 they indicated they like to receive information from communities like Greater Reno-Tahoe, but they emphasized the information should be actual, not aspirational. Often communities and states will claim what type of economic sector they want to become rather than reporting what they are. Aspirational messages don't help site consultants or companies build confidence in considering operating in Nevada (the consultants indicated EDawn sends actual, not aspirational,

messages).

*Chuck Alvey is president and CEO of EDAWN – Economic Development Authority of Western Nevada.*

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