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## **Reno-Sparks Ranks Among Top 10 Percent of Metropolitan Cities for Economic Strength**

**(RENO, Nev.)** – The Reno-Sparks economy is earning high marks and a reputation as a great place to do business according to a national economic research firm that ranked the Truckee Meadows 33<sup>rd</sup> out of 361 metropolitan areas in the United States for economic strength. The Economic Strength Rankings study defines economic strength as “...the long term tendency for an area to consistently grow in both size and quality.”

Metropolitan statistical areas (MSAs) topping the list are: Charlotte-Gastonia-Concord, N.C./S.C. (1), greater Atlanta, Ga., (2), and the greater Washington D.C.-Arlington, Va., area (3). Reno (33) compared to Sacramento, Calif., (40) and Las Vegas, Nev., (46).

The study conducted by nationally renowned economist, William H. Fruth, president of POLICOM Corporation, examined 361 metropolitan areas in the United States to determine the economy’s impact upon the “standard of living” of the people living and working in the area over a 20-year period (1982 to 2002). The methodology\* measured the rate and consistency of the growth of 23 data sectors to establish the rankings: overall growth and size of the economy which is based upon workers earnings; how the economy is behaving in respect to small businesses, construction and retail jobs and negative sectors which reflect a poor economy such as welfare and Medicaid.

“Reno-Sparks has been creating high-wage contributory jobs over a long period of time which has caused the area to become a strong economy,” said William Fruth. “Reno-Sparks has an opportunity to become one of the best economies in the nation. The area needs to stay on its current track of discouraging the promulgation of regulations which hurt businesses, find more available land for wealth generating employers and build a strong relationship with the University of Nevada.”

Fruth, who spoke at Directions 2004 earlier this year, praised Washoe County for diversifying beyond gaming by focusing on developing other primary industries which import dollars to the region by exporting goods and services and creating more higher than average wage jobs.

“National rankings like this are a ‘calling card’ for the region to promote itself with potential companies looking to relocate to the area. This is yet another indicator of our area’s economic health and diversity,” said Chuck Alvey, president and CEO for the Economic Development Authority (EDAWN).

\*The methodology used in the 2004 Economic Strength Rankings study differs from previous studies POLICOM has released and therefore the data is not comparable. For more information on the Economic Strength Rankings and methodology visit [www.policom.com](http://www.policom.com).

EDAWN is a private, non-profit corporation founded by community leaders in 1982. EDAWN’s professional team and member volunteers work with industries and companies to assist them in relocating, expanding, retaining or starting and growing their businesses in western Nevada. Through a joint operating agreement, EDAWN and the Northern Nevada Development Authority (NNDA) provide a regional economic development effort. For more information, visit [www.edawn.org](http://www.edawn.org) or contact Julie Ardito at 775/829-3706 or via e-mail at [ardito@edawn.org](mailto:ardito@edawn.org).

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