

**BOARD OF REGENTS  
BRIEFING PAPER**

**1. Agenda Item Title: Smarter Region/Vision Statement**

**Meeting Date: November 30, 2015**

**2. BACKGROUND & POLICY CONTEXT OF ISSUE:**

Smarter Region is an outgrowth of IBM Smarter Cities Challenge program which the City of Reno participated in during 2012-2013. During 2014, the project expanded to include additional agencies in Washoe County: the other two (2) local governments, K-12 education, the three (3) institutions of higher education, the airport authority, Truckee Meadows Regional Planning Agency, and the Chamber of Commerce. The agencies have been collaborating on the implementation of the five (5) recommendations which the IBM team presented to improve economic development outcomes.

**3. SPECIFIC ACTIONS BEING RECOMMENDED OR REQUESTED:**

A five-person subcommittee of elected policy makers was appointed in 2015 to develop and craft an economic development brand vision statement which encompassed all the entities. The work of the subcommittees has culminated in the creation of a new regional economic development brand vision. The brand vision statement is now being presented to regional policymaking boards for approval and adoption. Post-adoption, the statement will be used to align the participating agencies' strategic planning and economic development efforts.

**4. IMPETUS (WHY NOW?):**

The project expanded to include additional agencies in Washoe County: the other two (2) local governments, K-12 education, the three (3) institutions of higher education, the airport authority, Truckee Meadows Regional Planning Agency, and the Chamber of Commerce.

**5. BULLET POINTS TO SUPPORT REQUEST/RECOMMENDATION:**

- The agencies have been collaborating on the implementation of the five (5) recommendations which the IBM team presented to improve economic development outcomes.
- A five-person subcommittee of elected policy makers was appointed in 2015 to develop and craft an economic development brand vision statement which encompassed all the entities.
- The statement will be used to align the participating agencies' strategic planning and economic development efforts.

**6. POTENTIAL ARGUMENTS AGAINST THE REQUEST/RECOMMENDATION:**

NA

**7. ALTERNATIVE(S) TO WHAT IS BEING REQUESTED/RECOMMENDED:**

NA

**8. COMPLIANCE WITH BOARD POLICY:**

- Consistent With Current Board Policy: Title # \_\_\_\_ Chapter # \_\_\_\_ Section # \_\_\_\_
- Amends Current Board Policy: Title # \_\_\_\_ Chapter # \_\_\_\_ Section # \_\_\_\_
- Amends Current Procedures & Guidelines Manual: Chapter # \_\_\_\_ Section # \_\_\_\_
- X Other: \_\_\_\_\_
- Fiscal Impact: Yes \_\_\_\_ No X
- Explain: \_\_\_\_\_

## **Agenda Item Attachment**

### **SMARTER REGION/VISION STATEMENT**

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A five-person subcommittee of elected policy makers was appointed in 2015 to develop and craft an economic development brand vision statement which encompassed all the entities. The work of the subcommittee has culminated in the creation of a new regional economic development brand vision. The brand vision statement is now being presented to regional policymaking boards for approval and adoption. Post-adoption, the statement will be used to align the participating agencies' strategic planning and economic development efforts.