



**Better City**  
Gerlach, Nevada  
June 2018

**NEVADA PRESERVATION FOUNDATION**  
cfa

**Economic Development Strategic Plan**

The breakdown of the employment of the population (age 16+) by industry is shown in Figure 8 and Figure 9.

Industry	Gerlach	Empire
Services	58%	53%
Manufacturing	7%	20%
Finance/Insurance/Real Estate	6%	7%

The relatively high number of those employed in manufacturing jobs is most likely erroneous since many of the jobs at the Empire Mine in manufacturing (wallboard) were lost. This shift has not yet been captured by the publicly available data sources used herein.

Industry	Gerlach	Empire
Services	46	94
Manufacturing	25	51
Finance/Insurance/Real Estate	18	9
Retail Trade	4	2
Agriculture/Minning	4	2
Public Administration	2	2
Construction	2	1
Wholesale Trade	1	1
Transportation/Utilities	2	0
Information	0	0

Figure 10 shows the breakdown of the employed population (age 16+) by occupation. Consistent with the results in Figure 8, the majority of the local workforce is employed in a

MSA	Miles	Minutes
Reno	107	306
Sacramento	238	229
Boise	466	419
Las Vegas	491	472
Salt Lake City	562	489

**WORKFORCE AND THE LOCAL MARKET**  
WORKFORCE CONSIDERATIONS

Gerlach was the place to experiment with these ideas: quite isolated, in the center of Washoe County, this town was not too far from the main cities. Nevertheless the economy was mainly based on services and manufacturing and the city counted few inhabitants. Agriculture had very few employees and was based on techniques that still maintained a strong environmental impact, especially in terms of soil degradation and water consumption.

But it could be rethought with a view to sustainability and once again become an important element in local development policies.

After all, **Frank Lloyd Wright** himself had faced the condition of the farmer and had made it the starting point on which to set the social and formal renewal of the city

