



Nevada Governor's Office of Economic Development
Nevada Local Emerging Small Business Program Report
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Executive Summary

The Nevada Local Emerging Small Business (ESB) program is designed to encourage the development and growth of small businesses in Nevada. The program seeks to assist small businesses in obtaining work with state and local government agencies by identifying small businesses that want to contract with government agencies. Nevada businesses interested in doing business with the State of Nevada Purchasing Division, State of Nevada Public Works Division and/or local governments in Nevada (specifically Clark and Washoe counties) are encouraged to apply. A public list of all certified ESB firms in Nevada is maintained on the Nevada Governor's Office of Economic Development (GOED) website at <http://www.diversifynevada.com/programs/emerging-small-businesses/emerging-small-business-directory/>.

The ESB program was created by Assembly Bill 294 in the 2013 Legislative Session and became effective on January 1, 2014.

In its ongoing effort to support Nevada's small businesses, GOED notified certified businesses of changes to the ESB program (NRS 231.1405, 231.14065, 231.1407), resulting from Assembly Bill 436 (AB436), which passed into law during the 2017 Nevada Legislative Session and became effective July 1, 2017. Section 1 of AB436 requires GOED to provide a business certified as an eligible local emerging small business with certain information concerning public and private programs to provide financing to small businesses and the criteria for obtaining financing through such programs.

In compliance with the this new requirement and to better serve the small businesses of Nevada, GOED has updated the <http://www.diversifynevada.com/additional-resources/financial-resources/> link on its webpage with information on the following financing opportunities:

1. Grants or loans of money from the Catalyst Account created by NRS 231.1573
2. The issuance of revenue bonds for industrial development pursuant to NRS 349.400 to 349.670 inclusive
3. The Nevada Collateral Support Program pursuant to 12 U.S.C. §§ 570 et seq.
4. The Nevada Microenterprise Initiative Program pursuant to 12 U.S.C §§ et seq.
5. The Nevada New Markets Jobs Act pursuant to chapter 231A of NRS
6. The Nevada Silver State Opportunities Fund pursuant to NRS 355.275
7. Loans from the US Small Business Administration pursuant to 15 U.S.C §§ et seq.
8. Any other private program to provide financing for small businesses approved by the Office

This report has been prepared in accordance with NRS 231.14075 and submitted to the next session of the Legislature (during even-numbered years). It is a summary of the reports submitted to GOED by the state and local government agencies participating in the program in accordance with the purchasing statutes governing those respective agencies. This summary of reports submitted to GOED includes information from two separate reporting periods, incorporating state and local government participation from July 1, 2017 to December 31, 2017 and January 1, 2018 to June 30, 2018. It also provides an overview of GOED's efforts to continue implementing and administering this program statewide including ongoing administrative functions as well as outreach efforts to build the list of certified ESBs.

The levels of participation vary across many local government entities due to staff capacity, existing technology infrastructure, and centralized vs. decentralized purchasing processes. Although primary contacts for ESB implementation and reporting are focused on the Purchasing staff at all of the included agencies, the current thresholds for ESB purchases [\$50,000 or less commodities or services (but not to include credit card purchases), and \$100,000 or less for State Public Works] are in many cases actually conducted at the department level (this is a de-centralized purchasing structure).

GOED continues to focus on developing a broader list of ESBs over the past year and continues to support certified ESBs with their efforts in obtaining government contracts. As the list of certified ESBs grows and as Nevada procurement professionals look to issue contract awards, the likelihood of an ESB providing a product or service is greater. It is also helpful for GOED to continuously provide support to ESBs following their certification. Certification alone does not lead to many results in terms of contracts; therefore, GOED educates ESB businesses to conduct market research to determine which agencies are the right fit for their company and how to be proactive in their marketing strategy, in order to develop relationships with the procurement professionals at their target agencies. All ESBs are encouraged to sign up for the free resources, events, counseling, and referral services offered by the Nevada Procurement Technical Assistance Center (PTAC), Procurement Outreach Program, also administered by GOED.

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A. Number of Local Emerging Small Businesses (ESBs) Certified as of June 30, 2021

Pursuant to NRS Chapter 231.14075

Tier 1 and Tier 2 ESB Summary

Total ESBs	642
Tier 1 ESBs	103
Tier 2 ESBs	11
ESBs Involved in Construction services	56
ESBs Involved in Non-Construction services	58
Tier 1 Construction ESBs	48
Tier 2 Construction ESBs	8

“Tier 1 business” means a business that does not employ more than 20 full-time or full-time equivalent employees. If the business is involved in providing construction services, the average annual gross receipts must not exceed \$1.7 million for the three years immediately preceding the date of application. If the business is involved in the sale of goods or providing services other than construction services, the average annual gross receipts must not exceed \$700,000 for the three years immediately preceding the date of application.

“Tier 2 business” means a business that does not employ more than 30 full-time or full-time equivalent employees. If the business is involved in providing construction services, the average annual gross receipts must not exceed \$3.5 million for the three years immediately preceding the date of application. If the business is involved in the sale of goods or providing services other than construction services, the average annual gross receipts must not exceed \$1.3 million for the three years immediately preceding the date of application.

B. Program Metrics of All Reporting Agencies July 1, 2020 – June 30, 2021

Pursuant to NRS Chapters 333 Sec. 2.1 (a)(b)(c)(d), 338 Sec. 5.1(a)(b)(c)(d), 332 Sec. 1.1(a)(b)(c)(d)

	State Purchasing Sec.2 NRS 333	State Public Works Sec.5 NRS 338	All other reporting Local agencies Sec.1 NRS 332
Number of contracts that were subject to the provisions of Chapter 231 of NAC	6,782	6	26,937

Total dollar amount of awarded contracts that were subject to the provisions of Chapter 231 of NAC	\$213,638,100	\$350,380	\$260,696,777
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Total Number of Local Emerging Small Businesses that were solicited to submit a quote, bid or proposal on a contract	280	20	997
Total Number of Local Emerging Small Businesses that submitted a quote, bid or proposal on a contract	60	5	318

Total Number of contracts that were awarded to Local Emerging Small Businesses	39	6	370
Total dollar amount of contracts that were awarded to Local Emerging Small Businesses	\$1,518,681.59	\$555,051	\$13,479,415.5

State and local government agencies report ESB activity to GOED twice per year per the guidelines of the statute which is a summary of activity from July – December and January – June. State Purchasing and State Public Works report within 30 days of fiscal year end or calendar year end. Local agencies report within 90 days of fiscal year end or calendar year end. Data in the table above is reflective only of the agencies that submitted reports of activity from July 1, 2020 – June 30, 2021 to GOED by November 15, 2021. The statute provides local government agencies 90 days after fiscal year-end to report, and although requested that they submit early, if possible, a few agencies did not report to GOED in time to be included in this annual report (due December 1st of each year). Therefore, some of the local government agency data reflects only partial activity (see notes in table below).

It should be noted that there is not a consistent approach or methodology to reporting metrics across all agencies and GOED may need to work one-on-one with agency staff going forward to train them on the reporting requirements of the program. Consistent reporting in the future will provide for more accurate program comparisons and trends across reporting periods. Many agencies are not fully tracking the number of ESBs solicited to submit a quote, bid or proposal due to decentralized purchasing procedures and/or limitations with existing technology. Therefore, as demonstrated by the cumulative totals from local government agencies, more ESBs were awarded contracts than were solicited.

Data was received from the following agencies for inclusion in this report:

#	Local Agency Name	Full Report	Partial Report	No Data
1	City of Henderson			X
2	City of Las Vegas	X		
3	City of North Las Vegas	X		
4	City of Reno	X		
5	City of Sparks	X		
6	Clark County	X		
7	Clark County Regional Flood Control District	X		
8	Clark County School District	X		
9	Clark County Water Reclamation District			X
10	Las Vegas Convention and Visitors Authority			X
11	Las Vegas-Clark County Library District	X		
12	Las Vegas Metropolitan Police Department	X		
13	Las Vegas Valley Water District	X		
14	Southern Nevada Health District			X
15	Southern Nevada Water Authority	X		
16	McCarran Int'l Airport – Clark County Airport Authority	X		
17	Reno-Tahoe International – Airport Authority	X		
18	Reno-Sparks Convention and Visitors Authority			X
19	Regional Transportation Commission of Southern NV	X		
20	Regional Transportation Commission of Washoe County	X		
21	Southern Nevada Regional Housing Authority			X
22	State of Nevada Public Works Division	X		
23	State of Nevada Purchasing Division	X		
24	Washoe County			X
25	Washoe County School District	X		

**C. State Purchasing Division Narrative Summary
Pursuant to NRS Chapter 333 Sec. 2.1 (g)**

The Purchasing Division continues to promote the ESB Program through their NevadaEPro e-procurement system. Outreach participation ranges from events sponsored by Nevada Department of Business & Industry as well as privately sponsored events such as the National Association of State Procurement Officers (NASPO) annual Marketing to the States Meetings. Staff continues to develop workshops associated with ESB education, featured ESB at outreach events and created a link within NevadaEPro to GOED's website and the ESB application. Throughout the year, the Purchasing Division has and will continue to contact existing vendors informing them about the ESB program, as well as contacted and encourage ESB vendors to register in the State's NevadaEPro system.

The Purchasing Division continues to educate Purchasing staff and vendors on how to export information from the ESB database and NevadaEPro as well as directly soliciting ESB vendors via NevadaEPro. The Division will continue education and outreach regarding the ESB program which will be conducted by the Vendor Outreach Program Officer within Purchasing. The goal of the continued education and vendor outreach is for all parties to better understand how both the Division and ESB vendors can work together.

During this reporting time, the Purchasing Division did establish goals for the submission of bids or proposals by ESBs for state purchasing contracts. The goals for January – June 2021 were as follows:

Number of businesses solicited to submit a quote, bid or proposal: 100
ESB goal for number of businesses to submit a quote, bid or proposal: 27
Number of contracts awarded to ESBs: 19
Dollar value of contracts awarded to ESBs: \$192,006

**D. State Public Works Division Narrative Summary
Pursuant to NRS Chapter 338 Sec. 5.1(g)**

The State Public Works Division (SPWD) of Department of Administration continues to be an active participant in the ESB program. SPWD continues to encourage qualified bidders to register with GOED and participate in the ESB program. The Division sent letters to contractors that are applying for qualified bidder status informing them of the Emerging Small Business program. SPWD encourages its Project Managers to use vendors from the list when soliciting bids or quotes for projects under \$100,000.

The Division also established goals for several reporting metrics for this reporting period. The goals for January – June 2021 were as follows:

Number of businesses solicited to submit a quote, bid or proposal: 10
ESB goal for number of businesses to submit a quote, bid or proposal: 4
Number of contracts awarded to ESBs: 4
Dollar value of contracts awarded to ESBs: \$188,058

**E. Local Government Purchasing Divisions Narrative Summary
Pursuant to NRS Chapter 332 Sec. 1.1(e) and NRS Chapter 231 Sec. 17.1**

Program Outreach Efforts

With regard to program outreach efforts, the majority of agencies continued reporting that their purchasing staff contacted local companies within their databases through various communications, including emails, phone calls, agency websites, workshops, meet and greet opportunities, supplier expos, training events, and now-virtual outreach events due to COVID-19. Additionally, a category was added to the vendor information sheets or other vendor sign-up forms indicating an ESB link to the diversifynevada.com website. All agencies have updated their specific websites to include ESB program information. Many Nevada local government agencies have implemented the Nevada Government eMarketplace (NevadaEPro) system, which allows for a single supplier registration portal, electronic solicitations, and electronic

bid/proposal submittals all at no cost to the supplier. The NevadaEPro system also allows for enhanced tracking of ESB participation. All ESBs had been notified of this new system and encouraged to register as a supplier.

Staff Training Measures

The majority of reporting agencies continue to train new and existing staff about the ESB program and the ESB Directory. Training topics include outreach, ESB vendor tracking and reporting, ESB database management, RFQ and RFP processes to include reaching out to ESB vendors, the ESB program overall and how to use NevadaEPro. There are a handful of agencies who have reported that they do not have the staff or the means to gather the information needed for this report. GOED staff will monitor these agencies' reporting and reach out to discuss the possibility of small changes in the future that could be made to allow for these agencies to start gathering some of the required information.

Goals and Improving ESB Participation

The current statute does not require local government agencies to set goals for ESB program participation, but the language does encourage goal setting.

Both state and local agencies report they are continuing to work on internal procedures to formalize strategies in order to provide a level of automation in assisting ESBs with the opportunity to submit quotes. Ongoing staff training will further the effectiveness of vendor presentations by providing information about the program in their employee manuals or keeping an internal ESB tracking report. Continued education will focus on awareness and understanding of the ESB statutes and mandates with some larger agencies distributing informational materials to each department explain the ESB database and how to use it. Scheduled email transmissions will help ensure vendors are acquainted with the certification process, in addition to maintaining an updated vendor database. Additionally, outreach efforts will continue to target potential ESB applicants for future opportunities through participation in local workshops, expos, and GOED events. The majority of the agencies have reported that they include the link to the GOED website for the ESB application, Frequently Asked Questions (FAQs) and the ESB Directory. Several agencies reported that they consistently access the ESB Directory to include companies to bid on its services and will continue to do so.

F. GOED Outreach and Implementation

The outreach goal of GOED staff is to connect local emerging small businesses in Nevada with state and local government agencies, as they pursue public sector contracts. Private contractors are also encouraged to utilize the online directory of ESB-certified businesses on GOED's website, in order to fulfill their private contracting needs. Although COVID-19 restrictions have reduced outreach efforts, outreach methods and activities are continuous and ongoing throughout the reporting period. Outreach is leveraged through partnerships with other state small business programs including the Nevada PTAC, Procurement Outreach Program, the Nevada Secretary of State SilverFlume Business Portal, and the Nevada Department of Business & Industry. GOED has hired a new branding and website maintenance agency to update the agency website which also includes updating the ESB page. This agency has already made significant improvements to the ESB page layout, design, and marketing materials to create a more user-friendly experience for site visitors and interested ESB applicants.