

**FOR IMMEDIATE RELEASE**

**November 11, 2024**

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**Northern Nevada Development Authority Celebrates 10 Years of the Nevada Certified Site Program, Boosting Economic Growth and Business Development in Northern Nevada**

**Carson City, NV** – The Northern Nevada Development Authority (NNDA) is proud to celebrate a decade of success with its Certified Site Program, a vital initiative designed to attract investment, create jobs, and drive economic growth in the region. Since its launch in 2014, the Nevada Certified Site Program has been instrumental in preparing sites for development, offering businesses and investors a streamlined process to identify prime locations for expansion and relocation in Northern Nevada.

The NNDA's Certified Site Program is a rigorous, professional certification process that designates properties as "shovel-ready," meaning they are ready for immediate development. This certification includes extensive due diligence to ensure sites are environmentally sound, have adequate infrastructure, and meet zoning requirements. As a result, the program offers businesses a simplified, efficient path to breaking ground, saving time, money, and uncertainty.

**Key Benefits of the NNDA Nevada Certified Site Program:**

1. **Accelerated Development:** Certified Sites undergo thorough preparation, including environmental reviews, utilities assessments, and site planning, ensuring that businesses can break ground quickly and minimize delays.
2. **Increased Attractiveness to Investors:** Certified Sites are recognized for their readiness, making them highly attractive to investors and businesses seeking reliable, development-ready locations.
3. **Cost Savings and Risk Mitigation:** By identifying and addressing potential issues early in the development process, certified sites reduce unexpected costs, and the risks associated with land development, making them a more appealing choice for companies looking to expand or relocate.

4. **Streamlined Permitting and Zoning:** The certification process ensures that zoning and land-use permits are in place, significantly speeding up the approval process and minimizing bureaucratic hurdles.
5. **Competitive Advantage for Northern Nevada:** As a regional economic development initiative, the Nevada Certified Site Program gives Northern Nevada a competitive edge in attracting national and international businesses, fostering job creation, and stimulating long-term economic growth.

“Over the past 10 years, the Certified Site Program has proven to be a game-changer for Northern Nevada, helping both local and out-of-state companies find suitable, ready-to-build locations,” said Jeff Sutich, Executive Director of the Northern Nevada Development Authority. “We are proud of how far the program has come and the positive impact it continues to have on the region’s economic landscape.”

In addition to its direct impact on business development, the Nevada Certified Site Program has also contributed to the diversification of Northern Nevada's economy. It has supported industries ranging from manufacturing and technology to logistics and renewable energy, positioning the region as a hub for sustainable growth.

As the Nevada Certified Site Program enters its next decade, the NNDA remains committed to enhancing the region’s appeal to businesses looking for the right location to grow, invest, and thrive.

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***About the Northern Nevada Development Authority (NNDA)***

*The Northern Nevada Development Authority (NNDA) is a regional, non-profit organization dedicated to fostering economic growth, attracting new businesses, and supporting existing businesses in Northern Nevada. By providing a range of resources, including site selection assistance, business development support, and workforce development initiatives, NNDA works to build a vibrant and sustainable economy for the region.*

*For more information about the NNDA’s Certified Site Program or to inquire about available certified sites, please visit [www.nnda.org](http://www.nnda.org) or NNDA at 775-883-4413.*