University of Nevada, Reno

University Center for Economic Development

Second Quarter Report
For the Period
1 October to December 2014

Prepared by
Thomas R. Harris, Director

for

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University Center for Economic Development
Department of Economics
Mail Stop 204
Reno, NV  89557-0204
Phone: 775-784-1681
Fax: 775-784-4082
E-mail: harris@unr.edu
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 2014-2015. During the second quarter, the University Center produced eleven applied research projects, seven other research projects, three technical and management assistance projects, six counseling and referrals, one workshop, two technical presentations, three University Center technical reports, two journal articles, and two cooperative extension fact sheets under review.

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 second quarter, fiscal year 2014/2015 by the University Center. One workshop, eight technical reports, two journal articles, and two cooperative extension fact sheets under review were offered 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 Institute was launched in October 2014. The address is https://www.facebook.com/NevadaLeadershipInstitute?ref=hl. From the Nevada Leadership Institute’s Facebook page, interested parties can get information on upcoming training workshops and professional development opportunities. A Nevada Leadership Institute website is currently being developed and will be part of the University Center for Economic Development’s website.

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:** The initial meeting of the ASAP group was held in Las Vegas, NV. A process team work book is being developed and applications of ASAP are being initiated in White Pine County, Nevada and Wayne County, Utah. (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 2014/2015 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. (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:** 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 second year of analysis has been initiated. (Assignment continues.)

6. **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.)

7: **Client:** White Pine County  
**Location of Project:** White Pine County  
**Nature of Project:** White Pine County requested application for ASAP program.  
**Action:** ASAP is currently being applied in White Pine County. Three meetings have been held and goal preferences are being estimated. (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. (Assignment continues.)

9: **Client:** Wayne County, Utah and a rural county in New Mexico.  
**Location of Project:** Wayne County, Utah and a rural county in New Mexico.  
**Nature of Project:** Potential application of ASAP project in Wayne County, Utah and a rural county in New Mexico are being considered.  
**Action:** An overview of the ASAP program is being developed. (Assignment continues.)

10: **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.)

11: **Client:** National Council of Juvenile and Family Court Judges  
**Location of Project:** State of Nevada  
**Nature of Project:** Request to estimate the employment, economic activity, and household income impacts of expenditures made by the National Council of Juvenile and Family Court Judges Association on the state of Nevada.  
**Action:** Data is being collected to estimate the statewide impacts of the National Council of Juvenile and Family Court Judges Association on the state of Nevada. (Assignment continues.)
C. Other Research Projects

1. **Client:** Walker River Basin Study  
**Location of Project:** Lyon and Mineral counties  
**Nature of Project:** A comprehensive Economic Development Strategy for Mineral County and Lyon County communities for Smith Valley and Yerington was to be developed and published.  
**Action:** A CEDS document for Mineral County and the Lyon County communities was developed and published. (Assignment completed.)  

2. **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 the 2014 Reno Rodeo, Artown, and Reno Air Races. Follow up surveys and economic impact analysis currently underway for all three events. (Assignment continues.)

3. **Client:** Ft. McDermitt Native American Tribe  
**Location of Project:** Ft. McDermitt reservation  
**Nature of Project:** Request for proposal to assist tribe in development of Comprehensive Economic Development Strategy. (CEDS)  
**Action:** A proposal was drafted and sent to tribal council. (Assignment continues.)

4. **Client:** Reno Bike Project  
**Location of Project:** Reno, Nevada  
**Nature of Project:** Conduct an economic impact analysis of the ‘Positively 4th Street Build-a-Better Block Demonstration Project’ held on June 14, 2014.  
**Action:** A participant survey and participating business survey was undertaken and results estimated for these questionnaires. Presentations of the results were presented to the City of Reno Council, the Washoe County Board of County Commissioners, and the Washoe County Regional Transportation committee. A presentation of the economic impact analysis was also made at the 2014 Nevada Chapter of the American Planning Association’s State Conference in October 2014. (Assignment continues.)  
5. **Client:** Eureka County, Nevada  
**Location of Project:** Crescent Valley, Nevada and Beowawe, Nevada  
**Nature of Project:** Conduct a community assessment of needs in the northern portion of Eureka County including the town of Crescent Valley and the reservation of Beowawe.  
**Action:** A 43 question resident survey was mailed to 315 addresses in northern Eureka County, Nevada. The survey contained 18 questions on demographic and employment background, seven questions on perceptions regarding the community and Eureka County, 10 questions regarding civic engagement, and eight questions regarding recycling. Completed surveys have been analyzed and a University of Nevada Cooperative Extension Special Publication is being developed that will summarize the results of this community assessment. Presentations by UCED faculty have been made to the Eureka County Board of County Commissioners, Eureka County Economic Development Program Board, the Crescent Valley Town Advisory Board, and the Crescent Valley Community Development Implementation Plan Working Committee summarizing the results of the assessment. (Assignment continues.)

6. **Client:** Nevada Association of Conservation Districts; Nevada Department of Conservation and Natural Resources  
**Location of Project:** Reno, Nevada  
**Nature of Project:** Develop, implement, and administer a series of one-day training workshops focusing on the administration of conservation districts in Nevada.  
**Action:** As part of the Nevada Leadership Institute, UCED faculty are working with the Nevada Association of Conservation Districts and Nevada Department of Conservation to develop, implement, and administer four one-day workshops designed to provide technical assistance on Nevada’s conservation law, open meeting laws, code of administration ethics, and other aspects of the administration of local government to conservation district board members in Nevada. The first one-day workshop will be held on November 14, 2014 as part of the Nevada Association of Conservation District’s Annual Meeting in Fallon, Nevada. (Assignment continues.)

7. **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.)
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:** Washoe County Health Department  
   **Location of Project:** Washoe County, Nevada  
   **Nature of Project:** Implement survey of a multi-unit housing residence in Washoe County to gather opinions and perspective on tobacco use in housing complex.  
   **Action:** Survey implemented online and client report in progress. (Assignment continues).

3. **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:** Survey implemented online and client report in progress. (Assignment completed).

E. Counseling and Referrals:

1. **Client:** Lincoln County Cooperative Extension Office  
   **Location of Project:** Southern Nevada  
   **Nature of Project:** Requested assistance in analyzing a questionnaire of Lincoln County populace as to local food production.  
   **Action:** Analysis completed and sent to Lincoln County Extension Office. (Assignment completed.)

2. **Client:** Plumas County, California Extension Office  
   **Location of Project:** Northern California  
   **Nature of Project:** Requested information about an implementation of Stronger Economics Together outreach program.  
   **Action:** Information sent to Plumas County, California Extension Office. (Assignment completed.)
3. **Client**: University of Nevada, Reno College of Education  
**Location of Project**: State of Nevada  
**Nature of Project**: Requested information on application of Data Envelope analysis to estimate effectiveness Nevada high schools.  
**Action**: Information and journal articles sent to College of Education. (Assignment completed)

4. **Client**: Dean of the College of Agriculture, Biotechnology, and Natural Resources  
**Location of Project**: State of Nevada  
**Nature of Project**: Requested information and past classes that could be part of proposed Native American Land Grant in State of Nevada.  
**Action**: Information and potential class summaries that could potentially be used in a Native American Land Grant College curriculum sent to the Dean of the College of Agriculture, Biotechnology, and Natural Resources at the University of Nevada, Reno. (Assignment completed.)

5. **Client**: University of Wisconsin Cooperative Extension.  
**Location of Project**: State of Wisconsin  
**Nature of Project**: Requested copies of previous journal articles and University Center Technical publications that addressed population thresholds for number of retail establishments.  
**Action**: Previous journal articles and University Center Technical publications sent to the University of Wisconsin cooperative Extension Faculty. (Assignment completed.)

6. **Client**: 3rd Rock Communications  
**Location of Project**: Northern Nevada  
**Nature of Project**: Attended meeting on potential use of Strategic Doing for Northern Nevada economic development planning.  
**Action**: Initial meeting held and additional meetings are in planning stage. (Assignment continues.)

F. **Workshops and Seminars:**

1. **Client**: Western Nevada Development District  
**Location of Workshop**: Fallon, Nevada  
**Action**: Analysis of socio-economic trends presented at workshop. (Assignment completed)
G. **Technical Presentations and Lectures by University Center Staff:**

1. **Client:** University Economic Development Association  
   **Location of Presentation:** Santa Fe New Mexico  
   **Nature of Presentation:** A workshop on combining Stronger Economics Together and comprehensive Economic Development Strategies procedures to develop a strategic plan for the Western Nevada Development District.  
   **Action:** Presentation made to University Economic Development Association participants. (Assignment completed.)

2. **Client:** University of Nevada, Reno Business Week  
   **Location of Presentation:** Reno, Nevada  
   **Nature of Presentation:** Tesla and Multipliers Evaluating Impact Studies.  
   **Action:** Presentation made at UNR Business Week Economic Forum. (Assignment completed.)

H. **Journal Articles and Publications for Fiscal Year 2014/15:**

**Journal Articles**


University Center Technical Reports for Fiscal Year 2014/15:


University of Nevada, Reno Cooperative Extension Fact Sheet for Fiscal Year 2014/15:
