University of Nevada, Reno

University Center for Economic Development

Second 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 second quarter of FY 2015-2016. During the second quarter, the University Center produced ten applied research projects, nine other research projects, three technical and management assistance projects, ten counseling and referrals, one workshop, one technical presentation, seven University Center technical reports, one journal article that is revised and resubmitted, and one journal article accepted.

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, Ethan Grumstrup, 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 second quarter, fiscal year 2015/2016 by the University Center. One workshop, one technical presentation, seven technical reports, one journal article revised and resubmitted, and one journal article accepted. 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:** An ASAP workbook is being developed by the ASAP team. ASAP applications are in Wayne County, Utah and Grants New Mexico. An ASAP manual is being developed. (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:** An economic impact analysis of Humboldt County economy was completed. A presentation was made to the Board of Directors for the Humboldt General Hospital. Additional health care economic impact studies for Nevada counties are 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. A professional paper was submitted to the Western Social Science Association. (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 Solar Nexus Project has been accepted and research has been initiated.

**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:** Preliminary international crop baseline estimates have been completed and University Center publication developed. Results were presented at the Food and Agricultural Policy Research Institute in Washington, D.C. in December, 2015 (Assignment completed.)  


6: **Client:** United Nations Food and Agricultural Organization (UN FAO)  

**Location of Project:** Kazakhstan  

**Nature of Project:** Work with UN FAO in developing models of the agricultural sectors in Kazakhstan.  

**Action:** Developed prototype wheat, barley, and sunflower complex model for Kazakhstan. The model was demonstrated in presentations to several groups in Astana: the farmers Union, the Chief Scientist at the Kazakh Research Institute for Grain Farming, the Strategic Planning Department of the Ministry of Agriculture, the Economic Institute, and the National Chamber of Entrepreneurs. In Almaty, the agricultural sector model was presented to two groups who were the Kazakh Research Institute for Economy of the Agro Industrial Complex and Development of Rural Territories and the Almaty Oblast at the soil testing station. Agricultural models will be developed and simulated to provide policy and economic analysis of the agricultural markets in Kazakhstan 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. Faculty from the Desert Research Institute were invited to participate to complete an energy mass balance analysis for the biochar, bio-oil and biogas being produced as part of this project as well as a series of grow studies in DRI’s patented EcoCELL facility using biochar, soil, and seed mixes from Diamond Valley in Eureka County. (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 Institute, 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:** City of Fernley

**Location of Project:** City of Fernley

**Nature of Project:** The City of Fernley has contracted with the University Center for Economic Development to complete a preliminary financial and economic redevelopment feasibility study for a portion of the City of Fernley that the City is considering including into a new proposed redevelopment project area as defined by Nevada Revised Statute Chapter
The financial and economic feasibility study includes an assessment of current ad valorem and total assessed value trends for the City, the proposed redevelopment project area, and each of the proposed subareas with an assessment of future possible ad valorem revenues that a redevelopment district could potentially collect.

Action: A UCED technical report has been completed outlining the results of the preliminary financial and economic redevelopment feasibility study. A presentation of the results will be made to the City Council of the City of Fernley in early 2016. (Assignment continues.)


3. Client: City of Fernley

Location of Project: City of Fernley

Nature of Project: The City of Fernley has contracted with the University Center for Economic Development to complete a strategic and communications plan for the City of Fernley for the FY 2017 to FY 2021 planning horizon. The strategic and communications plan consists of developing a new set of core values, strategic mission, strategic vision, objectives, strategies and implementation measures for the organization as the City continues to deal with new growth pressures.

Action: A series of community workshops will be held to solicit input from the community on various aspects of the strategic and communications plan. The first community workshop was held in Fernley, Nevada on Saturday, November 7, 2015 and the second community workshop is scheduled for Saturday, January 23, 2016. One UCED technical report, summarizing the results of the first community workshop, has already been completed and submitted to the City of Fernley. (Assignment continues.)

Steinmann, Frederick. “A Strategic Plan for the City of Fernley for FY 2017 through FY 2021: Summary Results of Community Workshop No. 1 held Saturday, November 7, 2015”. UCED 2015/16-12, December 2015.

4. Client: Lander County

Location of Project: Lander County


Action: UCED faculty completed a Comprehensive Economic Development Strategy for Lander County in 2014. UCED faculty continue to help the County in implementing the Comprehensive Economic Development Strategy and complete the annual update and
revision. The last revision and review of the current 2014 Comprehensive Economic Development Strategy was completed in April 2015 and the second annual revision and review will be completed in April 2016. (Assignment continues)

5. **Client:** Lander County

**Location of Project:** Lander County

**Nature of Project:** A Community Branding Study for the Communities of Austin and Kingston in Lander County.

**Action:** As part of the 2014 Comprehensive Economic Development Strategy for Lander County, UCED faculty have recently completed a community branding study for the communities of Austin, Nevada and Kingston, Nevada located in southern Lander County. A community survey was sent to all residents in Austin and Kingston and two separate community workshops were held in both communities to review and discuss the results of the survey. A UCED technical report has been completed summarizing the results of the survey and community workshops. The results of the study will also be presented to the Lander Economic Development Authority in early 2016. (Assignment continues)


6. **Client:** Northern Nevada International Center

**Location of Project:** Washoe County

**Nature of Project:** Request to estimate the economic, employment and labor income impacts of visitors and construction activities of the Northern Nevada International Center.

**Action:** An impact study was completed and sent to Northern Nevada International Center. (Assignment completed)


7. **Client:** Nevada Agricultural Experiment Station and Cooperative Extension

**Location of Project:** State of Nevada

**Nature of Project:** Estimating budgets for different range livestock operations in the state of Nevada.
**Action:** Production and cost information being collected to develop Nevada range livestock budget. (Assignment continues)

8. **Client:** Keep Truckee Meadows Beautiful (CFA, Inc.)

**Location of Project:** Washoe County

**Nature of Project:** Keep Truckee Meadows Beautiful has contracted with CFA, Inc. to complete a masterplan for an 18 mile stretch of the Truckee River that runs from unincorporated Washoe County, through the City of Reno, through the City of Sparks, and back into unincorporated Washoe County. UCED has been subcontracted by CFA, Inc. to complete the Social Issues and Funding Issues component of the One Truckee River Management Plan that, when completed, will be submitted to Washoe County, the City of Reno, and the City of Sparks for their receipt and adoption.

**Action:** Two community workshops, one for Social Issues and one for Fiscal Issues, have been completed. Research continues on policy matters pertaining to the Social Issues group and funding needs of the management plan. (Assignment continues).

9. **Client:** Office of the Chief Economist- USDA

**Location of Project:** Washington, D.C., Michigan State University, and Reno, Nevada

**Nature of Project:** Collaborative effort with the National Center for Food and Agricultural Policy, Michigan State, and the Office of the Chief Economist- USDA estimating structural model of European Union ethanol and biodiesel market analysis of effectiveness and need for tariff and anti-dumping duties applied to these fuels.

**Action:** Price, supply/demand, and tariff/duty data has been collected and framework for model has been established. (Assignment continues).

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

1. **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).
2. **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).

3. **Client:** US Economic Development Administration  

**Location of Project:** US EDA Region III Idaho  

**Nature of Project:** Review of US EDA Region III Idaho Development District and develop recommendations for new administrative and organizational structure.  

**Action:** Proposal developed and accepted by EDA-Seattle. Work on project has been initiated. UCED faculty will be meeting with various elected and appointed officials, government executives, community leaders, planners, and economic development professionals in the US EDA Region III area in early 2016. (Assignment continues).

E. **Counseling and Referrals:**

1. **Client:** Douglas County Business Council  

**Location of Project:** Douglas County  

**Nature of Project:** Requested information and calculation of Work Dependency Ratio for Douglas County.  

**Action:** Definition and calculations sent to Douglas County Business Council. (Assignment completed.)
2. **Client:** State of Nevada Public Utilities Commission  
**Location of Project:** State of Nevada  
**Nature of Project:** Requested employment information as to employment in state’s solar industry.  
**Action:** Request was referred to the State of Nevada Department of Employment, Training, and Rehabilitation for official solar industry employment data. (Assignment completed.)

3. **Client:** Southern Nevada Economic Development Representatives (EDR)  
**Location of Project:** Southern Nevada  
**Nature of Project:** Southern Nevada (EDR) contacted to make informational tour in Clark, Nye, and Lincoln Counties.  
**Action:** Informational tour being developed. (Assignment continues)

4. **Client:** State of Nevada Taxation Department  
**Location of Project:** State of Nevada  
**Nature of Project:** Develop internship with State of Nevada Taxation Department.  
**Action:** Internship has been developed. (Assignment completed.)

5. **Client:** Lincoln County Cooperative Extension Office.  
**Location of Project:** Lincoln and Clark counties  
**Nature of Project:** Requested buyers list of potential Clark County customers for Lincoln County growers.  
**Action:** A buyers list was developed and sent to Lincoln County Cooperative Extension Office. (Assignment completed.)

6. **Client:** Nevada Agricultural Experiment Station  
**Location of Project:** Northeastern Nevada
**Nature of Project:** Updating representative stochastic financial simulation Northeastern Nevada rail by the Agricultural and Food Policy Center at Texas A&M.

**Action:** Input from Northeastern Nevada representative focus group gathered by Texas A&M researchers. The stochastic financial simulation model will be updated. (Assignment completed.)

7. **Client:** Clark County Agricultural Wholesaler

**Location of Project:** Churchill County, Nevada

**Nature of Project:** Requested information as to teff producers in Churchill County.

**Action:** Referral to Churchill County Cooperative Extension made. (Assignment completed.)

8. **Client:** College of Agriculture, Biotechnology, and Natural Resource professors.

**Location of Project:** Washoe County

**Nature of Project:** Requested information on SBIR grants.

**Action:** SBIR grant information sent to professors. (Assignment completed.)
9. **Client:** Nevada Association of Counties  
**Location of Project:** State of Nevada  
**Nature of Project:** Requested information as to what is needed for a socio-economic impact analysis of Sage Grouse land withdrawals.  
**Action:** A memorandum was developed and sent to Nevada Association of Counties. (Assignment completed.)

10. **Client:** BEV Environmental  
**Location of Project:** Rural Nevada  
**Nature of Project:** Requested information on health care sector impacts on rural Nevada counties.  
**Action:** Past studies sent to BEV Environmental. (Assignment completed.)

F. **Workshops and Seminars:**

1. **Client:** Nevada Business Council  
**Location of Workshop:** Carson City, Nevada  
**Nature of Workshop:** Presentation made on economic development potentials of the Northern California-Nevada megapolitan Area.  
**Action:** Presentation made. (Assignment completed)

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

1. **Client:** Humboldt General Hospital Board of Directors and Humboldt County Populace  
**Location of Presentation:** Winnemucca Nevada  
**Nature of Presentation:** Presented results of economic, employment, and household income impacts of Humboldt General Hospital operations and construction on Humboldt County.  
**Action:** Presentation made. (Assignment completed.)
H. Journal Articles and Publications for Fiscal Year 2015/16:

Journal Articles


University Center Technical Reports for Fiscal Year 2015/16:


Steinmann, Frederick. “A Strategic Plan for the City of Fernley for FY 2017 through FY 2021: Summary Results of Community Workshop No. 1 held Saturday, November 7, 2015”. UCED 2015/16-12, December 2015.

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