



ANNUAL REPORT

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GOED MISSION & VISION

GOED works to diversify and strengthen the state's economy by attracting companies to Nevada, assisting in the retention and expansion of existing Nevada companies, providing support to start-ups, and developing the workforce that will fill the jobs of Nevada's future.

In addition, GOED partners with higher education to increase the research and development/commercialization opportunities for targeted Nevada industries, including: Aerospace & Defense, Healthcare, Information Technology, Manufacturing & Logistics, Mining, Natural Resource Technologies, and Tourism & Gaming.

The office works closely with local, regional and statewide entities to achieve the goals that were first identified in the 2012 GOED State Plan for Excellence in Economic Development, which also includes expanding global exports and increasing foreign investment in Nevada. [Statutory Authority: NRS 231](#).

OBJECTIVES:

- *Establish a cohesive economic development operating system.*
- *Advance targeted sectors and opportunities in the regions.*
- *Expand global engagement*
- *Catalyze innovation in core and emerging industries.*
- *Increase opportunity through education and workforce development.*

VISION:

A vibrant, innovative, and sustainable economy with high-paying jobs for Nevadans.

MISSION:

High-quality jobs for Nevadans.



Joe Lombardo
Governor



Tom Burns
Executive Director

LETTER FROM EXECUTIVE DIRECTOR TOM BURNS

In 2024, GOED continued to be laser-focused on the state's mission to build an electric, innovative and connected Nevada. Across all divisions, our team worked hard to attract investments, drive development, and implement transformative programs statewide. We launched new initiatives aimed at redefining workforce training and assisting local institutions to prepare Nevadans for high-quality, well-paying jobs in Nevada's targeted industries. Partnering with our regional development leaders, we also advanced economic growth and investment in urban and rural communities around the state. We released two key studies, [Southern Nevada Regional Industrial](#) and [Building a WaterWise Economy](#) which will serve as vital roadmaps for sustainable growth in the years to come.

This year, we unveiled our new branding and website redesign, marking a milestone in aligning our digital presence with our strategic objectives for the future. I welcome you to explore the new website at www.goed.nv.gov to learn more about what our office is about and the support we offer.

Overall, 2024 was a great year for economic development in Nevada, and I want to take a moment to recognize the incredible efforts of our staff, whose dedication has been instrumental in achieving some of the year's most impactful successes for both our agency and the state.

Innovation is a pillar of Nevada's five-year plan and certainly was GOED's golden star in 2024. Our [Innovation-Based Economic Development \(IBED\)](#) division and its leader, Karsten Heise, worked tirelessly to help Nevada secure critical funding from the federal government and win three major grants for the state.

In June, the [Nevada Tech Hub was awarded \\$21 million from the U.S. Economic Development Administration](#), funding that will help advance important industry sectors such as lithium batteries, critical elements, and other electric vehicle materials. In September, Nevada's [GOED received \\$4.2 million from the U.S. Department of Treasury's Small Business Opportunity Program \(SBOP\)](#). These funds will support rural, tribal and healthcare businesses as well as startups and advanced manufacturing.

During the 2011 Nevada Legislature Session, the Governor's Office of Economic Development (GOED) was established collaboratively by the Governor's Office, State Senate, and Assembly Leadership (NRS 231).

GOED envisions a vibrant, innovative, and sustainable economy, offering high-paying jobs. Its mission is to ensure high-quality jobs for Nevadans, with objectives outlined in the first State Plan for Economic Development.

These include creating a cohesive economic development operating system, advancing targeted sectors, expanding global engagement, catalyzing innovation, and enhancing opportunities through education and workforce development.

It was announced that the GOED-architected grant application was selected as one of the [U.S. Small Business Administration \(SBA\) FAST awardees](#), the first since 2019. Nevada was also selected as one of 71 projects to the proposal stage for the second-ever Regional Innovation Engines. Nevada's project, the "Recharge Nevada Initiative, A Coalition for Energy Innovation" led by UNR, will now be competing for \$160M in seed funding over a 10-year period. It had been one of only 44 recipients of an NSF Engines Development Award in 2023, and the team is now preparing for a full application submission by Feb. 11, 2025.

On the local level, GOED's Tammy Westergard worked hard to launch [Individual Career Mapping and Training Delivery Model](#). The program, which was developed out of Project SANDI, uses virtual reality to help close career gaps through precision career navigation and immersive training for underrepresented groups. The immersive nature of VR allows trainees to experience the sights and sounds of a prospective workplace and absorb abstract concepts in science, technology, engineering and math (STEM) and apply learning toward key skills and abilities necessary for Nevada's in-demand careers. A truly revolutionary way to think about learning. Best of all, ICM is available in library branches across the state. The ICM methodology also gained international attention at the iCERi Conference [with a presentation by the team in Seville, Spain](#).

The [Business Development](#) division, along with our Regional Development Authorities (RDA), assisted over a dozen companies for relocation and expansion tax abatements by the GOED board. From giants like Apple to family-owned businesses, abatements remained an important tool for attracting investment into our state. During our six board meetings, the GOED board approved 16 companies for abatements. These companies are going to bring a lot to our state, including over 1,000 jobs and roughly \$1.89 billion in capital investment. Thanks to our abatements, these companies are projected to generate \$626 million in new tax revenues. That's a great return on investment!

Speaking of investments, I'd like to highlight the excellent work our [Rural Economic and Community Development](#) team has done. This year, \$2.9 million in Community Development Block Grant funds were [awarded to six projects in rural Nevada](#) to help improve infrastructure. [Over \\$600,000 in Main Street funds](#) were awarded as well. Besides bringing color and character to the fabric of the Silver State, our small towns and rural communities provide natural resources and economic opportunities vital to the continued growth and sustainability of Nevada and the nation. Our office is committed to ensuring they are getting the funding and resources they need to continue to thrive, as well as contributing to the economic diversity and success of the entire state.

After a great showing at the [SelectUSA Investment Summit](#), our [International Trade](#) division was a key player in hosting the inaugural [Nevada Lithium Summit](#) led by the Governor's Office. If there were any doubts about the importance of lithium to our future economy, this summit certainly dispelled them. With several hundred attendees, the two-day summit was organized to advance the state's integral role in the lithium supply chain and foster collaboration across both public and private sectors.

I am also proud to announce that our [Workforce Development](#) division's Workforce Innovations for a New Nevada (WINN) program has awarded all its \$10M funding to workforce training programs across all four NSHE community college institutions. Seventeen programs received WINN awards to help build a talent pipeline of over 1,500 across at least 60 employer partners in priority sectors including: advanced manufacturing, transportation and logistics, IT and healthcare/community development.

Down in Southern Nevada, GOED's Healthcare Specialist Vance Farrow co-hosted delegations from the bioscience sphere to encourage [Healthcare Development](#) investment in the area. With a burgeoning medical research industry, Las Vegas is becoming more attractive for such companies. We recently hosted the National Institutes of Health (NIH) to engage our higher education institutions, researchers, and businesses to

LETTER FROM EXECUTIVE DIRECTOR TOM BURNS

(continued)

share insights on leveraging resources from the different institutes within NIH and look forward to further developing that partnership as we grow our biosciences sector. We also welcomed two new partners to our growing healthcare infrastructure, the Transplant Center of the Keck Medical Center of the University of Southern California and Intermountain Health on the development of Nevada's first stand-alone children's hospital to be located at UNLV Harry Reid Research and Technology Park.

GOED's **Nevada APEX Accelerator** helped its small business clients secure millions in government contracts. For example, APEX helped women-owned small business clients, service-disabled veteran clients, and disadvantaged business clients win a total of \$185 million in government contracts. That's real money, and it will make a real impact on those small businesses.

Headquartered in our Las Vegas office, the **Nevada Film Office** has been busy attracting new productions and filling jobs with local talent. This year, \$10.5 million in film tax incentives were approved for several productions that helped the local economy and hired hundreds of Nevada residents for cast and crew.

Our **Office of Entrepreneurship**, part of GOED's IBED, finished its first year as a legislatively created division within GOED and has been conducting numerous community consultation sessions in both urban and rural Nevada which informs our efforts to reduce barriers to small business success. In addition, the office has been working with partner agencies and organizations such as the Secretary of State Office, the state's RDAs, and Nevada Small Business Development Center to support the creation of online service tools and interactive resources for startups and small businesses. I encourage you to keep an eye on this office as it continues to be built out to support our entrepreneurs across the state.

Finally, I want to acknowledge GOED's longtime Deputy Director Bob Potts who [announced his retirement in August](#). His role here at GOED has greatly impacted and shaped Nevada's economic landscape and his legacy will continue in the work he's done and in the new generation of leaders he helped cultivate. Dr. Dorian Stonebarger, GOED's former director of Strategy & Public Policy, has been promoted into the deputy director role. Stephen Wood, formerly GOED's government affairs manager, has been appointed into her previous position. Alex Bacchus, previously GOED's director of business development, stepped into a newly created role of Regional Director of Northern Nevada, which will oversee business development in the northern half of our state as well as operations in Carson City. These promotions are not just well-deserved, but a testament to the value they bring to our office. I am confident they will excel in their new roles and will continue to do great work.

As I reflect on the successes of this past year, I am filled with optimism for the possibilities ahead. The upcoming legislative session will be pivotal as we work to advance policies that promote sustainable growth, strengthen Nevada's economy and support businesses and communities statewide. 2024 was a great year for GOED, but 2025 and the years ahead promise even greater chances for growth, innovation and progress for our great state.



GOED Carson City Office.



GOED Las Vegas Office.

2024



2023

2022

STATE OF THE ECONOMY



Steve Scheetz
Research Manager



Bob Potts
Former Deputy Director

STATE OF THE ECONOMY

Nevada's Economy: Sustained Growth, Emerging Challenges, and Promising Opportunities

The past few years have been pivotal in shaping the trajectory of Nevada's economic future. Nevada's longstanding goal of building a diverse, innovative and sustainable economy is becoming more attainable as industry diversification takes root and the foundation for future growth strengthens. However, challenges remain, including inflationary pressures, housing affordability and regional economic disparities.

Job Trends and the Unemployment Story

The strength of Nevada's recovery from the pandemic is evident in its job numbers. GOED's employment statistics software Lightcast reports Nevada's final growth rate at 1.4 percent and the US' job rate at .7 percent.

This job growth has been broad based, with strength in sectors such as logistics, information technology and manufacturing. These industries, which collectively grew by 1.1 percent, are critical to creating long-term stability and resilience in Nevada's economy. The diversification into these sectors reflects how the state is moving beyond its reliance on the hyper-cyclical nature of tourism and hospitality.

Unemployment has also moderated, settling at 5.8 percent by the end of the year. While this rate remains higher than the national average, it is not excessive. It is important to understand that job seekers --not job losers-- are driving our current unemployment rate.

Job-seeking unemployment is the result of a growing labor force and workers seeking better employment opportunities. In our case, job-seeking unemployment reflects an expansionary and healthy economy where workers have opportunity and employers have access to workers. This is different than an elevated unemployment rate that is driven by layoffs and job losses. This is not the case in Nevada.

Thanks to our extensive experience with mineral extraction, Nevada has created an economically vibrant circular supply chain centered around lithium, an essential component in the batteries that power electric vehicles. We call this circular supply chain: The Lithium Loop.

Structural Shifts and Diversification

Our state has historically been very reliant on the tourism, gaming, and entertainment industries. Although these have been key to our state's success and will always be part of the fabric of our economy, it is procyclical in nature. Overdependence on consumer discretionary income remains a challenge. This vulnerability was again revealed during the pandemic. Job growth in the industry continues to be sluggish when compared to other industry sectors across the state.

We have, however, also realized the positive effects of recent strategic efforts toward a more diversified economy into other industry sectors which have surged ahead. For example, Advanced Manufacturing (job growth 1.7 percent) and Information Technologies (job growth 1.1 percent). These sectors not only provide more stability during economic downturns but also offer higher-paying jobs compared to traditional service-based industries.

Regional Differences in Economic Performance

To fairly evaluate the state of Nevada's economy, it is important to consider the unique regional differences within our state. For example, one of the most notable aspects of Nevada's economic recovery from the COVID-19 downturn is the difference between that of Southern Nevada and that of Northern Nevada. Southern Nevada, especially Las Vegas, has been slower to recover due to its heavy reliance on tourism. From the pandemic peak unemployment rate of 34.0 percent in the Las Vegas Metropolitan Statistical Area (MSA) in April of 2020, it took 11 months to reach single-digit unemployment and 43 months (3 ½ years) to reach full employment.

Conversely, Northern Nevada, led by the Reno-Sparks area, has shown remarkable resilience due to its more recently diversified economy. With less dependence on tourism and a growing focus on industries like advanced manufacturing, technology and logistics, Northern Nevada has recovered more quickly. At the peak of the pandemic, the Reno MSA had an unemployment rate of 20.3 percent. It took only four months to reach single-digit unemployment, and 11 months to reach full employment. This speaks to the importance of a targeted economic development and diversification strategy.

Diversification within industries is also a helpful strategy as we are seeing in Southern Nevada. Focusing on a broader gaming and hospitality sector by adding complementary industry clusters such as sports and other creative industries will help the region experience a more structurally sound economic base. Once again, the Las Vegas leisure and hospitality sector has reinvented itself, ensuring it will always be critical to the fabric of Nevada's economy.

Likewise, the mining industry has also been a critical part of Nevada's history and both northern and rural Nevada are enjoying reinvention of that industry as well. Much like diversification efforts within the gaming and hospitality sector in Southern Nevada, expansion into the critical minerals space in northern and rural Nevada is diversifying the mining industry. Thanks to our extensive experience with mineral extraction, Nevada has created an economically vibrant circular supply chain centered around lithium, an essential component in the batteries that power electric vehicles. We call this circular supply chain the "Lithium Loop," and it puts our state at the forefront of this increasingly important global industry.

Nevada's Future Economic Outlook

Looking ahead, the outlook for Nevada's economy remains bright. Nevada is projected to be in the top two growing states in the nation over the next two years, with employment projected to increase by 44,596 jobs in 2025, and 36,067 jobs in 2026. According to the state demographer, Nevada is forecasted to rank highly in population growth, with a projected increase of over 92,000 people over that same two-year period. Consensus forecasts also suggest that Nevada will likely see continued wage growth, which should improve consumer confidence in the economy.

Nationally, consumer behavior has shifted in recent years as people more often buy online than at brick-and-mortar stores. This shift benefited Nevada's logistics and warehousing sectors, especially during the pandemic. However, inflation and housing affordability pose potential risks to continued economic growth. While the Federal Reserve's actions have moderated inflation, it remains an ongoing concern, particularly as consumer debt levels rise and loan delinquencies — especially in credit cards and auto loans — begin to tick upward.

Additionally, the nation's economy continues to send mixed signals. In late 2022 the yield curve that compares long- versus short-term interest rates on treasury bonds was inverted. Historically, an inversion of the yield curve, rising inflation and a weakening labor market have been consistent indicators of an oncoming recession. However, the yield curve has since normalized; and with recent interest rate cuts, a decline in inflation, and a stabilized labor market, the Federal Reserve could likely achieve a "soft landing."

These national trends, along with Nevada's continued focus on economic development and industry diversification, provide a solid foundation for future growth. The state's position as a leader in job creation, coupled with its strategic location near major economic hubs, offers opportunities for continued expansion. Large infrastructure projects in the south, such as the Brightline Highspeed Rail project and the ongoing development of industrial parks and health care campuses, will ensure continued growth and economic vitality in the region.

Likewise, the development and continued growth of the circular lithium economy in Northern and rural Nevada promises us a lead role in competing on the national and global economic stage.

Conclusion

Nevada's economy has made significant strides in recent years, embracing a more diversified, sustainable path. Job growth is strong, particularly in emerging industries that offer higher wages and greater stability than the state's traditional tourism-based sector. However, challenges such as inflation, housing affordability, and the risk of a national economic downturn remain.

PERFORMANCE REPORT



PERFORMANCE REPORT

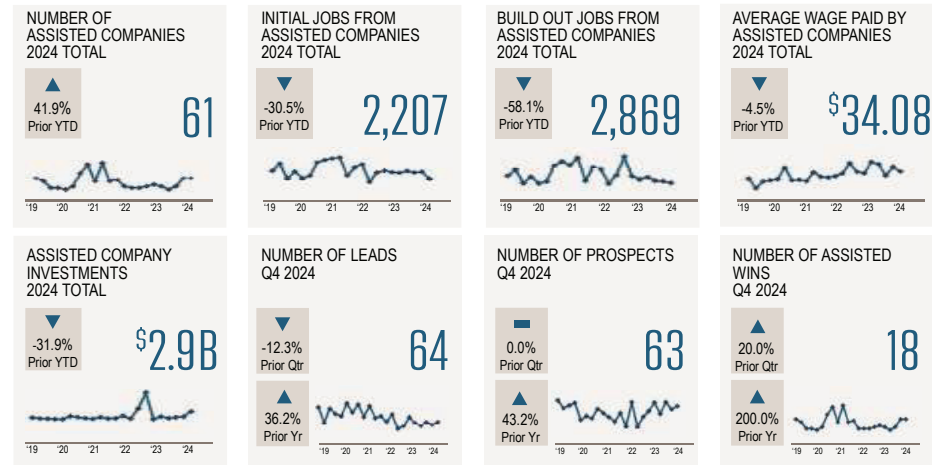


QUARTERLY
PERFORMANCE
REPORT

February 6, 2025

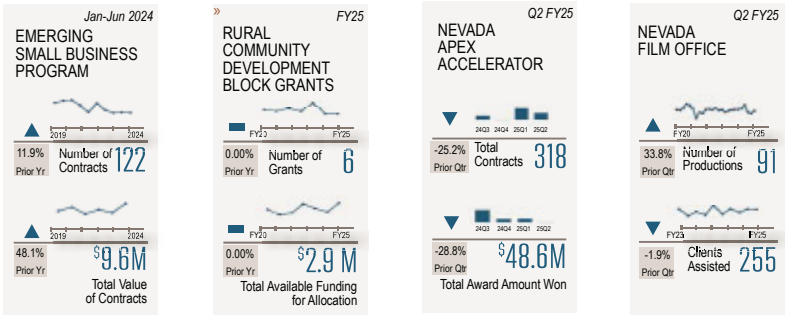
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ECONOMIC DEVELOPMENT - 2024



Assisted companies represent both abated and non-abated companies assisted in establishing or expanding business in Nevada.

DIVISIONS





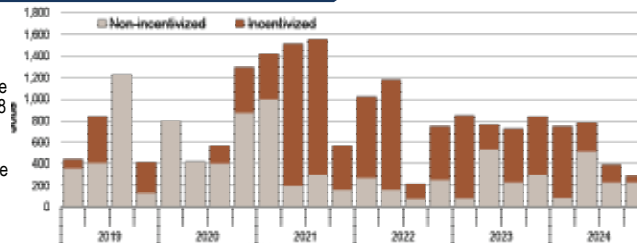
Q4 2024

PERFORMANCE INDICATORS

JOBS ANNOUNCED BY ASSISTED COMPANIES

In the fourth quarter of 2024, eighteen companies committed to adding 286 jobs to Nevada's economy in the next two years. Once these companies are fully staffed, the build-out job estimate is 458 employees.

Of the 286 additional jobs, 52 were incentivized and 234 jobs were non-incentivized.

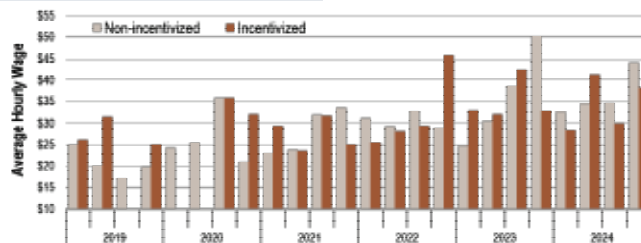


286

Jobs Announced in the 4th Quarter

WAGES PAID BY ASSISTED COMPANIES

The average hourly wage paid by all assisted companies came in at \$42.76 in the fourth quarter of 2024, an increase of 31.3 percent from the \$32.56 reported the previous quarter.

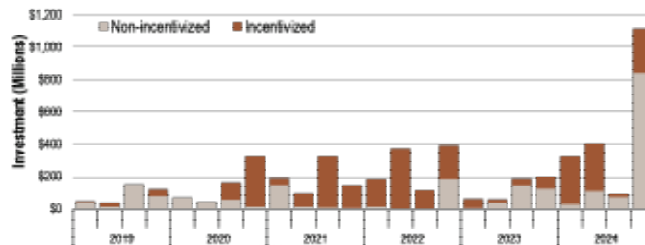


\$42.76

Weighted Average Hourly Wage

CAPITAL INVESTMENT BY ASSISTED COMPANIES

Capital investment by assisted companies (excluding non-standard projects*) totaled \$1.1 Billion in the fourth quarter, \$272 million of which is attributed to incentivized companies.



\$1.1 B

Capital Investment from assisted companies (excluding non-standard)

Note: This chart does not include investments from non-standard projects

*Non-standard projects include Aviation abatements, Data Center abatements, and abatements for large capital investment (\$1B or \$3.5B).



Q4 2024

PERFORMANCE INDICATORS

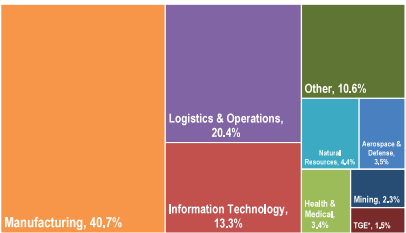
CONTRACT AND ACTUAL JOBS BY NEW INCENTIVIZED COMPANIES



All years actual above contracted: 6,758

As new incentivized companies establish and grow, the number of actual jobs has exceeded those that were contracted at the time abatements were approved.

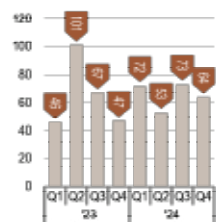
ASSISTED COMPANY INDUSTRY MIX 2012–2024, BY NUMBER OF COMPANIES



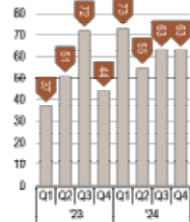
*Tourism, Gaming, and Entertainment

RECRUITMENT ACTIVITY: 2023Q1–2024Q4

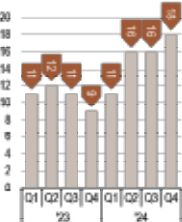
NEW LEADS



NEW PROSPECTS

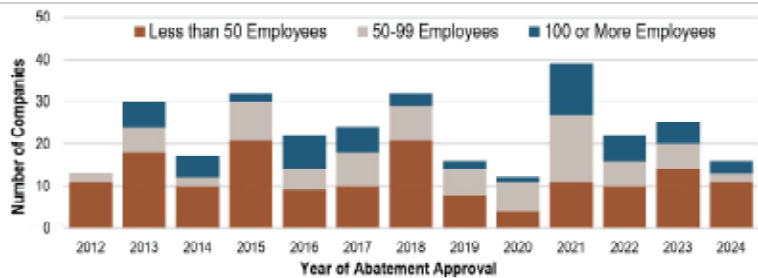


WINS



There were eighteen wins in the fourth quarter of 2024. This is slightly higher than the third quarter, and is up 200 percent when compared to the same quarter a year prior. New leads were down by 12.3 percent from last quarter and up 36.2 percent from the same quarter a year ago. Prospects remained flat from last quarter, but increased by 43.2 percent compared to the same quarter in 2023.

ABATED COMPANIES BY SIZE CLASS



Of the 300 companies that have been abated since 2012 (across all abatement types, excluding withdrawn and noncompliant), 52.7 percent have had fewer than 50 employees within two years of operation. For the sixteen companies abated in 2024, eleven plan to have fewer than 50 employees in two years.

PERFORMANCE REPORT

(continued)



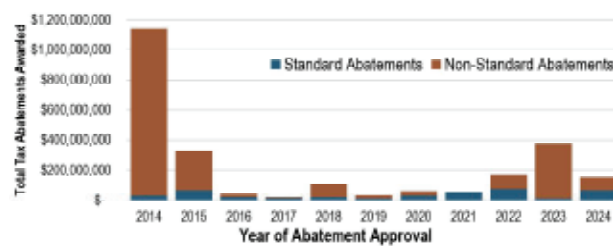
Q4 2024

PERFORMANCE INDICATORS

ANNUAL ASSISTED COMPANY STATISTICS

ALL COMPANIES						INCENTIVIZED COMPANIES						NON-INCENTIVIZED COMPANIES					
YEAR	COMPANIES	INITIAL JOBS	BUILD-OUT JOBS	AVERAGE WAGE	CAPITAL INVESTMENT	COMPANIES	INITIAL JOBS	BUILD-OUT JOBS	AVERAGE WAGE	CAPITAL INVESTMENT	TOTAL ABATEMENTS AWARDED	NEW TAXES OVER ABATEMENT LIFETIME	COMPANIES	INITIAL JOBS	BUILD-OUT JOBS	AVERAGE WAGE	CAPITAL INVESTMENT
2013	89	3,888	8,618	\$17.75	\$512,765,326	30	2,229	6,695	\$17.50	\$379,045,251	\$38,365,458	\$168,321,274	59	1,659	1,923	\$18.10	\$133,720,075
2014	82	6,038	12,519	\$21.95	\$11,903,334,408	17	4,361	10,113	\$22.92	\$11,659,589,832	\$1,138,346,595	\$2,090,793,994	65	1,677	2,406	\$19.43	\$243,744,576
2015	65	2,571	5,884	\$18.58	\$4,125,901,431	32	1,221	4,163	\$21.76	\$4,071,379,425	\$321,793,531	\$418,672,350	33	1,350	1,721	\$15.71	\$54,522,006
2016	49	3,775	5,731	\$16.91	\$541,486,207	22	2,899	4,042	\$17.33	\$519,661,707	\$41,851,201	\$214,782,991	27	876	1,689	\$15.52	\$21,824,500
2017	62	4,994	6,961	\$18.89	\$267,725,624	24	2,129	3,181	\$24.08	\$176,401,707	\$20,353,633	\$226,398,672	38	2,865	3,780	\$15.04	\$91,323,917
2018	71	3,209	6,214	\$28.32	\$1,507,996,453	32	1,369	3,418	\$29.09	\$1,181,665,551	\$99,193,149	\$393,030,425	39	1,840	2,796	\$27.76	\$326,330,902
2019	53	2,945	4,760	\$21.73	\$693,061,706	16	819	1,521	\$28.79	\$412,909,706	\$31,745,048	\$178,058,328	37	2,126	3,239	\$19.00	\$280,152,000
2020	49	3,069	5,122	\$26.61	\$892,240,254	12	576	1,290	\$33.02	\$711,466,889	\$58,874,904	\$245,891,308	37	2,493	3,832	\$25.12	\$180,773,365
2021	77	5,055	9,233	\$26.85	\$745,616,685	39	3,391	6,156	\$27.42	\$573,258,740	\$52,706,572	\$451,450,200	38	1,664	3,077	\$25.69	\$172,357,945
2022	45	3,112	6,272	\$30.51	\$2,207,676,060	22	2,337	4,929	\$30.65	\$2,009,563,882	\$169,792,969	\$600,965,519	23	775	1,343	\$30.10	\$198,112,178
2023	43	3,175	6,847	\$35.69	\$4,327,985,969	25	2,024	5,208	\$35.10	\$4,021,693,969	\$375,369,832	\$1,003,725,669	18	1,151	1,639	\$36.73	\$306,292,000
2024	61	2,207	2,869	\$34.08	\$2,948,474,020	16	1,133	1,457	\$32.01	\$1,889,602,832	\$149,982,081	\$626,252,901	45	1,074	1,412	\$36.27	\$1,058,871,188
Total	811	45,827	83,192	\$23.99	\$32,217,455,356	301	24,919	52,962	\$25.30	\$29,054,929,593	\$2,498,374,973	\$6,618,343,631	510	20,908	30,230	\$22.42	\$3,162,525,763

TOTAL TAX ABATEMENTS APPROVED, BY YEAR



FISCAL RETURN ON INVESTMENT OF ABATEMENTS



3

Note: These tables and charts exclude withdrawn and noncompliant companies.

For the past ten years, the fiscal Return on Investment is 265%, meaning for every dollar abated the State and local governments receive \$2.65 in new taxes over the life of the abatements.



Q4 2024

PERFORMANCE INDICATORS

NEVADA APEX ACCELERATOR

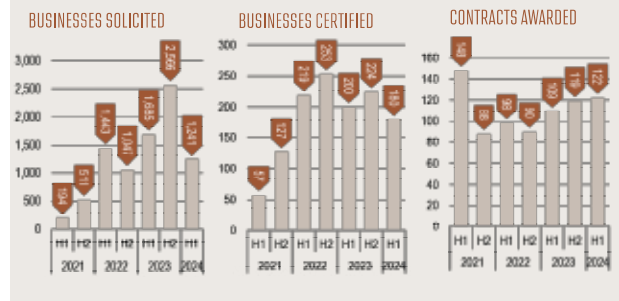
FORMERLY KNOWN AS THE NEVADA PROCUREMENT TECHNICAL ASSISTANCE CENTER (PTAC)



NEVADA APEX ACCELERATOR OVERVIEW

- » During the last quarter of FY24 and the first quarter of FY25, APEX Accelerator began operating under their renewed operating agreement with the Department of Defense - Pentagon. This marks the fourth reporting period since performance measurements have changed.
- » From July through October 2024 the NV APEX Accelerator was successful in assisting NV small businesses in getting 318 Contracts amounting to \$48.6 million. This is a decrease to the number of contracts and amount of awards by 25.2% and 28.8% respectively, when compared to the prior reporting period. Average Contract is \$152,955.
- » Small Disadvantaged Businesses (SDB) received 157 contracts for \$32.8 million.
- » Historically Under-utilized Business Zones (HUBZones) received 121 government contracts for \$13.1 million.
- » Service-Disabled Veteran-Owned Small Businesses (SDVOSB) received 3 government contracts for \$107,116.
- » Women Owned Small Businesses (WOSB) received 37 contracts for \$53.6 million.

EMERGING SMALL BUSINESS PROGRAM



	BUSINESSES CERTIFIED	BUSINESSES SOLICITED	CONTRACTS		
			NUMBER	AMOUNT	AVERAGE
January – June 2021	57	194	148	\$3,285,417	\$22,199
July – December 2021	127	511	88	\$3,879,631	\$44,087
January – June 2022	219	1,443	98	\$9,836,880	\$100,376
July – December 2022	253	1,047	90	\$6,334,541	\$70,384
January – June 2023	200	1,685	109	\$6,476,987	\$59,422
July – December 2023	224	2,566	119	\$8,003,395	\$67,255
January – June 2024	180	1,241	122	\$9,591,909	\$78,622

EMERGING SMALL BUSINESS PROGRAM OVERVIEW

- » The number of Emerging Small Businesses (ESB's) certified in the first half of calendar year 2024 declined by ten percent from the same period last year, and decreased by 19.6 percent when compared to the second half of the 2023. The total number of ESBs that have been certified since 2014 now stands at 2,933.
- » The average contract amount in the first half of 2024 was \$78,622; up 16.9 percent from the second half of 2023 and up 32.3 percent from the same time period last year.



Q4 2024

PERFORMANCE INDICATORS

NEVADA FILM OFFICE

NEVADA FILM OFFICE ANNUAL PRODUCTION REVENUE*

FISCAL YEAR	NUMBER OF PRODUCTIONS	REVENUE*
2015	500	\$65,159,732
2016	495	\$73,160,712
2017	501	\$40,134,588
2018	333	\$50,066,857
2019	414	\$46,586,786
2020	428	\$33,599,018
2021	360	\$58,013,665
2022	415	\$80,285,024
2023	378	\$90,708,287
2024	440	\$55,104,973
2025 YTD	159	\$23,628,485

*Revenue to Nevada, i.e. local production expenditures.

ASSISTED CLIENTS AND COMPANIES

CLIENTS ASSISTED



In the second quarter of Fiscal Year 2025, the Nevada Film Office has fielded questions from 255 clients, 1.9 percent less clients than last quarter.

The Nevada Film Office assists clients with inquiries in areas such as: locations, permitting, crew, tax incentives, production troubleshooting, and more.

NEVADA FILM OFFICE QUARTERLY HIGHLIGHTS

- » The Office is hosting the next panel in their informative workshop series in February on navigating indie filmmaking. The topics include producing, directing and distribution.
- » Director Kim Spurgeon and Deputy Director Danette Tull were both appointed to the executive board of the newly formed ACE Chamber, promoting the arts, creative and entertainment industries. Danette serves as the board's co-vice president.

SIGNIFICANT PROJECTS* FY2025 Q2

PROJECT	PROJECT TYPE
APEX	Feature Film
MvG3	Feature Film Ind.
Untitled Las Vegas Reno Series	Reality
Wrestlemania 41 Launch	Commercial
Pain into Champagne	Documentary
Avalere Health	Commercial
Dog Job CO-37407	Commercial
HG2	Feature Film
Shriners Children's Open	TV Series
Power Plus MY25	Commercial

* Each of the projects contributed at least \$200,000 in local production expenditures.

COMMUNITY DEVELOPMENT BLOCK GRANTS

RURAL COMMUNITY DEVELOPMENT BLOCK GRANTS BY PROGRAM YEAR

PROGRAM YEAR	NUMBER OF GRANTS	TOTAL ALLOCATION*	AVERAGE GRANT AWARD	PERCENT ECONOMIC DEVELOPMENT
2017	13	\$2,803,961	\$234,183	69%
2018	9	\$2,621,876	\$340,213	70%
2019	8	\$2,666,348	\$334,641	91%
2020	10	\$2,793,254	\$279,325	97%
2021	8	\$2,884,733	\$426,406	79%
2022	14	\$2,735,797	\$223,011	64%
2023	6	\$2,895,399	\$482,567	68%
2024	6	\$2,898,567	\$581,283	76%

RURAL GRANT PROGRESS, FY2025*

- » During the fourth quarter (October, November, December), \$1,783,244 was paid to 7 communities
- » CDBG staff close 2 grants this period.
- » There are currently 22 open grants. For the standard CDBG program, there is one grant from 2021, 7 grants from 2022, 6 grants from 2023 and 6 grants from 2024. For the CDBG-CV program, there are two open grants from 2020.

Notes: Federal Program Year 2024 corresponds to State Fiscal Year 2025 (July 2024 through June 2025). Total Allocation includes HUD allocation as well as recaptured funds from previous years.



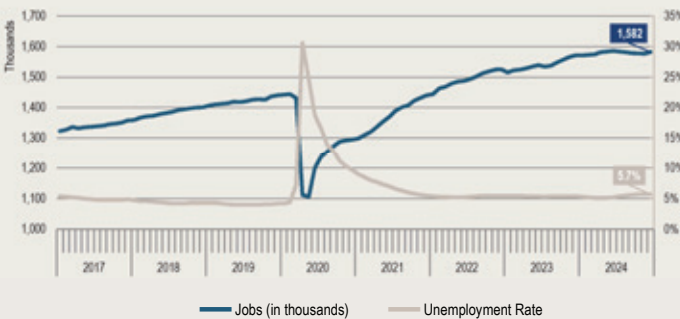
Q4 2024

NEVADA JOB AND SECTOR DATA

NEVADA JOBS AND UNEMPLOYMENT

As of December 2024 Nevada employment stands at 1,582,400 jobs, a gain of 0.7 percent from the prior year. The most recent figures represent an increase of 138,200 jobs over the pre-pandemic high. Nationally, employment grew just 1.4 percent over the year in December.

Nevada's unemployment rate is 5.7 percent as of December, unchanged from the prior month. The rising labor force participation rate suggests that more Nevadans are returning to the workforce, and Nevada continues to see steady job growth, led by Southern Nevada. However, job growth is slowing on account of higher costs causing employers to slow their pace of hiring.



ECONOMIC DEVELOPMENT TARGET SECTORS: REALIZING NEVADA'S ELECTRIC, INNOVATIVE, AND CONNECTED FUTURE

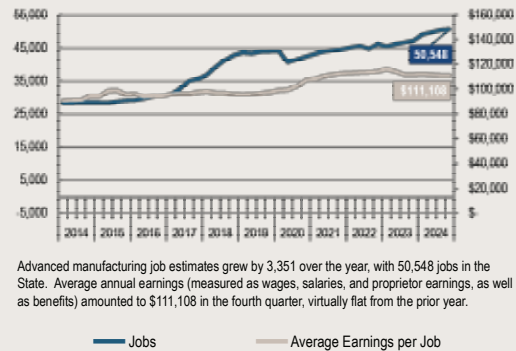
December 2024 marks 1 year into the updated 5-Year Comprehensive Economic Development Strategy, titled "Realizing Nevada's Electric, Innovative, and Connected Future". Together with this report, GOED worked with SRI International's Center for Innovation Strategy and Policy to develop updated strategic industry sectors to take Nevada into the future.

Among these are five primary economic development strategic sectors, including appendices of two additional sub-sectors of Healthcare and Water Technologies.

- » Advanced Manufacturing
- » Transportation & Logistics
- » Information Technology
- » Natural Resources & Technology
- » Hospitality, Tourism, Sports, & Creative Industries

For complete review of updates, visit <https://goed.nv.gov/newsroom/state-plans>

ADVANCED MANUFACTURING

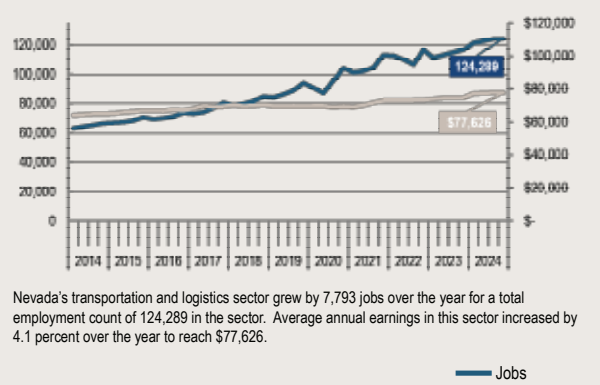


Advanced manufacturing job estimates grew by 3,351 over the year, with 50,548 jobs in the State. Average annual earnings (measured as wages, salaries, and proprietor earnings, as well as benefits) amounted to \$111,108 in the fourth quarter, virtually flat from the prior year.

Current industry data are derived from Lightcast's 2024:Q4 estimates. Industry groups are customized and do not equate to Federally-aggregated sectors.

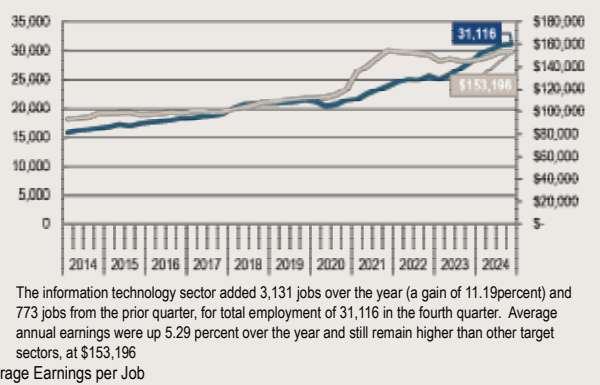


TRANSPORTATION & LOGISTICS



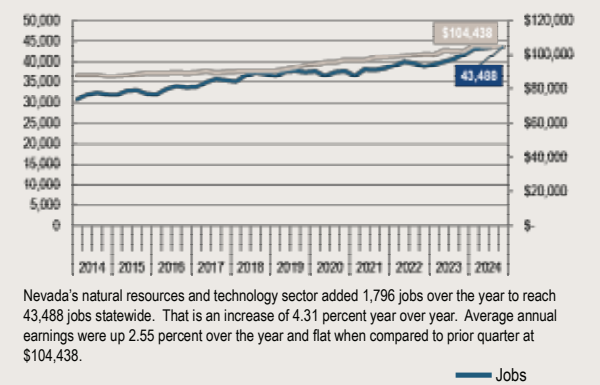
Nevada's transportation and logistics sector grew by 7,793 jobs over the year for a total employment count of 124,289 in the sector. Average annual earnings in this sector increased by 4.1 percent over the year to reach \$77,626.

INFORMATION TECHNOLOGY



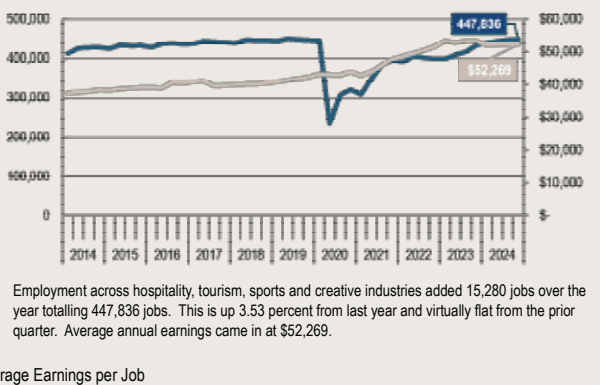
The information technology sector added 3,131 jobs over the year (a gain of 11.19percent) and 773 jobs from the prior quarter, for total employment of 31,116 in the fourth quarter. Average annual earnings were up 5.29 percent over the year and still remain higher than other target sectors, at \$153,196

NATURAL RESOURCES & TECHNOLOGY



Nevada's natural resources and technology sector added 1,796 jobs over the year to reach 43,488 jobs statewide. That is an increase of 4.31 percent year over year. Average annual earnings were up 2.55 percent over the year and flat when compared to prior quarter at \$104,438.

HOSPITALITY, TOURISM, SPORTS, & CREATIVE INDUSTRIES



Employment across hospitality, tourism, sports and creative industries added 15,280 jobs over the year totalling 447,836 jobs. This is up 3.53 percent from last year and virtually flat from the prior quarter. Average annual earnings came in at \$52,269.

7 Current industry data are derived from Lightcast's 2024:Q4 estimates. Industry groups are customized and do not equate to Federally-aggregated sectors.



BUSINESS DEVELOPMENT



Melanie Sheldon
Senior Director,
Business Development



Alex Bacchus
Northern Regional Director

BUSINESS DEVELOPMENT

As the state moves forward, continued focus on strategic economic development, regional equity and industry diversification will be critical in ensuring long-term prosperity for all Nevadans. By building on successes and addressing the challenges ahead, economic development efforts across the state have positioned Nevada to sustain its economic momentum and secure a bright future.

GOED's **Business Development** division focuses on attracting, retaining and expanding businesses to drive economic growth. This involves recruiting companies to relocate or establish operations in Nevada, supporting the expansion of existing businesses, and identifying key industries for investment.

Since January 2024, there have been 16 companies approved at GOED bimonthly board meetings. These companies have strongly aligned the sectors listed in GOED's five-year strategic plan, particularly advanced manufacturing, information technology, transportation and logistics and natural resources and technologies. There have also been many companies with strong synergies to Nevada's lithium economy.

GOED's Business Development team closed out FY 2024 procuring more than \$1.2 billion in new business investment, 2573 new jobs, and 3424 build-out jobs from 33 companies for the state.

Business Attraction and Relocation Efforts

GOED's Business Development Team continues to work with companies considering Nevada as a potential location. GOED's Business Development pipeline has 26 active Request for Information (RFI) projects. These active projects are exploring Nevada as a location for their operations. Approximately 61 percent of these projects are manufacturing operations, and the remainder are data centers, clean energy or recycling technology driven operations, with an estimated 3,989 jobs to be created and approximately \$2.1 billion total investment in the State.

PRIMARY FOCUS:

Attracting, retaining and expanding businesses to drive economic growth.

This involves recruiting companies to relocate or establish operations in Nevada, supporting the expansion of existing businesses, and identifying key industries for investment.

In 2024, we participated in six site visits throughout the State. To narrow down the best location for the company, our utility partners, like NV Energy, as well as commercial realtors will take companies to actual sites, whether it is land or a building, to see if they are a good fit for the company's needs. During these visits, the local RDA, local government representatives, GOED's team, and workforce specialists from DETR will also join the prospective company to discuss the benefits of doing business in our State, as well as details about their operational needs.

These active RFIs will potentially result in companies moving and opening their operations in our State, and some of them, if they qualify, will apply for Tax Abatement packages that will be presented to the GOED Board during the quarterly Board meetings.

Tax Abatements Return on Investment

In 2024, GOED approved \$149.98 million in tax abatements. From these incentivized operations, the State will be collecting an estimated \$626.3 million in new tax revenues after tax abatements. We calculated the Return on Investment (ROI) of these abatements to be \$4.18 meaning that for every \$1 abated Nevada would receive \$4.18 back in tax revenues. It is critically important to keep in mind these abatements are partial abatements, not exemptions, and that once the abatement contract sunsets, state and local governments will continue to receive full tax revenues from these companies. This full impact on budgets in perpetuity would be lost if abatements were not approved because companies would choose to expand or relocate elsewhere.

GOED estimated the total economic impact from these companies and their operations to be approximately \$8.2 billion. Looking at this Economic Impact and the amount of the approved tax abatements we can estimate the economic benefit of abated companies in 2024 to be approximately \$54.93 for each dollar the company received from Nevada in abatements. This economic impact ROI is an estimate of the dollar value of all economic activity generated for every tax dollar discounted through the abatement process.

The State works with RDAs to recruit companies within the targeted industries to diversify regional and the State economy. Sixteen companies were approved for abatements in 2024. 63 percent of them are in Manufacturing, 19 percent in Information Technology, and the remaining within our targeted industries totaled 1457 jobs in the first five years of operations.

Other Notable Activities

- Work from our office helped Nevada win a 2024 Silver Shovel Award from Area Development Magazine, an accolade recognizing state economic development agencies that have achieved significant success in attracting new business investment and job creation. GOED-assisted company Redwood Materials, whose battery materials facility in Storey County will contribute \$1.1 billion in capital investments in Nevada's economy, was cited as an important element to winning the award.



GOED visited Comstock Minerals solar panel recycling demo facility in Silver Springs. This brand-new demonstration site is one of the few in the Western U.S. for recycling end-of-life solar panels.

Abatement Report

COMPANIES	Sector	Initial Jobs (2 Yrs.)	Build out of Jobs (5 Yrs.)	Average Wage	Overall Capital Investment	Total Partial Tax Abatements	Net New Taxes	Economic Impact
January 25, 2024								
Aqua Metals Reno, Inc.	Manufacturing/Recycling	39	66	\$41.30	\$34,916,581	\$2,213,944	\$4,625,743	\$373,501,185
Edgewood Renewables, LLC	Manufacturing	60	0	\$40.71	\$96,509,000	\$11,720,431	\$21,613,752	\$1,323,283,226
Hard Eight Nutrition, LLC	Manufacturing	49	109	\$30.52	\$7,141,100	\$568,448	\$11,296,531	\$591,747,029
		148	175	\$37.49	\$138,566,681	\$14,502,823	\$37,536,026	\$2,288,531,440
March 21, 2024								
Excel Inc. dba DHL Supply Chain (USA)	Transportation/Warehousing/Utilities	494	524	\$28.14	\$20,420,219	\$1,693,133	\$57,737,380	\$1,065,949,351
Vantage Data Centers NV11, LLC	Business Information Technology	10	27	\$59.62	\$730,000,000	\$11,531,616	\$82,517,944	\$107,245,904
		504	551	\$28.76	\$750,420,219	\$13,224,749	\$140,255,324	\$1,173,195,255
May 23, 2024								
Capital USA	Research & Development	164	164	\$38.92	\$19,575,322	\$1,740,290	\$13,320,215	\$1,315,521,710
Ingenia Chartam, LLC dba Crossroads Paper	Manufacturing	108	144	\$44.81	\$481,578,900	\$33,581,347	\$43,175,540	\$904,064,456
		272	308	\$41.26	\$501,154,222	\$35,321,637	\$56,495,755	\$2,219,586,166
July 25, 2024								
Alliance North America, Inc. dba ANA, Inc.	Manufacturing	25	136	\$29.63	\$8,320,000	\$512,040	\$12,950,463	\$457,333,186
Apple Inc.	Business Information Technology Ecosystems	10	10	\$32.51	\$742,071,428	\$62,153,275	\$279,235,319	\$318,777,597
Mako Advances Materials, LLC	Manufacturing	4	24	\$32.46	\$367,000	\$143,699	\$1,756,962	\$82,424,934
Universal Plastic Mold Inc.	Manufacturing	98	101	\$29.40	\$14,000,000	\$1,515,873	\$10,554,897	\$447,524,796
Weber Metals, Inc.	Manufacturing	8	47	\$29.38	\$1,790,000	\$2,281,844	\$3,726,982	\$114,514,359
		145	318	\$29.74	\$766,548,428	\$66,606,731	\$308,224,623	\$1,420,574,872
October 3, 2024								
Clairity Technology Inc.	Clean Energy	15	55	\$34.27	\$2,500,000	\$213,038	\$4,418,360	\$165,083,200
Inneos, LLC	Manufacturing	6	8	\$39.50	\$12,489,588	\$529,432	\$1,400,267	\$33,478,828
Valencia Pipe Company	Manufacturing	21	26	\$27.73	\$3,083,235	\$291,671	\$1,955,679	\$110,996,370
		42	89	\$31.75	\$18,072,823	\$1,034,141	\$7,774,306	\$309,558,398
November 14, 2024								
Vantage Data Centers NV12, LLC	Business Information Technology Ecosystems	10	15	\$64.20	\$254,000,000	\$19,274,000	\$75,966,869	\$822,119,516
		10	15	\$64.20	\$254,000,000.00	\$19,274,000.00	\$75,966,869.00	\$822,119,516.00
Grand Total 2022		1,121	1,456	\$33.48	\$2,428,762,373	\$149,964,081	\$626,252,903	\$8,233,565,647

- **In May 2024**, GOED's Business Development Team set up an exhibitor table at Business and Industry's Small Business Resource Fair as a representative of GOED at the Sahara West Library and Sparks Chamber of Commerce. Business Development spread awareness to attendees with marketing and informational guides on the Tax Abatement and Emerging Small Business program and connected with many other organizations taking part in the event. This fair was created with the intent to assist small businesses and ensure local Nevadans had access to free resources such as training, business licensing, funding, and certifications.

The Business Development Team have signed up and look forward to being a part of B&I's fair again this year to provide information on GOED's programs and services.

- **In March 2024**, Vantage Data Centers NV11, LLC announced plans to build a colocated data center facility in Storey County. The company provides multi-tenant colocation infrastructure services to local, national, and international clients. Within the first five years of operation, the company will make a \$150 million investment in capital equipment, and a further \$580 million investment in land and construction, for this facility.

- **In March 2024**, Ingenia Chartam, LLC dba Crossroads Paper announced it will establish a recycling operation in Humboldt County. The operation will include the construction of a processing facility to convert 370,000 tons of wastepaper into recycled containerboard. Within the first two years of operation the company will make a \$271.5 million investment in capital equipment, and a further \$210 million investment in land and construction, for this facility.

- **In May 2024**, Melanie Sheldon attended and spoke at the ribbon cutting Ribbon Cutting Celebration – Reopening and 10 Year Anniversary Celebration of Barclays, in Henderson NV. When Barclays first opened its doors, in southern Nevada, it was 2014. Barclays announced that it would open a customer service center in Henderson and that the facility would employ 1,000 people when fully operational. As of May 2024, over 1,300 new jobs have been created.

- **In June 2024**, GOED's International Business Development team worked with the Governor's Office to coordinate the Nevada Governor's attendance at the 2024 Select USA Investment Summit. During the conference five international companies announced planned and potential business development, in Nevada, in key strategic sectors including battery technology, sustainable mining and research services, and other energy-efficient manufacturing. The companies' visions align with our five-year economic development strategy to realize Nevada's electric, innovative and connected future. Nevada's economic development organizations played an essential role in helping these international companies consider establishing operations in the Silver State.

- **In July 2024**, Apple Inc. announced its plans to expand its existing Campus in Washoe County. Within the first five years of operation the company will make a \$743 million in capital equipment investment for this expansion, and a further \$163 million investment in construction, for this facility.



Senior Director of Business Development Melanie Sheldon attended the kick-off for Spring Mountain Redevelopment Plan.

- **In August 2024**, the Business Development Team welcomed its new International Business Development Coordinator, in the Las Vegas office, Audrey Summers. Audrey graduated from the University of Nevada, Reno, with a bachelor's in environmental science, focusing on natural resource planning and management. Over the past year, she has been working as an intern with WaterStart on an initiative for GOED. While working on this initiative, known as WaterWise, she gained extensive insight into the economic development processes in Nevada, as well as effective water resource management as it pertains to the various counties and their stakeholders. Business Development is excited to have Audrey on board.
- Google announced an additional investment of \$400 million for its operations in Nevada, building on a previous \$1.8 billion in commitments. This significant contribution further solidifies Nevada's leadership in economic growth and job creation.
- Director of Business Development, Alex Bacchus was promoted to Northern Regional Director, GOED. In his new role, Alex continues his great work in managing economic and community development as well as overseeing the Carson City Office operations. We are very pleased to have Alex fill this critically important role.
- **In September 2024**, GOED's International Business Development Team coordinated and planned networking events with three inbound delegations from Canada, Chile, and Australia for the 2024 Min Expo Convention in Las Vegas. These efforts, which will continue to promote Nevada as a leader in the mining industry, support our economic and technological strength.
- **In October 2024**, Lyten announced their decision to build the world's first Lithium-Sulfur Gigafactory near Reno, creating over 1,000 jobs and investing more than \$1 Billion in capital expenditures.
- Nevada continues to see significant growth in the advanced manufacturing sector, with companies such as Edgewood Renewables, LLC, Aqua Metals Reno Reno, Inc., Hard Eight Nutrition LLC, and Bauderer Packaging, LLC, pledging to make significant investment in the state over the forthcoming few years.

The Business Development Team plays a vital role in advancing Nevada's economic growth and fostering a diverse, resilient economy. Over the past year, we've engaged with numerous companies exploring Nevada as their next location, supported by our collaborative efforts with local RDAs, workforce specialists, and industry partners. These initiatives have positioned Nevada as a premier destination for investment, creating new opportunities for job creation and significant capital investment across the state.

The team continues to work closely with the RDAs to attract, retain, and expand business in Nevada, including three site visits planned in the upcoming month, and 41 companies in our active pipeline

Looking ahead, we will continue to build on this momentum, ensuring Nevada remains a competitive and attractive hub for business expansion and innovation.



Nathan Jackson
Deputy Director,
Nevada APEX Accelerator



Jim Hamoy
Government Contracts Advisor
& ESB Coordinator, Nevada
APEX Accelerator

EMERGING SMALL BUSINESS PROGRAM (ESB)

The **Nevada Emerging Small Business (ESB)** program is designed to foster the growth and development of small businesses in the State of Nevada. To qualify as an ESB, a business must meet certain criteria. Those include being independently owned and operated, having fewer employees or lower revenue thresholds than larger corporations, and being registered to do business in Nevada. Certified ESBs typically need to adhere to certain compliance requirements to maintain their certification status.



Nevada APEX Deputy Director Nate Jackson speaking to attendees about the benefits of the ESB program.

In addition to procurement opportunities, the ESB program offers support services such as business counseling, technical assistance and access to capital.

In 2024, GOED has focused on growing the pool of ESBs while continuing to support those already certified. State and local government agencies report ESB activity to GOED twice per year.

For the Jan. 1-June 30, 2024, reporting period, the ESB program certified 82 small businesses, and 145 contracts were awarded by state and local agencies to ESB-certified businesses, amounting to \$3.39 million.

Our long-term goals remain focused on driving sustainable growth by supporting innovation, promoting equitable opportunities for business development and strengthening the state's economic ecosystem through ESB support. Overall, the Nevada Emerging Small Business program aims to create a more inclusive and competitive business environment by supporting the growth and success of small businesses in the state.

[Review the entire ESB Program Annual Report here.](#)

PRIMARY FOCUS:

Provide opportunities for small businesses to compete for government contracts and procurement opportunities.



Amanda Flocchini
International Business
Development Director



Audrey Summers
International Business
Development Coordinator



Avrey Callis
Former Senior
International Trade Manager

INTERNATIONAL TRADE

The **International Division** at the Governor's Office of Economic Development plays a pivotal role in expanding Nevada's global business footprint. By providing support and resources to both Nevada-based and international businesses, the division facilitates international trade and attracts foreign direct investment. The Division's initiatives include organizing trade missions, connecting Nevada-based businesses to export opportunities and resources, and promoting Nevada's diverse industries to the global market. Through these efforts, the Division aims to create and promote opportunities that drive strategic economic growth and job creation in the state.

Transitions and New Beginnings

This year, we said goodbye to Amanda Flocchini, who has taken on a leadership role at Nevada Business and Industry, and Avrey Callis, who is pursuing her MBA at Yale. Their hard work and contributions played a key role in advancing Nevada's global initiatives, and we are truly grateful for their dedication and the lasting impact they've made during their time here at GOED.

At the same time, we are excited to welcome Audrey Summers to the team as the International Business Development Coordinator. Audrey brings a fresh perspective that will help further strengthen our international efforts. With a bachelor's degree in environmental science and a focus on natural resource management from the University of Nevada, Reno (UNR) provides a good outlook on Nevada's abundant natural resource profile and is motivated to diversify the economy with innovative and effective technology and businesses. During her time at UNR, she was a coordinator for the New Student Initiatives Office, welcoming first year students by organizing orientation with a team of upperclassmen and continuing first year outreach throughout the year by planning events and activities.

2023- 2024 Trade Missions

Canada (Governor-led)

The Governor-led Trade Mission to Canada in September 2023 offered a unique opportunity to meet with companies and the state at the highest level of entry. In doing so, current projects were catalyzed, and new company footprints into Nevada were realized.

PRIMARY FOCUS:

Expanding Nevada's global economic presence by attracting foreign direct investment (FDI) to establish operations in Nevada, promoting exports and fostering international partnerships.

South Korea (GOED Trade and Investment Mission)

GOED's trade and investment mission to Seoul gave the agency an opportunity to engage and provide follow-up to various companies looking to land or expand in Nevada that would fill certain supply chain needs in relation to our growing circular lithium economy.

Australia (GOED Trade and Investment Mission)

GOED's trade and investment mission to Australia focused on drawing international startups into Nevada's booming clean tech, water tech, and lithium battery ecosystems. In addition, the mission objective extended to developing conversations around a future MoU with the Queensland Government with a focus on critical mineral development, energy infrastructure projects, and water conservation technologies.

Select USA (Governor-led)

Participating in SelectUSA provides states with a unique platform to attract and secure foreign direct investment, driving economic growth and job creation. It also allows states to showcase their competitive advantages to a global audience, which ultimately fosters international trade partnerships.

In 2024, the Nevada Governor-led mission to the 10th annual SelectUSA Investment Summit marked the first participation of a Nevada Governor in the Summit's history. Alongside the Governor, a record 20 delegates, including 4 cabinet-level directors, from Nevada engaged with companies from key regions from around the world in the EV, battery materials, cleantech, renewable energy, agricultural, and advanced manufacturing industries.



Nevada is open for business! During the governors panel at the 2024 SelectUSA Investment Summit, Governor Lombardo highlighted that our state has secured over \$5b in new investments.

Foreign Direct Investment

Foreign Direct Investment is an essential part of economic development. FDI into the U.S. spurs job creation, capital investment, and enhances technological innovation. By attracting FDI, states can diversify their economies, stimulate growth in various sectors, and improve infrastructure development. FDI also fosters global trade relations, making states more competitive on the international stage.

Notable Highlights

MinExpo 2024

The International Division is actively coordinating with three inbound delegations for the 2024 MinExpo in Las Vegas. These efforts will continue to promote Nevada as a leader in the mining industry, which supports our economic and technological strength. GOED's presence at MinExpo will attract investments and partnerships that will help boost our mining sector.

Japan

GOED has been coordinating monthly meetings with the Japanese Consul General’s Office and JETRO (Japan External Trade Organization) as a follow up to the joint webinar from April 2024. As a part of the follow up process, both entities are planning a Japan-Nevada Networking event during CES 2025 to highlight Japanese companies doing business in Nevada and create an opportunity for Japanese startups attending CES to engage with local EDOs and local industry stakeholders.

Nevada Lithium Summit

The Nevada Lithium Summit aimed to advance the state’s integral role in the lithium supply chain and to foster collaboration across sectors, promote advanced mining and energy practices and to develop a comprehensive economy around the battery materials supply chain. This summit brought together industry professionals, local, state, and federal leaders to discuss Nevada’s lithium loop, which includes extraction, battery production, and recycling. This summit highlighted Nevada’s position as a leader in reshoring this critical material and reducing dependency on foreign sources. This summit also attracted foreign direct investment into the state and created a pathway for SMEs to network with other companies and investors.

Key Updates:

- Two-day summit at the Hyatt Regency in Incline Village.
- 300 attendees over the two-day summit
- Speakers included Governor Joe Lombardo, Redwood Materials CEO JB Straubel, UNR President Brian Sandoval, and Jonathan Evans, CEO of Lithium Americas.
- Local, state, and federal government officials, along with representatives from higher education, private industry, and non-profit organizations joined the summit as experts sharing best practices ranging from workforce development to the permitting and regulatory landscape in the Silver State.

South Korea

GOED continues to engage companies/organizations/agencies and is planning to attend the Inter-Battery Conference in Seoul, South Korea in March of 2025. The trip will serve as an in-person follow-up to the 2024 outreach mission, and to network (G2B) with prospective companies in the battery material supply chain and advanced manufacturing sector. Additionally, since November 2023, GOED has been working with the South Korean Consulate’s Office in LA to finalize MoU language between the Korean National Police Agency and the Nevada Department of Motor Vehicles on driver’s license reciprocity. The goal is to have the MoU completed and signed by both entities by mid-December 2024. The completion of this agreement gives Korean nationals the opportunity to rent vehicles when visiting Nevada, especially during the annual CES Trade Show in Las Vegas where on average, over 15,000 South Korean citizens attend.

As we look forward to 2025

The International Division within the Nevada Governor’s Office of Economic Development is prioritizing a foreign direct investment strategy for 2025 to enhance the Silver State’s dynamic startup ecosystem. By attracting international startups, GOED aims to advance Nevada’s competitive edge in key sectors such as clean tech, lithium battery materials supply chain, water technology, advanced manufacturing, biotechnology, and energy. This strategic focus is designed to drive innovation, create high-quality jobs, and foster sustainable growth, positioning Nevada as a global leader in these industries. By continuing to work with our international partners, GOED seeks to increase bilateral trade relationships with the intention to near-shore and friend-shore critical materials essential to building up our national security interests.



INNOVATION-BASED ECONOMIC DEVELOPMENT (IBED)



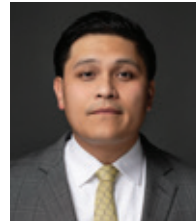
Karsten Heise
Senior Director of Strategic
Programs & Innovations



Tammy Westergard
Senior Workforce
Development
Librarian-in-Residence



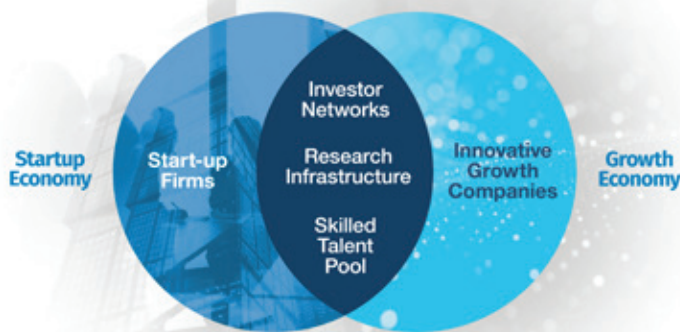
Kyeema Peart
Director, Office of
Entrepreneurship



Shaquille Cruz
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INNOVATION-BASED ECONOMIC DEVELOPMENT (IBED)

INNOVATION ECOSYSTEM



GOED's objective to foster an innovative economy in Nevada is grounded in the application of the **Innovation Based Economic Development (IBED)** framework. In 2024, GOED continued to champion innovation by laying the foundation for Nevada's future as a hub for cutting-edge industries. By fostering collaboration among public institutions, private sector leaders, and regional partners, we advanced initiatives that support the growth of emerging technologies, encourage entrepreneurship, and attract high-impact investments into the state.

To ensure that GOED is effective in operating in this new era of technological advances, the agency has created its own IBED framework.

In Nevada, GOED's IBED approach rests on five core elements, with each element relating to the five respective interacting groups:

- Increasing research capacity
- Commercializing research
- Fostering entrepreneurship
- Increasing access to capital
- Building a technically skilled workforce

MISSION:

Enhance Nevada's national and global competitiveness in a knowledge-driven economy through fostering regional entrepreneurial-driven innovation systems. Attracting and growing technology-based companies in our state.

VISION:

GOED's IBED is the state's lead entity for supporting the translation of basic research into useful market-based applications at Nevada's universities, growing entrepreneurial and startup development, attracting and providing risk capital to startups and early-stage high-growth companies, while developing innovative solutions for the recruitment of a workforce into high demand occupations within Nevada's key industry sectors.

GOED's IBED utilizes innovation-, network-, and complex systems theory and complex systems theory to create a framework-driven strategy for a vibrant, thriving and sustainable innovation-driven economy. To get there, IBED focuses on knowledge creation, innovation and commercialization of technologies for final product development and industry growth through startups, entrepreneurship and high-growth enterprises.

Not only are we dealing with innovation, but we ourselves at GOED IBED take innovation-driven approaches that are reflected in the systemic strategies we have been developing to create programs and initiatives.

To that end, IBED had a fantastic year, securing critical funding for some of our most important grants. Here are some of the big accomplishments we're particularly proud of:

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In January, the U.S. National Science Foundation announced the first-ever NSF Regional Innovation Engines awards to 10 teams spanning across the U.S. Nevada, through University of Nevada, Las Vegas and the Desert Research Institute, was selected as part of the ASU-led Southwest Sustainability Innovation Engine (SWSIE) for advancing technology-fields of water, energy, and carbon. This is the first time in 30 years that the NSF, which has traditionally focused on basic research, has created a new directorate (TIP - Technology, Innovation and Partnerships). This has the clear objective of accelerating critical and emerging technologies to advance U.S. competitiveness. Activities focus on three primary areas: accelerating critical technologies, fostering innovation and economic growth, and preparing the US workforce for better-quality, higher wage jobs. The Engines are a program that is place-based, focusing on a clearly defined regions given preference to regions/states which has previously not fully benefitted from and participated in the technology revolution of the past decades.

In September, GOED was awarded \$4.2 million to help small businesses in key sectors of the economy grow and hire through SSBCI Investing in America Small Business Opportunity Program. IBED architected and wrote the grant, and GOED will partner with SBDC.

We were excited to win a FAST grant from the U.S. Small Business Administration, which announced the news in October. Our division, led by Senior Director of Strategic Programs and Innovation Karsten Heise, architected the grant application which builds upon the Sierra Accelerator for Growth and Entrepreneurship, a statewide program housed at UNLV and UNR. FAST addresses specific problems encountered in an innovative ecosystem. FAST supports programs that increase the number of Small Business Innovation Research and Small Business Technology Transfer program proposals. Through a competitive awards-based program, Small Business Innovation Research and Small Business Technology programs enable small businesses to explore their technological potential while providing the incentive to profit from commercialization. By including qualified small businesses in the nation's research and development arena, high-tech innovation is stimulated, and the U.S. gains entrepreneurial spirit as it meets its specific research and development needs. Nevada traditionally ranked low in winning Small Business Innovation Research and Small Business Technology Transfer grants, which is a symptom of fewer deep technology-based small businesses and startups. Since GOED's inception in 2012, Nevada has also only won two FAST grants. This new award led by UNLV and in partnership with StartUpNV will allow us to strengthen the Knowledge Fund-supported Sierra Accelerator for Growth and Entrepreneurship program, which bolsters the technological competitiveness of Nevada small businesses seeking funding from the Small Business Innovation Research and Small Business Technology Transfer programs.

In service of our mission to support innovation in the state, we worked hard to secure \$21 million in funding for the UNR-led Nevada Tech Hub. The Tech Hub is a component of the Recharge Nevada initiative.

Recharge Nevada is a state-wide initiative to collaboratively build an innovation ecosystem around the lifecycle of lithium batteries. This coalition engages stakeholders across the entire “lithium loop” to coordinate and align initiatives for maximum impact. Supporting this effort, the Nevada Tech Hub, led by the University Center for Economic Development at UNR, is a consortium-based effort to transform Nevada’s economy and build capabilities in the lifecycle of lithium batteries and other EV materials.

Those are a lot of grants! But it’s important to understand that IBED is not randomly getting involved in, or leading, grant applications. Every grant application that IBED initiates addresses existing gaps in regional innovation systems, including efforts by the newly formed Office of Entrepreneurship to address five key community priorities for small business in the areas of infrastructure, business licensing, information sharing, accessible financial instruments, and state leadership.

Last but certainly not least, GOED launched a groundbreaking program based on the Individual Career Mapping methodology developed by IBED under the leadership of Tammy Westergard. ICM focuses on minority and women populations, leveraging the power of Nevada’s public library networks. It aims to close gaps in career navigation and training for underrepresented groups by enhancing access to career exposure, skill assessments, training programs, and employer connection. It’s been fascinating to watch this cutting-edge technology find its place within the ever-changing world of workforce training, and in the coming months and years we intend to expand its impact. In November, Tammy traveled to Seville, Spain to present a paper on ICM. Tammy has been a tireless advocate for this new methodology, and her dedication has been an inspiration to us all.

Future Goals

While 2024 has been a particularly great year for our division, there’s still much more we hope to do in the coming year.

Heading into 2025, it’s important that we secure funding for the Knowledge Fund for the next biennium at increased levels to support NSF Engines projects, which include the Southwest Sustainability Innovation Engine and Recharge Nevada. We also hope to implement new Knowledge Fund projects and increase the impact of existing ones.

As the scope of our work expands and innovation takes deeper root in Nevada, it is imperative that we get the necessary funding to accomplish our goals. We’re the state’s leading entity for supporting the translation of basic research into useful market-based applications at Nevada’s universities, growing entrepreneurial and startup development, attracting and providing risk capital to startups and early-stage high-growth companies, while developing innovative solutions for the recruitment of a workforce into high-demand occupations within Nevada’s key industry sectors.



During the 2024 Nevada Lithium Summit hosted by Governor Lombardo’s Office the Innovation-Based Economic Development (IBED) panel discussed how strategic programs and partnerships statewide are cultivating a vibrant startup ecosystem.



Senior Director of Strategic Programs and Innovation Karsten Heise was recognized by Governor Lombardo for his invaluable contributions to Nevada’s economic growth through innovation and technology development here at GOED. His passion and leadership pave the way for a brighter, more innovative future.

STATE SMALL BUSINESS CREDIT INITIATIVE (SSBCI)

In March 2021, amid the COVID-19 pandemic, Congress made an historic investment in the country's small businesses and entrepreneurs by reauthorizing and expanding the U.S. Department of the Treasury's (Treasury) [State Small Business Credit Initiative \(SSBCI\)](#) through the American Rescue Plan (ARPA).

Reauthorized and expanded by ARPA, the SSBCI Capital Program provides funding to states, the District of Columbia, territories, and Tribal governments (jurisdictions) to create tailored programs that offer funding to small businesses and entrepreneurs through equity/venture capital, loan participation, loan guarantee, collateral support, and capital access programs enabling small business lending and investing for decades.

Today, the landscape for small businesses is dramatically improved. However, small, early stage, women- and minority-owned businesses and other underserved businesses continue to face obstacles financing their businesses. SSBCI helps fill those gaps by providing funding to states, the District of Columbia, territories, and Tribal governments, allowing jurisdictions to tailor small business financing programs to local market challenges and opportunities. The small business financing and technical assistance programs are designed to improve the flow of capital to small businesses across the nation and in Indian Country.

In October 2022, The United States Treasury [announced](#) it had approved up to \$112.9 million for [Nevada's State Small Business Credit Initiative \(SSBCI\)](#). Nevada's Program has received the first tranche of \$34.87 million and is overseen by GOED. On October 11, 2022, the Nevada Board of Examiners approved a new contract between GOED and Nevada Battle Born Growth Escalator, Inc., a corporation for public benefit and 501(c)(3), for the latter to serve as the sole contractor to operate the new SSBCI Program for GOED. Nevada's SSBCI Program contains three Loan Participation Programs, one Collateral Support Program, a direct investment Venture Capital Program, as well as a Technical Assistance Program, subawarded to the Nevada Small Business Development Center. Nevada's SSBCI Program launched in January 2023.

Microloans Program:

Allows eligible businesses to access up to \$250,000 to purchase equipment, expand operations, bring on new staff or otherwise advance their business plan.

PRIMARY FOCUS:

Supporting small businesses by improving access to capital, fostering economic growth, and promoting entrepreneurship across the state.

Collateral Support (Loan Access) Program:

Enables access to financing for small businesses that might otherwise be unavailable due to a collateral shortfall.

Loan Participation (Loan Enhancement):

Works with banks and credit unions to help expand access to capital, lowering borrowing costs of the Small Business and/or Non-Profit Organization.

Climate Finance via C-PACE:

Affordable, long-term, fixed-rate financing tool for Nevada small businesses that have recently built or expanded their commercial real estate or will be building/expanding their properties.

Venture Capital:

Invests in high growth, high potential Nevadan startups. It makes equity and equity-like investments alongside other professional venture capital investors.

Technical Assistance:

GOED has partnered with the Nevada Small Business Development Center ([NSBDC](#)) to provide legal, accounting, and financial advisory services to very small and underserved businesses. [NSBDC technical assistance](#) services help businesses improve their business plans as well as their ability to apply for financial assistance, especially to Nevada's SSBCI Microloan and Venture Capital programs.

In September 2024, the Treasury Department's SSBCI announced awards totaling \$75 million in funding for 12 states and two Tribal governments to build or expand upon technical assistance programs focused on connecting small and underserved businesses to financing available through SSBCI, or other state or federal small business programs. GOED's application was selected in this highly competitive process. GOED has again partnered with the NSBDC and will deliver programming to startups, healthcare businesses, rural and Tribal businesses, and advanced manufacturing businesses, particularly those producing lithium batteries and other EV components. Partners include the Nevada Small Business Development Center, the Nevada Tech Hub, and the National Science Foundation Engines.

To learn more about the program, go to: <https://nevadasbdc.org/ssbci/>.



KNOWLEDGE FUND

Enacted during the 2011 Nevada Legislative Session and first funded in fiscal year 2014. It was created to further research, development and ultimately commercialization of products by Nevada's research universities and institutions.

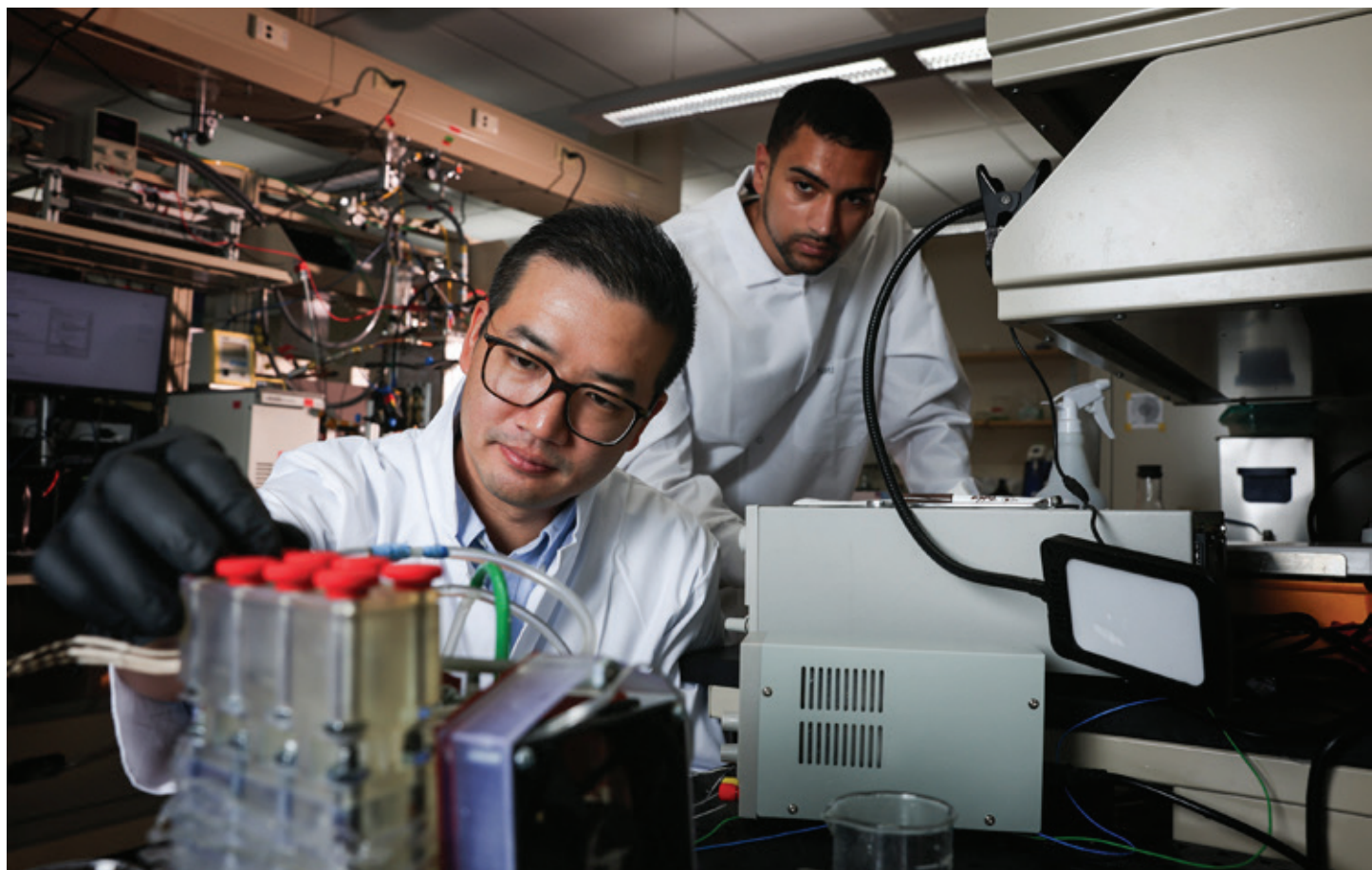
The **Knowledge Fund** is the sole instrument that the Governor's Office of Economic Development has that fosters an innovation economy in Nevada. The fund promotes innovation by turning scientific research into market opportunities at Nevada's three research institutions – University of Nevada, Reno, University of Nevada, Las Vegas, and Desert Research Institute – in areas that GOED has targeted for economic growth. Importantly, because this innovation-driven economy is built on a foundation of identifying and transforming new knowledge, the system continues to produce these benefits well into the future and beyond the boom-and-bust lifecycle of any one industry or business. With the help of the Knowledge Fund, Nevada can continue generating high-paying jobs and attracting innovative firms to the state. In short, an innovation economy strengthened by the Knowledge Fund raises the overall quality of life for the people of our state.

Since its inception in 2014, \$37.4M in Knowledge Fund investments created an Economic Impact of 7,976 Jobs and \$45.9M State Tax Revenue.

Knowledge Fund Success Stories

- **WAVR** – a UNLV startup developing technology to capture water vapor from the air and harness it for commercial and individual use.
- **Dynamic Rumble Strip** – built on research and development at UNLV's Transportation Research Department, the Dynamic Rumble Strip system keeps drivers' attention on the road while pedestrians are crossing.
- **Quantum Copper** – a company designing polymers that are more fire resistant than traditional technologies and can be used in lithium battery cases.
- **Heligenics** – a company improving existing medicines and therapeutics with the help of genetic research.
- **UNLV Tech Park** – a sprawling 122-acre campus home to more than 100 tech companies.
- **Intelligent Mobility Initiative** – a statewide effort coordinated by the Nevada Center for Applied Research and focused on creating innovative transportation solutions.

"The Knowledge Fund is the most critical program to foster Nevada's economy for an Electric and Innovative Future."



With support from GOED's Knowledge Fund UNLV's WAVR was born and is strengthening the Southwest Sustainability Innovation Engine, SWSIE.

- **Ecoatoms** – an affiliate of the Nevada Center for Applied Research that won a prestigious NASA TechLeap Prize.
- **Hydrosat** – a startup working with Desert Research Institute to launch a satellite and measure surface temperatures of Lake Powell.
- **WaterStart** – a nonprofit researching cutting-edge solutions to difficult water issues.

[To view the Full 2024 Annual Knowledge Fund Report, click here.](#)

INDIVIDUAL CAREER MAPPING (ICM)

Executive Summary

GOED has achieved a groundbreaking milestone in workforce development with the successful transition from Project SANDI to the **Individual Career Mapping (ICM) Methodology™**. This transformative initiative addresses labor market literacy gaps and empowers Nevadans with the tools to navigate an increasingly complex and technology-driven economy. Through innovative technologies, community-driven partnerships, and strategic investments, GOED is fostering a sustainable and inclusive workforce ecosystem.

From SANDI to ICM: Transforming Workforce Development

The ICM Methodology™ builds upon the foundation established by Project SANDI, incorporating insights from leading research, such as the Harvard Kennedy School report “Unlocking Economic Prosperity: Career Navigation in a Time of Rapid Change.” This approach integrates five core elements of career navigation—job information, skills development, networking, support systems, and societal awareness—into a cohesive framework.

Key features of ICM include:

- **Virtual Reality Simulations:** Lifeliqe’s immersive VR field trips allow participants to explore industries like healthcare, renewable energy, and advanced manufacturing, bridging gaps between learning and real-world applications.
- **Computational Thinking Assessment:** A tool developed by NCLab evaluates an individual’s capacity for computational thinking, including problem-solving and procedural thinking, signaling suitability of participants for high-demand STEM careers.
- **Community-Driven Partnerships:** The ICM Program introduces a Librarian-in-Residence, with the Carson City library and North Las Vegas Library district being the first in Nevada to host this innovative “train the trainer” approach. This partnership is designed to advance professional development more effectively by anchoring state-level initiatives at the local level. Librarians-in-Residence equip community partners to implement the ICM methodology independently, using library resources like virtual reality content and the computational thinking assessment.

Labor market literacy is the key to opportunity. With the right tools, everyone can map their future in an AI-driven world.

This model ensures that the State gains valuable insights into local workforce needs, while municipal libraries benefit from state-level resources, processes, and innovations to create a stronger connection between statewide strategies and on the ground implementation.

- **Access to Industry Insights:** Participants gain detailed information about Nevada's high demand industries, career competencies, and pathways which enables informed decisions about their professional futures.

2025 Partner Launches

The following organizations are set to join the ICM Methodology at the beginning of 2025:

- Nevada Department of Veterans Services
- Veterans Administration Sierra Nevada Healthcare System
- College of Southern Nevada, Division of Workforce Economic Development
- Churchill County High School Work-Based Learning Programs
- HELP of Southern Nevada
- The Disconnected Youth Coalition of Clark County
- The Domestic Violence Resource Center of Reno
- Friends In Service Helping in Carson City
- Elko County School District, Jackpot Combined School

In addition, GOED will pilot employer-led training using the ICM's new features with multi-learner capabilities for just-in-time training, tailored to meet Nevada's workforce demands.

Nevada's transition from Project SANDI to ICM represents a transformative shift in workforce development, setting a benchmark for innovation and inclusivity. By integrating advanced technologies, fostering strategic partnerships, and addressing the unique needs of underserved populations, GOED is empowering Nevadans with the tools to succeed in the 21st-century economy. This progress exemplifies Nevada's commitment to sustainable economic growth and its role as a leader in workforce readiness and development.

2024 Key Accomplishments

National Recognition for Project SANDI and Lifelique

Jobs for the Future highlighted Project SANDI as a national model for integrating VR into workforce training, emphasizing its transformative impact on career readiness through tools like Lifelique's VR field trips.



"Mapping the Future of Work" – Tammy Westergard, MLS, CWDP, and GOED Senior Workforce Development Librarian-in-Residence, captivates attendees at the Nevada Association for Career and Technical Education (NACTE) annual conference, highlighting the Individual Career Mapping process.

Publication and Presentation at iCERi 2024

GOED team members presented the paper, “Revolutionizing Career Exploration: How Simulation and Immersive Technologies Are Boosting Labor Market Literacy Rates in Nevada’s Individual Career Mapping Framework,” at the 17th Annual International Conference of Education, Research, and Innovation. Co-authored by GOED’s Karsten Heise, Tammy Westergard, Jahairy Rivera, Michelle Rebaleati, Lifeliqe’s Mark Andersen and Michal Mizerak and Grantcycle’s Ansley Fender, the paper defines labor market literacy as a critical challenge and positions ICM as a step-by-step solution. By framing career navigation similarly to teaching basic literacy, the ICM process uses VR and a proprietary computational thinking assessment from Nevada-based NCLab to simplify career exploration and decision-making for underserved populations. “ICM’s virtual reality simulations are revolutionizing career exploration across Nevada,” said Carson City Library Director Joy Holt. “These immersive tools are helping our community gain valuable, practical insights and get into good, quality jobs,” added Forrest Lewis, North Las Vegas Library District Executive Director.

Launch of the ICM and Training Delivery Model

GOED launched the ICM program with \$1.56 million in T-Mobile settlement funds, focusing on career exposure, training, and employer connections for underrepresented groups. Workforce Development Librarians-in-Residence are now placed at the Carson City Library and North Las Vegas Library District providing critical infrastructure for delivering professional development and career mapping services, supporting GOED’s mission of equitable workforce readiness.

Student Success in Elko County

Ten students from the Elko County School District achieved a 100% pass rate on the National Career Readiness Certificate (NCRC) exam, a significant milestone in preparing rural youth for high-demand careers.

Expansion of Research and Validation Efforts

GOED, in partnership with Middle Tennessee State University initiated testing to further validate ICM’s effectiveness in improving labor market literacy, particularly for underserved populations.

Systems Strategy

Human-Centered Guidance

Career navigators ensure that participants receive personalized support, applying tools like VR simulations and the computational thinking assessment to build meaningful career pathways.

Community Partnership Model

Libraries and local organizations act as hubs for delivering career resources, ensuring scalable and sustainable implementation in rural and urban communities alike.



“Bringing New Worlds to Life” – Michelle Rebaleati, GOED’s Individual Career Mapping technology lead, showcases immersive virtual reality field trips to Washoe County Domestic Violence Resource Center Executive Director Kristen Kennedy. This cutting-edge demo highlights how VR can expand career exploration and opportunities for those seeking a fresh start.

Scalability and Local Ownership

The ICM model integrates into public libraries and workforce agencies, enabling replication across diverse demographics and ensuring long-term impact through localized delivery.

Technology Integration

Immersive VR simulations expose participants to high-demand industries like renewable energy and healthcare, while the computational assessment screens for individuals with strong problem-solving and critical thinking skills.

Goals for 2025

GOED aims to scale the ICM methodology through:

- Conducting longitudinal studies to measure long-term impacts on labor market literacy and career readiness.
- Supporting federally funded initiatives under the CHIPS and Science Act to position Nevada as a leader in workforce innovation.

Driving Innovation through the Recharge Nevada Initiative

Building on the momentum of the 2024 Nevada Lithium Circular Economy Conference, GOED will work to strengthen Nevada's role in the advanced energy storage sector. Key initiatives will include:

- Create 17 additional virtual field trips focusing on Nevada's circular lithium economy, providing immersive experiences in lithium extraction, battery production, and recycling processes. These field trips aim to enhance labor market literacy by showcasing the full lifecycle of lithium batteries, supporting workforce readiness in sustainable energy sectors.
- Expanding partnerships with research institutions, industry leaders and community stakeholders.
- Supporting sustainable practices in lithium mining and clean energy technologies.
- Promoting a circular economy for lithium batteries that fosters equitable economic growth and innovation.

Expanding Labor Market Literacy Outreach

- Develop new community partnerships to address gaps in labor market understanding, particularly among at-risk populations.
- Integrate targeted training programs for emerging green industries to ensure Nevada's workforce remains competitive in the global economy.



"Jackpot's Future Workforce Shines!" – With a 100% pass rate, students from Jackpot Combined School in Jackpot, Nevada proudly display their National Career Readiness Certificates, earned through the transformative Individual Career Mapping process. Supporting their success (back row, L-R): Mark Andersen, Co-Founder of Lifeliq; Jackpot Combined School teacher Katie Estrada; Tammy Westergard, GOED Senior Workforce Development Librarian-in-Residence; and Elko County School District Work-Based Learning Coordinator Heather Steele.

Fostering Sustainable Economic Growth

Through initiatives like Recharge Nevada, GOED will continue to align workforce strategies with state economic development goals, emphasizing sustainability, innovation, and inclusivity across all sectors.

In 2024, GOED successfully transitioned to the ICM Methodology, integrating innovative technologies, fostering strategic partnerships, and prioritizing equity to empower Nevadans. The team laid the groundwork for sustainable economic growth and workforce innovation through ICM Methodology and strategic initiatives like Recharge Nevada. Looking forward, the agency's focus on advanced technologies, robust partnerships, and inclusive practices will ensure that all Nevadans benefit from the opportunities of a dynamic and evolving economy.

With national and international recognition, research-backed validation, and a strong framework for expansion, Nevada is leading the way in workforce development, setting a model for others to follow.

For additional information contact
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"Immersing in Nevada's Mining Future" – Mark Andersen, Co-Founder and President of Lifelique, the 3D publisher behind Individual Career Mapping's virtual reality content, demonstrates cutting-edge VR field trips to Great Basin College Dean David Stoddard (Industrial Technology & Workforce Development). The immersive experience brings Nevada's mining sector to life, offering a hands-on look at career pathways in one of the state's most vital industries.



"Empowering New Beginnings" – After a half-day workshop with Washoe County's Domestic Violence Resource Center (DVRC) leadership, fresh opportunities are taking shape. Focused on career pathways and financial empowerment, the session set the stage for transformative support. Pictured (L-R): Mark Andersen, Co-Founder and President of Lifelique; DVRC Executive Director Kristen Kennedy; Financial Empowerment Program Manager Mary Alice Short; and GOED Senior Workforce Development Librarian-in-Residence Tammy Westergard.

OFFICE OF ENTREPRENEURSHIP

It has been an exciting year for Innovation-Based Economic Development – where entrepreneurship meets innovation, resources, and marketplace success. Embracing the state’s entrepreneurial potential, Governor Lombardo was the first in the nation to authorize the creation of an **Office of Entrepreneurship**. Several other states have since followed suit and instituted similar “Right to Start” directives to guide coordinated entrepreneurship.

2024 Highlights

Building on the success of the Knowledge Fund under the leadership of Karsten Heise, senior director of strategic programs and innovation, the Nevada Office of Entrepreneurship is delivering on a statewide vision and mission that empowers every Nevadan to realize their entrepreneurial dream to own, manage or scale a small business.

Towards that goal, this year the new director of entrepreneurship, Kyeema Peart, engaged nearly 300 participants in a series of statewide consultations to capture the voices of Nevada’s entrepreneurs and support organizations as well as historically underserved communities. Initial input revealed an appetite for increased engagement from elected officials and community leaders for improved infrastructure and resources.

Now, working with other economic development and educational agencies under Governor Lombardo’s oversight, we’ve established focus groups to harmonize efforts in entrepreneurial education, workforce development, business and occupational licensing, and access to information and funding. Findings from our community reviews will culminate in a report to the 84th session of the Nevada Legislature on recommendations to increase entrepreneurship across the state and improve small business access to resources and government contracts.

Beyond our community, Nevada’s efforts have received notable praise from other entrepreneurial leaders. The Office of Entrepreneurship’s summer presentation at the national Deshpande Symposium on innovation and entrepreneurship was among the most widely attended sessions of the conference, and Nevada’s ecosystem-building showcase at the fall International Business Innovation Association conference received further national acclaim.

Vision:

Every Nevadan has a fundamental right to start and grow their entrepreneurial dreams.

Mission:

Expand entrepreneurial opportunity and economic growth in Nevada through streamlining processes and reducing or eliminating barriers to starting and growing a business.

To cultivate greater networking and investment opportunities among state entrepreneurs, our office sponsored Reno Startup Week in September with Regional Development Authority EDawn, and Las Vegas Startup Week in October with StartupNV. These weeklong regional event series brought the entrepreneurial expertise of local leaders together with almost a thousand attendees and generated much interest in GOED programs. Specific themes hosted by the Office of Entrepreneurship focused on data-driven decision-making, accessing state and federal funding opportunities, and supporting minority entrepreneurs in business development.

We also hosted new national pitch competitions across the state through Startup World Cup in September and Pitch Mayhem in November, exposing Nevada entrepreneurs to greater investment sources and attracting new businesses to our local regions. Launch Rural Nevada continued its fifth successful business competition for statewide youth and adults, championed by regional development authority NNRDA, StartupNV and Nevada SBDC in November.

As We Look to the Future

Rural Nevada continues to benefit from coordinated efforts across supportive agencies, such as in-person training and resource fairs offered by GOED's Main Street initiative, Nevada's Department of Business & Industry, Lieutenant Governor's Office of Small Business Advocacy, and Nevada SBDC offices and advisors. The Office of Entrepreneurship is planning statewide online resource seminars in partnership with e-commerce platforms, and we continue to work on Nevada's ecosystem assessment in developing a data dashboard and networking portal.



Office of Entrepreneurship Director Kyeema Peart hosting "Women in Entrepreneurship" panel during Reno Startup Week.

Serving the business community remains an important part of what the Office of Entrepreneurship does. Nevada's ecosystem development efforts have gained it a partnership with California in developing an NSF Engines proposal that in fall was invited to full application, due in April 2025.

Such federal resources will enable greater translation of scientific innovations and Tribal knowledge throughout our communities and diversify economic activities for greater regional resilience.

Similarly, a collaboration with GoDaddy's research initiative Venture Forward is identifying ways our office can better support Nevada's half a million online microbusinesses, most of whom are solo entrepreneurs or engage less than 10 employees. Last year, Nevada ranked third nationally by state and by city for microbusiness activity. We are fortunate that our prominence has now earned us the next national conference site for the Startup Champions Network in Las Vegas for May 2025, further proof that Nevada is indeed "open for business".

A Timeline of Annual Activities

TIMELINE	INAUGURAL ANNUAL ACTIVITIES
January	New staff hire, for full complement of 2 FTE
February	Kick-off statewide listening tour
March	National Governor's Association invitation to present
April	Conclude listening tour: 7 engagements, 200 participants
May	Formulate BDR recommendations with inter-agency focus groups
June	Deshpande national innovation conference invitation to present
July	Kick-off minority community listening tour
August	Secure Harvard-Stanford universities collaboration Secure NSF Engines partnership with California
September	Host Reno Startup Week & Startup World Cup Conclude minority community listening tour: 5 engagements, 100 participants, 30 interviews
October	Host Las Vegas Startup Week International Business Innovation Association invitation to present
November	Host Pitch Mayhem Secure Venture Forward data collaboration Reviewer for competitive applications to US Association for Small Business & Entrepreneurship
December	Secure hosting opportunity for 2025 Startup Champions Network national conference Finalize data capture for dashboard development: 200 data sources, 30 indicators Pilot test online resource and networking portal



WORKFORCE DEVELOPMENT



Elaine Silverstone
Workforce Development
Director

WORKFORCE DEVELOPMENT

The **Workforce Development** division at GOED is dedicated to building a skilled, adaptable and innovative workforce to support Nevada's growing industries. By aligning workforce initiatives with the state's economic priorities, GOED collaborates with education partners, employees and local agencies to create training programs, address skill gaps and expand career opportunities for Nevada.

Workforce Innovations for a New Nevada

The Workforce Innovations for a New Nevada (WINN) fund, a business development incentive, has continued to empower industry-led workforce development needs in partnership with authorized providers throughout the year. Workforce efforts and partnerships have effectively paired WINN investments to foster development across the state. We set in motion new programs that will redefine workforce training and deploy those technologies to local institutions.

GOED aims to support business development efforts towards economic diversification with a focus on workforce development. The WINN fund is designed to ensure the business and industry we seek to attract here to Nevada will have a ready workforce to support their endeavors.

At the time of the GOED Board Meeting on November 14, 2024, all of the \$10M fund had been awarded to the workforce training programs that serve this purpose at all four Nevada System of Higher Education (NSHE) community college institutions across the state. Seventeen programs received WINN awards to help build a talent pipeline of over approximately 1,500 across at least 60 employer partners in priority sectors including advanced manufacturing, transportation and logistics, IT and healthcare/community development.

One of the best examples of WINN's success is how profoundly the program has impacted education of all levels, generating real employment opportunities for Nevadans.

PRIMARY FOCUS:

Developing workforce training programs in conjunction with higher education that supports Nevada's goal of placing skilled workers in high-demand occupations within Nevada's key industry sectors.

The workforce development office anticipates continued success regarding investment into industry-led workforce training programs that support business development's efforts towards economic diversification.

2024 Highlights

As of November 2024, the full \$10M WINN fund has been awarded to 17 projects across all four NSHE community college institutions:

- **Truckee Meadows Community College (TMCC)** has received WINN funding for eight programs that support target sectors including advancement manufacturing, transportation and logistics (diesel/ auto), data sciences, welding, lithium loop and more. They have been awarded close to \$3.7M for these projects that support 26 varying employer partners. This funding will provide capacity for TMCC to train as many as 860 students for workforce pathways with commitment to fill high-wage jobs for Nevadans.
- One exciting program that represents collaboration between State agencies is a joint investment between GOED and DETR in which \$1,640,000 was invested with TMCC to support the Advanced Manufacturing Training Center, aka the Panasonic Center. The Panasonic Center had its grand opening in April 2024. The program is excelling in training for high wage jobs in advanced manufacturing and TMCC reports accelerated success in graduating students from coursework into employment.
- **College of Southern Nevada (CSN)** has been awarded \$3,771,350 across four projects that promote workforce training in in-demand sectors including advanced manufacturing, logistics, IT, and includes community development efforts to promote healthcare via a nursing expansion project.
- CSN is working closely with at least 17 employer partners who have about 450 jobs in these target industries. The WINN funding will increase capacity for workforce training for around 950 students.
- **Western Nevada College (WNC)** has a significant WINN investment in one program, Expanding Training Pathways: Advanced Manufacturing & Battery Recycling totaling \$803,702.13. This program at WNC supports employer partner Redwood Materials which is a leader in this space. Together, they commit to hiring 140 jobs in advanced manufacturing at high-wage positions. WNC can increase its capacity for workforce training to 108 participants during this biennium cycle with ongoing capacity to meet this workforce need in Northern Nevada.
- **Great Basin College (GBC)** is the recipient of \$1,731,923.87 in WINN funds to support four impactful workforce training programs most suited for the economic development needs of their region most focused in advanced manufacturing/mining. There are twelve commitments from employer partners to hire over 200 jobs. WINN-funded programs will support GBC's efforts to train as many as 186 with ongoing capacity to support this workforce pathway to high-wage jobs in Northeast Nevada.
- Director of Workforce Development, Elaine Silverstone attended ASU+GSV in April 2024. The mission of ASU+GSV is "to create a world in which all people have equal access to the future, and we believe that scaled innovations in the delivery of education and workforce skills are critical to achieving that end." The conference was enjoyed with partners at Nevada Department of Education and Nevada System of Higher Education, State Superintendent Jhone Ebert and Assistant Vice-Chancellor of Workforce Development Natalie Brown. We made a formidable team representing the State of Nevada at this internationally renowned conference. This is the premiere workforce conference that our office looks forward to attending annually in support of our work here at GOED. Ms. Silverstone has also represented GOED at every Industry Sector Partnership meeting hosted by our two Workforce Development Boards, Workforce Connections and NevadaWorks.

Looking Forward

There is an exciting opportunity ahead to continue to support economic development and diversification with workforce pathway strategies aimed at supporting new trends and developments in Nevada. For example, four important projects garnering great attention and investment ahead and through 2030 include:

- The development of the Brightline transportation system.
- The construction and launch of a stand-alone children's hospital in Southern Nevada.
- The commitment to arts and culture with the addition of a world class art museum.
- The expansion of the College of Southern Nevada to a new Northwest campus that will have an emphasis on studies and programs on public safety. This will be a partnership with Intermountain Health System.

These important projects will have specific workforce demands that our government workforce ecosystem can meet.

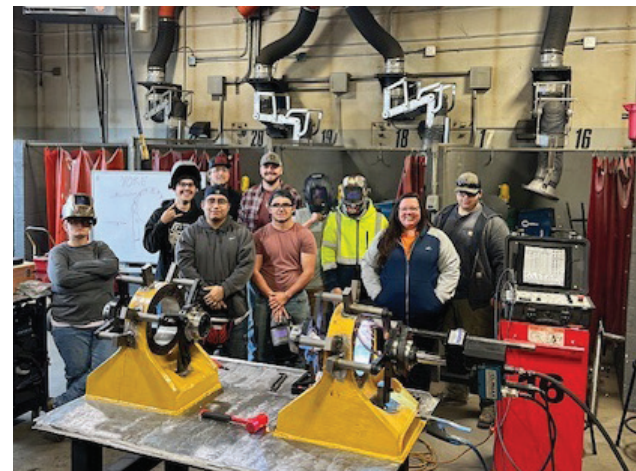
Similarly, while the state has a clear and precise economic development focus on target sectors, several Regional Development Authorities can expand their considerations for economic development to other target sectors. For example, Las Vegas Global Economic Alliance has committed to developing the biotech sector, which requires a specific and skilled workforce. We are eager to join the state workforce ecosystem and share collective resources to plan, implement and measure success of outcomes to plan for the great economic opportunities coming to our state.

We're thrilled to continue supporting WINN and its mission to grow Nevada's workforce into 2025 and beyond. It's more important than ever to provide in-demand workforce opportunities that lead to high-wage jobs for all Nevadans.

[To view the 2024 WINN Fund Biennial Report, click here.](#)



GOED Director of Workforce Development visit's College of Southern Nevada's Center of Excellence. An excellent example of a robust workforce development pipeline in which CCSD teachers also participate in training on equipment used with advanced manufacturing employer partners calling Southern Nevada home. They'll turn this training around to CCSD students. WINN-WIN!



A Great Basin College success story! GBC's "success story" is how it worked with industry partners to design and offer line bore instruction. GBC made the decision to incorporate line boring into its Welding Technology program based on recommendations from advisory board members and members of local industry who indicated the program would solve many issues, especially as related to local mining.



NEVADA APEX ACCELERATOR



Joan C. Rueben
NCMA Fellow - Director



Nathan Jackson
Deputy Director



John Rice
Government Contracts Advisor



Jeremiah Mesquita
Government Contracts Advisor



Jim Hamoy
Government Contracts Advisor
& Emerging Small Business
Program Coordinator



Bruce Coney
Government Contracts Advisor



Guy McCroy
Government Contracts Advisor



Ken DuBos
Former Government
Contracts Advisor

NEVADA APEX ACCELERATOR

Division team members in the **Nevada APEX Accelerator**, a procurement technical assistance offering through the State of Nevada since the 1980s, have been impactful public servants throughout 2024 as we helped many Nevada for-profit businesses win or learn about pursuing and winning government contracts and subcontracts. Nevada APEX staff provided one-on-one counseling and participated in dozens of public outreach events to broaden awareness of the many services we offer. The staff even connected the businesses to formal local, state, and federal government solicitations (requests for proposal, invitations for bid, etc.). In all, it was a very productive year, and we are proud of the real-world difference our team made to Nevada's participating companies, especially small businesses.

2024 Highlights

Between August 1, 2023, and April 15, 2024, a less than 12-month period of performance mandated by its federal funder, the U.S. Department of Defense, which provides partial funding, **Nevada APEX helped small businesses win about \$185 million in public sector procurements.**

PRIMARY FOCUS:

Providing crucial support to Nevada for-profit businesses by helping navigate government contracting, access resources and create pathways for growth.

Those businesses included women-owned business clients, service-disabled veteran business clients, disadvantaged business clients, and those business clients in economically depressed areas. Nevada APEX is currently operating in a period of performance from April 16, 2024 through June 30, 2025.

We were so proud to be a part of our clients' business journeys and continue supporting innovation-based economic development. When Nevada businesses pursue and win government contracting or subcontracting opportunities, they can expand. Expansion means creating and keeping jobs.

Getting the word out about Nevada APEX is a crucial part of our mission, and we participated in successful events this year. For example, Nevada APEX hosted its second consecutive event featuring representatives from the National Aeronautics and Space Administration (NASA). Over 70 event attendees learned how to do business with NASA through the agency's Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) contracting programs. APEX even hosted an event featuring representatives from the U.S. Navy and Marine Corps. Over 40 attendees also learned about SBIR and STTR contracting programs.



Nevada APEX Accelerator's Las Vegas-based team members joined up with the American Indian Chamber Education Fund APEX Accelerator for an event on how to do business with the Navy and Marine Corps.

Nevada APEX's job goes beyond providing technical assistance and leading or participating in 25 training and/or outreach events to Nevada businesses. We also want to cultivate a diverse industrial base, increase awareness about foreign ownership concerns of Nevada businesses and help the government in 21 industry areas, such as artificial intelligence and space technologies.

As we look forward to the future, Nevada APEX will continue with its mission to help businesses find opportunities to bid and propose on and, hopefully, secure contracts from local, state, and federal government agencies. Nevada APEX wants to especially thank those in its small business resource partner network known for cross-referring business customers to one another to help ensure client success.



NEVADA FILM OFFICE



Kim Spurgeon
Director



Danette Tull
Deputy Director



Ashley Thompson
Incentive Program
Coordinator



Kristie Holliday
Operations & Locations
Coordinator

NEVADA FILM OFFICE

The Nevada Film Office (NFO) promotes the state as a premier destination for film, television, commercials and other productions to generate economic impact through job creation and in-state production spending. The office facilitates connections with local crew, vendors and services. It also identifies filming locations, assists with the permitting processes and coordinates intergovernmental cooperation statewide. The NFO also administers a Transferable Film Tax Credit program to spur the growth of the industry in Nevada.

The Nevada Film Office team had a productive 2024, continually striving toward the long-term goal of attracting productions to Nevada, connecting local cast and crew with jobs, providing a variety of resources for Nevadans in the industry, and highlighting its unique locations and attractions throughout the state contributing to the tourism economy.

This year, we initiated several community enrichment initiatives, starting with a workshop series that focuses on topics relevant to the local production community and provides an informative presentation on the topic. In the first workshop, in partnership with the Entertainment and Sports Law Section of the State Bar of Nevada, three entertainment lawyers shared their expertise on copyright and trademark law, submission releases, life rights and other topics. Another workshop detailed the current film tax incentive program. Further workshops with additional topics and experts are being planned. In October, the NFO hosted an inaugural production resource fair and networking event for local crew members and service providers to the industry.

The NFO has also increased support of the rural areas of the state to promote their regions as film friendly. Starting with Carson City, the office worked with local city and Regional Development Authorities to streamline the film permit process and to develop a website to showcase the region's available filming locations.

PRIMARY FOCUS:

Promoting Nevada as a premier destination for film, television and commercial productions; facilitating connections with local crew, vendors, and services; generating economic impact through job creation and instate production spending.

As we look toward 2025 and beyond, our office has identified several areas of focus to achieve our mission and bring more value to the state, as the budget allows. These priorities include attending prominent industry events, such as film markets and festivals, to become more competitive with other states’ film offices. We’re also planning more staff travel throughout Nevada with the aim of promoting our rural areas. The NFO will continue efforts in developing and implementing more community enrichment programs with a focus on workforce development and opportunity within the industry. The Film Office, which plans to unveil a new logo and design in 2025, is also redeveloping its website with a focus on customer service.

Industry Overview

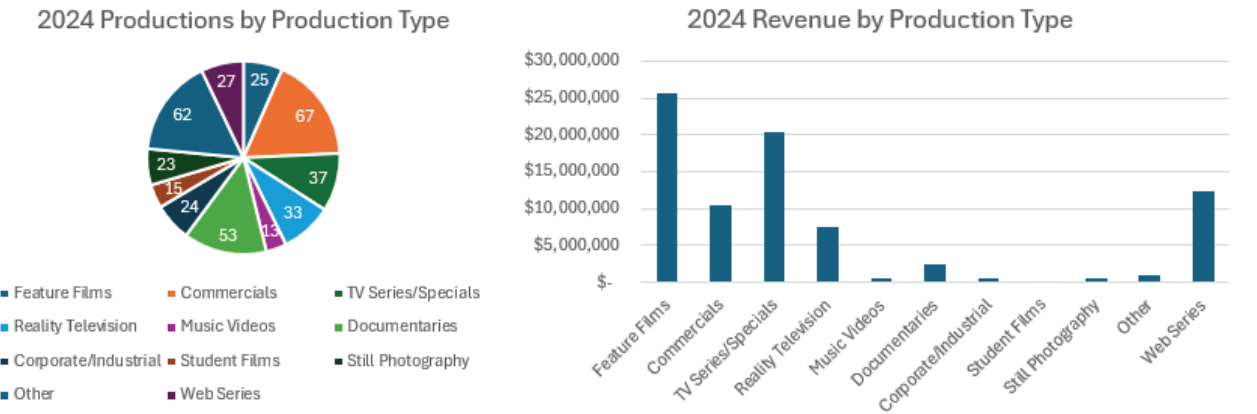
While Nevada is a state known for its robust entertainment industry, the number of films and television shows produced in the state pale in comparison to other markets nationwide. Without significant studio space, Nevada caters primarily to on location productions, which means that projects are filmed in a practical location instead of on a set built on a stage. Although Nevada has a unique and diverse landscape that naturally lends itself to the silver screen, the number of productions that are filmed solely or primarily on location is limited. To grow the industry and promote an increase in production in the state, investments in studio infrastructure are needed. More available stage space would allow more productions to film in the state, leading to higher in-state spending and more job creation.

Film Tax Incentive Program

In total, 13 productions applied for the film tax incentive program in 2024, which included seven television series, four feature films, one commercial and one web series. These productions applied for \$7,679,805 in tax credits and are expected to spend a total of \$42,065,898 in Nevada and create 97 full-time equivalent jobs.

Production Revenue

Revenue from productions increased in 2024 from the previous year as the industry returned from the actors and writers strikes, seeing 379 productions spend \$81,660,814 in Nevada. Feature films accounted for the highest amount of production revenue with \$25,654,000 in local spend, with television series close behind spending \$20,413,534. Commercials were the most common production type with 67 commercials produced.



Notable Incentivized Productions in 2024:

- “The Studio,” a new series airing on Apple TV+, filmed the 2-episode season finale in Las Vegas. Created by Seth Rogen and Evan Goldberg, and starring Bryan Cranston, the show is about a struggling Hollywood movie studio. While the storyline brings the show to Las Vegas, the incentive program compelled the production to film the entire episodes in Nevada instead of a select few scenes.
- “Easy’s Waltz” is the feature film debut of director Nic Pizzolatto, creator of “True Detective,” and stars Vince Vaughn and Al Pacino. While the story is set in Las Vegas, it was originally scheduled to film in Atlantic City due to New Jersey’s competitive film tax incentive program. The NFO was able to connect the production with the local resources it needed to bring the entire production to Las Vegas.
- The reality series “Queer Eye,” which airs on Netflix, filmed season nine in Las Vegas and cast 10 residents for inspiring makeovers. In addition to the production spend and local crew hired, the show will promote local businesses and attractions, driving tourism to the state.
- “Lucky 13” is a new game show hosted by Shaquille O’Neal and Gina Rodriguez and aired on ABC. As one of select states that allows game shows to qualify for the film tax incentive, the production chose to film in Las Vegas.

Other significant non-incentivized projects that filmed partially or entirely in Nevada:

- The feature film “F1,” starring Brad Pitt, filmed during several Formula 1 events throughout the world, including the Las Vegas Grand Prix.
- “Hacks,” a television series on Max starring Jean Smart as a legendary Las Vegas comic, filmed their casino scenes in Las Vegas.
- The feature film “Venom: The Last Dance,” the third installment in Marvel’s Venom series, filmed several scenes along Las Vegas Boulevard.
- The reality competition series “American Ninja Warrior,” which airs on NBC, filmed the entirety of season 17 in Las Vegas.
- The independent feature film “Anora” shot in several Las Vegas locations, including Fremont Street. Sean Baker, the director, won the distinguished Palme d’Or from the Cannes Film Festival for the movie.



Nevada Film Office Director Kim Spurgeon and Deputy Director Danette Tull give a community presentation on the film tax incentive program.

Events

The American Film Market, an event hosted every November by the Independent Film & Television Alliance, is a business-oriented event that brings together thousands of industry professionals to showcase, finance and license thousands of independent films and projects. For over 30 years, the American Film Market has been held at and been synonymous with a beach-front hotel in Santa Monica. The decision to move the 2024 event to the Palms in Las Vegas was a monumental announcement for the industry. The NFO partnered closely with the Independent Film & Television Alliance to assist in their transition to Nevada and connect them with the local resources needed to make their event in Las Vegas a success. The NFO had a booth as part of the event's LocationEXPO, an exhibit space for film commissions to showcase their regions to the filmmakers in attendance.

The NFO is also working in support of several workforce development initiatives in the Las Vegas area, including those of the non-profit organization Chicano Hollywood. In September, Director Kim Spurgeon and Deputy Director Danette Tull attended the organization's Elevate Conference in Hollywood to speak on a panel on the importance of working with film commissions. Danette Tull also attended and serves on the boards of the Nevada Women's Film Festival, which celebrated its 10th anniversary this year, and the Cordillera International Film Festival, named by Movie Maker Magazine as one of the top 25 coolest film festivals in the world in 2024.



GOED Deputy Director Dorian Stonebarger and Executive Director Tom Burns join Nevada Film Office Director Kim Spurgeon and Deputy Director Danette Tull at an event for the American Film Market.



HEALTHCARE INDUSTRY DEVELOPMENT



Vance Farrow
Healthcare Industry Specialist

HEALTHCARE INDUSTRY DEVELOPMENT

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Nevada's health industry is growing and has even stronger growth potential with the emergence of other new industries, including sports and technology. Our state's health industry is a diverse sector and crucial for the state's economic and public health needs. The average annual wage for jobs in Nevada's health sector is \$81,581, which is 47% greater than the statewide annual mean wage of \$55,490. The strategic alignment of healthcare and both workforce and economic development is crucial to our state's economy, as well as our increased ability to attract highly qualified professionals and innovative companies to enhance future growth.

To meet GOED's goal of supporting innovative medicine efforts to bolster healthcare quality, our division was instrumental in welcoming the expansion of several organizations to Nevada throughout the year.

Notable Highlights

GOED worked with the principals of the transplant center of the Keck Medical Center of the University of Southern California on the implementation of a new transplant center in Las Vegas that will initially focus on heart and liver transplant procedures but will also include lung and pancreas transplant procedures as the need arises. We also discussed how best our office can support their expansion through logistical partnerships and associated workforce development needs that will be critical to their success. Since inception, there have been over 40 Nevadans scheduled for transplant services. That's wonderful to see.

GOED worked with the principals of the North East Medical Services, a federally qualified health center based in San Francisco, to expand services to southern Nevada. The launch of the new clinical facility, Go East Medical Services, will focus on the monolingual Chinese population and create a medical home for this vulnerable population. We welcome this expertise to our community and will support its growth moving forward.

PRIMARY FOCUS:

Strengthening Nevada's healthcare ecosystem to improve access, quality, and economic impact with the goal of addressing the state's healthcare workforce shortages, infrastructure and attract innovative healthcare companies.

Our agency also worked with the principals of Infusion for Health, an infusion therapy provider that treats patients with chronic, complex health conditions. Infusion for Health has signed two additional leases to expand their southern Nevada footprint from three to five locations and will soon expand their northern Nevada presence to add a second location to the greater Reno area.

We were proud to work with the principals of Intermountain Health and celebrate their recent site unveiling of Nevada's first stand-alone children's hospital at UNLV Harry Reid Research and Technology Park. This effort will fortify our comprehensive subspecialty care for children in Nevada and greatly reduce the strain on families already burdened by emotionally and physically challenging health conditions.

GOED co-sponsored and led a southern Nevada delegation to the Biotech Innovation Organization International Convention in San Diego. The Nevada delegation hosted over 120 meetings with bioscience companies from all over the world who were eager to learn more about the region, our growing bioscience ecosystem, workforce pipelines and available spaces for their expansion considerations. Nevada is becoming a destination for medical innovation, and it was great to keep spreading the message.

As a direct result of our Biotech Innovation Organization Nevada delegation, GOED hosted a full-house event with representatives from the National Institutes of Health. We were fortunate to have executive leadership from the National Institute on Aging, National Institute of General Medical Services, National Institute on Minority Health and Health

Disparities, and the Office of Small Business Support for Innovative Technology. The presenters also shared insights on leveraging resources from the different institutes within NIH.

The half-day program included over a dozen one-on-one meetings for Nevada companies and researchers, with additional meetings scheduled throughout the week. Valuable ecosystem takeaways included how to incorporate "best practices" from other communities, emphasizing consistency, workforce development, internship opportunities, tech transfer programs, utilizing conventions for economic development, participation in NIH ecosystem calls, engagement with Congressional representatives, grant writing and continued collaboration with NIH offices. We are optimistic about this opportunity and will continue to work with the NIH for mentorship and additional resources to grow our biosciences sector.



GOED had an amazing experience as a member of the southern Nevada delegation to the Biotechnology Innovation Organization convention in San Diego. Nevada is emerging as a hub for research and development, and we are "doubling down" on our opportunity to foster growth in this key industry.

In collaboration with UNLV Sports Innovation Initiative, GOED partnered to host a first-of-its-kind conference on sports, entertainment & innovation. The event brought leaders and subject matter experts from across the world. Focus industries included eSports and gaming, sports sociology and diversity, broadcast brands and media, research and development, sports medicine and human performance.

GOED was also proud to partner with the City of Las Vegas, Economic and Urban Development to launch BioTech Vegas. This initiative seeks to create a dynamic and inclusive biotech ecosystem through regular events and content that connects innovators, investors, researchers and industry professionals to foster collaboration, knowledge sharing and the acceleration of biotech advancements.

To further substantiate our medical workforce infrastructure, GOED was invited to participate in the Roseman University of Health Sciences, College of Medicine Accreditation site visit with the Liaison Committee on Medical Education. The series of meetings went very well, and we anticipate approval for the next medical school in southern Nevada in February 2025.

Developing model collaboration agreements for Nevada System of Higher Education institutions and hospitals to expand healthcare practitioner training programs required the input and dedication of key stakeholder groups.

In 2024, GOED's healthcare division played an important role in expanding undergraduate and graduate nursing programs at NSHE institutions. GOED worked with the College of Southern Nevada to implement the Nursing Education Pilot Program to credential practicing clinical nurses for consideration as future adjunct faculty. This pilot program was created to address a shortage of nursing students by increasing nursing educators within CSN. The first two cohorts yielded 87 graduates of the bootcamp program. A waiting list already exists for the Spring 2025 cohort. Additional resources, including the utilization of virtual reality content, will add to the expansion of this initiative throughout NSHE and make programs more widely available for Nevadans.

Additionally, GOED has been working with the Nevada Action Coalition to provide Certified Nursing Assistant training programs for Nevadans interested in a career in Nursing, funded through AARP and the Robert Wood Foundation. In the past year, this initiative graduated 69 certified nurse assistants. Thirty-two went directly into employment while more await the results of their final clinical exams. Other graduates are currently undergoing interviews with clinical providers or have opted to continue pursuing their education towards their registered nursing degree.

Reviewing key obstacles to achieving a long-term comprehensive strategy for statewide healthcare system improvements has been a systemic research-based effort among key community stakeholders.

GOED was a key contributor to several publications addressing our state's healthcare infrastructure:

- "A Comprehensive Examination of Nevada's Healthcare Industry Sector's Value Network and Supply Chain" was published by the UNR Center for Economic Development, College of Business and was presented during the UNR Healthcare Supply Chain Symposium.
- "Foundational Public Health Services in Suburban, Rural & Frontier Nevada" was published by the Nevada Association of Counties in partnership with the University of Nevada, Reno Extension.

- “Moving the Needle on Health Workforce Shortages in Nevada” is a major project underway to address enduring health workforce shortages in Nevada, authored in cooperation with the University of Nevada, Reno School of Medicine and the Kenny Guinn Center for Policy Priorities to assess national best practices and suggest related policy remedies.

Further developing our state’s infrastructure to better support, the delivery of quality health and medical services, GOED co-hosted the Cambridge Healthcare Development Corporation on a multi-site tour of southern Nevada land assets. Cambridge was awarded the development contract by the City of North Las Vegas for the development of the 135-acre site adjacent to the Nevada VA to build a medical treatment and research campus inclusive of primary and specialty care, along with housing and other ancillary businesses to create an ecosystem of wellness.

2 GOED is also working with Nevada State University on the development of their 512-acre campus as a
0 health and wellness education and service delivery campus. The Nevada State University SMART Growth
2 Launch was extremely successful, and national developers have been engaged for their input on area
4 design and implementation.

GOED worked alongside the Nevada Department of Treasury on the implementation of AB45, which established the Student Loan Repayment for Providers of Health Care in Underserved Communities Program. The criteria for loan repayment will heavily incentivize practitioners that provide services to rural and frontier areas of Nevada. Additionally, health professional shortage areas will be prioritized as geographic areas that do not have enough health care providers to meet the health needs of the area’s population.

Improving access to healthcare in rural areas will continue to be a focus across all areas of healthcare economic development.



RURAL ECONOMIC & COMMUNITY DEVELOPMENT



Shari Davis
Director of Rural Economic
& Community Development



Jessica Sanders
CDBG Program
Administrator



Sarah Lilly-Clark
Community Development
Block Grant Program
(CDBG) Specialist



Suzette Manzares
Administrative Assistant

RURAL ECONOMIC & COMMUNITY DEVELOPMENT

Community development is vital to the success of economic development. **The Rural Economic & Community Development** division supports GOED's mission by creating healthy communities that can support economic development by:

- Investing in infrastructure and capital improvements.
- Investing in health and safety.
- Providing funding for planning, which allows communities to apply for other grant funds as well, especially for large projects.
- Supporting small business creation, attraction, retention, and expansion.
- Creating communities that potential employees would like to move to, and current residents would like to remain in.
- Supporting community-led growth while retaining a community's identity and sense of place.

This year, GOED continued to reinforce its commitment to driving economic growth and opportunity in Nevada's rural communities and small towns. Recognizing the unique challenges and potential of these areas, we worked closely with local leaders, Regional Development Authorities and industry partners to attract new investments, support small businesses, and expand on critical and much needed infrastructure.

Our efforts in 2024 focused on creating jobs, building infrastructure, and revitalizing communities in rural regions. From advancing renewable energy projects to promoting tourism and small business development, GOED's initiatives aimed to ensure that every corner of Nevada benefits from the state's economic progress.

Full Time Jobs Created (NET)	382
Part Time Jobs Created (NET)	149
New Business Created (NET)	124
Rehabilitation Projects Created	66
Public Improvement Projects Completed	10
New Construction Projects Completed	385
\$ Public Investment	\$11,390,780.00
\$ Private Investment	\$303,422,944.87
Volunteer Hours Contributed	12,836

PRIMARY FOCUS:

Supporting the economic growth and resilience of Nevada's rural areas and smaller communities.

This involves fostering local business expansion, attracting new investments and improving infrastructure to enhance quality of life for Nevadans.

NEVADA MAIN STREET

The Nevada Main Street program, which is housed under GOED's Rural Economic and Community Development division, helps participating organizations create environments where businesses and communities can thrive. It activates downtown spaces, helping businesses to grow while fostering community and culture. As rural communities face growth and change, the Nevada Main Street program has played a powerful role in creating places that please longtime residents and attract new ones.

To that end, Nevada Main Street announced funding for 23 of the 40 requested projects as part of the 2024 Nevada Main Street Grant program. At least one project was approved in each of the 16 communities that applied, totaling \$662,955 in awarded funds. The projects included an historic landmark installation, façade improvement programs, high-visibility crosswalks, small and microbusiness incubators and more.

Nevada Main Street, in collaboration with the University Center for Economic Development at the University of Nevada, Reno, provided strategic planning workshops and the associated strategic plans in five towns for 19 communities. Per Main Street America, the Nevada program has experienced record-breaking growth in comparison to the other participating states. Our program added additional new communities, bringing the total to 27.

GOED's Rural Economic and Community Development division has continued to attend events and conferences to stay abreast of the latest trends and expertise in the field. For example, over two dozen participants from Nevada attended the national Main Street America conference in Birmingham, Alabama, doubling the participation from 2023. They came back with excellent ideas, new skills, and a renewed sense of the opportunities Main Street can create. The Nevada participants are already using this new knowledge in their communities. Nevada Main Street also hosted a 3-day training and retreat in Virginia City.

Our division has several goals in the near term. We'll continue to add additional communities to the program as well as provide grant funding for Main Street projects. We will also contract with a service provider to offer additional direct technical support to ensure our Main Street organizations can access additional funding streams and strategies to ensure long-term stability.

In fact, we aim to provide as much direct technical assistance as possible. We have built this program and brought together so many organizations, supporters and partners. As we move forward in the next few years, GOED wants to ensure our beloved communities receive the tools needed for long-term success.

PRIMARY FOCUS:

Building healthy communities that can support economic development through infrastructure, capital improvements, health/safety improvements, and community-led growth.

Current Nevada Main Streets

24 Main Street organizations representing 29 communities:

1 Gardnerville	9 Hawthorne	17 Virginia City
2 White Pine (Ely, Baker, McGill)	10 Henderson	18 Winnemucca
3 Tonopah	11 Incline Village	19 Yerington
4 Wells	12 Las Vegas (Jackson Street)	20 Boulder City
5 Mesquite	13 Lovelock	21 Goldfield
6 Downtown Reno	14 Midtown Reno	22 Caliente
7 Fernley	15 Moapa Valley (Logandale, Overton)	23 Pioche
8 Eureka	16 Pahrump	24 Pyramid Lake Paiute Tribe

Nevada Main Street Partners

Nevada Main Street has several local, state, and federal partners, including:

- Travel Nevada
- Division of Outdoor Recreation
- State Historic Preservation Office
- Small Business Development Center
- USDA-Rural Development
- USDA – Rural Partners Network
- Senator Rosen’s Office
- Senator Cortez Masto’s Office
- Congressman Amodei’s Office
- University Center for Economic Development
- Department of Business and Industry
- Rural Nevada Development Corporation
- Office of Small Business Advocacy
- Nevada Arts Council
- Nevada State Parks
- Nevada Museums Association
- UNR Cooperative Extension (NEAP)
- Bureau of Land Management
- Nevada Rural Housing
- Nevada Clean Energy Fund
- Western Nevada Development District
- Office of Federal Assistance
- Department of Transportation
- Department of Energy
- State Infrastructure Coordinator
- Regional Development Authorities



Nevada Main Street partnered with Main Street America to host a 2-day training course at the 4th Ward School in Virginia City focused on building additional revenue streams to create organizations that are sustainable long-term.

2024 Nevada Main Street Approved Projects

Downtown Reno Urban Main Street

- **Multi-Purpose Main Street Clean Fleet: \$45,000**

This project will purchase 1 Kubota RTV cleaner with power washing attachment and a snowblade attachment, adding additional equipment to keep downtown Reno clean and well-maintained. They have a narrow wheelbase that allows them to access more places. Downtown Reno Partnership will provide the employee to run the equipment.

Eureka Main Street

- **Downtown Sign Project: \$13,000**

This project will add 32 double-sided way finder markers that will mount to existing streetlamp poles within the downtown historic district. Signs will be customized with individual names of businesses, public facilities, recreational areas, and historic sites. These signs will be interchangeable able to allow for additions/removal if needed. Additionally, two Historic District bronze markers mounted on 7 ft. poles will be installed at the north and south ends of town, as well as a Main Street marker and vinyl banners. Eureka County Public Works has agreed to install, and will do so with guidance from NDOT.

- **Downtown Art Installations: \$6,000**

This project will create two downtown art installations – one 10'x10' mural located downtown, another mural on the European Building, as well as exterior clean up and weed removal.

Fernley Downtown Corridor Association dba Main Street Fernley

- **Main Street Park High Visibility Crosswalks : \$28,000**

This project will add high-visibility crosswalks across Main Street, close to Main Street Park and the Community Response and Resource Center across the street. This will create a safe crossing in order to have events at the park. Currently, few events are able to be held at Main Street Park. Special use permits have been denied due to lack of parking/pedestrian safety issues. The City of Fernley is investing in improvements to the Park and to the Community Response and Resource Center across the street, but crosswalks were not included in those plans.

Goldfield Main Street

- **Goldfield Town Square: \$18,000**

The Goldfield Town Square was purchased by Esmeralda County. The County laid pea gravel and planted some trees, but it needs additional work. Goldfield Main Street would like to add a covered seating area utilizing a design previously approved by SHPO, with electrical and lighting, creating a usable community space.

- **Goldfield Gazette: \$5,520**

This project will encourage better communication and present factual, positive information that is helpful to the community. They have a local person interested in editing and will sell advertisements and obtain sponsorships to keep the newspaper/newsletter sustainable.

- **Goldfield Town Square Fence: \$9,340**

This project will plant an evergreen tree that will be utilized as a community tree that can be decorated for the holidays. They will add fencing as well as whiskey barrels that have been converted into trash cans.

Hawthorne Main Street

- **The Plaza on Main Street: \$49,000**

This project will create a community gathering place on a property owned by Mineral County that has been vacant for almost two decades. The project will include installing cabanas for seating and shade, sidewalks, grass, shade trees, an irrigation system, multiple park benches, solar lamp posts, string lights, and hanging flower baskets. This space will be used for farmer's markets, concerts in the plaza, movies in the park, yoga for seniors, and other events.

Jackson Street Alliance (Las Vegas)

- **Modular Office Project: \$50,000**

This project will be Phase 1 of creating a modular building in the community for the Main Street Office that would also hold events, community meetings, a podcast studio, provide support to local small businesses and entrepreneurs, and create a central hub for investors and redevelopment activities.

Main Street Boulder City

- **Historic Landmark Installation: \$38,000**

This project will create a landmark installation at the southern entrance of Historic Boulder City, featuring a Gabian cage-walled structure adorned with crystal blue rocks, symbolizing Hoover Dam and its surrounding waters. The installation will also include welcoming messages on both the front and back, solar lighting for night visibility, and a garden of pink hollyhocks, Boulder City's unofficial flower.

Main Street Gardnerville

- **Façade Improvement Grant Program: \$17,000**

This project will add \$17,000 to Main Street Gardnerville's successful façade grant program, ensuring the improvements are high quality, cost effective, and in keeping with the goal of authentic and historically sensitive redevelopment, in partnership with the Town of Gardnerville.

- **Heritage Park Gardens: \$8,000**

Main Street Gardnerville will utilize this funding to create an architectural master plan to ensure the expansion and upgrades are planned for and executed correctly, determining the final design.

- **Open Air Market – Retail Incubator: \$25,000**

The main street in Gardnerville is currently at a 98 percent occupancy rate, leaving little to no space for microbusinesses to operate. Utilizing a vacant space downtown, this project will add 8x12 prefabricated buildings to create a village of temporary structures for pop-ups to lease and operate Thursday through Sunday.

Main Street Winnemucca

- **Winnemucca Mural and Music Festival: \$50,000**

This project will add 12 murals throughout the city, highlighting aspects of Winnemucca's history and cultural identity. The festival will allow locals and visitors to watch the artists complete their murals and attend concerts. Additionally, Main Street will partner with local schools and artists.

Mesquite Opportunities Regional Fund

- **Mesquite Corridor Plan: \$33,800**

This project will continue work already started to create a downtown space in Mesquite. Mesquite does not have a traditional downtown, so MORF and the City of Mesquite have utilized

placemaking, primarily through arts and culture, to create a space in their city to act as a downtown. This project will add additional sculptures, statues, and banners, as well as creating branding to present the Boulevard as a distinct business district and the arts, cultural, and social center of the community. Additionally, this project will provide small business support through SBDC by providing them space at the Plaza rent-free in exchange for SBDC spending one day per week in Mesquite, assisting their local businesses.

Midtown Reno

- **MidTown Welcome Center: \$45,000**

This project will create a Welcome/Community Center in MidTown that will eventually also include green space, community gardens, co-working space, as well as providing an information hub and MidTown Reno's Main Street program office. In order to become self-sustaining, they will also rent e-bikes, provide discount cards, sell MidTown Reno merchandise, instruct visitors on use of their digital maps, and showcase and sell work from local artists.

Moapa Valley Revitalization Project/Moapa Valley Main Street

- **St. Thomas Historic Community Garden: \$50,000**

This project will create an immersive outdoor museum and community garden experience located in downtown Overton on a half-acre parcel with an old building salvaged from the St. Thomas ghost town. MVRP/Main Street is partnering with several community organizations to provide learning, creativity, classes, and healthy activities for all community members, encouraging locals to spend more time downtown. The project will add raised beds, trellises, outdoor lighting, a drip system, sculptures, fencing, etc.

Tonopah Main Street

- **Downtown Park: \$43,000**

This project will create a downtown park on property that has been a vacant dirt lot for decades. Tonopah Main Street has been weeding and cleaning it for years in order to keep it presentable. The property was purchased by the Town of Tonopah, and the Town and Tonopah Main Street will partner to create the park. The project will include ADA seating, additional seating, outdoor games, a small area for dogs, an entryway arch, historic mining artifacts, a mural, planter boxes, security cameras, trash cans with historic photos on them, and the reinstallation of a Miner's Monument statue that is currently located in a less accessible part of town.

- **Storefront Improvement Grant: \$7,000**

This project adds \$7,000 to Tonopah Main Street's existing Storefront Improvement Grant. This is a 50/50 matching grant program that has already resulted in an investment of \$86,000 in Tonopah. Preference is given to businesses following the Secretary of the Interior's standards.

Virginia City Main Street

- **Website Development: \$12,000**

This project will use a contractor to develop, implement, maintain, host, and support a new Virginia City Main Street website focused on residents and small businesses. Many smaller events hosted by organizations and businesses are not able to be included in Virginia City Tourism's website, as they are not tourism focused. This will give the community another communication and promotion tool.

- **Community Engagement Program: \$10,000**

This pilot project will create a structured program enabling community members and businesses to propose events for funding consideration. Currently, Virginia City enjoys an excellent tourism economy, but struggles to always make the community members feel included and engaged. The emphasis of these events would be to celebrate the people of Virginia City. Virginia City Main Street would provide financial, resource, and logistical assistance.

Wells Main Street

- **Complete Main Street Retail Center: \$50,000**

This project will complete the Main Street Retail Center by finishing the last room and creating a shaded space on the property for visitors and locals to spend time as they shop. The Main Street Retail Center currently leases to 5 businesses, and completion of this project will add space for 2 more.

White Pine Main Street

- **Façade Improvement Program: \$50,000**

White Pine Main Street will receive \$50,000 to add to the \$100,000 approved through the City of Ely, White Pine County, and White Pine Tourism and Recreation. This funding will create a forgivable loan program for façade improvements. They have partnered with RNDC to provide loan documents. The loan will be forgiven once the projects have been completed, receipts have been presented, and the business has completed 4 hours of small business training, either through UNR Cooperative Extension or SBDC.



Over 30 representatives from 18 of our Nevada Main Streets attended Main Street America's national conference in Birmingham, AL. They joined other local leaders and experts in economic and community development and commercial district stewardship from across the country.

COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM (CDBG)

The Rural Economic and Community Development Division oversees Nevada's Non-Entitlement **Community Development Block Grant (CDBG) Program**, a vital resource which aids in the development of suitable living conditions, increases the supply of decent housing, and helps create economic opportunities in the rural parts of the State.

Since taking on the program's administration in 1982, the State has awarded more than \$108,134,999 million to support transformative projects across rural Nevada. Funded by the U.S. Department of Housing and Urban Development (HUD), the CDBG program empowers local governments to implement initiatives that primarily benefit low and moderate income residents, improving quality of life and building stronger, more resilient communities.

CDBG staff conducts in-person training for all applications, as well as monitoring awarded grants to ensure compliance. This additional education and oversight builds capacity for these rural communities to apply for and manage more than CDBG grants. It helps them learn to apply for and manage all federal grants, which can result in additional federal funding to rural Nevada.

Reno Welcomed COSCDA's 50-Year Celebration

The Nevada CDBG program proudly hosted the 50th Anniversary celebration of the Council of State Community Development Agencies (COSCDA) conference in Reno, Nevada. This milestone event brought together leaders from across the nation to share insights, celebrate achievements and advance the mission of community development.

In 2024, 7 projects were funded in five rural communities totaling \$2,915,875.

2024 Awarded Grants

Grantee:	City of Ely
Project Name:	Morley Ave Water & Sewer Project
Grant Amount:	\$671,625
Project Cost:	\$895,500
Other funding sources:	City of Ely

Description: The purpose of this project consists of upgrading the existing aged water and sewer system from the intersection of Morley Avenue and 7th Street.

One major benefit of the CDBG program is its ability to match other federal funds.

In Nevada, we maximize these resources by partnering with federal and private entities to support larger projects around the state.

Grantee: Lincoln County
Project Name: Mt. View Hotel PER Project
Grant Amount: \$210,000
Project Cost: \$212,429
Other funding sources: Lincoln County

Description: The purpose of the project is to contract with engineering to build a plan that would give the county direction as to how to move forward with the preservation of the historic Mt. View Hotel.

Grantee: Lincoln County
Project Name: Pioche Airport RD Phase III
Grant Amount: \$800,000
Project Cost: \$802,833
Other funding sources: Lincoln County

Description: The purpose of the project is to continue the Phase II construction of the drainage system, sidewalks, curb and gutters.

Grantee: Nye County
Project Name: Pahump Fairgrounds Utility Improvement Project
Grant Amount: \$700,000
Project Cost: \$719,558
Other funding sources: Nye County

Description: The purpose of the project is to work with the local electric company to supply power to the new well site, drilling and equipping the well to supply water to various uses at the fairgrounds.

Grantee: Washoe County
Project Name: Gerlach Infrastructure PER
Grant Amount: \$40,000
Project Cost: \$45,000
Other funding sources: Gerlach GID

Description: The purpose of the project is for the Gerlach GID to hire a consultant to complete a PER that would include recommendation for the wastewater plant capacity improvements and feasibility of diverting hot spring runoff to wastewater ponds.

Grantee: Washoe County
Project Name: Sidehill Pedestrian ADA Sidewalk Project
Grant Amount: \$495,250
Project Cost: \$498,550
Other funding sources: Washoe County

Description: The purpose of the project is to remove and the replacement of the existing asphalt curb with a concrete curb and gutter and a 5-foot-wide sidewalk; removal and replacement of two existing drainage inlets with Type 4-R catch basins to ensure the current drainage of the site is not negatively impacted by the installation of the new sidewalk; and raising of existing sanitary sewer manholes with installation of concrete collars through coordination with the utility provider.

Community Development Block Grant CARES (CDBG-CV)

The CDBG program also received CDBG CARES (“CDBG-CV”) funding, the division allocated an additional \$14,044,622 in funding to support rural communities to prevent, prepare for or respond to the COVID-19 pandemic.

Recovery Housing Program (RHP)

GOED received \$1,620,125 for a Recovery Housing Program (RHP) from the Department of Housing and Urban Development (HUD). The State of Nevada has identified a need to improve access to recovery housing to ensure individuals can maintain recovery in a safe, affordable, and supportive environment. GOED is working with grantees to complete recovery housing projects.

Featured Projects

Grantee: City of Fernley
Project Name: Community Response & Resource Center Construction Project
Grant Amount: \$500,000
Project Cost: \$2,351,093
Other funding sources: City of Fernley & American Rescue Plan Act Funding

Description: The purpose of this proposed project is to help construct a 35,212 SF Community Response & Resource Center. The CRRC will provide a venue for responding to the pandemic with the delivery of vaccines, testing, and other public health needs. Further, the Center will provide programs and resources that address the negative economic impacts from the pandemic including, but not limited to food insecurity, emergency shelter/quarantine, childcare, educational needs, and mental health support.

Grantee: City of Wells
Project Name: Shoshone Ave Sidewalk
Grant Amount: \$458,537
Project Cost: \$1,092,080
Other funding sources: City of Wells, Overflow and Stormwater Grant

Description: The purpose of this project is to construct curb, gutters, and sidewalk on both sides of Shoshone Ave halfway to Dover Street in Wells Nevada.



CDBG Administrator Jessica Sanders (center) and team members Sarah Clarke (left) and Suzette Manzares (right) hosted over 120 people for the Council of State Community Development Agencies (COSCDA) 50th Anniversary conference in Reno, NV.

Reflection

In 2024, GOED's administration of the Community Development Block Grant (CDBG) program continued to empower Nevada's rural communities by addressing critical infrastructure needs, fostering economic opportunities, and improving the quality of life for residents.



REGIONAL DEVELOPMENT AUTHORITY (RDA)

REGIONAL DEVELOPMENT AUTHORITY (RDA)

GOED is charged with responsibilities to promote, coordinate, support and oversee all economic development programs, activities, and efforts. To accomplish this, we contract with [8 RDAs](#) across the state to provide services to aid, promote, and encourage economic development in Nevada.

Our work would not be possible without the invaluable support and collaboration of the RDA's.

These dedicated partners are instrumental in driving economic growth and community engagement, all while ensuring that local priorities align with the state's overarching economic goals.

Their expertise, on-the-ground knowledge, and commitment to strengthening Nevada's economy are vital to our shared success and we are proud to work alongside them to create opportunities across every region of the state.

Regional Development Authorities (RDA) in Nevada work closely with GOED to implement state-level strategies while addressing local economic needs.

They focus on economic development, business attraction, retention, and expansion within their respective regions.





BOARD MEMBERS

2024 BOARD MEMBERS

The Nevada GOED Board oversees the state's economic development efforts. Its primary responsibilities include:

- *Strategic Oversight*
- *Approval of Incentives*
- *Program Evaluation*
- *Collaborative Leadership*
- *Budget and Funding Decisions*

The Board plays a critical role in shaping the state's economic future by ensuring that policies and programs are designed to promote sustainable growth and prosperity across Nevada.

Upcoming 2025 Board Meeting Schedule

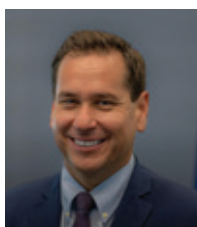
- *Thursday, February 6, 2025*
- *Thursday, May 8, 2025*
- *Thursday, August 7, 2025*
- *Thursday, November 6, 2025*



Governor
Joe Lombardo
Chairman



Stavros Anthony
Lieutenant Governor



Francisco Aguilar
Secretary of State



James Barrett
President & Founder,
The JABarrett Company



Patricia Charlton
Acting Chancellor, NSHE



Jhone Ebert
Superintendent of Public
Instruction, Department
of Education



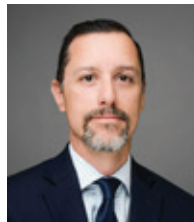
Dr. Weldon Havins,
MD, Esq.
Professor Emeritus of
Medical Jurisprudence
and Ophthalmology
Touro University Nevada



Deborah Jacobs
Chair Emeritus,
MJS Packaging



Yolanda King
President, Nevada
Taxpayers Association



Dr. Kristopher Sanchez
Director, Department of
Business & Industry



Chris Sewell
Director, Department of
Employment, Training
& Rehabilitation

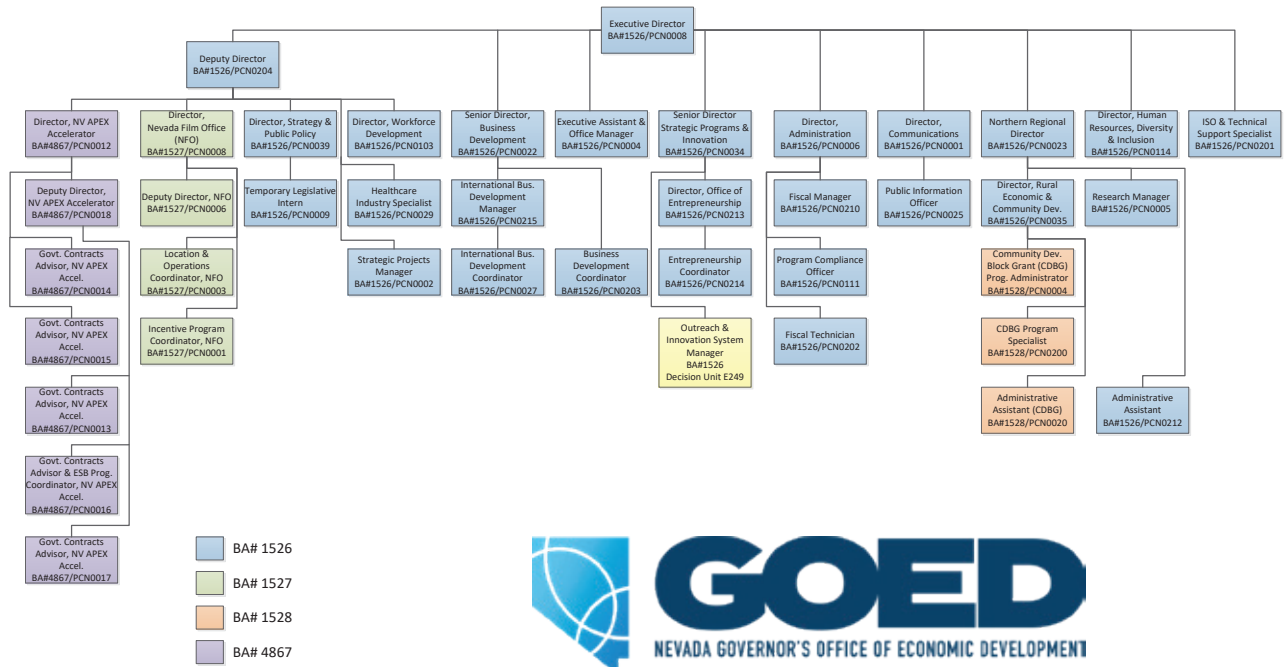


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