

Expert outlines Reno-Tahoe's good-bad points for attracting businesses

By Jason Hidalgo, Reno Gazette-Journal

Reno-Tahoe is poised to reap the benefits of a resurgent manufacturing industry in the United States, according to a New Jersey-based site selection expert.

Nevertheless, the region still has some work to do to make it more attractive to companies seeking to relocate or expand their business, said Dennis J. Donovan of Wadley Donovan Gutshaw Consulting, a global site selection firm.

High up on the area's to-do list is a familiar issue – changing perceptions outsiders have of the area, Donovan said.

“I think there are misperceptions out there and a lot of people associate the area just with gaming,” Donovan said. “They don't realize all the quality-of-life features like outdoors and recreation or the green (energy) alternatives available, which fit right in with what tech companies and other people are looking for.”

Donovan was brought in to share his insights about the area today at a breakfast with business people and community leaders.

The event was organized by the Economic Development Authority of Western Nevada (EDAWN) and the Nevada Governor's Office of Economic Development.

Getting an informed outsider's perspective, particularly one who specializes in company site selection, about the region is important for gauging Reno-Tahoe's competitiveness with other areas, said Mike Kazmierski, president and CEO of EDAWN.

“We already have a strategic plan for the region and have an idea of what we need to do from an economic development perspective,” Kazmierski said. “But we still wanted someone from the outside to come in and let us know how we look like through other companies’ eyes, and also tell us whether our plan is on track or not.”

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