

# Greater Reno-Tahoe Economic Outlook Business Survey January 2010

## *Supplemental Comments Report*

Sponsored by  
The College of Business  
University of Nevada Reno



Center For Regional Studies  
College of Business  

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NOTE: This document shows the responses to three open-ended questions in the Greater Reno-Tahoe Economic Outlook Business Survey – January 2010 Report. The comments were spell-checked and corrected for obvious typos (“relief” replaced “releif”). Additionally, comments that were typed in “all caps” were changed to sentence case for ease of reading; comments that capitalized select words for emphasis were not changed. Comments were coded into categories based on the predominant theme.

## How would you rate the overall economic conditions in the Greater Reno-Tahoe area?

### Economic Conditions are Poor:

- A long ways to go before recovery to 2007 has been attained.
- A lot of people seem to be struggling to make ends meet.
- A region that is ready to implode. Politicians who have sold their soul, and business leaders with no conscience have set the area up for a potentially long term down time.
- A very dismal outlook for at least the next two-five years.
- A weakening and a stubborn business climate has caused a great divide in economy of scale.
- About as slow as I've ever seen it.
- Absolutely awful
- Adjusting back from the overexpansion and over inflation of lifestyle.
- After almost forty years of being in business in Northern NV', this is by far the worse economic crisis we've seen.
- All my friends have gone broke with there businesses. Just glad I can still tread water? Just NOT making anything or gaining any ground. Working more and more for less and less!
- Almost everyone is struggling. It seems that people really want to be positive and pro-active, but unfortunately the constant down-turn is forcing business owners to just stay above water for now.
- Anemic.
- As a bankruptcy attorney, I see small business failures every day. The rate of unemployment continues to escalate. Residential foreclosures abound.
- As a medical office it has become difficult due to reduced reimbursement from insurance companies, patients not seeking services for conditions that might ordinarily have if their economics situation was better and with patients not paying their bills at all.
- As a subcontractor & service provider conditions are poor due to tight financing in the private sector.
- At bottom with more obstacles to overcome.
- Because of the economy, it has been a trickle down effect, affecting all types of businesses.
- Becoming desperate.
- Below average.
- Bleak.
- Bleak! The cities, counties and State need to get rid of all the union contracts, reduce benefits and wages, consolidate services and run them like a business, not an entitlement! Shame on previous elected representatives & employees for the outrageous salaries and benefits for government workers.
- Bleak, no gaming in sight, no building in sight. Until that and foreclosures slow down it can't get better. We need manufacturing, building, gaming to get better.
- Borderline tragic.
- Both individuals and businesses are struggling to survive.

- Bouncing off the bottom.
- Business is not only slow, it is dismal.
- Business is slow because gaming tourism is down and too many people put their personal wealth into real estate.
- Business is very slow.
- Business owners are desperate, unemployment and foreclosures through the roof!
- Business owners are realizing they must adapt to the current economic climate regarding customer relations and bottom lines or else they too will dissolve.
- Businesses are closing, struggling and people are being laid off.
- Businesses are struggling to keep afloat. Banks are increasing interest rates, decreasing credit lines and not loaning money to businesses. Making it difficult to increase sales and hire new employees.
- Businesses are struggling to remain productive enough to hold their present number of employees.
- Challenged.
- Challenged.
- Challenged by housing drop in value as well as high unemployment and a decrease in travel revenues.
- Challenging.
- Challenging.
- Challenging.
- Challenging.
- Characteristic of the U.S. economy.
- Conditions are declining with no positive news on the horizon.
- Construction business has virtually stopped. All other businesses have slowed or closed.
- Contracting economy.
- Declining.
- Declining.
- Declining.
- Declining.
- Declining. Job losses and mortgage defaults continue to be a major concern.
- Decreased volumes and stressed small businesses tapped financially with very little, if any, bank financing support.
- Deep recession.
- Depressed - businesses and owners are very hampered by the credit crisis. Around here is primarily small businesses and that's whose been affected by the lack of credit availability.
- Depressed.
- Depressed and falling.
- Depressed and lagging behind the rest of the country which is concerning because as the rest of the country shows slow recovery we will continue to lag.

- Depressed and scared with high unemployment adding to market weakness.
- Depressed and slowing down.
- Depressed by construction and tourism industries but fairly diverse so likely not as bad as some indicators would lead one to believe.
- Depressed due to unemployment issues.
- Depressed, people hesitant to spend money - not sure of future.
- Depressed, trying to get a grip on new technologies (Renewable Energy)
- Depressed.
- Depressed. Negative growth.
- Depressed. Our company is stable, but we do not rely on the local market for customers.
- Depressing.
- Depression.
- Depression.
- Desperate.
- Desperate.
- Desperately trying to believe this isn't the new 'normal'
- Difficult.
- Difficult at best.
- Difficult at best.
- Difficult for the both individuals and businesses due to severe drop in home values, very high bankruptcy rates and high unemployment.
- Dire straits - lack of a sustainable, production driven economy, huge job losses and services to our community, devastating plans for education and hence future work force and brain trust.
- Discouraging.
- Dismal.
- Dismal.
- Dismal.
- Dismal, at best.
- Dismal. Too much emphasis has been placed on supporting gaming, finance, and construction. No emphasis has been placed on supporting and developing the old vanguard elements of the US economy such as manufacturing.
- Down 16 to 25% depending on the business.
- Down from previous years.
- Downright Slow!
- Dreadful, absolutely no confidence in future.
- Economic conditions have been on a steady downturn and it appears it will continue that way for some time to come.
- Economic downturn that possibly will take possibly 60 months to reach the new normal.

- Economy is bad, therefore people are not spending and donations are down.
- Employers are not hiring at the same rates we were seeing two years ago.
- Even after experiencing the economic conditions of the late 70s, today's economy is even more frightening to me.
- Even if there is still 87% of the population employed here, the mindset is all about the 13% that aren't. No small businesses can hire or move forward because we don't know what the Obama administration and the likes of Reid and Pelosi are going to do to us next.
- Everyone is hanging on by a string. If they are breaking even, they are the lucky ones.
- Exceeding the Great Depression.
- Extremely sad with no answers on how to strengthen the job market and economic conditions.
- Foreclosures are still a problem, there is too much vacant office/industrial space, unemployment is still high.
- Genially very depressed across most sectors of the local economy.
- Ghost towns have better economic prosperity than Reno does today. Ghost towns don't have millions of dollars in leveraged debt.
- Going from stagnant to failing.
- Greatly impacted by overall economy.
- Has been a big downturn since Indian gaming moved in to northern Cal; lots of talk about clean industry coming to us. Let's take what we can, clean or not. Let's quit trying to force downtown on the few tourists we have left; look at the job the Peppermill and the Atlantis have done.
- Have seen too many businesses close their doors.
- High unemployment rate, no available jobs paying livable wages, high uninsured rate.
- High unemployment which leads to high foreclosures.
- High unemployment, 75% decline in new home sales, significant number of homes underwater. Californians and California companies stalled due to their economy in moving here. No significant job growth or improvement in the local economy on the horizon. Public entities just beginning to feel the pinch of the New Economy.
- High unemployment, distressed business not much optimism in the business community.
- High unemployment, low gaming revenues, pathetic governor who does not value education.
- High unemployment, no construction, no residential sales, looming layoffs, poor gaming revenues and deteriorating real estate values.
- High unemployment, slow growth, poor elementary/secondary education levels and a dismal state budget management have made Northern Nevada an unattractive place to live right now.
- High unemployment, small business struggling to stay in business.
- Hit hard by the recession. No relief in sight. Capital is lacking and jobs continue to shrink.
- Horrible.
- Housing pricing is at an all time low and unemployment is much too high.
- How about really crummy? The worse we've seen in our industry since the 30's.
- I believe that the area is struggling to bottom out with government and businesses barely

hanging on.

- I can only say that the economy in Fernley has declined as rapidly as it grew. Because of unemployment, a downward spiral has been created. Less people working results in less spent on local business. The items that are purchased are items that fit into the necessity category.
- I consider the economy bleak for the foreseeable future.
- I don't see the unemployment rates coming down during the current year. People who are financially knowledgeable are holding together, however, there are too many individuals who have no idea what a budget is.
- I export products. My observation on the situation is bad, due to the numbers of people stopping by, looking for work.
- I feel that our lack of economic diversity is coming home to roost. Northern Nevada has depended on "growth" as our industry, instead of a broader more expanded business environment. Education is key to establishing this, and our K-12 record is near the bottom for all states. Diversity equals stability, stability equals confidence, confidence equals growth. Nevada is not alone in western states with a "favorable" business climate. Utah, New Mexico, Oregon, etc., all have comparable advantages. We need to lead and innovate to capture the businesses of the future. An educated population for businesses to draw from should be job #1.
- I feel the times are getting more desperate every day.
- I find that the market is saturated and is in need of more national events to feed the tourism market.
- I have a small advertising agency and every one of my small business clients is suffering. One of my clients was forced into closing their doors after being in business for almost 40 years.
- I think the housing market has a big impact on our area, many people have lost their jobs, taken pay cuts and are working two jobs trying to keep a float.
- I think they are very bad for many and that the rest of us who are fortunate to have employment are being very conservative with our spending and investments.
- If the medically uninsured are an indication, then the current economic conditions are very poor.
- In a deep recession although the rate of decline has moderated.
- In a significant slowdown.
- In crisis. With unemployment leading the country, little else to be said, I'm afraid.
- In my 14 years of small business ownership, I have never seen things so poor.
- In our business, we have seen a lot of parents lose jobs, a reduction of hours or a cut in pay.
- In recession.
- In the 15 years I have lived in Reno, NV, I have never experienced the negative economic conditions we are experiencing today in industries across the board.
- In the developmental world, it has been devastating. In the governmental sector, it has had a tsunami effect relative to revenues.
- In tourism, I feel everyone is a runner waiting for the starter to start the race. The race has been run and we lost.
- It's sad!

- It's turned to survival of the fittest.
- It feels like we have sludge in our veins!
- It is dismal--particularly in Carson City.
- It is still a challenge unraveling the real estate leverage and the declining gaming/tourism base.
- Jobless rate higher than the national average, with poor economic diversification, and poor outlook for jobs creation in the near term.
- Jobs are disappearing. Population is declining. Local and state governments teeter on collapse. Really, can it get much worse?
- Jobs are scarce and business is not expanding.
- Lack of funds to do projects.
- Lack of job diversity with the economy over weighted heavily in construction/development, warehousing, and gaming. There are not enough high quality blue collar jobs and mid level white collar jobs to attract or retain people with the means to spend and build in our local economy.
- Lack of leadership and way too many concessions without any logical long time feasible projects.
- Lack of residential and commercial construction has a tremendous economic impact which will take years to turn around.
- Lagging behind other areas.
- Largely tourist dependent economy has resulted in significant negative impact to overall general economy.
- Long-term recession. A great deal of consumer fear and unease concerning the future.
- Looking for a rudder.
- Losing its competitive advantage.
- Lots of people are not working and are afraid to buy any services or products.
- Major unemployment and business downturn.
- Many business closures.
- Many businesses are hurting which is difficult to witness however great opportunities exist for innovative businesses because commercial space and materials are available and affordable at levels undreamed of 3-5 years ago.
- Many industries within the private sector are continuing to decline with no sign of relief in sight. The Government sector is only recently starting to address the issues the private sector has been dealing with for some time now.
- Many unemployed and the local housing market is a mess. Downtown Reno is in sad shape and the casinos downtown unfortunately will continue to struggle. They need to be rebuilt or torn down not remodeled.
- Minimal job security.
- More people we know (family, friends and students) are out of work, more people we know have lost or are in danger of losing their home. Several friends with small businesses are closing their businesses due to an inability to survive in this economy.
- Most businesses are suffering, laying off employees, cutting benefits and a lot of them are actually going out of business.

- Near a nadir, a fundamentally weak economic environment with rising unemployment, weak tourism, lack of consumer confidence and continuously deteriorating residential and commercial real estate market.
- Needing CPR.
- Negative growth.
- No jobs, high vacancy rates, record foreclosures, failing businesses, this place looks like Denver in the 90's.
- Not at the bottom yet.
- Not confident that the recession is over in our area, because of the high unemployment and companies cutting back.
- Not good.
- Not good, lack of insight and understanding of global and national economics and how South Lake Tahoe plays in it. Short sighted vision of politicians and community.
- Not positive with negative attitudes.
- Not so good.
- On the brink.
- Our economy is suffering from the rapid decline once housing died off.
- Our economy is very challenged.
- Overbuilt in housing and commercial markets.
- People are frustrated and disappointed in local and federal government.
- People are scared.
- People are struggling to make payments on housing and are combining households to survive financially. Reno is a good place to live and work and will eventually recover. However, the housing market will take several years to recover.
- People are very worried.
- People are watching how they spend their money. They want the same goods and services, but at lower costs.
- Poor and slow to grow.
- Poor conditions due to lack of well paying jobs.
- Poor for construction and gaming, but fair for other non-related areas.
- Poor sales across multiple industries, high unemployment and large reductions in home values are creating weak demand, economic uncertainty and the stagnation of commerce.
- Poor with indications of recovery.
- Poor with questionable hope of improvement in 2010.
- Poor. People are out of work, home values continue to decrease.
- Poor. High unemployment. Reduced sales at businesses that are able to stay in business. New home sales down. Construction even Commercial construction at a standstill.
- Pretty bleak. So many people are out of work it is really affecting their spending and very little optimism in the community.
- Real estate activity is slow in new home sales which affects all residential construction activity.

- Real estate depresses. Unemployment up. Retail, gaming, and tourism down
- Recession if you have a job, DEPRESSION if you don't!
- Reflective of many other areas of the country - severely impacted by global economic conditions. However, we are overbuilt in residential, retail and industrial properties and, being a secondary market, it will likely take awhile longer for us to emerge from the "Great Recession."
- Regressive, not at all forward thinking. Small minded mentality.
- Remains in a downturn.
- Reno-Tahoe continues to suffer across all major industries, continued high unemployment, high vacancy rates and continuing depressed housing values.
- Reno-Tahoe is struggling in the small business sector.
- Reno-Tahoe is suffering some due to the housing decline and foreclosures. In general, business is down and unemployment is high. However, people are holding their own and moving forward with a positive attitude.
- Reno has been hit with a one-two-three punch. First you have the recession; then the unrelenting landlord who won't work with businesses; then the extreme cold weather which kills the local market.
- Reno has suffered greatly in terms of lost jobs and lost housing, to a greater extent (I believe) than much of the rest of the nation.
- Reno is experiencing a downturn with high unemployment.
- Retail sales are down and layoffs are increasing.
- Scary-particularly the unemployment rate and housing industry.
- Scary. Nevada (and the area) has neglected business diversification for too long, and now the recession is forcing us to "pay the piper."
- Scary...housing and unemployment must be addressed to put a bottom into our local market. The banking industry needs to expedite the sale of short/foreclosure homes. Nine to 12 months is too long.
- Severe economic downturn beginning in late 2008, continuing into 2009 and the beginning of 2010.
- Severely impacted by the downturn in the housing market.
- Sleeping.
- Slow - most people are just not wanting to spend too much money these days.
- Slow.
- Slow.
- Slow business climate.
- Slow recovery.
- Slow to get going.
- Slow with high unemployment.
- Slow, slow, slow; empty, empty, empty.
- Small business nightmare; public sector confusion and in-fighting; mid-sized businesses stagnant growth or downsizing; some entrepreneurs at small business level.
- Small businesses are closing their doors, paying only a percentage of their payables, either

cutting employees or cutting hours. This is creating a vicious cycle that now affects the money their employees have to spend on necessities and any extras, which affects our community. Any benefits the small employer was able to offer such as health insurance and 401k contributions are also being cut back.

- Small businesses in the area are struggling to make it, marketing their business takes a back seat to making payroll.
- Soft.
- Some of the worst in the country.
- Stagnant.
- Stagnant, customer base does not have the same \$\$ available for purchases and clients are scared to make changes.
- Stagnant.
- Stagnant. Construction and development -- my area - is generally at or near a standstill.
- Stagnant. If we don't start creating construction jobs we are going to be hurting for awhile.
- Stagnated and slipping to greater levels of unemployment.
- Stifled.
- Still declining.
- Still declining but at a slower pace.
- Strained by high unemployment and the challenges facing our most concentrated industry (gaming/service/hospitality).
- Struggling.
- Struggling.
- Struggling.
- Sub-par performance in comparison to other states.
- Sucks.
- Teetering on the edge of disaster.
- Terrible.
- Terrible with unknown recovery.
- Terrible. Too many people out of work. Businesses are closing.
- The area is depressed.
- The area is very challenged with high unemployment, high foreclosure rates and an overall downturn in tourism, our chief industry.
- The bubble burst.
- The building construction industry in Northern Nevada has not slowed down, it has stopped! Business conditions are horrible.
- The current economic climate is unsustainable for many small businesses.
- The current economic condition is still declining.
- The current economic conditions in the Greater Reno-Tahoe area are incredibly weak with little signs of immediate recovery.
- The current economic conditions very bad. Long term the area has reason for optimism, but

in the foreseeable future simply stopping the fall would be considered good news.

- The current economic situation is strained and Nevada continues to struggle.
- The current economic situation of the Greater Reno-Tahoe area is in recession as is the rest of the country, but in slightly worse condition than the national average.
- The current local economic condition is extremely depressed with little sign of relief in sight.
- The desire to purchase or repair is there, but economics are preventing people from even investigating the possibilities.
- The economic condition is critical and not looking any better.
- The economic conditions are tough for everyone.
- The economic conditions for our non-profit organization are tough. We rely on the expendable income and generosity of our community to stay afloat. The generosity is still there, however the expendable income is not.
- The economic conditions have remained poor.
- The economic conditions in this area are exceptionally bad.
- The economy has been rapidly declining in Reno for a long time without any upturn, leaving especially non-profits high and dry for funding to support the local community.
- The economy in the Reno area is pretty much depressed by the job and housing situation!
- The economy is languishing! Cuts to public safety and schools along with the number of foreclosures will plague this area for years!
- The economy is stagnant at best.
- The economy is worsening as evidenced by growing unemployment, sales tax, gaming tax-all measurable items as statistically reported. But it is also the unscientific observations I made, from an increasing number of empty tables at restaurants, shorter lines at Starbucks drive-up windows, discount tickets to ski resorts, lighter commute traffic, and before the winter's inversion, less smog.
- The high level of unemployment opportunities and the large number of business closures have greatly contributed the downside in current economic conditions, vastly worsened by the policies implemented by the current presidential administration.
- The job loss and pressure on state and local finances had had a dramatic effect on the local economy. The inflow of new business and new home buyers is especially depressed.
- The local economy has not bottomed out yet.
- The recession has impacted the economy negatively across most sectors. We are currently bouncing along the bottom. But, things should pick up soon.
- The worst economic conditions in the 43 years I have been a banker.
- The worst that I have seen in thirty three years of business.
- There appears to be no new catalyst to spur future growth. Without growth we are in trouble.
- There are few jobs open and a great number of people looking. Some people have given up and resigned themselves to not working.
- There has been a profound change downward business-wise in this area.
- There is not much building construction work to speak of. It is going to be very poor business for the next 2-3 years.
- Things are very tough in this economy, everyone is struggling to stay afloat when so many

people are unemployed.

- This downturn has really lost jobs in the trades and gaming and has created a trickle down impacting many others.
- This is the rockiest I have ever seen business.
- This is the worst economy I have seen in my life.
- Too heavily dependent on gaming. When gaming suffers, we all suffer.
- Too many businesses are going out of business. And people are losing their homes, so it's not all that great.
- Too much reliance on tourism and gaming!
- Tough. Business is changed and will not be done the way it has been for the last several years. We need to rethink how we do business, where we get our sales and customer service.
- Unemployment is above 12%; construction has basically ceased in the area, many unemployed persons are getting depressed and numerous buildings are empty. This is resulting in unstable economic conditions.
- Unemployment is high; commercial construction is down.
- Unemployment numbers indicate a stagnant local economy with growth virtually non-existent.
- Unemployment rates in the seven county WNDD region stay the same or are increasing. Six of the seven are eligible for U.S. Economic Development Administration funding by having a 24 month unemployment rate at least 1% or higher of the National unemployment rate for the last 24 months.
- Unemployment way too high.
- Very Bleak. Foreclosures, government over-spending now catching up to them, job opportunities, housing, etc. not looking good.
- Very concerning.
- Very difficult times.
- Very few companies either moving to or expanding in the area. Conversely, many companies have either moved on their own accord out of the area or have closed due to economic conditions. Additionally, the state and local governments are not promoting retaining these companies.
- Very high unemployment with one of the worst housing markets in the nation.
- Very poor....no one is buying right now....everyone is saving due to the uncertainty of our government.
- Very sad. No jobs, homes everywhere empty, and far too many sleeping bags on the sidewalks downtown.
- Very scary.
- Very slow.
- Very slow and prospective outlook in the near future of no change.
- Very slow moving.
- Very slow not only on the commercial side but as well as the residential side. Profit margins are due to the downturn and very few jobs available.
- Very slow with no sign of improvement.

- Very sluggish.
- Very uncomfortable, bleak, dismal.
- We are definitely being impacted by this recession.
- We are losing large employment sources at an increasing rate, our unemployment is the highest in the nation and our foreclosure numbers are in the top five of the nation. We are in near crisis mode.
- We are most impacted by the construction industry and it is lower than we have ever seen it. Customers' statements indicate that they see no recovery in sight yet.
- We are over built on all levels, including office space, retail, housing, and warehousing, and it is going to take at least several years to absorb the excess, as we have negative job growth and the construction industry is all but evaporated. It is obvious that gaming will never be as strong as it once was. All in all, we are finally settling into the new "norm", trying to find that place and survive.
- We have moved from a recession to a depression
- When I talk with customers, Handyman Services in general, it's been a bad year, they are struggling for jobs and, in turn, are hurting financially.
- While we don't see an improvement or increase in conditions, we do see that the declining conditions appeared to have leveled off.
- Will continue to struggle until the housing market turns around.
- With 12-13% unemployment, more than 50% of homeowners upside down in mortgages, property values continuing to decline, a high degree of delinquency on credit cards and mortgages, and wages being reduced, it's pretty gloomy.
- With 12+% unemployment with little movement in the real estate markets and virtually no new construction, I see a bleak (near) future.
- With the credit crunch companies even Fortune 500 companies are not paying the bills on time. Accounts are 60 to 90 day terms compared to 30 to 45 day terms.
- With the housing and construction sector way down, there is no ready substitute for the economy to move into.
- With the weather devastating to construction/mfg.
- With unemployment levels in the state exceeding 13%, families losing their homes and businesses closing. This would be a valid indicator of current economic conditions!
- With unemployment reaching record highs, all facets of the economy are impacted negatively.
- Without new jobs and the recent job losses, worse I have seen in the 30+ years I have been here.
- Worse than most understand on a relative basis. Real estate in our region is forecasted to be the worst in the country for 2010 and 2011.
- Worse than the rest of the nation.
- Worst I have ever experienced.
- Worst recession in our area since moving here in 1979.
- Wow, layoffs, unemployment, State budget, foreclosures, homeless....can you name a positive?
- Wrong track.

### **Some Signs of Improvement / Potential:**

- Better than many other places in the country.
- Business is good for those who use 3rd party services where competition for business is high.
- Business seems to have improved since 2009.
- Close to the bottom of the business cycle with a rebound beginning this year.
- Commerce is moving along at a slower than expected pace but there seems to be an improvement in the past 45 days that I hope continues.
- Depressed but hopeful.
- Depressed but with some potential for recovery.
- Entertainment/Tourism looking to reinvent, maybe permanently.
- Fair but with the real estate market bottoming out, it will start to turn around mid 2010.
- Feeling like things are beginning to get better -- we're seeing our clients spend more on marketing and finding many new business opportunities.
- Good.
- Great time to buy a house!
- Hit bottom and on the way back.
- Hopeful--businesses are being more pro-active in their approach.
- I am choosing to believe that we have bottomed out in this region and are on our way to a recovery.
- I believe I am seeing a small increase in business.
- I think they are improving.
- I would have to say things are improving.
- If you scratch below the surface there is plenty of activity, but everyone is putting on a cautious 'face' so they do not stand out among the common consensus.
- Improving.
- Maybe this year?
- Most businesses that are still "open" are being conservative, but activity is picking up.
- Optimistic but still fighting big government over-reach.
- Progressing ever so slightly, but poised to see some good growth once everyone gets on the same page and moves forward.
- Promising energy-related & tech opportunities, but too tied to gaming interests & housing/construction.
- Re-inventing and re-emerging.
- Recovering in small segments of the community.
- Reno/Tahoe is better positioned to weather the economic downturn based on previous diversification efforts. However, it is subject to the vagaries of the current situation.
- Scary, but improvement is slowly happening.
- Signs of improvement.

- Slowly getting better.
- Slowly growing.
- Slowly improving for businesses, but not for individuals.
- Slowly recovering.
- Sluggish, but improving somewhat as of December, 2009.
- Starting to see a glimmer of improvement with small pockets of optimism in some industry segments.
- Struggling, but entrepreneurs are making headway. I am seeing some signs of improvement and in perception.
- The worst I've experienced in my 35+ years in business. I do expect things will improve in 2010.
- There's a lot of confidence from businesses in Northern Nevada.
- Things are slowly improving.
- Times are tough, but looking up.
- We've seen what looks to be a climb in overall economic perspective over the last 12 months, but the proof is in the actual spending, which still seems tight.
- We are starting to see things slowly improving for the good, but we remain very cautious.
- We cannot believe in this economy that we're still OK. Of course our numbers are down - but we're still in the black :) We have a saying around our company! WE REFUSE TO PARTICIPATE IN THIS RECESSION :) Our customer service is UP, my advertising is UP, and we're BOUND AND DETERMINED to serve our community with the best repair service we can, and under-promise AND OVER ACHIEVE! We DO what we SAY we'll do.

**Uncertain, unstable, vulnerable, cautious, mixed:**

- Building is down and homeowners are afraid to spend money on their homes because of the uncertain future.
- Cautious but optimistic.
- Cautious with slight uptick in optimism.
- Consistently unstable.
- Construction and real estate is struggling. Business unrelated to these are doing fairly well.
- Everyone is proceeding with much caution when spending money.
- Fear is still leading the pack in the Greater Reno-Tahoe area with people holding back on buying and building assets. The feeling of the economic climate is focused on the worst case scenario continuing to consume the attention of everyone.
- Fearful companies and fearful for the future unemployed.
- Good for government, bad for businesses who don't rely on government workers.
- Guarded and conservative.
- Guarded. What sector of the economy do you want to compare? Construction, Mining, Manufacturing, Retail.... hard to generalize.
- I think there is a lot of uncertainty and fear of economic recovery in near future with continued high levels of long term unemployment and construction down turns.

- It is an unsure climate of fear of being laid off or worse.
- It seems that businesses we encounter are hesitant to make any changes for fear of the next economic shoe dropping.
- Low consumer confidence with less disposable income to spare. Fear of job loss creates unease and tension.
- Operating out of fear. Those who can spend money are afraid and are contributing to the overall malaise.
- People are holding on to their money.
- Precarious with little chance of improving without new Reno/Tahoe Leadership.
- Progressively becoming more unstable and difficult to cut any further costs to maintain viability.
- Some areas doing well, some doing poor.
- Some sectors are doing alright, others are still doing terrible.
- Steady to weak, Building is down, People are spending money on only the necessities of life.
- Still lots of uncertainty in regards to when and at what level the economy will rebound.
- Tentative.
- Tentative and cautiously optimistic. However there is more potential here than in many other locations, just a question of tapping into the many resources available and recognizing the potential.
- The current state of the construction industry and lack of new job growth make the current economic conditions locally unstable, particularly combined with California's lack of economic growth.
- The public and quasi-public sectors are much better than the private sector!
- This whole area seems to just be waiting for improvement. Carson City's economics are tied to the State employment and has trouble extricating itself without State Government improvement.
- Uncertain.
- Uncertain.
- Uncertainty with regards to the state budget, housing and job outlook.
- Unpredictable.
- Unpredictable.
- Unstable and without a definitive strategic plan to recover and establish new industries.
- Unsure for the general population but bad for the construction industry.
- Very soft, but slowly stabilizing.
- Very tenuous for small to medium sized businesses with soft demand and unsustainably low levels of profitability. The public sector is obviously extremely budget constrained.
- Very unsettled.
- Vulnerable.
- Watching and waiting for uncertainty to lessen and true leadership to develop.
- We are vulnerable due to the fact that we are small employer region that is very vulnerable to legislation that can have serious unintended consequences.

### **Flat, Fair, Okay, Stable, Holding On:**

- As good as can be expected with an economy run by idiots.
- Continuing to correct, but closer to stable than a year ago.
- Fair.
- Fair to poor, if the banks or the government would release some money to the small business we would be able to advertise, hire new people, etc. Cannot get small loan
- Fair with my business, although we are down some. Unemployment seems a big issue.
- Fight through the mess... don't do anything stupid.
- Flat.
- Flat to declining in 2010, with little hope of any small recovery till 2012
- Flat to slightly shrinking.
- Flat to sluggish.
- Flat, not rising, not falling.
- Hanging on.
- Holding pattern--waiting to see how the economic recovery will affect banking/lending which impacts our construction and manufacturing/distribution.
- Holding steady.
- It feels as if the climate is stabilizing to some degree. The opportunities to replace jobs at the level reductions have occurred have not rebounded.
- Non-construction related activity has stabilized although at a lower level than in mid-2008.
- OK.
- Ok...trying to recover.
- On hold.
- Poor but stabilizing.
- Right now we seem to be holding our own.
- Slow and at a standstill.
- Slow and quiet.
- Slow but steady.
- Stabilizing after a dynamic recession.
- Stalled but hopefully on the move back.
- Stationary.
- Still flat but the decline seems to have stabilized.
- Still stuck in a lackluster economic recovery.
- The best that can be said is that things appear to have leveled off and holding steady. However, until the housing and construction picks up, recovery is a long way off.
- The business climate is holding its breath, waiting to see which way the wind will blow.
- Things could be worse. It is important to appreciate what we do have, rather than lament over what we don't.

- Treading water, a few rare new orders received by manufacturers, but others are continuing to downsize. Lots of talk of interest in new companies moving to the area but few arrivals.
- We are sustaining our general economy in this very difficult economy, but there is clearly a severe downturn in the real estate and construction industries.
- We need to curb our views on growth and strive to maintain what we currently have.
- While the housing and gaming markets have been slow to recover, our constituents feel as though the bottom has come and gone. Slowly we are seeing less housing inventory on the market and people beginning to eat out and gamble again.
- While there seems to be great opportunity to take advantage of lower priced real estate there is just no money or financing flowing to get things going.
- Would like them to be better, but could be worse.

**Other Comments about Economic Conditions:**

- Improved availability of workers due to market condition, difficult to find higher level employees. Transient workforce. Living prices are too high in the area to be really attractive to a better workforce.
- Jobs are needed to help the total economic development in this area.
- Our community is in need of jobs to engage the construction industry.
- Our economy is based primarily on gaming and hospitality. With that said, we do not offer a compelling reason to visit Reno for gaming or hospitality. We are a smart choice for distribution to the entire west coast, but have not attracted as many businesses for that reason as I would expect we should. To me and a company that places an inventory in northern California, many companies were probably never made aware of the benefits of locating in Reno instead.

## What is the biggest issue, if any, that your firm has with hiring employees and/or recruiting employees to the Greater Reno-Tahoe area?

### Finding Qualified/Skilled Employees:

- As title companies have laid off employees mostly last year, they have found other jobs or moved, no, there is a very small skilled labor force in my line of work.
- Basic skills often are lacking, especially math.
- Being able to pass all tests before hiring...Series 6, 63 etc...
- Competence.
- Competence.
- Consistent skill levels.
- Credential doctors from other countries.
- Engineers and IT people still are in short supply locally.
- Enough experience to provide meaningful value to clients.
- Experience.
- Experience and proper skill set for the downturn in the economy, more work, less staff.
- Finding a person locally with the appropriate skill level and background.
- Finding employees that actually have the skill sets they list on their resumes.
- Finding employees with the right skill set and previous related experience.
- Finding experienced people that even know where Reno is.
- Finding highly qualified employees at reasonable wages.
- Finding people that have the people skills and office skills to do the job.
- Finding people with the right amount of experience and enthusiasm.
- Finding qualified applicants with the appropriate experience and work ethic.
- Finding qualified candidates.
- Finding qualified candidates.
- Finding qualified employees.
- Finding qualified workers for the pay scale for a market this size.
- Finding skilled labor.
- Finding skilled, qualified candidates.
- Finding staff with the experience we need.
- Finding the appropriate skill sets for our unique industry.
- Finding the best people.
- Finding the right skill set. ... a life sciences company.
- General lack of technical skills relevant to our industry.
- Good entry level employees.
- Hiring qualified people that know the HOA management business.

- In the past it has been about our K-12 education system, as it is in not good condition. In addition, Reno is still looked at as a place to come and gamble, and by in large the downtown area still needs a lot of work. For some reason, people still don't look at our area as being family oriented with lots to do besides gaming. They truly don't know about the great community and living conditions that we have, K-12 excepted, and that is big!
- It is difficult to find employees with a degree in Early Childhood Education to fill our Lead Teacher positions.
- Lack of a highly educated work force in the Reno area.
- Lack of capable talent/skill set for our business.
- Lack of comparable industries requiring highly educated/skilled workforce. The economy has been built upon tourism/gaming and construction/development. The resulting labor force gives the area a very bad image.
- Lack of creative skilled people such as designers and developers for apparel lines that we carry
- Lack of experience, knowledge
- Lack of job pool talent for mid pay range. We utilize on-line or distance employees
- Lack of knowledge in our specific manufacturing area. Those that do have it are on the East Coast, and do not want to relocate.
- Lack of qualified and conscientious employees.
- Lack of qualified candidates willing to work for what we can afford to pay them. Lack of qualified candidates willing to be trained.
- Lack of research experience mixed with a willingness to volunteer.
- Lack of technical and manufacturing knowledge.
- Lack of technical experience in our semiconductor related business.
- Lack of technical expertise.
- Lack of trade-school trained mechanical people in the workforce.
- Lack of trained, skilled, experienced technicians.
- Lack of training specific to our Industry.
- Level of skill and training.
- Limited talent pool.
- Master's degrees.
- Most positions we fill are mid-level skilled trade (experienced automated warehouse, forklift, etc.). There is much competition in Northern Nevada for this.
- None at the moment. As we increase our labor need, we are concerned about a skilled labor force and the education sector that does not respond to our growth.
- Not being able to get well qualified employees.
- Not enough qualified people for the positions.
- Not enough qualified people in this field.
- Part of our firm operates in a highly specialized environment for which there is not a large pool of qualified applicants in the area.
- People who can think smart and fast, in my industry.

- Poorly educated work force.
- Qualifications.
- Qualifications and dedication.
- Qualified personnel.
- Qualified, licensed candidates.
- Qualified, quality people are hard to find. There are many people who want a job, but far fewer are qualified and willing to work hard and focus on making a real contribution.
- Quality of applicants.
- Quality of education.
- Quality of personnel.
- Quality of the candidate in northern Nevada.
- Quality workers.
- Quality, quality, quality
- Selecting one that really has the background professed on their resume.
- Shortage of experienced technical resources due to the lack of technical industries and college level training.
- Skill sets to match professional needs.
- Sometimes the quality is an issue, depending upon the timing of the need. Also, some people have overstated their qualifications.
- Specialization.
- Specialty training.
- Talent.
- Technical degrees in the clean energy field.
- The biggest issue is finding candidates with the right skills sets.
- The biggest issue is obtaining an accurate gage of employee skill levels.
- The poor educational system.
- The title/escrow industry requires a specific skill set, and the people that have lost jobs have moved to other industries.
- There is a serious dearth of qualified employees for even a convenience store. Most applicants barely have any life skills, let alone any preparation for entering the business world.
- Training.
- Training and certifications. I will be looking for bookkeepers that really understand what is going on and look beyond the checking account.
- Under qualified in the particular field that I need. I have no problem with droves of prospective employees applying, they just don't meet our standards.
- We are seeking individuals with a pattern of success and increasing responsibility over the work history. It is tough to find qualified individuals unless they have come from within the financial industry, or have come out of school with a proven pattern of work history or success. Our firm has increased employment nationwide by over 1,000 new advisors the past two years and plans to keep at that pace. We will be looking for at least 5 to 10 new

advisors in the coming year. Each advisor will require a support staff member to be hired for their new office.

- We hire part-time employees, so that adds a different level of finding the right fit for the job requirements, scheduling and wages.
- You would think in a recession - and SO MANY layoffs we could FIND talent! NOPE - Back in the dot com revolution along with liberal indoctrination of our children in schools - the kids don't want to get dirty anymore! They want cushy jobs that pay big bucks for no effort! TRY to find a qualified diesel mechanic anymore! Our good mechanics are paid \$15 - \$29 an hour!!! NOT LIKE it's a petty job! WE ARE the type of business owners that WILL PAY for talent - there's NO TALENT to be found. AND FOR SURE - NO WORK ETHIC! This current last two generations are all "entitled" - to something for nothing - we don't roll that way.

### **Lack of Business:**

- A big slow down in business. Many of the small businesses that I have supported over the last 5 years have either gone out of business or can no longer afford my services.
- Because of the economy we are stripped down to the most basic staff possible, and hiring another employee (though it would increase our income) is not in the books.
- Being a 24hr town has taken its toll on several out of state employees. Those who have not grown up around this environment sometimes get caught up in it, resulting in their subsequent failure and eventual departure. If there are no family ties here, then the failure rate is even greater.
- Business is down.
- Can we keep them employed in the long run [next 3 years].
- Cash flow, everyone is paying late, banks will not support cash flow requirements of small business, we cannot afford to expand or hire even though business is there. That is the REAL world, not what you hear in the press.
- Declining revenues to the City causes us to reduce expenditures and cut any expansion.
- During these uncertain times people are simply looking to sustain themselves until better times. Therefore, none are particularly concerned re: long term dedication to my firm.
- General firm profits may not support an increase or replacement, even if there are departures.
- Having enough work to offer positions.
- In Douglas County the construction industry is, for all practical purpose, extinct.
- Knowing how to prosper or at least survive in a down market.
- Lack of business.
- Lack of business opportunity.
- Lack of funding.
- Lack of new or repeat business.
- Lack of public works projects. The area is wonderful.
- Lack of revenue.
- Limited need.
- No business growth even though we are in renewable energy business; however we are faced with lack of funding from the banks.

- No jobs. Far too weighted in new construction.
- No need for new hires.
- No sales to support new hires.
- No work.
- Not enough financial growth.
- Not enough revenue to support additional labor.
- Not enough work to lure qualified workers.
- Now that the cost of living in our area has declined significantly, this is not a problem. The new problem is being able to provide security in a long-term position these days. It is difficult to recruit and hire people to a firm and a region that is severely in recession.
- Our biggest issue with hiring employees is being able to offer them consistent work.
- Personnel with stable job histories.
- Poor market conditions for our commission sales agents.
- Population growth in the area has fallen, and will continue to fall. Businesses will be fighting over existing business.
- Retaining those we hired during the economic slowdown--high quality employees are a commodity:)
- Revenue generation in this economy with which to drive growth. Consumers who still have jobs are shepherding their resources and reducing spending.
- Revenues do not justify adding staff.
- Stability.
- Terrible outlook for construction industry.
- The banking industry is in a consolidation mode with bank failures at an all time high.
- The continued drop in business.
- The current economy here is scary to many, even if the job is great. But people do love moving here, except for that!
- The restaurant business has high turn over and with the unemployment rate we see ourselves hiring management that normally wouldn't work food service, so this is just a temporary position until they find something in their field which adds to the turnover rate. Higher turnover equals higher costs for the company.
- The work load does not justify adding employees.
- There is no demand for professional services.
- There is no work available.
- There is not enough business to hire more people.
- Uncertainty about the Reno-Tahoe economy. Will clients of our business increase their spending with us?
- Uncertainty of the ability to continue to do business!
- Unemployment in the construction industry. Many may have gone to another field.
- Unstable economic conditions and a tax revenue structure built solely on a growth model.
- Unstable economy makes a commission based business very difficult.

- Volume of business to meet expenses, including wages.
- We are a government agency with income that is tax based. The struggling economy means taxes have decreased so significantly that we have to freeze positions that are vacated until things turn around.
- We are overstaffed now. It would require more of a bump in business that I am anticipating to require additional staff.
- We have experienced our largest and main customers have either consolidated their operations with sister companies and not in the Reno area, or they are cutting back and for us, printing in house rather than sourcing out.
- We hire on commission and with the downturn in business it is difficult for our employees to make enough sales to survive right now.
- We need more work to be able to hire more people.
- We will not be hiring anyone else unless conditions improve dramatically. Everyone here is now doing the work of 1 - 1/2 of the prior employees.
- When the business climate and overall consumer confidence increases in a positive trend, then and only then will we consider hiring any new or laid off employees.

#### **Finance Issues:**

- Affordability and poor public education system.
- Being able to provide a salary that is commensurate with the cost of living in the Reno/Sparks area.
- Benefit offering.
- Benefits cost, salary costs (labor). High cost of housing still in the area compared to other cities of same size.
- Benefits with the company have been cut since the cost of health and dental insurance has gone up about 13% per year.
- Besides the dead economy, higher payroll taxes are a major disincentive to hiring highly skilled, highly paid professional employees.
- Cash flow as we hire people before the revenue covers the cost.
- Climate, housing prices, salary range, amenities, etc.....
- Concern over how much the federal and local governments will charge me to have employees.
- Cost of added employees.
- Cost of having employees.
- Cost of housing and overall cost of living are hindrances.
- Cost of housing in Incline Village/Tahoe area.
- Cost of living compared to the East Coast or the Mid-West. We can only attract people that are already in this area or moving from California
- Cost of living in the area doesn't fit with the wages and cost of health care.
- Cost of living is high here: insurance, healthcare, gasoline, heating fuel...and on and on. The recent status of our states ranking in education will make it difficult to recruit people into our area.

- Cost of living versus average wage.
- Cost of living vs. a wage we can pay (somewhat unique to the Tahoe area that may not be as big of a problem in the Reno area).
- Employee expenses - taxes, industrial injury insurance, workers comp, outfitting employees with tools & equipment.
- Financial.
- Finding health care providers that I can afford.
- Health insurance-we provide health insurance to our employees which is very expensive. We are hopeful that small businesses will receive some assistance from the federal government in this area.
- High cost of housing, living and commuting.
- High cost of living.
- Historically it has been rate of pay. Now I'm concerned because of all the benefits we've had to cut from a recruiting standpoint.
- I can't find experienced people that are willing to work for a wage I can afford and I can't afford to supply benefits.
- Insurance.
- Insurance costs, workman's comp, liability, medical, auto and home uneducated work force.
- It's the university, slashed budget to hire.
- Keeping taxes low for business and individuals. Reduce unnecessary government spending.
- Lack of financing.
- Lack of funding to meet higher education needs in our region.
- Lack of revenue, increased taxation in S. Lake Tahoe, California, increased utility costs, overall increase in cost of doing business with drop in tourism and revenue. Short sighted vision of some city and residents.
- Low salaries.
- Minimum wage increase has been a total disaster for our business.
- Other than executive pay (which is above average) recruiting quality employees is hampered by our high cost of living and lower than national average pay.
- Overall compensation is significantly lower VS closest major markets: Sacramento, SF Bay Area, Las Vegas.
- Paying future benefits if the current administrations continues.
- State budget limitations. We are a non-profit outreach arm of NSHE and survive on sales revenues. There are three vacant positions that will not be filled because of budget shortfalls. Additional salary cuts and/or furloughs are probable.
- The cost of running an ad for employment. We have started using Job Connect (which is free). Because of the number of people looking for employment we have had great success with Job Connect.
- The only challenge has been that the number of unemployed applicants have higher salary expectations than the positions we are filling justify.
- They do not get paid enough.
- Uncertainty over what government taxes will do.

- Unemployment level, available employment, private business can't provide benefits & wages competitive with government.
- Unknown new taxes & benefits that may be forced upon businesses by the Obama administration.
- Wage competitiveness. Fear of laying off new hires and paying higher future unemployment insurance rates.
- We're very concerned about the proposed Obama healthcare bill, and fear that it and other new taxes and fees will severely dampen our ability to hire additional personnel, and may result in us having to lay people off.
- We cannot afford to offer medical insurance.
- We don't plan on hiring as long as health care reform in its current form threatens higher taxes.

### **Work Ethic Issues:**

- Ability to work.
- Attitude.
- Candidates for entry level retail/hospitality positions do not appear to be workforce ready. There appears to be an attitude of entitlement that creates expectations higher than reality.
- Employees for the most part act as if they have not made it all of the way through Carson High School. They are seldom impressive.
- Expectations are still too high.
- Finding associates with a good work ethic.
- Finding committed people.
- Finding conscientious people with a work ethic who are willing to put in an honest day's work.
- Finding dependable employees.
- Finding employees that are committed and concerned with my business to present a quality and professional attitude.
- Finding employees that are willing to work very hard.
- Finding employees who are willing to work hard.
- Finding energetic and enthusiastic employees.
- Finding good ones that are NOT bent on making you go broke!
- Finding quality conscious work people.
- Getting people that want to learn what is necessary to advance in their field of work.
- Honestly, the biggest issue is new employees are expected to work hard and often long hours for the first three years or so--most of them do not want to work that hard!
- I find that most new employees will only put forth a minimal of effort to maintain their positions. Given the market that we are in, you would believe they would be happy to have a well paying position with benefits but we are not seeing this. We have a very good staff in our offices now but it has taken 3 to 4 people to get to that place.
- In general have found employees in this area not as productive as in other regions we do business in.

- It is very hard to find employees that are willing to do good work and are responsible.
- Lack of professionalism, limited education, in turn the low wages limit the recruitment target.
- Lack of qualified individuals who want to work. They want a paycheck, but they don't want to work.
- Maturity, willingness to work, ability effectively communicate, responsibility for actions (or lack thereof), meet agreed to deadlines.
- Most new hires lack motivation and a drive to succeed.
- Our biggest issue is finding an employee willing to work hard in the beginning for a small amount of pay with the reward after the hard work is done. Most are expecting a salary immediately with no expectation of having to perform. Even when we have offered house accounts, they are not willing to work.
- The ability to think independently.
- There is a lack of training / education for being the BEST as their job. The attitude on entitlement to benefit without production of a valuable product is epidemic.
- They feel entitled before they know anything.
- Trust.
- Under-qualified with lack of motivation and creativity.
- We hire mostly college kids. Many that we've interviewed are naive about what it takes to get a job, work ethics, etc.
- Willing to work.
- Willingness to change.
- Work ethic.
- Work ethics.

### **Too Many Applicants:**

- An overwhelming number of candidates applying for open positions.
- Finding competent people that aren't over qualified or under qualified. Many people that are out of work right now will take a lesser job than they are used to, but will sell themselves to get any job, and on the other hand, the ones that aren't qualified will also over-sell themselves to get the job.
- Finding staff that fit the position. There are too many people who "will take anything" as they say, and they are not a good fit for my business.
- Potential employees who present themselves accurately is recently a struggle. People seem to be saying just about anything to get a job at this point, and are overstating their qualifications.
- Sorting through the many applicants and choosing the most qualified. I have trouble saying no to people who are hurting and so many applicants today are crying for work. They have families and need to find work!
- The amount of qualified people applying for employment - it is hard to determine who is the best fit for the organization.
- Those with barriers to employment, our open house provided 2,800 applications for 50 jobs - not sufficient growth for jobs.
- Too many respondents to ads from over-qualified to unqualified.

- Way too many applicants!

### **Screening Criteria Issues:**

- Eligibility to work in the U.S. Documentation.
- Many front line employees are not able to pass the mandatory drug test.
- No criminal record of any kind.
- The availability of people that can pass drug screening and background tests. Since we are in the records management industry this is a must.
- Thin talent pool, finding people who want to work and can pass a drug test and background check.
- We are in a unique business and usually train for positions. It is getting harder find "drug free" individuals.
- We have a hard time finding dishwashers and/or inside and outside maintenance workers that can satisfy the I-9 requirements. Pay doesn't seem to be as big an issue as the type of work they are asked to perform.
- When the economy was strong, we had difficulty competing with salary requirements. Applicants that do not have acceptable driving records, background checks, or drug screens.

### **Language Issues:**

- Finding quality and qualified bilingual (Spanish) employees.
- Language barriers.
- Low skill level and too much poor speaking English.
- We only hire bilingual employees.

### **Other Issues:**

- Afraid to take a risk and move.
- Business backlog.
- Distance from Reno. Transportation issues.
- Diversity.
- Economic crisis in financial industry. New regulations that will be imposed at the Federal level that will cripple the small financial firms.
- Finding people with flexible schedules and willing to work for an employer with very public financial difficulties.
- Maintaining a business friendly offering.
- No authority
- Our biggest issue is to find employees that want to relocate to rural Nevada communities.
- The area and its culture.
- The City of Reno has interfered with the real estate process by becoming involved with foreclosure inventory and holding up a false bottom to the market.
- Uncertainty of policy direction from the federal government.

- We are a staffing firm, Question would have to be worded to fit our industry.
- We have been in business for 40 years, but do not have a large presence in the GRT area.
- We have no problem recruiting professionals or recent MBA grads who we train. Our biggest problem is hiring administrative staff, especially in content-deprived jobs such as receptionist.

**No Issues:**

- All positions are filled.
- Don't have any problems hiring or recruiting at present. Problem area is attendance.
- Given the state of the economy, there is currently a "glut" of qualified trades people. Not the case in 2006.
- Have no issues.
- High unemployment has improved the pool of applicants.
- Hiring in the past year has been limited to warehouse and production areas. No problem in finding suitable candidates for these positions.
- I don't have an issue. We are finding a large pool of over qualified applicants willing to take pay cuts just to have a good steady job.
- I have no issue with hiring employees. With 10% to 18% unemployment, I have a huge pool of qualified labor to pull from. The problem is not enough business revenue to actually have a business need of new labor. What kind of question is this?
- I think that it is relatively easy to find employees now, but hard to justify their expense.
- In response to the preceding question, we hired a professional employee last year (law firm - hired a new associate).
- In today's job market, there are no significant issues with hiring/recruiting employees.
- It used to be housing prices, but not any longer. Currently, there are no challenges to recruiting.
- No issue with finding employees, just have no need at this time.
- No issue.
- No issues now because we are able to select from a wider pool because more people have been laid off and are available.
- No issues, many qualified people are out of work.
- No issues, unemployment has resulted in numerous people available.
- No issues.
- No issues.
- No issues.
- No issues.
- No issues. We have been able to attract good quality staff.
- No need at this time. We'll grow into needing employees in the next 5 years or so.
- No positions open at this time and not obvious changes to this status.
- No problem finding good employees.



- Plenty of available talent in the area right now.
- Plenty of people out of work looking for a job so that is not an issue.
- There is a large labor pool coming from California. There isn't a problem with hiring new teachers, except for funding.
- We are a 10 year old partnership and do not have employees, nor do we expect to ever hire any. We utilize local subcontractors, freelancer and vendors.
- We are a non-profit organization that provides education, training and support to unemployed professionals. This program year we anticipate to exceed the number of clients by 20%. The experience level is phenomenal if an employer is looking for candidates.
- We are in the business of pre-employment screening for companies of all sizes throughout the state. See little movement in Northern Nevada and a slight to moderate increase in the Southern portion of the state.
- We are lucky enough to be able to attract high level employees because we are one of the better employers in the region.
- We are still a small company. The one employee we have who is not yet a partner was hired straight out of the University. He is outstanding and we need to make sure the quality of education we provide does not diminish.
- We do not experience trouble recruiting / hiring employees in the region.
- We do not have any issues.
- We have been very lucky with recruiting through networking, so we don't have any real problems.
- We have no problem recruiting/hiring.
- We have plenty of qualified applicants. We are a quality company and tend to attract a well disciplined applicant.
- We recruit locally.

**Not Applicable, No Employees:**

- Haven't tried to hire employees as yet.
- I'm a management consultant/business appraiser and don't have any employees other than myself.
- I do tax returns, no jobs, no W-2's, no need for employees.
- N/A - no employees at this time.
- N/A.
- N/A.
- N/A.
- N/A.
- N/A.
- N/A.
- Not applicable.
- Not applicable. Self employed Independent insurance agent.

- We've had plenty of interest, but with being a new business, it just isn't feasible to hire any extra help when we're still working on establishing ourselves across the board.
- We are a "mom and pop" business and have no employees.
- We are a ballet company. We hire professional dancers as needed for specific ballets; they are contract players not employees.
- Will use contract help in the future.

## Do you have any other comments about the economic conditions or economic outlook for Greater Reno-Tahoe?

### Less Government Regulation; Frustration with Taxes/Legislation:

- All levels of government must become more efficient with less taxes. The amount of waste in government is atrocious. They must back off from increasing fees for doing business. There has been a decline in population that is palpable and it will not come back until the outlook becomes favorable.
- Any economic recovery will probably be offset by inflation caused by huge government deficit spending.
- As a small business owner, we have faced many critical issues in the last 2 years. Our cost for doing business, including taxes continues to rise at the same time our revenues have declined significantly. I'm concerned that both State and Federal politicians haven't considered some of the long term effects that their decisions today will have on small businesses today and in the future.
- Current proposed medical changes has a huge impact on our business and will result in huge loss for all.
- Cutting taxes...instead of increasing them, encouraging a business friendly environment, and leaving clients/customers with more spendable money in their pockets is critical to the growth and development of any business, thereby making it possible to provide employment opportunities in a wide range of career fields. No money = no sales, no growth, no value.
- From Federal to State to County to City, the governments are very anti-business and anti-success.
- Get The Government out of the way!!!
- Government does not create jobs or produce any product. Government only taxes those who produce product. The government can't keep spending the way they have for the past 12 months. Washington, the states and local governments are out of control.
- Government needs to allow capitalism to recover organically. Splitting the workforce and the businesses politically will do irreparable harm to our economy. The two sides have to work together in order to foster growth. The businesses and the working class do not have to be enemies, nor do they have to agree with each other. But they do depend on each other.
- I feel that we are just in the beginning of an economic slowdown in the area and increasing taxes is not the solution; however, controlling costs should be high on everyone's radar, from government, private industry to household spending. Need to change the business mix from high concentration on Gaming & Tourism to expand on hi-tech, distribution, alternative energy, etc.
- I have a grave concern for what is happening on a national level that directly impacts the ability for a small business to survive. If I had a solution, I would share it. The only one I've been able to come up with would require firing our current national representatives (in all states) and start over with a less corrupt influence. Perhaps a more positive approach to this would be to impose term limits on all congressional representatives to create a more balanced environment in Washington which would then translate (hopefully) to a better economic environment for small business.
- I think legislators need to avoid any business unfriendly moves and/or additional taxes or business expenses. If they don't we will not attract new business or employees; they will go to our neighboring states.

- I think that those in control of our country should take a much closer look at what is happening and why. Quit giving Stimulus everything to those who do not need it. Government stop taking raises stop cutting the things that are most important like education. Nevada is # 50 in education!!! Maybe our leaders of NV need to look into why.
- I think the increasing national deficit and looming tax increases have small businesses scared out of their wits and are sitting on their hands waiting to see what is going to come out of Washington. I also hear talk of another dip in the economy.
- If business people were given some idea about future legislated cost increases such as unemployment insurance healthcare etc I believe planning would begin again. It seems as though no one is planning expansion due to the uncertainty of costs to themselves and their customers.
- If the politicians get out of the way, things will work themselves out. We don't need more taxes, laws, regulations and debt.
- It has always been a trend that what happens in California will soon be the same to northern Nevada. California is in deep financial trouble and Nevada is in the same rut. Arnold has not been able to adjust and Gibbons has the same dilemma. Reno, Sparks, and Washoe County are all scrambling to come up with reasonable changes. Both the mayors are perplexed. So now that's the local governments and the state both dwindling. You asked about cap and trade and the stimulus plans. What an absolute travesty, which leads me to our great leaders. Harry and Nancy, representing NV and CA both need to be thrown to the wolves and Barry sure got his hope and change. Get rid of them all and soon.
- Just would like to see tax cuts for individuals and business owners less government regulation... You know, the kind of things that really stimulate the economy.
- Let capitalism work. Stop stimulating the economy. Hitler's stimulus before WW2 did not work, FDR's new deal did not work, wealth redistribution is not working, stop leveraging demised redevelopment funds, get rid of the unions that care more about themselves and care less about layoffs, cutting back hours is better than no hours
- Local, county, and state levels of government need to continue to reduce compensation packages to more realistic and sustainable numbers.
- Need a Senate, House of Representatives, and President with integrity.
- Our current governor has no clue. The sooner we are rid of him, the better.
- Our government has no place instituting social programs like cap-and-trade taxes, universal healthcare, and back-door income taxes like the Nevada business tax. Government never created one job. Every government job is a job lost to the private sector. Business and industry are the only producers of innovation, job growth and increased quality of life for society. The Reno-Tahoe area decision makers would do well to remember that. This area will not return to growth for a long, long time unless a framework of free-market capitalism is nourished and supported, by refusing to institute more infringements on liberty in our once great state.
- Should we continue with the tax and spend strategies by federal and local governments, we will kill any incentive to offer businesses to relocate here and therefore lose jobs let alone see any job creation.
- Tell my government to GET OUT OF MY BUSINESS! Tell LOBBYISTS TO QUIT THEIR DAY JOB! Tell INSURANCE COMPANIES to get over themselves and FIGHT FOR US - NOT against us! Let ME fight it out on MY OWN in the free marketplace! If I fail - I fail - If I CANNOT DO ENOUGH OF A GOOD JOB FOR MY CUSTOMERS - AND IF I CANNOT PAY MY VENDORS - I DESERVE TO FAIL! I digress hahaha - We own THREE businesses and employ 22 Nevadans - WE WON'T FAIL - AND WE WON'T SPEND BEYOND OUR MEANS! I just need my

government to DO THE FREAKING SAME! LEAVE AMERICANS ALONE TO SAVE AMERICA!

- The cap-and-trade legislation will have a greater negative impact than most truly realize.
- The faster we get them Socialized Democrats out of office, the better it will be for our area!
- The legislature needs to listen to the Sage Commission & stop the politics! There is no money, cut spending & pet projects, do not raise taxes, investigate the university system.
- The state budget problems run the risk of "killing the golden goose" if the legislature decides to increase taxes.
- This area has a great opportunity to move forward in spite of federal roadblocks. Nevada is business friendly, and as long as it stays that way, it will draw other business opportunities. In addition, many out of work professionals will see the opportunity of becoming self-employed and create more business. Nevada needs to think very clearly before they create any business roadblocks to develop short term cash flow.
- This area is suffering economically and needs better government representation to look out for our best interests -- on a local and national level.
- This is a depression that will last indefinitely given current administration policies.
- To say, as I often hear, that the local business climate is favorable with respect to the regulatory/government policy/tax environment is absurd, unless compared to California's, which is an economic disaster. Local and state governments need to CUT costs, INCREASE efficiencies, LOWER the cost of doing business, and adopt a business-friendly ATTITUDE to help reduce unemployment.
- Until we vote out the liberal government, things will not change.
- We do not see it getting any better unless the current government administration is replaced!!!
- With the current administration, we have little or no hope.
- With tight lending conditions and out of control government spending and increased tax proposals, the glass is being viewed as half empty.

### **Need Jobs; Recruit Businesses; Diversify Industries:**

- 1. Recruit experienced businesses requiring professional, technical & skilled employees. 2. Governments must cut back significantly, same as the private sector v. raising fees, taxes, etc. 3. Housing sector is suffering from NRS Ch. 40 legislation - must get reform passed at next legis. session. Many contractors are going out of business as a result while a limited number of legal firms are getting unjustly enriched as a result.
- A sweep of businesses changing their direction, customer base, type of service or product, etc. is needed. Far less reliance on gaming.
- An economic task force needs to be created to aggressively attract new businesses to the Greater Reno-Tahoe area. This area has too much to offer - proximity to California, favorable tax and business climate, UNR, beautiful surroundings (Tahoe, Truckee River ...), easy access to all forms of major forms of transportation (highway, airport, rail), two regional hospitals, and an urban area begging for a new lease on life after gaming. UNR needs to be aggressively supported and engaged. Sprawling residential growth needs to be limited so that a vibrant downtown core can be developed and the existing infrastructure can be properly supported. We need density from within before we grow organically out. If the political leaders in Northern Nevada can't figure it out, maybe they should bring in a consulting firm like Bain to help them chart a roadmap to success.
- Bring more businesses to the region. Get the Carson downtown Nugget project underway as

this will bring new businesses. Get that hotel / casino built on HWY 50.

- For decades we have tried to be picky about the jobs and companies we try to entice to this area. We need to get real and take jobs period since our out of work workforce is not wonderful.
- Greater Reno-Tahoe is at a disadvantage in attracting new business to this area given the amount of incentives other areas are offering. The benefits of doing business here no longer outweigh the "perks" being offered in other places.
- I am convinced that we need to create primary jobs (technology, manufacturing, dist/warehouse) to return our economy to a healthy state.
- If we could create manufacturing facilities instead of distribution within the area this would help put our locals back to work and create (supply and demand) for the area. Cities must back off drastically on charging impact and other fees and do everything they can to bring in consumable industries. Having a dry climate would be a positive selling point for some manufacturers that have to install climate controls for humidity in other areas of the country. If Nevada does not change from gaming to a productive/manufacturing state we'll all dry up and blow away. My pitch is "What does Nevada make, produce, and sell for the nation?"
- In my humble opinion, Economic Development leaders in this area do not have a consistent respect for Manufacturing. They will take whatever they can get. I could write journals about the many years that I have watched the misrepresentation about what we are doing to "diversify" this area and not be dependent upon gaming. Very simply put... if it's not Mined, Grown, or Manufactured, it doesn't exist. People have to earn money in the above endeavors before there is money to be spent on retail, recreational, and personal activities. They just don't get it.
- It has helped that California companies are moving into the region to increase the customer base. What has affected the economy in Reno/Sparks is that local companies are using out of state vendors even when our pricing is the same or better in the local market
- It is not just Reno, it is National. Reno suffers more than others because of its reliance on gaming and being a resort destination.
- It is time for us to embrace new ideas for industry in our area, as we are losing the battle with gaming to Las Vegas and out-of-area Native casinos. Our existing attractions (such as RLEC) need to be invested in by the RSCVA and competitively priced to bring tourism back to our area. The Reno-Tahoe area needs to become a desired destination above and beyond a catchy branding slogan. Our focus should not be on courting more big-box stores to the area which drains the local economy, but on strengthening our existing structure by showcasing our unique area.
- Job growth and lower unemployment will be the keys to our recovery.
- Let's make the area "The Renewable Energy Capitol of the World."
- More focus needs to be placed on ways to generate new business, only focusing on cost cutting causes a ripple effect of negative impacts.
- Need to diversify the region beyond gambling and improve educational systems and attract high tech companies and an educated and skilled work force.
- Need to get people back to work.
- Our area will experience a slower rate of recovery in employment, housing and commercial real estate. Reno will need to continually diversify its economic base to become less dependent on a weakening secular gaming environment. Similar to the national economy, Reno/Tahoe has a difficult road ahead, but one that will look fundamentally better in 18-36 months.

- Our state's costs have increased and appear to continue to increase and out-of-state companies are no longer looking at our state as a state to move to in order to reduce expenses. We have higher utility expenses, limited water, higher real estate sale/rental expenses, reduced K-12 and higher education quality, local government budgets are uncontrollable with services being reduced, airport authority has outrageous charges and building permit expenses cost are out of control as well as the hoops companies have to jump thru to get a permit are unreasonable and take too long.
- Put people back to work. This state has got to get back to basic economics. Build things people will purchase.
- Reno needs GOOD PAYING, FULL-TIME, JOBS. But not everyone is ENTITLED to a job. They must be qualified - otherwise they should not be allowed to stay on a job and get paid. Someone else better qualified should get that job. Education and/or re-training is very important for the long term success of this area.
- Start creating jobs and quit bailing out the banks.
- Stop focusing on housing/commercial development ... put focus on core industry jobs unrelated to gaming. City/county fathers and mothers are doing a poor job of leading us to a sustainable economic future. Attract best and brightest by becoming the Davos of finite resource management.
- The same happy song and dance is being performed by those in economic development now as it was 25 years ago. Same lyrics, same steps. Has Nevada diversified? Have small businesses been paid attention to? Until the "leaders" in economic development focus on creating, maintaining and building small businesses and addressing "real" quality of life issues, the state of Nevada will remain a boom and bust, profiteering, migratory economy.
- There is an underground talent pool of hard working, creative people and businesses in this region of the country that have not been properly marketed to the rest of the country/world. The economic development agencies need to quit trying to "sell the sizzle" and get back to basics. They need to work with state and local governments to create incentives for mid to large companies to relocate here from California.
- Through "Nevada Business Connections," we are trying to attract businesses from tax ravaged California and now, maybe Oregon. High taxes are job and business killers!
- Two major industries ...gaming and construction are close to rock bottom...further diversification is needed to sustain the non-state income tax
- We have been in business here for 17 years and I have never seen economic conditions so dire, people so pessimistic and businesses so cautious. The correction should be good for our economy but the State needs to maintain it's standing as a good place to do business and governments should continue efforts to attract businesses to diversify our economy.
- We keep hearing that new jobs will be created however the proof is in the pudding.
- We need good paying jobs in northern Nevada asap and get this unemployment down into single digits. This in turn will get construction back on it's feet and we will see northern Nevada get healthy again.
- We need more California manufacturers to expand into Nevada or relocate from California in order to grow our local area economy with new and higher paying jobs.
- We need more companies that offer diversification to relocate here.
- We need to diversify the business community and economic base in the area, and the state.
- We need to do something to create jobs!

## Times are Tough:

- Almost everyone I know in business in the greater Truckee Meadows area has felt tremendous pain from this sluggish economy. People are very cautious when it comes to spending and are watching every penny. It feels like life during war time: Use it up, wear it out, make it do, or do without.
- Although we sense a very slight improvement, we're afraid this is the new normal. It is not going to go back to 2005 and 2006 for a very long time, if ever.
- As long as the area depends on construction and growth to survive, economic outlooks will be grim.
- Better than Las Vegas, but still depressed.
- Construction continuing to decline, credit tight, tourism down, and little discretionary spending ... no turnaround and jobless stimulus. Business declining but taxes and fees up year to year. Uncertainty at every level - - local, state & federal.
- Construction still has not started.....and that has to be the most important thing that might jump start our economy again. Businesses keep closing down, unemployment rates still high.
- Getting increasing harder to do business here.
- HELP!
- High number of foreclosures and short sales have greatly impacted spending. Retail will be slow, and many low margin businesses like restaurants will continue to close.
- Home values and the cost to build must reverse before REAL and sustaining economic improvement will happen. For Example: Currently my home is "worth" 2/3 of what it would cost to build it. Without change there will be a worsening and continuing down hill slide for our region. That is the foundation of our economy and when it is corrected things will be better.
- I am concerned that when recovery in construction begin, we will have difficulty locating enough professionals in the design and engineering fields because of the number of offices that have closed. I am confident that the American people will rebound, but I can only hope it will be soon enough to save those of us who are barely hanging on. I have posted a sign that says "Survival is the New Success", and we are striving for that.
- I don't think the Mortgage/Bank bailout has helped the construction industry whatsoever, in fact I think it has hurt the residential and small commercial development in our community. I believe those dollars could have been put to much better use.
- It is simply tragic what has happened to this economy in the past 3 years. So much promise has really turned into so much disappointment. Let's all pray we can come up with a solution soon!
- Local area may get worse if housing foreclosures go through another round and layoffs continue.
- Need to get the housing crisis in check and employment in check.
- Real estate, gaming, construction, and unemployment are all inter-related and must improve for the overall economic outlook to improve.
- Sucks.
- The economy is dying and trying to take us with it. Several of our competitors have gone BK and disappeared. We are trying to restructure our client list and diversify our services to survive.
- The perception of economic conditions is very negative and everybody seems discouraged.

- Things are bad. The question is, can they get even worse?
- We cater to construction trades. Most companies related to construction have cut back employees up to 90%. Until this changes, our sales will continue as is.
- We have not even seen the tip of this iceberg. Things will get MUCH, MUCH worse before they get better. Expect unemployment at 20-25% and DJI below 4000. Recovery no sooner than 10 years, perhaps not even then.
- We have stopped the bleeding. 24 months ago we were 14 employees, today we are 4 employees. Our customers lost customers, which turned into lost revenue, which lead to cutbacks, which impacted us.
- While companies are slowly starting to come out of the recession, they forget that their employees are just beginning to deal with the ramifications of the recession - pay cuts, benefits cuts, reduced hours, etc. They need to restore what they can to employees as quickly as possible to truly help things recover.
- Will get worse before it gets better.

### **See Improvement; Hope for Improvement:**

- Business climate is positive and taxes are minimal in comparison to other regions across the country. Quality of life is better than most urban/rural areas. Opportunities exist for creative local government collaboration, plus public/private/nonprofit collaboration. Evidence-based decision-making is still needed though.
- Can be great again, and feed off California if WE get our act together.
- Cautiously optimistic.
- Hope it gets better soon.
- Hope they improve - NOW!!
- Hoping to find the bottom of the commercial real estate market by the end of the second quarter, 2010.
- I am a Reno native and have seen this city change dramatically during my life. Good times are on the way and frankly our donors and constituents are tired of hearing about how the economy is bad. When we all decide to start focusing on the positive, positive results can come. I have seen that first hand over the past few years... despite the economic climate our income is up over 20% for the past 2 years.
- I am very excited for 2010 and look forward to a profitable year!
- I am very thankful that I have a job. I hope for many people that their financial hardships become easier. More jobs become available to everyone.
- I believe that our region is in much better position to recover more quickly than others in the nation and state.
- I hope that the economy starts to improve in the area, but unfortunately I don't see that happening any time soon.
- I would like it if my customers started to spend money on improvements again rather than just making band-aid repairs to get through to the end of this crisis. Though I know that will take time, I am excited to see it start and have business get rolling again.
- It seems to be coming around. We've seen a slight increase in spending, but feel as if the next 6-9 months will really determine how long it will take to fully recover.
- Let's get it moving and all prosper.

- Like everyone, we hope it gets better.
- Praying every day for a return to any kind of the 'normality' we had until fall of 2008.
- The economic conditions have affected families and friends from home foreclosures to layoffs. We all continue to be hopeful.
- These are very difficult times, yet the resiliency of the people in the Greater Reno-Tahoe area is very encouraging.
- Very good if the business climate does not deteriorate.
- We've observed several potential uplifts in our local economy. Potential clients asking for Ins. quotes for a new venture. However; few, make it to reality due to the costs, regulatory obstacles, and lack of available funding for a new venture. We are currently experiencing such a spark. We are guardedly optimistic over the next year.
- We are expectant and hopeful that conditions will improve soon. We focus on the positives and look at the glass as being half full, not half empty. We want to do what we can to assist our community to FINALLY get serious about diversifying our economy and reducing our dependence on tourism and gaming. The current situation proves that we can no longer be a one industry community. We have so much to offer!
- We are hoping for miracles.
- We are trying to keep positive and wait for the turn to occur. When we see construction start back up...we'll be happy!!
- Will hopefully improve soon!

### **Recovery is Slow, One or More Years Away:**

- Great place for outdoors and activities in area. However, economy will remain stressed for 3-4 years as the national economy suffers.
- Great potential, if we can just get through the next few (2?)years
- I believe firmly that it will be a few years for a true recovery to reach even the "pre-boom levels" for unemployment rates and occupancy levels in real estate. The overbuilding will take years to slowly fill for lease rates and values to have some chance at recovery.
- I believe we've passed the bottom and are on our way back up although it will be a slow recovery. Our quality of life and Nevada spirit will bring us through this and we'll all live to ride again.
- I don't see it getting better for at least a year.
- I think we are looking at two years before our area begins to pull out of this recession. The vacant housing and commercial inventory will take a while to absorb and thus delay the start of construction.
- In our industry the economic downturn has driven some of our competitors out of business. The upside is, those were the companies who lacked strong customer-service and commitment to their employees. Looking ahead, I feel 2010 and 2011 will be economically challenging. However, I do believe northern Nevada will be stronger in 2014 and beyond.
- My business is unique in that I deal directly with other business and business owners. Over the last year I have talked to and personally seen so many of my good friends and fellow long-time business owners close their doors after many long years of enjoying successful business operations. I don't see the possibility of any real economic relief in the next year, in fact I expect it to get worse. Many economists are talking of a "jobless recovery." Personally, I don't think we'll see any real growth in the nation until after 2012.

- RAN keeps a close watch on the economy and publishes Economic Bulletins prepared for us by Applied Analysis. The economic outlook for the state and all counties is bleak; however, businesses that can hold on will be the success stories in the future and will have learned how to run a company without the illusion of a never ending growth cycle.
- Reno-Tahoe is a wonderful place to live and do business. My personal opinion is that it will take 3 to 5 years for recovery to take place.
- Slow growth for the next 2 years, but growth.
- This is a great place to live and conduct business. The synergy of business has been slowed but it will return once the housing and commercial real estate issues settle down at the end of the year.

### **Need Access to Capital, Loans:**

- Access to capital and legislative issues are crippling our economy.
- Bank lending to me and my customers must increase for business sales/revenue to increase.
- I have been in business for 1.5 years, have an excellent credit rating (812), equity in my home, little debt and still cannot secure a loan to grow my business from home based to retail. Very frustrating!
- I hope that banks start making loans to business, so business can create more jobs and people work and spend money and they lose the fear of the unknown.
- Need to find a way to fund critical public works.
- The only thing that will help small business is for the banks to start lending again at a faster pace.
- Unless the banks start lending again to small business improvement is impossible!
- Until residential problems and financing for small business and development is resolved, Northern Nevada is in for a long struggle.
- Where are the federal stimulus dollars? Seems to be limited spending for capital projects. Disappointing.

### **Buy Local, Support Local Businesses:**

- Buy local.
- I am amazed that more people do not embrace local products even when they are priced the same as competitive brands.
- I would like to see businesses get back to work harder than ever, try to keep work locally and keep an open minded approach to technology and its benefits.
- If all the businesses in the area stick together and keep business in No. Nevada I believe we can weather this storm.
- Many of our customers are putting price first and ordering items from the internet on a more regular basis. Don't see a real desire to buy local from locals.
- Need to build up the small business people. Get people back to work. That will cure a lot of the other challenges...if people are working and productive.
- We need to get help to small business owners so that they can create jobs and promote their new innovative products. When this happens, then we will see a rebound.
- We need to get people back to work by supporting our small businesses. Lack of work not

only affects peoples' pocketbook, they are losing their homes and their self esteem. We want all people in the Truck Meadows to have a comfortable quality of life. As the disparity between those who have money and those who do not increases, people tend to concentrate only on themselves. If this happens, we all lose.

### **Concerned for Government, Services, Infrastructure, Cuts:**

- Cuts in spending by state and local governments, necessitated by declining tax revenues, will continue to drag down the economy for some time to come. Gaming is unlikely to rebound significantly given the increased nationwide competition. I believe public works projects may be needed to stimulate an economic recovery; tax cuts alone (if they were even feasible) will not be adequate.
- I am truly concerned that the actions taken this past year have not benefited the unemployed, employers, and therefore will not benefit various government levels due to less taxes.
- It is time Nevada got its head out of the sand. We must find a way to provide services that enhance the quality of life for our citizens....yes we are going to have to find new revenue streams. What businesses will want to come to Nevada if we are last in quality education or taking care of our poor or disabled? Our gaming bubble has burst and we need to find a sustainable method to pay for our services.
- It would be beneficial to the area, when economic conditions are good, to save money. Reno tends to always spend more than they need, and always more than they have. We need better leadership, starting all the way at the top and revamping all the way down. Too much of the good old boy system in this state, provides for the few, and not the majority!
- Our limited tax base -- though it seems attractive initially -- is hindering long-term development in the area. We need MORE taxes and more programs to develop the state. Nevada desperately needs diversification beyond the gaming industry and other tourism so that we have economic stability.
- The loss of tax base for the cities and county is stretching services. It might be a good thing in the long term, as it may address the overspending done at all levels of government.
- The State of Nevada is now facing a \$1 billion budget defect. This trend will continue to worsen as sales tax and gaming revenues continue declining!
- We must invest in infrastructure or the quality of life that we are trying to sell will fall flat on its face.

### **Education is Key:**

- One of the long-term impacts on the local economy is the quality of our school systems. We have one of the worst educational systems in the nation, with a governor that does not support Education at all! The future of this area will depend on having a strong educational system. This system is in sad shape and has no support at all! When the public school system is bad, it will not attract quality employers, businesses and people--and those that are here will leave when they can't get their kids in a quality school without paying a lot of money!
- Reno has an image problem to those that are familiar with the area. The name has a negative connotation. Education spending in this state is embarrassing, as is the rank of our state education system against the other states.
- To improve the economic conditions for the Greater-Tahoe area, there needs to be an emphasis on three things: 1. Education, 2. Infrastructure, 3. Business education incentives.

- We had best start to look at not only diversifying our economy, but also look at some appropriate spending cuts and tax increases. It is absolutely critical to improve our K-12 education system, or we will not have to worry about our kids ever getting to college. We need leadership that has a tremendous strength of will to match some intelligence and good common sense towards where this city and community must go. The downtown is still by and large a disgrace for which I am not proud. We will likely never build another casino within the state of Nevada, at least in my lifetime, and we had better come to terms with that. Our message about what should be a great quality of life, is just not getting out to the public, but of course you have to start by backing that up with a clean downtown and good schools. Enough talk, just do it!!
- We have to leave aside the "good-ol' boy" mentality of doing business, there has to be more emphasis on education and preparing future professionals in order to have an opportunity to improve economic conditions, living conditions and status
- We need to focus on the workforce requirements 5 - 10 years from now, and educate the citizens of the area so they can continue to work in the industries that this area hopes to move to the area, otherwise we could be in for a very long economic downturn.

### **Attract More Tourists:**

- I believe that the current Reno/Sparks officials can do more to bring tourists and gaming to the area. Why don't they make a deal with the airport authority and airlines to have lower air fares for about a year. So, that Dollars \$\$\$ can come in to the community. Which will create tax dollars and revenue for ski resorts, hotels, casinos, local events, etc..
- If we continue to focus our marketing efforts on the quality of life and the diversity of activities in the region, we will attract more visitors as well as business and families.
- Travel / Tourism needs a strong sales and marketing effort to bring visitors to our great community, not enough is being done.
- We intend to ride out the storm, but marketing and developing Reno / Tahoe for gaming instead of a destination for events and families - is myopic.

### **Other Comments:**

- Be fiscally responsible. Cut the politics and do what you're supposed to do... and do it very well.
- Chuck Alvey and his entire crew at EDAWN do an incredible job.
- I feel that the financial success of the region is specifically tied to growth. The leaders of Nevada and Washoe County are going to have to figure out how to achieve a level of prosperity without an ever-increasing population.
- In my business, business is still there. It's just not from additions to existing customers holdings, rather it's gained from competitors.
- In the long run I feel that this dose of "reality" will be of value. No sane person would invest their entire 401k portfolio into one stock, yet, this is essentially what our state did. Tourism in the south and growth in the north. We progressed as if it would never end. We all know now how foolish this was. The big question is "what are we going to do about it?" Just wait until it gets better? Invest in what we know will pay dividends, i.e., education. The majority of our staff, including myself, has taken significant pay reductions as a result of these times (35%+). Our fireman have offered to give up overtime? Come on! Maybe someone should go down to the Liberty St. Fire protection office and explain what the 30+ white-shirted "chiefs" are doing to earn their pay. Why do we need 15 red Tahoe's in the parking lot?

Maybe the root to many of the government's problems is "more Chiefs than Indians".

- It's all about jobs and foreclosures!
- It is a great place to live. I hope the current economical situation will lower the cost of living in the area so we may be able to attract more quality people.
- It is hard to consider budget cuts and possible salary cuts when there is no corresponding decrease in the cost of living.
- Lake Tahoe needs to abolish such destructive business environment agencies, such as the TRPA. There should be balance... not roadblocks.
- Leadership needs to emerge to deal with the crisis at hand instead of expecting things to "get back to normal" without dynamic leaders. Concern about public-private partnerships going "sour" relative to the governmental commitment or lack thereof. Diversification is still not a strong driver of new business.
- Maintaining our current cost advantage over California should remain our top priority. As the economy there improves, we will benefit if our advantage stays the same or increases.
- One of the most difficult problems I see is the need for streamlined permitting. On the one hand local government is really hurting yet when I go to get a permit I run into more difficulty due to an increased restrictive philosophy on the part of plan checkers. It seems as if, because they don't have enough to do, every project comes under closer scrutiny.
- S. Lake Tahoe and Reno area are jewels in the rough. Locals and politicians underestimate the market and inhibit progress.
- Stop hammering the doom and gloom. That affects our recovery tremendously.
- Thanks for conducting this, important data to gather.
- The Chamber needs to be less political on the right and work with the legislature and administration to create a better business environment.
- The mortgage market impacts are still being felt.
- There is a symbiotic relationship between all elements. Employees and administration to sales and distribution, all need to work together, and that includes government and their respective department. In order to spur growth and keep companies here greater effort needs to be made in education, from the University level and Community Colleges right down to the elementary and high school level. It's already known this is a great place to live and work but more effort needs to be made to entice others to come here. You need to just focus on the neighbor state of California to see the huge potential. I know focus groups and studies have been made, EDAWN and others have already made cursory trips to talk but it's time you set up almost an "embassy" situation, a permanent place in Northern California where info is available 24/7 and there is a permanent staff, whether that's 1 or 2 or 3 people, that aggressively go after small to medium tech or manufacturing companies. Sure, there might be ethical questions of parking someone in California with the expressed intent to drive companies away but one must look after one's own. One other point. Pick something, something we here in Northern Nevada are really good at and later focus on it. We already have a sizable market share in the Casino gaming business (overall 75 billion), why not go after the video gaming business in general. It generates more revenues than the film industry and employs the desirable high end, educated employee. It's clean, requires only large amounts of office and production space and once in place can branch off into any direction from medical to engineering, from aerospace to general business application. The open end marketing potential is massive. Focus on one thing and be really, really good at it. This would mean promoting and aggressively making this type of technical education available. You just have to ask the graduating class at UNR if they are staying or moving out of state.

- To give context to some of my responses, customers are global pharmaceutical and biotechnology companies, so many of my answers are more reflective of the general national economy than the local impact.
- We are a start-up 501(c)(3) charity in construction in downtown Reno.
- We must get our housing market back to a reasonable available inventory situation before the market in general can again thrive.
- We need a good long-term plan to keep inflation consistent each year around 3%. The local economy needs to gain confidence to keep local businesses open
- We need to have a tax on retail "big box" company sales - our prices are no lower because those companies do not pay it. Only our community loses.