University of Nevada, Reno

University Center for Economic Development

Fourth 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 fourth quarter of FY 2013-2014. During the fourth quarter, the University Center produced eleven applied research projects, eleven other research projects, six technical and management assistance projects, seven counseling and referrals, one workshop, four technical presentations, three University Center technical reports, two journal articles, and five cooperative extension fact sheets.

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 fourth quarter, fiscal year 2013/2014 by the University Center. One workshop, four technical reports, two journal articles, and five cooperative extension fact sheets 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. Work has been initiated with a regional meeting in Las Vegas. (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 multipliers were developed to estimate impacts of a new medical school in Las Vegas. A University of Nevada School of Medicine report was completed. (Assignment continues.)

Packham, John, Tabor Griswold, and Thomas R. Harris The Contributions of the University of Nevada School of Medicine to the Nevada Economy USOM Health Policy Report, Reno, NV, April 2014
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. A stochastic ranch financial model is being developed. (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:** Food and Agricultural Policy Research Institute  
**Location of Project:** U.S., Western U.S., and State of Nevada  
**Nature of Project:** Working with the University of Missouri in developing agricultural market baseline outlooks for U.S., international, Western U.S. crops, and State of Nevada.  
**Action:** Agricultural models have been developed and a Nevada outlook of commodity prices developed. (Assignment completed.)  

8: **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.)

9: **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.

10: **Client:** Six County Area in Central Utah  
**Location of Project:** Six Central Utah Counties  
**Nature of Project:** Potential application of ASAP project in the Six County Central Utah Counties.  
**Action:** An overview of ASAP presented and the program is being considered for application. (Assignment continues.)

11: **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:** Production of biochar will begin in August 2014. 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.)

C. **Other Research Projects**

1. **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.)

2. **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.)

3. **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).

4. **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.)
5. **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. One additional event, Artown is scheduled for next fiscal year. Follow up surveys and economic impact analysis currently underway for Reno Rodeo. (Assignment continues.)

6. **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.)

7. **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.)

8. **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 designed and implemented. Surveys have been analyzed and a UCED technical report is being developed. UCED faculty will make presentations to the City of Reno City Council, the Washoe County Board of County Commissioners, and the Washoe County Regional Transportation Committee in September 2014 regarding the results of this study. (Assignment continues.)

9. **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 will be given 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.)

10. **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 four one-day workshops will be conducted in the second half of 2014. (Assignment continues.)

11. **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:** 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:** 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.)

5. **Client:** U.S. Ecology Nevada, Inc.

**Location of Project:** State of Nevada

**Nature of Project:** Request to estimate the economic employment, and labor income impacts of US Ecology, Inc. on the Nevada economy.

**Action:** Economic, employment, and household income impacts were estimated and University Center Technical Report developed and sent to U.S. Ecology Nevada, Inc. (Assignment completed)

6. **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)

E. **Counseling and Referrals:**

1. **Client:** Southern Lyon County Hospital

**Location of Project:** Southern Lyon County
**Nature of Project:** Requested copy of University Center Technical Report that covered a financial feasibility of proposed kidney dialysis center.

**Action:** University Technical Report found and sent to administrators of Southern Lyon County Hospital. (Assignment completed.)

2. **Client:** Walker River Paiute Tribe  
**Location of Project:** Walker River Paiute reservation  
**Nature of Project:** Tribal council requested assistance in reviewing financial statements  
**Action:** University of Nevada Reno faculty member found to assist the tribe. (Assignment completed.)

3. **Client:** Mineral County Extension Office  
**Location of Project:** Mineral County  
**Nature of Project:** Mineral County Extension office requested a contribution impact analysis be completed for their operations in Mineral County.  
**Action:** A contribution study was completed for the Mineral County Extension office and a memorandum of results sent to their office. (Assignment completed)

4. **Client:** United Way of Northern Nevada  
**Location of Project:** Northern Nevada  
**Nature of Project:** Estimate the economic, employment, and labor income impacts of earned income tax credit on Northern Nevada economy.  
**Action:** Economic, employment, and labor income impacts estimated and a memorandum of results sent to the United Way of Northern Nevada. (Assignment completed.)

5. **Client:** Washoe County Businessmen  
**Location of Project:** Northern Nevada  
**Nature of Project:** Requested production and crop budget data and information for growing teff.  
**Action:** University of Nevada Cooperative Extension teff production and cost/return budget sent to citizen. (Assignment completed.)

6. **Client:** Churchill County Economic Development Authority  
**Location of Project:** Churchill County, Nevada  
**Nature of Project:** Assistance requested for economic development opportunities with new dry powder milk plant.  
**Action:** Information gathered and sent to Churchill County Economic Development Authority. (Assignment continues.)
7. **Client:** Western Nevada College  
**Location of Project:** Churchill, Lyon and Pershing Counties  
**Nature of Project:** Requested employment and occupation projections for the three county area.  
**Action:** Employment and occupation projections gathered and sent to WNC. (Assignment completed.)

F. **Workshops and Seminars:**

1. **Client:** Economic Development and Agricultural Business Leaders in Nevada  
**Location of Workshop:** Fallon, Nevada.  
**Nature of Workshop:** Risk Management Agency workshop presented to discuss an update of impact of future growth in Nevada dairies on the state’s economy.  
**Action:** Workshop presented in Fallon, Nevada on May 22, 2014. (Assignment completed)

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

1. **Client:** Pacific Northwest Regional Economic Conference  
**Location of Conference:** Portland, Oregon  
**Nature of Conference:** 48th Annual Pacific Northwest Regional Economic Conference.  
**Action:** Two selected papers presented at 48th Annual Pacific Northwest Regional Economic Conference. (Assignment completed.)  
Harris, Thomas R. “The Economic Impacts of Proprietor’s Income on the Economy of the State of Nevada”.  
Harris, Thomas R. "Jobs Attracting People versus People Attracting Jobs".

2. **Client:** Western Agricultural Economic Association (WAEA)  
**Location of Conference:** Colorado Springs, Colorado  
**Nature of Conference:** WAEA Annual Conference.  
**Action:** Selected paper presented at WAEA Annual Conference. (Assignment completed.)  
Casey, Dusty and Thomas R. Harris “application of Interindustry and Value Chain Analysis to Estimate Economic Impacts of a Whole Milk Powder Plant in Churchill County, Nevada”.

3. **Client:** National Association of Community Development Extension Professionals  
**Location of Conference:** Grand Rapids, Michigan  
**Nature of Conference:** 2014 NACDEP Annual Conference
Action: Selected session presentation at 2014 NACDEP Annual Conference. (Assignment completed.)

4. Client: National Association of Community Development Extension Professionals

Location of Conference: Grand Rapids, Michigan

Nature of Conference: 2014 NACDEP Annual Conference

Action: Selected session presentation at 2014 NACDEP Annual Conference. (Assignment completed.)
Davis, Rodney and Frederick Steinmann. “The Role of the Land Grant University in Contemporary Community and Economic Development Efforts”.

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


Steinmann, Frederick, and Madelyn Shipman. “Nevada’s Open Meeting Law – An Outline”. UNCE Fact Sheet-14-02.


Steinmann, Frederick, and Rodney Davis. “The Lander County Sustainable Development Committee – Transforming a Community.” UNCE Special Publication-14-06.