

Holiday hires could be good news for N. Nevada

By Northern Nevada News Bureau

CARSON CITY – Nevada retailers are expected to add more than 4,000 seasonal positions through December, the Retail Association of Nevada said Thursday.

The estimate is based on an assumption that hiring in 2012 will be comparable to last year, when the state added 4,100 retail positions between September and December for a 3.2 percent increase in total employment in the sector.

During the past five years, the Nevada retail sector grew by an average of 3.9 percent during the same time frame. Should conditions prevail that are more in line with the longer-run historical average, the state will see a gain in retail positions closer to 5,000. Based on company announcements and news accounts thus far, it is likely that 2012 hiring levels will fall somewhere between the two, RAN said in a news release.

Competition for available positions is expected to be as tough as it was during the last several holiday seasons, the association reported. Currently, there are 164,100 unemployed Nevadans, down only slightly from levels reported around this time in 2011. Seasonal hiring will provide modest and short-term relief.

Thus far, several national retailers with locations in Nevada have publicly announced major seasonal hiring plans. Actual hiring activity may vary from estimates depending on individual store needs:

- Amazon – 1,250 estimated seasonal hires at the fulfillment center in Fernley;

- Macy's/Bloomingdales - 900 estimated seasonal hires statewide;
- Target - 900 estimated seasonal hires statewide;
- Wal-Mart - 500 estimated seasonal hires statewide;
- Kohl's Department Stores - 490 estimated seasonal hires statewide;
- Toys 'R' Us - 250 estimated seasonal hires at the McCarran Distribution Center for store distribution, e-commerce in Reno and seasonal store positions statewide;
- Best Buy - 150 estimated seasonal hires statewide.

Nationally, holiday hiring is expected to reach 700,000 in 2012, an increase of 6 percent compared to the 660,000 reported in 2011.