

COMMISSION ON ECONOMIC DEVELOPMENT

Bob Shriver, Executive Director

Purpose:

The purpose of the Nevada Commission on Economic Development (NCED) is to create a more diversified and prosperous economy within Nevada.

Department Goals:

Preserve and enhance Nevada's business-friendly environment.

Attract new and expanding businesses to Nevada.

Support the vitality of existing Nevada businesses by providing resources, incentives, and program to encourage growth.

Increase the number of primary jobs by assisting Nevada-based businesses to export products overseas.

Advocate public/private partnerships that promote a highly skilled workforce.

Assist with community development, planning, and implementation of infrastructure needs.

Partner with public/private entities to increase Nevada's technology and entrepreneurial business base.

Continue to support regional development authorities in achieving their agency goals.

Organizational Structure:

The Lieutenant Governor chairs the Commission on Economic Development. The Governor appoints the Executive Director.

STATUTORY AUTHORITY:	NRS 231
NUMBER OF EMPLOYEES:	32 FTE/2004
TELEPHONE:	775.687.4325; 702.486.2700; 800.336.1600
WEB SITE ADDRESS:	www.expand2nevada.com/

MARKETING PROGRAM

Jeanie L. Ashe, Director

Purpose:

The Marketing Division communicates the benefits of doing business in Nevada; increases awareness about NCED to its stakeholders and general business community; assists rural partners in their marketing efforts and; produces special events, programs, and educational opportunities.

Goal Or Objective:

Develop and implement an advertising campaign reaching identified strategic markets and touting the benefits of doing business in Nevada.

Accomplishments:

NCED partnered with the Nevada Development Authority, Economic Development Authority of Western Nevada, Northern Nevada Development Authority, and Sierra Pacific Power Company in an integrated marketing effort utilizing print, the Internet, and public relations to send out a unified message about Nevada being a viable alternative to doing business in California.

With a budget of only \$560,000, the partnership generated \$10.2 million worth of media coverage.

One hundred forty-three companies moved or expanded to Nevada creating 6,752 new jobs. Also, 24 companies expanded their business creating 1,082 new jobs.

Goal Or Objective:

Support rural Nevada's marketing efforts.

Accomplishments:

Implemented a series of "advertorials" describing each rural county - its history, infrastructure, and business benefits - that appeared in the *Nevada Business Journal*.

Reviewed the city of Caliente's marketing plan and made recommendations that were implemented.

Partnered with Sierra Pacific Power Company in producing a series of rural summits that educated communities about the process of site selection.

Goal Or Objective:

Increase awareness about NCED's activities.

Accomplishments:

Generated a variety of press releases about the agency's activities. On average, 12 stories appeared monthly in Nevada's newspapers and business publications describing NCED and/or its development authorities.

Generated monthly activity reports for staff, development authorities, commissioners, and the offices of the Governor and Lt. Governor.

The enhanced NCED web site is updated weekly with information about the agency's activities, current news affecting economic development in Nevada, and photos.

NCED's web site receives an average of 25,000 unique visits per month.

Business appreciation program recognized new and expanded Nevada companies. Approximately 140 companies received certificates of appreciation, information about NCED's programs, and a brief business survey.

Key Long Term Goals and Objectives:

Create increased in-state business/public/government awareness about NCED and its activities by driving more traffic to the agency's web site.

Create a brand to increase national recognition for Nevada and its business-friendly climate.

SPECIAL PROJECTS

Jeanie L. Ashe, Director of Marketing

Purpose:

To keep policy makers, educators, and economic development practitioners informed about legislation and policy affecting the state's economic development growth, the profession of economic development, and latest trends/research resulting from the practice.

Goal Or Objective:

Create appropriate economic development programming for Nevada businesses, educators, and policy makers.

Accomplishments:

Produced two Economic Development Conferences - one in Las Vegas and one in Reno.

Key Long Term Goals and Objectives:

Partner with the Nevada Economic Development Association in producing educational opportunities.

Produce educational forums quarterly rather than annually.

GLOBAL TRADE AND INVESTMENT

Alan DiStefano, Director

Purpose:

The Global Trade and Investment Program generates export opportunities for Nevada businesses and creates foreign direct investment (FDI) opportunities for foreign governments and corporations. The program also provides a forum for the exchange of ideas and information on global trade and investment issues.

Goal Or Objective:

Increase the amount of federal funds obtained for state and private enterprises for trade and investment programs and foster business relationships between foreign countries, Nevada, and our private-sector companies.

Accomplishments:

Obtained more than \$700,000 in federal grants that helped Nevada companies generate more than \$15 million in new export sales via trade shows, trade mission, and inbound buying missions.

Goal Or Objective:

Assist Nevada businesses with exporting their product to international markets.

Accomplishments:

Nevada exports were more than \$2 billion in 2003. This 73% growth rate made Nevada the state with the largest percentage increase in exports in the nation.

Goal Or Objective:

Advise Nevada firms of available trade missions, trade shows, promotions, inbound foreign buying missions, trade leads, and resources.

Accomplishments:

NCED won the Best USDA Trade Mission award for 2002.

Goal Or Objective:

Attract new foreign direct investment to Nevada through cooperative efforts with other state agencies, regional development authorities, and private enterprises.

Accomplishments:

NCED and the Nevada Commission on Tourism coordinated the Lt. Governor's Trade/Tourism Mission to China in October 2003. It was the first time an elected official from Nevada made an official visit to the Peoples Republic of China.

Assisted the Harrah's School of Hotel Administration at the University of Nevada Las Vegas expand its program into China via joint ventures with Chinese universities.

Assisted with the establishment of U.S. operations for two foreign corporations in Nevada.

Goal Or Objective:

Increase the official representation of foreign countries in Nevada through the establishment of permanent foreign consulates and expansion of the honorary consular corps.

Accomplishments:

Expanded bilateral economic connections and facilitated relationships between 85 consulates with jurisdiction in Nevada.

El Salvador established its permanent consulate in Las Vegas in 2004.

Goal Or Objective:

Expand the foreign trade representative program to other strategic countries at little or no cost to the state.

Accomplishments:

Established a new network of foreign trade and investment representatives in China, Japan, Southeast Asia, and Taiwan at no cost to Nevada.

Goal Or Objective:

Introduce businesses and government leaders to key contacts in other countries.

Accomplishments:

Facilitated discussions among officials at the Reno/Tahoe International Airport, the Nevada Commission on Tourism, and Mexicana Airlines in an attempt to establish direct flights between Northern Nevada and Mexico. Discussions are ongoing.

Introduced more than 50 foreign trade commissioners, consul generals, foreign government officials, and private business representatives to businesses and government officials in Nevada.

Publications:

Export Directory

BUSINESS DEVELOPMENT AND RESEARCH

Tim Rubald, Director

Purpose:

Business Development and Research provides answers to a wide range of internal and external inquiries regarding economic, business, and location issues. The division serves as a repository of public information compiled by various state agencies.

Attract new business to Nevada and support existing business in their growth efforts.

Goal Or Objective:

Provide economic impacts and custom business market research data to clients including regional development authorities, private, and public entities.

Accomplishments:

Provided live, web-based database delivery of generated leads to the regional development authorities. This application provides necessary contact information and a level playing field in which all development authorities can compete.

Provided fiscal analysis on projects to determine the eligibility of businesses applying for incentives.

Strengthened customer service by responding to requests from corporations and businesses interested in doing business in Nevada by generating customized reports within 24 hours of initial request.

Responded to more than 800 telephone inquiries about doing business in Nevada. The marketing program generated an additional 71 inquiries. Responded to 77 web-driven e-mail inquiries and generated 41 custom report packets for prospects.

Goal Or Objective:

Improve the research source and business retention programs.

Accomplishments:

Implemented the Synchronist Business Information System. Synchronist provides a platform for communities to assist businesses already in Nevada. It alerts community officials to possible problems to specific issues and gives a head start on retaining businesses.

Enhanced policy analysis utilizing Regional Economic Modeling Inc. (REMI). The program was used to assess a Nevada Department of Transportation project affecting Washoe, Lyon, and Storey counties and the statewide impact of locating a possible power plant in Elko County. REMI is a nationally recognized program.

Researched and published a wide variety of information about Nevada's business climate, state and local taxes, labor, energy, transportation, and other topics as need for use by public and private entities. All publications were produced in-house for cost savings.

Significant Legislative or Executive Actions Affecting the Agency:

SB No. 473 made various changes to the provisions governing the abatement of taxes for new and expanded businesses.

SB No. 423 allocated additional money for job training programs.

Publications:

Nevada Profile, Fact Sheets, comparisons of state structures and levels, analyses of economic impact issues, customized responses to specific requests.

MADE IN NEVADA

Tim Rubald, Director of Business Development

PURPOSE:

The purpose of the Made in Nevada Program is to assist mostly small, entrepreneurial oriented businesses in Nevada that actually “make” or manufacture tangible goods or services inside the state. The program provides these businesses the benefit of utilizing the Made In Nevada brand. This makes the businesses much more recognizable and provides a de-facto “seal of approval” which can be of considerable valuable to these small businesses.

To participate in the Made in Nevada program, a company must be licensed in Nevada with 50 percent or more of its product(s) manufactured or substantially transformed in the state.

KEY OBJECTIVES:

To help member firms develop an increased volume of business within and outside of the state and expand Nevadans’ awareness of the broad variety of businesses and products manufactured in the state—and, foster pride in Nevada, the Made In Nevada brand and those products manufactured here.

ACCOMPLISHMENTS:

The program was turned over to the Division's management in July/August 2004 having been through a number of different Divisions and managers since coming to NCED in 1997. This move provides a sense of stability to the program.

Distributed a quarterly newsletter to members. The newsletter highlights MIN businesses, upcoming marketing opportunities, and articles about running a business.

Represented the program at a number of public meetings and workshops, including working closely with NCED's Procurement Outreach Program.

Strengthened customer service to the membership by communicating with the members regularly.

Developed a new membership application utilizing the division's Business Retention and Expansion Program known as Synchronist.

Key Long-Term Goals and Objectives

Produce the first ever Made In Nevada "Holiday 2004 Gift Idea Catalog."

PUBLICATIONS:

MIN Quarterly (newsletter)

RURAL COMMUNITY AND ECONOMIC DEVELOPMENT

Carl R. Dahlen, Director

Purpose:

The rural community and economic development division helps build viable rural Nevada communities .. It does so by administering funding through the community block grant program and the local development grant program as well as by providing training and technical assistance to rural communities to enable them to achieve economic feasibility.

Goal Or Objective:

Collaborate with various government agencies, businesses, and nonprofit groups in carrying out locally based community and economic development activities.

Accomplishments:

Administered grants from the U.S. Forest Service through the National Fire Plan to assist rural communities with planning for possible fire events and determining the feasibility of using material collected from the removal of hazardous fire fuels for economic benefit.

A pilot project will assist Carson City establish an area to receive biomass.

Provided funding to the Lincoln County Regional Development Authority to study the economic benefits associated with the removal of hazardous fire fuels both from the standpoint of the removal process and the uses of the removed materials.

In cooperation with other state, federal, and local entities from the public and private sectors, the division explored the economic potential for renewable energy opportunities throughout rural Nevada. The state is well situated to make use of solar, wind, geothermal, and biomass energy production.

Goal Or Objective:

Coordinate and implement portions of the “Building Prosperity” strategic plan to enhance rural community and economic development.

Accomplishments:

Assisted rural development organizations to create community awareness of local economic status and encourage activities to enhance local prosperity. Assisted communities to retain and expand current businesses, identify and enhance community economic engines, and encourage local entrepreneurial activities.

Goal Or Objective:

Conduct workshops and conferences on various topics, including grant writing and administration for rural community representatives.

Accomplishments:

Assisted the Community Business Resource Center to facilitate quarterly meetings. The Business Assistance Roundtable aligns the activities of bankers, lenders, Small Business Development Centers, and environmental protection agencies while strengthening and encouraging rural business.

Goal Or Objective:

Provide financial and technical assistance through the state's community development block grant (CDBG) program.

Accomplishments:

Supported the Community Business Resource Center and the Rural Nevada Development Corporation to provide direct business and financial assistance to rural businesses.

Provided 68 grants totalling more than \$5.6 million to improve infrastructure, enhance planning and local capacity, facilitate economic development, and provide housing rehabilitation primarily for the benefit of low to moderate-income residents. Conducted the annual forum for the CDBG program to assist local elected and appointed officials in setting program goals and priorities.

Goal Or Objective:

Continue to provide funds, training, and technical assistance to aid rural communities in achieving economic viability.

Accomplishments:

Provided training throughout the biennium to help build leadership capacity of local residents.

Significant Legislative or Executive Actions Affecting the Agency:

SB No. 328 provided for the establishment of regional development districts.

NEVADA FILM OFFICE
Charles Geocaris, Director

Purpose:

The Nevada film office promotes the production of motion pictures, television films/episodes, commercials, documentaries, industrial films, music videos, and still photography projects utilizing Nevada locations, vendors, services, crew personnel, and performance talent.

Goal Or Objective:

Attract productions to Nevada and promote the state's film locations, services, and talent.

Accomplishments:

Accommodated 1,218 productions generating \$224.3 million revenues for Nevada. Answered approximately 200 inquiries per month from production companies interested in filming in Nevada and provided them extensive research, information, and assistance as well as reference materials.

Maintained and expanded a location library of tens of thousands of photos highlighting potential film locations statewide, available both in hard copy as well as online.

Implemented the 17th annual screenwriting contest - the oldest of its kind in the U.S. The competition incubates production projects about Nevada by requiring that scripts specifically incorporate film locations within the state.

Conducted periodic community meetings and symposiums that serve as informational, educational, networking, or problem-solving opportunities for local industry professionals.

Participated in many key industry events, conferences, and trade shows to aggressively pursue production, market Nevada, and raise awareness, enhance credibility, and expand knowledge about the benefits and locations for shooting in Nevada.

Continued to broaden its public relations and community outreach by providing speakers' service, panelists for seminars, offering multimedia presentation, participating in community educational and industry events, seminars, and workshops, and expanding press contact and interview opportunities.

Publications:

Nevada Production Directory, Nevada Countryside Locations Photo Guide, Reno-Tahoe Locations Photo Guide, Las Vegas & Southern Nevada Locations Photo Guide, Roads Locations Guide, Nevada News & Notes Quarterly Newsletter.

PROCUREMENT OUTREACH OFFICE

Rick Horn, Director

Purpose:

The Procurement Outreach Program works to increase the flow of federal contract dollars to Nevada businesses. By providing businesses (with the exception of gaming and tourism) with the necessary training and technical assistance, they are better able to find, bid on, and win government contracts.

Goal Or Objective:

Increase the amount of contracts awarded to Nevada businesses.

Accomplishments:

Fifteen percent of program participants reported \$1.27 billion worth of contracts for Nevada businesses.

Subcontracts awarded numbered 167.

Prime contracts awarded numbered 743.

Goal Or Objective:

Increase the number of clients served by the program.

Accomplishments:

One hundred forty four new clients were added to the Procurement Outreach Program (POP) database.

Goal Or Objective:

Continue to increase the outreach opportunities to Nevada businesses by providing them with the tools to become more competitive in local, state, and federal marketplaces.

Accomplishments:

Sponsored 33 outreach events. There were 3,917 attendees at these events resulting in 205 initial counseling sessions and 7,299 follow-up counseling sessions.

There were 12 non-sponsored events that POP participated in.

Goal Or Objective:

Increase involvement with technology groups and investment partners addressing technology issues. Assist entrepreneurs with developing marketing strategies for their business plans by explaining government programs and specific project opportunities that exist.

Accomplishments:

Provided technical support to entrepreneurs during proposal preparation and assisted with administration throughout contract performance.

Key Long Term Goals and Objectives:

Create a training network to educate POP's firms about electronic commerce to take advantage of the business to business and business to government concepts.

CENTER FOR ENTREPRENEURSHIP AND TECHNOLOGY

Alison Estee, Director

Purpose:

Create an environment in Nevada that accelerates business formation and expansion, job growth, and wealth creation through entrepreneurship and technology.

Goal Or Objective:

To found a statewide center for entrepreneurship and technology (CET) in an effort to support business formation, job growth, and wealth creation throughout Nevada.

Accomplishments:

Established a yearlong events calendar supporting high-level statewide, content-rich networking events including Nevada's first-ever entrepreneurial round table, the Silver and Gold Capital Conference, and the First Annual Vegas Venture Forum.

CET chosen as partner for the tri-state Governor's Cup Business Plan Competition funded in part by the Reynolds Foundation.

Received endorsements from state and federal elected officials including

Goal Or Objective:

Adequately fund the organization to ensure effective operations.

Accomplishments:

Closed round I of private funding during which \$\$\$\$ were collected.

Goal Or Objective:

Through the establishment of online community forums, a full-scale statewide resource directory, and national programs, make CET's website, www.cetnv.com, the top online resource for the entrepreneurial and technology communities throughout Nevada and a model for other states to emulate.

Accomplishments:

Launched the website in 2004.

Monthly hits to the website increased from thirty-five in July 2003 to over a hundred billion in June of 2004 (or something like that).

Formed partnership with the Nevada Commission on Economic Development.

Key Long Term Goals and Objectives:

Aid in the founding and successful growth of at least 15 new technology companies in Nevada annually, each creating at least 12 new jobs.

Assist economic development authorities in attracting the relocation or expansion to Nevada of three of the top 500 technology companies per year during the next three years.

Stimulate a 20% annual employment growth in Nevada technology companies.

Encourage and assist in creating a 20% annual growth in technology companies that are active participants in CET's Resource Directory.

Adequately fund CET through a combination of private and public funds with a minimum of \$150,000 per year for three years and raise \$3 million during that same period.