

To: GOED Board Members
From: Director Michael Brown
Date: March 17, 2022
Subject: Director's Report



ECONOMIC DEVELOPMENT

Regional Development Authority Video Conference Calls

- GOED continues to lead regular video conference calls with our Regional Development Authority (RDA) partners. 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 situation associated with the COVID pandemic. More recently they have focused on supporting the Governor's office in managing the pandemic, the distribution of ARP dollars, addressing affordable housing, and economic and workforce development. We were honored to have a number of outstanding guest speakers over the most recent quarter including:
 - A Meet & Greet with Lieutenant Governor Lisa Cano Burkhead
 - A Meet & Greet with Ms. Sheba Person-Whitley the newly appointed Seattle Regional Director with the U.S. Department of Commerce Economic Development Administration (EDA)
 - Director David Bobzien with the Governor's Office of Energy discussing his agencies programs and priorities
 - Director Brian Mitchell with the Governor's Office of Science, Innovation and Technology providing a broadband infrastructure update
 - Dr. Fred Steinmann with the UNR Center for Economic Development discussing Nevada's EDA Indigenous Communities grant
 - An update on Nevada's aridity issues with Dave Johnson, Deputy General Manager of Operations for the Southern Nevada Water Authority

Economic Advisory Council Calls

- 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 report with updated forecasts is provided to brief the Governor's Office and state leadership. Below is a recent example of this one-page summary. Please let us know if you'd like to be on the distribution list of this report.

Occupational Mapping Research Papers

- Over the last several months Ms. Chelsea Walburg, Research Manager, GOED, has produced extensive Occupation Mapping reports for the Health Care (434 pp.), Manufacturing (301 pp.), Logistics (140 pp.), and Information Systems (219 pp.) sectors. These reports were compiled to help researchers, leaders in education, and State leaders to answer difficult supply and demand question in these key sectors. As the mapping reports were completed, they have been presented and/or shared with various groups and stakeholders in the State. In the future, these reports will be updated on an annual basis to incorporate feedback from the community and to keep the data current.

Other Northern GOED office activities, projects, and community engagement

- Entertained a number of press requests and media interviews including a recent Q-and-A with Nevada GOED Deputy Director Bob Potts by the Northern Nevada Business Weekly.
- Made numerous presentations and public appearances including a recent update to a national water reuse conference on economic recovery in the state and the critical importance water management plays in our ability grow our economies and keep them resilient.
- Supported and participated in a number of Regional Development Authority events including:
 - NNDA's Annual State of the Counties event
 - EDAWN's State of the Economy in Northern Nevada Economic Update Luncheon
 - LVGEA's State of Economic Development 2022 event
- Participating in the University Cooperative Extension Council Meetings and providing regular economic briefings on their monthly Ag Outlook video calls.
- Regular collaboration with the Nevada Division of State Lands in leveraging state land assets for economic development priorities.

Nevada Governor's Office of
ECONOMIC DEVELOPMENT

ECONOMIST CALL

MEETING HIGHLIGHTS
March 3, 2022

- With the annual benchmark now complete, employment numbers were revised upward nearly 50,000 by the end of 2021. The majority of this revision occurred in the Accommodation and Food Services sector. As of January, the Accommodation and Food services industry is now down only 38,900 – a significant change from the previously reported 63,900 job deficit in the recession. With the upward revision, this sector is now 79.4 percent recovered from the recession. However, it is still estimated that much of the lost employment will be slow to recover or not return at all.
- Post benchmark, Nevada's unemployment rate is down to 5.2 percent, returning Nevada to a relatively normal level of unemployment. Further, Nevada no longer holds the number one spot for unemployment in the Nation.
- For the 11th consecutive month, gaming win came in over one billion dollars, with January totaling \$1.08 billion. Although February is a short month, early indicators suggest February gaming win will continue with the trend over the past year.
- Total net tax collections for FY 2022 YTD came in at \$632 million (or 30.7 percent) higher than they were compared to the same period (FY 2021 YTD) a year ago. Further, total net collections are \$531.5 million (or 24.6 percent) above the May 2021 Economic Forum forecast, adjusted for legislative actions and MBT court decision. This measure is based on the GFO Budget's Fiscal Year YTD tracking method.

UNEMPLOYMENT RATE

The current January 2022 State unemployment rate stands at 5.2%. The most likely consensus expectations are that the unemployment rate will decrease to 5.1% by March 2022, and to 4.8% by July 2022.

JOB GROWTH

As of January, State employment counts are 1.7% below what they were in February 2020. Job counts are expected to be down 1.1% by March 2022, and be fully recovered in July 2022.

VISITOR VOLUME GROWTH

In September, the 12-month trailing average of visitor volume was 32.4% below just before the pandemic began. Improvements are then expected with growth rates of -22.3% in December, -16.8% in March 2022, and -10.8% by July 2022.

TAXABLE SALES GROWTH

Taxable sales are projected on a 12-month trailing total. For the 12 months ending in December actual sales were up 17.2% when compared to total prior to the pandemic. The consensus projection for March 2022 is expected to see a slight decrease from December, at 16.4%, and then increase again to 17.6% in July.

ADDITIONAL ESTIMATES

To account for unforeseen events and uncertainty, best case and worst-case scenarios were also estimated. The most likely scenarios are the primary projections for December, March 2022, and July 2022.

December 2021 Consensus Scenario Projections Based on Pandemic and Economic Conditions as of 3/3/2022

Metric	Value
Actual December 2021 Unemployment Rate	5.3%
Actual Job Growth Compared to February 2020	-1.9%
Visitor Volume Growth (Best Case)	-17.8%
Visitor Volume Growth (Most Likely)	-22.3%
Visitor Volume Growth (Worst Case)	-27.9%
Actual Taxable Sales Growth Compared to February 2020	17.2%

Note: As compared to February 2020/Prepandemic Economic Conditions

March 2022 Consensus Scenario Projections Based on Pandemic and Economic Conditions as of 3/3/2022

Metric	Best Case	Most Likely	Worst Case
Unemployment Rate	-4.9%	-5.1%	-5.5%
Job Growth	-0.1%	-1.1%	-1.5%
Visitor Volume Growth	-13.1%	-16.8%	-21.4%
Taxable Sales Growth	19.5%	16.4%	12.3%

Note: As compared to February 2020/Prepandemic Economic Conditions

July 2022 Consensus Scenario Projections Based on Pandemic and Economic Conditions as of 3/3/2022

Metric	Best Case	Most Likely	Worst Case
Unemployment Rate	-4.5%	-4.8%	-5.4%
Job Growth	0.7%	0.0%	-1.4%
Visitor Volume Growth	-6.6%	-10.8%	-17.6%
Taxable Sales Growth	21.4%	17.6%	12.3%

Note: As compared to February 2020/Prepandemic Economic Conditions

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. GOED's Board approved the staff recommendation for a wage baseline for future WINN Fund investments; staff has implemented all new requirements into project applications and the website.
- GOED completed a Request for Interest for all postsecondary workforce training providers in the State to identify workforce training programs and partners that need support or resources to grow in areas of strategic need in Nevada or are interested in being connected to projects in the business development pipeline for long-range planning efforts. Ten (10) institutions responded with plans or interest in development training programs in targeted skills, occupations, and industries. GOED's Director of Workforce Development met with respondents and is assisting the partners to prepare project applications.
- Engaged in several emerging or evolving workforce training need discussions including healthcare, logistics and advanced manufacturing, as well as practices to increase new industry participation rates in diverse communities.

Workforce Development Leadership

- Ms. Stacey Bostwick, Director of Workforce Development, GOED was invited to join the team of grant reviewers for OSIT's STEM Workforce Challenge Grant and STEM Workforce Talent Pipeline Grants
- GOED's Director of Workforce Development has been involved in the regional efforts in Nevada to apply for EDA funding through the Good Jobs Challenge. GOED provided strategic leadership to align these efforts with the State Economic Development Plan; GOED provided copies of our new Occupational Analysis intelligence in four target areas: Advanced Manufacturing, Logistics, Technology and Healthcare. EDA indicated four (4) applications were submitted from benefitting Nevadans. GOED was requested to and provided support to two (2) of these applications.
- Ms. Bostwick was appointed to the Community College Workforce Training and Programs Committee developed pursuant to AB450. The committee is tasked with studying opportunities for alignment of programs to Nevada's economy and analyzing funding and governance of community colleges. In addition, the committee is among the groups that will look at ways to make community college and other apprentice programs free by 2025 pursuant to the 2022 SOTS. The work of the committee must conclude by July 31, 2022, with a report due to the legislature August 1, 2022.
- The Director of Workforce Development continues to represent GOED as a core member of the State Team engaged to participate in the National Skills Coalition Quality Postsecondary Policy Academy. Nevada and Tennessee were recently selected to receive additional technical assistance.
- The Director of Workforce Development and Deputy Director Potts continue to represent GOED in an NSHE Workforce and Talent Development Taskforce to collect and assess data to strengthen NSHE workforce development outcomes and provide feedback for ongoing, continuous improvement.
- GOED has continued to partner with the Governor's Office of Workforce Innovation to share the SkillsMatch platform with individuals needing resources in Nevada. Since its inception, we have realized the following outcomes:
 - Nearly 5500 Nevadans have accessed the site
 - Nearly 600 Nevadans have researched courses or programs recommended to address skill gaps

- Over 2500 Nevadans have actively utilized the job listings
- GOED is seeking to renew the contract with EMSI Burning Glass, the website portal developer, in partnership with DETR.
- The NGA WIN leadership team is finalizing a report and recommendations for the State. Ms. Bostwick has represented GOED on the 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.
- GOED supported NDE's efforts to review and revise educational standards for the Automation and Manufacturing Career & Technical Education (CTE) secondary pathways with industry.
- GOED was invited to convene with the regional representatives of the Department of Labor's Women's Bureau.

KNOWLEDGE FUND / BATTLE BORN GROWTH ESCALATOR

- On February 8th, three days before deadline, GOED under the leadership of Mr. Karsten Heise, Director of Strategic Programs and SSBCI Program administrator, devised and submitted Nevada's application for the State Small Business Credit Initiative (SSBCI).
- US Treasury only allows the operation of five program types within two categories: 1. Capital Access Programs (CAP), and 2. Other Credit Support Programs (OCSP), the latter comprising 2.a. Loan Participation Programs (LPP), 2.b. Loan Guarantee Programs (LGP), 2.c. Collateral Support Programs (CSP), and 2.d. State-run Venture Capital Programs (VC).
- Nevada's SSBCI application is driven by a bottom-up structure that will first define Program Categories on the basis of four major investment themes that are Nevada-specific and addressing the state's challenges and strategic economic development goals beyond a 10-year horizon. Hence, GOED's approach is targeted to achieve multi-generational impact. These four major themes are: i. Technology-based and highly scalable small and medium enterprises: fostering the growth and sustainability entrepreneurial ecosystems in the high growth small business segment resulting in above average job growth and scale; ii. Rural- and urban special situations: achieving a more equitable access to and distribution of capital for small businesses including very small business category; iii. Tactical Nevada-specific issues: assisting small businesses helping Nevada address the state's specific socio-economic and environmental challenges; iv. Industry 4.0 transition: maintaining and supporting Nevada manufacturers competitiveness in the new era of automation.
- From a program type perspective, Nevada's application consists of i. Collateral Support Program (CSP), ii. direct-investment Venture Capital Program, iii. Loan Participation Program (LPP) comprising a LPP for small loans (<\$250k), a LPP standard loans (>\$250k), and a C-PACE Financing Program (Commercial Property Assessed Clean Energy).
- The SSBCI program will expand access to capital, promote economic resiliency, create new jobs, and increase economic opportunity. Funds received from SSBCI are not grants but require private capital to be at risk through private financing (either loans or investment from a private source) with a minimum match of one for one at all times, and ten to one over the state program's duration and across all its elements.
- On March 8th, 2022, Governor Sisolak announced the launch of first-ever nationally ranked small business and startup accelerator to locate in Nevada.

- Operated by gener8tor, the accelerators will be located in Las Vegas and Reno to provide investment, support, mentorship, and access to in-state and out-of-state capital to early-stage small businesses and startups throughout Nevada.
- The announcement was followed by respective Governor-led roundtables with Nevada entrepreneurs in both locations.
- Mr. Heise architected the strategy of incorporating accelerators as feeder mechanisms for investment opportunity generation within Nevada's State Small Business Credit Initiative (SSBCI) program. gener8tor Las Vegas and gener8tor Reno will invest in and accelerate at least 10 small businesses and startups per year and Nevada's State Venture Capital Program under SSBCI will match those investments subject to outstanding approval of Nevada's application by US Treasury.

INTERNATIONAL TRADE

European Union Days in Nevada, December 2-3,2021

- For the first-time ever GOED International Trade Division hosted the European Days in Nevada, in partnership with the European Union Delegation to the U.S. and the 27 EU embassies in the U.S., led by the Embassy of Slovenia in D.C. under their Presidency of the Council of the European Union. Las Vegas hosted all 27 EU countries and their trade counsellors, which has never been the case in the past in any other state. On the annual trade counsellors' meetings usually up to 17 EU countries would get together. Along with the diplomatic delegation, led by HE Ambassador Tone Kajzer, a large business delegation from Slovenia participated in the events with six companies (Interblock, Pirnar, Hypex, Gabrijel Aluminium, TEM, Rimske Terme).
- On that occasion Governor Sisolak issued a proclamation emphasizing an importance of Nevada-EU economic relations. Governor had also an opening address (pro-recorded) during the Nevada-EU Business Conference organized at UNLV Blackfire Innovation. It was followed by a key-note speech delivered by GOED Executive Director Michael Brown. GOED ID arranged for EU delegates also meetings with Las Vegas International Innovation Center, LVCVA leadership and Boulder City with a site visit at Hoover Dam.
- Total exports from Nevada to the EU is \$3.85 billion (2020). Trade from the EU has also created amazing opportunities for Nevadans by creating 18,857 US-based jobs in a variety of sectors.
- Total investments by the EU in Nevada reached \$8.44 billion in 2020, creating an additional 15,802 jobs for US-workers.

Coordination meetings GOED ID and U.S. Department of Commerce and Trade Winds Consultation

- GOED ID and Department of Commerce - US Commercial Service in Nevada organized meetings 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, Kuwait, and Turkey. 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 finalized the recruitment of Nevada companies and educational institutions to join the trade mission and selected 15 companies and 3 higher education institutions.

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 developed 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. GOED has received positive feedback from previous STEP clients, leading to promising participation from our STEP partners. GOED is working on creating a networking event to connect students with STEP partners and GOED in April through ongoing collaboration between GOED-ID and UNLV Business School.

Establishing relations with the Republic of Serbia

- For the first time ever GOED hosted the high-level representatives of the Embassy of Serbia in Washington D.C. and started the dialogue about the economic cooperation. One of the first agreed activities would be joint events between the delegations of Nevada and Serbia at the Serbian Pavilion at Expo 2020, to be held in Dubai. GOED International Division has started the collaboration with The Cabinet of Prime Minister of Serbia, Chamber of Commerce of Serbia, Serbian Development Agency, and their Embassy to coordinate government and business meetings and support discussions on foreign investments, export promotion, and academic partnerships.

Planning Participation in the SelectUSA 2022

- GOED International Division (ID) represented Nevada for the first time ever managing a physical booth space at the 2022 SelectUSA Investment Summit, the highest-profile event dedicated to promoting foreign direct investment in the US. The in-person event, which was organized June 2022 will feature sessions, exhibition halls with economic development organizations and service providers, and a robust networking platform where participants are able to make connections and push their investments forward. The SelectUSA Investment Summit plans to draw more than 3,000 attendees.

CES (Consumer Electronic Show) Participation

- During the CES trade show in Las Vegas in 2022 (January 7-10, 2022), International Trade Division discussed investment, partnership and collaboration projects with numerous foreign government, diplomatic and business delegations, including Japan (Japan External Trade Organization – JETRO, J-start up, Slovenia companies, Korea (Seoul National University, Seoul Smart City, Seoul Institute of Technology), India start-ups, Italian Consulate General in LA and Italian Trade Office, Israel start-up and scale-ups, Bulgarian Consulate General, Switzerland, Taiwan, and Turkey. Director of International Trade Pawel Pietrasienski was a speaker in the panel discussion devoted to e-mobility & e-bikes revolution.

Planning a Nevada-S. Korea Partnership Trade Mission

- Following the first-ever in-person partnership meeting held in January 2022 in GOED LV Offices, Seoul National University (SNU) delegates formally invited UNR and GOED to visit South Korea for education and government meetings in Seoul in late October-November 2022. Our formal contact coordinated by SNU GRC (GOED Partner, Director Prof. Junseok Hwang) at SNU's Siheung Campus Education & Collaboration Center in Seoul is excited about the research and export possibilities with this trade mission. This trade mission aligns many of

our goals as a state with technology, smart city, and research objectives out of South Korea. The Director of International Trade continues working with their group on this development.

STEP Update

- On January 31, International Division closed STEP 9 Base Year grant, including the additional STEP 9 funding in the amount of \$100,000 and expended 28% of Step 9 Continuation Year funding only within the first quarter. 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 \$500,000, while the total funding to GOED since 2011 is over \$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. In February, Nevada STEP Director again requested additional financial resources to support Nevada small businesses.
- GOED was again first in the nation to close out the STEP 8 and STEP 9 Base Year 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 Base Year funds.

Poland - Nevada Acceleration Program has started

- This program is a result of the Agreement between Republic of Poland and State of Nevada where both sides agreed to build a sophisticated acceleration program for Polish companies planning to land in Nevada and invest in our state. As the program was delayed because of pandemic, its first part – the Bootcamp took place in February 2022 in Warsaw with participation of mentors from Nevada and Poland. 20 competitively selected high-tech scaleups were pitching to Nevada and Polish judges during the Demo Day organized in Warsaw by the National Center for Research and Development. 10 most prospective companies will be selected to take part in a week acceleration program organized by GOED under the Nevada Global soft-landing platform – 2 cohorts of European companies will visit Northern and Southern Nevada in May and June 2022 and meet with more than 25 Nevada-based partners of GOED Nevada Global initiative representing our top universities, co-working spaces, business support institutions, innovation centers, leading incubators, and accelerators.

RURAL / MINING

Rural, Economic and Community Development

CDBG-CV Summary:

- Rural Division/CDBG staff attended HUD's week-long virtual training conference 1/24/22-1/28/22.
- 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.
- Round 1 – Non-entitlements \$2,049,574
- Round 2 – Statewide \$9,963,639
- Round 3 – Non-entitlements \$2,474,984

CDBG Summary:

- Administering 82 open grants (32 CDBG, 50 CDBG-CV).
- The 2022 application deadline for CDBG applications was February 18th. GOED received 18 applications totaling \$4,637,745 from the following communities: Ely (2), Fallon (1), Fernley (2), Wells (3), Douglas (1), Elko County (2), Lincoln (1), Nye (1), White Pine (3)

- The CDBG Advisory Committee Allocation Meeting is currently scheduled for March 29, 2022. That date may be adjusted based on when Congress passes the budget.

CDBG – Recovery Housing Program:

- 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 allocation - 2020: \$847,000; 2021: \$773,125; total \$1,620,125
- 30 % (\$486,037.50) must be expended by 12/31/2022. The full allocation must be expended by 9/1/2027.
- The RHP Action Plan was submitted December 29, 2021. HUD approved the RHP Action Plan on February 14, 2022. 2022 CDBG-RHP is currently waiting to receive the RHP grant agreement from HUD.

Nevada Main Street:

- Attended the virtual quarterly State Coordinators Meeting through National Main Street 1/20/22.
- Biweekly Nevada Main Street zoom calls continue. The format has been adjusted, instead of partner and community updates every biweekly meeting, the updates will be every other meeting, and the opposite meeting will include speakers, training, and education.
- One-on-one “listening” meetings are being conducted with all Nevada Main Street communities, focused on listening to challenges, successes, and how Nevada Main Street can better support the individual Main Street organizations. These one-on-one meetings will be held quarterly to ensure improved communication and timely responses to issues.
 - Meetings have been held via zoom with Mesquite, Reno, Wells, Fernley, Las Vegas, Lovelock, and Winnemucca
 - In person meetings have been held with Gardnerville, Tonopah, Incline Village, and Virginia City
 - Zoom meetings are scheduled with Ely, Henderson, Lander County, Boulder City, and Yerington.
- Individual meetings were held with Nevada Main Street partners, including Ms. Winnie Dowling from SBDC, Mr. Anton Eckert from Travel Nevada, Mr. Fred Steinmann from UNR, Ms. Kristin Brown from SHPO, Mr. Marcel Schaerer from B&I, and Ms. Kathy LaPlante from National Main Street. Meetings with USDA and Outdoor Recreation have been scheduled.
- Scholarship applications to attend the Main Street NOW National Conference in Richmond, VA May 16-18, 2022, were sent to Nevada Main Street organizations. Anticipating 35 Main Street partners to attend.
- Currently there are 17 communities in the Nevada Main Street Program

Rural Outreach:

- Attended the Esmeralda and Northern Nye Counties Housing Development and Planning Workshop hosted by Dr. Fred Steinmann and the University Center for Economic Development.
- While in Tonopah, meetings were held with Mr. Paul Miller with SWCREDA and Mr. Sheldon Mudd with NNRDA
- Met with Ms. Sheryl Gonzales, WNDD

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.
- Around since the 1980s, the PTAC continues to offer and provide government contracting-related virtual training such as webinars to its business clients or it participates in webinars for its resource partners' business customers, 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. The PTAC also provides other government contracting outreach. 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 November 30, 2021, the PTAC Director, Joan C. Rueben, provided a PTAC outreach presentation at the Harry Reid International Airport's "Doing Business at the Airport" event. She and the PTAC Deputy Director, Nate Jackson, also staffed an outreach table and interacted with event attendees.
 - On December 13, 2021, the PTAC and the Nevada Small Business Development Center (SBDC) joined forces and held a videoconference solely for their complementary teams to collaborate with and educate one another for purposes of helping Nevada's small business community. The organizations continued with their strategizing for impactful government contracting webinar topics for the 2022 calendar year.
- The PTAC continues to teach as well as counsel its clients, on a one-on-one basis, about local, state, and federal government contracting and subcontracting through remote means such as using the phone, email, and both videoconferencing and webinar capabilities.
- Since November 19, 2021, the PTAC has issued email campaigns and/or e-newsletters 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 December 8 and 9, 2021 PTAC-led webinars: resources for veteran-owned businesses
 - the January 19 and 20, 2022 PTAC-led webinars: harnessing publicly available business intelligence and data for federal government contracting
 - the February 17 and 18, 2022 PTAC-led webinars: they featured Siemens, a large government prime contractor looking to do business with Nevada small and diverse businesses, including but not limited to, veteran-owned small businesses, women-owned small businesses, minority-owned small businesses, and historically underutilized business zone small businesses
 - The State of Nevada Purchasing Division, on behalf of all using agencies, released a formal solicitation to identify qualified providers of direct client services

- Free opportunity to virtually meet the U.S. Army's Office of Small Business Programs on February 24, 2022
- Free opportunities to attend the National Aeronautics and Space Administration's (NASA's) Office of Small Business Program's Virtual Learning Series
- Free opportunities to attend the U.S. Department of Agriculture – Forest Service's Virtual Fire Vendor Outreach Sessions
- The Institute for Supply Management (ISM)-Nevada's in-person opportunity event on May 11, 2022, at the Pearson Community Center, North Las Vegas, for Nevada businesses to be connected with local government and non-government buyers of goods and/or services
- Save the date for a free in-person opportunity event on May 4, 2022, at the Sahara West Library, Las Vegas, for Nevada small businesses to meet with a variety of resource organizations; the planned Nevada Small Business Fair led by B&I will support the success of Nevada's small businesses and entrepreneurs
- The PTAC continues to disseminate its monthly e-newsletter, which has included information regarding, but not limited to, the following:
 - COVID-19 Nevada Business Recovery Resources information via B&I's website
 - The federal government's Small Business Innovation Research (SBIR) program and Small Business Technology Transfer (STTR) program contracting opportunities for the nation's small businesses
 - The federal government's transition from a Data Universal Numbering System (DUNS) number to a new Unique Entity Identifier, to distinguish organizations in its System for Award Management (SAM) database, is to occur on April 4, 2022
 - PTAC client success stories about contract and/or subcontract award wins
 - Nevada PTAC client, DME Expo Logistics is a service-disabled veteran-owned small business involved in providing a myriad of services, including trucking, air freight, ocean freight, shipping, logistics, customs handling, customs brokerage, and supply chain management. The company won a contract by the U.S. Department of Veterans Affairs (VA) for customs brokerage and transportation services. Based on the contract award, the company was able to keep two full-time jobs.
 - Nevada PTAC client, BRAZEN Architecture, Inc., is an economically disadvantaged woman-owned small business certified by the SBA, a certified Nevada Local Emerging Small Business, and a certified disadvantaged business enterprise. The company specializes in architectural design, planning and interior design services, and feasibility and neighborhood studies. The business won three prime contracts by the Nevada System of Higher Education (NSHE) as well as a subcontract by NSHE prime contractor DNI Construction, Inc. Based on these contract awards, the company was able to create one full-time job and retain three part-time jobs.
 - Nevada PTAC client Polymath Solutions, LLC is a certified Nevada Local Emerging Small Business, specializing in a myriad of professional services, including evidence-based and best-practice training, research and program support addressing public safety, global and public health, and violent extremism prevention initiatives. The business won its first subcontract from the U.S. Department of State prime contractor Boston Children's Hospital/Harvard University and the Polus Center for Social and Economic Development. Based on the award of the subcontract, the company was able to create one part-time job.
 - Nevada PTAC client ReadyMax, Inc. is a small business that provides a wide variety of safety and personal protective equipment to federal, state, and local government agencies, school

districts, hospitals, and other public institutions. The company's products include safety glasses, safety vests, ear plugs, disposable coveralls, N95 face masks, KN95 face masks, American Society of Testing and Materials (ASTM) surgical masks, laetrile gloves, and face shields. The company won a prime contract with Clark County, Nevada; a prime contract with the State of Oregon; a prime contract with the State of Hawaii; a prime contract with Dallas County, Texas; and a prime contract with the City of Milwaukee. Based on the award of the contracts, the business was able to create three full-time jobs, four part-time jobs, retain one part-time job, and create ten temporary jobs.

- Website links to local, state, and federal government contracting opportunities and subcontracting opportunities under government prime contractors, all of which contain, formal non-pandemic related and pandemic-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
- Per its current cooperative agreement with its federal funder, the U.S. Department of Defense (DoD)/Defense Logistics Agency (DLA), for the program year August 1, 2021 – July 31, 2022, the PTAC reported the following for the interim period August 1, 2021 – December 31, 2021: (a) \$129,293,616 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 13 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 \$129,293,616 amount is the equivalent of (c) about 2,600 jobs.

NEVADA FILM OFFICE (NFO)

- As of March 3, 2022, the status of In Progress Productions for the Nevada Film Tax Incentive is summarized below:

Nevada Film Office											
Transferable Tax Credit for Film and Other Productions											
FY 2021 Funding											
Completed Hearings on Tax Applications											
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	Actual Incentive Awarded	
In Progress Productions											
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		
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		
Homeless	\$ 713,000	\$ 131,000	\$ 100,000	\$ 482,000	\$ 582,000	\$ 713,000	7.3	7.3	\$ 175,250		
Don't Suck	\$ 569,198	\$ 238,512	\$ 102,018	\$ 241,248	\$ 343,266	\$ 545,357	5.8	4.4	\$ 107,103		
The Salon Show	\$ 1,800,369	\$ 792,964	\$ 261,280	\$ 429,176	\$ 690,456	\$ 1,319,396	10.3	6.0	\$ 260,962		
TOTAL	\$ 27,451,537	\$ 10,806,232	\$ 3,754,394	\$ 5,434,019	\$ 9,188,413	\$ 19,794,200	89.9	61.1	\$ 3,887,871	\$ -	
										Total Incentives Available	\$ 25,653,952
										Available for New Applications [1]	\$ 24,391,241

- 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.
- New digital studios are opening in Nevada. Recently under construction are Vu Studios, an example of the new format many studios are taking with massive LED digital backdrops that allow for filming in small spaces that previously required a large studio. Digital production facilities represent an area of opportunity for Nevada given for commercial content creation and convention industry content.
- The NFO works closely with the industry including the SAG AFTRA union and it's membership. We recently presented to the membership during their meetings to provide updates on Nevada Film Industry and how to facilitate more productions in Nevada.
- As a result of the recent legislative session and changes to the NRS, the NFO is actively reviewing and revising its regulations, scheduling public workshops as required to do so and eliciting feedback from the industry.
- Then NFO has been actively participating in conversations with various groups proposing studio developments in Nevada. Multiple groups are exploring expanding into Nevada as the demand for content from streaming services continues to grow the industry throughout the country. The availability of financial incentives continues to be a significant factor in decision making process.
- 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.

HEALTHCARE INDUSTRY

- GOED Healthcare Industry Specialist is working with the Cleveland Clinic, Lou Ruvo Center for Brain Health and the Chartis Group to do a National Growth Strategy with specific focus on the Las Vegas Market. This study will be utilized by the Cleveland Clinic to determine their extended infrastructure and clinical footprint in southern Nevada. Multiple interviews will be conducted over the next several weeks to months engaging numerous strategic partners. Mr. Farrow is also continuously engaged with the Pacific Group, selected by the City of North Las Vegas, to develop the master plan for the North Las Vegas medical campus.
- Mr. Farrow is working with the U.S. Soccer Foundation and Colgate Palmolive to establish the Soccer for Success Program in Nevada. This Program is the Foundation's after school program and is led by trained coach-mentors and is proven to help youth establish healthy habits and develop critical life skills. It is offered at little to no cost to families and will be a joint effort between the City of Las Vegas, Clark County School District and the UNLV Department of Sports Research and Innovation.
- Mr. Farrow is working with the Nevada Department of Health and Human Services team to coordinate a Statewide Human Services Provider Summit to be held in Clark County this Spring. The goal of the Summit is to connect with providers in the state and across the country who provide the full scope of human services to include home and community-based, mental & behavioral health, as well as the most acute services that will allow us to better care for Nevadans, as we analyze lessons learned from the pandemic.

STAFF ANNOUCEMENTS

- Ms. Shari Davis has joined GOED as the Director of Rural Economic and Community Development. Prior to joining GOED Ms. Davis was the Rural Programs Manager for the Nevada Division of Tourism where she administered the Projects Relating to Tourism capital improvement grant program and Rural Marketing grant program and was instrumental in the creation and implementation of the new Destination Development program. In three years as the Rural Programs Manager, Ms. Davis reviewed more than 900 applications and awarded nearly \$7 million in grant funds to municipalities and non-profit organizations. Davis earned a Bachelor of Arts in Anthropology from the University of Nevada, Reno.
In addition to managing rural economic development, community prosperity and inclusion, Ms. Davis will work closely with the rural Regional Development Authorities, GOED industry specialists, industry, and state and federal partners. She will also oversee the Community Development Block Grant, the Nevada Main Street Program, and is also integrally involved in the State Small Business Credit Initiative – Collateral Support Program, the Nevada Opportunity Fund, and industry outreach.
- Ms. Sarah Lilly-Clark joined GOED as the Community Development Block Grant Specialist. Sarah has three Associate Degrees and a bachelor's degree in Recreation Management. Ms. Lilly-Clark is looking forward to learning and growing with the team and advocating for a program she truly believes in.
- Ms. Lisa Potts has joined GOED as our Administrative and Accounting Assistant in the Carson City office. Ms. Potts came to Nevada as a commissioned Air Force ROTC officer stationed at Nellis Air Force Base with the Civil Engineering Squadron. She has an Industrial and Management Engineering degree and has had a wide variety of jobs over the years including high school math teacher, Air Force officer, manufacturing estimator, and church secretary. She has over ten years of experience as an administrative assistant and is excited to join the staff of GOED.