

To: GOED Board Members
From: Director Michael Brown
Date: September 23rd, 2021
Subject: Director's Report



ECONOMIC DEVELOPMENT

Regional Development Authority Video Conference Calls

- GOED continues to lead regular calls with our Regional Development Authority (RDA) partners. Although these calls took place before the COVID-19 pandemic on a monthly basis, they were made a priority with weekly updates early in the pandemic and are now being held every other week by video conference. These calls have been an important messaging tool for GOED in coordinating the state's economic development ecosystem in addressing both the health and economic fallout associated with the pandemic. More recently they have focused on increasing economic development activity as Nevada emerges from grip of the pandemic. Operationally, each meeting begins with an update from GOED leadership followed by a guest speaker appropriate to current conditions, and then a report out from each of the RDA Executive Directors. Recent guest speakers include Jeff Sailing with StartUp NV, Carleen Herring with the U.S. Economic Development Agency, and Richard Laine with DFI Consulting discussing the Governor's Job Force and the Workforce Innovation Grant. Other focal topic from state agency leads included broadband, housing, and infrastructure.

Economic Advisory Council Calls

- Mr. Bob Potts, Deputy Director, GOED continues to lead bi-weekly calls with the Governor's Economic Advisory Council. The Advisory Council serves to support the Governor's Office and other state agencies in providing economic research and analysis, and regular updates on current and projected economic conditions. After each call a summary one-page with updated forecasts is provided to the Governor's Office and is used to brief state leadership. A recent example of this one-page summary is included at the end of this report.

RDA Contracts

- In July, GOED entered into contract with eight Regional Development Authority (RDA) partners. This is a biennial undertaking following every Legislative Session when funding is approved. These partnerships are critically important to ensure a cohesive economic development strategy across the state that supports the unique regional characteristics of each of our RDA regions. GOED would be incapable of delivering on our strategic initiatives without our RDA partners.

American Rescue Plan (ARP) GOED Proposals 2021

- Global Trade Initiative for Nevada's Small Businesses: To provide exporting support to small businesses, public education institution and non-profits in their exporting efforts.

- Funding the Nevada Institute of Autonomous Systems (NIAS) and new partnerships with NSHE: To provide support to continue operations of NIAS.
- Funding for the Director of Emerging Small Business Program (ESB) Position: To provide funding for position: Director of Emerging Small Business (ESB) Program.
- Restore grants to Regional Development Authorities (RDA) GOED requests: the restoration of RDA grant awards, which equates to a request of \$874,800 over the biennium and requests an additional \$125,200 over the 2021-23 biennium to provide enhanced support to the RDAs to assist Nevada small businesses navigate and thrive in a post pandemic environment.
- Restore travel and marketing authority for the 2021-23 biennium: To secure funds to restore GOED's marketing/traveling budget.
- New position – Digital Media Manager: To secure funding to promote Ms. Carli Smith to Digital Media Manager.
- Restore GOED's Film Office advertising/marketing and operating cost authority to FY 2020 levels for the 2021-23 biennium: To secure funding to restore GOED's Film office advertising and marketing operating cost.
- Extend Deployment of SkillsMatch Platform: Need funding to extend the current license for SkillsMatch platform for the period December 2021 to November 2022.
- Restore GOED's Workforce Innovations for a New Nevada (WINN) Fund Level: Need funding for WINN Program to support creation, customization, or expansion of workforce development training programs that impart the skills and talent needs by employers.
- Innovation Catalyst Program for small Nevada technology-based businesses: The Innovation Catalyst Program would grant up to \$70k to early-stage companies looking to demonstrate initial prototypes of new technologies demonstrating market demand.
- SBIR/STTR Phase I Matching Funds Program for small Nevada technology-based businesses: The Program would be designed to award matching funds to Nevada small businesses that have been awarded a Small Business Innovation Research Program or Small Business Technology Transfer Program (a Federal Program) Phase I award.
- A State-wide National Accelerator Program located in Nevada's two urban centers and eventually with a branch in rural Nevada: To create and provide operational expenditure support for a state-wide National Accelerator Program located in Nevada's two urban centers and eventually with a branch in rural Nevada.
- Funding for Nevada Main Street: Funding to the Nevada Main Street program goes directly to support communities and is matched with local public funding and private investment.
- Nevada Rural Development Center or Nevada Rural Development Council: To use the funding to establish a State Rural Development Center modeled after NC Rural Center and ideally formed as a non-profit. Or establish (less costly alternative) Rural Development Council.
- Regional Healthcare Access: To provide funding to create a Regional Healthcare Access and develop a statewide healthcare facilities map to identify healthcare facility "deserts" in Nevada. Also, to invest in healthcare facilities to enable in-state access to every Nevadan and partner with industry to locate healthcare facilities in areas that meet the needs of communities and industry. (Example: Mining industry – Golden Valley Medical Center)
- **Total Funding Ask: \$22,000,000**

RECOVERY & RESILIENCE

Southwest Supply Chain Coalition

- GOED's Deputy Director Mr. Kris Sanchez in partnership with On Track North America launched the Southwest Supply Chain Coalition. The purpose of the Coalition is to develop a regional approach to coordinating planning of and investment in the supply chain transportation infrastructure that serves the commercial activities of each jurisdiction, which are mutually dependent for the production, import, export, delivery, and utilization of goods.
- GOED and OnTrackNorthAmerica will work with counterparts in California, Utah, and Arizona to promote the Southwest Supply Chain Coalition. Landowners, developers, realtors, transportation and energy service providers, government agencies, economic development professionals, shippers, ocean carriers, legislators, regulators, planners, and local elected leaders are all expected to participate.
- The Southwest Supply Chain Coalition intends to create a breakthrough in multi-state, results-producing transportation planning. Economic development can then advance more sustainably, informed by productive engagement among each state's public agencies, port authorities, economic developers, business, communities, and transportation providers.

The Southern Nevada Strategic Infrastructure Development Working Group

- Mr. Sanchez is working with RCG Economics on preparing the working group final report. From February to July, the working group held monthly meetings to discuss the future of infrastructure development in southern Nevada. Mr. Sanchez and RCG Economics conducted over 30 interviews in conjunction with the working group meetings
- The working group brings the regions, organizations, and stakeholders together to identify infrastructure projects that will enhance the growth of new industries, support long-term sustainable job growth, and growth across sectors throughout the region. The working group originated out of the Nevada Governor's Office of Economic Development's (GOED) state plan for economic development: Recovery & Resilience, Nevada's Plan for the Future Beyond the Pandemic 2021.
- With the onset of COVID-19, Nevada faces one of its most challenging economic recoveries in state history. A recovery that will require new and innovative approaches to problem solving and collaboration statewide. The working group will identify, integrate, and enhance infrastructure development priorities, across southern Nevada that will serve as catalyst for regional economic diversification. A central theme for the working group will be to work toward technology, integration, and incorporation. Nevada must lead by embracing 21st Century technology platforms. More directly, Nevada's ability to lead and stay competitive is tied to how new technologies are integrated into infrastructure planning. We define infrastructure broadly to include: broadband, 5G telecommunications technology, computing power (data capture and storage), entrepreneur support, and more traditionally referenced assets such as roads and intermodal facilities.
- The primary goal of the working group is to strengthen, through infrastructure opportunities, southern Nevada's economy, provide new job opportunities, and to prepare southern Nevada for 21st Century development. The working group will produce a living document and accompanying matrix that clearly articulates an infrastructure development vision for southern Nevada, identifies the most important projects, establishes a timeline for development, includes benchmarks by which to measure success and signals to the public and private sector that the region is ready for investment.

Grants

- The Economic Development Administration released 7 notices of funding opportunities representing \$3 billion worth of federal grant opportunities. At the direction of the Governor, GOED submitted the Statewide Planning Grant which provides \$1 million in funding for statewide coordination of grant applications and program management.

WORKFORCE DEVELOPMENT

WINN Fund Activities

- Senate Bill 24 passed the 81st session on May 31, 2021, revising provisions governing the distribution and use of money provided to GOED for the WINN Fund. WINN Fund tools have been updated accordingly:
 - Prepared summary document, presented to workforce stakeholders
 - Updated pre-application, budget, and application forms
 - Prepared recommendation for GOED Board action to provide wage baseline
- GOED is partnering with the Nevada System of Higher Education on an upcoming workforce inventory of campuses. Deputy Director Mr. Potts and GOED's Director of Workforce Development Ms. Stacey Bostwick will utilize the data as a part of NSHE's Workforce and Talent Development Task Force. GOED will utilize the data for WINN strategy, along with a skill transferability data map to conduct Request for Information/Interest (RFI) to resource critical needs programs in this Biennium.
- Facilitated the biennial close out and tracking of equipment procured through WINN investments. GOED approved the retention of training program infrastructure in equipment valued at \$1.7mill.
- Extended performance and outcome reporting contracts with WNC and CSN through June 30, 2022.
- USDA invited the Director of Workforce Development to attend Rural Workforce Innovation Network workshops about the construction, clean energy, and rural healthcare industry
- Engaged in several emerging or evolving workforce training need discussions including agri/aquaculture, advanced manufacturing, healthcare, logistics and technology

Workforce Development Leadership

- Ms. Bostwick, in partnership with the Governor's Office of Workforce Innovation and Nevada Industry Excellence, hosted a Southern Nevada Manufacturing Forum to engage local employers so system partners can listen to their needs related to developing, training, attracting, and retaining talent. Several employers participated, providing critical feedback about the need for education around available credentials, workforce talent pipelines, as well supporting strategies for recruitment. A follow-up event to present valuable information on the state of the manufacturing workforce in southern Nevada, along with break out resource sharing about available talent pipeline programs, supports for recruiting and retaining talent and business development opportunities.
- GOED has continued to partner with the Governor's Office of Workforce Innovation to share the SkillsMatch platform with individuals needing resources in Nevada. Access to the site is continuously growing, helping increase the visibility of training programs and identifying rapid reemployment opportunities:
 - Over 3600 Nevadans have accessed the site
 - Nearly 500 Nevadans have researched courses or programs recommended to address skill gaps

- Nearly 2000 Nevadans have actively utilized the job listings
- Ms. Bostwick represents GOED and participates on the awarded NGA WIN grant State team along with representatives from the Governor's Office of Workforce Innovation, the Governor's Office of Science, Innovation and Technology, the Division of Welfare and Support Services, the Department of Employment, Training and Rehabilitation and the Nevada System of Higher Education. The peer network learning and planning opportunity has included resources in the following areas:
 - Advancing Career Pathways
 - Data Governance, Evaluation and Assessment
 - Increasing Engagement via Branding and Marketing
 - Defining Job Quality
 - Human-centered Design
 - Work-Based Learning
- Nevada's core team has engaged the project consultant and engagement vendor to accelerate the work.
- The Director of Workforce Development met with Nevada State College Workforce Development, with the introduction of a new Director

KNOWLEDGE FUND / BATTLE BORN GROWTH ESCALATOR

Knowledge Fund

- Mr. Karsten Heise, Director of Strategic Programs has been guiding and working with the three research universities on their Knowledge Fund projects for the current biennium. Being included in the Governor's Budget, the Knowledge Fund received a \$5M allocation at this year's legislative session. The contract with the University of Nevada, Reno (UNR) has been signed and features continued support for the universities Nevada Center for Applied Research, [NCAR](#). Its role as an applied research center is to provide industry, entrepreneurs and agencies access to the University's labs, equipment, and expertise. The contracts with the Desert Research Institute (DRI) and the University of Nevada, Las Vegas (UNLV) will be completed before the end of September. The project at DRI will develop a DRI-faculty based commercialization ecosystem for environmental technologies consisting of faculty fellowship programs and Small Business Innovation Research (SBIR) faculty-matching programs. The project at UNLV will develop an Applied Innovation Center for Southern Nevada through the creation of the Applied Research Collaborative (ARC) and Commercialization Initiative.

Project SANDI (Supporting and Advancing Nevada's Dislocated Individuals)

- Ms. Tammy Westergard, GOED's Project SANDI Coordinator joined the GOED-team from the Nevada State Library where she had been the Nevada State Librarian and Division Administrator at the Nevada State Library, Archives and Public Records prior to becoming the GOED Project SANDI Coordinator. Since 2014, Tammy has been working closely with Mr. Director of Strategic Programs, in developing novel ground-breaking and nationally recognized workforce development solutions & concepts leveraging Nevada's state, public, and academic libraries. Ms. Westergard is the recipient of the Nevada Library Association's 2020 Librarian of the Year Award. She is also a member of the American Library Association, Public Library Association, Nevada Library Association, Association of Records Managers and Administrators, and Beta Phi Mu International Library & Information Studies Honor Society. She also serves as an International Advisory Board Member for the Vaclav Havel Library Foundation.

- Ms. Westergard, GOED's Project SANDI Coordinator led an intensive 3 ½ hrs. SANDI Grant Systems Training session for over 100 OneStop career counselors on August 19th.
- Mr. Heise and Ms. Westergard led a presentation to the Nevada Board of Regents on Project SANDI with an emphasis on partnerships with NSHE community colleges established through the grant that will utilize virtual reality (VR) and 3D interactive training tools focused on short-term industry credentials to reskill and upskill students for jobs in STEM fields. After the meeting a VR-demonstration was made available at each of the three sites in Elko, Las Vegas, and Reno.
- Ms. Westergard, and Mr. Heise, Director of Strategic Programs, co-authored the [cover paper](#) of *Computers in Libraries* July/ August 2021 together with Dr. Tod Colgrove, Director of the Carson City Library, following their March workshop at the Computers in Libraries Annual Conference. The paper presents a real-world use-case engaging middle-school kids for skill development for Industry 4.0. through the public library.

SSBCI 1.0 Venture Capital Program *Battle Born Growth Escalator*

- Mr. Heise and Ms. Patricia Herzog, Director Rural Economic and Community Development, who are the SSBCI program managers for Venture Capital and Collateral Support respectively are continuing to develop the GOED-led Nevada SSBCI 2.0 application.
- Mr. Heise gave a presentation on Nevada's SSBCI program at National Governor's Association's webinar "Entrepreneurship Initiatives for Recovery and Growth: States Providing Access to Capital."
- Mr. Heise gave a presentation on Nevada's SSBCI program at the Nevada Banker Roundtable on "Supporting Minority-Owned Small Businesses" organized by the San Francisco Federal Reserve and the Nevada Bankers Association.
- Battle Born Growth Escalator, Nevada's Venture Capital Program under the State Small Business Credit Initiative (SSBCI) participated in [SemiExact](#)'s recent funding round. GOED issued a [press release](#) on August 10, 2021. Semi Exact, a custom furniture company, in Minden, Nev., is creating a new category in the consumer goods market that changes the way people think about making, purchasing, and enjoying furniture. In addition to Battle Born, the company received other strong local investor support from local investors Reno Seed Fund, a leading Nevada Angel fund.
- Battle Born Growth Escalator, Nevada's Venture Capital Program under the State Small Business Credit Initiative (SSBCI) participated in portfolio company [Outlaw Soap](#) most recent Series A. round. Outlaw Soaps is a Sparks, NV based personal care product company that is capitalizing on a resurgence in the male grooming market, and on consumers' demand for clean beauty. The Company was founded by a husband-and-wife team with experience in building digital brands at Oprah.com, and with building startups. The team relocated from California to Northern Nevada in early 2020, ahead of Battle Born's first investment.
- Battle Born Growth Escalator, Nevada's Venture Capital Program under the State Small Business Credit Initiative (SSBCI) participated in portfolio company [TuBiomics](#) recent Series Seed 3 funding round. TuBiomics is a DRI-spinout and a direct result of a Knowledge Fund project. It is focused on developing organic crop protection products for the global agriculture industry.

Other Areas – PTAC

- Mr. Heise supported GOED's Procurement Technical Assistance Center (PTAC) with a webinar-presentation highlighting the Knowledge Fund's support for small technology-based businesses through Applied Research Centers as well as the SAGE program. Mr. Heise also gave an introduction on Nevada State Small Business Capital Initiative (SSBCI) including an outlook of SSBCI 2.0 in 2022.

INTERNATIONAL TRADE

STEP 9 Closure and New SBA Award for Export Promotion of Nevada's Small Companies

- Due to GOED's success in assisting Nevada businesses utilizing STEP, the SBA has awarded Nevada with additional funding in the amount of \$250,000 for STEP 9 Year 2, bringing the STEP 9 award to almost \$400,000, while the total funding to GOED since 2011 is close to \$2 million. This is the largest STEP award Nevada has received for a one-year grant cycle since the state's involvement with the SBA grant.
- Nevada will be again first in the nation to close out the STEP 9 Year 1 award grant with 100 percent utilization over a 1-year period marking it as the best usage year to date. In only the last 10 months, the GOED team has been able to successfully close 3 STEP grants, for the first time reaching 100% funds utilization rate for STEP 7, STEP 8, and STEP 9 Year 1 funds. Nevada was the first in the US to close STEP 8 & 9 grants.

North America – CEE Summit with Nevada's Investor Award

- GOED ID Team attended the hybrid North American – CEE Investment Awards 2021, June 16-17 in Warsaw, Poland. During the event, GOED received an award for Nevada as the Top U.S. State for Investors from Central and Eastern Europe. This summit offered an amazing opportunity to showcase Nevada as a top tiered location for Central Eastern European investment. During the event, a virtual Nevada Business Roundtable was also hosted, giving 10 Nevada businesses and business support institutions the opportunity to speak about their companies, experiences doing business in the state, as well as network with companies from the CEE region. Once the dates for the North America – CEE Investment Awards **2022** are announced with full safety precautions in place as well as unrestricted travel, GOED is hoping to be able to send a delegation of Nevada business to Europe to participate, in person.

Meetings with Potential Investors

- Following the SelectUSA Investment Summit, numerous international companies interested in Nevada have reached out to GOED-ID. The companies have come from countries such as: Canada, Chile, Finland, Ireland, Israel, Peru, Poland, Ukraine, and the United Kingdom. Once such company from Israel has already participated in multiple meetings with the GOED-ID Team, Business Development Team, has visited Nevada, and has already decided to visit Nevada again in October. GOED ID also assisted a Polish fintech company move to Nevada in partnership with BA Platinum International, based in Reno, in Q2. The company has already hired one employee from Nevada and is currently searching for a US manager to be located in Northern part of the state.

Governor Sisolak & Marshal of Mazowieckie Voivodship Sign the Letter of Intent on Economic Collaboration Between Nevada and Mazovia

- Due to the current Letter of Intent between Nevada and Mazovia expiring in September 2021, GOED negotiated the extension of the period of validity by another 3 years. This will allow GOED ID to continue collaboration including the Start from Mazovia & Nevada Global joint immersion program which aims to introduce the most innovative companies from Mazovia Voivodship (one of the most developed and high-growth CEE regions) to Nevada's entrepreneurial ecosystem.
- The Mazowieckie Voivodship has emerged as one of the fastest developing regions in the European Union and is also the strongest economic region in Poland (22% of the Polish GDP). Mazovia is also one of the major,

regional partners for Nevada. Mazowieckie Voivodeship and the State of Nevada have developed their cooperation through involving start-up businesses from the Mazowieckie Voivodeship, i.e., the winners of "Start from Mazovia" Competition, into the Acceleration Program in Nevada, prepared by GOED under the Nevada Global platform. The first group of Mazovian companies visited Carson City, Reno, and Las Vegas in October 2019. Because of COVID-19, both parties decided to postpone the next editions of the program till 2022, when Mazovia companies will visit Nevada again.

Promotion of Japanese Digital Initiative and Michael's Address to Japanese Investors

- As mentioned in the previous Director's Report, JETRO launched their new home page that aims to give information about the business environments and investment opportunities in each state. Nevada participated by recording a presentation about the benefits of doing business in Nevada delivered by Ms. Melanie Sheldon, Director of Business Development – South, GOED, Dr. Pawel Pietrasienski, Director of International Trade, GOED, and Ms. Dijana Mitrovic, International Business Coordinator, GOED as presenters. The leadership message was delivered by GOED Executive Director, Mr. Michael Brown. In the beginning of August, this new home page went live with Nevada being 1 of 18 states highlighted for its investment environment.

Building Bridges Between Foreign Missions and States' Economic Development Organizations

- On August 24th GOED Executive Director, Michael Brown, participated as a speaker for the Zoom seminar, Building Bridges with Economic Development. This seminar was geared towards Consuls General and their trade offices which cover Western part of the U.S., to help them answer questions such how to engage the state governments in trade missions, identify potential business partners for their country, how to assist businesses from their country expand to the US and bring trade delegations to the state. Mr. Brown was joined by the Secretary of Commerce for Rhode Island, the President and CEO of the Arizona Commerce Authority, the President and CEO of the World Trade Center Utah, and the former Executive Director of the Utah Governor's Office of Economic Development. The State Economic Development Executives (SEDE) Network and GOED International Division through diplomatic channels actively promoted the event which had an overall turnout of over 70 people representing 33 countries.

GOED Active Participation in A Global Innofac Show in Las Vegas

- June 8-9, the GOED Director of International Trade, Dr. Pawel Pietrasienski, participated in the Innofac Show, a collaborative conference that focused on the exchange of information regarding innovation within the sector of hospitality. Innofac, as a session-based event, invited leaders, experts, speakers, and innovators to present on a wide variety of topics to question norms and embrace the future. The Director of International Trade spoke in this two-day event alongside 44 speakers who were representatives from several state and country governments, technology experts, CEOs, professors, and more. 1243 additional delegates from around the world were present at this event among the 13 different sessions, made possible through the virtual format. Dr. Pietrasienski's session focused on the decline of international business-based travel due to the COVID-19 Pandemic. He also offered insight about how Nevada can create more resilience in the future by amplifying new ideas about how to spur business travel while also diversifying the hospitality industry in Las Vegas.

Biannual Meeting GOED ID And U.S. Department of Commerce and Trade Winds Consultation

- GOED ID and Department of Commerce - US Commercial Service in Nevada organized bi-annual meeting and discussed ongoing and future projects, including STEP grant cooperation, GOED led trade missions and Trade Winds 2022, MINExpo and upcoming international trade shows held in Las Vegas, and President's E award ceremony. After the initial conversations surrounding Trade Winds 2022, the Department of Commerce (DoC) and GOED held consultations to discuss Nevada's participation in the March 2-10, portion of the trade mission. This will be the first time that Nevada will be participating in the Trade Winds as well as leading a Nevada delegation for the event. The largest U.S. government-led trade mission and business development forum will

be organized in Dubai, UAE, with possible stops in Algeria, Israel, Morocco, Qatar, Saudi Arabia, Egypt, and Kuwait. It will feature meetings with U.S. commercial diplomats from over 20 countries in the Middle East, North Africa, and Sub-Saharan Africa, conference programming, networking, and participation in Expo Dubai. GOED ID has already started recruitment of Nevada companies and educational institutions to join the trade mission.

10th U.S. – Taiwan Business Day

- Director Mr. Michael Brown participated in the organization of the 10th U.S. Taiwan Business Day by recording opening remarks for the event. The virtual forum is co-hosted by the Ministry of Economic Affairs, Taiwan External Trade Development Council, American Institute in Taiwan, and American State Offices Association. A business-matching event for both Taiwan and US industries will be held on October 4-5 and will feature topics such as industrial supply chain cooperation between Taiwan and the US and business opportunities for US infrastructure projects. In addition, this event will feature one-on-one business meetings to generate business cooperation for both countries' industries.

Nevada Export Internship Initiative in Collaboration with UNLV

- GOED ID entered into a partnership agreement with UNLV Lee Business School to collaborate on a competitive grant UNLV has requested from U.S. Department of Education (\$150,000 over a two-year period with an equal match of UNLV resources) with no financial contributions from GOED. If awarded, under the Nevada Export Internship Initiative, UNLV will develop an export intern program and subsidize students' participation in this internship program. GOED ID will provide input regarding: the development of the course; facilitating feedback from participating employers; promotion of the opportunity to participate in the export-intern program among Nevada-based exporters, especially those classified as socially and economically disadvantaged business communities, such as rural, women-owned, veteran, and minority-owned businesses; and refer companies seeking assistance in export development to the program.

SIDO Training

- From August 16-18, 2021, GOED-ID participated virtually in the SIDO Best Practices & Training Forum that was held both digitally and in person in Detroit, Michigan. The three-day event featured insights on the USMCA after being in place for one year, discussions on how states have adjusted their operations and programs during the pandemic, updates on the current trade environments and market opportunities in other countries, discussions on lessons learned and best practices for state virtual trade events and virtual investment attraction, and best practices on utilization of STEP grants and outreach to underserved businesses. The conference was attended by the GOED Director of International Trade, Mr. Pawel Pietrasinski, International Business Development Coordinator, Ms. Dijana Mitrovic, and International Business Development Specialist, Ms. Sam Cline. GOED ID virtually met with the U.S. SBA STEP Team – talks were focused on export promotion strategies during COVID-19 era requiring – among other things – a digitalization of export support instruments.

RURAL / MINING

Rural, Economic and Community Development

CDBG-CV:

- CDBG-CV Allocation #3 was announced on November 5th. Allocation #3 applications closed April 27. Advisory As part of the CARES Act, Nevada received three allocations of CDBG-CV funding totaling \$14,488,197. As of this report, GOED staff have allocated \$13,839,187.60. The remaining \$650,000 is allocated to for construction project contingencies due to rising costs of construction for projects in Mineral County, Esmeralda County, and the City of Wells CDBG-CV grants awarded.

- CDBG-CV Round 3 Project highlight: Rural Business Assistance Program. Applicant: City of Wells (Ms. Jolene Supp, grant administrator). Subrecipient: Audacity Institute (Dr. Kelly Northridge and Danielle Rees, founders). The Nevada Governor's Office of Economic Development (GOED) awarded Community Development Block Grant CARES Act (CDBG-CV) funds to the City of Wells and the Audacity Institute to provide \$500,000 in grant relief to small businesses in Rural Nevada impacted by COVID-19. The Audacity Institute is accepting applications for the Rural Business Assistance Program (RuBA). Participants in the RuBA program will receive loans that will be forgiven upon completion of a nine-month online business training and mentorship program through the Audacity Institute.
- GOED awarded a Community Development Block Grant CARES Act (CDBG-CV) to the City of Wells and the Audacity Institute to help launch, grow, and provide COVID-19 relief to small businesses in Rural Nevada. RuBA will provide up to \$25,000 in funding to existing and new businesses.
- Qualified applications:
 - Have a business or business idea with less than \$2 million in annual sales.
 - Be based in rural Nevada (which excludes the City of Reno, City of Sparks, and Clark County).
 - Have been impacted by COVID-19.

As of August 25, Total Requested Assistance: \$ 3,045,037

Applications Submitted in the first 10 days = 134

The online application closed on September 3 at 11:59 p.m. Applications were accepted in English and Spanish at www.RubaNV.com.

CDBG

- Administering 82 open grants (32 CDBG, 50 CDBG-CV).
- Nevada is hosting the 2021 Council of State Community Development Agencies (COSCDA), September 27-30. This is a national conference for state community development agencies that oversee HUD programs (CDBG, HOME, HOPWA, ESG). Special guest presenters included Governor Sisolak, Treasurer Zach Conine, and Director Michael Brown.
- Recovery Housing Program (RHP) was authorized under Section 8071 of the Support for Patients and Communities (SUPPORT) Act. Nevada is one of 25 states that received funding for RHP. Funds are used to provide stable, transitional housing for individuals in recovery from a substance-use disorder. Nevada funding: \$847,000 (2020) and \$773,125 (2021). Annual Action Plan due to HUD extended to 12/31/2021. Coordinating this funding with Department of Health and Human Services and the Housing Division.

Nevada Main Street:

- Bi-weekly Nevada Main Street calls continue. On September 2, Mr. Marcel F. Schaerer, Deputy Director Department of Business & Industry joined the call to share resources for small businesses with communities and partner agencies.
- Discussion held with Washoe County Commissioner, Ms. Alexis Hill, and Incline Village community leaders on Nevada Main Street program.

SSBCI - Collateral Support Program:

- 2 Loans pending in September
- Continue SSBCI 2.0 program development with Mr. Heise.

Mining:

- Nevada Gold Mines (NGM) I-80 Fund Loan Committee
- The Loan committee meets monthly to review applications. NGM has established a \$5 million loan fund to support small businesses along I-80 from Humboldt County to Elko County.
- RNDC administers the loan program.
- Nevada Gold Mines Broadband (NGM) Project – groundbreaking on Anthem Broadband held in Elko 8/23/2021
 - Partnership with Anthem Broadband to bring fiber-based, affordable, and scalable broadband internet services to Elko, Spring Creek, and Lamoille.
 - Funding (\$36M):
 - \$10M – I-80 Fund small business loan program
 - \$20M – Heritage Fund Endowment – benefits communities after NGM cease operations
 - \$6M – Anthem to source
 - Anthem's bank has sent confirmation that they will fund the completed assets for \$36M, enabling Anthem to pay NGM loans back within 24 months
 - 1G – 10G for customers
 - Local contractor will install fiber
 - Every household is eligible for the service
 - Schedule leverages 22 primary sectors defined in the project
 - Homes will be connected as fiber is laid, no connection fee

Miscellaneous outreach:

- SBA Community Navigator grant: Application sponsor StartUpNV, deadline: 7/23. If awarded will provide funding for Main Street communities and NNRDA. Expected start date: 10/2021
- USDA RISE grant: Application sponsor City of Wells, deadline 8/6. If awarded will fund construction of an innovation center at the historic El Rancho building. Partners: City of Wells, StartUpNV, NNRDA, UNR, GOED, and Guinn Center. Expected start date: 10/2021
- Rural Pitch Day: next planning meeting 8/19. Looking at a hybrid event with multiple in person locations and virtual. Event date: 11/5/2021
- Travel Nevada: provided support on the recovery committee and RFP review committee for Latin market proposals.
- Nevada Resiliency Advisory Council – nonvoting member
- Transportation Planning Advisory Committee

PROCUREMENT TECHNICAL ASSISTANCE CENTER (PTAC)

Nevada PTAC:

- Since before and after the start of the COVID-19 pandemic, the Nevada Procurement Technical Assistance Center (PTAC) continues to be a regular participant of the State of Nevada Department of Business & Industry (B&I)-led Small Business Roundtable Discussion meetings.
- On August 10, 2021, B&I featured the Nevada PTAC in its electronic publication "Business & 'I' – Business Advocacy – News from the Department of Business & Industry."
- Around since the 1980s, the PTAC continues to offer and provide government contracting opportunity-related virtual training such as webinars or webinar participation to resource partners' small business clients, in order for them to consider diversifying their revenue sources by selling their goods and/or services in the public sector (i.e., local, state, and federal government agencies and government prime contractors inside or outside of Nevada) and competing for contracts and/or subcontracts. Government contracts and subcontracts help Nevada businesses scale and create jobs, keep jobs, and diversify the economy, and businesses work to fulfill their respective missions, while helping government agencies and their prime contractors meet their organizational missions.
 - On September 9, 2021, the PTAC Director conducted a virtual outreach presentation about the PTAC program during a virtual event for Native American-owned businesses in Nevada. The event was the result of constant collaboration between representatives from the U.S. Navy's Office of Small Business Programs, Naval Air Station Fallon, the U.S. Small Business Administration, and the American Indian Chamber Education Fund PTAC.
- On June 7, 2021, the PTAC Director was featured on Las Vegas radio station KCEP 88.1 FM for the Commerce First Radio Show co-hosted by representatives Marcel Schaerer of B&I and Kathleen Taylor of Nevada Women's Business Center. The Director and the co-hosts had a conversation about government contracting and subcontracting.
- On July 31, 2021, the Nevada PTAC had a representative staff an outreach table at the Urban Chamber of Commerce's Business Pitch Competition event held in Las Vegas.
- The PTAC continues to teach as well as counsel its clients about local, state, and federal government contracting and subcontracting on a one-on-one basis through remote means such as using the phone, email, and both videoconferencing and webinar capabilities.
- Since June 7, 2021, the PTAC has issued email campaigns to its stakeholders for the following (many of which were shared further by GOED Communications via social media and/or by the PTAC's small business resource partners):
 - PTAC-Nevada Small Business Development Center (SBDC) co-sponsored monthly virtual training on government contracting and subcontracting topics
 - the June 9, 2021, and July 1, 2021, PTAC-led webinars: resources for veteran-owned businesses
 - the June 16, 2021, and July 8, 2021, PTAC-led webinars: common misconceptions in government contracting
 - the June 23 and 24, 2021 and July 14 and 15, 2021 PTAC-led webinars: creating a winning capabilities statement

- the August 25, 2021, PTAC-led webinar: "GOED: PTAC, Sierra Accelerator for Growth & Entrepreneurship (SAGE), and State Small Business Credit Initiatives (SSBCI) 2.0 Program Overview Training" that featured Karsten Heise, Director of Strategic Programs, GOED
- The June 16, 2021, National Aeronautics and Space Administration's (NASA's) virtual event on helping small businesses navigate the federal contracting process with NASA
- The Bureau of Land Management's (BLM's) solicitation regarding off-range pastures for wild horses and burros was released via SAM.gov; the announcement was shared as requested by the BLM
- The June 17, 2021, National Defense Industrial Association (NDIA)-Southern Nevada Chapter's virtual event regarding U.S. Department of Defense-related cybersecurity maturity model certification
- The July 23, 2021, PTAC-sponsored networking e-meeting for architecture-, engineering-, and construction-oriented Nevada businesses, as the companies network to potentially team up and pursue government-related business opportunities
- Annual National PTAC Day will be celebrated on September 15, 2021
- MKD Construction, Inc. (MKD), a government contractor, looking for Nevada companies that sell specific goods and/or services to be either a subcontractor and/or a supplier to MKD for a City of South Lake Tahoe project
- The PTAC has been continuing to disseminate its monthly e-newsletter, which has included information regarding, but not limited to, the following:
 - COVID-19 Nevada Business Recovery Resources-related information via B&I's website
 - PTAC client success stories about contract and/or subcontract award wins
 - PTAC client, Vision Control Associates of Nevada, Inc., is a certified woman-owned small business. The company specializes in providing audio, video, surveillance, network, and software integration services.
 - The business was awarded its latest Purchase Order (PO) by the 99th Contracting Squadron, Nellis Air Force Base. Based on the PO award, the company retained two full-time jobs and created one part-time job.
 - PTAC client, Cubicall, is a small business engaged in designing and manufacturing prefabricated modular office privacy and healthcare pods, including phone booths, meeting rooms, examination pods, isolation rooms, and custom barriers and partitions.
 - The company was awarded its first federal government PO by the U.S. Department of Health and Human Services, Indian Health Service. Based on the PO award, the business was able to keep two full-time jobs and create two temporary jobs.
 - PTAC client, Live Electric, Inc., is a woman-owned small business, certified Nevada Local Emerging Small Business, certified disadvantaged business enterprise/small business enterprise. The company is engaged in providing a myriad of electrical services, including commercial electrical and industrial electrical.
 - The business was awarded a subcontract by U.S. Department of Veterans Affairs prime contractor BeXar – Advanced Solutions Group; a subcontract by Clark County prime contractor Cobblestone Construction; a subcontract by

Clark County prime contractor Foxy Construction; a subcontract by Clark County prime contractor SHF International; and a subcontract by Nevada System of Higher Education, University of Nevada, Las Vegas, prime contractor Cobblestone Construction. Based on the subcontract awards, the company was able to create three full-time jobs, retain five full-time jobs, and create one temporary job.

- PTAC client, Calex Enterprises, Inc., is a certified woman-owned business, economically disadvantaged woman-owned small business, and certified Nevada Local Emerging Small Business. The company's competencies include transportation, travel, non-scheduled air charter flights, and other business-related services.
 - The company was awarded its second and third federal government prime contracts in less than four months. The second one is from the U.S. Department of the Interior, while the third one is from the National Oceanic and Atmospheric Administration. Based on the contract awards, the business was able to create four full-time jobs, keep three full-time jobs, and create two part-time jobs.
- PTAC client, LCE Newport Beach, Inc., is a minority-owned, U.S. Department of Veterans Affairs (VA)-verified service-disabled veteran-owned small business that provides a myriad of services and products, including cybersecurity and information technology services, satellite communication services, healthcare technology and healthcare products, building repair, maintenance and installation, supply chain management, and order and logistics management services.
 - The business was awarded its latest contract by the VA. Based on the contract award, the company was able to create two full-time jobs, retain three full-time jobs, create three part-time jobs, keep two part-time jobs, create one temporary job, and retain one temporary job.
- Website links to local, state, and federal government contracting opportunities and subcontracting opportunities under government prime contractors, all of which contain formal COVID-19 and non-COVID-19 related solicitations (e.g., Request for Proposal, Invitation for Bid, etc.) for companies to review, narrow down and target, and compete to win contract and/or subcontract awards
- Upcoming PTAC-led, no-charge webinars and links to recordings of past PTAC webinars
- GOED was awarded another cost sharing cooperative agreement by the U.S. Department of Defense/Defense Logistics Agency (DLA) to continue with PTAC operations for the program year August 1, 2021 – July 31, 2022.
- Per its cooperative agreement for the program year August 1, 2020 – July 31, 2021, with DLA, the PTAC reported on performance metrics, on a cumulative basis, that include but are not limited to, the aggregate total of a subset of active clients' government-related contracts and subcontracts and the overall total of procurement outreach-related events. The following metrics were provided to federal and state personnel for the interim period August 1, 2020 – June 30, 2021: (a) \$295,431,407 total of a subset of active clients' contract awards with local, state, and federal government agencies and subcontract awards with government prime contractors (all inside and outside of Nevada), and (b) participation in 31 outreach events. According to DLA, which helps to fund the PTAC with federal dollars to ensure complete alignment with GOED in helping Nevada for-profit businesses, especially the small businesses, pursue government-related procurements at all levels of government, the federal agency shared in November

2020 that \$49,764 is the equivalent of one job (DLA's source is the U.S. Bureau of Labor Statistics). Therefore, the \$295,431,407 amount is the equivalent of about (c) 5,937 jobs.

- For the period from August 1, 2020 – September 9, 2021, a total of about 345 business representatives attended statewide PTAC webinars that were conducted in real-time. These government contracting-related webinars led by the PTAC are part of an educational series co-sponsored by the PTAC in collaboration with the Nevada Small Business Development Center. These webinars are separate from the ones that the PTAC conducts, or participates in, for other small business resource partners.

NEVADA FILM OFFICE (NFO)

- As of September 10, 2021, the status of In Progress Productions for the Nevada Film Tax Incentive is summarized below:

Production Title	Total Budget	NV Direct Expenses	Out of State Payroll in NV	NV Resident Payroll	Total Payroll	Total Nevada	Total FTES	NV FTES	Approved Incentive	Status
In Progress Productions										
7 Days Alive Eps 13-18	\$ 2,280,000	\$ 1,259,666	\$ 390,653	\$ 501,217	\$ 891,870	\$ 1,783,151	22.9	12.9	\$ 355,962	Filming Completed
Untitled Bleacher Report	\$ 4,849,456	\$ 928,735	\$ -	\$ 2,777,227	\$ 2,777,227	\$ 3,575,429	18.0	18.0	\$ 715,212	Audit in Process
Live with Kelly and Ryan Las Vegas	\$ 2,259,617	\$ 691,030	\$ 1,039,015	\$ 177,450	\$ 1,216,465	\$ 1,907,495	2.1	1.0	\$ 350,329	Audit in Process
Divorzio a Las Vegas	\$ 2,087,507	\$ 458,461	\$ 432,739	\$ 546,627	\$ 979,366	\$ 1,437,827	6.6	5.2	\$ 274,583	Audit in Process
Love Island - Season 2	\$ 27,356,400	\$10,249,497	\$ 7,646,825	\$ 4,186,658	\$ 11,833,483	\$ 16,410,308	104.0	54.4	\$ 3,222,837	Audit in Process
Blowback	\$ 634,313	\$ 203,958	\$ 116,254	\$ 262,601	\$ 378,855	\$ 545,094	7.3	4.8	\$ 105,531	Audit in Process
My Magic Johnson	\$ 5,598,441	\$ 1,449,462	\$ 1,187,848	\$ 2,242,894	\$ 3,430,742	\$ 4,880,204	30.4	27.3	\$ 940,405	Application Approved
The Real Magic Mike	\$ 14,447,102	\$ 6,325,444	\$ 957,563	\$ 3,334,796	\$ 4,292,359	\$ 10,617,803	36.5	25.5	\$ 2,094,834	Application Approved
BattleBots, Season 6	\$ 10,431,906	\$ 4,321,474	\$ 1,746,477	\$ 1,474,277	\$ 3,220,754	\$ 7,542,228	22.0	8.8	\$ 1,456,051	Application Approved
Next Level Chef	\$ 19,295,851	\$ 8,240,160	\$ 2,151,808	\$ 3,056,605	\$ 5,208,413	\$ 13,448,573	41.5	27.1	\$ 2,625,160	Application Approved
Prisoner's Daughter	\$ 5,073,119	\$ 1,403,596	\$ 1,139,288	\$ 1,224,990	\$ 2,364,278	\$ 3,767,874	25.0	16.3	\$ 719,396	Application Approved
TOTAL	\$ 94,313,712	\$35,531,483	\$ 16,808,470	\$19,785,342	\$ 36,593,812	\$ 65,915,986	316.3	201.3	\$12,860,300	

- The NFO has since March of 2020 been responding to COVID by providing information and resources to the production community during this time. Facilitating and providing guidance to productions on safe set protocols and additional resources to maintain limited production during this time in accordance with state mandated compliance protocols. We are actively working with the community to keep the industry producing content.
- The NFO is currently working with several independent film productions in Las Vegas. Uncertainty in other jurisdictions has created opportunities for several films to be produced in Nevada that otherwise may have filmed in other states. Maintaining safe sets is a priority for productions, and Nevada offers an attract alternative to other locations.
- The series HACKS on HBO Max recently premiered in May and won 15 Emmy Nominations. This series follows a Las Vegas Entertainer and filmed partially in Las Vegas, highlighting the destination, and creating production employment and local spending.
- Ms. Danette Tull, Resource Coordinator, NFO represented Nevada and attended the Cordillera International Film Festival in Reno/Tahoe engaging the community and visiting producers/directors/executives from across the county.
- Our lack of adequate infrastructure in stages/studios continues to prevent us from capturing the full impact of these productions to hire and training local crew members and support local small businesses and vendors. This challenge continues to be our focus moving forward to realize the full economic benefit of the media/content industry.

- Several all-new digital stages have opened recently in Southern Nevada, with more in the conceptual stage of development. The need for content production from live events, conventions, meetings, seminars, and training centers continues to grow year over year.

HEALTHCARE INDUSTRY

- GOED Healthcare Industry Specialist, Mr. Vance Farrow, is working to expand primary care access points throughout Nevada. Working with various municipalities, four new clinics will be expanding to provide quality care for Nevadans in our most medically underserved areas. These clinics will be applying for federal assistance to become Federally Qualified Health Centers during the next New Access Point grant cycle.
- Mr. Farrow has been invited to serve on the Sub-committee of the Nevada Patient Protection Commission. This group was formed to create innovative public policy solutions to increase access to affordable, quality health care. Collectively, the Sub-committee and the Commission will provide recommendations to: 1) Develop a statewide health care cost growth benchmark; 2) Calculate and analyze statewide health care cost growth; and 3) Analyze drivers of health care cost growth.
- Mr. Farrow chairs the Nevada Partners ***'Promise Neighborhood Healthy Children, Families & Communities Pillar'*** addressing underserved Nevada residents of Las Vegas and North Las Vegas. Combining this role with his membership on the ***Immunize Nevada Flu and Covid-19 Task Force***, events have been taking place to reenact Covid-19 testing and vaccinations. Thus far in 2021, and in coordination with community stakeholders and employers, over 800 Covid vaccinations have been administered during weekly clinics hosted at Nevada Partners. An additional 6,590 Nevadans have received support services via community outreach events. Radio shows, townhalls, and webinars have also been implemented throughout the season to educate the public and are being administered by key stakeholder groups free to providers and interested Nevadans.

STAFF ANNOUCEMENTS

- Ms. Erin Hasty joined GOED as the Strategic Programs Advisor in Las Vegas. Before joining GOED, Ms. Hasty was appointed Acting Administrator of the Office of Grant Procurement, Coordination and Management (Nevada Grant Office) in January 2021. Prior to becoming Acting Administrator, she served as a Senior Executive Grant Analyst and Executive Grant Analyst where she assisted state agencies, local government, and non-profit organizations in seeking federal funding for grant programs providing direct services to communities.
- Ms. Westergard joined GOED as the Project Coordinator for the US Department of Education's Reimagine Workforce Preparation Grant Program in our Carson City office. Ms. Westergard has advanced job recovery, STEM learning, career credentialing, and workforce training adapted to Nevada's economic needs. Her work to modernize workforce programs through deployment of virtual reality resources has led to grant funding for new job seeker services.