Third Quarter Report
1 January to 31 March 2012

University Center for Economic Development
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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 third quarter of FY 2011-2012. During the third quarter, the University Center produced nine applied research projects, seven other research projects, three technical and management assistance projects, four counseling and referrals, two workshops, two technical presentation, two University Center technical report, one Cooperative Extension fact sheet was published, one journal article, and one newspaper article.

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; Mariah Evans, Associate Professor in the Department of Sociology; Kimberly Rollins, Associate Professor in the Department of Economics; Mimako (Mimi) Kobayashi, Research Assistant Professor in the Department of Economics; 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; 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.
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. Two technical reports were published, one Cooperative Extension fact sheets were published, and one journal article was published during the third quarter, fiscal year 2011/2012 by the University Center. Two workshops and two technical presentations and lectures 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: A Community Business Matching (CBM) model has been developed and applied in Anaconda, Montana; Laughlin, Nevada and Bullhead City, Arizona, and Lander County, Nevada. The CBM is currently being applied to an Arizona county. The CBM model is also going to be applied to a Walker River Basin project, where the communities to be studied are Yerington and Smith Valley, Nevada and Mineral County, Nevada. A national webinar on the CBM process was presented in March for the SET Program. A users' manual is currently being developed as well as a train-the-trainer seminar. A poster of CBM activities was developed and presented in Battle Mountain, Nevada to the local populace. A Nevada Cooperative Extension Fact Sheet was developed and published describing the Community Business Matching model process:

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 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. Procedures have been developed to assist rural hospitals in meeting the Health Needs Assessment Requirements for 501-c-3 hospitals as described in The Affordable Care Act of March 2010. Two rounds of presentations of these procedures were made in Yerington and Boulder City. Final reports for Boulder City and Yerington are in progress. (Assignment continues)

3. **Client:** State of Nevada  
**Location of Project:** White Pine and Lincoln counties  
**Nature of Project:** Estimation of economic feasibility of pinyon-juniper harvesting.  
**Action:** An analysis of countywide impacts from possible pinyon-juniper development in White Pine County and Lincoln County was completed. Also a multi-state pinyon-juniper proposal is being developed. (Assignment continues.)

4. **Client:** Nevada Arid Research Institute  
**Location of Project:** State of Nevada  
**Nature of Project:** Estimation on economic impacts of public land ranchers adopting new disease control technologies. Also, to find reasons why or why not ranchers adopt these technologies.  
**Action:** A Nevada Arid Rangeland Initiative proposal was written and accepted. Additional funding for survey instrument was leveraged. A rancher questionnaire has been developed and is under review by Human Subjects. Once accepted the questionnaire will be administered in the state. (Assignment continues.)

5. **Client:** State of Nevada  
**Location of Project:** State of Nevada  
**Nature of Project:** Investigate economic impacts of Nevada’s dairy industry and potential economic linkages including a dry milk processing plant that will locate in Churchill County. Impacts are currently being estimated.  
**Action:** Model analysis has been initiated to derive economic linkages of the Nevada dairy industry and the new dry milk processing plant. (Assignment continues.)
6. **Client:** Public Lands Counsel  
**Location of Project:** Western United States  
**Nature of Project:** Review study by U.S. Department of Interior that estimated economic impacts of public land grazing.  
**Action:** Analysis of U.S. Department of Interior publication completed and sent to the Public Land Counsel. (Assignment continues).

7. **Client:** City of Wells  
**Location of Project:** City of Wells  
**Nature of Project:** A proposal requested to complete a feasibility analysis of the reconstruction of the Ranch House Casino into a City of Wells Convention Center.  
**Action:** A feasibility publication was completed and sent to the City of Wells. A public presentation of the feasibility analysis is scheduled for June 2012. (Assignment continues).  

8. **Client:** City of Fernley  
**Location of Project:** Fernley, NV  
**Nature of Project:** Request for proposal to complete a study of initial socio-economic data trends for potential local convention center.  
**Action:** A proposal drafted and accepted by the City of Fernley. A short study completed and sent to City of Fernley. (Assignment continues).

9. **Client:** Lincoln County  
**Location of Project:** Lincoln County  
**Nature of Project:** Collect data and estimate occupational shortages in Lincoln County.  
**Action:** Economic and occupational data are being collected for analysis. (Assignment continues).

10. **Client:** Coeur Rochester Mine  
**Location of Project:** Pershing and Humboldt Counties  
**Nature of Project:** Develop proposal to estimate the economic, employment, and household income impacts of re-opening Coeur Rochester Mine.  
**Action:** An analysis completed and a University Center Technical Publication drafted and sent to Coeur Rochester. (Assignment continues).  
C. Other Research Projects

1. Client: Lander County Project FIND  
Location of Project: Lander County, Nevada  
Nature of Project: Completed commercial and entrepreneurial analysis of Lander County. Initial industrial targeting using the Community Business Matching Model was completed.  
Action: Additional business questionnaires added to Community Business Matching Model and applied to Lander County. An additional Community Business Model analysis was completed and results presented at a meeting of the Lander County Project FIND. Also a poster describing CBM procedures and results was presented at a town meeting in Battle Mountain, Nevada. (Assignment continues).

2. Client: State of Nevada  
Location of Project: State of Nevada  
Nature of Project: Initiate and complete a dynamic shift-share analysis of state of Nevada.  
Action: Calculation of dynamic shift-share analysis for the state of Nevada has been completed. The text of the study has been completed and is being reviewed. (Assignment continues.)

3. Client: Walker River Basin Study  
Location of Project: Lyon and Mineral counties  
Action: A community business matching model program is being initiated for Lyon and Mineral counties. (Assignment continues.)

4. Client: Churchill County Dairy Industry  
Location of Project: Churchill County, Nevada  
Nature of Project: Development of representative Churchill County dairy for estimation of financial impacts of alternative federal programs.  
Action: A representative dairy for Churchill County has been developed and has been incorporated in the Agricultural Policy Center at Texas A&M University. Analysis of potential federal milk order changes will be analyzed through the Nevada representative dairy model. (Assignment continues.)

5. 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.)

6. Client: Western Nevada Development District  
Location of Project: Western Nevada Development District
**Nature of Project:** Initiated and presented three modules of the Stronger Economics Together Program.

**Action:** Module 1 through 3 presented. Other modules are being proposed. (Assignment continues.)

**7. Client:** Lincoln County  
**Location of Project:** Lincoln County  
**Nature of Project:** Initiate and complete feasibility study of a potential bottled water operation.  
**Action:** Proposal is being developed for potential funding. (Assignment continues.)

**D. Technical and Management Assistance Projects:**

**1. Client:** National Extension  
**Location of Project:** Nationally  
**Nature of Project:** The USDA National Extension Service has developed a program area called eXtension: Entrepreneurship. This will be a national program to develop entrepreneurship extension education tools for the internet.  
**Action:** Initial meeting in Nashville, Tennessee to develop work plan and to outline entrepreneurship extension materials for the internet. A webinar on the Community Business Matching model is being developed for presentation in May. (Assignment continues).

**2. 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. (Assignment continues.)


Cowee, Margaret and Thomas R. Harris. “Mobile Slaughter Potential for Nevada.” University of Nevada Cooperative Extension Special Publication, SP-12-01, January 2012.

**3. Client:** USDA-Rural Development for State of Nevada.  
**Location of Project:** Western Nevada Development District (WNDD).  
**Nature of Project:** Application of USDA-Rural Development and National Cooperative extension Project “Stronger Economies Together” (SET) in the WNDD area.
Action: The state of Nevada is applying to part of the third phase of the national SET program. Once accepted the SET program will be applied to WNDD. (Assignment continues).

E. Counseling and Referrals:

1. **Client:** Washoe County Government  
   **Location of Project:** Washoe County  
   **Nature of Project:** Estimation of economic impacts of Reno Aces minor league baseball team on Washoe County economy.  
   **Action:** Impact study completed and used in a presentation to get the American Association All-Star Game in Reno in 2013. (Assignment completed.)

2. **Client:** Humboldt County Economic Development Authority  
   **Location of Project:** Winnemucca, Nevada  
   **Nature of Project:** Information for presentation on economic trends in Humboldt County.  
   **Action:** Data collect and presentation made in Winnemucca. (Assignment completed.)

3. **Client:** Lincoln County Cooperative Extension  
   **Location of Project:** State of Nevada  
   **Nature of Project:** Requested information on amount of agricultural exports and imports for State of Nevada.  
   **Action:** Data collected for Nevada agricultural sector value of imports and exports. (Assignment completed.)

4. **Client:** Pyramid Lake Tribe  
   **Location of Project:** Pyramid Lake  
   **Nature of Project:** Requested information as to possible funding of telecommunications on tribal land.  
   **Action:** Data and conference call was made with Pyramid Tribe to discuss alternative funding sources.

F. Workshops and Seminars:

1. **Client:** Western Nevada Development District  
   **Location of Presentation:** Churchill County and Pershing County  
   **Nature of Presentation:** Presented modules 1 through 4 of the Stronger Economics Together projects  
   **Action:** Presentation made in both locations (Assignment completed).

2. **Client:** Lander County Economic Authority  
   **Location of Presentation:** Battle Mountain, Nevada  
   **Nature of Presentation:** Annual dinner and presentation of annual efforts.
**G. Technical Presentations and Lectures by University Center Staff:**

1. **Client:** Western Nevada Development District  
   **Location of Presentation:** Carson City, Nevada  
   **Nature of Presentation:** Socio-economic data being collected for May presentation.  
   **Action:** Data collection, analysis, and power point presentations are being developed. (Assignment completed.)

2. **Client:** Western Regional Science Association  
   **Location of Project:** Poipu, Hawaii  
   **Nature of Presentation:** Selected paper session at WRSA.  
   **Action:** Selected paper presented at the WRSA. The selected paper is listed below:  

**H. Journal Articles and Publications**


**University Center Technical Reports**  
**For Fiscal Year 2011/12**


University of Nevada Cooperative Extension
Fact Sheets and Special Publications
for Fiscal Year 2010/11


Cowee, Margaret and Thomas R. Harris. “Mobile Slaughter Potential for Nevada.” University of Nevada Cooperative Extension Special Publication SP-12-01, February 2012.