University of Nevada, Reno

University Center for Economic Development

First Quarter Report
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Prepared by
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Summary: In June 2006, the Center for Economic Development at the University of Nevada, Reno changed its funding cycle to begin in the month of June. Therefore, the quarterly reports after 2006 start with the month of June. Also in 2011 because of fiscal crisis in the state of Nevada and the University of Nevada, Reno, the University Center was transferred from the College of Agriculture, Biotechnology, and Natural Resources to the School of Business. The University Center still is actively engaged and funded by the Nevada Agricultural Experiment Station and the Nevada Cooperative Extension. The Center for Economic Development continued to profile statewide and technical assistance on economic development for the first quarter of FY 2015-2016. During the first quarter, the University Center worked on ten applied research projects, four other research projects, four technical and management assistance projects, nine counseling and referrals, nine workshops, three technical presentations, three University Center technical reports, one journal article under review, and one cooperative publication published.

Project Mix and Staff: The University Center registered activity in a wide variety of areas and has actively participated in programs throughout the state. The University Center has a staff of Thomas R. Harris, Professor in the Department of Economics, State Extension Specialist, and Director of the Center for Economic Development; Kimberly Rollins, Associate Professor in the Department of Economics; Fred Steinmann, Assistant Research Professor in the College of Business; Malieka Landis, Research Analyst; Mike Helmar, Research Analyst; Brian Bonnenfant for the Center of Regional Studies for GIS work; Jeffery Stroup, Graduate Research Associate in the Department of Economics, Florina Salaghe, Graduate Research Associate in the Department of Economics, Cameron Belt, Graduate Research Associate in the Department of Economics, Sarah Honeycutt Graduate Research Associate in the Department of Economics; and George (Buddy) W. Borden, Community Development Specialist, who is affiliated with the University Center but is located at the Clark County Cooperative Extension Office in Las Vegas, and Marie Dennis, Office Manager.
Project Summaries

A: Marketing Activities:

The University Center continues its technical assistance to agencies interested in marketing and promoting economic development in the state of Nevada. The University Center developed procedures to review and mail to interested populace products developed by the University Center. These products are fact sheets, technical reports and journal articles. Technical reports were published during the first quarter, fiscal year 2015/2016 by the University Center. Ten workshop, three technical presentations, three technical reports, one journal article under review, and one cooperative extension publication by the University Center to present economic data and results of past projects.

The University Center currently maintains a Facebook page the address is, https://www.facebook.com/pages/University-Center-for-Economic-Development-UNR/1421366588119408, and a Web page at this address, http://www.unr.edu/business/research-and-outreach/uced. From this Web page, a person is able to access and download past University Center technical reports, University of Nevada Cooperative Extension fact sheets relating to University Center projects, Regional Economic Information System data developed by the U.S. Bureau of Economic Analysis for the state of Nevada and its seventeen counties, and selected historical and current economic data from various state agencies. Links to other key sites can also be found. The site is constantly being updated with reports and new data sets. University Center technical bulletins from 1992 up to the current date are available to download in Adobe PDF format.

As part of the Center’s efforts to reach out to a broader audience, a Facebook page for the Nevada Leadership Program was launched in October 2014. The address is https://www.facebook.com/NevadaLeadershipInstitute?ref=hl. From the Nevada Leadership Program’s Facebook page, interested parties can get information on upcoming training workshops and professional development opportunities offered by the Nevada Leadership Program. An “Archives & Resources” page on the Nevada Leadership Program’s website also houses previous publications, links to partner organizations, and material for past workshops and conferences hosted by the Nevada Leadership Program.

B. Applied Research:

1. Client: Western Rural Development Center

Location of Project: Western States of the Nation

Nature of Project: A National Institute of Food and Agriculture (NIFA) grant titled Area Sector Analysis Process (ASAP) submitted and accepted by the US Department of Agriculture.

Action: A process team work book and user’s manual workbook are being developed. Applications of ASAP have been completed in White Pine County, Nevada and Wayne County, Utah. A new ASAP application is underway in Cibola County, New
Mexico. ASAP was introduced to five rural Idaho counties through a webinar. (Assignment continues.)

2. **Client:** U.S. Department of Health and Human Services and U.S. Department of Agriculture  
**Location of Project:** State of Nevada  
**Nature of Project:** Nevada, Pennsylvania, Kentucky, Missouri and Oklahoma were chosen as pilot states for a National Rural Health pilot project called Operation Rural Health Works.  
**Action:** New economic impacts of the health care sector in all Nevada counties are being estimated. Also, a plan of work for fiscal year 2015/2016 has been developed. Initial data collection is being made to complete an economic impact of the insured Nevada Expansion. In addition, an in depth analysis of Humboldt General Hospital’s impact on Humboldt’s county economy has been initiated and a workshop presented on the results. A University Center Technical bulletin is being developed. (Assignment continues.)

3. **Client:** Nevada Arid Research Institute  
**Location of Project:** State of Nevada  
**Nature of Project:** An initial analysis of trichomoniasis vaccine by Nevada ranchers has been initiated. Alternative trichomoniasis infection reduction management scenarios will be programmed into a whole-ranch simulation model.  
**Action:** Statistical procedures are being employed to estimate statistical significant factors for adoption of the trichomoniasis vaccine by Nevada ranchers. Reports on adoption rates are being developed. Also a session poster on the trichomoniasis vaccine research will be presented at the August 2015 American Agricultural Economic Association meeting. (Assignment continues.)

4: **Client:** University of Nevada NSF-EPSCoR group.  
**Location of Project:** State of Nevada  
**Nature of Project:** The development proposal for NSF-EPSCoR Energy Project has been accepted.  
**Action:** The proposal was accepted and third year of analysis has been initiated. (Assignment continues.)
5: Client: Food and Agricultural Policy Research Institute
Location of Project: U.S., Western U.S., and State of Nevada
Nature of Project: Completed work with the University of Missouri in developing agricultural market baseline outlooks for U.S., international, Western U.S. crops, and State of Nevada.
Action: International crop baseline estimates have been completed and University Center publication developed. (Assignment completed.)


6: Client: United Nations Food and Agricultural Organization (UN FAO)
Location of Project: Central Asia
Nature of Project: Work with UN FAO in developing models of the wheat sectors in Belarus, Turkmenistan, and Uzbekistan.
Action: Background information and supply, demand, and price data are being collected to support the modeling effort. Agricultural models will be developed and simulated to provide policy and economic analysis of the wheat markets in these Central Asian countries in the context of the global market. (Assignment continues.)

7: Client: Eureka County, Nevada
Location of Project: Eureka County, Nevada (Ruby Hill; Diamond Valley)
Nature of Project: Ongoing implementation of a three-year biochar field trial and demonstration project designed to test the application of biochar as a soil amendment in the rehabilitation of sterile soils (Ruby Hill) and in agricultural production (Diamond Valley).
Action: Amaron Energy completed a multi-day field trial of their recently completed large scale pyrolysis reactor and produced enough biochar to being wide scale application of biochar. UCED will complete an economic analysis of the biochar production to determine the economic feasibility of developing a biochar industry in Eureka County as part of the county’s efforts to diversify its economy. (Assignment continues.)


8: Client: State of Nevada  
Location of Project: State of Nevada  
Nature of Project: Investigate growth pattern of entrepreneurship through last two recessions and expansions.  
Action: Dynamic shift-share analysis completed and University Center Technical Bulletin being developed. (Assignment continues.)

9: Client: Storey County  
Location of Project: Mark Twain, Nevada  
Nature of Project: Calculation of income survey for USDA-Rural Development grant.  
Action: Household questionnaires being collected. Input and calculation of household questionnaires will be initiated in October 2015. (Assignment continues.)

10. Client: National Science Foundation Research Experience for Undergraduates  
Location of Project: University of Nevada, Reno  
Nature of Project: Mentor for NSF-REU undergraduate to develop an improved input-output model to more accurately estimate economic impacts of drought on the economy of the state of Nevada.  
Action: Research completed and a poster presented at NSF-REU poster conference. (Assignment completed).

C. Other Research Projects:

1. Client: Nevada Chapter of the American Planning Association; State Land Use Planning Advisory Committee (Nevada Department of Conservation and Natural Resources)  
Location of Project: Reno, Nevada  
Nature of Project: Assist in the revision and writing of a new planning handbook.  
Action: As part of the Nevada Leadership Program, UCED faculty are working with the Nevada Chapter of the American Planning Association and the State Land Use Planning Advisory Committee to revise previous planning handbooks designed for planning commissioners and other planning professionals in Nevada. (Assignment continues.)
2. Client: Lander County; Lander Economic Development Authority
Location: Southern Lander County, Nevada (Austin, Nevada and Kingston, Nevada)
Nature of Project: Lander County Branding Study; Continued implementation of the 2014 Lander County Comprehensive Economic Development Strategy (CEDS).
Action: In collaboration with University of Nevada Cooperative Extension faculty in Lander County, Lander County, and the Lander Economic Development Authority, UCED faculty completed a mailed survey of all property owners located in Kingston, Nevada and Austin, Nevada. The purpose of the survey was to identify key community branding images as part of the Lander County Branding Project. Preliminary results of the branding project and the mailed survey were presented to residents and community leaders in Kingston, Nevada on October 23, 2015 and in Austin, Nevada on October 24, 2015. A final UCED technical report summarizing the results of the Lander County Branding Study will be prepared and presented to the Lander Economic Development Authority in November/December 2015. (Assignment continues).

3. Client: City of Fernley
Location: Fernley, Nevada
Nature of Project: A Preliminary Redevelopment Financial and Economic Feasibility Study for the City of Fernley; Continued implementation of the Western Nevada Development District’s Comprehensive Economic Development Strategy (CEDS).
Action: The preliminary financial and feasibility study of a potential redevelopment district in the City of Fernley was started in September 2015. A presentation to the City of Fernley City Council was made on Wednesday, September 16, 2015 regarding the redevelopment process by UCED faculty. UCED faculty met with City of Fernley staff in October 2015 to identify potential areas within Fernley for possible inclusion into a redevelopment district. A UCED technical report outlining the potential financial and economic feasibility of a potential redevelopment project area in the City of Fernley will be prepared and presented to the City of Fernley in November/December 2015. (Assignment continues.)

4. Client: City of Fernley
Location: Fernley, Nevada
Nature of Project: Strategic and Communications Plan for the City of Fernley
Action: UCED faculty is currently working on the development of a Strategic and Communications Plan for the City of Fernley designed to update and replace the existing Strategic and Communications Plan for the City that expired in 2014. After meeting with City of Fernley staff, UCED faculty will conduct the first of several community-based public workshops on November 7, 2015 in Fernley in order to begin the strategic planning process. A UCED technical report will be provided and
presented to the City of Fernley and the City Council in early 2016. (Assignment continues.)

D. **Technical and Management Assistance Projects:**

1. **Client:** Nevada Cooperative Extension  
**Location of Project:** State of Nevada  
**Nature of Project:** Cooperative Extension fact sheets published and under review.  
**Action:** Below are the Cooperative Extension fact sheets published and under review for this fiscal year. (Assignment continues.)  

2. **Client:** Laughlin Chamber of Commerce  
**Location of Project:** Laughlin, Nevada  
**Nature of Project:** Small Business Training Program  
**Action:** Developed small business training needs questionnaire that was administered to 250 small businesses in the Colorado River Region. Results from the survey were used to develop a monthly small business training program to begin early in the fall of 2015. (Assignment continues).

3. **Client:** Laughlin High School, Local Businesses  
**Location of Project:** Laughlin, Nevada  
**Nature of Project:** High School Student Summer Internship Program  
**Action:** Working with local businesses a summer internship program was developed and launched in 2015. High school students applied for these summer internship jobs by meeting certain criteria. Students then attended a mandatory workshop on resume development, interviewing skills, and general workplace life skills. Participating businesses then would offer summer employment. Employment will be monitored throughout the summer. Final presentation and report will be prepared by students at the conclusion. (Assignment continues).
4. **Client:** Region III Idaho  
**Location of Project:** Region III Idaho  
**Nature of Project:** Review of Region III Idaho Development District and develop recommendations.  
**Action:** Proposal developed and accepted by EDA-Seattle. Work on project has been initiated. (Assignment continues).

5. **Client:** Nevada Industry Excellence (NVIE)  
**Location of Project:** State of Nevada  
**Nature of Project:** Estimate economic impacts of NVIE activities.  
**Action:** Economic impacts of NVIE activities estimated and publication developed. (Assignment completed).  

6. **Client:** Nevada Department of Agriculture  
**Location of Project:** State of Nevada  
**Nature of Project:** Implement surveys of school district food managers to better understand the current School Meal Pattern knowledge base of School Food service staff in the state of Nevada.  
**Action:** Second round of surveys completed. Analysis and second client report was provided to NDA. Third and final survey round and reporting scheduled for Spring 2016. (Assignment continues).

E. **Counseling and Referrals:**

1. **Client:** Client: Office of Communications University of Nevada, Reno  
**Location of Project:** State of Nevada  
**Nature of Project:** Estimation of economic impacts of research experiments at the University of Nevada, Reno.  
**Action:** Impacts estimated and given to UNR office of Communication. (Assignment completed.)
2. **Client:** Humboldt County Economic Development Authority  
**Location of Project:** Humboldt County  
**Nature of Project:** Estimate economic, employment, and household income impacts of closure of mine and layoff of 230 employees.  
**Action:** Impacts estimated and results sent to Humboldt County Economic Development Authority. (Assignment completed.)

3. **Client:** Reno Gazette Journal  
**Location of Project:** State of Nevada  
**Nature of Project:** Develop news article on Regional Economic Analysis Project for the Reno Gazette Journal.  
**Action:** New article written and published in the Reno Gazette Journal. (Assignment completed)

4. **Client:** Mandela Washington Fellows  
**Location of Project:** Nigeria  
**Nature of Project:** Requested information as to livestock and crop integrated operation.  
**Action:** Discussed integrated livestock and crop operations with Mandela Fellow. (Assignment completed.)

5. **Client:** Brigham Young University.  
**Location of Project:** Provo, Utah  
**Nature of Project:** Requested copy of “Source of Growth and Cyclical Stability for Nevada Counties: Transfer Payment and Property Income”.  
**Action:** Publication sent to Brigham Young University. (Assignment completed.)

6. **Client:** Churchill County Economic Development Authority  
**Location of Project:** Churchill County  
**Nature of Project:** Request to estimate economic and employment losses to retail sector from changes in Fallon Naval air Station (NAS) operation.  
**Action:** Economic and employment impacts estimated and results sent to Churchill county Economic Development Authority. (Assignment completed.)
7. **Client:** Churchill County Economic Development Authority  
**Location of Project:** Churchill County  
**Nature of Project:** Requested information on railroad parks.  
**Action:** Previous studies on economic impacts of railroad parks collected and sent to Churchill County Economic Development Authority. (Assignment completed.)

8. **Client:** University of Idaho  
**Location of Project:** State of Idaho  
**Nature of Project:** Participated in webinar on ASAP.  
**Action:** Webinar completed. (Assignment completed.)

9. **Client:** Mississippi State University  
**Location of Project:** State of Mississippi  
**Nature of Project:** Requested information in the interpretation of Type I and Type II multipliers.  
**Action:** Information on multipliers completed and discussed with Mississippi State University Extension personnel (Assignment completed.)

F. **Workshops and Seminars:**

1. **Client:** University of Nevada College of Agriculture, Biotechnology, and Natural Resources  
**Location of Workshop:** Nevada Agricultural Experiment Station, Reno, Nevada  
**Nature of Workshop:** Poster titled “The Economic Impact of the Nevada Drought in 2013”. Presented at Nevada Agriculture Day.  
**Action:** Poster was presented at Field Lab Field Day. (Assignment completed)

2. **Client:** USDA Beginning Farmer and Rancher Development Program, University of Nevada Cooperative Extension  
**Location of Workshop:** Reno, Nevada  
**Nature of Workshop:** Poster titled “The Economic Impact of the Nevada Drought in 2013”. Presented at Nevada Agricultural Day.  
**Action:** Poster was presented at the 2015 Project Director’s Meeting in conjunction with 2015 Federally Recognized Tribes Extension Program Professional Development Meeting. (Assignment completed).
3. **Client:** 2016 Nevada Chapter of the American Planning Association Annual Conference.  
**Location of Workshop:** Reno, Nevada  
**Nature of Workshop:** Conference session titled “The Past, Present and Future of the Western Nevada Development District”.  
**Action:** Presented by Thomas Harris and Bob Potts

4. **Client:** 2016 Nevada Chapter of the American Planning Association Annual Conference.  
**Location of Workshop:** Reno, Nevada  
**Nature of Workshop:** Conference session titled “Real Solutions for Real People in Rural Nevada Community Planning”.  
**Action:** Presented by Frederick Steinmann and Rodney Davis

5. **Client:** 2016 Nevada Chapter of the American Planning Association Annual Conference.  
**Location of Workshop:** Reno, Nevada  
**Nature of Workshop:** Conference session titled “The Nevada Leadership Program: An Overview of Past, Present and Future Programming”.  
**Action:** Presented by Frederick Steinmann and Michael Harper

6. **Client:** 2016 Nevada Chapter of the American Planning Association Annual Conference.  
**Location of Workshop:** Reno, Nevada  
**Nature of Workshop:** Conference session titled “Fiscal Issues and Economic Development”.  
**Action:** Presented by Thomas Harris, Frederick Steinmann, and Mehmet Tosun

7. **Client:** 2016 Nevada Chapter of the American Planning Association Annual Conference.  
**Location of Workshop:** Reno, Nevada  
**Nature of Workshop:** Conference session titled “Targeted Economic Development with Asset Sector Analysis Procedures”.  
**Action:** Presented by Thomas Harris and Rodney Davis
8. **Client:** 2016 Nevada Chapter of the American Planning Association Annual Conference.  
**Location of Workshop:** Reno, Nevada  
**Nature of Workshop:** Conference session titled “Ethics for Planners”.  
**Action:** Presented by Michael Harper and Frederick Steinmann

9. **Client:** 2016 Nevada Chapter of the American Planning Association Annual Conference.  
**Location of Workshop:** Reno, Nevada  
**Nature of Workshop:** Conference session titled “Planners as Advocates Given Economic, Social and Political Change”.  
**Action:** Presented by Frederick Steinmann and Marco Velotta

G. **Technical Presentations and Lectures by University Center Staff:**

1. **Client:** American Agricultural Economics Association  
**Location of Presentation:** San Francisco, California  
**Nature of Presentation:** Poster accepted and presented concerning factors increasing the adoption of trichomoniasis vaccine.  
**Action:** Poster presented at the annual American Agricultural Economics Association meeting. (Assignment completed.)

2. **Client:** Nevada Association of Counties  
**Location of Presentation:** Las Vegas, Nevada  
**Nature of Presentation:** Discussed economic development with federal lands.  
**Action:** Discussion presented at annual Nevada Association of Counties meeting. (Assignment completed.)

3. **Client:** Douglas Business Council  
**Location of Presentation:** Minden, Nevada  
**Nature of Presentation:** Discussed potential impacts of new business tax on economic development in Douglas County.  
**Action:** Discussion presented at annual Nevada Association of Counties meeting. (Assignment completed.)
H. Journal Articles and Publications for Fiscal Year 2015/16:

**Journal Articles:**


**University Center Technical Reports for Fiscal Year 2015/16:**


**University of Nevada, Reno Cooperative Extension Fact Sheet for Fiscal Year 2015/16:**