

To: GOED Board Members

From: Director Michael Brown



Date: September 16, 2020

Subject: Director's Report

GOED COVID-19 RECOVERY RESPONSE

The Governor's Office of Economic Development (GOED) was redeployed by the Governor's Office on March 13th, 2020 to support the COVID-19 health crisis. GOED has consistently taken point in assisting with the economic recovery response by mapping out key agencies, directing, and linking their roles toward the recovery effort, specifically with the Nevada Department of Business & Industry (B&I), the Regional Development Authorities (RDAs), and the Nevada Department of Health and Human Services (DHHS). GOED has given substantial support and feedback to SRI on their development of the 18-24-month recovery plan in order to contribute to the integration of health and economic data. The agency has tapped into CARES Act funding in order to help create small business programs, further public health assistance and ensure economic confidence. GOED has coordinated efforts in getting resources to individuals and businesses to further equip them with accurate access to funding and COVID assistance. The agency has interfaced with the entirety of the Nevada community which includes the Business Information Network, the chambers of commerce, and other interest groups to be able to effectively coordinate all incoming information. GOED conducts weekly conference calls with RDA's and the Governor's Economic Advisory Group to provide support for policy and decision making and to successfully disseminate the constant flow of new information that can lead to COVID-19 relief. GOED has also reached out to industries in the state to support the ongoing efforts to repurpose manufacturing to produce PPE.

GOED's Southern and Northern offices have shifted to economic recovery mode by collaborating and assisting in numerous COVID-19 relief projects, such as:

- Working closely with the Treasurer's Office to develop the State's Commercial Rental Assistance Grant (CRAG) that will provide up to \$10,000 in grants to eligible small businesses and non-profit commercial tenants.
- creating the GOED Data Dashboard for economic indicators which automatically consolidates various statistics from other agencies.
- creating the COVID-19 Business Survey to collect input from businesses during the pandemic.
- forming the Constituent Services Team in February to respond to COVID-19 constituent inquiries, which to date has successfully assisted 468 inquiries.
- partnering with the *Immunize Nevada Flu and COVID-19 Task Force* and *All of Us Research Program* in furthering COVID-19 testing, providing Flu shots to Southern NV and helping to increase the number of clinical trials for COVID research.
- conducting webinars and shared presentations to the business community to increase knowledge on COVID relief resources.
- moving forward in funding development in NV's hospitality and gaming industries post-COVID-19 pandemic era by contracting with UNLV and UNR for two new Knowledge Fund projects.

- offering continued support to the Governor's COVID-19 Task Force.
- offering fast track Workforce Innovation for a New Nevada (WINN) funding to businesses retooling to meet COVID response, offered statewide technical assistance on EDA PWEAA NOFO grants, and identified workforce training programs critical to COVID response.

GOED has successfully transitioned from being a tool of economic development to one of economic recovery during this pandemic.

ECONOMIC DEVELOPMENT

Nevada's Plan for Recovery and Resilience

- Prior to the Pandemic GOED had been deeply involved with SRI, Brookings Mountain West, and Grella Partnership Strategies in building out a strategic five-year economic development plan. These efforts were closely tied to the Governor's State Plan which also started moving forward in the middle of January. When COVID-19 threatened the state GOED quickly repurposed planning efforts from a five-year strategic plan to a 24-month recovery and resiliency plan. Mr. Bob Potts, Deputy Director, GOED, was put on-point to be the GOED lead working with SRI on this redirected effort. The timeline of action steps was to be divided into a six-month recovery strategy and a six to 24-month resiliency effort. Early on the efforts revolved around: 1) getting resources to people and businesses, 2) supporting business to operate in the new environment, 3) to assist dislocated workers and prepare them for the new normal, 4) to scout out new technologies for outbreak management and 5) to integrate economic and health data measures. Medium-term strategies are to revolve around: 1) developing out advanced manufacturing hubs, 2) building out renewables and the electric vehicle supply chain, 3) promote technology including total connectedness, data hubs, and digital public service, 4) accelerate health and wellness capacity, 5) grow remote worker opportunities. All these strategies are designed to leverage what has been shown as Nevada's comparative advantage industry sectors including: advanced manufacturing, logistics and operations, health care, and technology and energy.

Regional Development Authority Calls

- On March 17th Mr. Bob Potts started facilitating weekly RDA calls. The purpose of these calls was to get GOED and its RDA partners on the same page to navigate and pivot through both the health and economic fallout associated with COVID-19. Early on the calls sought to provide information and resources specific to Small Business Administration Economic Injury Disaster Loans and the Paycheck Protection Program. This soon expanded into discussions around other Coronavirus Aid, Relief, and Economic Security (CARES) Act funding verticals including those through Housing and Urban Development's Community Development Block Grant Program, U.S. Department of Agriculture grants, and the U.S. Economic Development Administration. Many other invited guests have been included on these calls to coordinate cohesive support including Mr. Zach Conine, Nevada State Treasurer, Ms. Betsy Fretwell, Senior Vice President of Switch Cities, Switch, Ms. Liz Lauderman, San Francisco Federal Reserve Bank, and others. These coordinating calls have led to the retooling of existing manufacturers to produce personal protective equipment, developing revolving loan funds and support the application of over \$30 million in grant funding to mention a few. Beyond the seven RDA Executive Directors, over 50 others regularly attend the call.

Economic Advisory Group Calls

- Beginning on March 11th Mr. Bob Potts, as State Lead on the Governor's Economic Advisory Group, began conveying calls with public and private economists in addressing the current and potential economic damage to Nevada's economy as a result of COVID-19. Because the downturn is the result of policy decisions in response to the pandemic each of the calls begins with an overview of the health situation by a staff from the Department of Health and Human Services. Then each economist from the functional areas of the labor market, fiscal, tourism, real estate and the private sector provide report-outs which has, in turn, led to a comprehensive understanding of Nevada's economy and its regions. From these discussions the group has not only identified the current challenges and opportunities related to the pandemic, but also potential expectations of where the economy is headed. The end goal of these efforts is to support leadership with thoughtful, data-driven briefings for policy and decision making, and to help build-out the State Plan. To date, 10 to 12 economists have regularly participated on the calls, with another 20 stakeholders listening in to stay current on the information shared.

WORKFORCE DEVELOPMENT

- **COVID Response**
 - Set up fast track WINN Funding application for businesses in need to training workforce on new skills to meet COVID response
 - Providing statewide technical assistance and coordination on Economic Development Agency's CARES NOFO for Public Works and Economic Adjustment Assistance. To date, 22 projects in Nevada were in various stages of development.
 - Collaborated with NSHE to identify workforce training programs responding to COVID-19 with resource needs related to the pandemic operating environment
 - Participated in weekly COVID workforce development system response calls include DETR, Local Workforce Development Boards, Business & Industry, Division of Welfare & Support Services and the Office of Workforce Innovation
- **WINN Fund Activities**
 - Actively engaged in the development and design of the recently approved College of Southern Nevada Advanced Manufacturing WINN project including connecting with Vincennes University (IN), Manufacturing Skill Standards Council, Bossier Parish Community College (LA)
 - Supporting the outreach and launch of Western Nevada College's launch of the funded Mobile Mech-Tech Lab serving rural Nevada
 - Connecting the non-profit workforce development arm of CompTIA (world's largest IT industry association) with local partners to create IT career onramps with employer partners
- **Workforce Development Leadership**
 - Mr. Karsten Heise, Director of Strategic Programs, GOED and Ms. Stacey Bostwick, Workforce Development Program Coordinator, GOED, provided vision and assistance to the Office of Workforce Innovation in the development of a statewide grant application responding to the Reimagining Workforce Preparation NOFO offered by the U.S. Department of Education.
 - Ms. Stacey Bostwick is representing GOED on Nevada's Workforce Readiness Coalition for Equitable Integrated Social, Emotional, and Academic Development
 - Mr. Bob Potts and Ms. Stacey Bostwick have been invited to support the Vegas Chamber Workforce Economic Development Task Force whose mission is to reboot the economic ecosystem in southern Nevada

- Ms. Stacey Bostwick represents GOED in support of the development of the Business Hubs designed in the southern Nevada Local Workforce Development area
- Mr. Bob Potts and Ms. Stacey Bostwick continue to engage with the LifeWorks core working group to promote relevant and effective career pathways in partnership with many government agencies

KNOWLEDGE FUND / BATTLE BORN GROWTH ESCALATOR

- GOED contracted with UNLV and UNR for two new Knowledge Fund projects: UNLV's CoLab Esports Innovation Lab project between Rainmaking and the International Gaming Institute's (IGI) Hospitality and Esports Labs is the first of its kind and a major step in funding development in Nevada's hospitality and gaming industries post-COVID-19 pandemic era.
- The Knowledge Fund is also providing funding for the expansion of UNR's successful SAGE program to Southern Nevada through a collaboration with UNLV. UNR's Office of Enterprise & Innovation and its partner Apio Innovation Transfer developed the Sierra Accelerator for Growth and Entrepreneurship (SAGE) in 2019 after receiving funding through a grant from the Small Business Administration. SAGE supports the development of proposals for Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants and provides training, mentoring and proposal-development support to selected small technology businesses. UNLV will lead the SAGE program in Southern Nevada.
- Mr. Karsten Heise submitted a Bill Draft request (BDR) for Knowledge Fund reform with *The Nevada Innovation Fund* as its successor. The BDR will facilitate efforts supporting regional innovation systems, which are essential for a strong and resilient Nevada economy, to be taken into a new era.
- Battle Born Growth Escalator, Nevada's state venture program under the State Small Business Credit Initiative (SSBCI) invested in Tu Biomix following its spin out of the Desert Research Institute (DRI) in Reno, NV. Tu Biomix is a direct result of the Knowledge Fund's origination and support of the Applied Innovation Center (AIC). Battle Born's investment constitutes seed-stage investment segment on the 'technology venture funding continuum', which in turn starts with the Knowledge Fund. Tu Biomix is focused on developing organic crop protection products for the global agriculture industry.
- Battle Born Growth Escalator also completed its investment in Las Vegas-based athleisure company Grrrl. The company focuses on size-free clothing and targets niche women's sports such as MMA and Highland Games. Its philosophy is centered around women's empowerment, with an emphasis on fitness at any size.
- The American Library Association (ALA) led by its President Julius C. Jefferson, Jr., conducted a 12-stop nationwide tour – albeit virtually – to spotlight how libraries of all kinds across the country are addressing the needs of their diverse communities and are engaging stakeholders. The Nevada State Library was honored to have been the host on August 9th with the theme "Nevada – Learn and Earn: Nevada Libraries Harness Virtual 3-D for Education and Careers". Karsten Heise, GOED's Director Strategic Programs, served as one of Nevada's panelists.
- Nevada submitted its application for the Education Stabilization Fund-Reimagining Workforce Preparation Grants (ESF-RWP) of the US Department of Education. GOED through Mr. Karsten Heise and Ms. Stacey Bostwick contributed substantially with thought leadership to this application.
- The City of North Las Vegas (CNL) partnered with *Innovation Collective* (IC) and GOED to target economic recovery through building local entrepreneurial communities strengthened by the engagement of key local stakeholders. Initial funding for Phase I of this project is provided by Battle Born Growth Escalator, Nevada's state venture program. Mr. Karsten Heise, Ms. Patricia Herzog, Director of Rural Programs, GOED, and Ms. Tatjana Vukovic, Business Development Manager, GOED are leading the project for GOED. It is envisioned that this community-based entrepreneurship approach will ultimately expand to communities in rural Nevada and eventually state-wide.

INTERNATIONAL TRADE

COVID-19 Response or Support

- GOED International Trade Division (ID) took steps to assist small, export ready Nevada businesses that are facing an unprecedented economic disruption due to the COVID-19 outbreak. State Trade Expansion Program (STEP) in Nevada has been reinvented to respond to COVID-19 obstacles to promote export. In line with the U.S. Small Business Administration regulations, GOED ID encouraged use of virtual instruments to prevent the spread of COVID-19 while also allowing businesses to resume international trade initiatives and get prepared when trade normalizes. 68 companies have been awarded with STEP funds this year and the amount of \$257,914.00 awarded for the project period 09/30/2019 – 09/29/2021 has been already fully allocated to Nevada small businesses. GOED ID held a marketing campaign with Nevada Global partners to promote the benefits of utilizing the grant in response to the pandemic outbreak.
 - STEP 7 grant is in the process of closing out with the utilization rate of 99.4%, generating \$5.3M in export sales, creating and retaining 248 direct jobs in Nevada. The return on investment is 35.5 and the grant assisted 21 Nevada small businesses. GOED currently implements STEP 8 grant. As of last quarterly report submitted to the U.S. Small Business Administration in July, STEP 8 had the return on investment 70.3, reaching almost \$1M in export sales and supporting 44 businesses in Nevada.
- GOED ID conducted structured GoToMeeting discussions with a variety of Nevada local partners. The purpose of the meetings was to find out how our partners have been affected by COVID-19 and to continue our valued partnerships with them. We also wanted to obtain their views on how we can support our local ecosystem and collaborate on plans to continue our international programs during these difficult times.
 - Due to COVID-19 we are transforming the Nevada Global platform to a virtual program. The Nevada Global Virtual includes webinars, bootcamps, and demo days organized virtually by the GOED International Division. We are fortunate to have a robust list of local Nevada mentors that will be educating international companies and highlighting our great state during the virtual programs. We are starting Nevada Global Virtual with our partners at the National Center for Research and Development and the Nevada-Lubelskie Acceleration Bridge in Poland, then we plan to expand the program with other partners and new countries like Slovenia, Czech Republic, India, S. Korea, and Japan among others.
- The GOED ID has been working on multiple white papers in regard to COVID-19 response efforts in multiple countries, tracking second wave progression of the virus, the surge in green policy in response to the economic effects of COVID-19, foreign investors to Nevada in order to better assist international businesses operating in or looking to enter into the Nevada market, attracting VCs to Nevada's startup ecosystem, enriching tech in hospitality sector and mapping the Nevada entrepreneurial environment (including incubators and accelerators) in order to identify how to better support businesses during this time.
- GOED ID met with the Japan External Trade Organization (JETRO) to discuss international investment opportunities and support Japanese companies based in Nevada after the *Japanese Investment Update: Japanese Companies Responses to the US COVID-19 Pandemic* was published. JETRO shared that across the US, 72.7% of companies have seen a decrease in sales and 35% of Japanese companies stated their business would be impacted by the White House Proclamation on stopping most Non-Immigrant Visas.
- GOED ID is increasing inter-agency cooperation during the difficult times and has successfully conducted webinars with the Nevada Industry Excellence, Nevada Department of Agriculture, Small Business Development Center, USDA Foreign Agricultural Service, and Western U.S. Agricultural Trade Association to offer resources to Nevada businesses and support export of manufacturing and agricultural companies as COVID significantly impacted trade.
- GOED ID finalized conversations with the SBA Office of international Trade on a Collaboration and agreed on a Referral Protocol that will increase coordination and cooperation between GOED and the SBA in promoting and facilitating Nevada small business entry and/or expansion into global markets amidst pandemic.

Traditional Activities

- GOED successfully conducted Nevada Global Trade & Education mission to Europe (Czech Republic, Croatia, Poland and Slovenia), supported by the U.S. Small Business Administration State Trade Expansion Program from February 28 to March 12, 2020. The objectives were to promote Nevada Global platform, enhance trade relations, attract direct investment in Nevada, and expand exports. 15 delegates representing 12 different educational institutions and businesses participated in 50 scheduled events which included meetings with international government officials, academic institutions, chambers of commerce and businesses.
- With regard to the trade relations with India, GOED ID's representative attended the welcome reception for a new Consul General of India to California, Dr. T.V. Nagendra Prasad. In cooperation with Confederation of Indian Industry GOED started to arrange virtual Nevada – India Business Roundtable to attract future investments to Nevada. So far, Nevada has received \$150 million Indian FDIs.
- The Australian State of Queensland and the US State of Nevada (represented by economic development organizations, GOED in the latter) agreed to extend Memorandum of Understanding to advance relations and strengthen cooperation and facilitate mutually beneficial outcomes leading to increased trade and investment opportunities for both States. Queensland and Nevada agreed to develop a platform for sharing challenges and best practices across mining, higher education, water management and technology and innovation.
- GOED met with Israeli company ZenCity, which developed a tool specifically for city and state administrations and their media teams, that collects and analyzes resident discourse in real-time, delivering a comprehensive, quantified picture of communities' pain points and sentiment. Their platform is used by the City of Las Vegas and City of North Las Vegas and the company is now in contact with the City of Henderson, and Nevada Center for Applied Research at UNR. The GOED International Division are also working with the Business Development team as ZenCity is planning to open a U.S. office and is considering Nevada as their American headquarters.
- GOED ID had a discussion with Israeli-American Civic Action / Israeli-American Civic Education Institute about creation of a special business group, in the format of a business council or chamber to enhance diversification of economy and boost Israeli-Nevada relations.
- Nevada Center for Applied Research (NCAR) at University of Nevada Reno and Global R&DB Center at Seoul National University signed the Memorandum of Understanding. GOED ID has been supporting this cooperation from the beginning and successfully matched both parties. The major goal of this collaboration is a joint research and development of smart city projects.
- In June 2020, the first virtual Nevada Global Demo Day focused on academic startups from Warsaw School of Economics was organized in partnership with GOED, University of Nevada Reno, College of Business and mentors from Nevada representing UNR Innovation Center and Entrepreneurs Assembly. 3 winning startup teams will visit Nevada in 2021 (depending on the COVID-19 situation) for the final part of acceleration program in Reno aiming to strengthen Nevada's entrepreneurial ecosystem. The whole program has been financed through the competitive grant from National Agency for Academic Cooperation and was won jointly by UNR and Warsaw School of Economics, supported by GOED ID.
- The GOED ID has been in close communication with Canadian contacts regarding the United States–Mexico–Canada Agreement (USMCA) and how it can mutually benefit Nevada and Canada. This has included seminars with the Consul General of Canada and the Business Council of Canada and Nevada, discussions with Alberta government on renewing the Sister State Agreement between Nevada and Alberta, as well as the creation of trade briefs and collection of market research to better understand economic trends between Nevada and Canada. Director of International Trade participated in a radio interview (KNPR) elaborating on USMCA implementation.
- Following introductions by GOED Executive Director, GOED ID has also been engaging with UK government officials in regard to the US – UK FTA and what are Nevada's main interests regarding the agreement, discussions with U.S. Commercial Service about a virtual UAV and UAS trade mission from the UK, and the creation of a white paper showing UK companies operating in Nevada as well as key trade industries between the UK and NV.

- U.S. Department of Commerce's International Trade Administration - SelectUSA approved Nevada to host a virtual Spinoff event in the beginning of February 2021, as well as an in-person Spinoff event in June of 2021, after the SelectUSA Investment Summit. The SelectUSA Virtual Spinoff's goal is to attract foreign direct investments and will consist of Nevada industry specialists speaking on Smart City and IoT, Hospitality and Manufacturing. Both the virtual and in-person events have been received with much interest from our international partners including the UK Consulate – Los Angeles, Canadian Consulate in Los Angeles, Taipei Economic & Cultural Office in San Francisco, and Japan External Trade Organization.

RURAL / MINING

CDBG:

- As part of the CARES Act, HUD announced Nevada allocations:

CARES Act Formula Grants - Nevada						
	04/02/2020 CDBG-CV1	05/22/2020 CDBG-CV2	05/22/2020 CDBG-CV3	04/02/2020 ESG-CV1	06/09/2020 ESG-CV2	04/02/2020 HOPWA-CV
Henderson	\$868,938	\$0	\$0	\$0	\$0	\$0
Las Vegas	\$3,082,302	\$0	\$0	\$1,537,579	\$8,357,531	\$280,792
North Las Vegas	\$1,112,214	\$0	\$0	\$580,710	\$3,071,445	\$0
Reno	\$1,269,663	\$0	\$0	\$670,428	\$3,579,927	\$0
Sparks	\$402,633	\$0	\$0	\$0	\$0	\$0
Clark County	\$4,731,978	\$0	\$0	\$2,333,003	\$12,264,384	\$0
Nevada Non entitlement	\$2,049,574	\$9,963,639	\$0	\$1,648,731	\$6,179,560	\$60,561

- CDBG-CV1 grant applications total requested funds is \$1,229,784. The CDBG Advisory Committee met on September 1 and recommended funding applications totaling \$992,781 for non-entitlement communities, Carson City projects total \$237,003, leaving a balance of \$612,093. A notice of funding availability will be announced in September.
- The Nevada allocation of CDBG-CV2 is \$9,963,639 based on the following public health needs:
 - risk of transmission of coronavirus
 - number of coronavirus cases compared to the national average
 - economic and housing market disruptions
 - low income elderly and children in poverty.

CDBG-CV2 will be a formula distribution based on HUD methodology and a base funding level of \$25,000 per county and entitlement area.

CDBG-CV2 Formula Allocations:		
Carson City	\$25,000.00	\$205,041
Churchill County	\$25,000.00	\$91,726
Clark County	<i>\$25,000.00</i>	\$3,114,217
<i>Henderson</i>	<i>\$25,000.00</i>	\$1,148,787
<i>Las Vegas</i>	<i>\$25,000.00</i>	\$2,081,197
<i>North Las Vegas</i>	<i>\$25,000.00</i>	\$680,751
Douglas County	\$25,000.00	\$212,990
Elko County	\$25,000.00	\$128,336

Esmeralda County	\$25,000.00	\$28,487
Eureka County	\$25,000.00	\$28,848
Humboldt County	\$25,000.00	\$57,766
Lander County	\$25,000.00	\$37,532
Lincoln County	\$25,000.00	\$41,172
Lyon County	\$25,000.00	\$202,476
Mineral County	\$25,000.00	\$40,824
Nye County	\$25,000.00	\$207,751
Pershing County	\$25,000.00	\$39,736
Storey County	\$25,000.00	\$40,615
Washoe County	\$25,000.00	\$243,500
<i>Reno</i>	<i>\$25,000.00</i>	\$951,416
<i>Sparks</i>	<i>\$25,000.00</i>	\$308,638
White Pine County	\$25,000.00	\$47,722
		\$9,939,529

Nevada Main Street:

- Nevada Main Street (NMS) awarded of seven grants totaling \$150,000 on May 15, 2020. This is the second year NMS has awarded grants to support downtown revitalization. NMS received a total of 12 applications totaling \$249,727 from six Main Street communities in this grant cycle.
- The following projects were funded:

Grant # 1	
Grantee:	Main Street Gardnerville
Grant Amount:	\$4,012
Project Cost:	\$5,015
Description: The purpose of the project is the update information in the Main Street Gardnerville brochure. Main Street Gardnerville will have a professional company provide insight and feedback for the brochure. The brochures will be printed and distributed to the community with each business getting 20 brochures to showcase Main Street Gardnerville.	
Grant # 2	
Grantee:	Downtown Reno Partnership
Grant Amount:	\$50,000
Project Cost:	\$201,300
Description: The purpose of the project is to complete Phase 1 of the ReTRAC Plaza Beautification including physical enhancements which will include irrigation, planting and electrical and lighting throughout the Plaza.	
Grant # 3	
Grantee:	Tonopah Main Street
Grant Amount:	\$14,913
Project Cost:	\$19,459.33
Description: The purpose of the project is to purchase and replace outdated and damaged benches located in downtown Tonopah.	

Grant # 4	
Grantee:	Wells Main Street
Grant Amount:	\$40,000
Project Cost:	\$90,189
<p>Description: The purpose of the project is to repair and replace the windows and stucco on the Old Ford Dealership which is now Wells Community Internet, Fitness center and gymnasium and tumbling. This project will not only allow for a more energy efficient building, but also restore the exterior to the historic look that it was originally. City of Wells also has plans to paint murals on the Sage Motel and on the Victory Motel. One mural will say Welcome to Wells, and the other will be a tribute to the Victory Highway- Battle Born, Red, White and Blue.</p>	
Grant # 5	
Grantee:	White Pine Main Street
Grant Amount:	\$11,700
Project Cost:	\$16,310
<p>Description: The White Pine Main Street Committee will lead the charge by working with businesses in the downtown corridor to help welcome customers back as they reopen from restrictions due to COVID-19. The reopening strategy is a comprehensive communication plan paired with social events, contests, and deals. Businesses will not open all at one time. The idea is to give each business their time in the spotlight when they do reopen without taking another businesses spotlight. Through localized marketing people will be invited to each business to cash mob them on certain days to be entered drawings for some great prizes.</p>	
Grant # 6	
Grantee:	White Pine Main Street
Grant Amount:	\$18,875
Project Cost:	\$26,600
<p>Description: The purpose of the project is to create a pocket-sized guidebook featuring 50 fabulous places to visit and explore in White Pine County, on Aultman Street (Main Street) in Ely and in other areas and towns on the roads, off the beaten path, below the earth and in the dark night sky.</p> <p>The goal is to elevate civic pride be reconnecting residents and direction visitors to locally owned restaurants, unique shops and services, arts and culture offerings, and recreational opportunities. The guidebook will have a social media component that will encourage people to post photos at the designed location to earn Main Street prizes.</p>	
Grant # 7	
Grantee:	White Pine Main Street
Grant Amount:	\$10,250
Project Cost:	\$13,500
<p>Description: The purpose of the project is for the design and installation of a kiosk that will be installed at the Broadbent Park. This project will add necessary signage to this downtown park which will draw more attention and foot traffic to the area. Broadbent Park is a meeting space and trail head for mountain bikers and OHV users. Hosting many events and providing infrastructure, Broadbent sees foot traffic from tens of thousands of people a year. There is a lack of signage showcasing trails to unfamiliar users. Before and after recreating, users are in the economic center of town and can enjoy local businesses.</p>	

SSBCI:

Nevada Opportunity Fund Annual Report (July 1, 2019 – June 30, 2020):

Current fund balance:

- Used - \$538,095.74
- Unused - \$461,904.26
- Total - \$1,000,000

Principal repayments/Funds returned for relending: \$ \$229,565.93

Loans over 30 days delinquent:

- As of 06/30/2020: Aqua Element LLC 35 Days in the amount of \$3,185.74; Robofarm, LLC 53 Days in the amount of \$3,186.46; Body Balance System LLC 62 Days in the amount of \$4,597.96; MJG Operating Company LLC 61 Days in the amount of \$2,389.23; Tri-X Pest Management LLC 88 Days in the amount of \$2,389.23; Kengen LLC 106 Days in the amount of \$3,186.16; Bite Rite Inc 184 Days in the amount of \$10,753.31; 1st Legacy LLC 213 Days in the amount of \$6,373.20.

Businesses by sector:

- Manufacturing – 2
- Wholesale – 3
- Services – 8
- Retail – 4

Locations (Total to date):

- Las Vegas – 14
- Reno – 1
- Rural – 2

- The portfolio is performing with nine loans paying as agreed and nine slow paying loans. The 30 day and 60-day late notice template has been approved by loan committee and letters have been issued accordingly. Six loans are 60+ days past due. Three loans are 90+ days past due. One loan is approved for charge off. A 60-day payment deferral was granted to all participants due to COVID-19 in April 2020. An additional payment deferral for all participants has been approved in August 2020 in which all payment due dates will be pushed to October 2020.
- Funds from this program has been transferred back to the State.
- Bank of Nevada has lowered the interest rate on loans from 9% (unsecured) and 8.5% (secured) to 4.5% (unsecured) and 4% (secured).

Collateral Support Program:

- GOED and Valley Bank of Nevada closed no loans.

Miscellaneous:

- GOED is leading a virtual rural pitch day contest on November 6, 2020. This effort is a partnership with NNRDA, StartupNV, Entrepreneur's Assembly, Great Basin College, Audacity Fund, SBDC, UNR, Nevada Cooperative Extension, USDA, Business and Industry, NNDA, and EDawn. Partners are holding virtual educational sessions and live coaching leading up to Pitch Day. Winning pitches will be awarded cash prizes from NV Energy.

PROCUREMENT TECHNICAL ASSISTANCE CENTER (PTAC)

Nevada PTAC: COVID-19 Pandemic-Related

- 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 as well as the B&I-led Small Business Discussion Circle meetings.
- Since the start of the pandemic in March 2020, the Nevada PTAC pivoted to counseling and teaching its clients through only remote means such as using the phone, email, and both videoconferencing and webinar capabilities.

- The PTAC has been working one-on-one with Nevada small business clients that includes, but is not limited to the following: (1) counseling them on where to find lucrative COVID-19 and non-COVID-19 contracting opportunities with local, state, and federal government agencies and subcontracting opportunities with government prime contractors, whether they are inside or outside of Nevada, (2) helping them to further refine bid-matching criteria, in order for relevant solicitations to be emailed directly to a client's email address on a daily weekday basis, and (3) assisting them to understand language or clauses contained in a specific COVID-19 or non-COVID-19 solicitation before proposal submission to a government agency or prime contractor.
- With every broad email campaign issued to its clients, prospective clients, and small business resource partners since the start of the pandemic, the PTAC has included with every campaign standard language about clients contacting the PTAC if they need help pursuing government-related contracts and/or subcontracts. The language also shares that local, state, and federal government agencies and their prime contractors, whether inside or outside of Nevada, and with their respective budgets, are still procuring goods and/or services and awarding contracts, in order to meet agency and organizational missions.
- Since the start of the pandemic, the PTAC has also 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):
 - U.S. Small Business Administration disaster assistance
 - Nevada COVID-19 Response, Relief, and Recovery Task Force-led availability of free face coverings/masks and "Stay Safe, Stay Open" posters for Nevada small businesses
 - Nevada Commercial Rental Assistance Grant (CRAG) program
 - National Aeronautics and Space Administration (NASA) procurements, how to do business with NASA, and how to leverage connecting with NASA small business specialists at any NASA center
 - U.S. General Services Administration COVID-19 Personal Protective Equipment (PPE) sources sought notice
 - State of Nevada Purchasing Division's various procurement requirements for cleaning, disinfecting, and sanitizing services
 - KBR, a large U.S. federal government contractor, and its varied subcontracting and supplier opportunities in Nevada for Nevada small businesses
 - MKD Construction Inc., a government contractor, and its subcontracting and supplier opportunities inside and outside of Nevada for Nevada small businesses
 - Co-sponsored monthly webinars between the Nevada PTAC and the Nevada Small Business Development Center to include a past PTAC-led webinar entitled, "Disaster Recovery Business Opportunities," as well as seven past PTAC-led webinars showing in real-time on the Internet where to find website links to local, state, and federal government contracting opportunities and subcontracting opportunities with 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' review
 - PTAC client success story (client: Lito Corporation, a Service-Disabled Veteran Owned Small Business, focusing on technology engineering and consulting) regarding winning some federal government level contract awards, and the ability to create full-time jobs and retain all company employees through the pandemic
 - 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 leading to job creation, job retention, and diversifying the Nevada economy
- 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
- Since March 2020, the PTAC Director, Ms. Joan C. Rueben, NCMA Fellow, has been invited to be a featured webinar speaker, along with contracting leadership from the U.S. Small Business Administration, Nellis Air Force Base, and National Guard, regarding government contracting and subcontracting tips that can help Nevada small businesses during this pandemic.
- As for collaborative efforts, the PTAC and the Urban Chamber of Commerce coordinated on a government contracting and subcontracting webinar that was held in August 2020 to help Chamber members, as well as certified minority business enterprises via the Western Regional Minority Supplier Development Council, improve upon marketing their respective companies during this pandemic by developing a Capability Statement document, which is essentially a synopsis of a company's professional resumé and a business norm in government contracting.
- Further, the PTAC and Siemens, a large U.S. federal government contractor, with an office in Las Vegas, worked together on two webinars in August 2020 to highlight how during the pandemic Siemens can serve as a government prime contractor and Nevada small businesses can serve as subcontractors under Siemens and vice versa, where a Nevada small business can serve as a prime contractor and Siemens can serve as its subcontractor.
- Also, the PTAC coordinated with a specific U.S. Department of Defense (DoD) Office of Small Business Programs contractor to help teach Nevada businesses via five webinars in June 2020 about cybersecurity requirements when contracting with DoD agencies or DoD prime contractors and about the topic of cybersecurity of information technology-related infrastructure in general given the ever-rising number of cyber-related crimes against companies and individuals during this pandemic.

Nevada PTAC: General Activities

- Per its cooperative agreement with the Defense Logistics Agency (DLA), the Nevada Procurement Technical Assistance Center (PTAC) reported on performance metrics, on a cumulative basis, that include, but are not limited to, the aggregate total of active clients' government-related contracts and subcontracts and the overall total of outreach-related events. The following metrics were provided to federal and state personnel for the period Aug. 1, 2019 – Mar. 31, 2020: (a) \$148,041,075 total of active clients' contract awards with local, state, and federal government agencies and subcontract awards with government prime contractors, and (b) participation in 30 outreach events. According to DLA, which helps to fund the Nevada PTAC with federal dollars to ensure complete alignment with GOED in helping for-profit businesses, especially the small businesses, pursue government-related procurements, DLA shared that \$47,060 is the equivalent of one job. Therefore, the \$148,041,075 amount is the equivalent of about (c) 3,146 jobs.
- The same respective information, but for the period Aug. 1, 2019 – Jun. 30, 2020, is as follows on a cumulative basis: (a) active clients' contract awards at \$261,101,936, (b) outreach events at 50, and (c) job equivalency at about 5,548 jobs.

- For the period from Aug. 1, 2019 – Mar. 31, 2020, a total of about 184 business representatives attended past in-person workshops in Las Vegas and Reno and remotely accessed statewide webinars that were conducted in real-time. These government contracting-related workshops and webinars led by the PTAC are part of an educational series co-sponsored by the PTAC and the Nevada Small Business Development Center. Regarding the past in-person workshops, business attendees were even encouraged to network with and market their goods and/or services to fellow businesses.
- The same respective information, but for the period Aug. 1, 2019 – Jun. 30, 2020, is as follows on a cumulative basis: business representative attendance at about 257.
- For the period from Aug. 1, 2019 – Jun. 30, 2020, the PTAC participated in a combined total of 50 of its own and in small business resource partners' outreach-related functions. Some of the resource partners (and their respective clientele) the PTAC helped to serve were as follows: the U.S. Department of Defense Office of Small Business Programs, U.S. Small Business Administration, the U.S. Department of Housing and Urban Development, Clark County Purchasing & Contracts, the Women's Chamber of Commerce of Nevada, the Nevada Contractors Association, and the College of Southern Nevada (a classroom of small business owners). The Nevada PTAC also hosted a public outreach table at the Nevada Department of Veterans Service's Women Veterans Conference in Las Vegas, and at the Nevada Economic Development Conference in Henderson.
- The Nevada PTAC was nominated for and won the prestigious national Association of Procurement Technical Assistance Centers (APTAC) Outstanding Project Award in March 2020 at APTAC's annual spring conference held in Chicago, IL, for its work in generating a checklist of business risk mitigation tips for PTAC clients pursuing firm-fixed-price professional service contracts with government agencies and subcontracts with government prime contractors. The Nevada PTAC taught a breakout session about the checklist back in March 2019 at APTAC's national spring conference held in Reno and that was hosted by the PTAC, and led a webinar about it for Nevada small businesses in January 2020 that was co-hosted with the Nevada Small Business Development Center.
- GOED was awarded another annual Cooperative Agreement by DLA to operate the PTAC for the program year August 1, 2020 – July 31, 2021. The PTAC has been in existence since the 1980s.
- National PTAC Day will be celebrated by PTACs around the nation and in some U.S. territories on September 16, 2020. APTAC is hosting a free nationwide "National PTAC Day" webinar for for-profit businesses, especially small businesses, with any level of government-related contracting and/or subcontracting experience. Ms. Joan C. Rueben, NCMA Fellow, was nominated in August 2020 to be and will be one of the webinar speakers. Also, on the same day at a different time, the PTAC will be hosting a webinar of its own entitled, "Resources for Veteran-Owned Businesses in Nevada."

NEVADA FILM OFFICE (NFO)

- As of September 4, 2020, the status of In Progress Productions for the Nevada Film Tax Incentive is summarized below:

- Mr. Vance Farrow is a member of the ***Immunize Nevada Flu and Covid-19 Task Force*** and will be initiating a partnership between Immunize Nevada and Nevada Partners to combine efforts to both continue providing Covid-19 testing and Flu shots this fall in a series of community outreach events throughout southern Nevada. The first collaborative event is scheduled for Saturday, October 10th.
- Mr. Vance Farrow is partnering with the ***Office of Minority Health, All of Us Research Program*** to increase the number of clinical trials in support of Covid-19 research in Nevada. The clinical program is designed to help speed up medical research in the development of a vaccine and or therapeutics by utilizing individual patterns for study and their impact. Many Nevada stakeholders are leading in this statewide effort.

CROSS AGENCY

Outreach and Response Efforts:

- The Constituent Services Team was created in February in preparation for anticipated constituent inquiries into all matters related or as a result of COVID-19 disruptions. Tatjana and Greg assisted with the website portal where inquiries to the Governor were logged and responded to within a 48-hour window, oftentimes immediately. To date- 468 inquiries have been responded to. The Constituent Services team, Ms. Sonia Joya, Director of Special Projects, Ms. Jeannette Houlguin, Business Development Specialist, Ms. Susan Skaggs, Executive Assistant, Ms. Mariah Heriman, Business Development Coordinator, Ms. Dayna Dale International Business Development Specialist, and Ms. Sam Cline, International Business Specialist, created templates to respond to inquiries; held weekly calls and updates; provided resources and information to constituents and provided updates and information as requested.

Diversity & Inclusion Efforts:

- Weekly contact initiated and maintained with the three largest minority chambers in southern Nevada, Latin, Urban and Asian. Additionally, worked with Mexican Consulate of Nevada in sharing CARES act information and being a resource for that community on all questions as a result of COVID 19. Worked with B&I, Nevada Commission on Minority Affairs Management Analyst, Ms. Emily Ku, in reaching out to NAACP in Reno, Minority Contractors, Office of New Americans in ensuring dissemination of CRAG Act Funding to those communities. Participated in a 3-person group meeting with Mr. Erik Jimenez, Secretary of Treasurer's office to offer GOED support of proposed BDR in Diversity and Minority Space that would help the state implement an awareness program for state employees. Similar to GOED's efforts of creating a workshop for state employees to share information on diversity and inclusion in the workplace prior to COVID-19.

STAFF ANNOUCEMENTS

- Mr. Nathan "Nate" Jackson was promoted from Government Contracts Advisor to Deputy Director of the Nevada PTAC. As a former Contracting Officer for the U.S. federal government, coupled with his procurement experience in the private sector, etc., Nate has brought his contracting know-how to the PTAC and its clients. The PTAC is elated that Nate continues his public service career with GOED and the State of Nevada.