UNIVERSITY OF NEVADA, RENO

University Center for Economic Development

Third Quarter Report
For the Period
1 October 2004 to 31 December 2004
Prepared by

Thomas R. Harris, Director

For

Economic Development Administration
Grant No. 07-66-05359

January 2005

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
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 third quarter of FY 2004-2005. During the third quarter, the University Center produced nine applied research projects, nine other research projects, eleven technical and management assistance projects, twelve counseling and referrals, two workshops, and two University of Nevada 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, 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.
Project Summaries

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. *Nineteen* technical reports were published during the first, second, and third fiscal year 2004-2005 by the University Center. *Two* workshops were 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](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 was collected pertaining to Nevada military bases. Once data were collected impacts was estimated and a report written for the Nevada Military Advocacy Commission. Also, cluster economic development strategies with military bases were discussed. (Assignment completed).

2. **Client:** City of Sparks

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

**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, and Northern California.

**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, and Northern California. (Assignment continues).


3. **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).

4. **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 where 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 analyst of emergency medical technicians questionnaire (Assignment continues).


5. **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 held in Orlando and outreach materials and possible granting opportunities are being developed and explored. (Assignment continues).

6. **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.)

7. **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. This proposal has been accepted by the Western Rural Development Center. (Assignment continues.)
8. **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 have been developed into a publication. (Assignment completed.)

Fadali, Elizabeth, Thomas R. Harris, and Al Circelli, Jr. “Nevada Horse Owner Survey Result, October 2004, UCED 2004/05-16

9. **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. Also questionnaire is being developed to send to biotechnology firms in the State of Nevada. (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 as requested 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. Also questionnaire of wild horse and burro adapters being developed. Results will be used to determine if adoptions would be greater if an Interpretation Center existed. (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
**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. (Assignment continues).

---

**8. 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:** Proposal was drafted and initially accepted by Carson City government. With formal notification data gathering and analysis will be initiated. (Assignment continues).
9. **Client:** Eureka County

**Location of Project:** Eureka, Nevada

**Nature of Project:** Request for investment analysis for possible wind generators for groundwater pumping for Diamond Valley Hay Growers.

**Action:** Initial grant drafted for Governor’s Energy Office to develop a microcomputer feasibility model for wind generation analysis. Also collecting data for specific capital budgeting analysis for wind generation in Diamond Valley.

(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 is current analyzing the data for the City of Wells.

   **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 to derive business relocation opportunities in Northeastern Nevada and Utah.

Action: Data is being collected. Once collected, an analysis will indicate relocation opportunity for Elko Nevada. (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 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).

10. **Client:** Western Nevada Development District (WNDD)

    **Location of Project:** Seven county area served by WNDD

    **Nature of Project:** Complete a housing affordability study for WNDD

    **Action:** Data collected and analyzed. As University Center Technical Bulletin on the affordability of housing in WNDD was completed. (Assignment completed).

11. **Client:** Western Development District

**Location of Project:** Carson City and Douglas County

**Nature of Project:** Request from WNDD as to employment in industrial parks around Carson City and Douglas County airports. The Economic Development Administration funded the development of these industrial parks. The Seattle Regional office requested information as to employment impacts for those industrial parks.

**Action:** Employment data was collected and impacts to Carson City and Douglas County from employment in these industrial parks estimated using a county level input-output model. Results made into a University Center Technical Bulletin.


E. **Counseling and Referrals:**

1. **Client:** Nevada Rural Development Council

   **Location of Project:** Carson City

   **Nature of Project:** Attend quarterly meeting of council

   **Action:** Attended quarterly meeting (assignment completed).

2. **Client:** St. John’s University

   **Location of Project:** St. John’s University in Canada

   **Nature of Project:** Requested copy of bottled water feasibility study.

   **Action:** Sent University Center Technical Bulletin to St. John’s University. (Assignment completed).

3. **Client:** Nevada Farm Services

   **Location of Project:** Rural Nevada

   **Nature of Project:** Nevada Farm Services calls group together to develop consensus for farm and ranch land appreciation for the coming year. This estimate is used for their loans.
4. **Client:** Nevada Small Business Development (SBDC) Center  
**Location of Project:** Churchill County  
**Nature of Project:** Request for turf grass budgets.  
**Action:** Turf grass budgets found and sent to SBDC (Assignment completed).

5. **Client:** Graduate Student at University of Illinois  
**Location of Project:** State of Nevada  
**Nature of Project:** Student requested opinion and information as to projected economic growth in the State of Nevada.  
**Action:** Growth estimates were faxed to student. (Assignment completed).

6. **Client:** Nevada Bureau of Business and Economic Research  
**Location of Project:** Washoe County  
**Nature of Project:** Requested in formation on econometric model for county governmental cost.  
**Action:** Paper on Nevada county governmental costs estimated by econometric methods sent to Bureau (Assignment completed).

7. **Client:** Lander County Cooperative Extension  
**Location of Project:** Battle Mountain, Nevada  
**Nature of Project:** Request for information concerning community beautification.  
**Action:** Sent resources from University of Wisconsin Cooperative Extension titled “First Impressions” (Assignment completed).

8. **Client:** Nevada Rural Development Council  
**Location of Project:** State of Nevada  
**Location of Project:** State of Nevada
**Nature of Project:** Discussion of Nevada Rural Summit

**Action:** Holding telephone communications to get Nevada Rural Summit (Assignment completed).

**9. Client:** Elko County Economic Development Authority (ECEDA)

**Location of Project:** Cities of Elko and Wells.

**Nature of Project:** Request for information concerning current retail activity in the cities of Elko and Wells.

**Action:** Retail sectors activity and leakage for Elko and Wells sent to ECEDA. (Assignment completed).

**10. Client:** Office of Dean, College of Agriculture, Biotechnology, and Natural Resources.

**Location of Project:** State of Nevada

**Nature of Project:** Requested University Center Technical Bulletin on the state wide economic impacts of the horticulture industry.

**Action:** University Center Technical Bulletin found and sent to Dean’s Office. (Assignment completed).

**11. Client:** Penn State University Cooperative Extension

**Location of Project:** State of Pennsylvania

**Nature of Project:** Request of income elasticity for use of slot machines.

**Action:** Study found to estimate income elasticity of slot machine use. (Assignment completed).

**12. Client:** Market Place Rodeo

**Location of Project:** Ely, Nevada

**Nature of Project:** Requested opinion concerning community owned commercial business in Ely.

**Action:** Complied with radio interview. (Assignment completed).
F. Workshops and Seminars:

1. **Client:** Northeastern Rural Development Center  
   **Location of Workshop:** Orlando, Florida

   **Location of Workshop:** Orlando, Florida

   **Nature of Workshop:** Discussion of tools and procedures for industrial targeting in rural America.

   **Action:** Conference held and two actions taken. One: national cooperative extension manual or industrial targeting. Second: a literature review of possible funding agencies for a rural industrial targeting study (Assignment completed).

2. **Client:** Western Rural Development Center  
   **Location of workshop:** Las Cruces, New Mexico.

   **Location of workshop:** Los Cruces, New Mexico

   **Nature of Workshop:** To discuss annual work plan for Western Rural Development Center.

   **Action:** Accepted FY2005 work plan for Western Rural Development Center (Assignment completed).

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

H. **Journal Articles and Fact Sheets:**

1. Publish Fact Sheet

   Borden, Buddy and Thomas R. Harris. “Profile for Lincoln County”: University of Nevada Cooperative Extension Fact Sheet, FS-04-28.


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.


