Elko

Record breaking turnout surprises Ross’ management
“The CEO couldn’t believe the opening for a community of this size. He said everyone in town must have gone,” said Gary Pinkston, owner of the Elko Junction Shopping Center and founder of Meridian Pacific Ltd., a real estate development company.

Maurices also celebrated their grand opening March 3- moving to the Elko Junction from the East End Shopping Plaza. The store has been open in Elko for about 10 years and reported the biggest sale day in their history during their grand opening.
To read the entire story [click here].

Natives bring home decor store to Elko
The Elko store is only the second in Nevada — the other is located in Reno. According to Rogers and Boyle, the franchise had long been looking to open a store in Elko. Due to high numbers of Elko residents visiting the store in Twin Falls, the franchise became aware of Elko as a potential market, unhampered by the economy. To read the entire story [click here].

Real Deals posts record sales figures
During their two-day grand opening celebration, Elko’s location had the biggest grand opening in franchise history- posting a 23.8 percent increase in sales over the second highest performing store.
To read the entire story [click here].

West Wendover
FedEx Buys land in City’s Industrial Park
A good start for the industrial park. To read the entire story [click here].

Wells
4R Recycling proposes to operate the Blue Bin
4R Recycling has proposed a plan of operation in cooperation with the City of Wells to operate the solid waste facility, the Blue Bin. Wayne Baron owner of the business will have moved his equipment to the Heavy Industrial area and be ready for business April 1, 2012. To read the entire story [click here].

Wells welcomes new city hall
The grand opening was held on the fourth anniversary of the 2008 earthquake that damaged and compromised the safety of the old city hall and several other city buildings. To read the entire story [click here].
Regional Planning Workshop

We were very fortunate to receive $15,000.00 from GOED to conduct the first step of regional planning. We had a scenario planning workshop the 29th and 30th of March that was very well attended. Six counties participated in the workshop and the turnout from Elko County and our four cities was great, we had 55 people attend the two day event.

Scenario Planning, is a method that can be used to powerfully examine plausible futures. Used with great success with both public and private sector decision makers in many locations around the world, this approach is proving to be a rigorous and insightful approach which can enhance new and existing regional planning efforts.

At the workshop, we discussed where we are, where we are headed and how to get to where we want to be. By the end of the workshop, we identified the most important goals that are both shared across our region and achievable within the next few years.

Our facilitator, Juliet Fox, Future IQ Partners, has been working throughout North America, Australia and Europe, helping people examine possible futures and make flexible long-term plans in an unpredictable environment.

Future IQ Partners have been in Elko previously for the National Summit of Mining Communities, worked with ECEDA on planning, and are working with Humboldt County on the Winnemucca Futures Project. We were pleased to have Juliet return for this important and unique workshop that tackled contemporary challenges in a fun and engaging manner.

We hope to continue with the planning effort over the next several months if we can secure funding.
Greetings!

The past quarter was much the same as the last quarter, VERY BUSY! We are so excited about all of the progress we are making on several fronts as you will see in this edition of our newsletter. We hope to maintain the momentum started last year for 2012.

This quarter included much work on the Regional Development Authority initiative in the Governor's Office of Economic Development (GOED) State Plan. We were very fortunate to receive $15,000.00 from GOED to conduct the first step of regional planning. We had a scenario planning workshop the 29th and 30th of March that was very well attended. Six counties participated in the workshop and the turnout from Elko County and our four cities was great, we had 55 people attend the two day event.

We hope to continue with the planning effort over the next several months if we can secure funding. One of the outcomes for regional collaboration was in the housing shortage. We all know that Elko County is desperate for more housing, especially multifamily but other counties have the same issue (Lander, Eureka, White Pine and Humboldt) so we will be working on this issue as a region. We recently formed a committee of stakeholders to work on the housing issue for Elko and are now expanding that effort to include other counties.

The committee is developing an event for Reno and Las Vegas where we will present the Opportunities in Elko and the I80 corridor to developers, lenders and site selectors. We are very excited about the event and hope to find financing, developers and some retail and industrial opportunities. One of the major frustrations over the past year was educating the outside world that Elko County did not have a recession and that we are not boom and bust. This event will allow us to dispel the myths and provide solid information on the opportunities in our region.

Our Workforce initiative, Dream it – Do it (DIDI), launched a series of events that are helping us to achieve the goal of providing more career and technical education and aligning education with employer needs. I was selected with many others to participate in the Department of Education’s Advisory Council on Career and Technical Education. The DOE is working to adopt standards for K-12 curriculum that will include a major focus on CTE courses. I also attended and participated in a round table discussion at the Nevada STEM Coalition Summit in Las Vegas, a forum to educate teachers and administrators about the need for more STEM (Science, Technology, Engineering and Mathematics) education. We completed the Employer Survey for the DIDI program this quarter and are now defining the career pathways for mining. We will be working on our marketing campaign over the next several months as well.

It is a positive time and it feels good to be providing solutions but there are also issues that have far reaching impact. We are working with Elko County on the Sage Grouse and Travel Management Plan problems as well as many other areas that affect our economy. Stay tuned!

Warm regards,
Pam