University of Nevada, Reno

University Center for Economic Development

First Quarter Report
For the Period
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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 2013-2014. During the first quarter, the University Center produced eight applied research projects, seven other research projects, five technical and management assistance projects, three counseling and referrals, three workshops, one technical presentation, and one University Center technical reports.

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 Professor in the College of Extension; Elizabeth (Betsy) Fadali, Research Analyst; Margaret Cowee, Research Analyst; Malieka Landis, Research Analyst; Mike Helmar, Research Analyst; Brian Bonnenfant for the Center of Regional Studies for GIS work; Eugenia Larmore, Graduate Research Associate in the Department of Economics; Jeffery Stroup, 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 2013/2014 by the University Center. Three workshops and one technical presentation and lecture were offered by the University Center to present economic data and results of past projects.

The University Center currently maintains a Web page. The address is http://www.ag.unr.edu/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.

B. Applied Research:

1. Client: Western Rural Development Center
   Location of Project: Western States of the Nation
   Nature of Project: Western States of Nevada, Montana, Arizona, Utah and Hawaii are developing a model to match businesses with community economic development preferences.
   Action: Asset Sector Activity Process (ASAP) model has been developed and applied in Anaconda, Montana; Laughlin, Nevada and Bullhead City, Arizona, and Lander County, Nevada. ASAP will be applied to White Pine County, Mineral County, Yerington zip code area and Smith Valley zip code area. (Assignment continues.)

   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 healthcare sector in all Nevada counties are being re-estimated. A Web page has been developed for the University Center website that shows the economic impacts of Nevada’s hospitals and healthcare sector on Nevada regions and counties. (Assignment continues.)
3. **Client:** Nevada Arid Research Institute  
**Location of Project:** State of Nevada  
**Nature of Project:** Estimation on economic impacts of public land ranchers adopting new disease control technologies and determining factors why or why not ranchers adopt these technologies.  
**Action:** A Nevada Arid Rangeland Initiative proposal was written and accepted. A test rancher questionnaire was tested and approved. Questionnaires were sent to Nevada ranchers and completed questionnaires have been coded for the computer. Initial analysis of questionnaire data is underway. A bulletin is being developed. (Assignment continues.)

4. **Client:** State of Nevada  
**Location of Project:** State of Nevada  
**Nature of Project:** Investigate economic impacts of Nevada's dairy industry and potential economic linkages including a dry milk processing plant that will locate in Churchill County. Impacts are currently being estimated. Two workshops were held during the quarter in Eureka and Lovelock, Nevada.  
**Action:** A value added supply chain analysis has been initiated and a Master's Thesis completed to estimate potential economic development opportunities and bottlenecks for the new dry milk processing plant. Two workshops presented. (Assignment continues.)

5. **Client:** Clark County, Nevada  
**Location of Project:** Clark County (Las Vegas.)  
**Nature of Project:** Clark County, through a grant from EDA, solicited proposals to develop and deliver a Small Business procurement training and workforce development program for small businesses operating in Clark County. A partnership of private, non-profit and public institutions developed a comprehensive training program. This partnership is called “Strategic Alliance for Emerging Small Businesses” and includes: Nevada Cooperative Extension, Nevada Small Business Development Center, Akers & Associates, Hart Communications, and Future for an Independent Tomorrow.  
**Action:** Recently the final grant award was signed in early July 2012 and the first set of classes began on August 9, 2012. This will be the first of four program cycles to be offered over the next 24 months in Clark County. The team is currently qualifying Small Businesses to be placed in one of the four class cycles. The goal is to train 200 small businesses over the next 24 months. (Assignment continues.)

6. **Client:** University of Nevada NSF-EPSCoR group.  
**Location of Project:** State of Nevada  
**Nature of Project:** Development and refining proposal for NSF-EPSCoR Energy Project.  
**Action:** NSF-EPSCoR proposal on energy was developed and submitted for potential funding. The proposal was accepted and the initial meeting held at UNLV. First year analysis has been initiated. (Assignment continues.)
7: **Client:** White Pine County Commissioner  
**Location of Project:** White Pine County  
**Nature of Project:** Estimate feasibility and county impacts of potential solar wind, micro-hydro, biomass, and geothermal clean energy projects.  
**Action:** Contract accepted and being processed. Initial computer code and questionnaires for feasibility and impact analysis are being developed. (Assignment continues.)

8: **Client:** Food and Agricultural Policy Research Institute  
**Location of Project:** U.S. and Western U.S.  
**Nature of Project:** Work with University of Missouri in developing agricultural price forecasts for U.S. and Western U.S. crops.  
**Action:** Agricultural price models are being developed. (Assignment continues.)

C. **Other Research Projects**

1: **Client:** Lander County Economic Development Authority  
**Location of Project:** Lander County  
**Nature of Project:** Requested to develop a proposal for the potential development of a Comprehensive Economic Development Strategy for Lander County.  
**Action:** A proposal was developed and sent to Lander County Economic Development Authority. Proposal was accepted and the initial CED meeting in Lander County during this quarter. (Assignment continues.)

2. **Client:** Walker River Basin Study  
**Location of Project:** Lyon and Mineral counties  
**Nature of Project:** A cluster economic analysis has been completed for Mineral County, Yerington Zip Code Area and Smith Valley Zip Code Area.  
**Action:** Cluster publications and a socio-economic trend analysis have been completed for Mineral County, Yerington zip code area, and Smith Valley zip code area. Data will be used for ASAP analysis for the three areas. (Assignment completed.)

3. **Client:** Rural Nevada  
**Location of Project:** Rural Nevada  
**Nature of Project:** Develop research project to estimate potential of hoop houses for rural Nevada.  
**Action:** A research project proposal has been developed. (Assignment continues.)
4. Client: The Food bank of Northern Nevada and Washoe County School District  

Location of Project: Clark and Washoe Counties  

Nature of Projects: Conduct interviews with a sample population of Great Basin agricultural Producers to define logistical issues and feasibility of providing local produce for a children’s summer meals program during the summer of 2013.  

Action: Report delivered to Washoe County School District in April 2013. Project has been put on hold at Washoe County School District due to administrative logistics. UCED included the Washoe County School District in a USDA-Food and Nutrition Services grant and still waiting on federal decision to fund proposal or not. Pending grant work will focus on in-depth feasibility analysis of sustainable Farm-to-School program. (Assignment continues).  

5. Client: Rural Nevada  

Location of Project: Rural Nevada  

Nature of Project: Develop research project to assess the potential for and provide technical assistance and education on meat marketing cooperatives including meat CSAs and meat buying clubs.  

Action: A research project proposal has been developed. (Assignment continues.)  

6. Client: Reno-Sparks Convention and Visitor Authority  

Location of Project: Reno, Nevada  

Nature of Project: Conduct on-site surveys of special events to determine economic impacts to the Reno/Tahoe economy.  

Action: On-site surveys completed for two events in 2013. Reno-Tahoe Open and Great Reno Balloon Race. Follow-up surveys and economic impact analysis currently underway. (Assignment continues.)  

7. Client: City of Reno  

Location of Project: Reno, Nevada  

Nature of Project: Conduct on-site surveys of special events to determine economic impacts to the Reno economy.  

Action: Contract in place to conduct on-site surveys for selected special events in the City of Reno. Developing tool to estimate economic impacts prior to events. (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:** State of Nevada Governor’s Office on Economic Development (GOED)

**Location of Project:** State of Nevada

**Nature of Project:** Develop Excel spreadsheets to compare location advantages and disadvantages for different economic sectors in the state of Nevada, California, Utah, and Arizona.

**Action:** Draft spread sheets developed and under review by GOED. (Assignment continues.)

3. **Client:** State of Nevada Governor's Office on Economic Development (GOED)

**Location of Project:** Four Nevada economic regions as designated by GOED

**Nature of Project:** Development of socio-economic trends analysis and publication for the four GOED economic development regions.

**Action:** Socio-economic data for the four GOED economic development regions is being collected for analysis (Assignment continues.)

4. **Client:** Tahoe Forest Hospital District

**Location of Project:** Tahoe Forest Hospital District

**Nature of Project:** Economic impacts to the Tahoe Forest Hospital District economy from operations and construction by the Tahoe Forest Hospital.

**Action:** Study Completed and presentation of results made to Governing Board of the Tahoe Forest Hospital District. (Assignment completed.)

5. **Client:** Risk Management Agency

**Location of Project:** State of Nevada

**Nature of Project:** Assist local agricultural producers in developing enterprise budgets for new or changing agricultural enterprises.

**Action:** Assist agricultural producers in creating hydroponic leafy green enterprise budget. (Assignment completed.)

**E. Counseling and Referrals:**

1. **Client:** Nevada Wine Growers’ Association

**Location of Project:** State of Nevada

**Nature of Project:** Requested assistance in developing activities for the Nevada Wine Growers’ Association.
**Action:** Initiate contacts with University of Nevada Reno MBA Student Center to organize student group to assist the Nevada Wine Growers’ Association. (Assignment continues.)

2. **Client:** University of Wyoming  
**Location of Project:** Western U.S.  
**Nature of Project:** Requested information on commercial sector demand threshold studies.  
**Action:** List of relevant research articles and extension fact sheets collected and sent to the University of Wyoming. (Assignment completed.)

3. **Client:** National Council of Juvenile and Family Court Judges (NCJFCJ)  
**Location of Project:** Reno, Nevada  
**Nature of Project:** Requested information on procedures to complete economic impact study for NCJFCJ.  
**Action:** A reply given to NCJFCJ and outline to complete impact study. (Assignment completed.)

F. **Workshops and Seminars:**

1. **Client:** Agricultural Producers and Lenders in the State of Nevada  
**Location of Workshop:** Compressed video throughout the state of Nevada.  
**Nature of Workshop:** Workshop on national economy, agricultural prices, and financial assistance to Nevada agriculture.  
**Action:** Workshop presented and telecast by compressed video to Nevada Cooperative Extension offices. (Assignment completed)

2. **Client:** University of Nevada, Reno Economics Club  
**Location of Workshop:** Campus of the University of Nevada, Reno  
**Nature of Workshop:** Overview of current and past activities of the University Center.  
**Action:** Presentation made to Economics club of the University of Nevada, Reno. (Assignment completed)

3. **Client:** University of Nevada, Reno College of Business  
**Location of Workshop:** Campus of the University of Nevada, Reno  
**Nature of Workshop:** Discussion of national and state economy for UNR Business week.  
**Action:** Participated on panel discussing current national and state economic trends. (Assignment completed)

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

1. **Client:** Tahoe Forest Hospital District
**Location of Presentation:** Truckee, California

**Nature of Presentation:** Discussed results of economic impact study of operations and construction activities of the Tahoe Forest Hospital on the economy of the Tahoe Forest Hospital District.

**Action:** Presentation made to Governing Board of the Tahoe Forest Hospital District. (Assignment completed).

H. **Journal Articles and Publications for Fiscal Year 2013/14:**

**Journal Articles**


**University Center Technical Reports for Fiscal Year 2012/2014:**


**University of Nevada, Reno Cooperative Extension Fact Sheet for Fiscal Year 2013/2014:**


Cowee, Margaret W. and Thomas R. Harris. “Nevada Consumer Perceptions of Local Foods.” Under Review