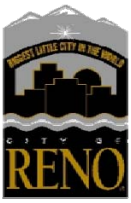




# Presentation Highlights

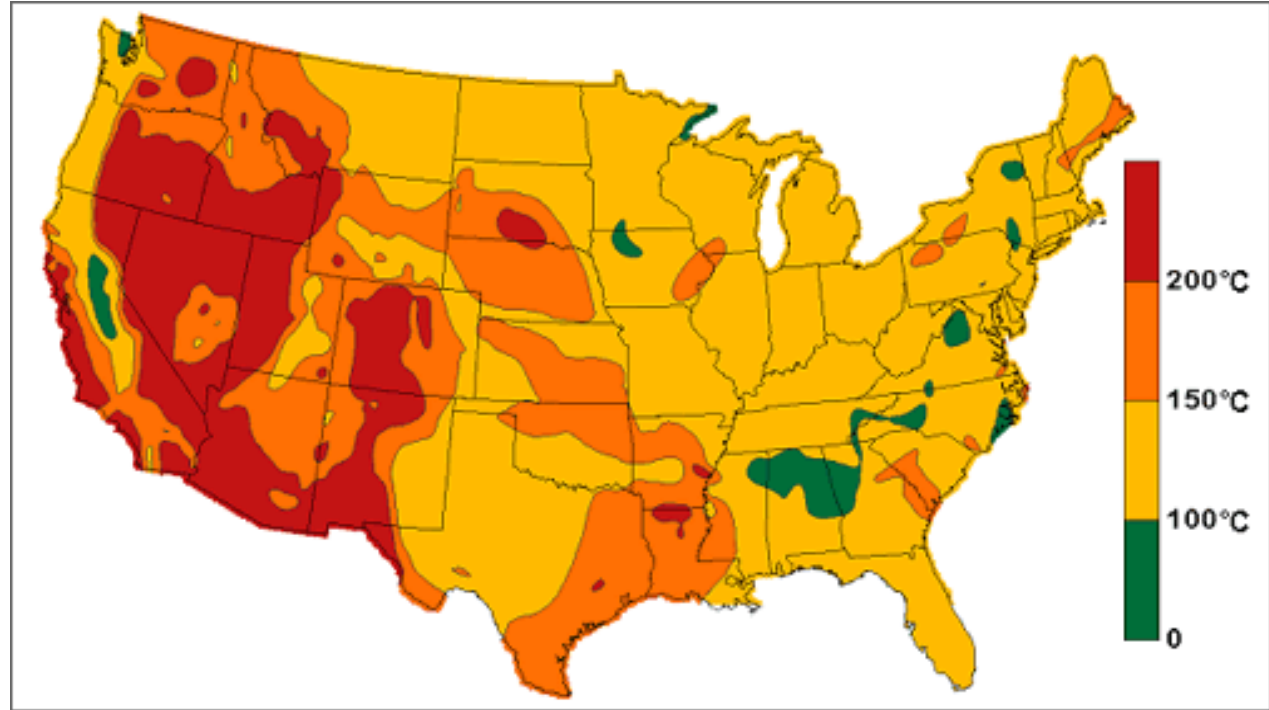
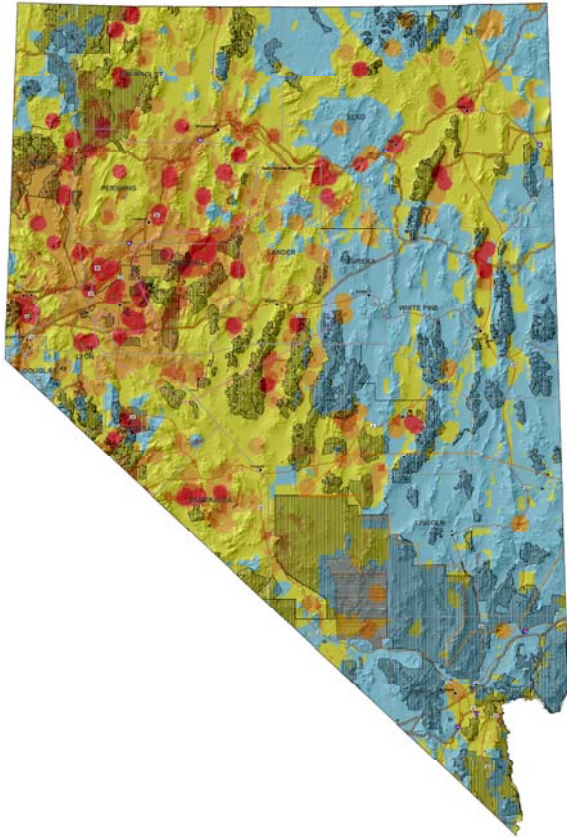
- **Conference Sponsorship Objectives**
- **Conference Activities Overview**
- **Properties and Redevelopment Sites**
- **Attraction and Expansion Results**
- **Post Conference Activities**
- **Future Geothermal Development in Nevada**

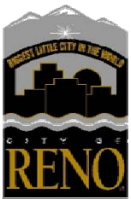


# Conference Sponsorship Objectives

- Capitalize on Location of Existing Renewable Resource
- Establish Relationship with Geothermal Industry
- Leverage Efforts with Economic Development Partners
- Create New Corporate/Regional Headquarters Jobs Located at Existing Properties & Redevelopment Sites

# Location of Renewable Resources





# Geothermal Industry





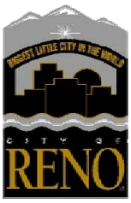
# Economic Development Partners

- EDAWN
- UNR
- DRI
- Tessera
- Capstone



# Existing Properties & Redevelopment Sites

- Existing
  - Museum Towers
  - 50 West Liberty
  - 200 South Virginia
  - Truckee River Towers
- Redevelopment Sites
  - Tessera
  - University Gateway Park
  - Liberty Center



# Existing Properties & Redevelopment Sites

- Other Planned Sites
  - Redfield Pines Renewable Energy Office Park
  - Desert Research Institute Dandini Research Park

# Conference Activities Overview

- Geothermal Day Proclamation

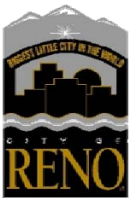


## Geothermal Resources Council

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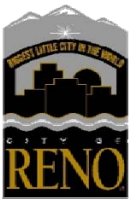
- Conference Sponsor
  - Opening Session
  - Hospitality Booth
- Tour and Reception





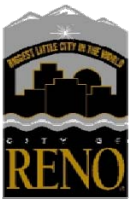
# Opening Session





# Hospitality Booth





# Tour and Reception



# Properties and Redevelopment Sites



## Museum Towers

- Eight floors of Class A office space
- Secured internal parking garage
- Adjacent to Nevada Museum of Art, and within walking distance of County Courthouse, Federal Courts Building and California Avenue shops, restaurants and entertainment

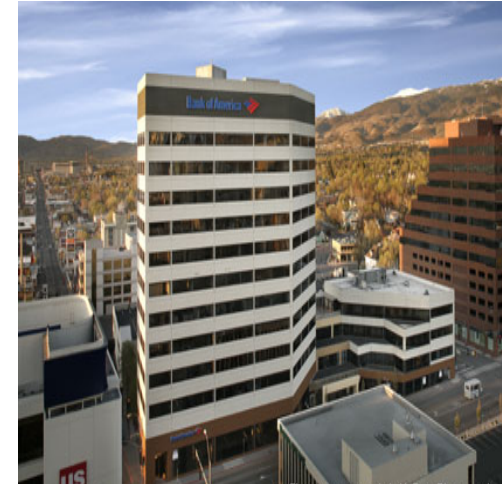


# Properties and Redevelopment Sites



## 50 West Liberty

- 12 and four story buildings with 249,349 square feet of Class A office space
- Internal parking garage
- In immediate proximity to Federal Courts Building and within easy walking distance of County Courthouse and California Avenue shops, restaurants and entertainment



# Properties and Redevelopment Sites



## 200 South Virginia

- Nine story tower with 117,780 square feet of Class A office space
- Close proximity to restaurants and services
- Within walking distance of Truckee River, City Hall, County Courthouse and Federal Courts Building

# Properties and Redevelopment Sites



## Truckee River Tower

- 15-story tower
- Four floors of Class A office space totaling 136,497 square feet
- 11 floors of parking totaling 977 parking spaces
- Located adjacent to AAA baseball stadium, restaurants and Truckee River
- Direct access to new transit center and Amtrak station



# Properties and Redevelopment Sites



## Tessera

- Urban infill, multi-block, transit-oriented redevelopment project
- Located in the heart of downtown Reno.
- Will complement University, hotel/casino resorts, medical campuses, new sporting and event venues and condominiums.
- Will include Class A offices, dining, a non-gaming hotel, upscale retail and entertainment



# Properties and Redevelopment Sites

## University Gateway Park

- Between the University of Nevada and Downtown.
- Restores historic connection between the University and the City
- Home for businesses that want to utilize adjacent University facilities, faculty, staff and students
- Business, cultural, recreational and entertainment amenities of Downtown Reno are easily accessed via pedestrian, transit and automobile connections.



# Properties and Redevelopment Sites



## Liberty Center

- Located within financial, cultural, and government centers at the northwest corner of W. Liberty and S. Sierra Streets
- Nine stories with 120,775 square feet of office and 12,900 square feet of retail
- 226 covered parking spaces

# Properties and Redevelopment Sites

## Redfield Pines Renewable Energy Office Park

- Adjacent to the University of Nevada Reno Redfield Campus and the Center for Renewable Energy

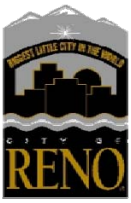




# Properties and Redevelopment Sites

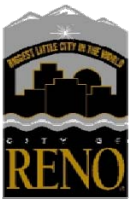


Desert Research Institute Dandini Research Park



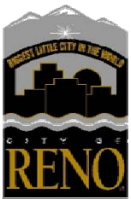
# Attraction and Expansion Results

- **Hospitality Booth**
  - **39 Companies Visited**
  - **26 New Companies Added to EDAWN Database**
- **Tour (18 Total)**
- **Reception (45 Total)**



# Attraction and Expansion Results

- Leads from GRC Conference
  - 6 Strong Interest in Reno
  - 7 Requests for Information
  - 13 Strong Interest and Request for Information Considered Active Leads
  - 26 New Companies
- Total Geothermal Company Active Leads
  - 16 Prior to GRC Conference
  - 13 New Leads from GRC Conference
  - GRC Nearly Doubled Active Leads



# Attraction and Expansion Results

Business Attraction - Lead to Conversion Continuum

City of Reno – Geothermal HQ Effort – 64 Companies

October 15, 2009

		Lead Development			Project Management				
		Holding	Stage 0	Stage 1	Stage 2-3	Stage 4	Stage 5	Stage 6	Stage 7
		On Hold / Dead Not Interested	Identified Not Researched	Identified / Suspect Qualifying	Qualifying / Prospect Awareness  7 Requests for Information	Work-In – Progress Interested  6 Project Leads	Top Project Involvement	Near Loc Commitment	Assisted Decision
Company Perspective		<ul style="list-style-type: none"> <li>Not interested at this time</li> <li>Content w/ location/not considering Reno</li> <li>Waiting for BLM lease auction to complete land assembly</li> </ul>	<ul style="list-style-type: none"> <li>Not interested at this time</li> <li>Content w/ location/not considering Reno</li> <li>Waiting for BLM lease auction to complete land assembly</li> </ul>	<ul style="list-style-type: none"> <li>Not interested at this time</li> <li>Content w/ location/not considering Reno</li> <li>Waiting for BLM lease auction to complete land assembly</li> </ul>	<ul style="list-style-type: none"> <li>Event (BLM auction)</li> <li>Change (completed land assembly / suppliers/ customers)</li> <li>Hear/ see competitors locating HQs in Reno</li> </ul>	<ul style="list-style-type: none"> <li>Due diligence - actively researching and collecting information</li> <li>Seeking to understand options and alternatives in market</li> </ul>	<ul style="list-style-type: none"> <li>Prefer Reno</li> <li>Need to understand doing biz in Reno</li> <li>Determine if company will make investment / commitment.</li> </ul>	<ul style="list-style-type: none"> <li>Decided on Reno if viable office space available</li> <li>Negotiating real estate terms</li> <li>Hiring and relocation plan</li> <li>Applying for biz licenses, incentives</li> <li>Housing search</li> </ul>	<ul style="list-style-type: none"> <li>Executed real estate deal</li> <li>Relocating</li> <li>Hiring staff</li> <li>Investing in community</li> </ul>
	Tools	<ul style="list-style-type: none"> <li>64 co's invited to GRC Hosp Suite</li> <li>20 co's invited to VIP event</li> </ul>	<ul style="list-style-type: none"> <li>Internet Research</li> </ul>	<ul style="list-style-type: none"> <li>Geothermal Energy Expo</li> </ul>	<ul style="list-style-type: none"> <li>Reid's letter</li> </ul>	<ul style="list-style-type: none"> <li>GR-T Industry Info Emails &amp; PR</li> <li>Custom Financial Analysis</li> <li>Direct Mail 1</li> <li>OOM Tour</li> </ul>	<ul style="list-style-type: none"> <li>GR-T Industry Info Emails &amp; PR</li> <li>Custom Financial Analysis</li> <li>OOM Tour</li> <li>FAM Tour</li> </ul>	<ul style="list-style-type: none"> <li>FAM Tour</li> <li>Site Visits</li> <li>Custom Financial Analysis</li> </ul>	





# Post Conference Activities

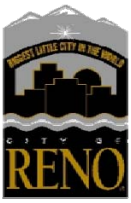
- **Follow-up Calls from EDAWN (13)**
- **Letter from Mayor to Hospitality Booth Visitors (39)**
- **Note and Package from EDAWN**
  - **Cost Analysis Offer (26)**
  - **Responses to Requests for Information**
- **White Paper from Jason Geddes (All 133 in EDAWN Database)**





# Post Conference Activities


- **EDAWN Package and Gift (13)**
- **Customized Follow-up**
- **Update in February 2010**



# Future Geothermal Development in Nevada

- **Paul Thomsen**  
**Director of Policy & Business Development**  
**ORMAT Technologies, Inc.**

# RENO

A stylized graphic of a flame or energy burst, composed of several curved, overlapping shapes in shades of brown and blue, positioned behind the letter 'O' in the word 'RENO'.

Emerging Center for Renewable Energy