When? Wednesday, September 26, 2018 and Thursday, September 27, 2018

Where? Tonopah Convention Center (301 Brougher Ave, Tonopah, NV 89049)

Why? Development of a proper Comprehensive Economic Development Strategy can enhance community access to federal funds.

What is the Nevada Leadership Program?

In partnership with the Nevada Governor’s Office of Economic Development, USDA Rural Development Nevada, and the US Economic Development Administration, and the Inter-Tribal Council of Nevada, the College of Business is offering to train attendees to:

- Understand priority federal funding areas, such as infrastructure development and disaster resilience planning.
- Participate in group exercises to learn to develop your very own regional Comprehensive Economic Development Strategy.

Who Should Attend? Community planners, Conservation District staff, elected and appointed officials, members of Citizen Advisory Boards, Native American Tribes and Tribal Representatives, and local, state, and federal agency staff involved in strategic economic development planning and implementation.

How Long is the Workshop? A two-day training workshop beginning at 9:00am and ending at 4:30pm. Morning coffee, snacks, lunch, and afternoon refreshments will be provided each day.

What is the Cost? $25.00 per person. Preregistration required and space is limited. Please register by September 10, 2018.

For more information, including information about Registration, please contact Frederick Steinmann, University Center for Economic Development, via phone (775.784.1655) or by email (fred@unr.edu).
Nevada Leadership Program
Fundamentals of the Comprehensive
Economic Development Strategy Workshop
September 26, 2018 and September 27, 2018

Location: Tonopah Convention Center
301 Brougher Avenue
Tonopah, NV 89049

For all non-tribal members, to Register and Pay Online using your Debit or Credit Card, go to:

http://business.unr.edu/cedsworkshop

NOTE TO NEVADA TRIBAL REPRESENTATIVES: If you are planning to attend this workshop and plan on registering online, please use the following website address:

http://business.unr.edu/cedsworkshop-TRIBES

As a tribal representative, if you plan to register using this registration form, please complete and return it using the information provided below but **DO NOT SUBMIT ANY PAYMENT**.

To Register and Pay using a Check, please complete and return this form with the following information:

NAME: ______________________________________________________________________

ORGANIZATION: ______________________________________________________________

MAILING ADDRESS: ______________________________________________________________________

CITY: _______________________  STATE: ______________  ZIP CODE: ______________

EMAIL ADDRESS: _______________________________  PHONE: ____________________

AMOUNT ENCLOSED: $________________________________________________________

CHECK # __________________________________________ (Payable to “Board of Regents”)

Mail To:  Attn: Nevada Leadership Program
University Center for Economic Development
University of Nevada, Reno
Mail Stop 0024
Reno, NV 89557
**Lodging and Travel Information**

As part of our two-day Fundamentals of the Comprehensive Economic Development Strategy workshop, a block of hotel rooms have been reserved at the Mizpah Hotel, the Jim Butler Inn & Suites, and the Best Western Hi-Desert Inn in Tonopah. There are a limited number of rooms available at both properties at a special discounted rate. These reduced rate rooms are available on a first-come, first-serve basis.

- **Mizpah Hotel**  
  100 N Main Street  
  Tonopah, Nevada  
  Phone: 775.482.3030  
  10% Discount Offered on All Rooms  
  Ask for Tracy McCormick

- **Jim Butler Inn & Suites**  
  100 N Main Street  
  Tonopah, Nevada  
  Phone: 775.482.3577  
  Reduced Rate of $68.67/room for 1 person, $77.39/room for 2 people  
  Mention “UNR” When Booking

- **Best Western Hi-Desert Inn**  
  320 N Main Street  
  Tonopah, Nevada  
  Phone: 775.482.3511  
  Reduced Rate of $125.35/room  
  Mention “UNR” When Booking

If you plan to attend the workshop on both days, Wednesday, September 26, 2018 and Thursday, September 27, 2018, it is advised that you plan to check into your hotel room on Tuesday, September 25, 2018.
Day 1, Wednesday, September 26, 2018

9:00am – 9:30am: Registration and Networking

9:30am – 10:15am: Introductions and Overview

10:15am – 10:45am: Strategic Economic Development Planning. What is the Comprehensive Economic Development Strategy (CEDS)? What is Stronger Economies Together (SET)?

- Linking the development of a strategic economic development plan to applications for federal funds.

10:45am – 11:00am: BREAK

11:00am – 12:00pm: Priority Federal Funding Areas

- Identification of Priority Federal Funding Areas (Infrastructure, Natural Disasters, etc.)
- EXERCISE: Identifying Critical Funding Areas for Your Community and Region

12:00pm – 1:00pm: WORKING LUNCH

- Discussion Regarding the Benefits of Regional Economic Development Collaboration
- Q&A Session: Resistance and Barriers to the Development of Local and Regional Comprehensive Economic Development Strategies in Nevada

1:00pm – 2:45pm: SET Module 1, Building a Regional Team

- Introduction to SET Module 1, Building a Regional Team
- EXERCISE: Inventorying Existing Economic Development Partners at the Local, Regional and State Level

2:45pm – 3:00pm: BREAK

3:00pm – 4:15pm: Getting to Know Your Regional Partners

- An interactive time for you to get to know your regional partners.
- Exploring and identifying regional issues and regional economic development needs.

4:15pm – 4:30pm: Wrap Up Day 1
Day 2, Thursday, September 27, 2018

8:30am – 9:00am: Registration and Networking

9:00am – 9:15am: Review from Day 1

9:15am – 10:15am: SET Module 2, Exploring a Region’s Demographics

- Classifying Economic Development Activities: Creation, Attraction, Retention, and Expansion
- **EXERCISE:** Inventorying Existing Activities using the C.A.R.E Model
- Socio-Demographic and Economic Data: Where to Find It and How to Analyze It
- **EXERCISE:** Using Socio-Demographic and Economic Data to Identify Regional Concerns and Assets

10:15am – 11:00am: SET Module 3, Identifying the Region’s Comparative Advantage

- Elements of a Regional Comparative Advantage
- Understanding Changes in a Region’s Comparative Advantage: Emerging, Stars, Transitional, and Mature
- **EXERCISE:** Identifying Competitive Advantages for Your Region

11:00am – 11:15am: BREAK

11:15am – 12:15pm: LUNCH: SET Module 4, Exploring Potential Regional Strategies

- Review of the C.A.R.E. Model and Developing Strategies
- **EXERCISE:** Applying the C.A.R.E. Model to Targeted Industries in Your Region

12:15am – 1:15pm: **WORKING LUNCH:** A Discussion Regarding Nevada’s Economic Future

- Q&A Session with Panelists

1:15pm – 2:45pm: SET Module 5, Defining a Regional Vision and Goals

- Elements of a Shared Regional Vision
- **EXERCISE:** Building a Shared Regional Vision for Your Region
- Elements of a SMART Goal
- **EXERCISE:** Developing SMART Goals for Your Region

2:45pm – 3:00pm: BREAK

The University of Nevada, Reno is committed to Equal Employment Opportunity/Affirmative Action in recruitment of its students and employees and does not discriminate on the basis of race, color, religion, sex, age, creed, national origin, veteran status, physical or mental disability, and sexual orientation. The University of Nevada employs only United States citizens and aliens lawfully authorized to work in the United States. Women and under-represented groups are encouraged to apply.
Day 2 Continued, Thursday, September 27, 2018

3:00pm – 4:15pm: SET Module 6, Discovering Assets and Barriers

- Asset-Based Community Development (ABCD)
- EXERCISE: Identifying Community and Regional Assets

4:15pm – 4:30pm: Wrap Up and Thank You