



# RECLAIMING PROSPERITY:

## Repositioning Southern Nevada for the Next Economy

# The Great Recession Has Been A Wake Up Call

THE NEXT  
ECONOMY



# The Great Recession Has Been A Wake Up Call

THE NEXT  
ECONOMY



1 2 3

# 1 A vision for the next American economy



1 2 3

2 Southern Nevada can play  
in the next economy



1 2 3

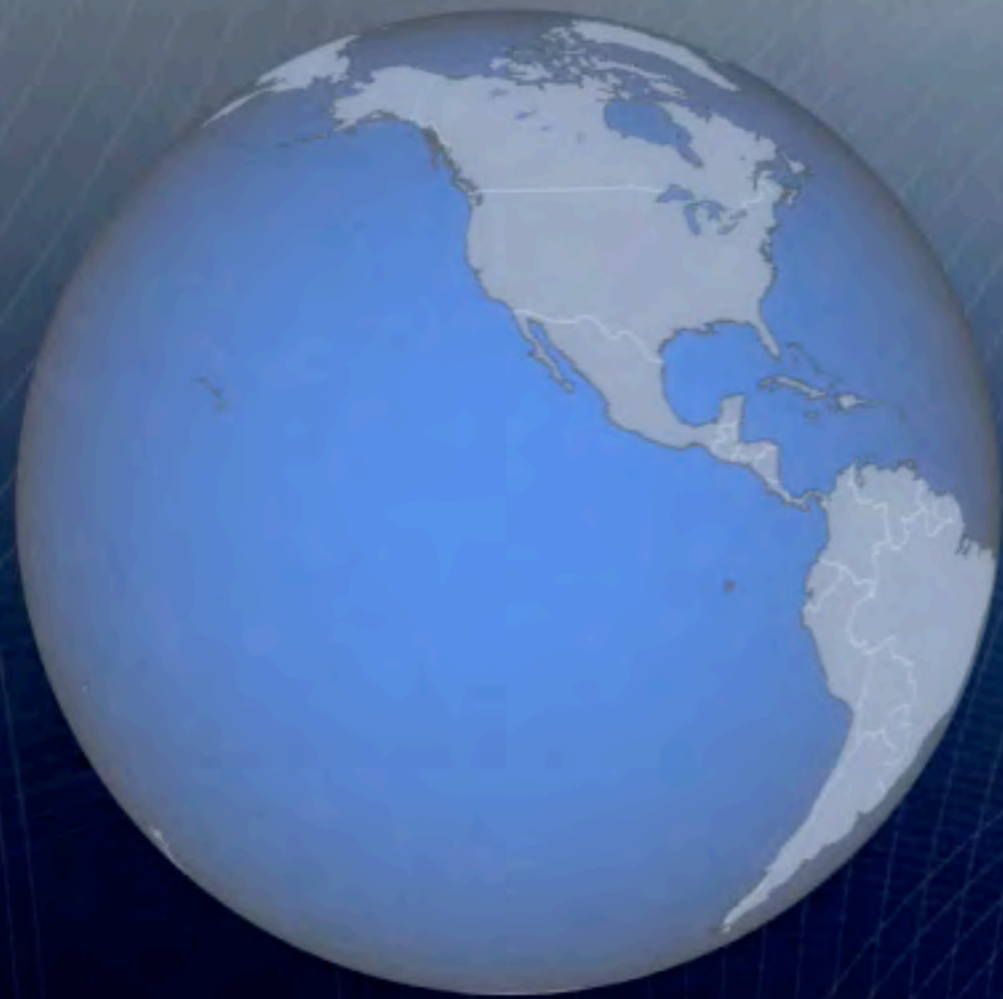
3

To build the next economy the U.S. must connect the macro to the metro

MACRO  
TO METRO

# The Next American Economy

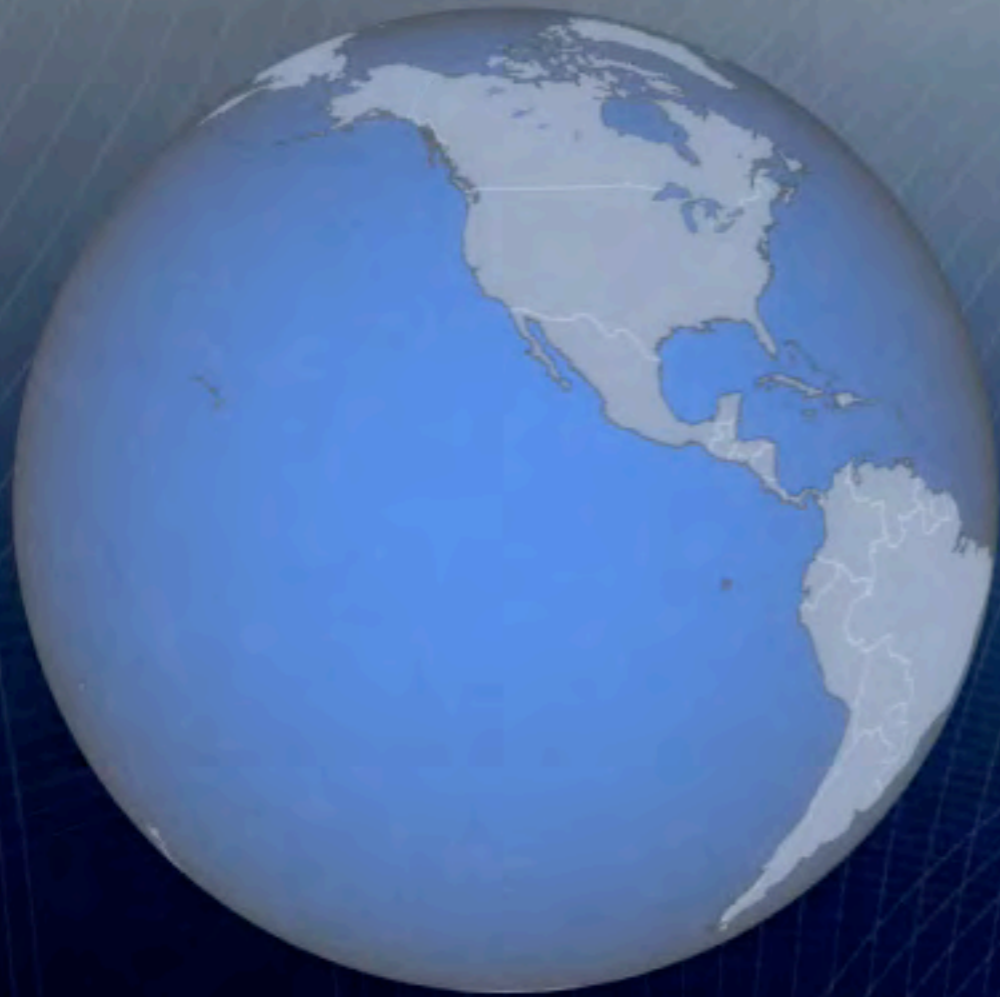
THE NEXT  
ECONOMY



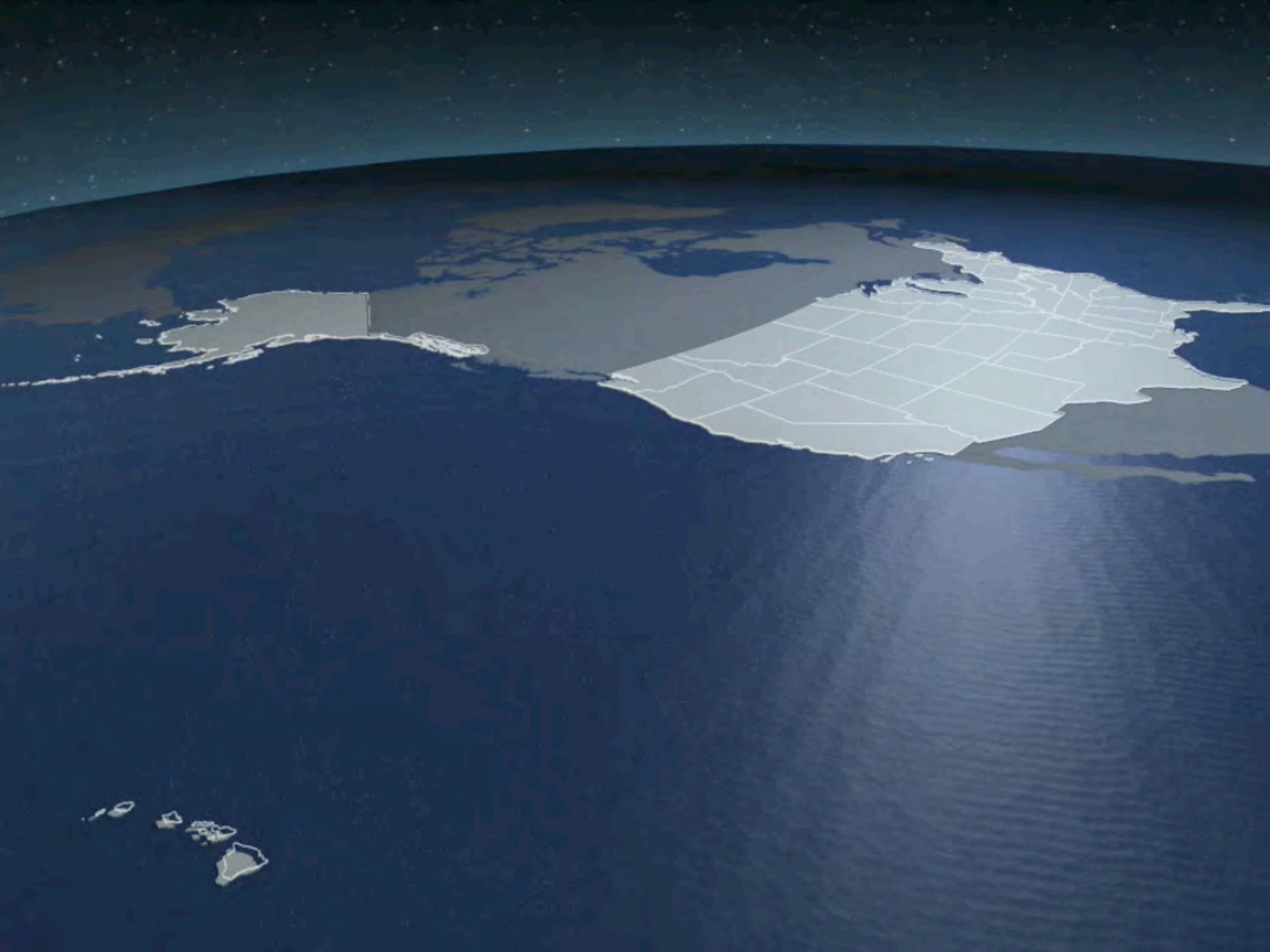
We compete in a fiercely  
competitive world

# The Next American Economy

THE NEXT  
ECONOMY







1 2 3

# 1 A vision for the next American economy

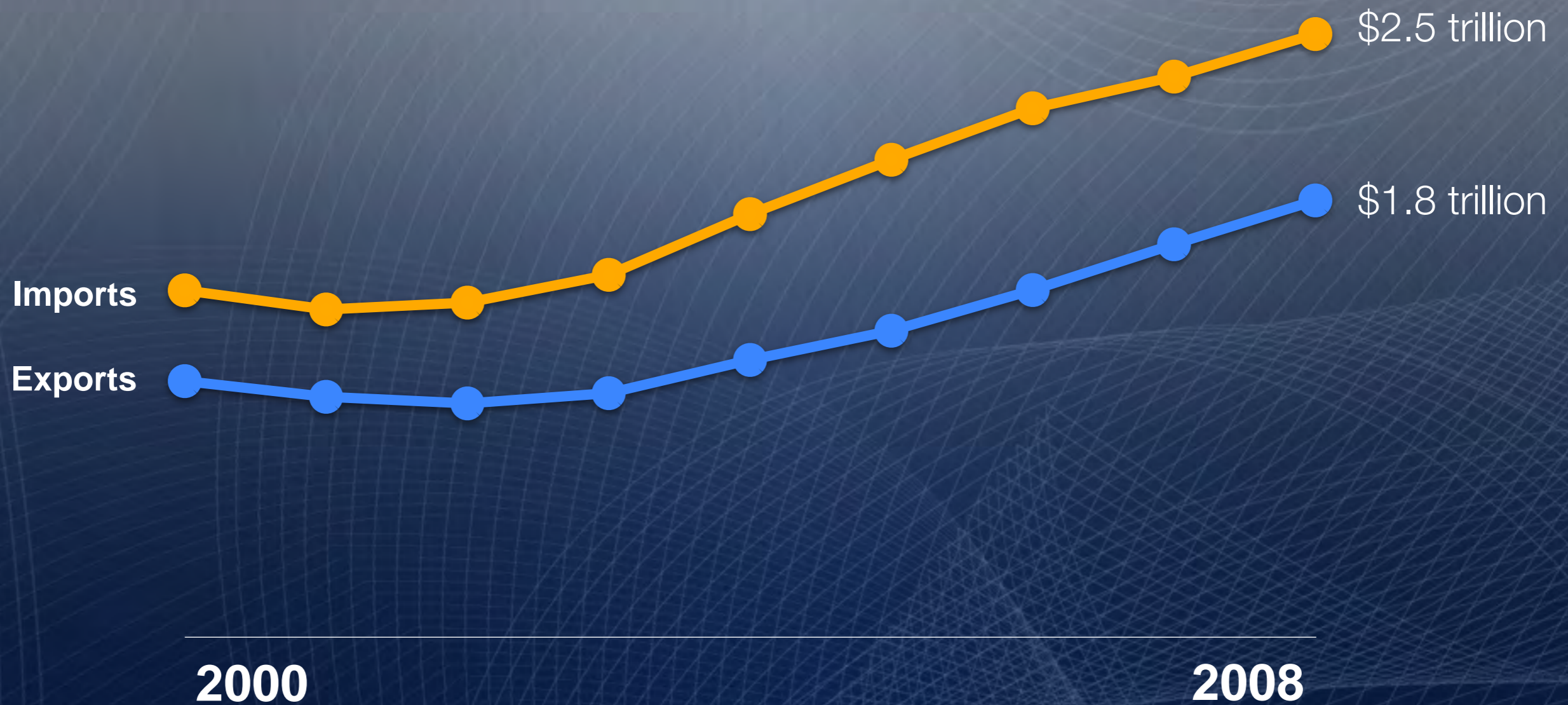




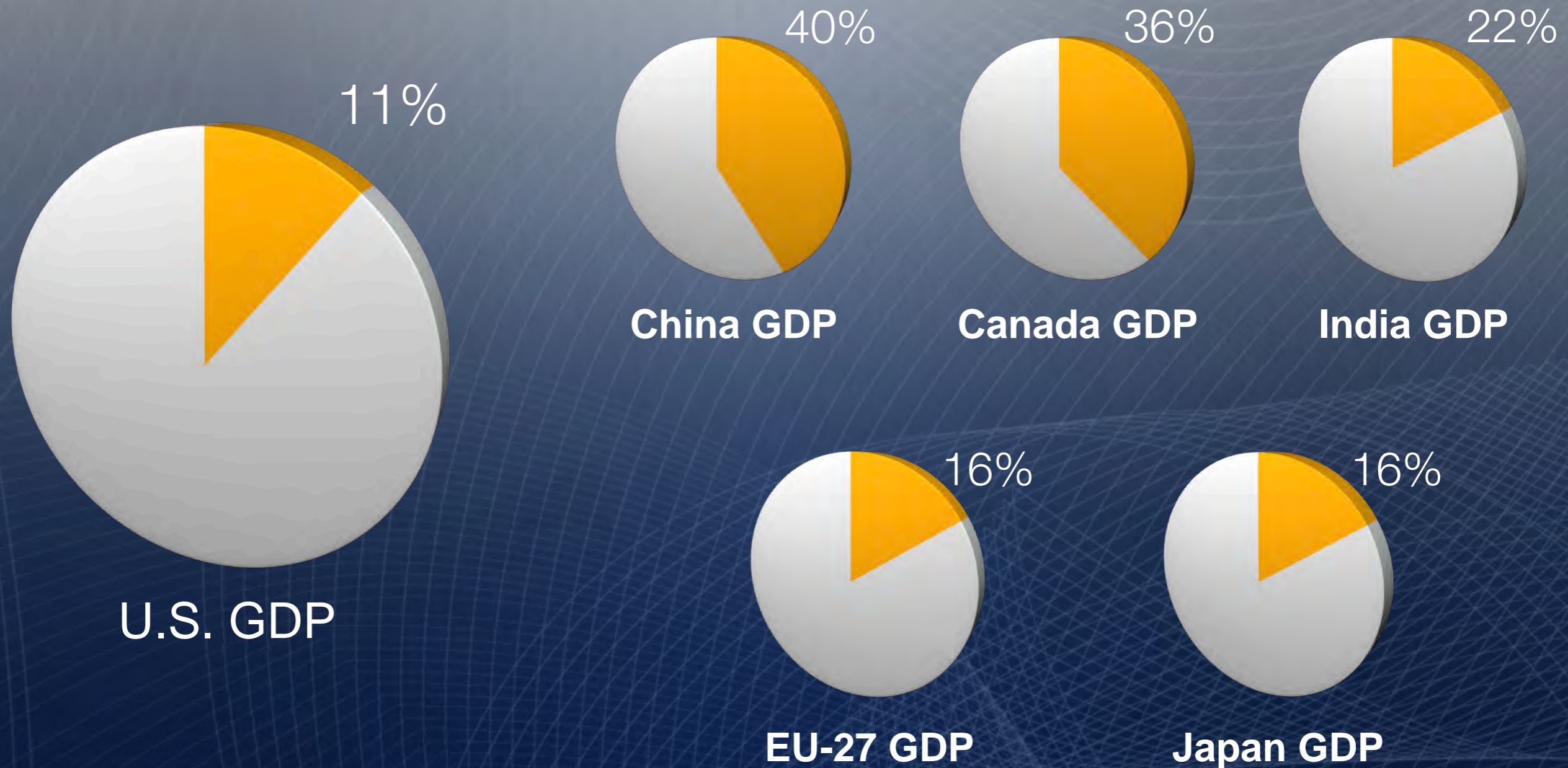
# U.S. Trade is Dominated by Imports



## U.S. Trade Balance



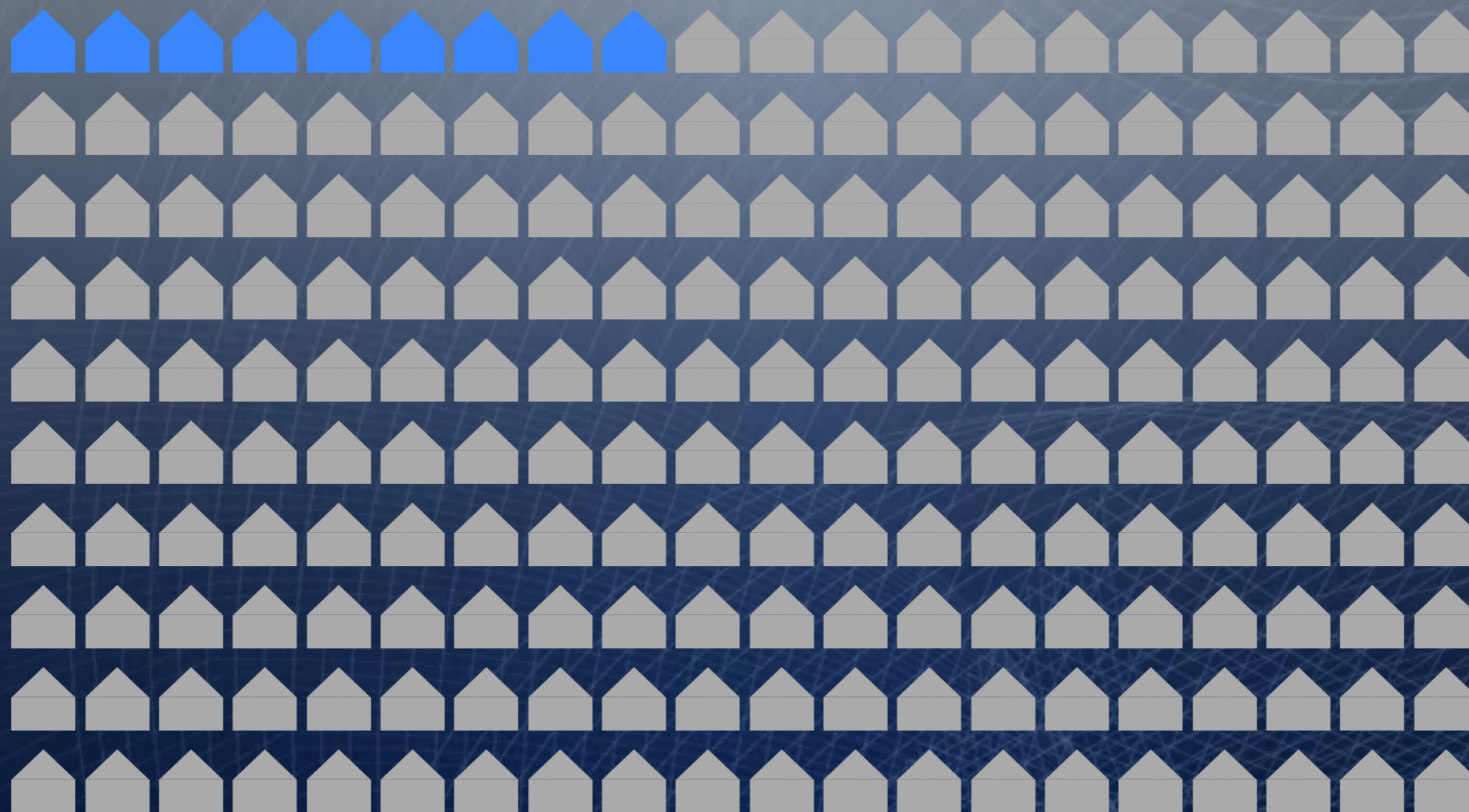
# U.S. Exports Lag Our Competition



# Exporting Is an Unnatural Act



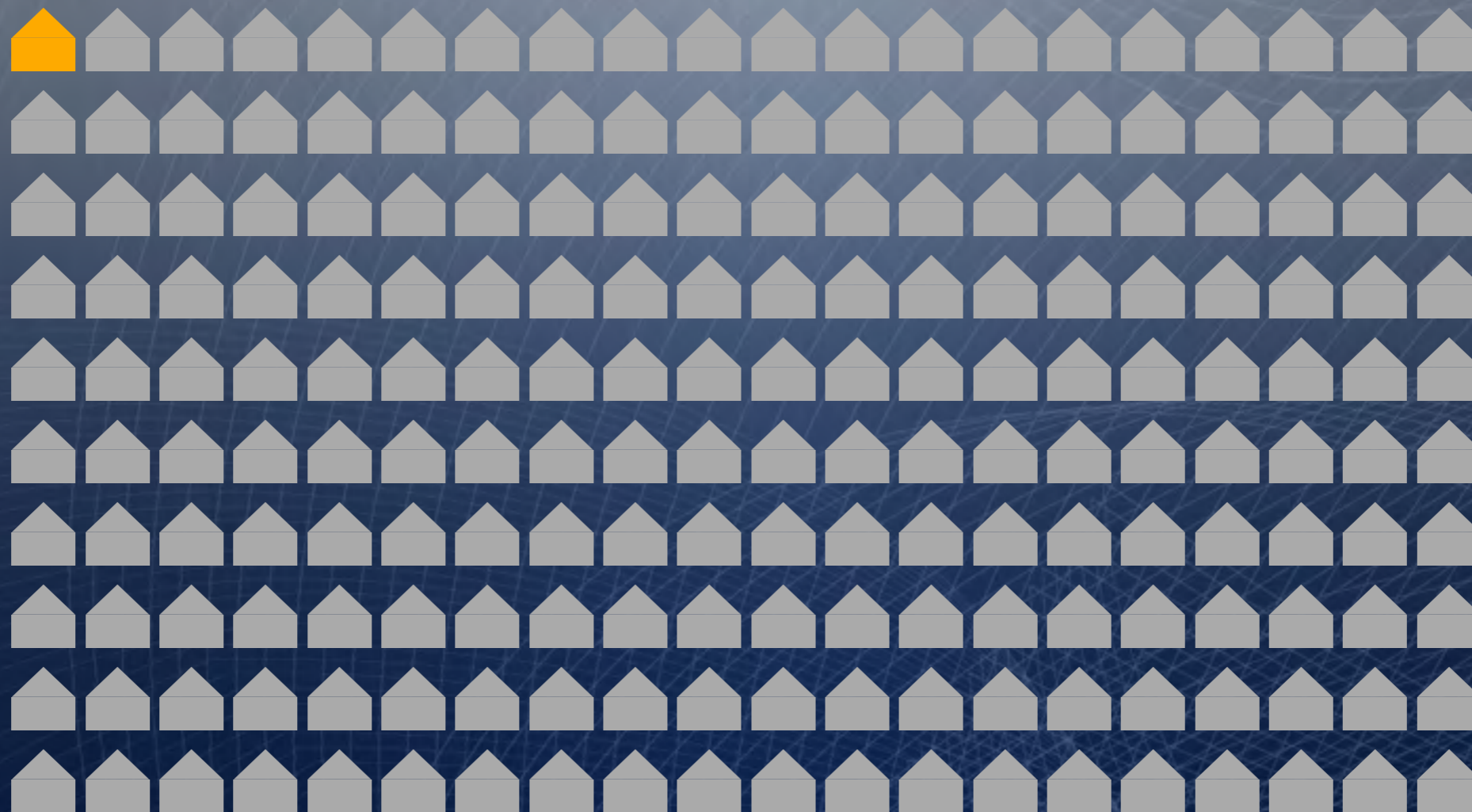
## U.S. Companies that Export



# Exporting Is an Unnatural Act

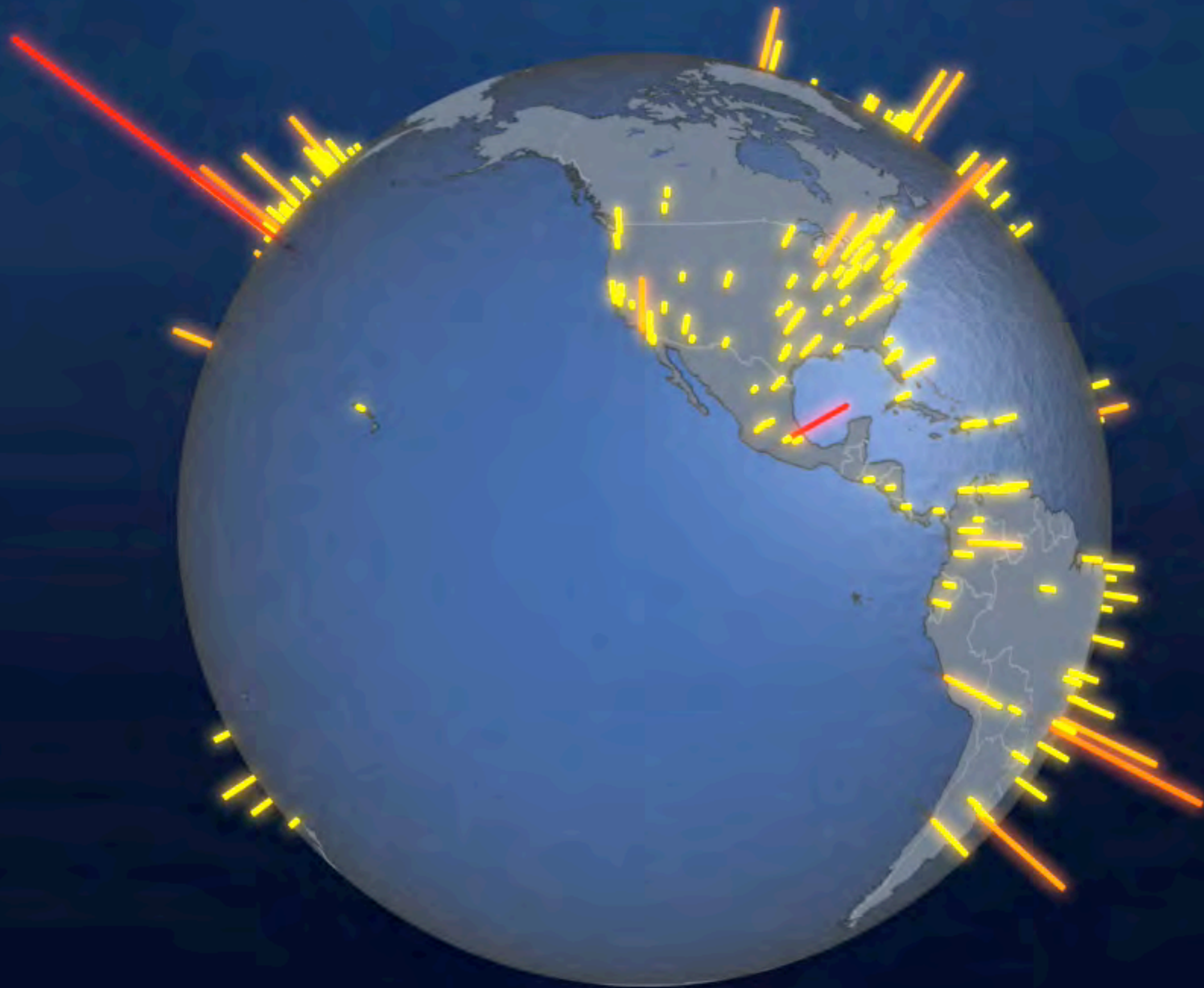


## U.S. Companies that Export to More than One Country



Can we get back  
into the  
**export** game?

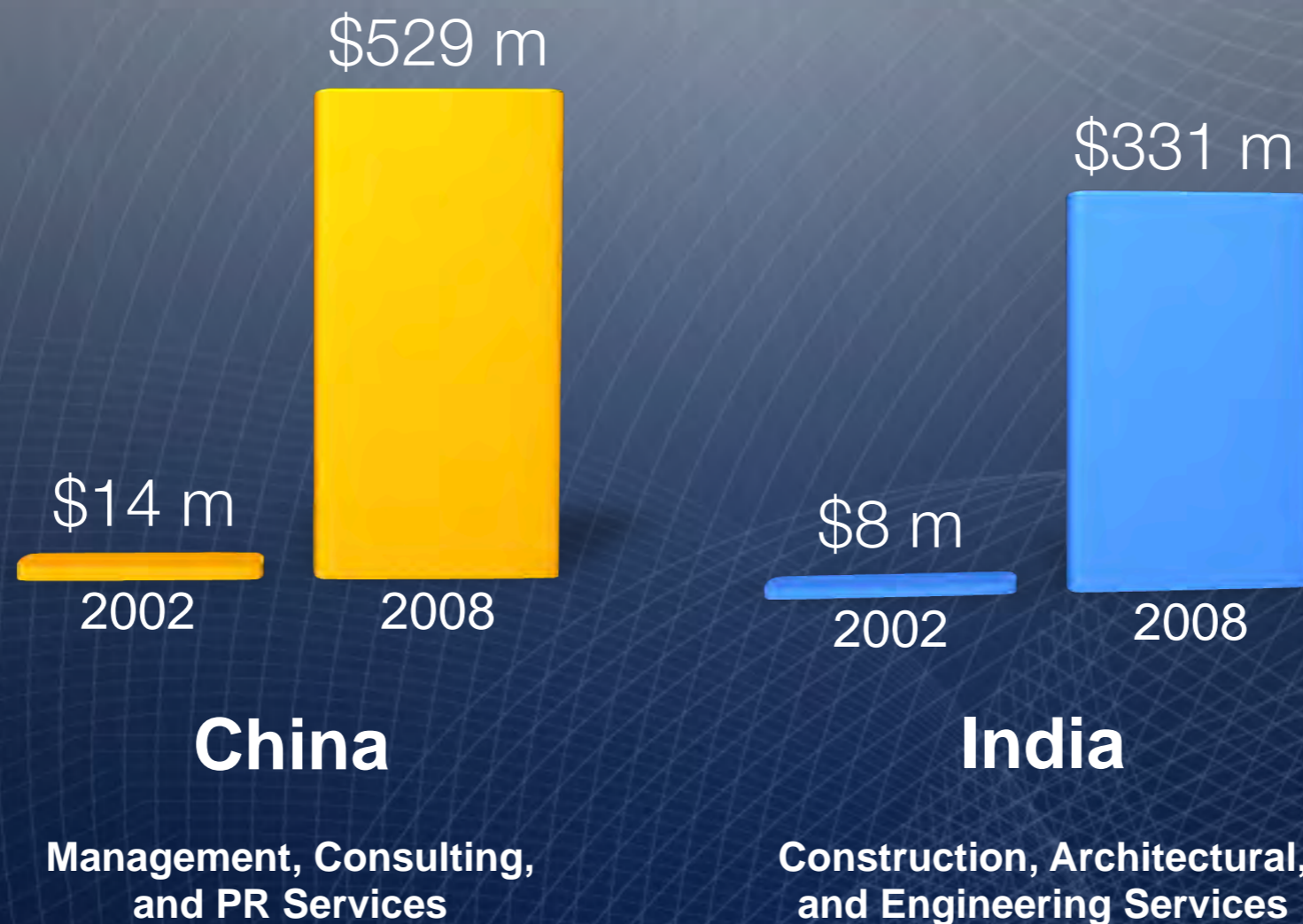




# The U.S. Can Play At This Expansion



# U.S. Service Exports To Other Countries Are Rising



# U.S. Goal for Exports



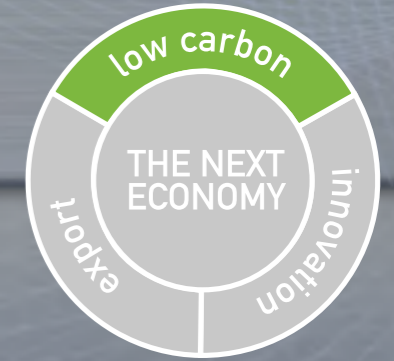
“We set a new goal: We will double our exports over the next five years, an increase that will support two million jobs in America.”

**President Obama**  
*January 27, 2010*

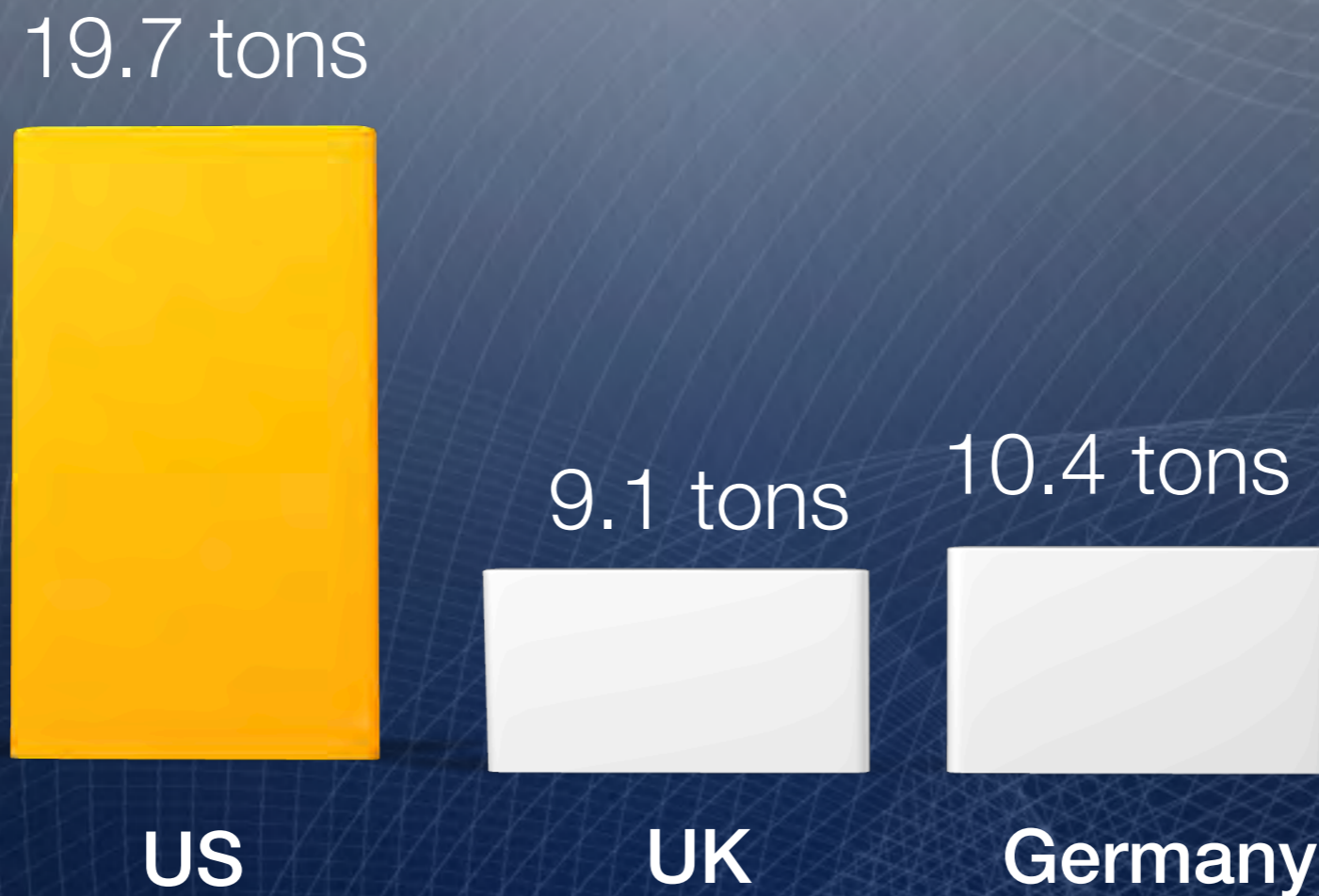




# The U.S. Has Been Slow to Embrace the Green Economy



## CO<sub>2</sub> Emissions Per Capita



# China is seeking to dominate the race to green



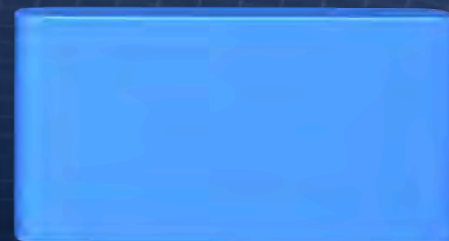
Stimulus packages on renewable energy

\$221 billion



**China**

\$94 billion



**U.S.**



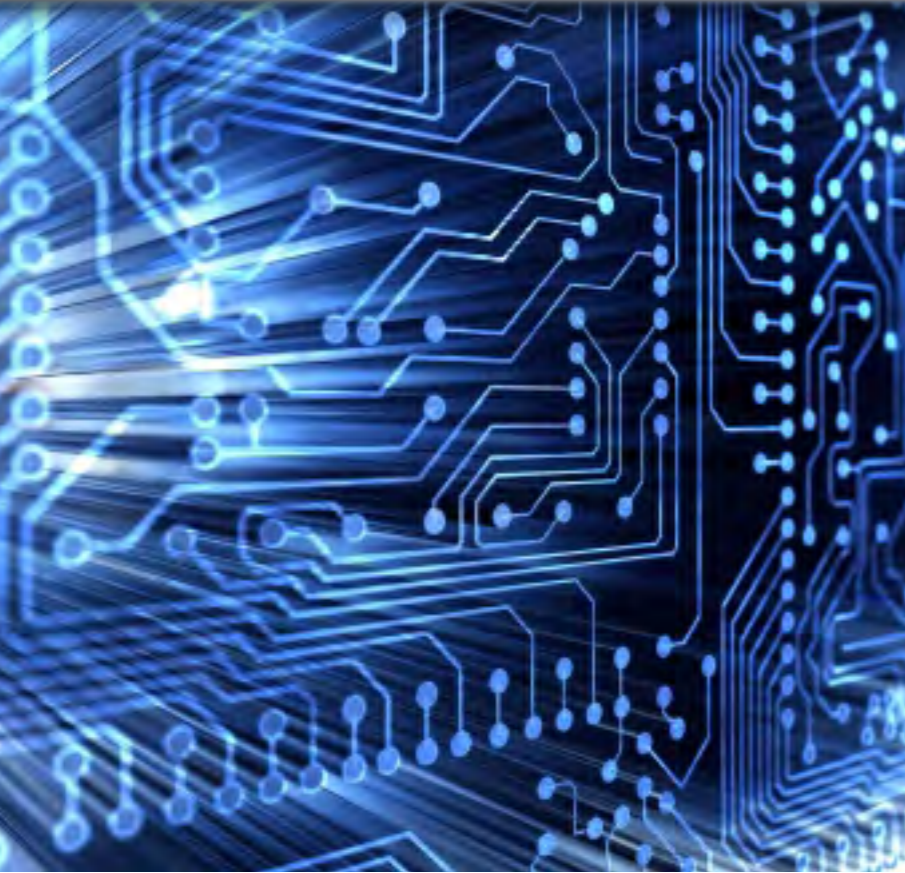
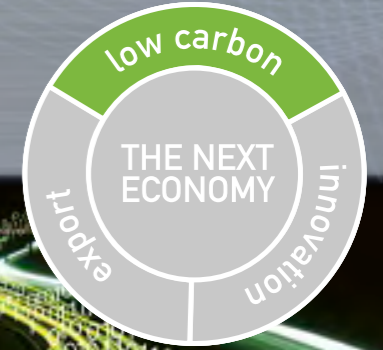
**Low carbon  
economy = Markets**



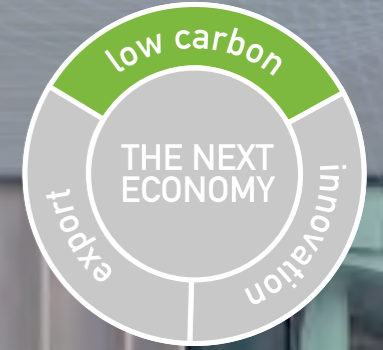
# The Energy We Use



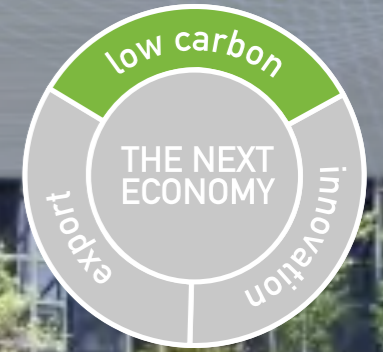
# The Infrastructure We Build



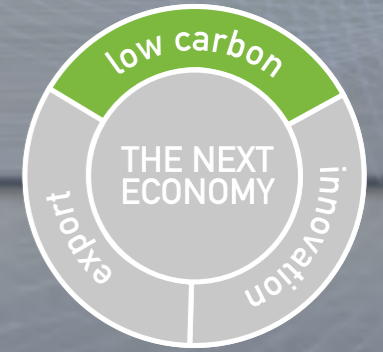
# The Products We Buy



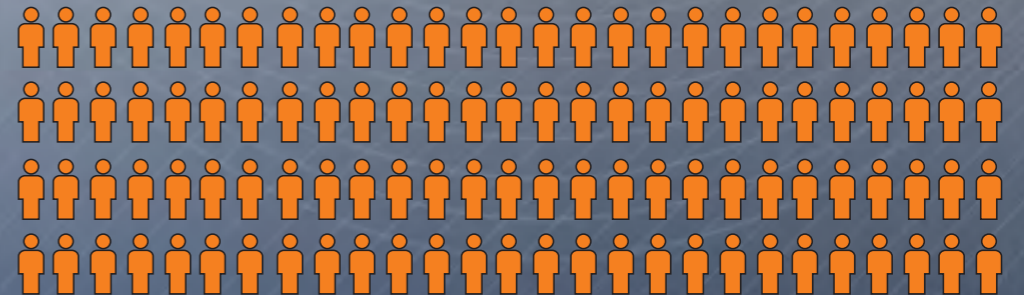
# The Buildings We Live and Work In



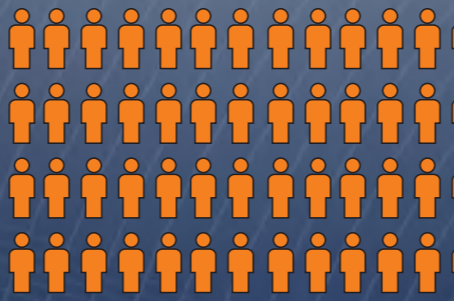
# Need Job Creation?



Financiers



Scientists / Engineers



Entrepreneurs

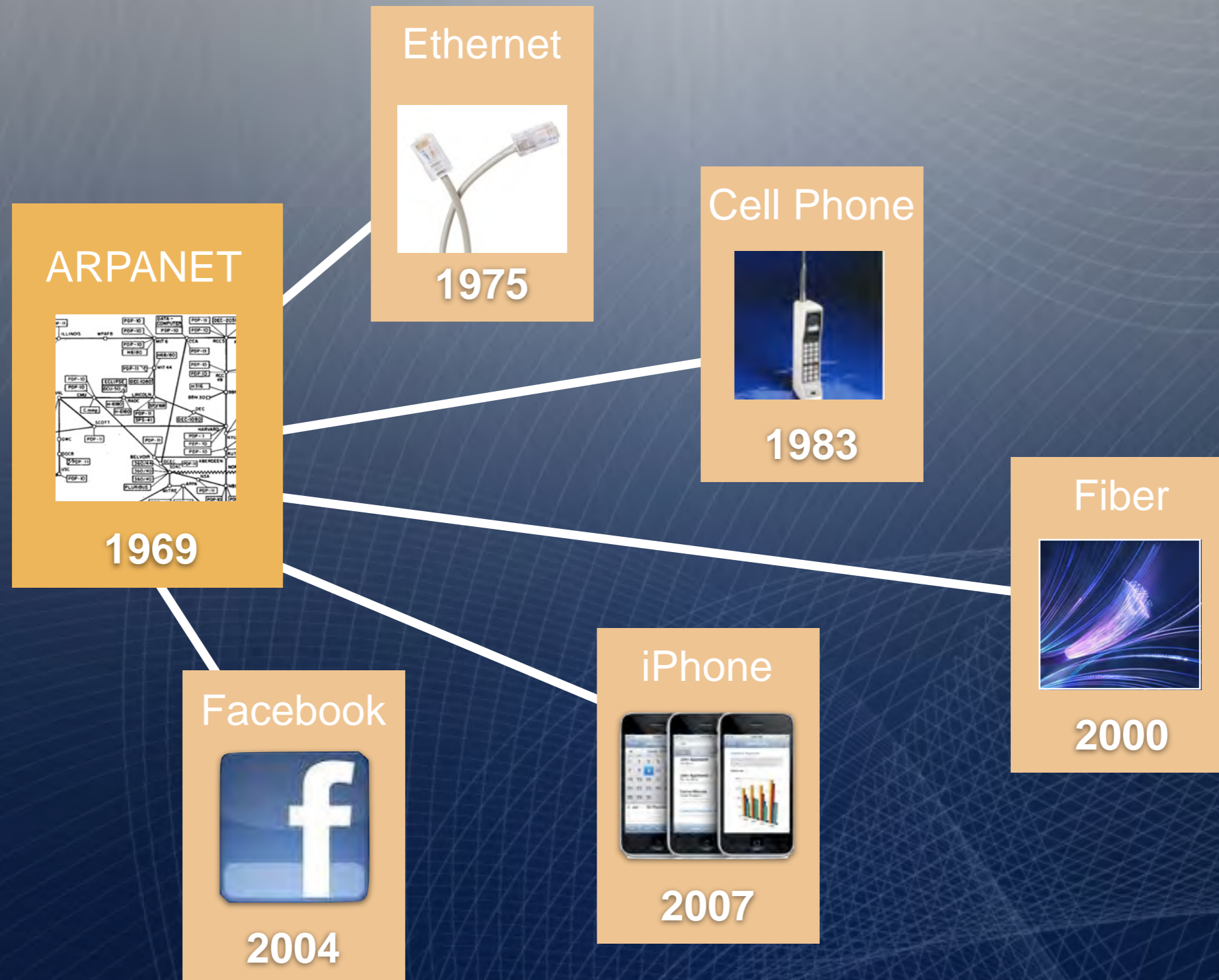


Laborers





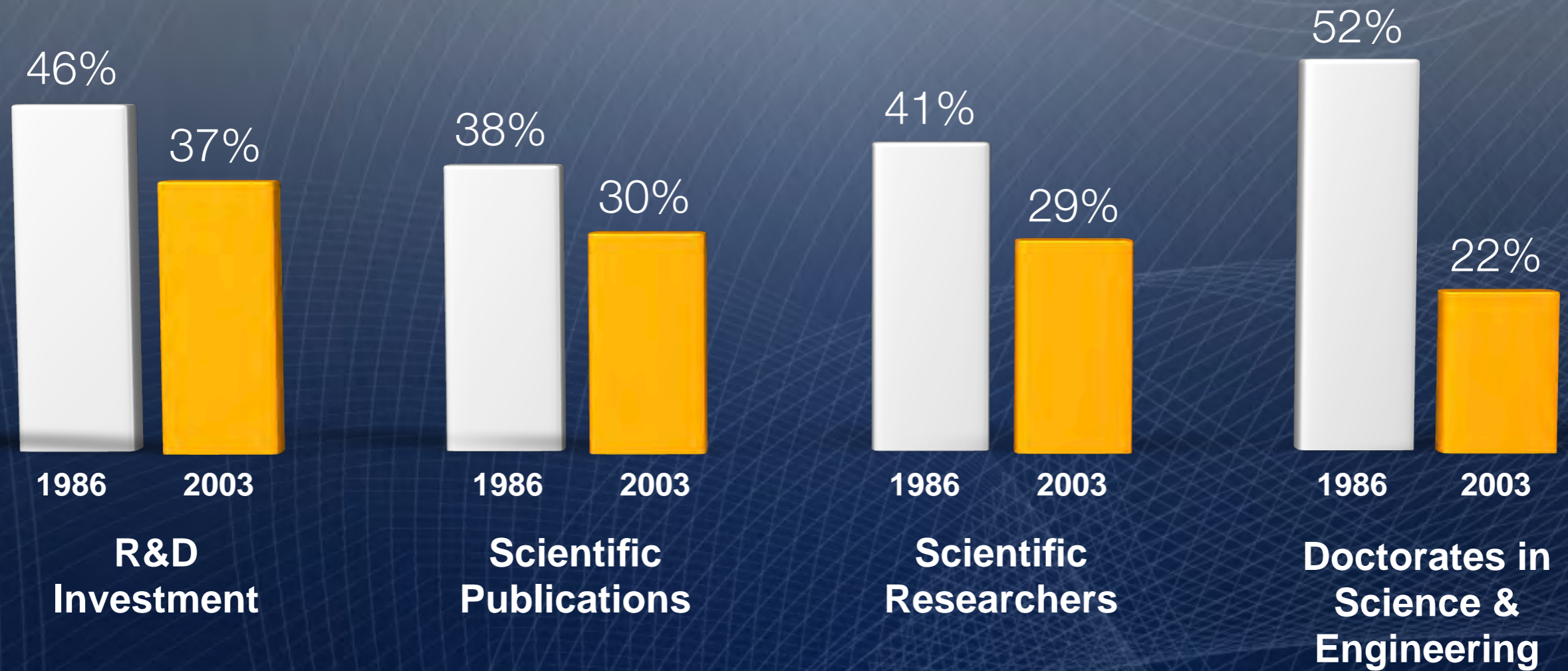
# Internet and Telecom Innovation



# U.S. Leadership On Key Innovation Indicators Is Slipping



## U.S. Share of Global Totals

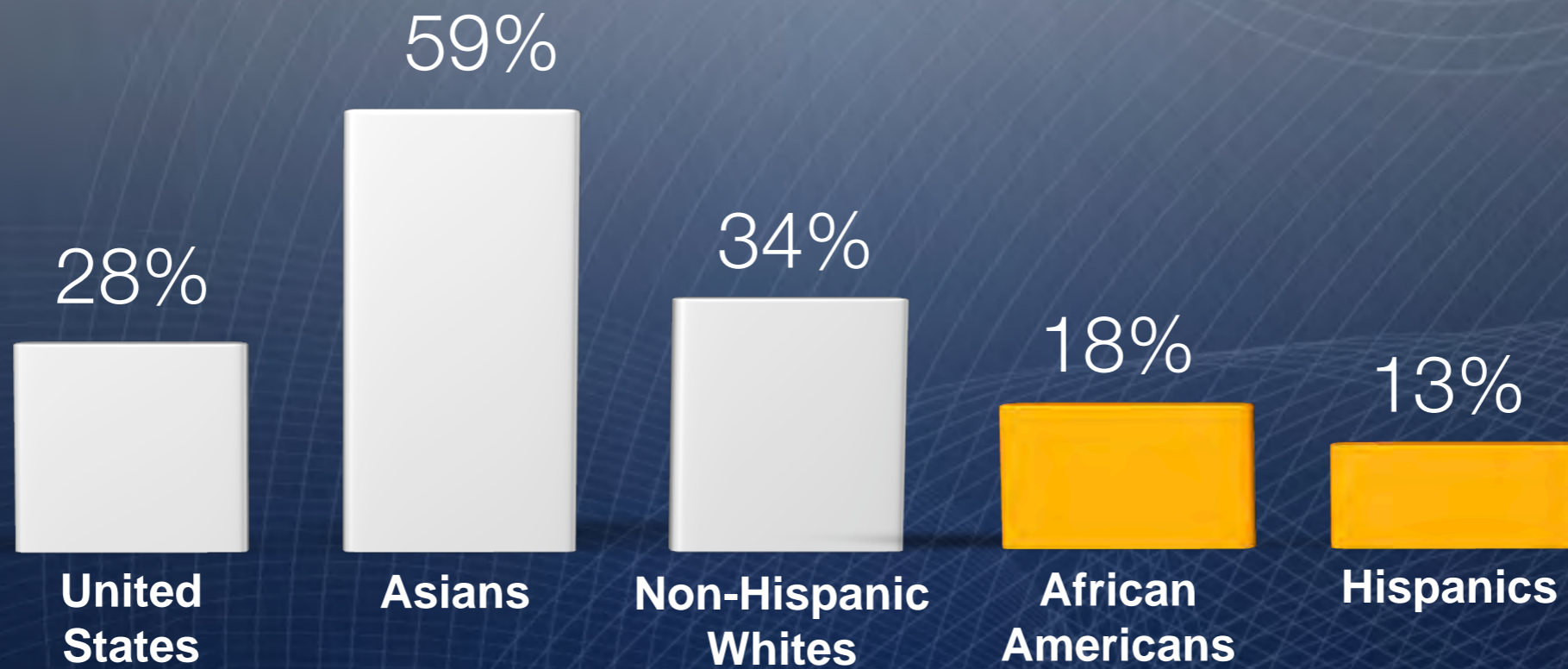




# The Next American Workforce Is Ill-Equipped



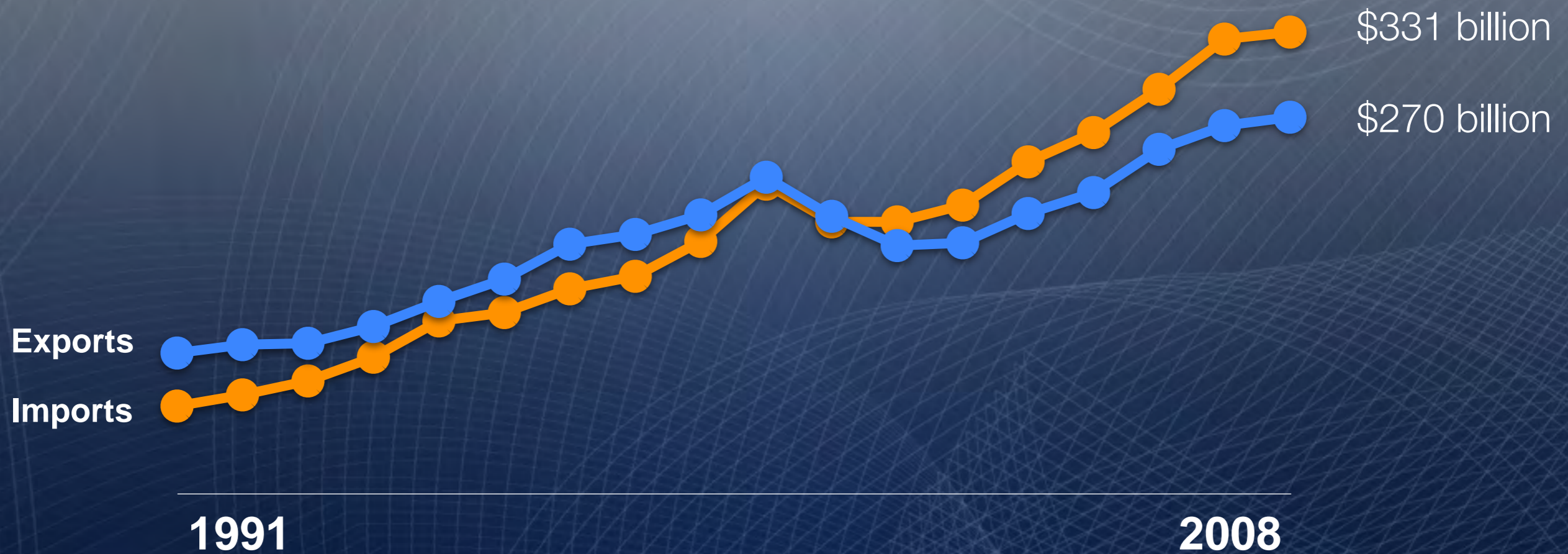
## Bachelor's Degree Attainment



# U.S. Lags On The Conversion Of Innovation Into Production



## Advanced Technology Products



**It is time to  
rediscover our  
innovation...**

**m.o.j**

1 2 3

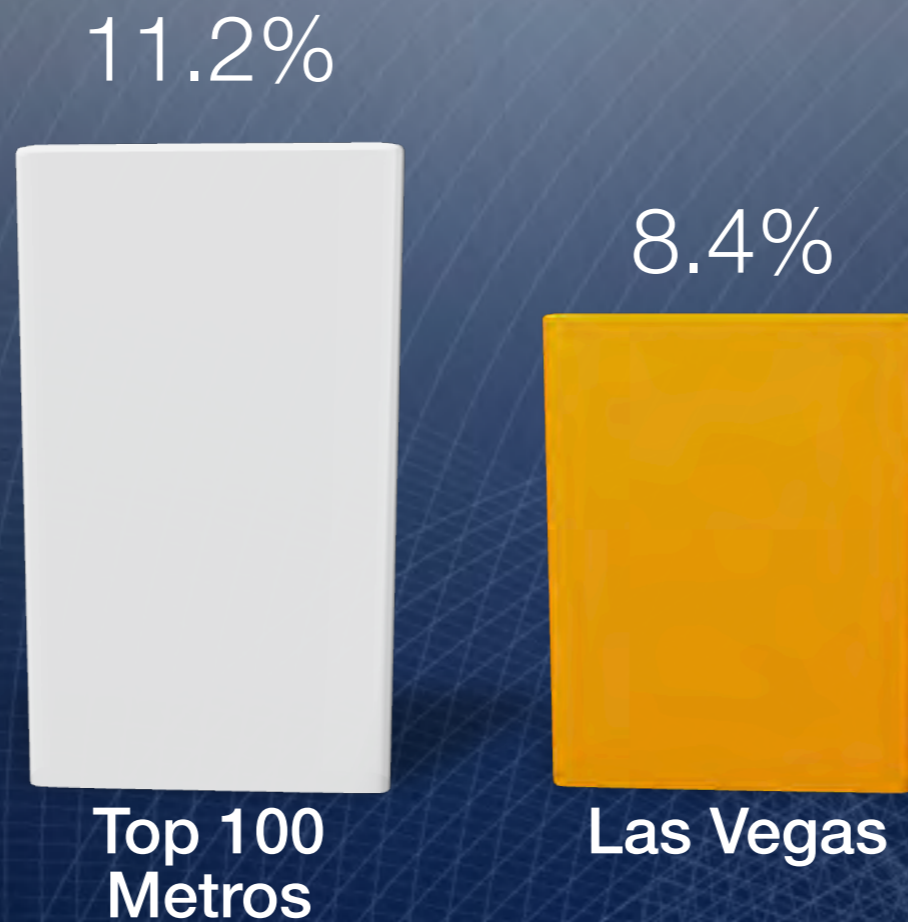
2 Southern Nevada can play in the next economy



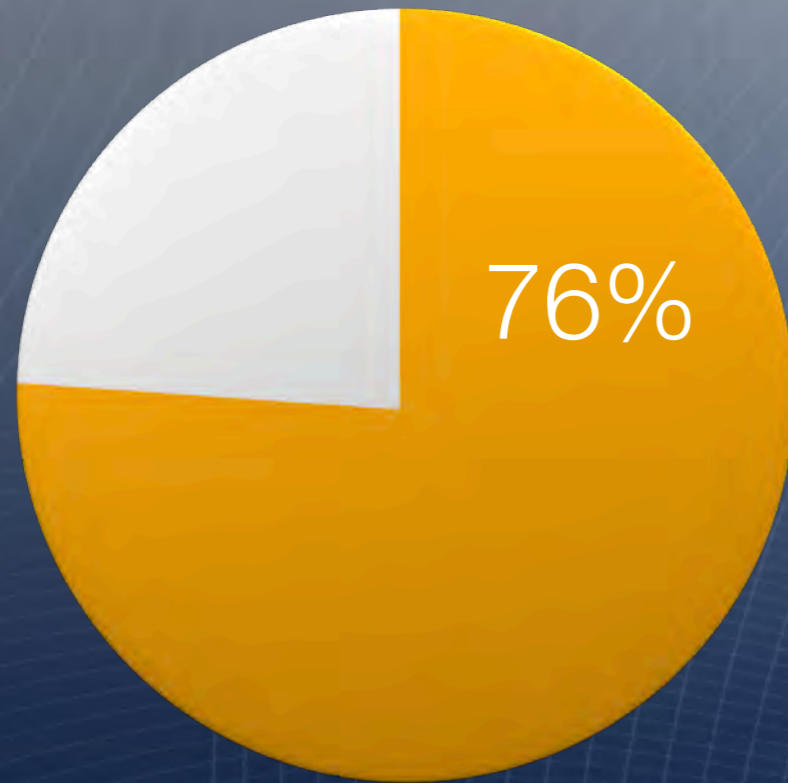
# Las Vegas Export Intensity



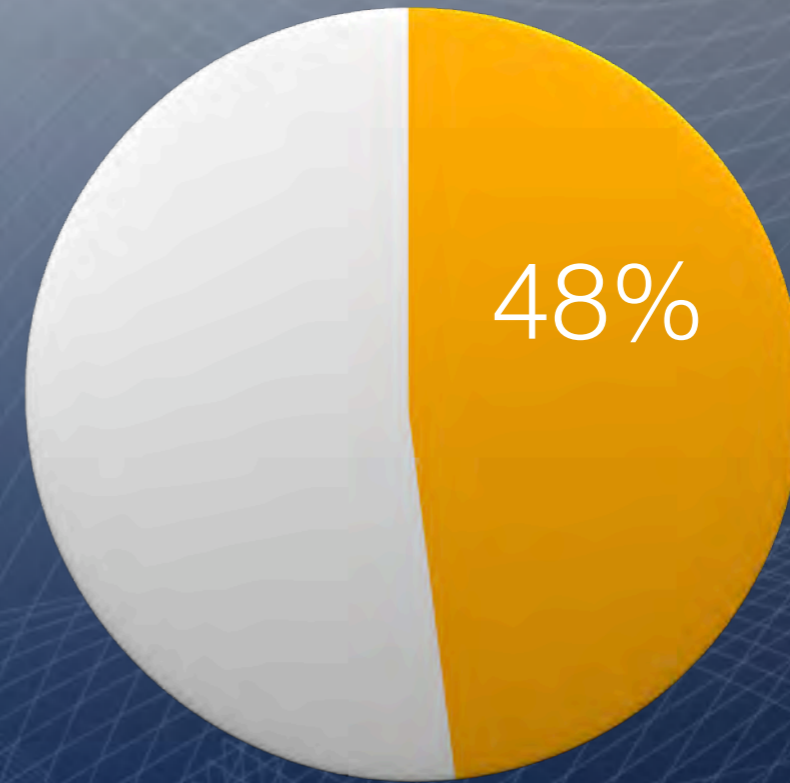
## Export Share of Gross Metropolitan Product



# Las Vegas Service Export Strength

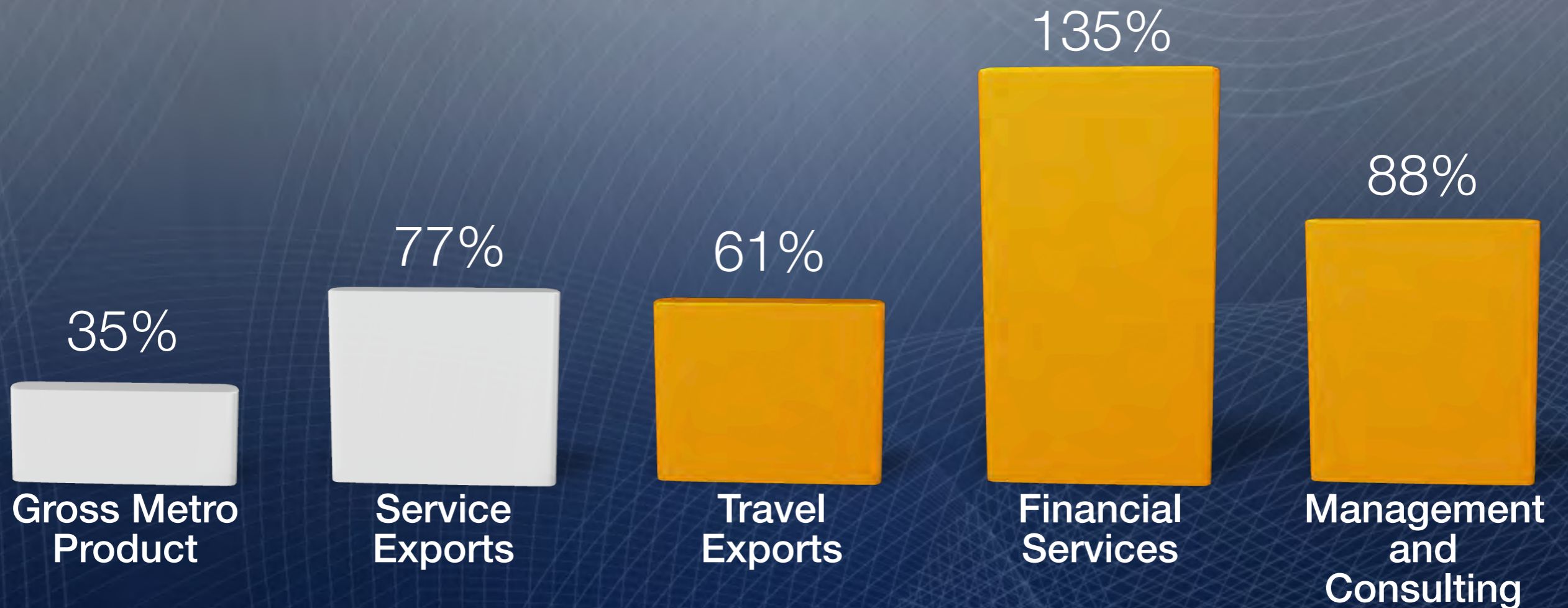


Share of Exports  
in All Services



Share of Exports  
in Travel Services

# Las Vegas Export Growth 2003-2008



# Las Vegas Service Exports





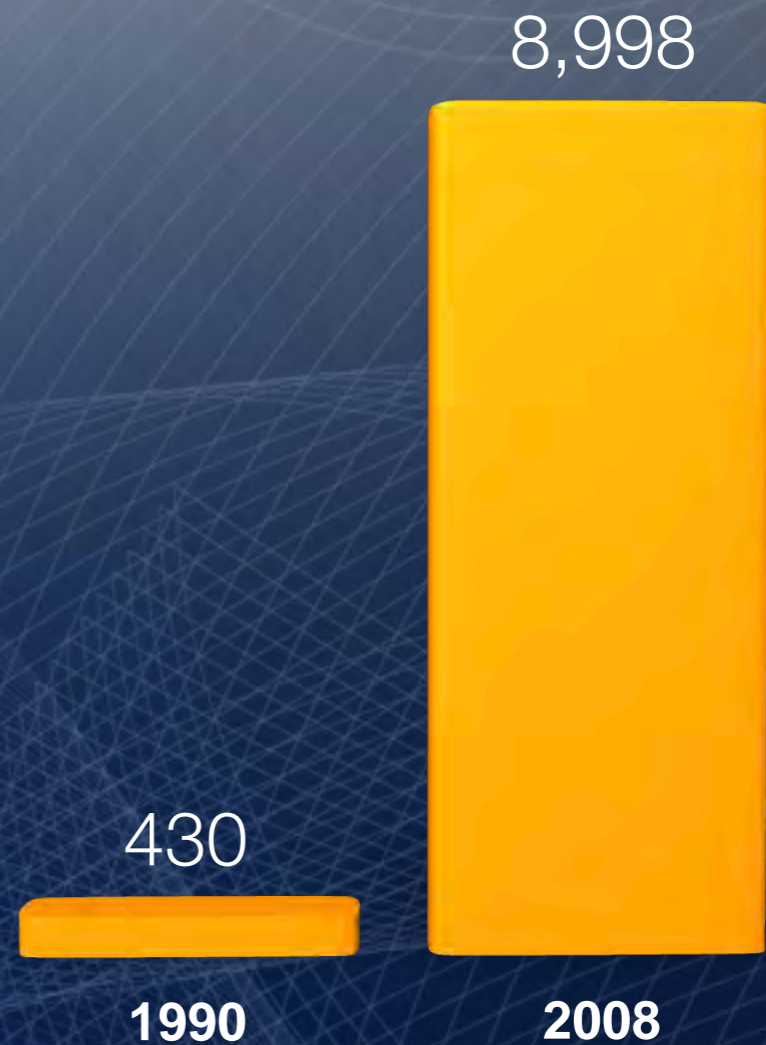
# Las Vegas Service Exports



# McCarran Airport

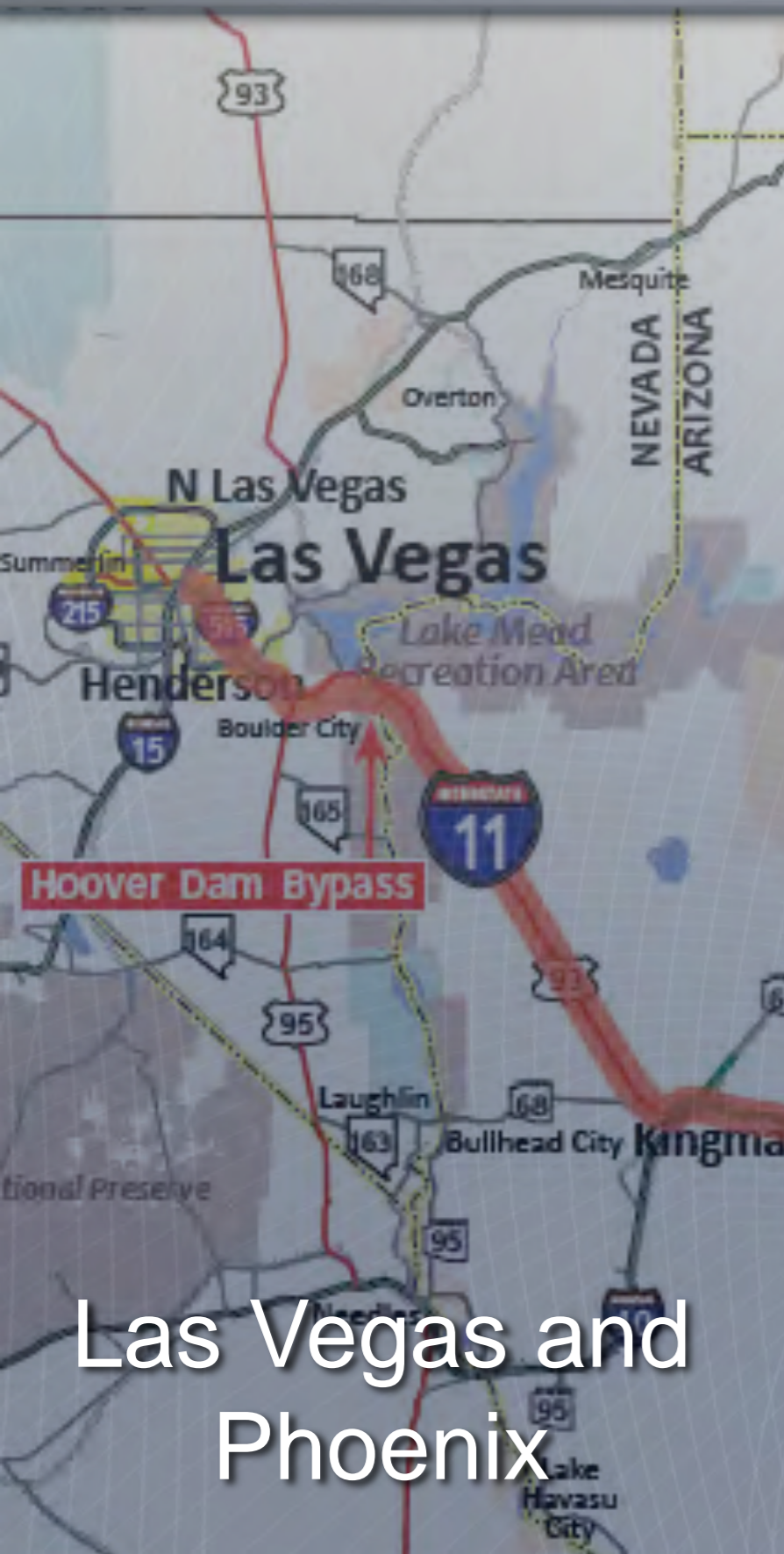


## International Flight Arrivals

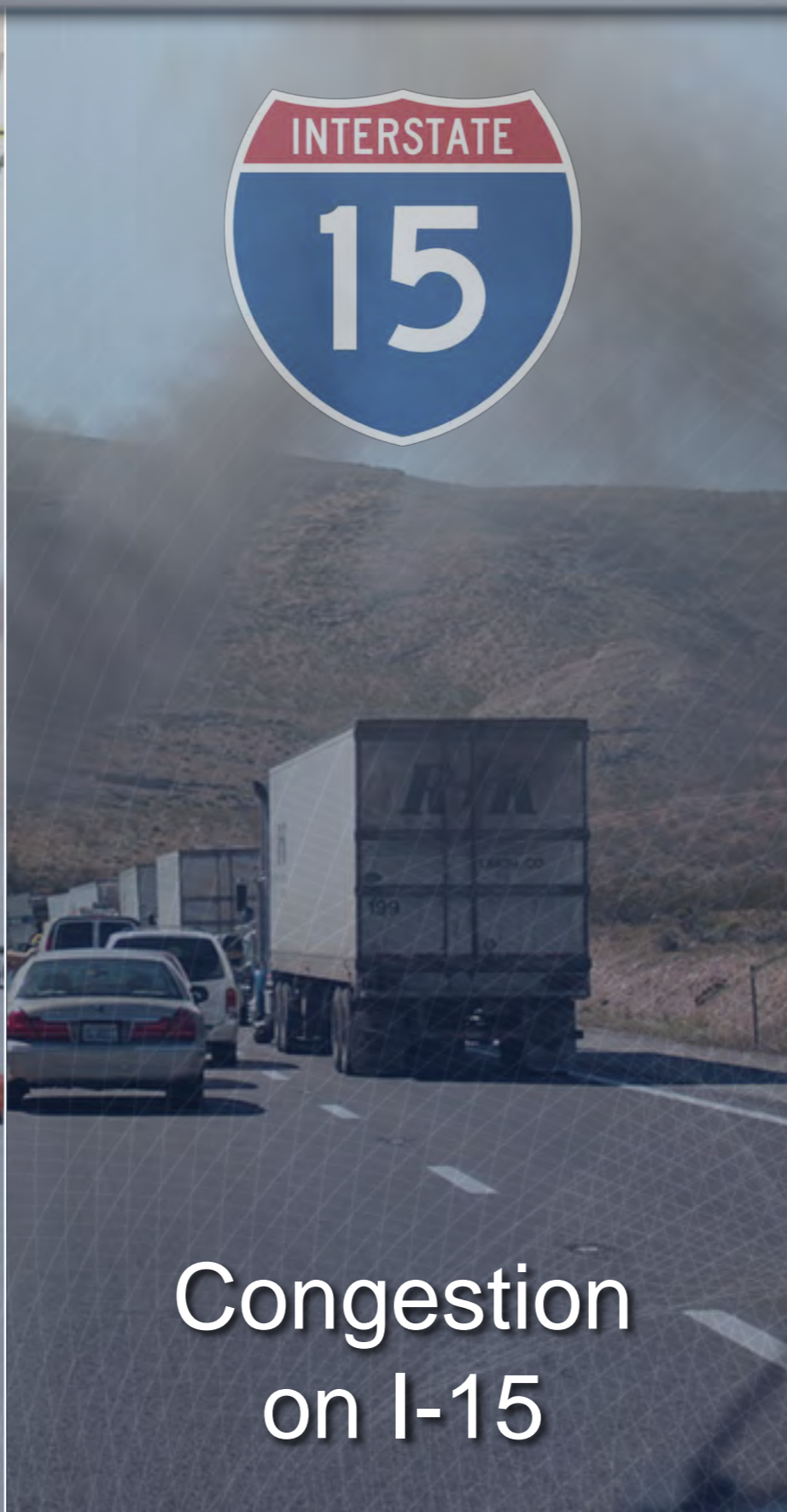


Source: Brookings Analysis of FAA T-100 Data

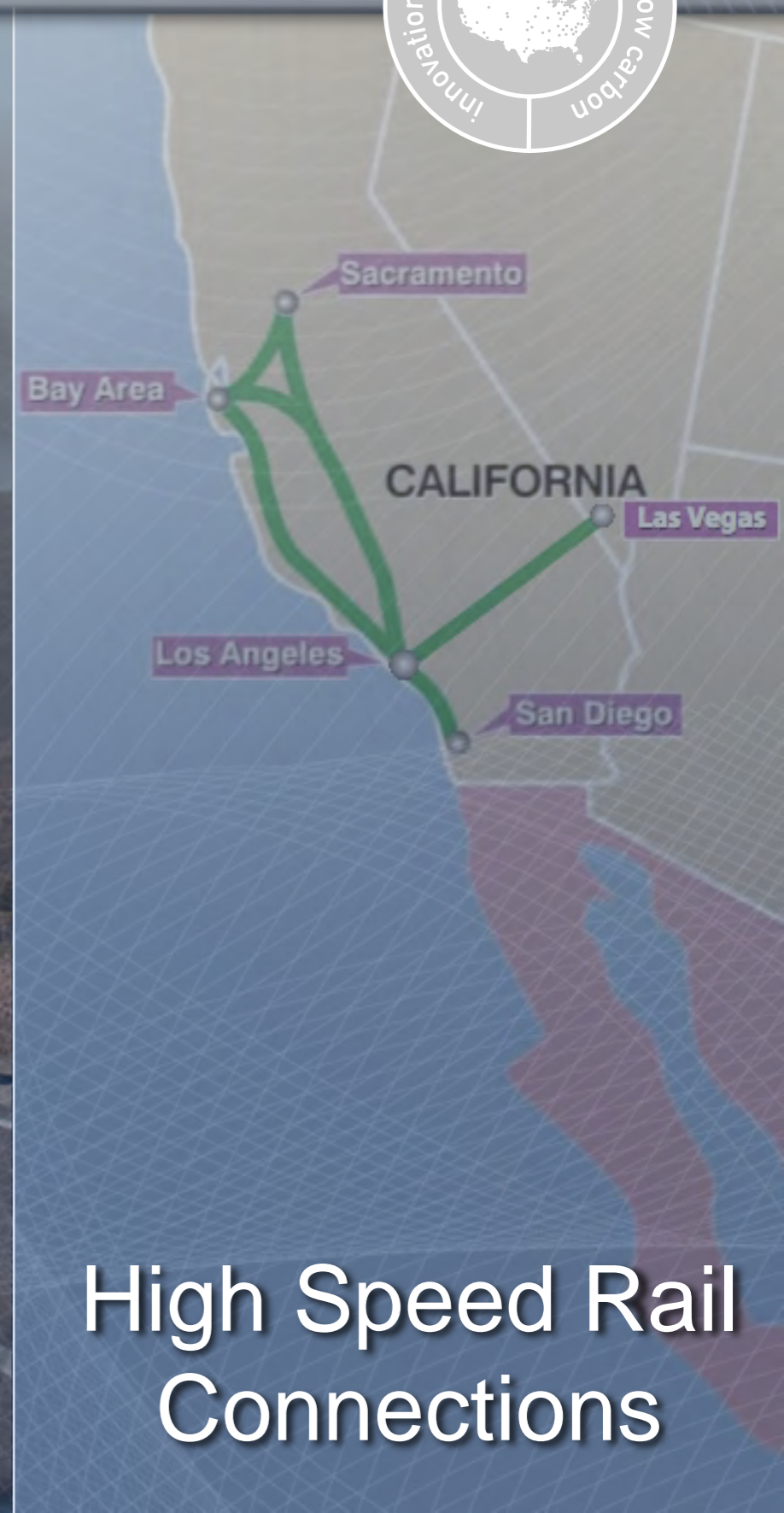
# Regional Connections Remain Weak



Las Vegas and Phoenix

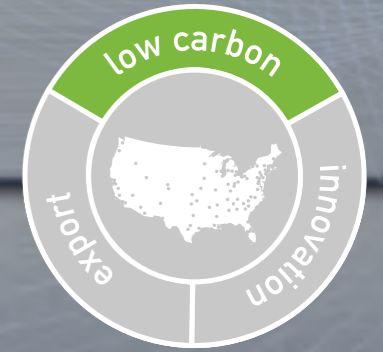


Congestion on I-15



High Speed Rail Connections

# Nevada is Positioned for Low Carbon

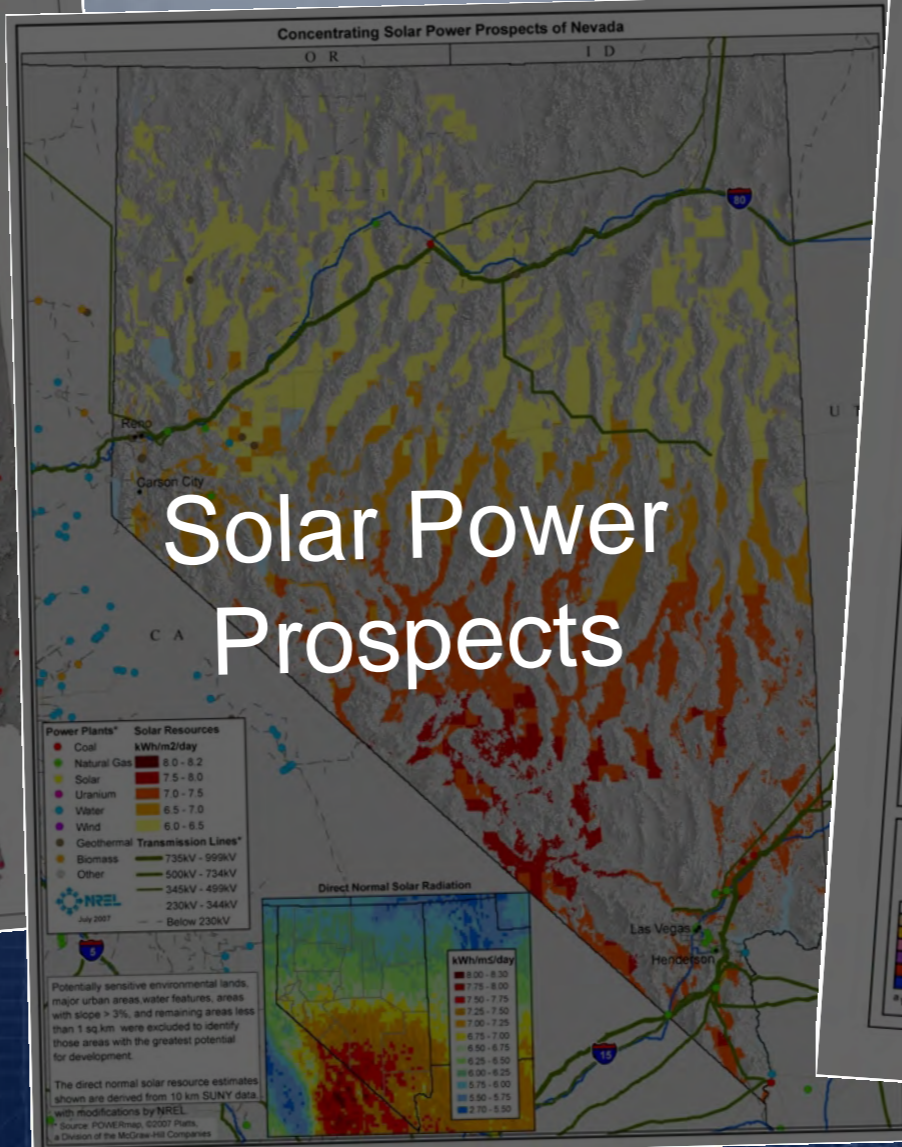


Nevada Low-Temperature Geothermal Resource Assessment  
1994  
By: Larry J. Garside  
Nevada Bureau of Mines and Geology  
Open-File Report 94-2

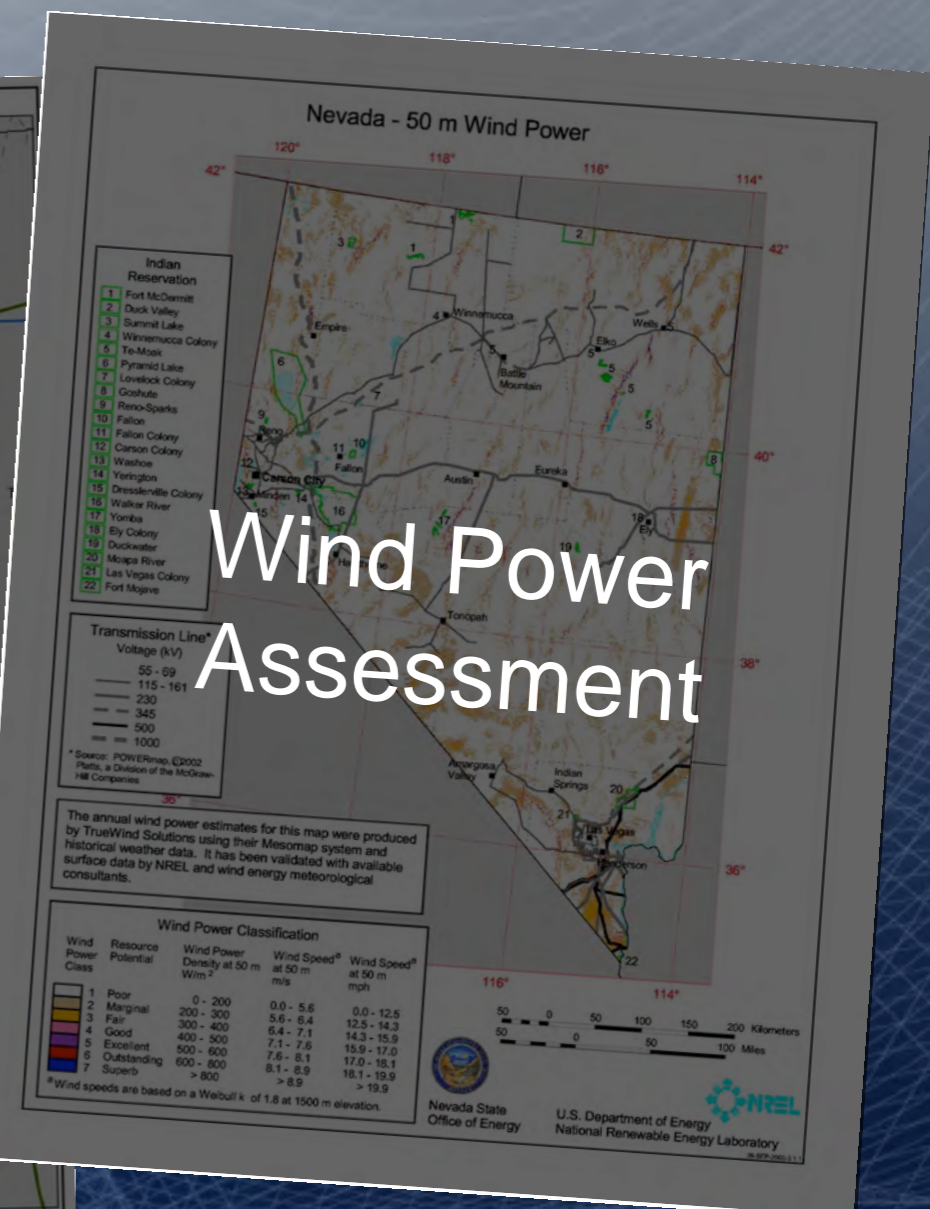
## Geothermal Resource Assessment

- Geothermal Power Plants
- Geothermal Locations OFR 94-2
- 18 - 59 degrees C
- 60 - 99 degrees C
- 100 - 149 degrees C
- 150 - 199 degrees C
- 200 - 235 degrees C
- Hot or Warm
- State and County Boundaries

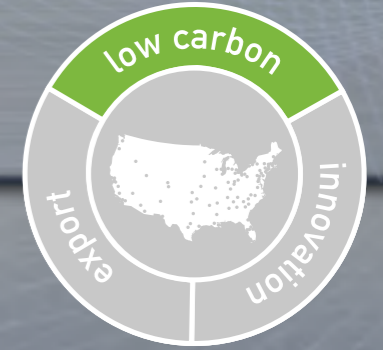
## Solar Power Prospects



## Wind Power Assessment



# Renewable Power Generation



## Geothermal



1. California
- 2. Nevada**
3. Hawaii
4. Utah

## Solar

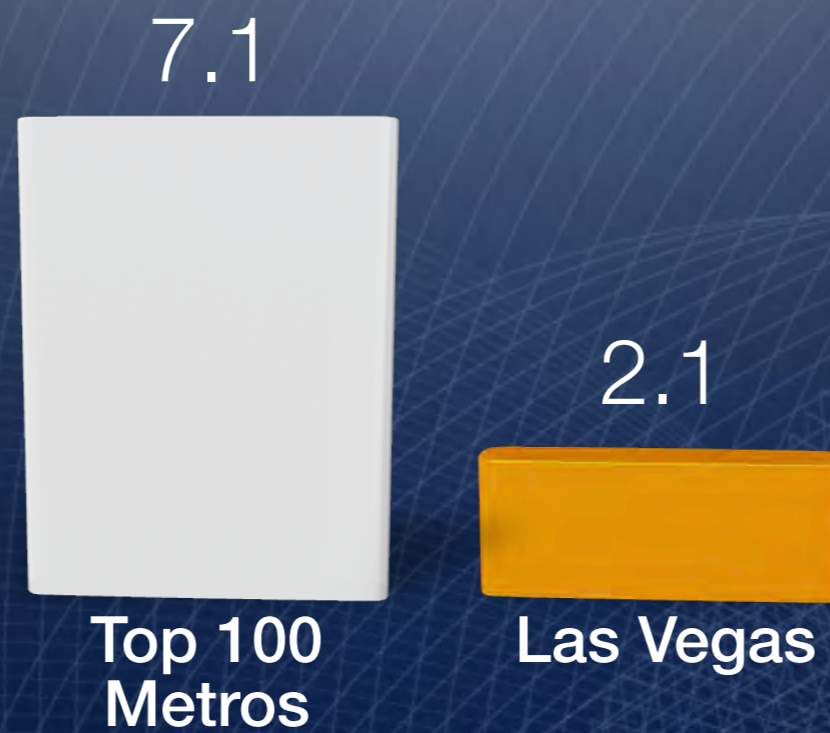


1. California
- 2. Nevada**
3. Arizona
4. Colorado

# Las Vegas Lags on Innovation Measures



## Patents Per 1,000 Employees



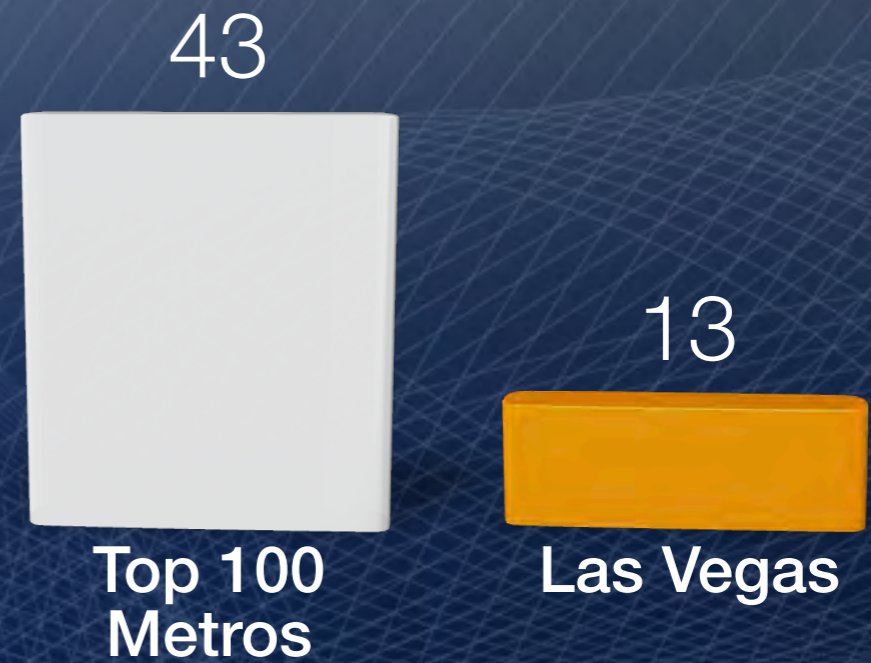
# Las Vegas Lags on Innovation Measures



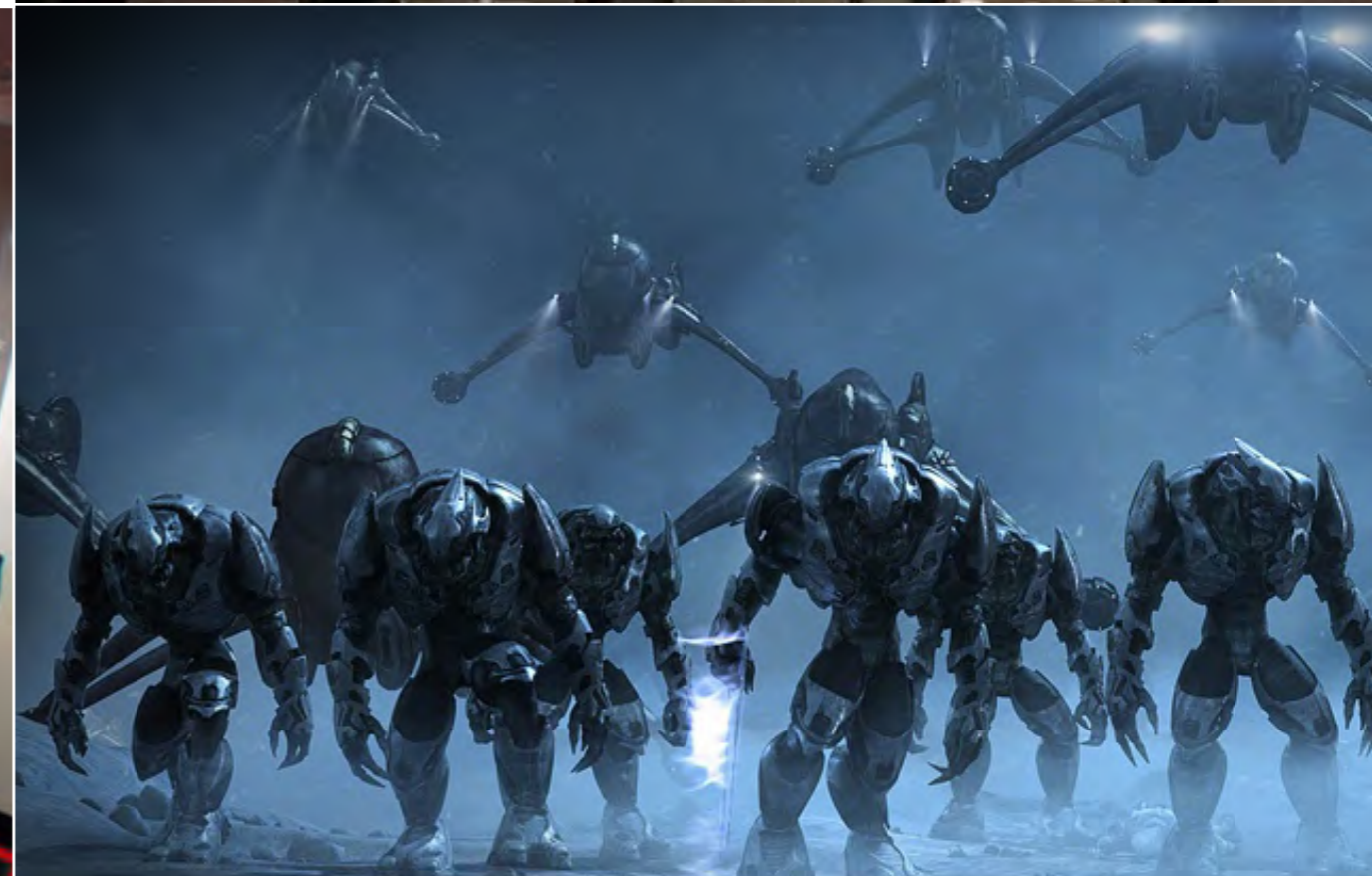
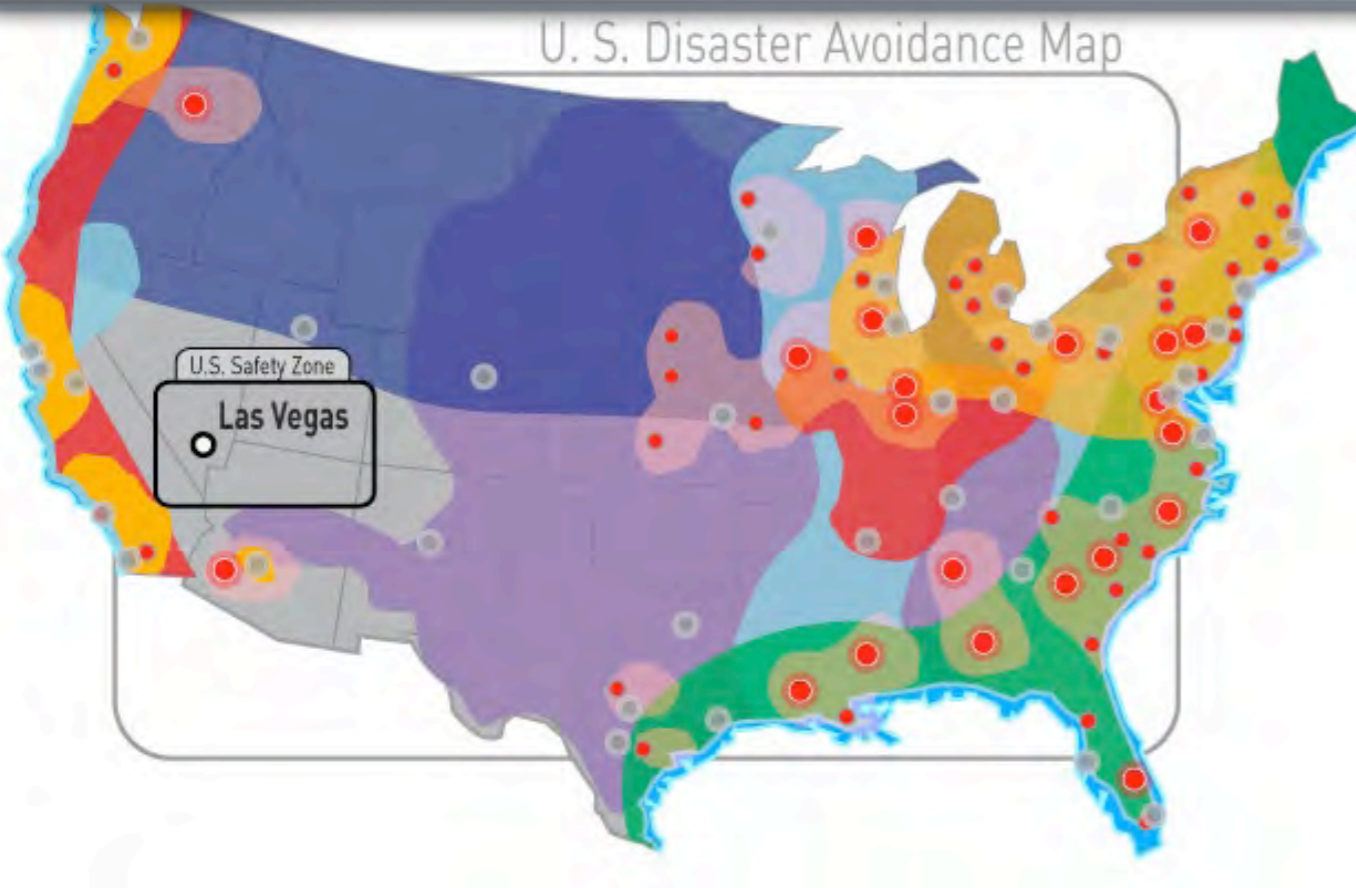
## Patents Per 1,000 Employees



## R&D Workers Per 10,000



# Growing Innovative Sectors





# Growing Innovative Sectors



1 2 3

**3** To build the next economy the U.S. must connect the macro to the metro



**MACRO  
TO METRO**

# The U.S. is Not China

MACRO  
TO METRO



# Playbook for the U.S. Economy

THE NEXT  
ECONOMY



# Playbook for the U.S. Economy

MACRO  
TO METRO

## Federal & State Governments

*Lead where they must*



# Playbook for the U.S. Economy

MACRO  
TO METRO

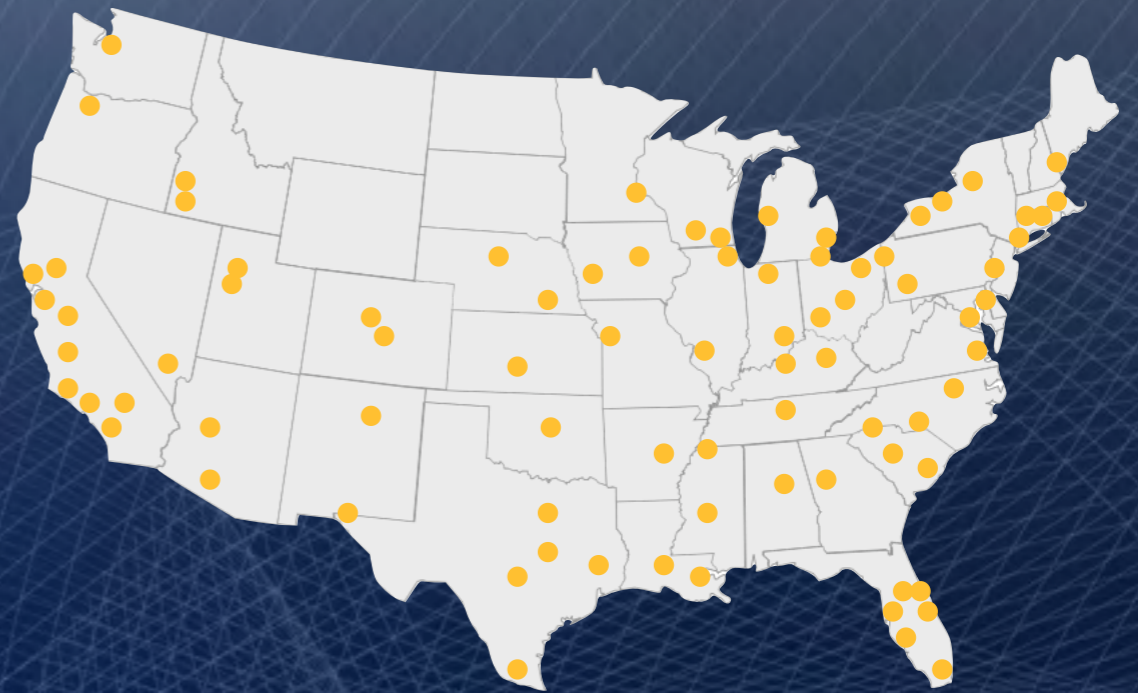
Federal & State Governments

*Lead where they must*



Metropolitan Areas

*Innovate where they should*



# Macro Levers for Export Growth



**Double Exports  
by 2015**



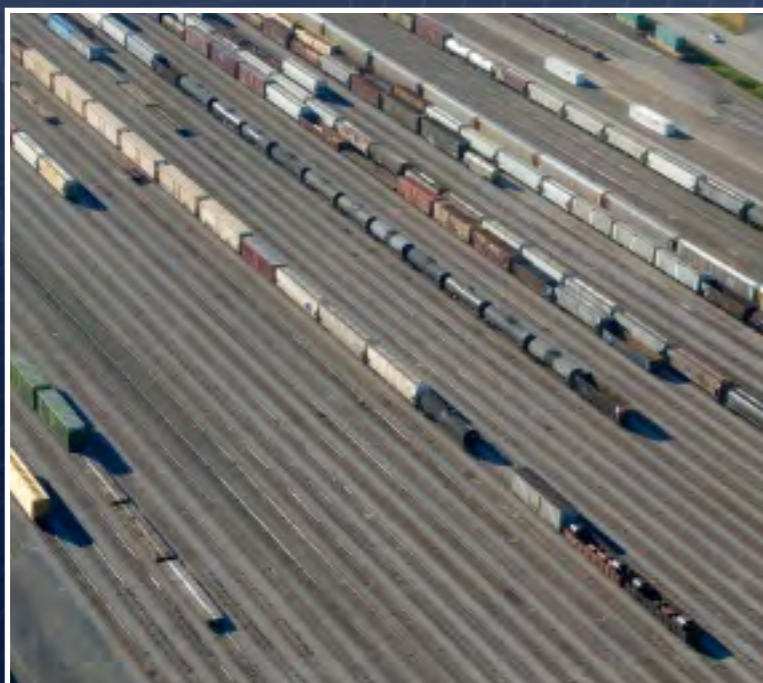
# National Infrastructure Bank



Germany



United Kingdom



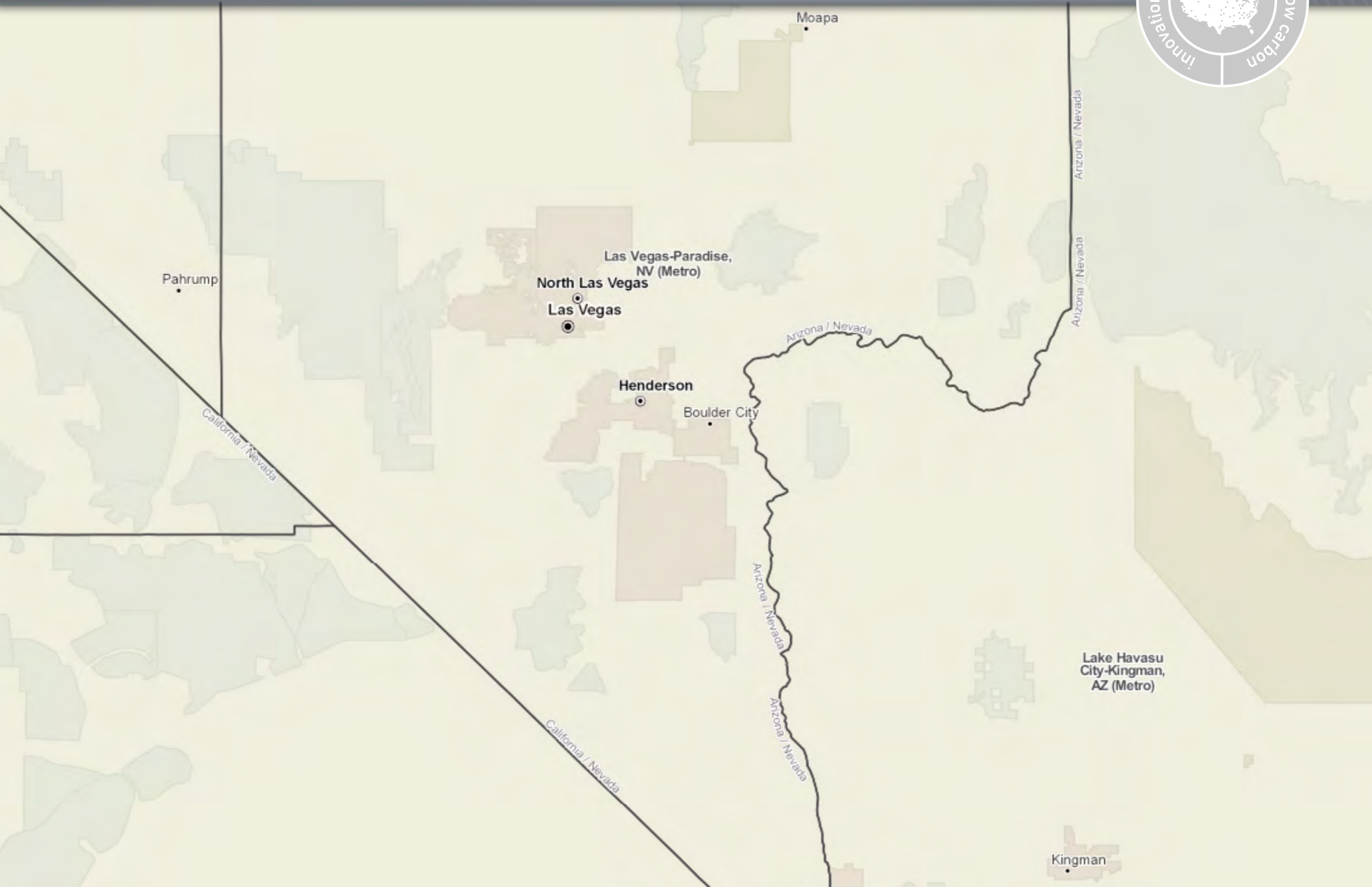
France



Ireland



# Las Vegas Metro



# Las Vegas Metro



Large Companies



Small and Medium Enterprises



Research Institutions



Business Associations

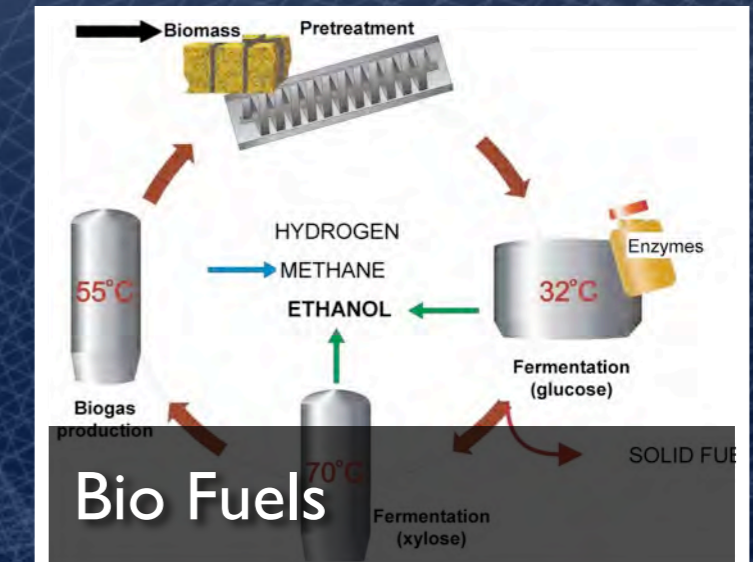
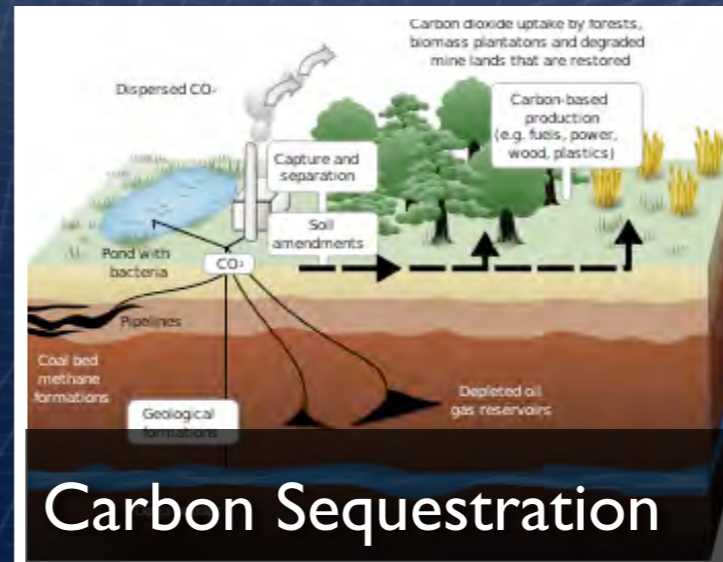
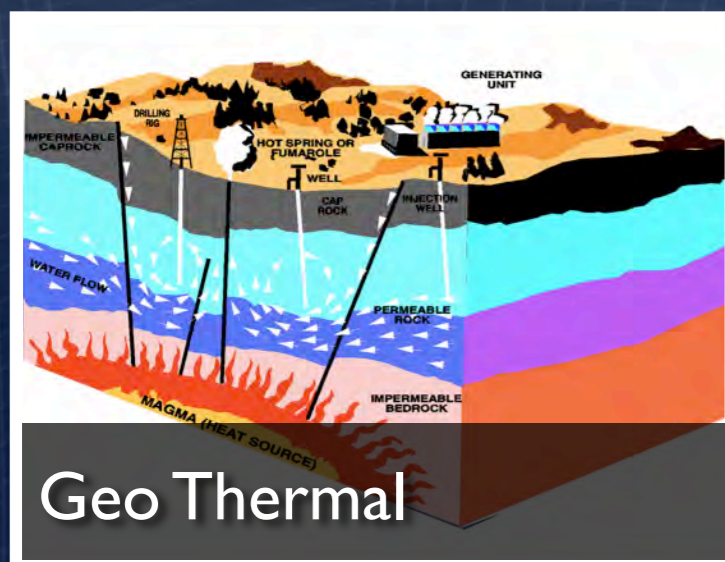
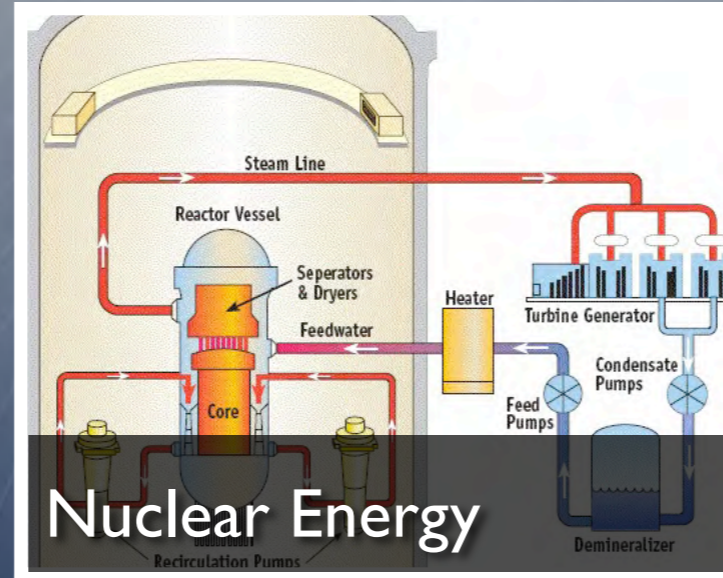
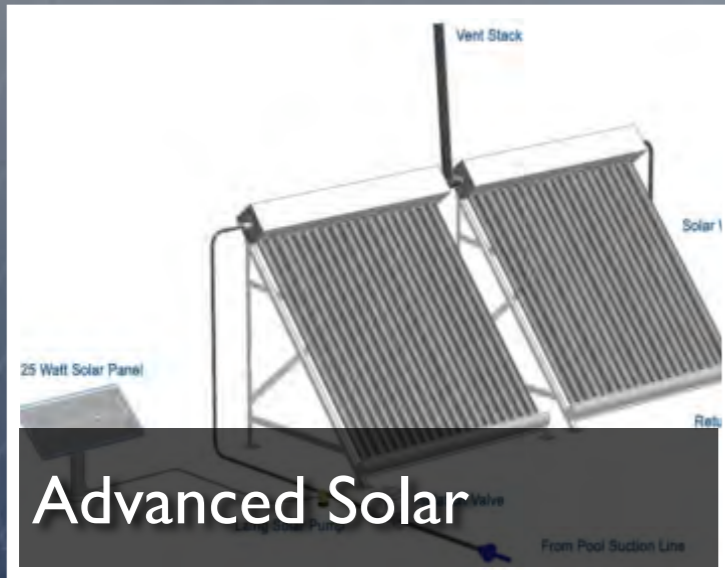


Skills Providers

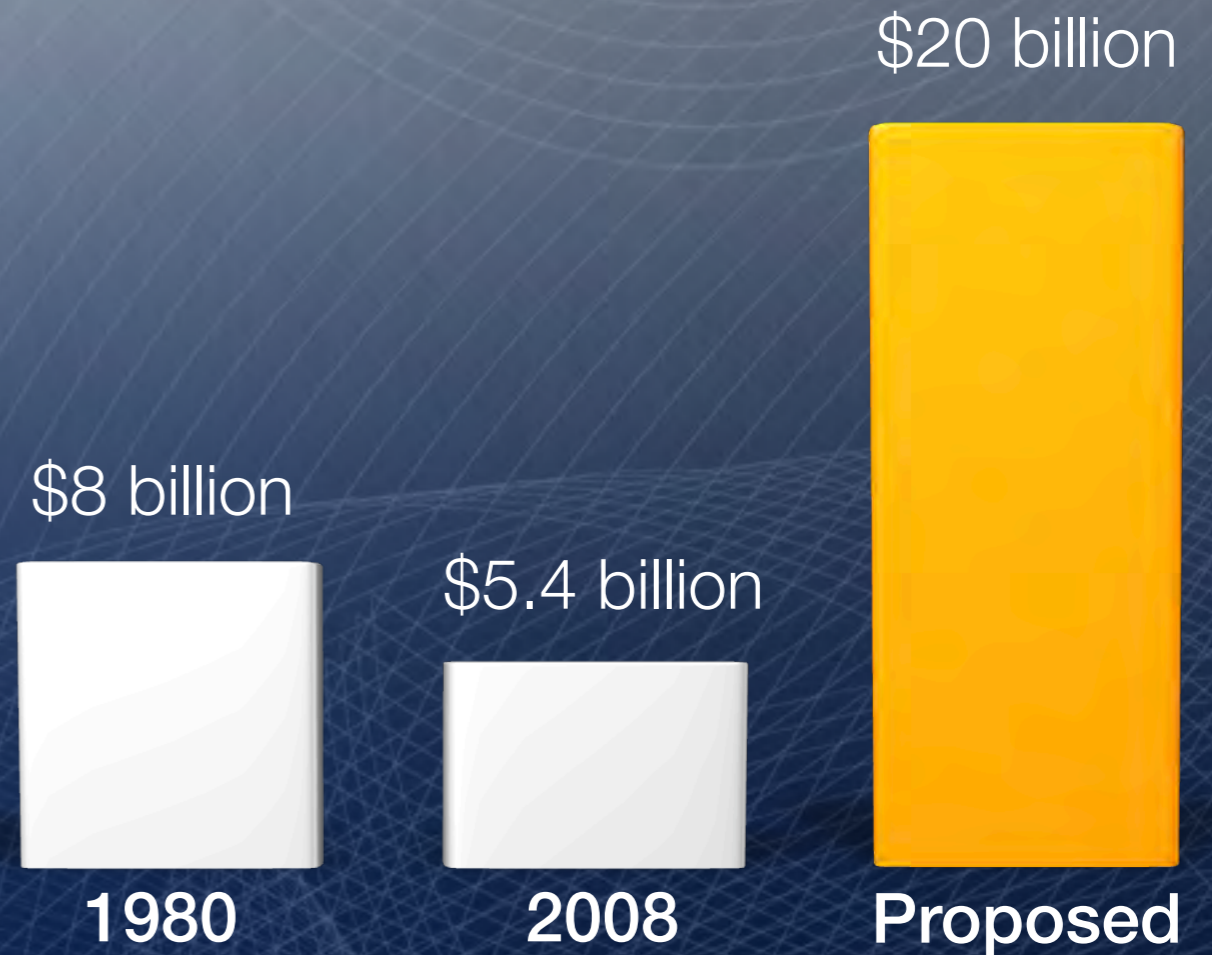
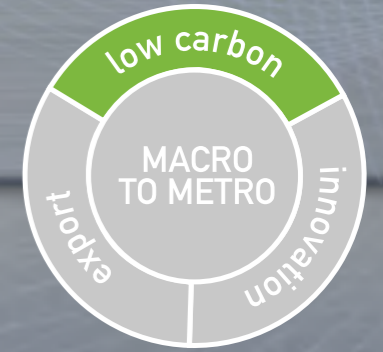


Specialized Services

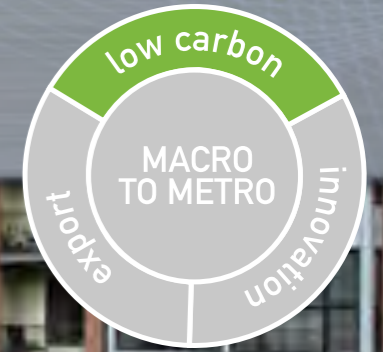
# Energy Discovery Innovation Institutes



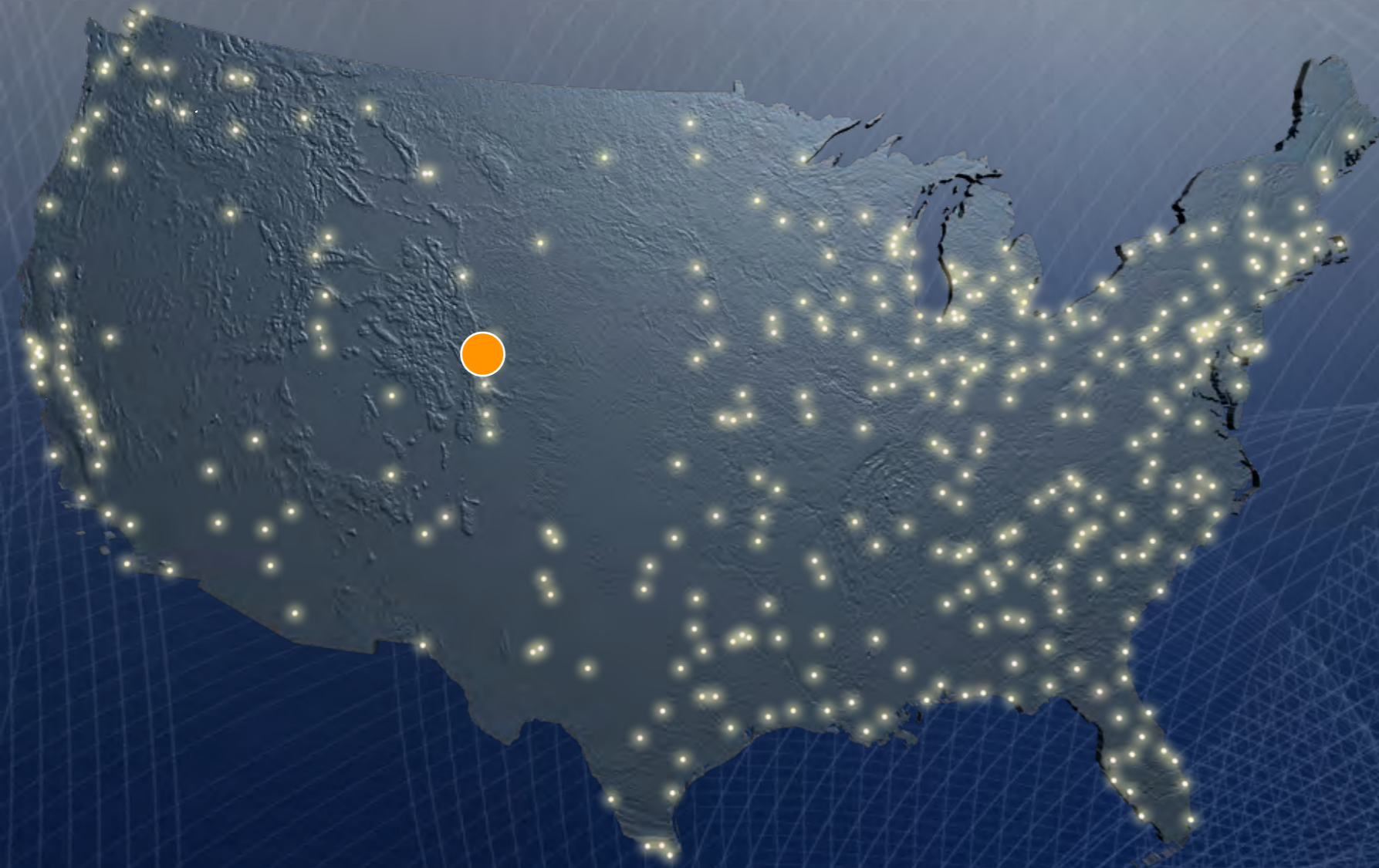
# Energy Should be Prioritized in Federal R&D Funding



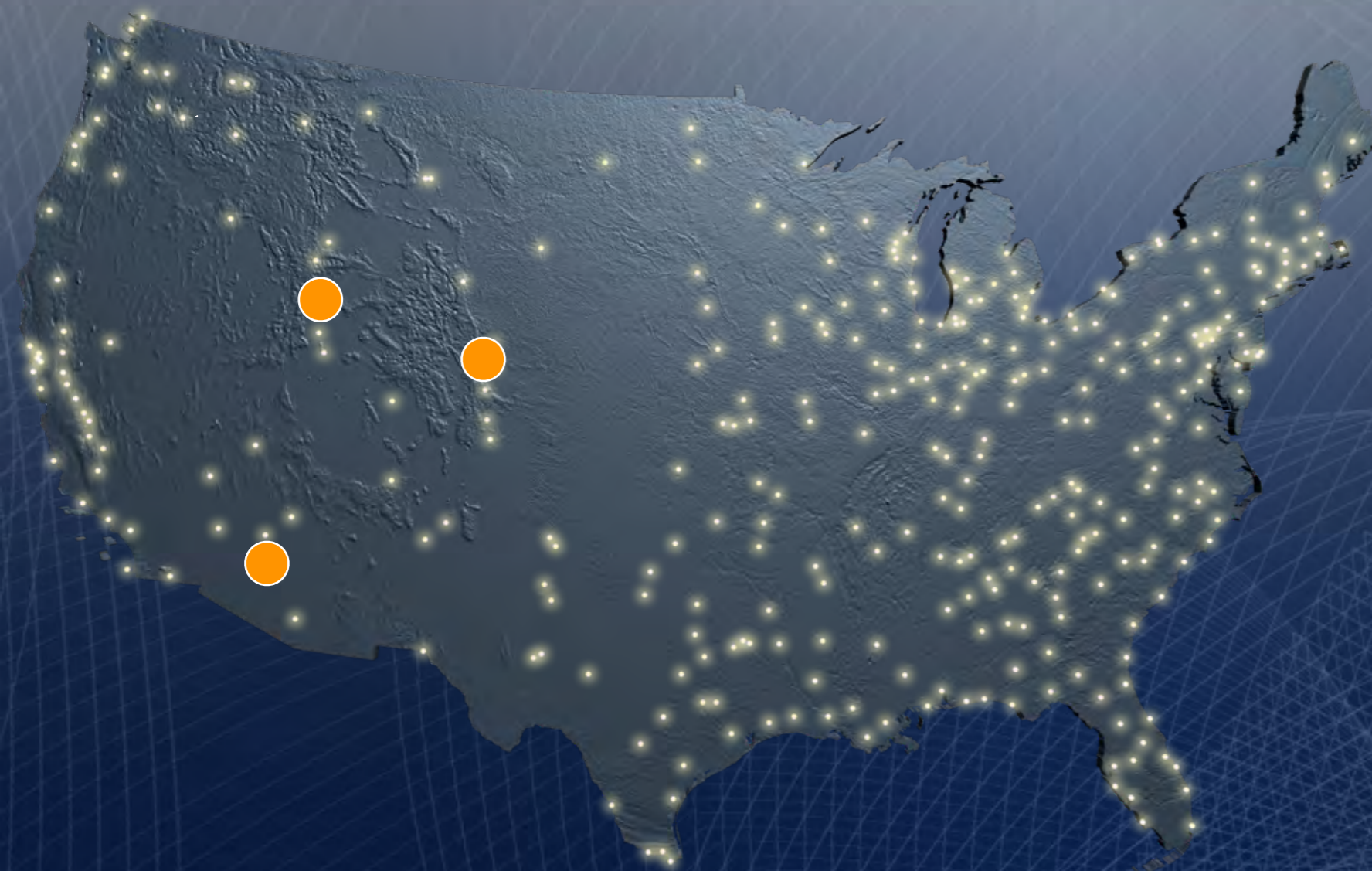
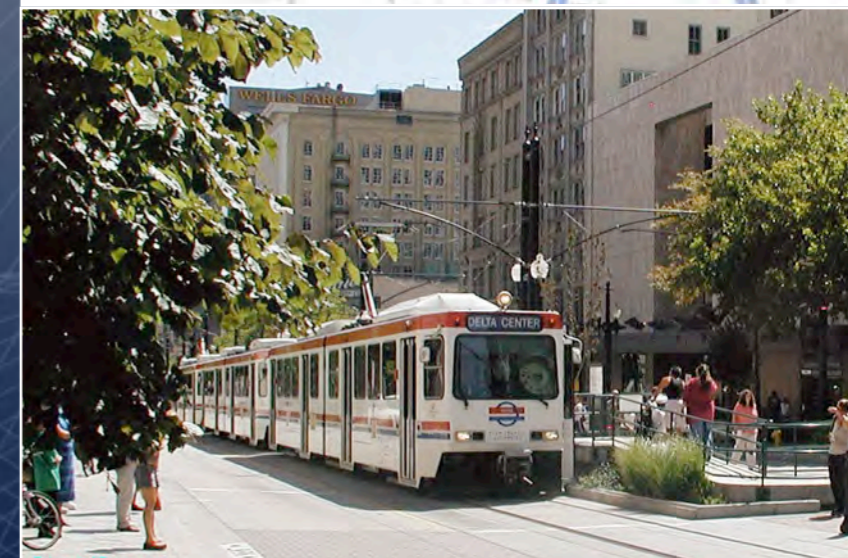
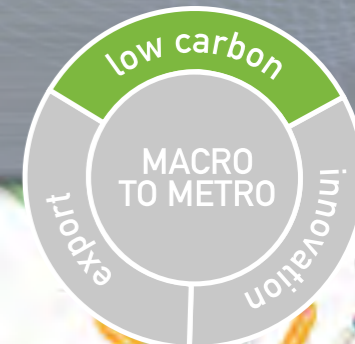
# Metros Can Develop Livable Places



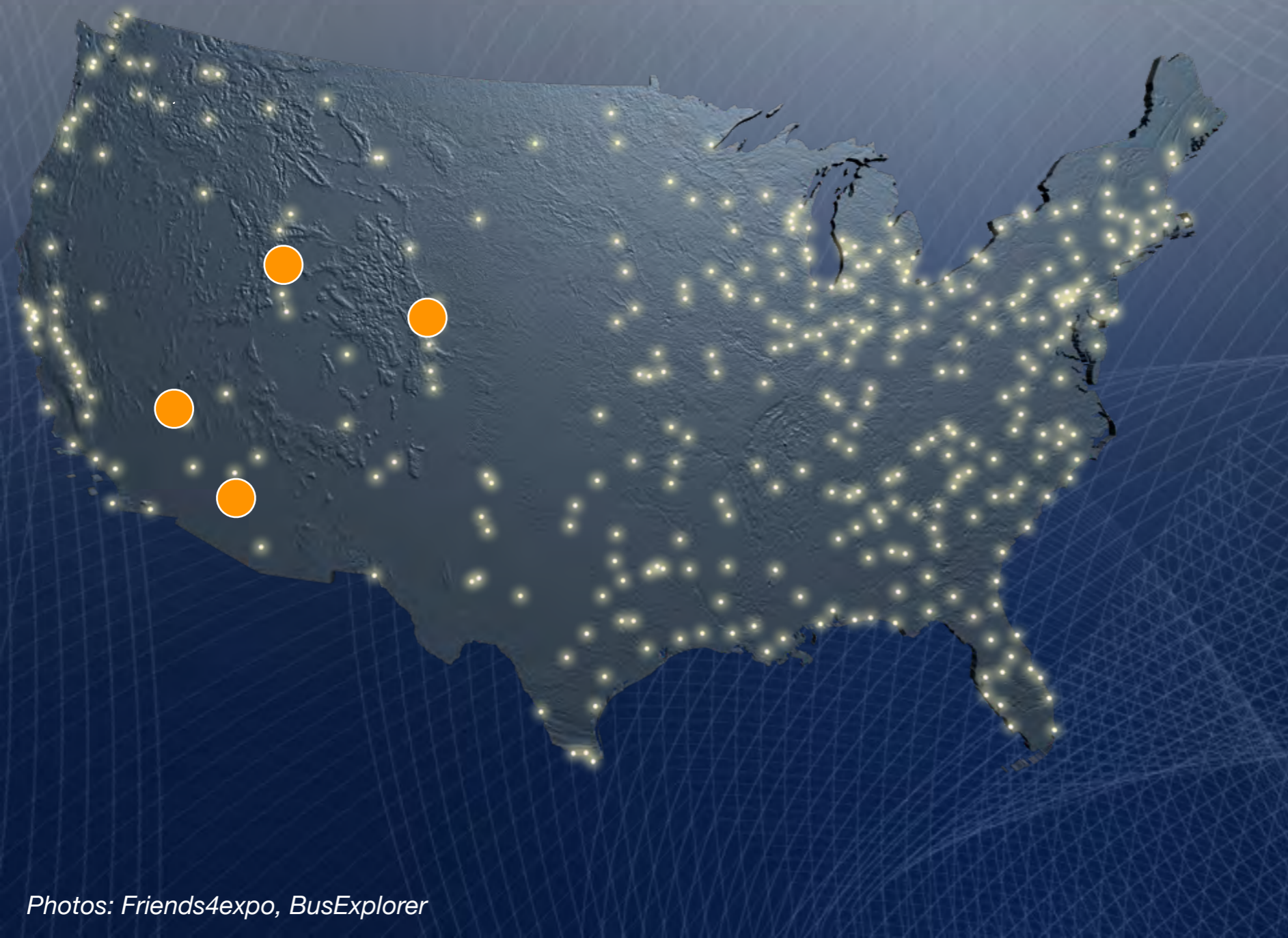
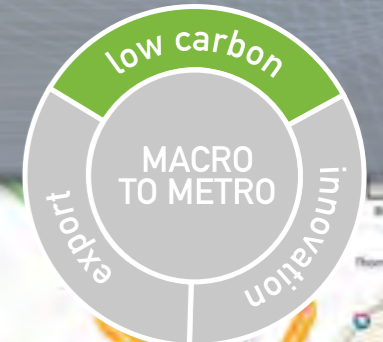
# Metros Lead the Effort to Create Quality Places



# Metros Lead the Effort to Create Quality Places



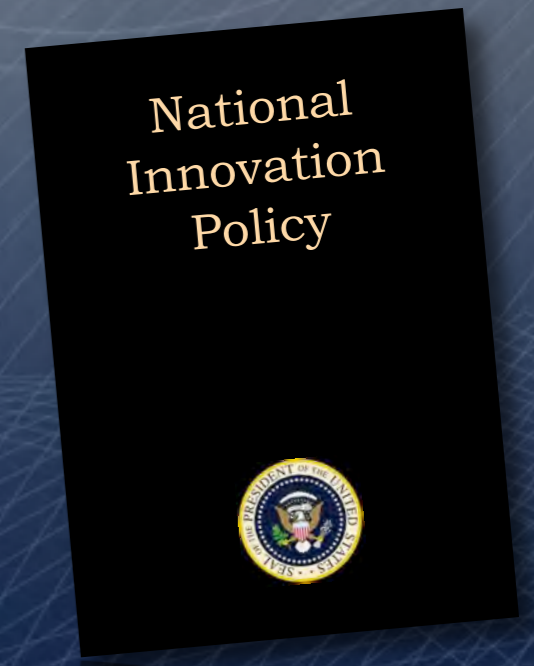
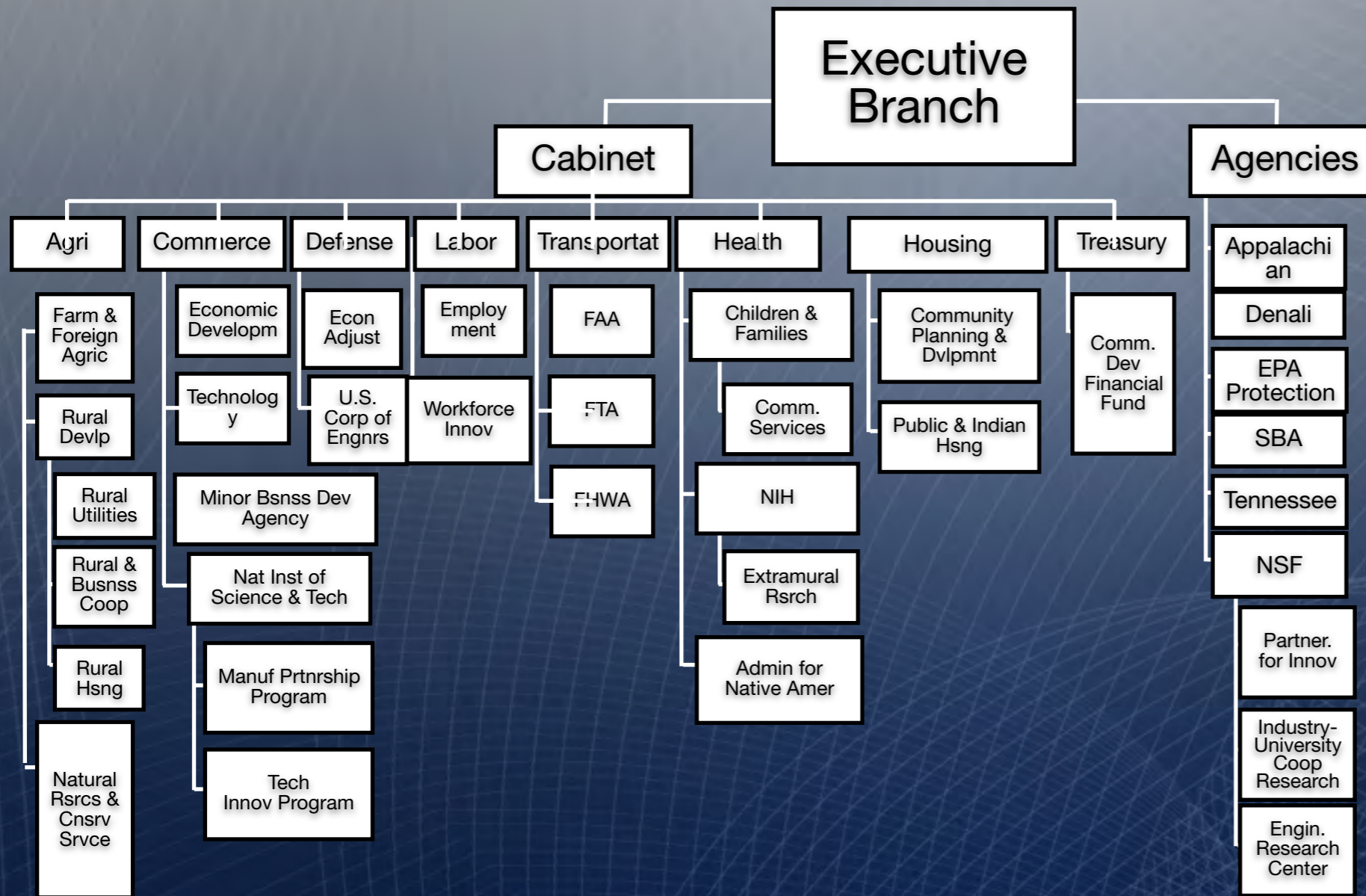
# Metros Lead the Effort to Create Quality Places





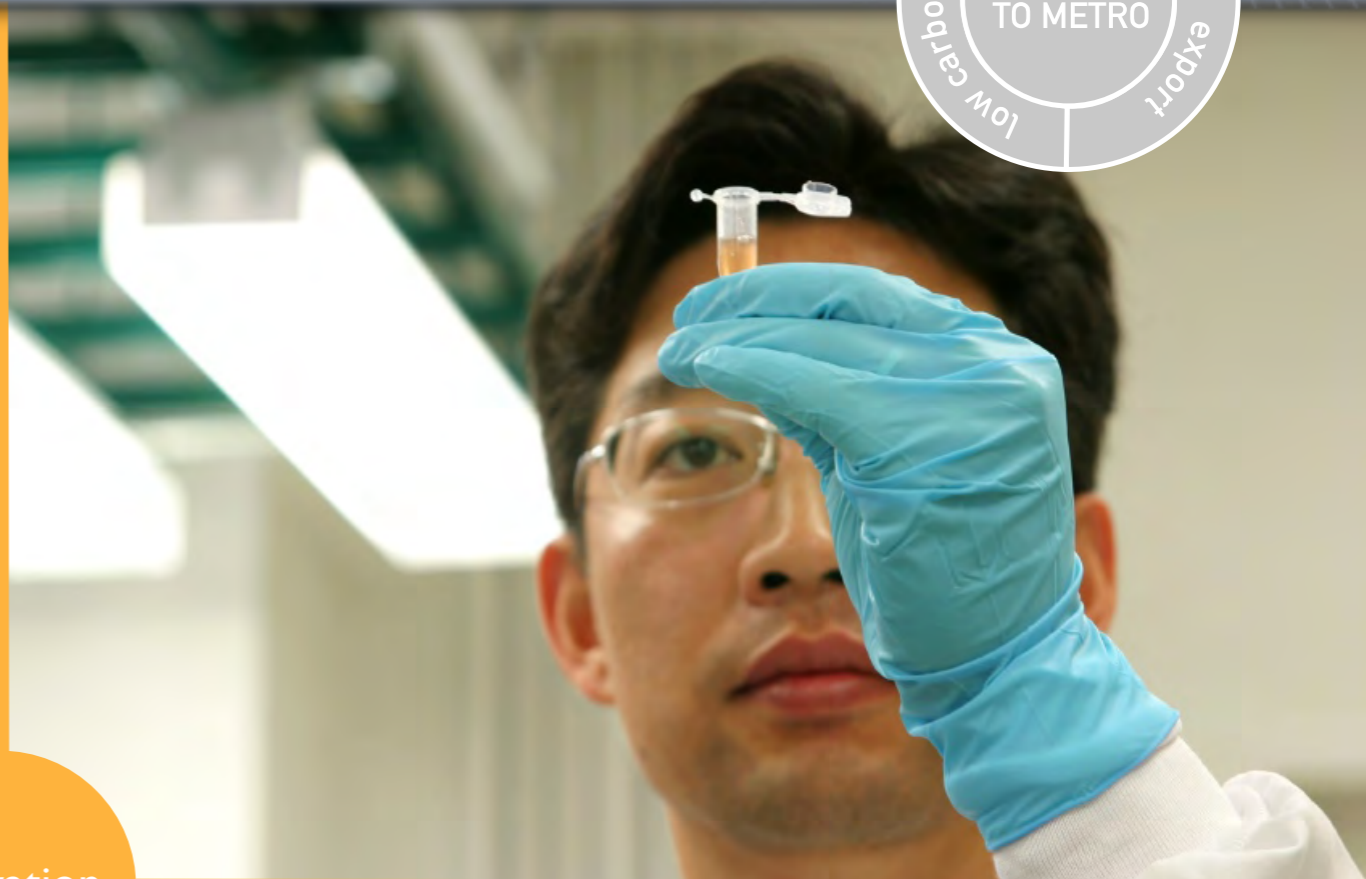
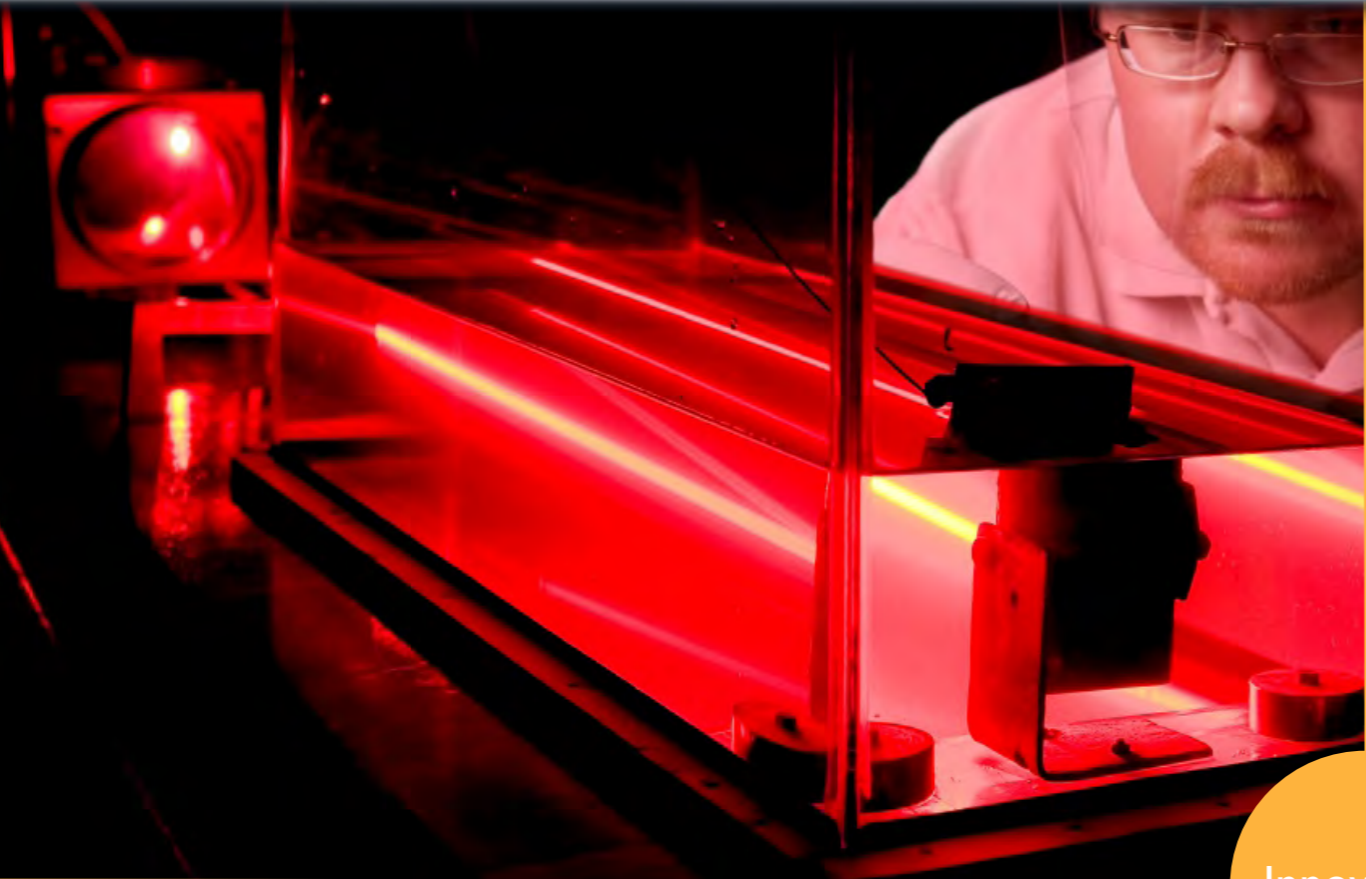
# National Innovation Policy





National  
Innovation  
Foundation

# Metro Innovation Clusters



Innovation



# Building the Workforce

MACRO  
TO METRO

Community  
Colleges

Post-Secondary  
Schools

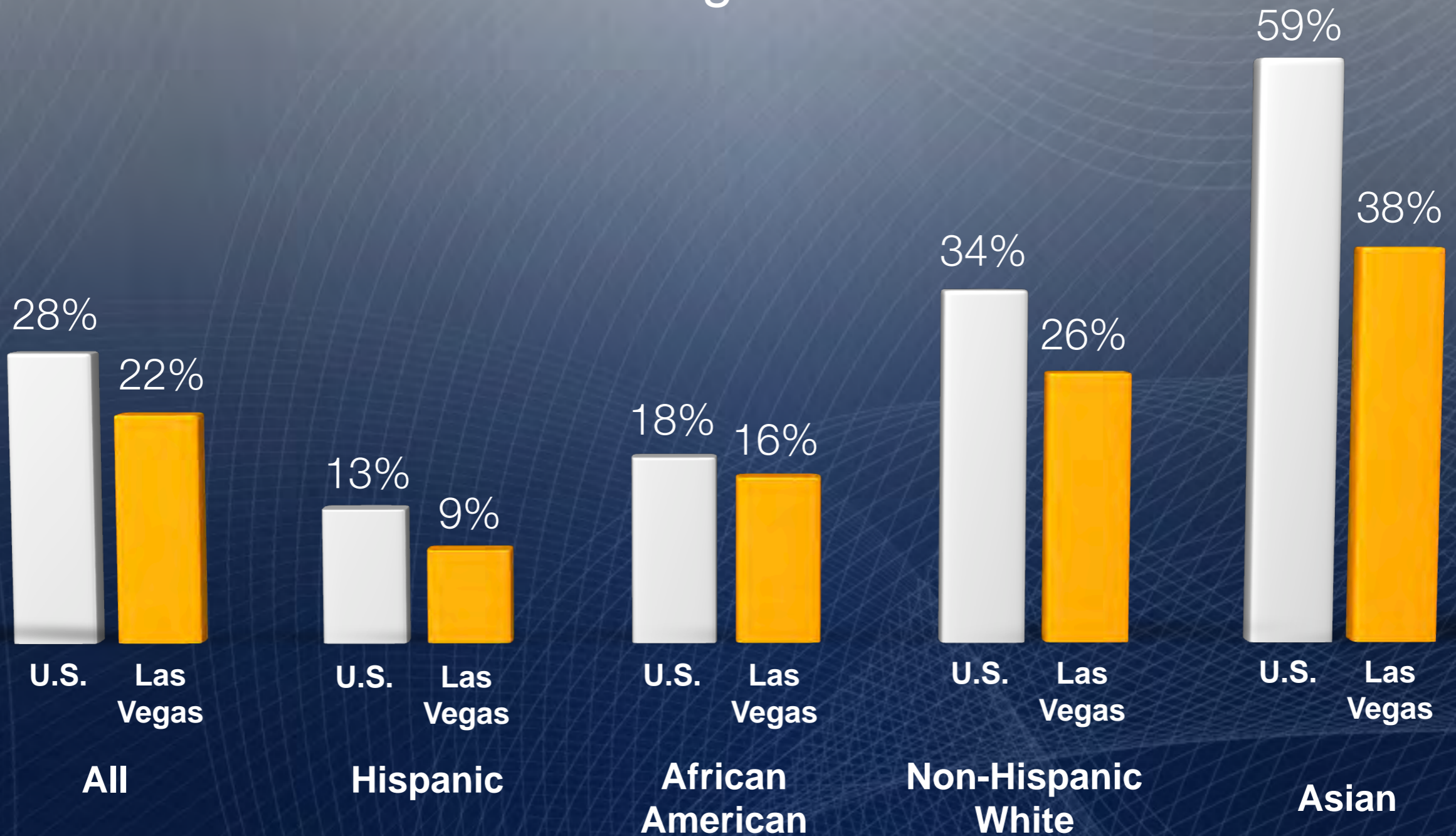
Skills Providers



# Las Vegas Lags in Educational Attainment



## Bachelor's Degree Attainment



# Playbook for the U.S. Economy

MACRO  
TO METRO

Federal & State Governments

*Lead where they must*



Metropolitan Areas

*Innovate where they should*



# Playbook for the U.S. Economy

MACRO  
TO METRO

## Federal & State Governments

*Lead where they must*



National  
Infrastructure Bank

National Innovation  
Foundation

Energy Discovery  
Innovation Institutes



# Playbook for the U.S. Economy

MACRO  
TO METRO

## Metropolitan Areas

*Innovate where they should*

Leverage economic clusters

Connect transportation and housing

Strengthen institutions for  
innovation and education



# The Great Recession Has Been A Wake Up Call

THE NEXT  
ECONOMY



# RECLAIMING PROSPERITY:

## Repositioning Southern Nevada for the Next Economy

