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 2013-2014. During the second quarter, the University Center produced eight applied research projects, seven other research projects, four technical and management assistance projects, nine counseling and referrals, four workshops 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; 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 second 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: 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:** 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:** Proposal accepted and stochastic feasibility model developed to derive probability of financial success and bankruptcy for alternative clean energy projects in White Pine County. (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. Additional results presented in Washington D.C. (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 accepted by Lander County Economic Development Authority. A CEDS final report is currently underway. (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.)

E. Counseling and Referrals:

1. Client: 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: 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.)

3. **Client:** Western Rural Development Center  
**Location of Project:** Western United States  
**Nature of Project:** Requested information sources that cover foreign owning of farm lands in the West.  
**Action:** Data sources sent to Western Rural Development Center. (Assignment completed.)

4. **Client:** Nevada Rural Development Council  
**Location of Project:** Rural Nevada  
**Nature of Project:** Requested a series of socio-economic data for metropolitan and non-metropolitan Nevada.  
**Action:** Time series of socio-economic data and initial analysis given to Nevada Rural Development Council. (Assignment completed.)

5. **Client:** Southern Rural Development Center (SRDC)  
**Location of Project:** Western Nevada Development District  
**Nature of Project:** Develop work plan for additional USDA Rural Development funding for Stronger Economics Together (SET) Program.  
**Action:** Work plan developed and accepted by SRDC. Account being set up and initial programming being developed. (Assignment continues.)

6. **Client:** Washoe County Commissioners  
**Location of Project:** Washoe County  
**Nature of Project:** Requested information as to potential sales tax generated from increase in sales tax rate.  
**Action:** Analysis completed and sent to Washoe County Commissioners. (Assignment completed.)

7. **Client:** State of Nevada Department of Agriculture  
**Location of Project:** State of Nevada  
**Nature of Project:** Requested assistance as to use of IMPLAN microcomputer input-output model to estimate impacts of agriculture on the Nevada economy.  
**Action:** Assistance given to State of Nevada Department of Agriculture and developed a process for continued assistance. (Assignment completed.)
8. **Client:** Western Nevada Development District  
**Location of Project:** Western Nevada Development District area  
**Nature of Project:** Request to collect data as to businesses that are classified as Miscellaneous Manufacturing.  
**Action:** Data collected and given to Western Nevada Development District. (Assignment completed.)

9. **Client:** College of Engineering at the University of Nevada, Reno.  
**Location of Project:** State of Nevada  
**Nature of Project:** Develop programs to assist small businesses with big data issues.  
**Action:** An initial grant is being developed for National Science Foundation (NSF) funding. (Assignment continues.)

### F. Workshops and Seminars:

1. **Client:** Douglas County Chamber of Commerce, Douglas County Business Council, and Northern Nevada Development District.  
**Location of Workshop:** Douglas County Nevada  
**Nature of Workshop:** Annual breakfast meeting of Douglas County Chamber of Commerce, Douglas County Business Council, and Northern Nevada Development District.  
**Action:** Presentation of socio-economic trends in Douglas County presented. (Assignment completed)

2. **Client:** State of Nevada Department of Agriculture  
**Location of Workshop:** Clark County Nevada  
**Nature of Workshop:** Overview of agricultural marketing in Southern Nevada.  
**Action:** Southern Nevada agricultural marketing overview presented. (Assignment completed)

3. **Client:** Western Center for Risk Management Education  
**Location of Workshop:** Churchill County Nevada  
**Nature of Workshop:** Introduction to various models for meat-based community supported agriculture (CSA) programs and collaborative marketing models.  
**Action:** Four presentations on regional consumer preferences for meat products, collaborative meat marketing models, meat CSA programs, and niche meat marketing were presented. (Assignment completed)
4. **Client:** Western Center for Risk Management Education

**Location of Workshop:** Carson City County Nevada

**Nature of Workshop:** Introduction to business and legal strategies for meat-based community supported agriculture (CSA) programs and collaborative marketing models.

**Action:** Four presentations on the structure and operation of agricultural marketing cooperatives, case studies of successful marketing cooperatives including meat CSA programs, strategies for working with a cooperative while maintaining a separate private business, and using contracting techniques to limit liability were presented. (Assignment completed)

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

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