University of Nevada, Reno

University Center for Economic Development

Third Quarter Report
For the Period
1 January to 31 March 2014

Prepared by
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for

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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 third quarter of FY 2013-2014. During the third quarter, the University Center produced eight applied research projects, seven other research projects, six technical and management assistance projects, four counseling and referrals, two workshops, two technical presentations, and three 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; 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, Florina Salaghe, 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 third quarter, fiscal year 2013/2014 by the University Center. Four workshops and three technical reports 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: A National Institute of Food and Agriculture (NIFA) grant titled Area Sector Analysis Process (ASAP) submitted to US Department of Agriculture.

Action: The ASAP grant was accepted for three (3) year funding by NIFA and will begin in May 2014. (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 health care sector in all Nevada counties are being estimated. Also multipliers were developed to estimate impacts of a new medical school in Las Vegas. Data sent to University of Nevada, Reno Director of Health Policy Research. (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:** Results of rancher questionnaire as to attributes in accepting the trichomoniasis vaccine are being analyzed for programming into whole-ranch simulation model. (Assignment continues.)

4. **Client:** State of Nevada  
**Location of Project:** State of Nevada  
**Nature of Project:** An ImMache proposal was developed and accepted to analyze alternative hedging strategies for financial success by whole-dairy model. Model analyzed under influence of dry milk processing plant in Fallon, Nevada.  
**Action:** A proposal drafted and accepted for ImMache funding. Model development has been initiated. (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: Completed stochastic feasibility analysis of proposed clean energy projects in White Pine County. Results sent to White Pine County Commissioners. (Assignment completed.)


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 market baseline outlooks for U.S., international, and Western U.S. crops.  
Action: Agricultural models are being developed and simulated to provide policy and economic analysis of agricultural markets. Additional results presented in Washington D.C. (Assignment continues.)

9: Client: White Pine County  
Location of Project: White Pine County  
Nature of Project: White Pine County requested application for ASAP program.  
Action: ASAP will be applied in White Pine Count. The initial organizational meeting was held in Ely, Nevada. (Assignment continues.)

8: 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.

C. Other Research Projects

1: Client: Lander County Economic Development Authority  
Location of Project: Lander County
**Nature of Project:** Requested to complete a Comprehensive Economic Development Strategy for Lander County.

**Action:** A CEDS for Lander County was completed and accepted by Lander County Commissioners and sent to the Seattle Regional Office of the U.S. Economic Development Administration for acceptance. (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. Also, a Santa Crawl was surveyed. (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: Excel program being 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:** 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.)

5. **Client:** Western Nevada Development Authority  
**Location of Project:** Nevada Development Authority Area  
**Nature of Project:** Request economic and occupation data and analysis for Investing in Manufacturing Communities Partnership (IMCP).  
**Action:** Economic and occupational data gathered, analyzed, and sent to WNDD for IMCP grant. (Assignment continues.)

6. **Client:** U.S. Ecology, INC. Nevada  
**Location of Project:** State of Nevada  
**Nature of Project:** Request to estimate economic employment, and household income impacts of US Ecology, Inc. activities in the state.  
**Action:** Impact analysis has been initiated and report will be drafted of US Ecology, Inc. Nevada. (Assignment continues.)

E. **Counseling and Referrals:**

1. **Client:** Nevada Cattleman’s Association  
**Location of Project:** Northern Nevada  
**Nature of Project:** Estimation of potential financial impact to a representative ranch in northern Nevada from alternative grazing permit reductions due to Sage Grouse endangered species designation.  
**Action:** Northeastern representative ranch model ran for alternative reductions in public land grazing permits and results sent to Nevada Cattleman’s Association. (Assignment completed.)  

2. **Client:** Western Agricultural Economics Association
**Location of Project:** Northern Nevada

**Nature of Project:** Develop paper for publication in Western Agricultural Economics Association journal.

**Action:** Paper which covers stochastic feasibility to Northern Nevada ranchers under rangeland fire scenarios. (Assignment continues.)

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3. **Client:** Northern Nevada Development Authority

**Location of Project:** Northern Nevada

**Nature of Project:** Requested proposal for model development of impacts of industrial growth.

**Action:** Proposal developed and sent to Northern Nevada Development Authority. (Assignment completed.)

4. **Client:** UNLV

**Location of Project:** State of Nevada

**Nature of Project:** Requested assistance in developing NSF proposal for study of alternative biofuels in Nevada.

**Action:** Proposal drafted and sent to UNLV. (Assignment completed.)

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**F. Workshops and Seminars:**

1. **Client:** Nevada Cattleman’s Association

**Location of Workshop:** Reno, Fallon, Wellington, Ely, Winnemucca, and Lovelock Nevada.

**Nature of Workshop:** Nevada Cattleman’s Round Up Workshop.

**Action:** Presented results of questionnaire as to uses of the trichomoniasis vaccine. (Assignment completed)

2. **Client:** Educational Association of University Centers (EAUC)

**Location of Workshop:** Washington, D.C.

**Nature of Workshop:** Annual Washington D.C. meeting of EAUC.

**Action:** Attended EAUC meeting and moderated USDA-Rural Development session on new economic development programs for rural America. (Assignment completed.)

3. **Alfalfa and Grass Hay: Dealing with Drought**

**Location of Workshop:** Fallon, Nevada

**Nature of Workshop:** Workshop on drought effects on Nevada hay growers.

**Action:** Presented Nevada Hay Price Outlook
G. Technical Presentations and Lectures by University Center Staff:

1. **Client:** Western Regional Science Association (WRSA)  
**Location of Conference:** San Diego, California  
**Nature of Conference:** Annual meeting of WRSA and presented selected paper.  
**Action:** Selected paper presented at WRSA annual meeting. (Assignment completed.)  

2. **Client:** Solar Nexus NSF Program  
**Location of Conference:** Reno, Nevada  
**Nature of Conference:** Two year review of Solar Nexus NSF Program.  
**Action:** Presented results of a stochastic feasibility model for ascertaining risk and financial feasibility of clean energy project. (Assignment completed.)

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

**Journal Articles**


University Center Technical Reports for Fiscal Year 2013/2014:


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