UNIVERSITY OF NEVADA, RENO

University Center for Economic Development

Second Quarter Report
For the Period
1 July 2004 to 30 September, 2004
Prepared by

Thomas R. Harris, Director

For

Economic Development Administration
Grant No. 07-66-05359

October 2004

University Center for Economic Development
Department of Resource Economics
University of Nevada, Reno
Mail Stop 204
Reno, NV 89557-0105
775/784-6499
Fax: 775/327-2225
e-mail: harris@cabnr.unr.edu
Second Quarter Report
1 July 2004 to 30 September 2004

University Center for Economic Development
Department of Resource Economics
University of Nevada, Reno
Mail Stop 204
Reno, NV 89557-0105

Summary: In April 2000, the University Center for Economic Development at the University of Nevada, Reno funding cycle began again. Therefore, the quarterly reports start in April. The University Center for Economic Development continued to profile statewide and technical assistance in economic development for the second quarter of FY 2004-2005. During the second quarter, the University Center produced ten applied research projects, eight other research projects, ten technical and management assistance projects, eight counseling and referrals, one workshop, and one journal article accepted.

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, Director; Mike Havercamp, State Extension Mediation and Group Facilitator Specialist.; Elizabeth (Betsy) Fadali, Research Associate; Gaylene Nevers, Research Associate; Joan Wright, Graduate Research Assistant; Billye French and Genet Sauer, Administrative Assistants; George “Buddy” W. Borden, Community Development Specialist, is also affiliated with the University Center but is located at the Clark County Cooperative Extension Office in Las Vegas.
A: Marketing Activities:

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. Fourteen technical reports were published during the first and second quarters of fiscal year 2004-2005 by the University Center. One workshop was presented by the University Center for presentation of economic data and results of past projects.

The Center is currently maintaining a web page. The address is http://www.ag.unr.edu/uced. From this web page, a person will be able to access and download past University Center Technical Reports, Regional Economic Information System data developed by the U.S. Bureau of Economic Analysis for the state of Nevada in its seventeen counties and selected historical and current economic data from various state agencies. The web site has been upgraded to a database-driven format and Nevada state agency data may be defined for download using a web form, and are available in a choice of download formats. 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 for 1995 through 2004 are currently online in Adobe PDF format.

B. Applied Research:

1. **Client:** State of Nevada Military Advocacy Commission

   **Location:** State of Nevada

   **Nature of Project:** Request by State of Nevada Military Advocacy Commission to estimate economic impacts of military base operations on the economy of the state of Nevada. Results will be used to address Base Realignment and Closure issues.

   **Action:** Socio-economic data is being collected from Nevada military bases. Once data is collected impacts will be estimated and a report written for the Nevada Military Advocacy Commission. Also, economic development opportunities with military bases will be explored. (Assignment completed).
2. **Client:** City of Sparks

**Location of Project:** City of Sparks, Rest of Washoe County, and Carson City Labor Market Area

**Nature of Project:** Manufacturing targeting and cluster study for the city of Sparks and surrounding areas of Washoe County and the Carson City Labor Market Area.

**Action:** An industrial targeting and cluster study was completed for the city of Sparks. Data is currently being collected and analyzed to derive industrial targeting and cluster targets for the Rest of Washoe County Area and the Carson City Labor Market Area. (Assignment continues).


3. **Client:** Lincoln County Government

**Location of Project:** Lincoln County, Nevada

**Nature of Project:** Strategic tourism Plan for Lincoln County

**Action:** Workshops were held in Caliente, Nevada and Alamo, Nevada to formulate tasks for Lincoln County tourism strategic planning. Also, numerous socio-economic data analysis publications were developed as background materials for the Lincoln county tourism strategic plan. A list of publications is shown below: (assignment completed.)


Fadali, Elizabeth, Thomas R. Harris, George “Buddy” W. Borden, and Michael Havercamp. “Socioeconomic Profile of East and West Lincoln County Study Areas.” April 2004, UCED 2004/05-05

4. **Client:** Eureka County Commissioners  

**Location of Project:** Eureka County  

**Nature of Project:** Develop a countywide input-output model of Eureka County.  

**Action:** Proposal written, drafted, and submitted to Eureka County Commissioners. Proposal accepted by commissioners and data questionnaires are being developed. (Assignment continues).

5. **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:** Economic impacts of health care sector on fifteen Nevada economies are currently being calculated. This year’s analysis will employ the new North American Industrial Classification System to derive health care sector impacts and targeting White Pine County for detailed analysis of health care system for this year. Also completed analysis of emergency medical technicians questionnaire (Assignment continues).


6. **Client:** Rural Development Centers  

**Location of Project:** Rural access of the United States  

**Nature of Project:** Development of materials addressing industrial and cluster targeting for rural areas of the U.S.  

**Action:** Initial conference call held and a meeting of group to be held in Orlando to scope out drafts and extension materials. (Assignment continues)
7. **Client:** Rural Nevada

**Location of Project:** Mountain States

**Nature of Project:** Develop a location model to estimate probabilities of Location of a given manufacturing and/or commercial sector industry.

**Action:** County Business Pattern data are being collected for the Mountain States to estimate the number of firms by industrial classification. Business count and socio-economic data will be employed to develop a model to estimate probability of location for a given economic sector in a given county. (Assignment continues.)

8. **Client:** Western Rural Development Center

**Location of Project:** Western States of the Nation

**Nature of Project:** Western States of Nevada, Montana, and Hawaii are developing a model to match businesses with community economic development preferences.

**Action:** Proposal drafted to develop a regional industrial targeting program and community-business matching computer program. (Assignment continues.)

9. **Client:** Nevada Agricultural Experiment Station

**Location of Project:** State of Nevada

**Nature of Project:** Estimate the economic impacts of the horse industry on the state of Nevada.

**Action:** Questionnaire data has been collected and analyzed. Results are being developed into a publication. (Assignment continues.)
10. **Client:** Nevada Agricultural Experiment Station

**Location of Project:** State of Nevada

**Nature of Project:** Estimation of location factors for biotechnology firms at the state level. Also economic impacts of the biotechnology firms in Nevada are being estimated.

**Action:** Location data collected and initial findings presented to a biotechnology workshop sponsored by the Dean of the College of Agriculture, Biotechnology, and Natural Resources at the University of Nevada, Reno. (Assignment continues.)

C. **Other Research Projects:**

1. **Client:** Truckee Meadows Regional Planning Commission

   **Location of Project:** Truckee Meadows Area of Nevada

   **Nature of Project:** Develop data as requested on the Washoe County and surrounding area as to economic growth in the Truckee Meadows Area.

   **Action:** Collect and analyzed data and send results to the Truckee Meadows regional Planning Commission. (Assignment continues).

2. **Client:** Laughlin, Nevada and Bullhead City, Arizona

   **Location of Project:** Laughlin, Nevada and Bullhead City, Arizona.

   **Nature of Project:** The regional economy continues to be interested in understanding economic linkages between bordering communities. Previous center programs and studies have significantly helped the regional economy grow and prosper with industry/employment expansion. The regional economy is now ready for an update to previous programs and studies. The Center has been requested to update socio-economic profiles, input-output models, and household expenditures. A secondary program will be constructed over the next year that will focus on economic development targeted industry and diversification. In the next two months a research proposal will be developed and submitted to conduct this work in 2005.

   **Action:** Specific action will include collection of primary and secondary community data for use of socio-economic profiles, input-output regional models, and targeted industry analysis. In addition, community planning processes will be conducted. (Assignment continues.)
3. **Client:** Lyon County Commissioners  

**Location of Project:** Lyon County  

**Nature of Project:** Complete a feasibility study of a proposed national wild horse and burro interpretative center in Lyon County, Nevada.  

**Action:** University Center working with Lyon County Commissioners in developing and completing feasibility study of the proposed national wild horse and burro interpretative center in Lyon County. (Assignment continues.)

4. **Client:** Nevada Association of Counties  

**Location of Project:** Rural Nevada  

**Nature of Project:** Develop a web page for the Nevada Rural Development Council.  

**Action:** A web page has initially been developed for the Nevada Rural Development Council. Web page is being expanded. The website is currently Hosted by the College of Agriculture, Biotechnology and Natural Resources at: http://www.ag.unr.edu/uced/nevrdc/ (Assignment continues.)

5. **Client:** State Emergency Medical System Project  

**Location of Project:** State of Nevada  

**Nature of Project:** Development and implementation of an EMS spreadsheet return/cost program.  

**Action:** Initiated an application of EMS analysis in Eureka County. (Assignment continues.)

6. **Client:** Nevada Association of Counties and Nevada Farm Bureau.  

**Location of Project:** Northern Nevada  

**Nature of Project:** Feasibility analysis of potential livestock processing plant in Northeast Nevada.  

**Action:** Initiated discussions and a feasibility analysis of potential livestock processing plant in northeastern Nevada. (Assignment continues.)
7. **Client**: Nevada Wildland Seed Producers Association  

**Location of Project**: Rural Nevada  

**Nature of Project**: Develop a web page for the Nevada Wildland Seed Producers Association  

**Action**: UCED has been engaged to develop a web page to market and inform users of native seed products and services provided by the Nevada Department of Agriculture and the association of growers. Finalization of what is to be developed is still in committee with the Nevada Wildland Seed Producers Association. The website will be hosted initially by the College of Agriculture, Biotechnology and Natural Resources with relocation after development to a third-party server with purchase of an association domain.

8. **Client**: White Pine County Commissioners  

**Location of Project**: White Pine County  

**Nature of Project**: Request on the estimation of the economic impacts of the range cattle industry in White Pine County.  

**Action**: Impacts of the range cattle industry on White Pine County have been estimated and a University Center Technical Bulletin is being developed. (Assignment completed).

9. **Client**: Carson City Government  

**Location of Project**: Carson City, Nevada  

**Nature of Project**: Collect socio-economic data for Carson City and develop a publication that analyzes the trends in socio-economic data.  

**Action**: A proposal is being drafted for Carson City government in consideration for this analysis. (Assignment continues).
D. Technical and Management Assistance Projects:

1. Client: City of Wells, Nevada  
   Location of Client: Wells, Nevada  
   Nature of Project: Request to estimate local unemployment rate for Wells, Nevada.  
   Action: Working with personnel with the City of Wells a questionnaire was developed to obtain information as to unemployment in Wells, Nevada. Questionnaire is currently being implemented. The University Center will complete the analysis when the questionnaires are completed. (Assignment continues).

2. Client: City of Mesquite, Nevada  
   Location of Project: Mesquite, Nevada  
   Nature of Project: Request for assistance to estimate unemployment rate and underemployment in Mesquite, Nevada. Questionnaire is currently being implemented. The University Center will complete the analysis when the questionnaires are completed. (Assignment continues).  
   Action: University Center personnel working with City of Mesquite personnel have developed a questionnaire for Mesquite, Nevada to estimate local unemployment rate and underemployment. (Assignment continues).

3. Client: Dean’s Office of the College of Agriculture, Biotechnology, and Natural Resources  
   Location of Project: University of Nevada, Reno  
   Nature of Project: Development of Agricultural Innovative Center Grant.  
   Action: The University Center assisted the Dean’s Office of the College of Agriculture, Biotechnology, and Natural Resources in developing initial draft of a regional Agricultural Innovative Center. (Assignment continues.)
4. **Client:** Dean’s Office of the College of Agriculture, Biotechnology, and Natural Resources

**Location of Project:** University of Nevada, Reno

**Nature of Project:** Development of web-based interactive database to manage projects funded by the Great Basin Cooperative Extension Studies Unit.

**Action:** The University Center assisted the Dean’s Office of the College of Agriculture, Biotechnology, and Natural Resources will maintain the existing website and develop a web-interactive project initiation and management database for use by partner institutions (land management agencies). (Assignment continues.)

5. **Client:** Elko Economic Development Authority

**Location of Project:** Elko County, Nevada

**Nature of Project:** Request for assistance in developing a local business retention and expansion project.

**Action:** Business retention and expansion extension materials are being collected as to applicability to Elko County. (Assignment continues.)

6. **Client:** Humboldt County

**Location of Project:** Winnemucca, Nevada

**Nature of Project:** Request to estimate potential ridership for a commercial airline in Winnemucca.

**Action:** A questionnaire is being developed to determine potential ridership and fare charges for possible commercial airline in Winnemucca. (Assignment continues.)
7. **Client:** Moapa Valley, Nevada  

**Location of Project:** Moapa Valley  

**Nature of Project:** Provide ongoing technical assistance to community-organized strategic planning committee. This committee was assembled over two years ago.  

**Action:** Planning Committee has been meeting regularly and the University Center has provided information and analysis as requested. (Assignment continues).

---

8. **Client:** Cooperative Extension  

**Location of Project:** State of Nevada  

**Nature of Project:** Extension publication or in-communities and out-communities for the state of Nevada and the seventeen counties.  

**Action:** In-communities and out communities data being collected at the state and county level. An University Technical report is being completed. (Assignment continues).

---

9. **Client:** Nevada Manufacturing Assistance Program  

**Location of Project:** State of Nevada  

**Nature of Project:** Data was gathered as requested for the MAP proposal.  

**Action:** Provided economic data to University of Nevada, Reno MAP program in their proposal to EDA. (Assignment completed.)

---

10. **Client:** Nevada Youth Entrepreneurship Project  

**Location of Project:** State of Nevada  

**Nature of Project:** Request to set up compressed video to discuss youth entrepreneurship program.  

**Action:** Compressed video programs being scheduled (assignment continues).
E. Counseling and Referrals:

1. **Client:** Quarterly meeting of the Nevada Rural Development Council

   **Location of Project:** State of Nevada

   **Nature of Project:** Meeting attendance and discuss action of Small Business sub-committee.

   **Action:** Attended and participated in the Nevada Rural Development Council’s quarterly meeting and discussed activities of Small Business sub-committee (assignment completed).

2. **Client:** Mineral County Cooperative Extension Office

   **Location of Project:** Mineral County

   **Nature of Project:** New extension office opened in Mineral County and the new agent asked for copies of Mineral County studies completed by the University Center.

   **Action:** Mineral County University Center Technical publications copied and sent to Mineral County Cooperative Extension Office (assignment completed).

3. **Client:** University of Nevada Bureau of Economic Research

   **Location:** Washoe County

   **Nature of Project:** Request for assistance in interpretation of economic multipliers.

   **Action:** Multipliers were interpretative as requested. (Assignment completed).

4. **Client:** Wells Fargo Bank

   **Location:** Lander County

   **Nature of Project:** Request of socio-economic trends in Lander County, Nevada.

   **Action:** Socio-economic trends in Lander County collected and analyzed for Wells Fargo Bank. (Assignment completed).
5. **Client:** Elko County Economic Development Authority  
**Location:** Elko and Eureka Counties  
**Nature of Project:** Request for socio-economic data for Elko and Eureka Counties.  
**Action:** Socio-Economic data for Elko and Eureka Counties collected and sent to the Elko County Economic Development Authority (Assignment completed).

6. **Client:** State of Nevada Commission on Economic Development  
**Location:** Carson City  
**Nature of Project:** Request of calculation of margin of error for survey results completed by the Nevada Commission on Economic Development.  
**Action:** Margin of error for the survey was calculated by the University Center and sent to the Nevada Commission on Economic Development. (Assignment completed).

7. **Client:** Center for Rural Entrepreneurship  
**Location:** Buffalo and Kearney Counties of Nebraska  
**Nature of Project:** Download IMPLAN data for Buffalo and Kearney Counties of Nebraska and complete a location quotient and shift-share analysis of these two counties.  
**Action:** Data downloaded and analysis completed and sent to the Center for Rural entrepreneurship. (Assignment completed).

8. **Client:** Rex Massey and Associates, Inc.  
**Location:** Nevada County, California  
**Nature of Project:** Request for economic multipliers for Nevada County, California.  
**Action:** Economic multipliers estimated and sent to Rex Massey and Associates. (Assignment completed).
F. Workshops and Seminars:

1. **Client:** Nevada Cooperative Extension

   **Location of Workshop:** Fallon, Nevada

   **Nature of Workshop:** Presentation on procedures to analyze county socio-economic data for county situational analysis.

   **Action:** A presentation of socio-economic analysis was completed. (Assignment completed).

G. Technical Presentations and Lectures by University Center Staff:

H. Journal Articles and Fact Sheets:

1. **Published Journal Article:**


Fadali, Elizabeth, Thomas R. Harris, Buddy Borden, and Mike Havercamp. “Socio-Economic Profile for East and West Lincoln County Study Areas.” April 2004, UCED 2004/05-05.


Harris, Thomas R., Jeffrey Hardcastle, George W. Borden and Michael Havercamp. “Analysis of Socio-Economic Data and Trends for Lincoln County, Part IV: