

Douglas County's push to lure businesses is working

Douglas County is reaping the benefits of a marketing campaign the Board of Commissioners approved nearly two years ago.

In June 2011, commissioners approved a contract with Northern Nevada Development Authority to support recruitment of energy, science and advanced engineering businesses. The campaign is structured to target Sacramento, Stockton, San Francisco, Modesto, San Jose, Merced, Santa Cruz, Monterey and Oakland.

New businesses added to the region include Franklin Armory specializing in producing local firearms; Cristek Interconnects – an aerospace and defense industry manufacturer; Global Aqua Solutions – a manufacturer of proprietary organic, biodegradable, non-toxic chemicals; and Eastbiz – a mail forwarding and small packaging shipping company.



General Electric has an office in Douglas County.

Photo/NNDA

Since the contract was approved in 2011 NNDA's efforts from the campaign have brought 10 companies to Douglas County and three expansions. This translates to 250 jobs, with more jobs pending in the area.

Douglas County staff has also assisted in working with the newly relocated businesses and the public to provide adequate job placement.

“We want to continue to grow the number of jobs and continue to diversify the types of businesses in Douglas County, growing our overall wealth to the community,” said Lisa Granahan, economic vitality manager for Douglas County, said in a statement.

Stockton was the initial test market. The campaign recently dispersed Douglas County specific marketing materials including mailers, email, digital ads and a national press release announcing the launch of the . The campaign includes material specific to Douglas County.

The website helps companies make a case for the transition and has brought national media attention to the county and Nevada as a whole.

– Lake Tahoe News staff report