

Winnemucca Futures

Economic Diversification Team




Shared Vision for 2030

The vision for Humboldt County is captured in the 'Shared Abundance' scenario for the future. While mining, agriculture, and tourism are still the important backbones of the economy, they are now part of a diverse economy that is complemented by other industries such as ***specialist manufacturing, value added resources, logistic services, and renewable energy***. This diversification has reduced exposure to the 'boom and bust' nature of commodity cycles. The region has become known for its ability to ***apply creative entrepreneurial solutions*** and capitalizes on challenges and new opportunities.



Explore and develop innovative economic systems to capitalize on local strengths and embrace emerging industries

- Targeted economic diversification
 - An economy that is robust and can withstand shocks
 - The continued collaborative development of an economic development plan
 - Assessment of attributes and matching needs with actions
 - Creating steady, continuous growth
 - Entrepreneurs trained in business literacy
 - Continue to develop and deploy innovative incentives
 - Focus on services, retail and industry support – retain what is strong in our community
 - Developing geological attributes
 - Employ outside experts to explore future trends – develop ongoing “Forums of Future”
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Team Members

- Mike Bell
- Ron Cerri
- Ken Hladek
- Lisa Campbell
- Stephanie Bauman
- Patrick Gray
- Paige Brooks
- Kristin Carriere
- Rich Stone
- Joyce Moore
- Mike Meagher
- Pat Donovan
- Greg Andert
- Brad Schultz



Current Projects

- Targeted Recruiting Strategy
 - Trailer manufacturing support companies
- Carry-On Trailer Expansion
- Airport Industrial Park
 - Airport Board Integration
 - Incentive Programs
 - CarWil Expansion
- Community Marketing
- Workforce Assessment



Emerging Opportunities

- Aquaculture
- Worm Farming
- Silo Arboriculture
- Antibody Manufacturing
- Ultra-Light Vehicle Manufacturing
- Off-Grid Power & Water System Skids
- Biogas Power Skids
- Cross Nevada Equestrian Loops



Team Building Take Home

What's Working?

- Very good team participation
- Team knows it's vision, scope, and goals
- Great experience and diversity

What's not working, yet?

- Implementation and follow-through
- Reaching out to other communities

