

WHY NEVADA?

 **BASIN STREET**
PROPERTIES



DCG

DCG

NORTHERN NEVADA OVERVIEW

Greater Reno-Sparks-Tahoe is the place companies come to increase the bottom line and to grow. Whether to take advantage of a business friendly environment, get closer to customers through strategic location or to enjoy the quality of life, companies like Tesla, Switch, Intuit, Microsoft, Apple, Amazon.com and Urban Outfitters call Northern Nevada home to some of their most critical business functions.

Reno is nestled in the hub of the western region, with a market area of 11 states and 53 million people. The Reno/Tahoe area is a transportation hub serviced by two major highways, I-80 and US 395, railroads, trucking and airline carriers that make it possible to ship from Reno to 80% of the 11 western states on a next-day basis.

FINANCIAL ADVANTAGE

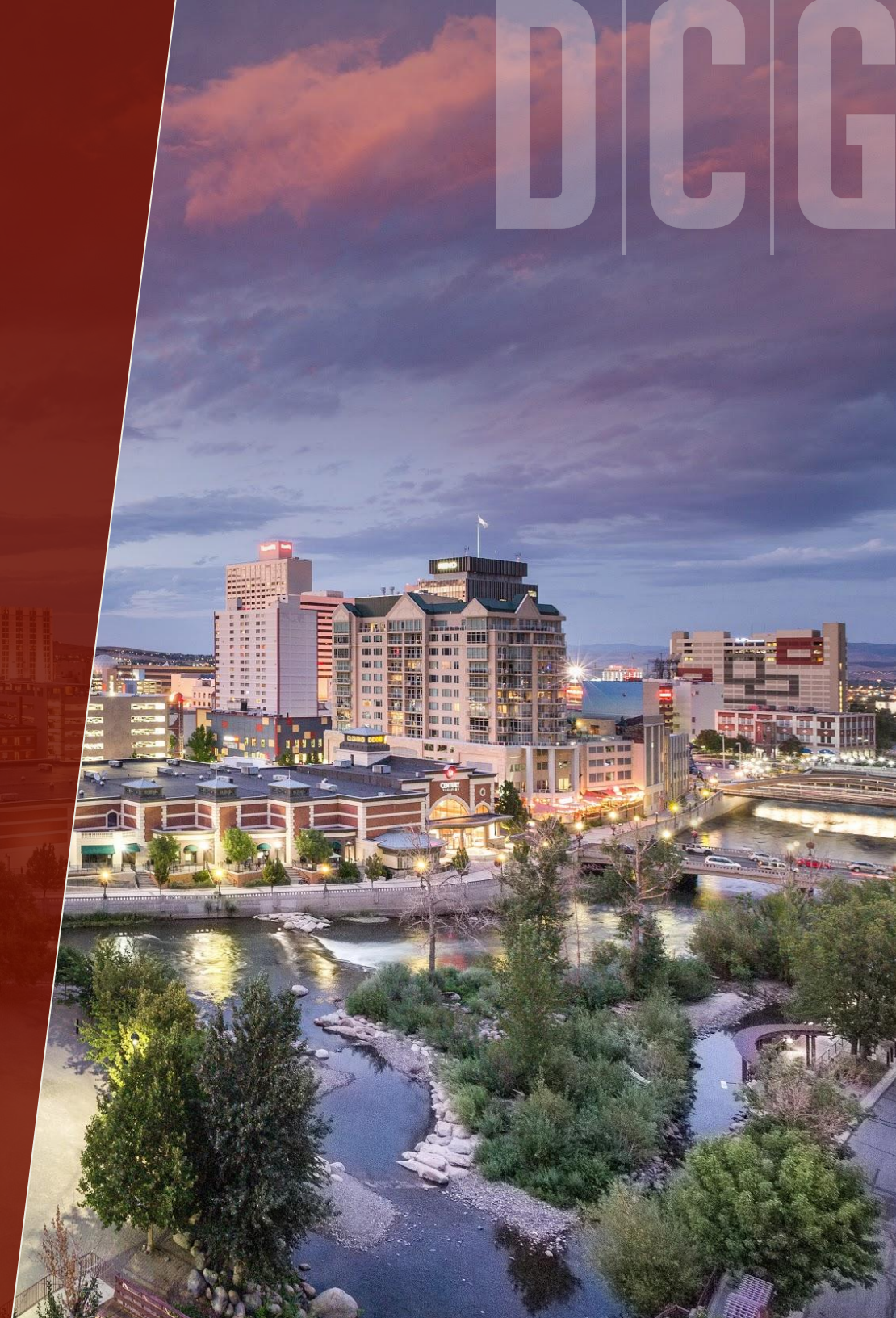
From exemptions to abatements, to deferrals, to the complete absence of taxes, simply operating your business in Greater Reno-Tahoe adds to your bottom line. Nevada was ranked #5 Most Business-Friendly Tax Climate by the Tax Foundation for 2017.

BUSINESS ADVANTAGE

Greater Reno-Sparks-Tahoe is the perfect package. A business friendly and tax friendly environment, unmatched quality of life, and a logistics hub make this a great location for many businesses.

LIVE & PLAY

The Northern Nevada area isn't just a great place to do business, but it's also a great place for individuals and families to live and play. For those outdoor enthusiasts, Reno-Sparks is the gateway to Lake Tahoe and many other scenic attractions.



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WHY RENO?

#1

“Nevada tops nation for inbound movers”
According to Reno Gazette Journal, January 2019

#2

“Reno the #2 market for companies relocating from California after Austin, Texas.”
According to Bureau of Labor Statistics, January 2019

#2

Among the top 100 metros in the nation for families looking to buy a house, *according to financial technology firm SmartAsset, August 2019*

#2 & #11

“Reno, Nevada #2 in job growth and #11 Best Places for business and careers in 2019”
According to Forbes Lists, October 2019

#3

“Nevada ranked #3 for year-over-year personal income growth in the U.S.”
According to CarsonNow.org, January 2019

#4

Nevada remained in the top 15 for the last six years, This year, it skyrocketed to #4.
According to Fox Business, December 2019

#4

Reno ranked #4 on the Milken Institute’s annual list of “best- performing cities.”
According to Milken Institute, January 2021

#25

“25 of America’s best towns ever”
According to Outside Magazine, a popular publication focused on the outdoors, January 2020





WHY RENO
Business Cost Comparisons



45
Minutes to
Lake Tahoe



\$1/2
The Price
Of Bay Area

RENO **NV**

BAY AREA **CA**

Office lease rates (Class A)	Reno \$30-39	San Jose \$60-\$66 San Francisco \$78-\$84
State Corporate Income Tax	NO	8.84%
State Income Tax	NO	< 13.3%
Capital Gains Tax	NO	< 13.3%
Unemployment tax	0.3%-5.4%	1.5%-6.2%
Average hourly earnings (software developer/programmer)	\$43.09	\$64.97
Workman's comp	Average cost (per \$100 payroll)-\$1.18 Payroll cap \$36,000	Average cost (per \$100 payroll)-\$2.87 Payroll cap NA
Utility (elec.) rates for medium size office	\$.078/kWh	San Francisco \$.157/kWh
Right-to-work state	YES	NO

GROWING TECHNOLOGY ECOSYSTEM

Home to Tesla, Apple, Google, Microsoft, Intuit, Switch, Clear Capital, Figure Technologies, rfxcel, Alchemy/Workday, Bombora, Sierra Nevada Corp.

2019 Highlighted By Technology Sector and Corporate Headquarters Growth

CLICK HERE



MORE ADVANTAGES

Fintech development: Nevada Sandbox Program
Data latency Reno-Las Vegas-Los Angeles-Bay Area < 7ms
Home to the University of Nevada, Reno - Ranked Tier 1 and Carnegie R1

WORK-LIFE

Reno cost of living 40% less than Bay Area
Reno average commute time 15 minutes
3-hour drive to Bay Area
45 minutes to Lake Tahoe and ski resorts

HELPFUL LINKS

Business advantages **CLICK HERE**

Nevada 2020 video **CLICK HERE**

Nevada Sandbox Program **CLICK HERE**



Sources:
Economic Development Authority of Western Nevada (EDAWN), www.edawn.org



NEW TECH COMPANIES DOWNTOWN RENO

Learn more at EDAWN.ORG



MOBĒ®

MOBE helps people understand and manage the interconnectedness of physical conditions, lifestyle, emotional life, medications, and other factors. We build on what you are already doing right and guide you through changes and choices to improve your overall health and happiness. It's our mission.

ClearCapital

Since 2001, our willingness to adapt to changing industry needs, customer goals and evolving technology has allowed us to become a leader in property valuation management and data solutions, and we are not done yet. We provide technology platforms that speed up loan decisions, analytics that give real-time insight into the real estate market and valuation management solutions.

Talage®

Small businesses can now shop for their insurance online, in minutes, and compare real quotes (no ballpark here) from top-rated insurance companies. They then select and purchase a policy for the price on the screen.

CYCLE

When it comes to building software, foundation is key. We believe that adding more layers to an already overly-complex system won't make it better -- it must be built from the ground up the right way.

bombora

Meet customer demand where it exists with Bombora's Company Surge® Analytics. B2B Marketers have traditionally cast a wide net using basic demographic and firmographic attributes to define their target audience and businesses. However, only a fraction of any target audience is actively in a buying cycle.

RED DOT MANAGEMENT

Red Dot Management, LLC specializes in resolving complex Third Party Liability healthcare accounts receivable. We leverage our proprietary underwriting, analytic, and account monitoring systems to achieve the best outcomes for our clients.

FIGURE

Figure is a web-based platform that manages digital assets and can be used for completing financial and investment transactions. Figure is a financial technology company leveraging blockchain, AI, and analytics to deliver innovative home equity release solutions.

wahoo

Wahoo Fitness helps athletes get better by making easy-to-use connected devices. Our fitness platform seamlessly integrates wearable sensors, advanced-training hardware and mobile apps with iPhone and Android to help everyday and world-class athletes reach their fitness goals.

switch

Founded in 2000 and headquartered in Las Vegas, Nevada, Switch is built on the intelligent and sustainable growth of the Internet. Its Founder and CEO, Rob Roy, developed more than 500 issued and pending patent claims covering data center designs that manifested into their world-renowned data centers and their technology solution ecosystems.

Iris

Iris Automation is unlocking the potential of your drones to fly beyond visual line of sight. Our team of experienced aviators and experts in cutting edge software and hardware have developed top quality collision avoidance technology, which is easy to use and understand.

alchemy

Alchemy is one of the fastest-growing partners in Workday's Implementation Partner ecosystem. We are 100% focused on Workday in Higher Education, bringing fresh perspectives and highly motivated consultants to your campus.

snapdesk™

In order to meet customer needs and stay competitive in the 21st century, business communication will go far beyond text messaging. More secure, cost-effective and evolved messaging technologies like Rich Communications Services (RCS) will supplant older SMS and MMS messaging.

ICONIC COMPANIES IN **NORTHERN NEVADA**



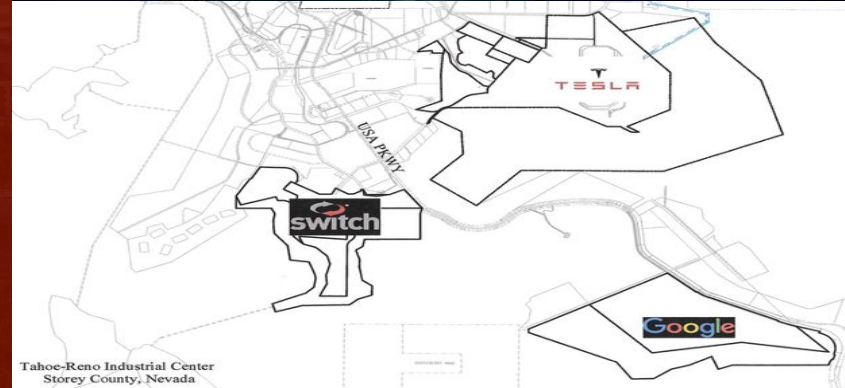
In June 2014, Tesla broke ground on its \$5 billion, 10 million-square-foot Gigafactory, which is being built in phases. It manufactures lithium-ion batteries, as well as Model 3 battery packs and drive units. As of February 2017, the Tesla Gigafactory had almost 1,000 permanent employees. When completed in 2020, the Gigafactory will be the largest manufacturing facility in the world and is forecasted to employ more than 10,000 people, up from initial estimates of 6,500.



In November 2016, Switch opened the largest, most advanced data center campus in the world on 2,000 acres in the Tahoe Reno Industrial Center next to the Tesla Gigafactory. It is the first of eight planned data centers to be built at TRIC. The facility is powered 100-percent by renewable energy. Switch has connected Reno, Las Vegas, San Francisco, and Los Angeles via a SUPERLOOP which allows data to be transported between hubs in just milliseconds. eBay is an anchor tenant.



In April 2017 Google/Alphabet acquired 1,210 acres in The Tahoe Reno Industrial Center a few miles south from Tesla's Gigafactory. The land will reportedly house a future data center and could also host a testing track for Waymo, the Alphabet-owned autonomous driving company. Nevada is pursuing legislation that would pave the way for driverless taxis.



Tahoe-Reno Industrial Center
Storey County, Nevada



Apple's initial \$100 million data center at the Reno Technology Park east of Sparks is fully utilized. In May 2017, Apple announced it would invest another \$1 billion into the data campus. Part of the addition will include a \$4 million, 27,000 square-foot warehouse for shipping and receiving to be built on a vacant lot in downtown Reno.



C.A.R.E.S.

Basin Street looks forward to welcoming you back to the office.

We would like to share with you our plan for providing a safer and cleaner environment as we emerge from the shelter-in-place and stay-at-home directives and ordinances.

During this unprecedented time, we continue to follow best practices and protocols as set forth by the leading health organizations. Many resources required to adhere to these best practices are limited due to the prioritization of hospitals, healthcare workers and first responders. We are working closely with our network of vendors to obtain and replenish these supplies on an ongoing basis.

In conjunction with these efforts, we are introducing our C.A.R.E.S. Initiative to support our tenants as employees re-enter the workplace and guests visit our buildings. The following five areas of focus will allow us to work together to provide a safer environment and help preserve employee well-being.



Clean Hands

- ◆ Use signage to remind employees and guests of hand washing protocols.
- ◆ Place hand sanitizer or wipes in common areas.
- ◆ Enhanced cleaning protocols for evening janitors and day porters with focus on high touch areas.



Air Systems

- ◆ Manage HVAC systems to ensure industry standard fresh air ventilation.
- ◆ Routinely perform maintenance using quality products and review the systems in a holistic fashion for efficiency and performance.
- ◆ Basin Street has sourced disposable masks that will be allocated, as needed and upon request, to our tenants through our property management offices while supplies last.



Restroom Etiquette

- ◆ Signage at restroom entries to encourage limited occupancy and remind employees and guests of social distancing protocols.
- ◆ Signage in restrooms for handwashing protocols.



Elevator Protocol

- ◆ Use signage to remind employees and guests of social distancing protocols as it pertains to elevator cabs as an enclosed space.
- ◆ Encourage stair access where appropriate.



Safe Distance

- ◆ Reduce or rearrange seating in common areas where possible to encourage social distancing.
- ◆ Keep shared amenities such as fitness centers, café dining areas, shared bikes and conference rooms closed until further notice.
- ◆ Use signage to remind employees and guests of safe distancing protocols.

Our strategies and communication will evolve as we evaluate changing conditions and the effectiveness of protocols and procedures. As you begin to plan the protocols for your business and employees, we encourage you to share your thoughts and ideas with us.

We believe in American resilience and ingenuity, and we are grateful to have an exceptional group of tenants that we can serve and help thrive again.

TOGETHER
we hope to emerge from this stronger than we were before.