FUNDAMENTALS OF THE COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY WORKSHOP
Tonopah Convention Center
Tonopah, Nevada
September 26 and September 27, 2018

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
And
STRONGER ECONOMIES TOGETHER

Discussion in mid-2011 regarding a SET program in Nevada

September 2012 – WNDD staff, Ron Radil and Michael Guss and David Foster, USDA RD compared CEDS components and SET modules

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<th>CEDS</th>
<th>SET</th>
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<td>Data</td>
<td>Trends in population</td>
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<tr>
<td>Contain a realistic background of the economic development situation of the region</td>
<td>Exploring economic trends</td>
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<td>Analysis of economic development problems and opportunities</td>
<td>Review of primary and secondary regional data</td>
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<td>CEDS Goals and Objectives</td>
<td>Developing Vision &amp; Goals – Defining regional vision</td>
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<td>Community and private sector participation</td>
<td>Building a strong regional team</td>
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<td>Strategic projects, programs and activities</td>
<td>Planning for success. Refining the goal; identifying the ABCs of success; selecting strategies; planning for action</td>
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<tr>
<td>CEDS plan of action</td>
<td>Planning for Success – Refining the goals; selecting strategies; planning for action</td>
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<tr>
<td>Performance Measures: number of jobs, investment in the region</td>
<td>Measuring for success: deciding what to measure</td>
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December 2012 meeting, Carson City, WNDD volunteered to be the SET program in Nevada

Region was defined by WNDD Economic Development District, a distinct advantage in implementing the SET program

WNDD used the SET program to develop its CEDS

January 2012
SET Executive Committee created
GOED provides $45,000 grant for SET program
Provided for: speakers, additional data, food, venues in historic buildings
11 meeting were held in nine counties
The grant provided necessary resources for implementation of the WNDD SET program

February 2012
First SET Meeting, Fallon
SET purpose and program reviewed

November 2012
Last SET Meeting, Fallon
Workgroups
SET Blueprint

Clusters in the region, how to identify clusters
First project: Black Rock Foundation wanted local government to co-sponsor a BRF NEA grant for public art; City of Fernley volunteered to co-sponsor, three art projects were located in Fernley park, one included local artist and students and public providing mosaics for the Desert Tortoise, 2013

WNDD requested UCED to provide data for Washoe County to be included in the SET program
Washoe County public and private sector invited to participate in SET
WNDD Board approved inclusion of Washoe County, Reno and Sparks to be within the WNDD EDD region, October 2012

Most important data set:
Commuting Linkages, UCED, helped participants to see regional economies, their interconnection(s), where people work and where people live

SET goal was to use relevant data to determine goals and strategies

November 2013
Last meeting in Fallon
Stronger Economies Together, An Economic Development Blueprint for Western Nevada, November 2012, Western Nevada Development District,

There were five economic sectors and four capacity development issues selected for detailed planning are:

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<th>Capacity Building Goals:</th>
<th>Economic Sector Goals:</th>
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<td>• Workforce Development</td>
<td>• Tourism</td>
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<td>• Transportation and Logistics</td>
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April 2018 WNDD CEDS Goals:

**Regional Capacity Building Goals**
1. Access To Capital
2. Regional Collaboration
3. Infrastructure Improvement
4. Workforce Development

**Regional Economic Sector Goals**
1. Agribusiness
2. Energy
3. Manufacturing
4. Mining

Workgroups were created for each of the nine goals. Functioned well for a year, however, champions moved to other positions and were not replaced. Agribusiness still functioning, due to an involved committed champion.

1st Nevada Economic Development Conference, 2015, was a direct outgrowth of the SET program. Subsequent conferences in 2016, 2017 and 2018, 2019 planning underway.

One local economic development agency uses WNDD CEDS for a variety of project applications, their office copy contains numerous sticky notes throughout the document.

USDA Rural Development Section 6025
Additional points awarded if project is in CEDS project listing or meets goal/strategy in CEDS

SET critique
Nine goals were to ambitious
Need to focus on goals identified in process
Focus on goals needs to be a part of any CEDS

CEDS is
WNDD CEDS meets USDA RD definition of a multi-jurisdictional plan
Multi-purpose document, do not use just to focus on one particular funding agency
In WNDD the CEDS focus was on EDA funding until about 10 years ago
Use for funding applications for both public and private sector sources
The normal applicants, local government
Non-profits may also use CEDS for their project applications

CEDS
To be effective, a CEDS must be a ground up plan, not a top down plan
SET was developed with participation of over 200 individuals providing input
NVEDC functions with a volunteer steering committee
CEDS updated by staff with Board input and Board approval of the update
CEDS goals/strategies reviewed in June 2016 and updated
WNDD Board revised CEDS Goals/Strategies in 2018
Based upon existing assets
The CEDS focus is regional, this does not mean local challenges/issues/concerns are less important, both regional and local issues need to be addressed

Ultimate CEDS goal: **regional collaboration**, the goal since enabling federal legislation in 1965
Economic Development District boards comprised of elected officials, staff and private sector
Local governments and their constituents are impacted by economic and community development. The WNDD Board views economic development and community development to be together and not separate. Community development can put in place amenities companies will evaluate for a location or expansion. Local governments and their constituents are responsible for the operation, maintenance and replacement of infrastructure resulting from or needing to be installed as a result of economic development. Tahoe Reno Industrial Center is a living, breathing example of the impact of economic development on many jurisdictions. Previous impact was in a 50 mile radius, now expanding to Lovelock and Fallon.