

Nevada Governor's Office of  
**ECONOMIC DEVELOPMENT**

*Empowering Success*

NEVADA GOVERNOR'S OFFICE OF

# Economic Development

**ANNUAL REPORT 2021**







# TABLE OF CONTENTS

Letter from Governor Sisolak & Director Brown **1**

GOED Legislative Summary **3**

State of the Economy **5**

GOED Performance Report **7**

Business Development Report **16**

Innovation-based Economic Development **22**

Workforce Development **34**

International Trade Division **48**

Nevada Procurement Technical Assistance Center (PTAC) **59**

Nevada Film Office **61**

Healthcare Industry Report **63**

Rural Economic and Community Development **66**

GOED's Board Members **71**

GOED's Organizational Chart **72**

Mission & Vision Statements **Back Cover**



# Letter

FROM GOV. STEVE SISOLAK  
& EXECUTIVE DIRECTOR MICHAEL BROWN



GOVERNOR  
STEVE SISOLAK

## ***Dear Nevada Legislators and GOED Board Members,***

Looking back on Nevada's economic development in 2021, we feel confident that Nevada is positioned to continue diversifying its economy, attract top companies, and create good jobs.



DIRECTOR  
MICHAEL BROWN

Since January of 2019, the Nevada Governor's Office of Economic Development has approved abatements for 75 companies. Within five years these companies will bring on 11,341 jobs and make \$2 billion in capital investment. Over the next ten years these companies

will generate more than \$1 billion in new net tax revenues for our state.

Because our hospitality and leisure job sectors were hit particularly hard by the COVID-19 pandemic, we have really focused on Southern Nevada. Of the 42 companies that were approved for abatements in 2021, 30 of them either relocated or expanded into Southern Nevada. Meanwhile the Reno area saw 59 companies relocated there during the past two years. That includes 29 headquarters and 5,600 new jobs.

In 2021, Nevada claimed the top spot in the Index of State Economic Momentum rankings that is based on states' most recent performance in three key measures of economic vitality: personal income growth, employment growth, and population growth.

Our recent success didn't happen by accident. When the pandemic hit, we immediately worked to develop a Plan for Recovery and Resilience. The goal is good jobs today, better jobs tomorrow. GOED is working with stakeholders to pursue visionary policies that set Nevada apart for the future, continuing the state's drive for resilience and diversification. Where in 2018 our largest

employers were spread across four industry sectors, they are now spread across eight.

Gaming and tourism will always be important industries in Nevada, but our historic sectors need protection from downturns in the economy. That's why Nevada is focused on attracting high-skill industries. The advantages in Nevada are endless. We share a border with the fifth largest economy in the world and have close access to the ports of Los Angeles, Long Beach, and Oakland. Nevada is also positioned to play a global role in lithium mining and processing. We've already seen Tesla and Panasonic make major investments in the state. Now we're poised to become the one place in North America where lithium is being mined, produced and recycled.

The Sisolak administration has also seen major investments from an exciting autonomous Delivery Company named Nuro. We're also seeing major investments from more familiar names such as Google and Amazon.

In January, GOED and the Northeastern Nevada Regional Development Authority (NNRDA) entered a three-year partnership with MineConnect, a new business incubator dedicated to the service and support of the Nevada Mining Industry. With its presence in Elko, rural Nevada now has access to Canada's largest concentration of hard rock mining expertise through its membership of 190 companies with 8,800 employees throughout Northern Ontario. This partnership couldn't have come at a better time with the supply chain challenges the country has faced during the pandemic.

In March, Google announced plans to invest more than \$7 billion in offices and data centers and create at least 10,000 new full time Google jobs across the United States. Google has called Nevada home since 2019 when it broke ground on a \$600 million data center investment in Henderson. In 2020, Google announced an additional \$600 million investment in Storey County and an expansion of its Henderson facility by an additional \$600 million, bringing its total investment in Nevada to \$1.8 billion.



# Letter

# GOED

FROM GOV. STEVE SISOLAK  
& EXECUTIVE DIRECTOR MICHAEL BROWN CONTINUED

In April, GOED announced it would fund \$100,000 through its Workforce Innovations for the New Nevada (WINN) program to pilot a technology training program at Truckee Meadows Community College in Reno that uses microcredentials to prepare future software developers.

The Governor put \$75 million in his budget to help Nevada create a robust pipeline of critical infrastructure projects that will put people to work.

Also in April, Governor Sisolak joined College of Southern Nevada (CSN) officials and local business leaders in dedicating its new advanced manufacturing rapid response program on the Henderson campus. This expansion was made possible by a grant of nearly \$2 million from GOED's WINN fund. With funding from this grant, CSN will develop new primary pathways into manufacturing and industrial skills occupations; pathways that will benefit employers and workers throughout Clark County.

We closed out April by kicking off Governor Sisolak's proposal to kickstart the Nevada State Infrastructure Bank. Senate Bill 430

will help launch infrastructure projects across Nevada, while creating thousands of good-paying construction jobs. The Governor put \$75 million in his budget to help Nevada create a robust pipeline of critical infrastructure projects that will put people to work.

In August, Governor Sisolak welcomed Nuro, an autonomous delivery company to North Las Vegas where it will invest \$40 million to build robots for companies such as Domino's, Kroger and FedEx. Nuro is building the first manufacturing facility in the country with the capacity to manufacture tens of thousands of autonomous delivery vehicles. They will

also be building a world-class, closed-course testing facility that will allow sophisticated development and validation of its autonomous on-road vehicles.

GOED Deputy Director Kris Sanchez headed up an effort to partner with OnTrackNorthAmerica to create the Southwest Supply Chain Coalition that will better connect markets and lower costs, while at the same time addressing urgent climate change, safety, and congestion issues. The coalition will be a regional effort to address how goods are moved from ports in California to Nevada, Utah, and Arizona.

In September, GOED's International Trade Division received a \$250,000 State Trade Expansion Program (STEP) grant — its largest ever. The U.S. Small Business Administration has awarded GOED nearly \$2 million in STEP funding since 2011. In November, the U.S. Department of Commerce honored GOED's International Trade Division with its 2021 President's "E" Award for export service at a ceremony in Washington, D.C. The President's "E" Award is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

In December, Governor Sisolak appointed two members of GOED's staff to important committees. Kris Sanchez, Deputy Director, was appointed to the Regional Transmission Coordination Task Force that will further advance Nevada's mission of developing infrastructure, bolstering commitments to renewable energy, and building out a green energy economy. Stacey Bostwick, Director of Workforce Development, was appointed to the Community College Workforce Training and Programs Committee.

Also in December, we learned that the Las Vegas Global Economic Alliance (LVGEA) has been named one of 60 finalists for Phase 1 of the American Rescue Plan's \$1 Billion Build Back Better Regional Challenge from the Economic Development Administration (EDA). Working to provide workforce training opportunities and creating skilled jobs for hospitality and leisure workers who were displaced by the pandemic is a top priority of this administration.



# Legislative Summary

## 2021 LEGISLATURE SETS STAGE FOR NEVADA'S ECONOMIC RECOVERY

*Nevada Film Office, WINN, Infrastructure Bank, and Knowledge Fund Received Boost*

Michael Brown, Nevada Governor's Office of Economic Development Executive Director, today thanked the 2021 Legislature for its work to enhance the State's economic development and recovery plan.

"We spent a considerable amount of time leading up to the legislative session during the pandemic working with SRI International and Brookings Mountain West at UNLV to develop an economic development and recovery plan," Brown said. "We presented this plan to the legislature and I'm both grateful and pleased that their actions during the 120-day session resulted in an important endorsement of the direction Governor Steve Sisolak is leading our economic development and recovery efforts."

**Some of the critical bills the 2021 Legislature passed and signed by Governor Sisolak include:**



- **AB20** revises provisions relating to transferable tax credits for film and other productions. The legislation also more clearly defines both qualified and excluded productions and gives the Nevada Film Office more flexibility and authority in applications for transferable tax credits. Movies and television shows are important in the promotion of the State.

- **AB66** revises provisions relating to the abatement of certain taxes. This bill prohibits companies from receiving an abatement past one year after entering into an agreement. If the applicant fails to enter into an agreement within one year after the application is received, the applicant is required to submit a new application.
- **AB69** revises provisions governing economic development. The definition of motion pictures is broadened to include feature films, programs made for broadcast or other electronic transmission, commercials, and other audiovisual media. The Director of the Department of Business and Industry is added as a non-voting member to the Board of Economic Development. The library of the variety and extent of locations in the State, which are available to produce motion pictures, must be made available on GOED's website.
- **SB24** revises both workforce development requirements governing the approval of a GOED workforce development program, and provisions governing the administration of the Workforce Innovations for a New Nevada (WINN) account.
- **AB106** makes an appropriation to GOED for the provision of grants to certain entities impacted by the COVID-19 pandemic. This included a \$50 million boost to the PETS grant program administered by GOED and the Treasurer's Office.
- **AB184** temporarily creates the Office of Small Business Advocacy within the Office of the Lieutenant Governor to provide certain information to small business and to coordinate with certain State agencies and local governments to facilitate interactions between such entities and small businesses.
- **AB412** provides that a neighborhood occupantless vehicle may be operated on roadways with speed limits up to 45 miles per hour. The measure provides that a fully autonomous vehicle that is exclusively



## Legislative Summary CONTINUED

operated by an automated driving system is exempt from certain equipment requirements.

- **AB486** temporarily authorizes tenants subject to designated eviction proceedings to assert certain affirmative defenses relating to rental assistance.
- **SB9** creates a State-level exemption from licensure requirements for investment advisors to specific types of qualifying private funds as defined by federal law. The bill also defines conditions an adviser must meet to qualify for an exemption.



- **SB52** establishes a dark sky designation to sites in Nevada that possess varying degrees of exceptional or distinguished quality of starry nights and a nocturnal environment that is specifically protected for its scientific, natural, and educational value, as well as for public enjoyment. This is considered an important economic development tool for tourism throughout the State.
- **SB448** revises provisions in government public utilities. During the 12-year construction period of the Greenlink Nevada project, it is expected to generate \$690 million in economic activity and support more than 3,700 jobs that will pay more than \$406 million in wages and salaries. GOED currently has five projects in its business pipeline that are EV related.
- **AB191** requires the State Plan for Medicaid to include coverage for the services of a Community Health Worker under certain circumstances. This is critical in developing the healthcare workforce pipeline.

- **SB379** provides for the collection data concerning providers of health care. This will allow for the development of a baseline of characteristics of providers that can better assist workforce development planners on future deficits in any facet of health care.



- **SB434** appropriates \$25 million for the construction of a medical school at UNLV. This will help Nevada recruit, train, and keep more medical professionals and could generate as many as 16,000 jobs over the next decade.
- **AB450** aligns workforce training and programs offered by community colleges in Nevada, to ensure that Nevadans are trained and ready for jobs of the future by bringing renewed focus and resources to Nevada's community colleges recognizing the important role they play in Nevada's future workforce development, economic growth, and higher education mission.
- **SB430** launches Nevada's Infrastructure Bank with a \$75 million appropriation to fast-track much-needed infrastructure projects across the State and create thousands of good-paying jobs.
- **AB494** appropriates \$5 million over the biennium to the Nevada Knowledge Fund. The Knowledge Fund has been building research capacity for the development of new technologies at UNLV, UNR, and DRI which can be commercialized, as well as setting up and operating centers to engage in research and development collaborations with the private sector particularly with highly scalable small technology-based businesses. This will assist in further stimulating the growth of vibrant entrepreneurial ecosystems.

# State of the Economy

BY BOB POTTS, GOED DEPUTY DIRECTOR

## NEVADA HAS LEARNED IMPORTANT LESSONS ABOUT ITS ECONOMY COMING OUT OF THE PANDEMIC

GOED's vision of creating a diverse, innovative, sustainable, and resilient economy took on a new meaning over the past year. The pandemic induced downturn to our economy once again revealed how procyclical our economy is and how susceptible we are to larger national and international recessions.

Unlike previous recessions, however, the recent downturn was the direct result of mandated closures in an effort to keep people safe. In order to offset economic damage Nevada received significant support in federal stimulus dollars which in turn has set into motion dynamics that are creating unprecedented opportunity for our state.

In February 2020, state job counts stood at 1,442,800 before the mandated closures. When they began, employment levels fell by 330,400 to a low of 1,105,700 by the end of May driving the unemployment rate to the historical high of 29.5 percent. Impacts across the state varied widely where 85 percent, or 279,600 of 330,400 lost jobs were in Clark County.



Service based industries were most exposed to the economic downturn falling by 24.9 percent while goods produced only dropped by 8.0 percent. This was particularly a problem in southern Nevada where prior to the downturn the Leisure and Hospitality sector employed 292,300 or 27.8 percent of all jobs in the region. This compares to 15.4 percent of all

jobs in the Reno-Sparks area which, as a result, has been much less impacted by the downturn.

As of December 2021, we have recovered 78.6 percent or 259,800 of the 330,400 lost jobs. This brings the current statewide job count to 1,372,200 or 70,600 fewer jobs than we had in February 2020.

The unemployment rate has also improved dramatically. At years end the statewide unemployment rate stands at 5.2 percent before seasonal adjustment. The comparative number for Las Vegas is now 6.0 percent and for Reno it is 2.8 percent. The statewide seasonally adjusted unemployment rate is 6.4 percent which is a significant improvement over the May 2020 unemployment rate of 29.5 percent.

Although these improvements have been significant and welcome, the regional differences, and lack of diversification, especially in southern Nevada, continues to haunt us. In total, the Leisure and Hospitality industry is still down 70,300 workers; 63,900 of which are in Accommodations and Food Services.



That said, the pandemic has also set into motion some very positive trends creating opportunity that would not have happened otherwise. The reasons and the timing of these dynamics will undoubtedly be fodder for many research projects to come, but among them the major reasons will be: the comparative advantage that Nevada enjoys being next to the 5th largest economy in the world (California), unprecedented support in the form of Federal stimulus dollars, the change in consumer shopping behavior to non-retail store spending, and the overall pent-up demand for Nevada style entertainment.





## State of the Economy CONTINUED



Considering these recent trends in historical context also adds to the overall story and the opportunity in front of our state.

Over the past decade it has become increasingly clear that the Tourism, Gaming and Entertainment sector is maturing. From 2010 to 2020 the number of jobs in the industry has declined by 17.6 percent from 383,246 to 318,298 workers. The other sectors GOED has targeted for development have, on average, grown by 21.8 percent with Manufacturing, and Logistics and Operations in the lead. Additionally, these growing sectors compensate their workers, on average, \$39,000 per year more than the Tourism, Gaming and Entertainment sector. This earnings appreciation has also added another significant level of positive impacts to the state.

With this historical trend in the shifting of Nevada's industrial base coupled with the accelerated dynamics driven by the pandemic economy, we are recognizing unprecedented opportunity to further grow, diversify and stabilize Nevada's economy.

For example, prior to the pandemic the 10 largest private sector employers were confined to three industries including Accommodation and Food Services, Health Care, and Retail Trade. Fast forward to 2021 and the top 10 are now found in six industries including not only Accommodation and Food Services, Health Care, and Retail Trade, but also Manufacturing, Mining, Transportation, and Warehousing.

Another indicator that highlights the accelerated shift in Nevada's industry base is comparing the number of industry jobs lost from February 2020 to May 2020 to the number gained since then, and the net difference.

As was mentioned earlier, we are still down 70,300 Leisure and Hospitality jobs with an estimated 40-50,000 of those jobs never coming back because of natural maturation and pandemic effects. On the other hand, the Transportation and Warehousing industry now employs an additional 18,100 workers that did not exist prior to 2020.

These dynamics make it clear that Nevada, and particularly southern Nevada, finds itself in a unique situation where historical trends accelerated by the pandemic here has created a unique opportunity for us to strategically fulfill our vision of creating a "Diverse, Innovative, Sustainable and Resilient Economy".





# GOED Performance Report

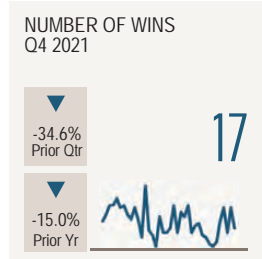
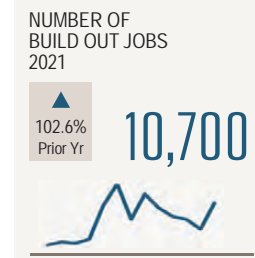
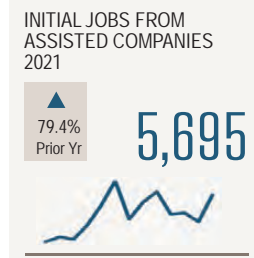


Nevada Governor's Office of  
**ECONOMIC DEVELOPMENT**

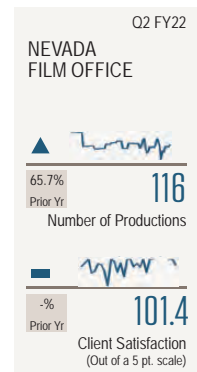
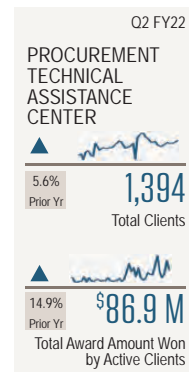
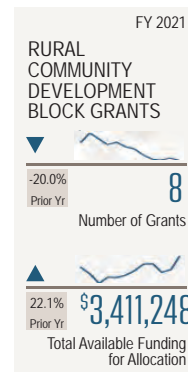
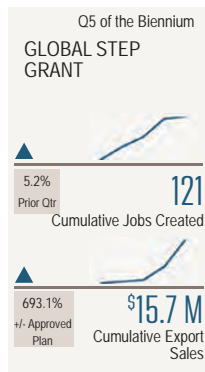
ECONOMIC DEVELOPMENT - 2021

## ANNUAL PERFORMANCE REPORT

2021



### DIVISIONS

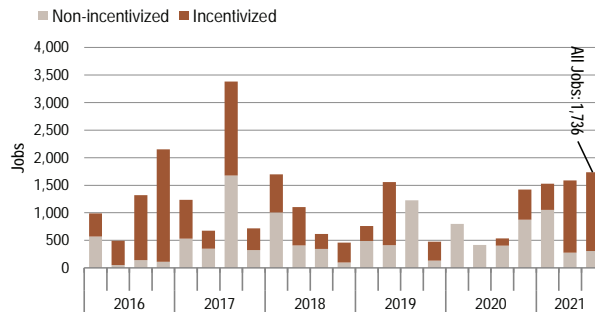


## GOED Performance Report CONTINUED

### JOBS ANNOUNCED BY ASSISTED COMPANIES

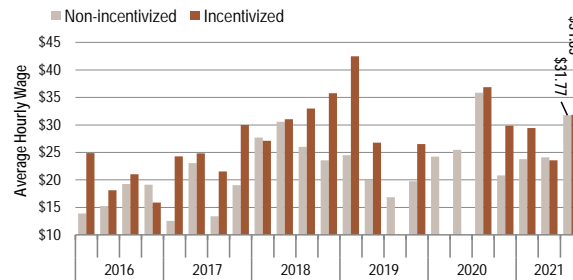
In the fourth quarter of last year, 17 companies added 845 jobs to Nevada's economy. Once these companies are fully staffed, the build-out job estimate is 1,869. Incentivized companies are bringing in 469 jobs, while non-incentivized assisted companies are adding 376 jobs to the workforce.

In 2021, 50 percent of the assisted companies were manufacturers followed by business services (21 percent) and logistics and operations (19 percent).



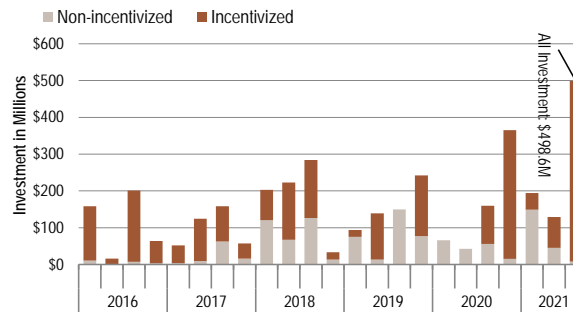
### WAGES PAID BY ASSISTED COMPANIES

Wage activity remained strong in the fourth quarter. The average hourly wage paid by assisted companies came in at \$27.29 for the year, up from the \$27.17 average for the first three-quarters of 2021. Further, the 2021 average is up 3.3 percent from 2020. So far this year, the incentivized average wage is \$27.75. Meanwhile, the non-incentivized average wage came in at \$26.46.



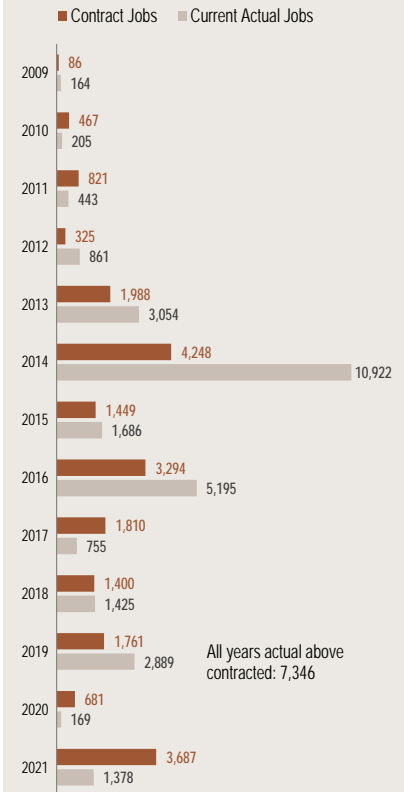
### ASSISTED COMPANY INVESTMENT

Capital investment by assisted companies totaled \$413.3 million in the fourth quarter, \$145.3 million of which is attributed to incentivized companies. Capital investment for 2021 year-to-date totaled \$1.24 billion, exceeding the last year's total for the same time period by \$601.1 million.



Note: Excludes large scale projects like Boulder Solar Power (\$1B), Apple (\$1B), Tesla (\$5B), or companies that qualified for Aviation or Data Center abatements.

### CONTRACT AND ACTUAL JOBS BY NEW INCENTIVIZED COMPANIES



As new incentivized companies add staff, the number of actual jobs has exceeded those that were contracted.

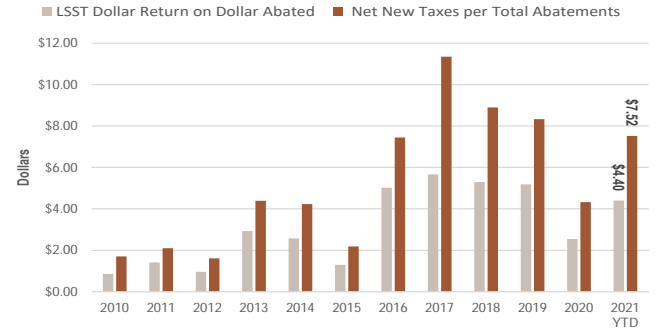


RECRUITMENT ACTIVITY: 2020 Q4-2021 Q4



There were 17 wins in the fourth quarter of 2021. This represents a 34.6 percent decrease from the third quarter, and a 15.0 percent decrease from a year ago. Activity in the earlier stages of the recruitment pipeline during the fourth quarter were also down over prior periods. When compared to the previous quarter, Leads were down by 41.9 percent and Prospects were down by 30.6. When compared to last year, Leads were down by 24.8 percent and Prospects were down by 24.2 percent.

STANDARD ABATEMENT RETURN ON INVESTMENT



The return on investment (ROI) of abated companies is determined by dividing the estimated dollar amount of new taxes after abatements by the dollar amount of taxes abated. In 2021, for every tax dollar abated in the standard abatement, an additional \$7.05 will be collected. Looking at the Local School Support Tax (LSST) portion of the abatement over the same period, for every dollar abated, \$4.12 will be collected. Since 2010, the dollar-for-dollar return on investment of standard abatements is \$5.46 and \$3.14 for the LSST portion. The ROI for all abatements (including standard, aviation, data center, and specialized abatements) is \$2.45 since 2010, and \$7.05 so far this year.

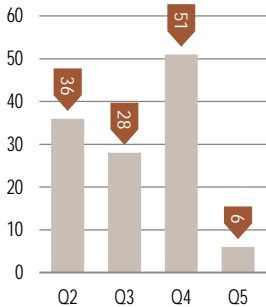
ANNUAL ASSISTED COMPANY STATISTICS

Year	ALL COMPANIES					INCENTIVIZED COMPANIES					NON-INCENTIVIZED COMPANIES				
	COMPANIES	INITIAL JOBS	BUILD-OUT JOBS	AVERAGE WAGE	CAPITAL INVESTMENT	COMPANIES	INITIAL JOBS	BUILD-OUT JOBS	AVERAGE WAGE	CAPITAL INVESTMENT	COMPANIES	INITIAL JOBS	BUILD-OUT JOBS	AVERAGE WAGE	CAPITAL INVESTMENT
2015	86	3,406	7,350	\$22.62	\$5,116,142,613	53	2,056	5,629	\$27.15	\$5,061,620,607	33	1,350	1,721	\$15.71	\$54,522,006
2016	61	4,982	12,570	\$18.07	\$2,103,622,702	34	4,106	10,881	\$18.62	\$2,081,798,202	27	876	1,689	\$15.52	\$21,824,500
2017	74	6,014	9,681	\$19.48	\$399,536,189	35	3,137	5,866	\$23.56	\$306,712,272	39	2,877	3,815	\$15.03	\$92,823,917
2018	88	3,875	7,952	\$29.35	\$8,157,922,024	48	2,017	5,123	\$30.79	\$7,829,424,122	40	1,858	2,829	\$27.80	\$328,497,902
2019	64	4,017	7,362	\$23.59	\$857,627,103	25	1,761	3,883	\$29.14	\$541,120,103	40	2,291	3,514	\$19.51	\$426,490,029
2020	50	3,174	5,281	\$26.43	\$934,440,254	13	681	1,449	\$31.23	\$753,666,889	37	2,493	3,832	\$25.12	\$180,773,365
2021	84	5,695	10,700	\$27.29	\$1,235,561,180	42	3,687	6,552	\$27.75	\$764,863,780	42	2,008	4,148	\$26.46	\$470,697,400

# GOED Performance Report CONTINUED

## SBA STATE TRADE EXPANSION PROGRAM: Q5 PROGRESS

### JOBS CREATED/RETAINED



The State Trade Expansion Program (STEP) helps small businesses learn to export, participate in foreign trade missions, design international marketing products and campaigns, support website globalization and e-commerce capabilities, pay for subscriptions to services provided by the U.S. Department of Commerce and other federal agencies, and participate in export trade show exhibits and training workshops.

STEP is a two-year program awarded to state governments. Over eight quarters, Nevada's approved plan is projected to aid 18 firms in creating \$1.98 million in export sales. We are now beginning the second year of the program and as of the fifth quarter, Nevada has 32 participating firms that have \$15.7 million in export sales; therefore, we have exceeded our goal by 77.8% in participants and 693.1% in sales.

The grant also promotes job growth for participating firms. In the fifth quarter of the two-year grant, there were 6 jobs created or retained, bringing the cumulative total to 121.

STEP QUARTER	NEW TO EXPORT FIRMS		MARKET EXPANSION FIRMS		TOTAL FIRMS	
	FIRMS	EXPORT SALES	FIRMS	EXPORT SALES	FIRMS	EXPORT SALES
Q2	5	\$50,000	4	\$525,462	9	\$575,462
Q3	4	\$51,348	8	\$520,796	12	\$572,144
Q4	1	\$214,864	9	\$4,622,015	10	\$4,836,879
Q5	0	\$137,814	1	\$9,542,369	1	\$9,680,183

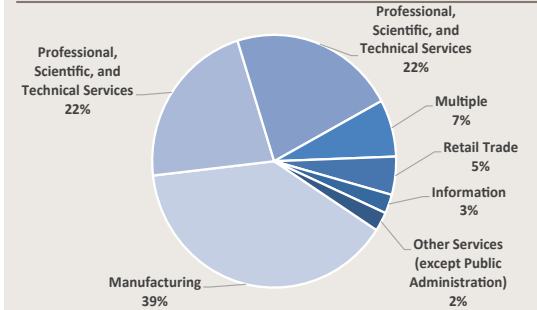
### STEP 8

In addition to the current (STEP 9) grant, the GOED International Division also closed a year-and-a-half long grant, STEP 8, in May of 2021. Nevada's approved plan projected to aid 36 firms export \$2.6 million in sales. By the sixth quarter, 39 firms exported \$13 million in export sales, exceeding the goal by 3 firms and \$10.4 million in export sales. Over the duration of the program, grant assisted companies brought in 239 jobs to Nevadans.

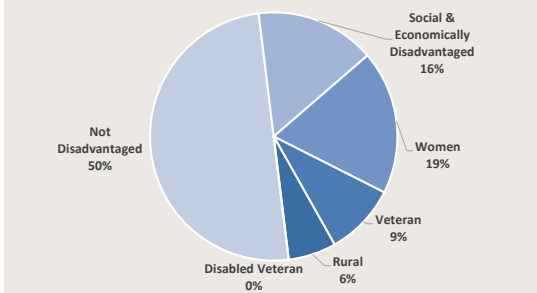
#### GOED INTERNATIONAL DIVISION TRADE MISSION SUMMARY 2021

- » Due to the federal government restrictions on international travel, GOED's International Division (ID) was unable to conduct trade missions abroad. However, the ID hosted several inbound foreign missions.
- » In August and September GOED ID hosted Novomatic, an Australian gaming manufacturing company. In October, GOED ID hosted an inbound mission from the United Arab Emirates (UAE), the Ministry of Municipalities and Transport, and the Crown Prince Court. In November, GOED ID hosted the Department of Culture and Tourism (DCT), another delegation from the UAE. Finally, in December, GOED ID hosted European Days in partnership with the European Union Delegation to the US and the 27 EU embassies in the US.

### INDUSTRY MIX



### FIRM DEMOGRAPHICS

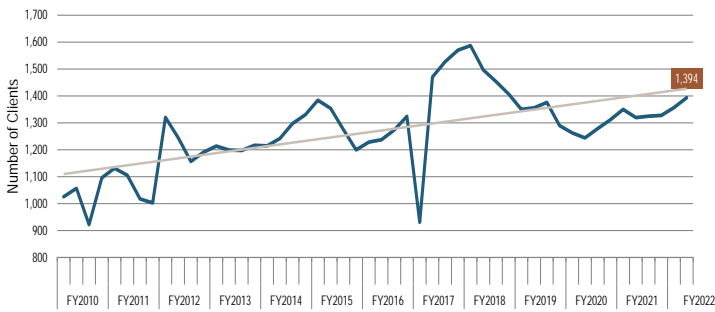


### EXPORT ACTIVITIES

EXPORT ACTIVITY TYPE	TOTAL STEP FIRMS	TOTAL EXPORT SALES
Foreign trade mission	3	\$1,790,237
Website Translation, SEO, Localization	12	\$8,545,887
International marketing media design	3	\$780,386
Trade show exhibition	10	\$3,922,158
Export training workshops	2	\$500,000
Other export initiative	2	\$126,000
<b>Total Cumulative Activity</b>	<b>32</b>	<b>\$15,664,668</b>



### PROCUREMENT TECHNICAL ASSISTANCE CENTER

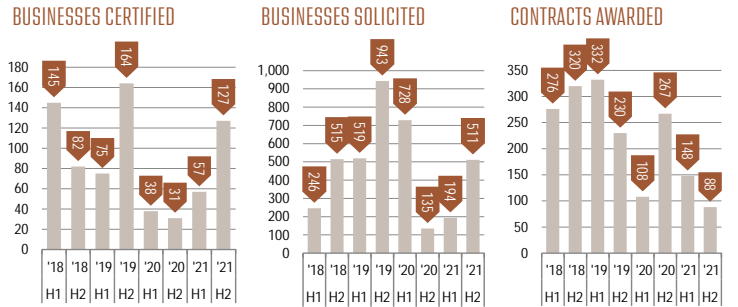


	CLIENTS	PRIME CONTRACT AWARDS			SUBCONTRACT AWARDS		
		NO.	AMOUNT	AVERAGE	NO.	AMOUNT	AVERAGE
FY 2017	1,375	662	\$129,047,457	\$194,936	43	\$4,326,685	\$100,621
FY 2018	1,486	1,309	\$328,285,762	\$250,791	57	\$14,701,162	\$257,915
FY 2019	1,343	1,209	\$169,325,057	\$140,054	36	\$9,461,682	\$262,825
FY 2020	1,275	1,396	\$263,399,314	\$188,681	106	\$25,350,150	\$239,152
FY 2021	1,331	1,380	\$303,669,213	\$220,050	102	\$43,362,549	\$425,123
FY 2022 YTD	1,376	777	\$143,416,633	\$184,577	21	\$90,732,235	\$4,320,583

#### PROCUREMENT TECHNICAL ASSISTANCE CENTER OVERVIEW FY2022 Q2

- » The Nevada Procurement Technical Assistance Center (PTAC) reported 343 prime contracts and 8 subcontracts for its subset of active clients in the second quarter of FY22. The number of clients increased from 1,357 in the first quarter to 1,394 in the second quarter.
- » Regular growth in PTAC metrics continue as a result of the division's one-on-one counseling sessions as clients pursue local, state, and federal government-related contracts and subcontracts in Nevada and across the country. Counseling, in part, includes help with solicitation document review, draft proposal review, and contract administration guidance. The PTAC also provides no-charge outreach events such as webinars.

### EMERGING SMALL BUSINESS PROGRAM



	BUSINESSES CERTIFIED	BUSINESSES SOLICITED	CONTRACTS NUMBER	CONTRACTS AMOUNT	CONTRACTS AVERAGE
January – June 2018	145	246	276	\$3,950,738	\$14,314
July – December 2018	82	515	320	\$6,978,338	\$21,807
January – June 2019	75	519	332	\$6,552,283	\$19,736
July – December 2019	164	943	230	\$6,010,495	\$26,133
January – June 2020	38	728	108	\$3,061,241	\$28,345
July – December 2020	31	135	267	\$12,267,731	\$45,947
January – June 2021	57	194	148	\$3,285,417	\$22,199
July – December 2021	127	511	88	\$3,879,631	\$44,087

#### EMERGING SMALL BUSINESS PROGRAM OVERVIEW

- » The number of Emerging Small Businesses (ESB's) that have been certified from July through December 2021 has increased by 309.7 percent over the same period last year, and 122.8 percent when compared to the first half of the year. Since 2014, 1,858 ESB's have been certified in total.
- » In 2021, the number of ESB's solicited to submit a quote, bid, or proposal on a contract decreased by 18.3 percent over last year. Data is still being collected for the second half of the year, as such, these estimates may increase.

# GOED Performance Report CONTINUED

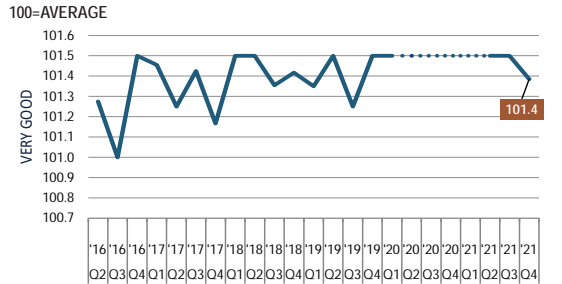
## NEVADA FILM OFFICE

### NEVADA FILM OFFICE ANNUAL PRODUCTION REVENUE\*

FISCAL YEAR	NUMBER OF PRODUCTIONS	REVENUE*
2007	425	\$113,748,400
2008	436	\$82,727,400
2009	361	\$91,900,600
2010	367	\$81,130,250
2011	479	\$102,525,600
2012	520	\$88,783,700
2013	559	\$67,571,708
2014	370	\$58,716,755
2015	500	\$65,159,732
2016	495	\$73,160,712
2017	501	\$40,134,588
2018	333	\$50,066,857
2019	414	\$46,586,786
2020	428	\$33,599,018
2021	360	\$58,013,665
2022	217	\$51,922,544

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

### CLIENT SATISFACTION INDEX\*



VERY GOOD = 101.5-100.9 | GOOD = 100.9-100.3 | AVERAGE = 100.3-99.7 | POOR = 99.7-99.1 | VERY POOR = 99.1-98.5

In the fourth quarter, customer responses to the survey were solidly in the "very good" range of 101.5 and 100.9. The score decreased slightly from the last quarter, at 101.4. Due to budget constraints, the Nevada Film Office Client Satisfaction Survey was inactive from the second quarter of 2020 through the first quarter of 2021. This is indicated by the dashed portion of the line in the chart above.

\*The Index is an aggregate measure on how customers rated their experience on availability, responsiveness, knowledge, willingness to help, and overall level of service. Since inception in 2014, client responses to the Nevada Film Office's Satisfaction Survey have consistently been very good.

### SIGNIFICANT PROJECTS\* FY2022 Q2

PROJECT	PROJECT TYPE
Salon Show	Reality
Caesars	Commercial
Homeless	Documentary
Mojave Diamonds	Feature Film
Liger	Feature Film Ind.
Coercion	Other
GMC-CES	Commercial
Action Action	Feature Film Ind.
The Cleaning Lady	TV Series
The Game	TV Series
Married to Medicine	Reality

\* Each of the projects contributed more than \$280,000 in local production expenditures.

## COMMUNITY DEVELOPMENT BLOCK GRANTS

### FY2021 GRANTS

- » Fifteen grants totaling \$3,996,857.
- » Rural Nevada: Eight grants with a total allocation of \$3,411,248.
- » Urban Nevada (Carson City): Seven grants with a total allocation of \$585,609.

### RURAL COMMUNITY DEVELOPMENT BLOCK GRANTS

FISCAL YEAR	NUMBER OF GRANTS	TOTAL ALLOCATION*	AVERAGE GRANT AWARD	PERCENT ECONOMIC DEVELOPMENT
2014	24	\$2,439,168	\$101,632	22%
2015	20	\$2,544,500	\$127,225	84%
2016	18	\$2,759,320	\$153,296	61%
2017	13	\$3,044,377	\$234,183	69%
2018	9	\$3,061,919	\$340,213	70%
2019	8	\$2,677,129	\$334,641	91%
2020	10	\$2,793,254	\$279,325	97%
2021 YTD	8	\$3,411,248	\$426,406	79%

### RURAL GRANT PROGRESS

- » During the second quarter (October/November/December), \$369,748 was paid to ten rural cities.
- » CDBG staff did not close any grants during this period.
- » There are currently 71 open grants. For the standard CDBG program, there are three grants from 2018, three grants from 2019, and eight grants from 2020. For the CDBG-CV program there are, 45 open grants from 2020 and 14 grants from 2021.

### URBAN COMMUNITY DEVELOPMENT BLOCK GRANTS

- » During the second quarter (October/November/December), \$63,641 was paid to Carson City.
- » Carson City received \$492,582 in the HUD allocation to fund six projects.
- » In 2017 Carson City's program reverted to the state with an urban focus and different priorities than GOED's existing rural programs. Future urban project recommendations for funding will be reviewed to award grants with greater economic development impact.

\*Total Allocation includes HUD allocation as well as recaptured funds

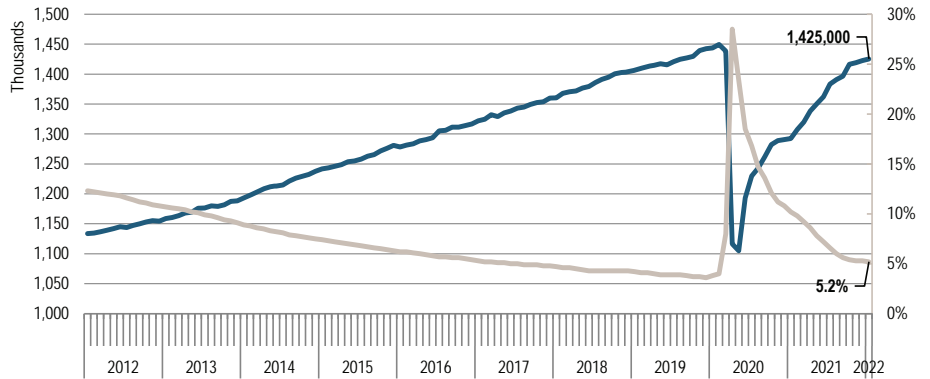


### NEVADA JOBS AND UNEMPLOYMENT

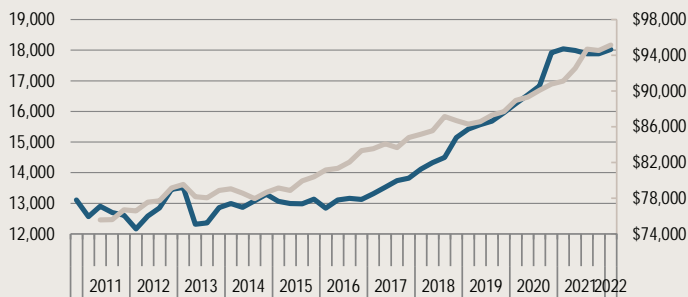
As of January, the total number of workers in the State now stands at 1,425,400. This still puts us down 24,200 jobs since the pre-pandemic high of 1,449,600 in February 2020. However, 320,300 jobs have been gained back resulting in an increase of 10.3 percent over the year. This compares to a National increase of 4.7 percent.

The unemployment rate currently stands at 5.2 percent; a 5.0 percentage point decrease from this time last year but 1.6 points above the pre-recessionary low of 3.6 percent.

— Jobs (in thousands) — Unemployment Rate

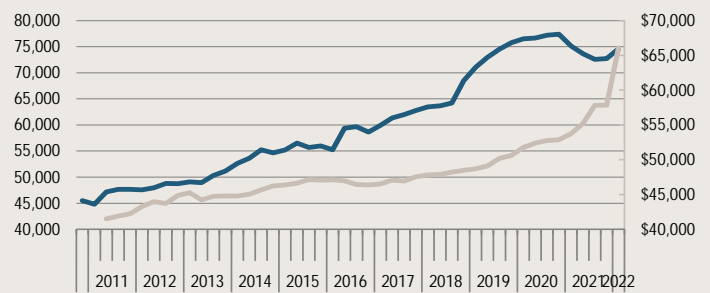


### AEROSPACE AND DEFENSE



Aerospace and Defense jobs increased slightly in the first quarter of 2022, with 18,020 workers currently employed in the industry. Average annual earnings totaled \$95,140 per year, up \$590 over the quarter. When compared to last year, there has been a 0.1 percent decrease in jobs while earnings increased by 4.4 percent.

### BUSINESS INFORMATION TECHNOLOGY



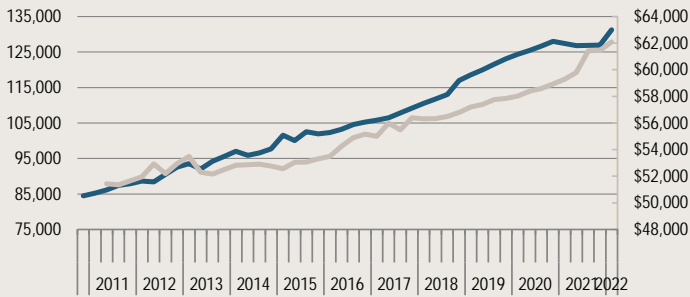
The number of jobs in Nevada's Business Information Technology sector increased by 1,850 in the current quarter to a total of 74,580 workers in the sector. Average annual earnings increased substantially, up \$8,240 from last quarter, and now stands at \$66,100. For the year, job counts have decreased by 0.8 percent, while earnings improved by 22.9 percent.

— Jobs — Average Earnings per Job

*Current industry data is derived from EMSI's first quarter estimates. Industry groups do not equate to the two-digit NAICS sectors or the super-sector groups found in CES data.*

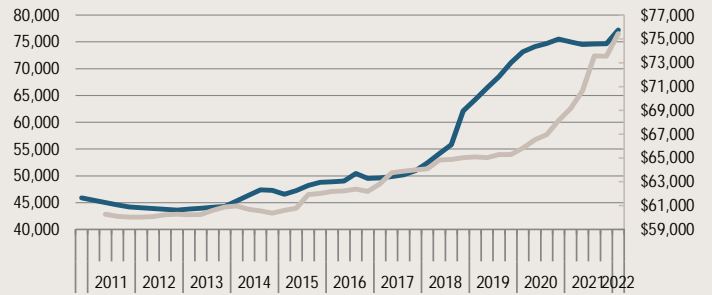
# GOED Performance Report CONTINUED

## HEALTH AND MEDICAL



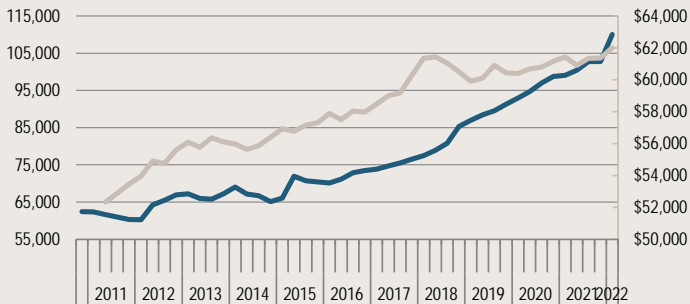
When compared to the previous quarter, jobs in Nevada's Health and Medical sector increased by 4,330, for a total job count of 131,250 workers. Annual earnings also increased, up \$650, to a salary of \$62,100. When compared to last year, job counts in Nevada's healthcare sector have grown by 3.0 percent and earnings have increased by 4.7 percent

## NATURAL RESOURCE TECHNOLOGIES



There were 77,250 workers in Nevada's Natural Resource Technologies sector after an increase of 2,580 jobs in the current quarter. Average annual earnings increased by \$1,890 and currently stand at \$75,450. When compared to last year, job counts have increases by 3.0 percent and earnings have increased by 9.1 percent.

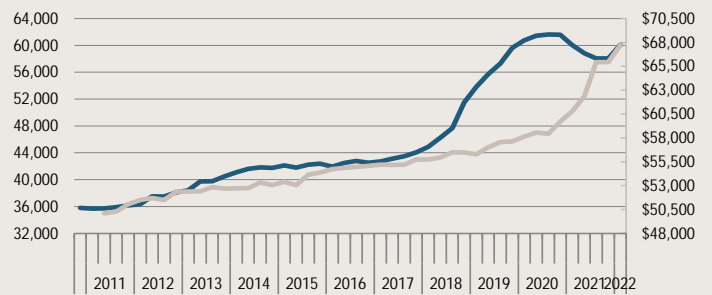
## LOGISTICS AND OPERATIONS



Average annual earnings in Nevada's Logistics and Operations sector increased \$640 from last quarter's average and currently stand at \$62,007. Job counts are up 7,280 this quarter, with 110,010 total jobs in the sector. For the year, jobs have grown by 11.1 percent and earnings have increased by 0.9 percent.

*Current industry data is derived from EMSI's first quarter estimates. Industry groups do not equate to the two-digit NAICS sectors or the super-sector groups found in CES data.*

## MANUFACTURING



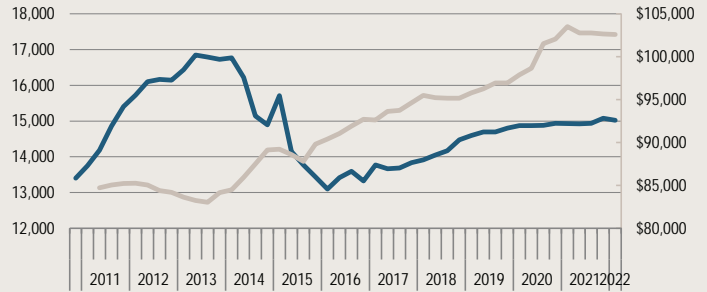
Nevada's Manufacturing sector also realized significant growth this quarter. Jobs increased by 2,040 and wages grew by \$1,780, resulting in 60,080 workers currently employed in the sector making, on average, \$67,720 per year. Since last year, job counts have increased by 0.1 percent, while average annual earnings grew by 11.4 percent.

— Jobs — Average Earnings per Job



### MINING

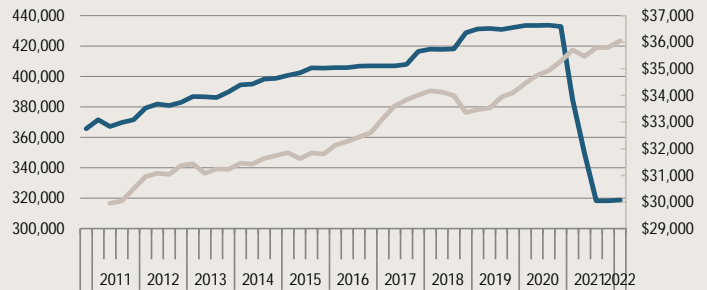
Nevada's Mining sector remained stable over the quarter and the year. Job counts contracted by 60 in the current quarter, with total industry employment of 15,020 workers. Average annual earnings also contracted slightly by \$40 this quarter, and currently stand at \$102,590. When compared to last year, job counts have improved by 0.6 percent while earnings decreased by 0.9 percent.



### TOURISM, GAMING, AND ENTERTAINMENT

Although the pandemic hit Nevada's Tourism, Gaming, and Entertainment industry especially hard. Total employment in Nevada's largest sector currently stands at 318,850 workers. Annual earnings increased by \$250, and now stand at \$36,060. For the year, jobs decreased 17.2 percent, while earnings increased 1.0 percent.

It should be noted that these estimates do not include recent benchmarking revisions indicating even more jobs are starting to return.



Current industry data is derived from EMSI's first quarter estimates. Industry groups do not equate to the two-digit NAICS sectors or the super-sector groups found in CES data.

Jobs Average Earnings per Job

# Business Development Report

## The Governor's Office

of Economic Development's Business Development team had a banner year in its continuous efforts to attract and assist new business that will not only diversify Nevada's economy, but also bring new investment into the state and create quality and highly paid jobs for Nevadans.

Since January of 2021, the GOED has approved abatements for 42 companies.

Since January of 2021, GOED has approved abatements for 42 companies. Within five years these companies will bring in 6,552 jobs and make \$765 million in capital investment. Over the next ten years these companies will generate more than \$505.8 million in new net tax revenues for our state.

Because our hospitality and leisure job sectors were hit particularly hard by the COVID pandemic, we have really focused on Southern Nevada. Of the 42 companies that were approved for abatements in 2021, 30 of them either relocated or expanded into Southern Nevada. Meanwhile, the Economic Development Authority of Western Nevada (EDAWN) reported that

the Reno area saw 59 companies relocated there during the past two years. That includes 29 headquarters and 5,600 new jobs.

GOED's Business Development team worked closely with Nevada's Regional Development Authorities (RDA's), local governments, utility providers, and other state agencies to achieve a cohesive economic development plan.

In GOED's efforts to attract new investments, the Business Development Team assists potential and existing projects with site selection needs by working closely with RDAs,

local governments, and other state agencies, as well as commercial real estate entities, to fast-track the process of finding the adequate commercial land with adequate infrastructure and to provide assistance and support for licensing or permitting processes. GOED also manages the state's abatement program application process, comprising everything from analyzing applications, managing, and administering the quarterly Board Meeting process, to the contractual abatement phase.

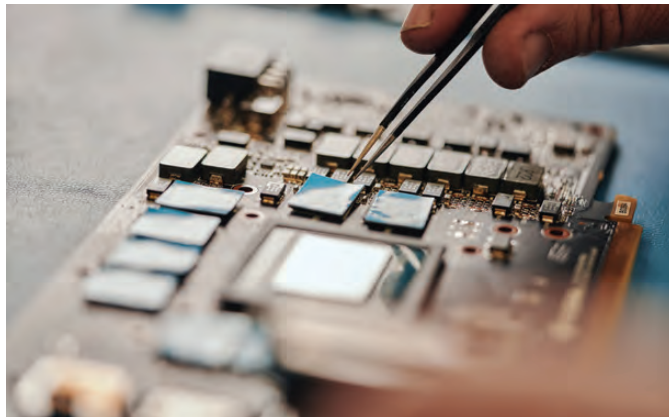
The Business Development team also works closely with different divisions within GOED and other government agencies. The Business Development Team was instrumental, alongside the Treasurer's Office, in developing the PETS grant program and produce continuous assistance to small business with customer support by answering all the relevant questions they had.

## BUSINESS ATTRACTION AND RELOCATION EFFORTS

GOED's Business Development Team continues to work with companies considering Nevada as a potential location. As of December 2021, GOED's Business Development Pipeline has 15 active Request of Information (RFI) projects. These projects are actively exploring Nevada as a location for their operations. Approximately 80 percent of these projects are manufacturing operations, and the remainder are data centers as well as technology driven operations, with an estimated 2,534 jobs to be created and approximately \$1.7 billion total investment in the State.

Several site visits in Northern and Southern Nevada, as well as rural areas were organized alongside the RDAs. Local government representatives, along with RDAs, GOED's team, and workforce specialists from DETR, joined the companies interested in Nevada to discuss benefits of doing business in our state and details about their operation's needs. At these site visits our utility partners including NV Energy as well as commercial realtors took companies to actual sites.

These active RFIs will potentially result in companies moving and opening their



operations in our State and some of them, if they qualify, will apply for Tax Abatement packages that will be presented to GOED's Board during the quarterly Board meetings.

### **TAX ABATEMENT APPLICATIONS AND GOED'S BOARD MEETINGS**

As GOED continues its work with RDAs to diversify Nevada's economy and create quality jobs, 2021 was a busy year with companies starting operations and expanding in our state and applying for tax abatements. Abatement applications were heard every quarter at the March, June, September, and December GOED Board Meetings.

As of the end of December 2021, 42 companies have been incentivized, some 30 percent more companies than the previous year, proving that business activities are picking up after the COVID pandemic period that hit our state hard and created high unemployment. These 42 companies will create an anticipated 3,687 new well paid quality jobs with an average hourly wage of \$27, in the first two years of operation, and make an estimated \$764 million in capital investment in the State.



# Business Development Report CONTINUED

COMPANIES	NO. OF COMPANIES	INITIAL JOBS (2 YRS)	BUILD-OUT JOBS (5 YRS)	AVERAGE WAGE	CAPITAL INVESTMENT	TOTAL PARTIAL TAX ABATEMENTS	NET NEW TAXES	ECONOMIC IMPACT
<b>March 31, 2021</b>								
Advanced Hemp, Inc.		64	155	26.88	\$8,159,769	\$895,839.00	\$10,283,332.00	\$832,999,535.00
Boxabl Incorporated		30	100	289.97	\$3,371,885	\$319,578.00	\$6,103,107.00	\$244,751,750.00
Merastar Insurance Company		100	600	32.34	\$3,000,000	\$509,795.00	\$29,030,888.00	\$954,409,692.00
Nuro, Inc.		50	60	28.8	\$1,287,000	\$170,519.00	\$5,337,449.00	\$114,891,280.00
PayCertify, Inc.		65	100	29.31	\$2,318,894	\$454,175.00	\$5,597,617.00	\$211,817,656.00
Plant Prefab, Inc.		60	100	26.5	\$16,585,000	\$1,623,210.00	\$4,151,187.00	\$218,071,476.00
Redwood Materials, Inc.		39	109	30.77	\$5,137,352	\$411,599.00	\$3,738,092.00	\$321,804,171.00
Silver Lion Farms		50	53	27.3	\$3,304,000	\$291,767.00	\$2,823,212.00	\$105,071,115.00
ThyssenKrupp Industrial Solutions, Inc.		17	51	37.34	\$2,156,000	\$266,757.00	\$2,181,998.00	\$320,020,883.00
<b>TOTAL</b>	<b>9</b>	<b>475</b>	<b>1,328</b>	<b>29.44922105</b>	<b>\$45,319,900</b>	<b>\$4,943,239.00</b>	<b>\$69,246,882.00</b>	<b>\$3,323,837,558.00</b>
<b>June 17, 2021</b>								
Foot Locker Retail, Inc		185	212	21.49	\$26,784,306	\$2,696,908.00	\$13,782,239.00	\$450,407,917.00
JAND, Inc. dba Warby Parker		136	210	18.42	\$6,138,731	\$379,106.00	\$9,554,388.00	\$222,430,866.00
Nutrition Corp, Inc. dba Fresh N' Lean		500	650	22.42	\$7,328,357	\$1,303,910.00	\$36,384,828.00	\$2,573,902,762.00
Pitney Bowes Presort Services, LLC		50	170	24.61	\$5,075,000	\$519,627.00	\$8,354,795.00	\$149,353,988.00
Spreetail, LLC		110	200	26.66	\$2,183,498	\$311,299.00	\$12,512,532.00	\$480,100,423.00
Sunshine Minting, Inc. / Sunshine Minting Nevada, LLC		142	217	21.38	\$3,162,500	\$368,880.00	\$14,054,891.00	\$1,052,565,864.00
Tapestry, Inc. / Coach Services, Inc.		108	188	26.88	\$31,000,000	\$2,919,138.00	\$14,393,378.00	\$362,574,340.00
TCP Global Corporation		80	155	38.9	\$2,495,600	\$403,202.00	\$12,310,454.00	\$510,761,063.00
<b>TOTAL</b>	<b>8</b>	<b>1,311</b>	<b>2,002</b>	<b>23.57350877</b>	<b>\$84,167,992</b>	<b>\$8,902,070.00</b>	<b>\$121,347,505.00</b>	<b>\$5,802,097,223.00</b>
<b>September 23, 2021</b>								
Accurate Manufactured Products Group		22	28	27.64	\$1,078,026	\$112,614.00	\$1,946,914.00	\$54,863,781.00
Applied Manufacturing, LLC		54	174	22.77	\$5,111,000	\$493,878.00	\$10,900,936.00	\$673,087,257.00
Ball Metal Beverage Container Corp		178	222	33.65	\$175,988,700	\$17,476,855.00	\$39,827,950.00	\$832,811,257.00
CAE SimuFlite, Inc.		78	87	54.96	\$61,500,000	\$5,326,254.00	\$11,253,238.00	\$221,085,393.00
Crown Cork and Seal USA, Inc		126	126	26.18	\$84,560,000	\$8,387,067.00	\$26,345,790.00	\$456,551,670.00
Flowers Baking Company of Henderson, LLC		66	88	24.85	\$30,347,453	\$2,247,758.00	\$7,609,092.00	\$395,945,222.00
Haddington Dynamics Inc.		99	363	61.3	\$4,987,000	\$712,205.00	\$31,622,081.00	\$1,304,510,772.00
Motational AD, Inc.		111	203	34.92	\$3,549,521	\$407,869.00	\$15,118,015.00	\$440,401,636.00
NeuroVu Studios		20	33	32.03	\$5,178,200	\$461,352.00	\$2,331,834.00	\$61,342,782.00
Northern Nevada SPL, LLC		30	60	21.83	\$2,372,690	\$99,731.00	\$7,372,624.00	\$107,450,455.00
Nuro, Inc.		250	370	27.5	\$1,912,240	\$493,579.00	\$25,453,831.00	\$2,231,988,326.00

RIBUS, Inc.	10	16	27.4	\$2,092,500	\$201,574.00	\$507,826.00	\$73,480,159.00
SAMSARG, Inc.	25	147	32.88	\$1,167,240	\$180,753.00	\$6,055,643.00	\$657,727,908.00
The Kroger Co	207	414	26.53	\$40,974,207	\$3,792,523.70	\$48,912,568.00	\$933,069,745.00
T-Mobile USA, Inc	69	69	26.68	\$5,000,000	\$489,802.00	\$9,802,165.00	\$207,968,334.00
Wells Enterprises, Inc	87	87	22.82	\$64,269,952	\$4,684,537.00	\$11,149,204.00	\$403,302,881.00
<b>TOTAL</b>	16	1,432	31.83122207	\$490,088,729	\$45,568,351.70	\$256,209,711.00	\$9,055,587,578.00
<b>DECEMBER 2, 2021</b>							
Envases Commerce, LLC	73	150	24.05	\$75,536,000	\$7,468,733.00	\$13,641,904.00	\$313,513,275.00
Evanesce, Inc	54	114	24.19	\$10,090,000	\$1,055,182.00	\$6,921,566.00	\$365,121,336.00
LiniCo Corporation	30	72	35.96	\$6,019,275	\$618,836.00	\$4,083,895.00	\$258,981,067.00
Local Bounti Corporation	65	65	26.69	\$10,478,988	\$1,008,128.00	\$10,749,112.00	\$369,118,752.00
Purtec, Inc	25	75	40.56	\$87,000	\$66,866.00	\$4,841,267.00	\$274,891,865.00
Rapid Response Monitoring Services, Inc	118	148	22.75	\$1,006,170	\$213,183.00	\$7,108,906.00	\$205,039,704.00
Smithfield Packaged Meats Corp. dba Saratoga Food Specialties	56	56	20.02	\$16,739,926	\$938,727.00	\$4,631,445.00	\$212,484,215.00
Stericycle, Inc	38	42	22.71	\$25,235,000	\$974,795.00	\$5,568,771.00	\$75,828,196.00
The Design Factory, LLC	10	13	27.14	\$94,800	\$14,351.00	\$1,414,390.00	\$22,313,306.00
<b>TOTAL</b>	9	469	25.22294243	\$145,287,159	\$12,358,801.00	\$58,961,256.00	\$2,097,291,716.00
<b>GRAND TOTAL 2021</b>	42	3,687	\$27.7	\$764,863,780.0	\$71,772,461.7	\$505,765,354.0	\$20,278,814,075.0

## TAX ABATEMENTS RETURN ON INVESTMENT

In 2021, GOED approved \$71.8 million in tax abatements. From these incentivized operations, the State will be collecting an estimated \$505.8 million in new tax revenues after abatements. We calculated the Return on Investment (ROI) of these abatements to be \$7.05, meaning that for every \$1 abated Nevada receives \$7.05 back in tax revenues.

It is critically important to keep in mind that once the abatement contract expires, state and local government will continue to receive full tax revenues from these companies. This full impact on budgets in perpetuity would be lost if abatements were not granted because companies chose to expand or relocate elsewhere.

GOED estimated the total economic impact from these 42 companies and their operations is approximately \$20.3 billion. Looking at this Economic Impact and amount of the approved tax abatements we can estimate the economic benefit of abated companies in 2021 to be approximately \$282.54 on each dollar the company received from Nevada in abatements. Although this economic impact ROI is a bit of a rough estimate, it is still helpful because it estimates dollar value of all economic activity generated for every tax dollar discounted through the abatement process.

The State works with RDAs on recruiting companies within the targeted industries to diversify our regional and state economy. Out of 42 companies that were approved for tax abatements, 21 companies, or 50 percent were manufacturing operations, creating 1,822 new well-paid jobs and 40 percent were Logistic or Business service Operations.



## Business Development Report CONTINUED

What is noticeable within the manufacturing industry is a formation of a new battery manufacturing and recycling cluster. Having TESLA and Panasonic moving into the state and having the mineral and lithium deposits that spurred more companies within the industry to move in or show the interest in opening their operations in Nevada. (Example: Redwood Materials, Nuro, Inc, American Battery Technology Co, Lithium Battery, Inc., LiniCo Corporation, Lithium Nevada Corp, Nanotech Energy, Inc., and others).

COVID took a significant toll on our economy, especially Clark County, and it became obvious that our state's economic dependance on Hospitality and Entertainment is not sustainable for economic growth. High Unemployment in the hospitality and leisure employment sector made GOED rethink priorities on diversification of the economy, especially in Clark County.

In an effort to create jobs and diversify the economy in the South, GOED's team worked closely with LVGEA and in 2021, out of the 42 companies that received tax abatements, 30 of them, or approximately 70 percent, were businesses that decided to start or expand operations in Clark County, of which 50 percent are manufacturing operations.

Managing and administering the quarterly Board Meeting process is a challenging task. As a result of the pandemic, Board meetings transitioned from in-person to an electronic online format.

To coordinate logistics and make sure all the postings and notifications were in place and to run online Board meeting, Jeannette Holguin, Business Development Coordinator handled the challenge seamlessly.

Her contribution to the team was extremely important especially during the September 23 meeting. During the busiest board meeting in recent memory, the Business Development Team processed 16 applications with \$490 million in total investment injected in the economy and 2,487 new jobs created over the next five years.

The Business Development team ended 2021 strong. They presented nine companies at the December Board meeting and the team already has several RFIs and applications lined up in the queue for next year.

### OTHER ACTIVITIES

In October of 2020, GOED alongside the State Treasurer's Office and the Department of Business and Industry managed the Pandemic Emergency Technical Support Grant Program (PETS).

PETS was aimed to provide financial assistance to small businesses and nonprofits, but an overwhelming response to the program's launch in October has made assisting all the applicants nearly impossible.

On February 12, 2021, Nevada Governor Steve Sisolak signed Assembly Bill 106, which provides an additional \$50 million for small businesses through the Pandemic Emergency Technical Support (PETS) Grant Program. In total, \$101 million was distributed in PETS grants. The program received an overwhelming amount of applications and the business development team worked diligently with the Department of Business and Industry to assist applicants and lead them through process. Jeannette Holguin and Tatjana Vukovic provided the necessary support, ensuring all the applicants received assistance and needed support through the process of applying for this grant.

### SPECIAL HIGHLIGHTS IN 2021

- In March 2021, Google announced its plans to expand its support for connectivity in both Southern and Northern Nevada. The company intends to award hundreds of thousands of dollars each year in grants to local school districts and municipalities to grow and support faster, more reliable access to the internet. Additionally, Google is committed to supporting public educators by providing 10,000 Educator Level 1 Certifications for educators to grow their proficiency and skills using Google tools in their classrooms.





- In March 2021, Tatjana Vukovic, Director of Business Development, Northern Nevada and Melanie Sheldon, Director of Business Development, Southern Nevada, were awarded the GOED Mike Skaggs award for excellence in Economic Development.



- In November 2021, Melanie Sheldon, Director of Business Development, Southern Nevada and Jeanette Holguin attended the Tapestry, Inc. groundbreaking event for its new fulfillment center, in the



City of North Las Vegas. Tapestry, Inc. was approved for tax abatement by the GOED Board, in June 2021. The project is projected to create 188 jobs in the first five years of operation at an average weighted hourly wage of \$26.88. Melanie Sheldon was a speaker at this event along with Mayor John Lee and Company CEO Joanne Crevoiserat.



- In December, 2021, during the EDAWN's "New & Expanded Companies Welcome Reception", GOED's Business Development team received recognition and Melanie Sheldon, Director of Business Development, Southern Nevada, was awarded the 2021 Economic Development Authority of Western Nevada's (EDAWN) Coin for recognition of exceptional leadership, engagement, and cooperation in support of Reno-Sparks regional economic development efforts.



# Innovation-based Economic Development

## The Knowledge Fund

was enacted during the 2011 legislative session (NRS 231.1591 to 231.1597) but was not funded until the fiscal year 2014. The Knowledge Fund is the most critical program to foster Nevada's innovation economy, turning scientific research into market opportunities at Nevada's three research institutions, University of Nevada,

Reno; University of Nevada, Las Vegas; and the Desert Research Institute, in areas the state has targeted for economic growth. An innovation economy transforms scientific research into new jobs and businesses, fosters entrepreneurship, increases access to critical resources, and ensures economic prosperity and opportunity for all people, both today and for future generations. When the people and institutions in a region are creating new scientific knowledge and technology, innovators and entrepreneurs are creating startups and high-growth small businesses, and the local workforce is educated and trained in the necessary skills to utilize the latest advances. All Nevadans will benefit from increases in growth and prosperity.

The Knowledge Fund is the most critical program to foster Nevada's innovation economy...

These integrated forces drive an economy that creates new businesses and well-paying jobs while developing solutions for serious problems. In short, an innovation economy raises the overall quality of life for the people in that region. Importantly, because this economy is built on a foundation of identifying and transforming new knowledge, the system continues to produce these benefits well into the future — beyond the boom-and-bust lifecycle of any one industry or business.

GOED followed a strategic approach and rationale to allocate funding under this program. The cause has been based on an approach termed Innovation Based Economic Development (IBED), sometimes also known as technology-based economic development. This approach puts a university research infrastructure at the center of a regional innovation system (RIS) comprised of two interacting ecosystems: The startup economy ecosystem powered by startup firms; and an innovation economy ecosystem driven by existing innovative growth companies. A robust dynamic regional innovation system requires efforts and initiatives to enhance both ecosystems substantially.

Over the past four funding cycles (2013, 2015, 2017, 2019), GOED has been selecting projects with the objective to strengthen the innovation economy ecosystem. To do this, GOED developed a vision of implementing Applied Research Centers at each of Nevada's universities and Desert Research Institute (DRI). These centers would conduct applied research and create intellectual property that will be used to develop new, relevant technologies to help companies grow their research and development (R&D) base and enhance their growth through innovation. Applied Research Centers will assist companies to turn advanced technologies into production processes and commercial products by working collaboratively with such firms. These centers can be regarded as 'outsourced R&D departments' providing 'innovation on demand' services. The origins of this model are based on the 'Fraunhofer Institutes' in Germany and the 'Catapult' centers in the United Kingdom. Thus, entrepreneurial startup culture has, over time, been spilling over to the universities and spur a 'change of culture,' including an increased rate of development of marketable university IP. Hence, for the second phase, a reformed Knowledge Fund will be broadening its approach and continue supporting Applied Research Centers in their focus on the regional growth economy ecosystem. It will also increase directing efforts at the startup economy ecosystem focusing on small, highly scalable businesses and support structures for fostering their formation and growth.





## KNOWLEDGE FUND – HIGHLIGHTS 2021

At the 2021 session of the Nevada Legislature, support for the Knowledge Fund was reinstated with an allocation of \$5M for the current biennium. Subsequently, GOED worked with the three research universities to develop projects eligible for Knowledge Fund support and entered into respective contracts for the current biennium. The respective newly contracted projects at the research universities are:

### DRI

#### **Anchoring a Commercialization Ecosystem for Environmental Technologies and Know-How**

This new project aims to create an ecosystem at the Desert Research Institute (DRI) where there is ongoing opportunity for faculty to nurture any ideas that have the potential to contribute to economic development, an understanding of the different paths to commercial viability, and an accounting of the resources available to bring to bear in pursuit of such success. This ecosystem framework is intended to reflect DRI’s existing “bottom-up” culture.

The project consists of two components:

1. A program of progressive education and training for groups of DRI faculty and staff. Short, workshop-type interactions will be provided for a broad range of

faculty and staff in order to raise the level of sophistication across the board with respect to technology transfer and commercialization. One or two dozen faculty-driven ideas will be selected through a competition for further refinement in more focused workshops and one-on-one mentoring and further winnowed through meeting of milestones and other factors to a handful of project ideas that will be developed more intensively by the faculty members, office of the Vice President of Research (VPR), and outside resources to include other Nevada System of Higher Education (NSHE) institutions, regional non-profit organizations, and out-of-state direction and mentoring as needed.

2. Encouragement and support for obtaining funding through federal Small Business Innovative Research (SBIR) and Small Technology Transfer Research (STTR) federal programs. Through a matching program enabled by the proposed project, DRI aims to incentivize faculty to participate more fully in obtaining and using SBIR/STTR program funds. Although the sectors of interest will not be limited intentionally, due to the nature of DRI research it is likely that the technologies that will be introduced into the project will have a strong environmental or climate component.





# Innovation-Based Economic Development CONTINUED

## UNR

### **Nevada Center for Applied Research**

The Knowledge Fund is continuing to support the Nevada Center for Applied Research (NCAR) which it has done since NCAR's inception in 2015. The Center is a stand-alone, fully functional applied research and development technology center that serves to enhance the global competitiveness of Nevada industry by leveraging the physical and intellectual assets of the University of Nevada, Reno (UNR). NCAR's mission is to stimulate regional innovation-based economic development (IBED) by aligning the needs of industry, startup companies, researchers, and entrepreneurs with resources at UNR. This is achieved through:

1. Establishing collaborative relationships between industry and academia that promote open innovation research programs and scientific studies to address real-world problems.
2. Facilitating industry access to cutting-edge shared research laboratories and sophisticated instrumentation and equipment.
3. Building an interdisciplinary team of faculty, scientists, postdoctoral students, and grad students to work on ongoing or one-off projects, or new-complex developments.
4. Providing access to an entrepreneurs' support network that includes incubation and business mentoring from experienced entrepreneurs and executives.
5. Supplying reduced cost co-working space available to the University community and local startups.

While GOED will provide a continuation of support, the project will further develop as in previous years highlighting the dynamic nature of this Center and the Knowledge Fund. The main focus areas for the current biennium are:

### **Robotics**

Create a state-wide "Institute of Service Science and Engineering" bringing together experts in the field to develop technology or services in robotics, artificial intelligence, and autonomous system. The initiative is dedicated to partnering with industry to commercialize technologies in autonomous systems, including Stationary Robotic Systems, Advanced Manufacturing Systems, Unmanned Aerial Vehicle, and Driverless Cars.



### **Life Sciences**

#### ***Expand the self-supporting Bio-tech Hub in the Applied Research Facility***

NCAR is providing highly innovative fast-growing companies an access point to the university and its resources for instance faculty expertise, intellectual capital (IP), critical equipment, infrastructure, and vital laboratory space for their development. This is offering businesses with a safe zone to foster their growth as well as offering innovation on demand. Biotechnology companies that were incubated in NCAR have emerged as viable companies and expanded to their own facilities.

### **Advanced Manufacturing**

Establish a working relationship with Nevada Industry Excellence (NVIE), Nevada's NIST-funded Manufacturing Extension Partnership (MEP) program. NCAR will provide technical expertise to NVIE to expand its outreach to small and medium sized manufacturers. The University's faculty, researchers, staff and graduate students, and the R&D infrastructure provides a unique and unparalleled resource for Nevada's manufacturers.

### **Establish the WolfCorps**

The University has been working with the Bay Area NSF Innovation Corps (I-Corps) node – UC Berkeley, Stanford University and UC San Francisco, in general, and with UC Berkeley, in particular, to establish an I-Corps Site in Reno. NCAR is targeting to participate in the next application that the Bay Area I-Corps node submits to NSF in early 2022.

In the meantime, the University is establishing a WolfCorps, which is patterned along the lines of the

NSF I-Corps sites. WolfCorps is designed to move research beyond the university laboratory and guide the process of transferring research innovations into products and processes that benefit society.

Based on the Lean Launchpad methodology developed by Steve Blank, WolfCorps offers researchers an immersive training experience where participants engage with industry to identify challenges and develop targeted solutions. Applicant teams will consist of three members: a technical lead, an entrepreneurial lead, and an industry mentor. Teams that successfully complete the program will be awarded a \$5,000 stipend to be used for customer discovery activities. Funds cannot be used for product development.

Through free online classes offered monthly, teams learn the basics of customer discovery and apply them immediately to “get out of the building” and interview 15 potential customers. Eligible teams may then apply to the National I-Corps program that includes a \$50k grant for customer discovery activities.

The I-Corps training is focused on helping early-stage teams who have fundamental technology, engineering, or business model innovation learn how to search for a scalable business model through the Customer Discovery process.

### **Expansion of the SBIR/STTR Mentoring Program**

The Sierra Accelerator for Growth and Entrepreneurship Program (SAGE), supports community and economic development by providing grant support services to Nevada businesses, innovators and entrepreneurs. As a program within the University of Nevada, Reno, SAGE connects grant experts, university faculty, and community entrepreneurs to federal funding opportunities such as the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs. SAGE will expand the services available to provide additional support for underserved entrepreneurs in northern Nevada. This program will consist of targeted events in marketing, technical

proposal development and review, assistance with grant budget development, operations, business development and grant support. Workshops will be offered monthly over the course of the program period and will include networking events with mentors, speakers, university faculty, and community entrepreneurs. Individual one-on-one sessions for grant and technical support will be offered by appointment, and will be promoted through email campaigns, partner organizations, and on the SAGE website.



### **High Performance Computing (HPC) Facility**

The HPC facility at the University is almost 4 years old, and needs to be replaced. NCAR will work with the Research & Innovation Division, UNR Information Technology and Switch to procure a new system to support cutting edge industry-centric areas of R&D as identified by the federal government, in general, and NSF, in particular. Focus areas that will be supported by the HPC include, but are not limited to, Data Science, Artificial Intelligence, Genomics, Bioinformatics, Quantum Information Sciences, and Advanced Materials.

### **Proposal Development for Extramural Funding**

NCAR will continue to develop competitive proposals with faculty and industry partners to secure extramural funding in order to leverage the State's investment in NCAR. By increasing multi-disciplinary activities and collaboration with faculty members and start-ups/spinouts and other companies, NCAR will continue to support/develop multiple applications to federal agencies, private industry and foundations, and pursue philanthropic support.



# Innovation-Based Economic Development CONTINUED



## **UNLV**

UNLV will focus on a new project which intends to follow GOED's Applied Research Center model by Applied Research Collaborative (ARC).

ARC will be housed at the Lee School of Business' Center for Business and Economic Research (CBER), with support facilities at Black Fire Innovation and the UNLV Incubator. This support will provide dedicated funding to the applied research mission that has proven so successful at UNR with its Nevada Center for Advanced Research (NCAR). In that spirit, this new UNLV program will result in business support coverage of the entire state via a number of services that enhance the competitiveness of Southern Nevada's businesses — and help attract new ones. To achieve these outcomes, this initiative will:

- Establish collaborative relationships between academic and business leaders to promote innovation, research programs, and startups to address real-world and marketplace problems.
- Connect industry partners with governmental agencies to promote pilot programs, research initiatives, and other collaborations.
- Facilitate access to cutting-edge research labs, incubators, and accelerators in a way that develops and diversifies the economy while providing students and faculty with real-world access to data, expertise, and startup support.
- Build interdisciplinary teams of faculty, scientists, postdoctoral students, and grad students to solve industry problems.
- Provide access to an innovation ecosystem that includes incubation, acceleration, and business mentoring at the UNLV Incubator, UNLV's Black Fire Innovation accelerator, Troesch Center for Innovation and Entrepreneurship, and the Small Business Development Center (SBDC).

- Provide co-working space for Nevada's university communities and local startups, leveraging world-class facilities including the Harry Reid Research and Technology Park facilities.

## **KNOWLEDGE FUND RETURN ON INVESTMENT**

### **At the University of Nevada Reno (UNR) the Knowledge Fund has:**

- Created more than 538 jobs by affiliated companies;
- Located more than 38 companies with university-based operations;
- Raised more than \$32M in grants and contracts;
- More than 190 companies and organizations are engaged through memberships or agreements;
- Created a Living Lab for autonomous vehicle technologies in Reno-Sparks.

### **At the University of Nevada Las Vegas (UNLV) the Knowledge Fund resulted in:**

- Five spin-off companies, 67 patents filed;
- \$21.6M in sponsored research awards and \$11.8M in gifts, grants and donations;
- The Nevada Institute of Personalized Medicine's spinout company Heligenix has been continuing to raise additional funding rounds;
- Catalyst grant program under the Sports Research and Innovation Initiative issued 16 grants for IP development to seed the sports innovation field;
- Partnership with UNR to offer Nevada's small technology businesses access the SAGE support program for small business innovation research (SBIR) and small business technology transfer research (STTR) statewide.

### **At the Desert Research Institute (DRI) Knowledge Fund investment achieved:**

- Launch of the Healthy Nevada Project, a population health study that is examining genetic and environmental risks for certain diseases;
- Formation of a partnership between DRI and Renown Healthcare, as a direct result of the Healthy Nevada project, culminating in the creation of the Renown Institute for Health Innovation (IHI). Together DRI and Renown IHI have received more than \$50M in combined research funding;
- Creation of four spinout organizations most prominently Tu Biomix which has continued to raise additional seed funding rounds from venture investors and strategic industry partners;





- WaterStart secured independent operations while they evaluated more than 390 technologies for members, and deployed 40 technology pilot projects leading to \$3.1M in investments.

## **SSBCI AND BATTLE BORN VENTURE**

### **State Small Business Credit Initiative (SSBCI)**

SSBCI was first authorized by P.L. 111-240, the Small Business Jobs Act of 2010, as a means to assist small businesses following the Great Recession (2007-2009).

Congress provided \$1.5 billion for the program, which was operated by U.S. Treasury. Apart from a small portion reserved for Treasury's costs, the \$1.5 billion was allocated to the states (as well as Washington, D.C., and the U.S. territories) according to a formula that accounted for each state's share of the unemployment effects of the Great Recession. Every state received at least \$13.2 million.

The core requirement of SSBCI programs is that federal funds must be matched by private capital. The state must ensure at least a 1:1 match of federal and private capital across all of its deals. In addition, when states apply to Treasury for program approval, they must demonstrate a

reasonable expectation that they will be able to generate 10 private dollars for every dollar of SSBCI funding over the duration of the program on average across all of its components.

GOED has been the designated agency to create and oversee the Nevada SSBCI Program. It stood up two component programs — Collateral Support (CSP) and a Venture Capital Program, Battle Born Growth Escalator.

The American Rescue Plan Act of 2021 (ARPA) reauthorizes and amends the Small Business Jobs Act (SBJA) of 2010, which established the State Small Business Credit Initiative (SSBCI) Program. ARPA provides a combined \$10 billion to states, the District of Columbia, territories, and Tribal governments (Eligible Jurisdictions) to help address the economic fallout of the pandemic and lay the foundation for a strong and equitable recovery by providing direct support to jurisdictions for programs that increase access to credit for small businesses.

GOED has devised an expanded program structure building on its extensive SSBCI experience. The agency submitted the required "initiated application" in December, 2021 and submitted the State's "completed application" on February 11, 2022.





# Innovation-Based Economic Development CONTINUED

FOUR INVESTMENT THEMES			
Technology-base Start-ups and Highly Scalable SMEs	Rural and Urban Specials Situations	Tactical NV-specific Issues (Climate Change, Sustainability, Water, Housing, Underbanked, Health Care)	Industry 4.0 Transition Program
SEDI			
TA			

As a reflection of the wider scope of the reauthorized SSBCI — namely a specific allocation to very small and Socially and Economically Disadvantaged Individual run small businesses — GOED will take a theme-based approach for its program design. This theme-based approach focuses specifically on areas of impact on Nevada’s economy as well as an ‘evergreen timeline’ first, and financial instruments as defined by U.S. Treasury second. The latter constitutes the necessary tools for achieving the desired impacts under each theme. The Program’s structure can be depicted in the figure above.

Both Social Economic Disadvantaged Individual run small businesses (SEDI) and SSBCI’s Technical Assistance (TA) components will be applicable to each of the four themes.

Detailed description of Nevada’s four themes:

1. **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. Financial instruments comprise direct investment through a co-investment model to satisfy US-Treasury matching and leverage requirements and will build on the current Battle Born Growth Escalator SSBCI Venture Capital Program. This segment will also include the utilization of accelerators mainly sponsoring (with recycled SSBCI 1.0 funds) an early-stage<sup>1</sup> Nevada-wide accelerator operated by local StartupNV, and an expansion- and growth stage Nevada-wide accelerator operated by a

nationally recognized accelerator brand which will ensure attractions of startups to Nevada. Gener8tor was announced in March 2022. In addition, both accelerators connect and collaborate as operations are additive and non-competitive.

2. **Rural- and urban special situations:** Achieving more equitable access to and distribution of capital for small businesses including the very small business category (as per reauthorized SSBCI segment). Particularly in rural but also in many urban areas scalable small businesses are the exception and so called ‘main street’ businesses dominate. These also often fall within the SEDI category. Hence, credit instruments such as Loan Participation — including a dedicated program focusing on smaller loans of less than \$150k — and Collateral Support Programs will comprise the focus of the financial instruments-portfolio. To ensure sufficient demand and deployment of an efficient mechanism of engagement with both credit providers as well as small businesses would need to be put into operation. This will be achieved through the creation of a ‘Small Business Marketplace site’, aka landing-site, for both credit providers (mainly community development institutions, CDFIs) and small businesses, particularly very small and SEDI businesses.

3. **Tactical Nevada-specific issues:** Assisting small businesses helping Nevada address the state’s specific socio-economic and environmental challenges. For example, strong economic growth in recent years has led to an affordable-housing shortage, the pandemic has brought to the forefront that a large number of particularly vulnerable populations are not in possession of a

1 Pre-seed and seed-stages.

bank account, and Nevada as a Western-mountain state is particular vulnerable to climate change impacts. While traditional governmental support programs are continuing to address those challenges the state's SSBCI program can also incentivize private-sector entrepreneurs to develop solutions and either form new companies or expand existing small businesses as those challenges represent attractive market opportunities. This segment is expected to be supported mainly by Loan Participation Programs as well as Venture Capital<sup>2</sup>. Following the passage of SB283 at the 2021 Nevada legislative session, the latter also containing a C-PACE Fund for financing commercial real estate energy efficient upgrading<sup>3</sup>.

4. **Industry 4.0 transition:** Maintaining and supporting Nevada manufacturers competitiveness in the age of automation. Nevada's manufacturing sector has undergone stellar growth over the last decade. To maintain momentum and ensure competitiveness of manufacturers, of which many are small businesses, SSBCI can provide better access to capital required for investments in the next generation of advanced manufacturing technologies (also known as 'Industry 4.0'). This segment will mainly be supported with traditional credit programs such as Loan Participation and Collateral Support, as well as revenue-based financing within Venture Capital.

### SSBCI BATTLE BORN GROWTH ESCALATOR VENTURE PROGRAM

The Battle Born Growth Escalator Venture Program ("Battle Born") is a state venture capital program overseen by GOED, under the auspices of the U.S. Treasury's State Small Business Credit Initiative (SSBCI).

Battle Born makes equity and equity-like investments in early-stage, high-growth Nevadan enterprises in the following industries: aerospace & defense, agriculture,

energy, healthcare, IT, logistics & operations, manufacturing, mining, tourism & gaming, water. It seeks an economic return on investment, and any proceeds from investments are reinvested into the program to benefit the citizens of the State of Nevada. The program invests alongside other private investors, such as angel groups, seed and venture capital funds. Battle Born's investments are held by Nevada Battle Born Growth Escalator, Inc, a corporation for public benefit and 501(c)(3).

In 2021, Battle Born reached 'fully-invested' status and given the reauthorization of SSBCI under ARPA the State Venture Program is currently in transition and only considers investments in the following categories during this transition period:

- Spinouts from our Nevada universities
- Supporting existing Battle Born portfolio companies
- Targeted investment in new companies which are referred by co-investors or network partners (such as Nevada SBDC)

### Battle Born Growth Escalator – Investment Highlights 2021

#### Semi Exact – *New Investment*

SemiExact exists to make it easy for everyone to say, "I made it" when asked where they got their furniture. The company is a DNVB (Digitally Native Vertically integrated Brand) with advanced manufacturing based in Minden, NV. Semi Exact is creating a new

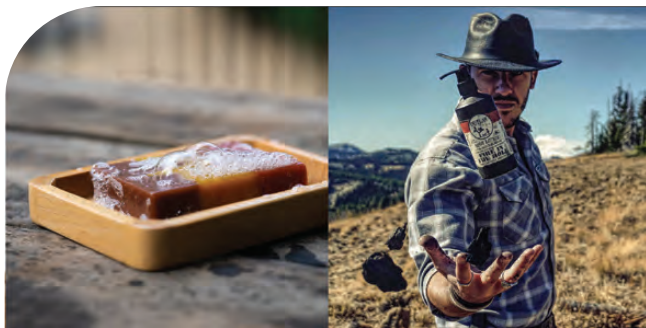


<sup>2</sup> It could also include utilizing funds for impact investing, a strategy that seeks to generate financial returns while also creating a positive social or environmental impact. The benefits will include an expectation of a measurable social, as well as financial, return with the goal to foster economic development while achieving social outcomes.

<sup>3</sup> See also Nevada Climate Strategy: <https://climateaction.nv.gov/> and C-Pace in state climate strategy: <https://climateaction.nv.gov/policies/pace/>

# Innovation-Based Economic Development CONTINUED

category in the consumer goods market that changes the way people think about making, purchasing, and enjoying furniture. Battle Born's investment marks its first funding of a company based in rural Nevada. The company also attracted support from local investors Reno Seed Fund, a leading Nevada Angel fund. SemiExact operates a high-tech, lean, reconfigurable manufacturing facility in Minden, NV regarding it as a hub of product design, prototyping and scaling new products. The company leverages automation and just in-time production that is scheduled off of the pull of real customers and matches their exact configurations. By transforming raw material to product and shipping in 3-5 business days, SemiExact provides a profitable manufacturing path domestically and refers to it as a 'personalized production process.'



## **Outlaw Soaps – Participation in second investment round**

Outlaw Soaps is a Sparks, Nevada 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 startups and digital brands at Oprah.com. The team relocated from California to Northern Nevada in early 2020.

## **TuBiomics – Participation in follow up seed funding round for DRI Knowledge Fund spinout**

Reno-based Tu Biomics is focused on developing organic crop protection products for the global agriculture industry. The first applications were solving an agricultural problem of white rot with Nevada and California's largest garlic growers through the development of organic antifungal chemicals. Battle Born's investment is from second-generation funds (proceeds from exits from prior portfolio investments) and dedicated to providing seed investment for promising Knowledge Fund spinout companies.

## **SSBCI COLLATERAL SUPPORT PROGRAM**

Under the State Small Business Credit Initiative (SSBCI) the intent of the Nevada Collateral Support Program is to supply cash collateral accounts to Nevada financial institutions to enhance the collateral coverage of borrowers. These accounts will cover all, or a portion of a calculated collateral shortfall as determined by the lending institution. Borrowers with a collateral shortfall will apply for coverage through their financial institution that will then coordinate directly with GOED. Companies using this program will be otherwise strong with typically good historical cash flow coverage and strong indicators of future business and/or sales activity. They will also tend to have strong management teams in place, which the lender believes will perform well going forwards.

GOED has been continuing to operate the program since its inception in 2012 and has deployed a total of more than \$13 million including recycled funds.



## **REIMAGINE WORKFORCE PREPARATION**

In late 2020, Nevada was awarded \$13.8 million Reimagine Workforce Preparation (RWP) grant out of the CARES Act's Education Stabilization Fund. Nevada was one of only eight states which received this three-year grant for its Project SANDI ("Supporting and Advancing Nevada's Dislocated Individuals").

GOED had been a lead architect in a proposal submitted by the Office of Workforce Innovation (OWINN) to the U.S. Department of Education for this grant.

The program's goals are to build a modern workforce system that maps skills to competencies and





credentials, expands remote access to short-term training, and educational opportunities by utilizing digital platforms and technologies.

Project SANDI has the following strategic goals:

- Increase citizen ability to efficiently understand the local labor market and navigate to new opportunities with precision and ease
- Increase digital literacy
- Accelerate the training time dislocated individuals dedicate to upskilling or reskilling from years to months through efficient sharing of uniform materials and programs
- Using immersive 3D tools and virtual reality content, boost an individual's confidence in their ability to upskill into a new career regardless of how long ago they had been in school
- Increase understanding of requisite STEM concepts to compete for middle wage, in-demand Nevada jobs
- Further align strategies between formal and informal learning institutions to accelerate Nevada's workforce recovery

- Increase access for underserved populations with synchronized efforts between Nevada's community college libraries and public libraries
- Purposeful connections made through the skill sets, strengths and perspectives of a broad coalition of Nevada partners forms the foundation of Project SANDI's implementation and long-term impact

During 2021 substantial progress has been made. Milestones:

- Processing of 1018 PicoNeo2 Virtual Reality headsets to include cataloging in the community colleges library collections for deposit collections into corresponding public libraries. This is the first of its kind in America to share and connect resources between the community college academic library and public library that specifically advance workforce training programs leading to industry recognized credentials and career navigation leading to those priority programs.
- Two of the 5 virtual reality full courses are complete, the first of their kind in America.



# Innovation-Based Economic Development CONTINUED



- EmployNV’s Online Learning Resources Page, Nevada CareerExplorer (NCE) has been added as a new tool for staff and job seekers to access.
- A definitive SANDI catalog of courses from the community colleges is complete combined with the SANDI awards to private training providers. Those courses will be available in addition to those from the community colleges.

Project SANDI is forming a “Community of Practice” through dedicated outreach efforts: Instruction and messaging to date has emphasized SANDI’s career information database, the Nevada Career Explorer, virtual and augmented reality components, and highlights of the partnerships with NSHE community colleges as well as other training providers. Details about precision career navigation through the Nevada Career Explorer and 3D, augmented and virtual reality that map to Nevada’s resilient STEM jobs and how having a second teacher in virtual reality and helping people decode their skills brings a new suite of tools to coaches. In addition, an overview of how Nevada’s public libraries can create an outreach funnel to raise awareness about Nevada’s resilient STEM jobs through focused programs and extreme cooperation has generated robust buzz and enthusiasm for what is on the horizon.

GOED staff has also conducted national engagements to showcase SANDI including four presentations to

national conferences and webinars at the National Association of Workforce Development Professionals, Computers in Libraries, and Public Library Association, and National Governor’s Association. In addition, GOED also gave presentations at three international conferences including International Conference on Higher Education Advances; Universitat Politècnica de València, Spain; SDRU\_K Library Conference, Univerzity Palackeho v Olomouci, Czech Republic; Aspen Institute of Central Europe.

## **NEVADA’S LIBRARY SYSTEM**

It was 1895 when the Nevada Legislature authorized taxpayer funding of public libraries, and since that time many thousands of dedicated library professionals, library trustees, advocates and most importantly Nevadans themselves have worked to advance libraries. Today Nevada is proud to provide 10 academic libraries, 16 special libraries and 22 public library jurisdictions (with a combined 93 branches) to just over 3M residents. Library services are available from regions across Nevada’s 110,752 square miles. Some of Nevada’s 17 counties have all types of libraries, some have only one. Nevada is the seventh largest state of the fifty by land area but 35th by population — making public libraries especially important in both urban and rural areas.

### **The Demand for Library Services**

According to a 2021 report from the Brookings Institute “the demand for public library services is quite resilient — even in today’s internet age, where access to information has become readily available electronically to many families.” The library role of technology innovator being both a consumer and creator has become a staple in library practice. The 4th Industrial Revolution’s biggest trends like smart systems connecting an Internet of Things (IoT) to automate production with precision and control; on-demand 3D printing with sustainable materials to reduce warehousing costs; predictive maintenance through smart sensors increasing mechanical life spans and non-degree workforce training leveraged with virtual reality ‘second teachers’ to upskill people in weeks not years — combine to signal 21st century work life. Harnessing technology is no silver bullet but these library leveraged programs could be an essential building block in the ability for Nevadans to keep pace with labor market demands for upskilling and reskilling. Research shows the more closely training is related to a real job or occupation the better the results are for training participants. As bridge programs SANDI’s virtual reality simulations and components create flexible and innovative training to offer contextual learning.

### **The Trusted Heart of Every Community**

Historically, libraries are a well-established resource for those seeking information, technology access, and training materials. Libraries provide a safe, non-political space for exploration and assistance. Nevada’s public libraries meaningfully link quality resources and out-of-school-time programs with formal education systems. In recent years, through State Council on Libraries and Literacy leadership, statewide efforts have expanded library presence in the workforce development space, piloting innovative programs to support all manner of job seekers to expand community workforce goals.

### **Meeting People Where They Are**

A key deliverable for the public libraries is to help Nevadans reduce the time it takes to explore career pathways and prepare for these careers. This directly supports the work

community colleges are already doing in the development of short-term and accelerated education/training programs. Through this grant, the library will have the resources and expertise needed to support community colleges to develop/use virtual reality tools to augment or replace in-person labs and clinicals; provide a network of career navigators to support educational success; raise awareness of programs, career opportunities and personal skills through an easily accessible, comprehensive digital platform that connects directly to Nevada career pathways and job opportunities; and offer decentralized learning options to a geographically dispersed workforce, thereby expanding access to Nevada’s most vulnerable workers.

Libraries can provide a launch point for workforce development partners to build and sustain a workforce supply chain to meet business and industry needs by nurturing individualized career planning and development. With purposeful, defined digital tools and focused content workforce training programs will upskill and reskill Nevadans in STEM fields. This will lead to living wage employment and help keep talent in the pipeline of Nevada’s resilient industries.

### **LEAP**

As the standard template for career pathway development in Nevada, LEAP integrates education, government and industry in a standardized process to ensure that workers have the skills they need to succeed in both the short- and long-term in the state. LEAP is designed to be a dynamic and responsive framework that consists of fully integrated, highly flexible pathways in which credit transfers seamlessly from high school to community college, and ultimately to a university. Each stage within the framework represents “on and off ramps,” thereby enabling a student to enter the workforce while offering opportunities to re-enter the pathway at a later date to take further advanced qualifications and degrees.

As part of ‘Project SANDI’ work on a much broader and more user-friendly interactive LEAP-framework has begun and would be accessible via the expanded Nevada Career Explorer platform.



# Workforce Development

## WINN

GOED provided funding to four workforce development projects supporting several target industries including advanced manufacturing, technology, mining and logistics.



## GOV. SISOLAK CELEBRATES CSN WORKFORCE DEVELOPMENT EXPANSION

*Advanced Manufacturing Rapid Response will expand skilled training offerings in Southern Nevada to support the advanced manufacturing industry and provide skills for workforce*

Gov. Steve Sisolak today joined College of Southern Nevada (CSN) officials and local business leaders in dedicating its new advanced manufacturing rapid response program on the Henderson campus. This expansion was made possible by a grant of nearly \$2 million from the Governor's Office of Economic Development WINN fund.

"Nevada's greatest need right now is getting people displaced by the pandemic back to work," Gov. Sisolak said. "With funding from this grant, CSN will develop new primary pathways into manufacturing and industrial skills occupations that are currently not available in Clark County."

The funding comes out of the State of Nevada's Workforce Innovations for the New Nevada

(WINN) fund to support companies looking to expand or locate their business operation in Nevada with training programs that will equip workers with the skills needed by employers.

CSN's new program will enhance workforce development efforts by manufacturers such as Haas Automation, Inc., which is moving forward on a major operation in Henderson.

When CSN applied for WINN funding, Peter Zierhut from Haas wrote a letter of endorsement for CSN's application to expand, enhance and accelerate the training programs that CSN can offer for advanced manufacturing and other technical skills.

"We are currently working with CSN on a plan to meet our training needs and the needs of many companies that will support Haas Automation in the local Southern Nevada region," Zierhut wrote.

CSN President Dr. Federico Zaragoza said

his college's program will result in students being able to obtain Manufacturing Skills Standards Council (MSSC) and National Institute for Metalworking Skills (NIMS) industry-recognized certifications, including: the MSSC Certified Production Technician; MSSC Certified Logistics Technician; and the NIMS CNC Machining Operator certification, which provides a pathway to Mechatronics and Robotics degrees.

"What this program does is provide a pathway by which dislocated and unemployed workers can be reskilled and trained for

Nevada's  
greatest need  
right now is  
getting people  
displaced by the  
pandemic back  
to work.





jobs in manufacturing by providing referral and training opportunities for clients from Workforce Connections, and Workforce Partners such as DETR, SNAPET and the Adult Education and Rehabilitation System,” Zaragoza said. “We can create rapid response pathways into manufacturing training programs to facilitate rapid reemployment strategies.”

CSN is partnering with Haas Automation, Inc. to expand Advanced Manufacturing workforce training offerings in southern Nevada. The WINN grant will enable the development of two new middle skill training programs in this growing industry where there are no programs: Production Technician and Machine Operator. This expansion will bridge entry level training currently available to developing longer term manufacturing training programs to facilitate rapid reemployment strategies. The funding will include more than a \$1 million investment in equipment and infrastructure needed to conduct the training.

“GOED recently released a recovery and resilience plan that points out that the reshoring of production to the United States presents Nevada with the opportunity to grow its nascent advanced manufacturing sector while integrating further into the regional economy of the western United States,” said Stacey Bostwick, GOED Director of Workforce Development. “It’s important to commend industry partners such as Haas and PepsiCo for engaging with the workforce development systems in Nevada in partnership with CSN and GOED’s WINN Fund.”

**WNC was provided \$350,000 to take mechanical skills training on the road to rural Nevada through a mobile lab. The lab can be deployed on demand with community partners and industry alike.**

### **WESTERN NEVADA COLLEGE - MOBILE MECH-TECH TRAINING LAB**

#### **GOED Introduces Workforce Program to Meet Employer’s Needs**

*TMCC microcredential “Boot Camp” will allow students to customize their learning*

The Nevada Governor’s Office of Economic Development (GOED) will fund \$100,000 through its Workforce Innovations for the New Nevada (WINN) program to pilot a technology training program at Truckee Meadows Community College that uses microcredentials to prepare future software developers.

“We have listened to industry leaders and worked closely with the Economic Development Authority of Western Nevada (EDAWN) to understand the workforce needs of technology companies coming into Nevada,” said Stacey Bostwick, GOED Director of Workforce Development. “TMCC has put together a proof of concept to help prospective technology employees develop the foundational skills they will need to enter the career field.”

Karsten Heise, GOED Director of Strategic Programs, describes TMCC’s program as an efficient, cost-effective “on-ramp” to a comprehensible software development pathway. “On this pathway, the learner completes short-term modules or ‘badges’





## Workforce Development CONTINUED

aligned with their career goals which are then equated to college credits. Over time, the badges and credits can be aggregated or ‘bundled’ to correspond with more traditional college certification levels, such as skills certificates and certificates of achievement, that can be stacked on top of one another to earn a degree, if desired,” he said. “The model is breaking new ground for creating workforce development programs. The learner has the flexibility to customize their experience, progress at their own pace, and collaborate with employers to gain the exact skills needed for on-the-job success.”



Bostwick is anticipating the first TMCC Software Development Boot Camp will start as early as April. The self-paced program, offered on-line with access to in-person support, is designed to be completed in six to 10 weeks with full-time academic

participation. The modularized badge program provides a unique test-out option that allows students with demonstrated competency to focus on new skill development and accelerated completion. Integrated career exploration activities will engage students with local employers, positioning them for employment upon program completion.

“The pandemic magnified the need for short-term, stackable training programs that connect Nevadan’s to living-wage jobs with career advancement opportunities,” said TMCC President Karin Hilgersom. “Our vision, in partnership with employers, is to strengthen the education to employment pipeline, ensuring that students are well-positioned for current and future career success. The TMCC Boot Camp is the beginning - providing an accessible entry point for Nevadan’s, regardless of background, into the rapidly expanding technology job market.”

TMCC has a history of successful workforce development programs in partnership with local employers. To date, more than 600 apprentices have trained through TMCC’s nationally recognized American Apprenticeship Initiative to learn skills aligned with a dozen employers. Additionally, TMCC provides a range of incremental credentials, as well as third party/industry recognized certifications, that can be stacked to earn 2-year and 4-year degrees.



Prior to the pandemic, software developers were in high demand across several Nevada’s key industries and growing rapidly across nearly every industry to include healthcare, manufacturing, hospitality, retail, and service industries. Since the pandemic, the demand for software developers has exponentially increased. The pandemic has also given rise to more IT Customer Service entry-level jobs across all industries.

### **The Pipe Trades Joint Apprenticeship and Journeyman Training Center of Southern Nevada - Expanded Welding Technology (New)**

The JATC has been approved to invest in up to \$100,000 on new welding technology equipment to offer training not currently available in southern Nevada. The project will launch in early 2022 and is estimated to serve 100 people in the first 18 months of the project.

GOED extended both the CSN and WNC training projects until 6/30/22 to provide ongoing support to these newly developed programs.

GOED approved the retention of \$1.7mill in training equipment investments made through the WINN Fund in 20-21.

### **SENATE BILL 24 SUMMARY 81st Session - 2021 Nevada Legislature**

#### **In Brief**

Senate Bill 24 passed the 81st session on May 31, 2021. The bill revises provisions governing the distribution and use of money provided to the Governor’s Office of Economic Development (GOED) for the Workforce Innovations for a New Nevada (WINN) Fund.

SB 24 requires any program of workforce development that may be approved by the Governor’s Office of Economic Development (GOED) to result in a postsecondary or industry-recognized credential, or an identifiable occupational skill that meets the applicable industry standard. Additionally, it requires GOED to ensure that businesses participating in a program of workforce development meet certain criteria including private sector accountability and coordination with relevant State agencies to review federal Worker Adjustment and Retraining Notification Act notices. The bill also establishes additional criteria for determining the eligibility and priority of certain programs of workforce development and requires the Board of Economic Development to define the construct for the priority given to programs providing high-skill and high-wage jobs. Finally, the bill clarifies the type of expenses that may be incurred by an authorized provider of a workforce development program, focusing the funding on infrastructure and focal expenses.



### Key Steps

The WINN pre-application and applications effective July 1, 2021 will include those items added to the requirements in Section 1: Item 2 (a-l), Item 3 (c), Item 7 (a-h), Section 3: Item 1 and Item 2 (d). These changes allow for GOED to collect sufficient detail about the applicant, project and specific industry to determine appropriateness of funding. The budget attachment in the application also outlines the funding requirements, including allowable expenses, as well as expected outcomes from the funding investment.

GOED will introduce a private industry partner form that will accompany WINN Fund applications, which enables informed consent to the due diligence review enacted in Section 1: Item 4 (b) and collects data required in Section 1: Item 2 (o-p). The form will be available on the WINN website and will become an attachment to the funding pre-application and application.

The Board of GOED will meet to define high-skill and high-wage jobs in accordance with Section 1: Item 6 (a). The definition will provide a baseline requirement that will be posted on the WINN site and will be included in the funding pre-application and application preface.

### SKILLSMATCH

#### 2021 Engagement

- Completed quarterly training and outreach to workforce service providers
- Social media platforms (LinkedIn, Facebook & Twitter) were utilized to increase awareness and visibility on a monthly basis
- Twitter impressions alone are over 11,500 since January 2021
- Facebook impressions are over 2,700 since January 2021
- In 2021, 4,800 Nevadans have accessed the site
- About 550 Nevadans have researched courses or programs recommended to them to address the skill gaps they identify
- Over 2,400 Nevadans have actively utilized the custom job listings looking for skills that may also be a good fit.



## Workforce Development CONTINUED



### **OCCUPATIONAL MAPPING - RFI**

The Workforce and Research teams partnered to develop a new report that maps out available training programs in GOED's targeted sectors: Advanced Manufacturing, Technology, Healthcare and Logistics. These reports support the identification of gaps in availability and issues of capacity for workforce training programs that produce the skilled talent needed by current and new Nevada employers. This analysis supported our Workforce strategy to share priority occupational and skill areas with the post secondary education providers in the State through a Request for Information.

GOED issued an RFI that identified eight occupational areas and/or skill sets that are likely in high need of resources to support development, enhance capacity or update technology. 10 institutions responded with interest or are actively developing or modernizing workforce training programs.

The reports are also being utilized by regional workforce stakeholders in their effort to craft strategic plans in the application for the EDA Good Jobs Challenge.

### **SOUTHERN NEVADA MANUFACTURING FORUM**

GOED's Director of Workforce Development, 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 was also held to present valuable information on the state of the manufacturing workforce in southern Nevada, along with breakout resource sharing about available talent pipeline programs, support for recruiting and retaining talent and business development opportunities.

### **Integration of Economic Development into Workforce Development**

The Director of Workforce Development has been integrated in several initiatives to address areas of concern for businesses and their workforce:

- Nevada Investing in the Future of Child Care
- National Governors Association Workforce Innovation Network
- National Skills Coalition Quality Post Secondary Academy



# Transportation, Distribution, and Logistics in Nevada

---



Nevada Governor's Office of  
**ECONOMIC DEVELOPMENT**

---

Nevada Governor's Office of  
**ECONOMIC DEVELOPMENT**

## Overview

- Employment Trends and Structural Changes in Nevada's Economy
- Logistics Industry Employment
- Regional Logistics Employment Trends
- Logistics Demographics
- How Does the Logistics Compare to Other Nevada Industries?
- Logistics Career Cluster
- Educational Mapping for the Logistics Career Cluster
- Job Postings for Logistics

---

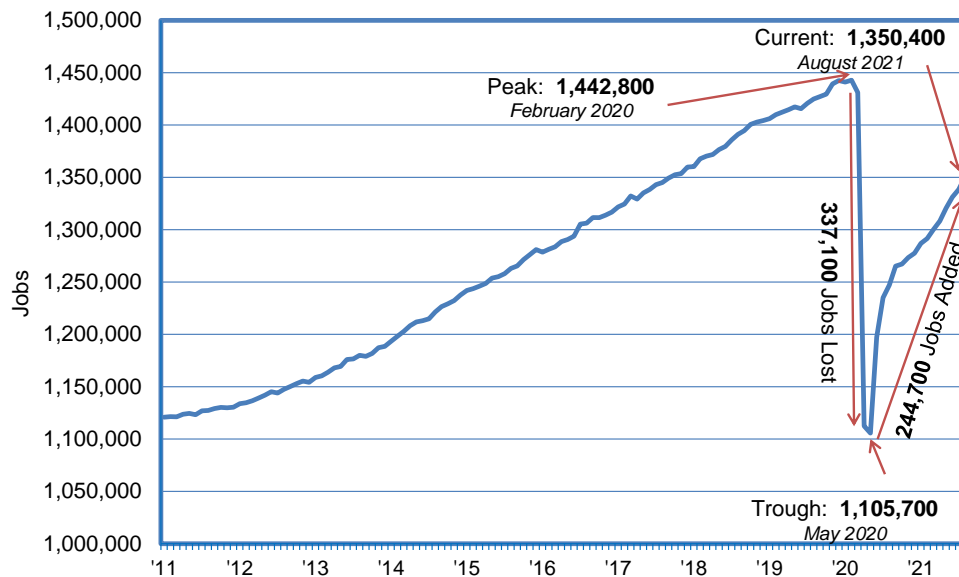
Nevada Governor's Office of  
**ECONOMIC DEVELOPMENT**

page 2

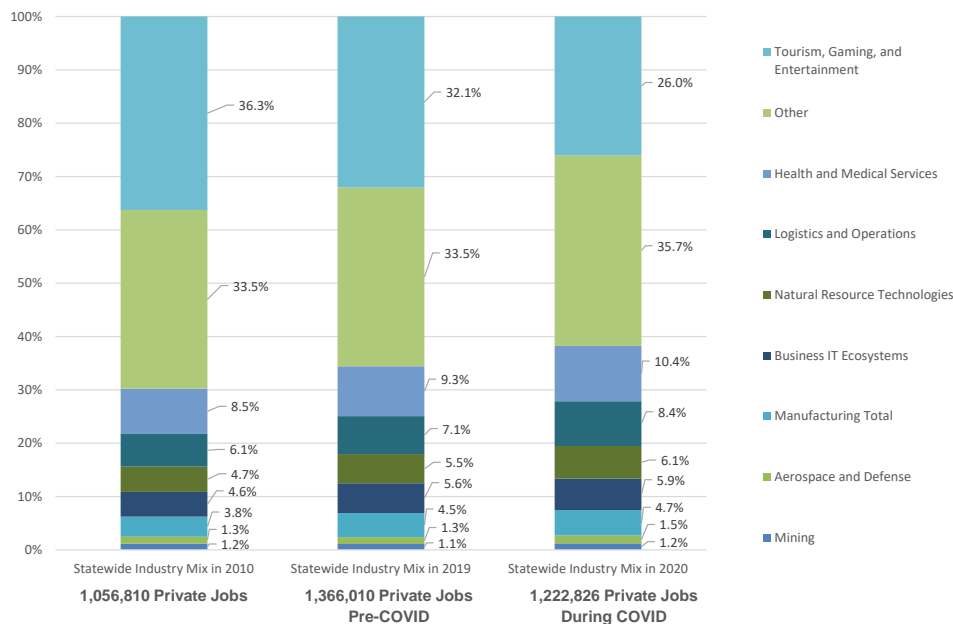


## Workforce Development CONTINUED

### The Effect of COVID on Nevada Jobs



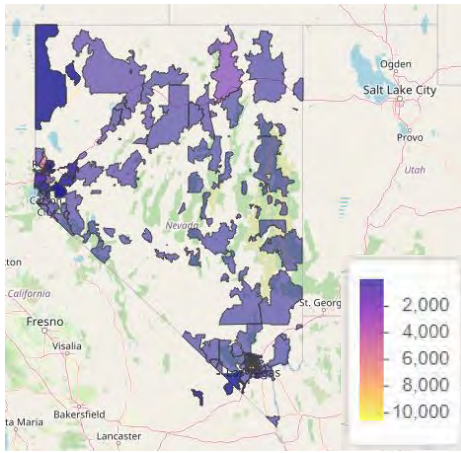
### Nevada's Diversifying Economy



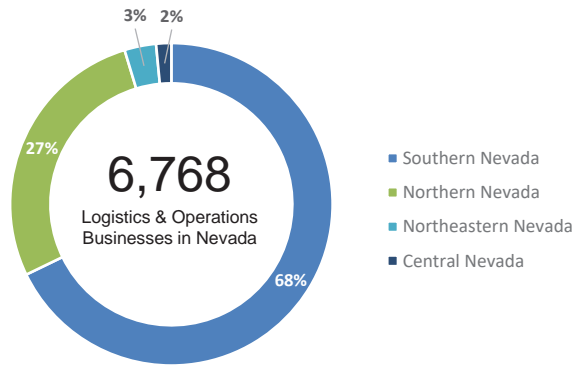
# Logistics & Operations Industry Employment

<p><b>102,744</b></p> <p>Jobs (2020)</p> <p>1% <span style="color: green;">above</span> National average</p>	<p><b>58.60%</b></p> <p>% Change (2010-2020)</p> <p>Nation: 19.0%</p>	<p><b>\$73,017</b></p> <p>Avg. Earnings Per Job (2020)</p> <p>Nation: \$83,196</p>
--	---	--

Logistics Employment by ZIP Code



Payrolled Business Locations (2020)



## Regional Logistics & Operations Employment Trends

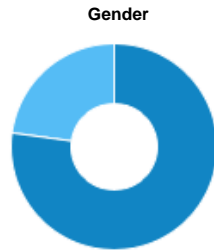


Region	2010 Jobs	2020 Jobs	Change	% Change
Region	102,836	128,028	25,192	24.5%
Las Vegas-Henderson-Paradise, NV	72,055	87,628	15,573	21.6%
Reno, NV	19,106	27,278	8,172	42.8%
United States	11,303,849	13,319,552	2,015,703	17.8%



## Workforce Development CONTINUED

### Logistics & Operations Industry Demographics



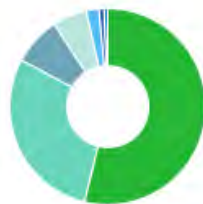
Gender	2020 Jobs	2020 Percent
Males	98,765	77.1%
Females	29,263	22.9%



Age	2020 Jobs	2020 Percent
14-18	1,421	1.1%
19-24	13,967	10.9%
25-34	29,314	22.9%
35-44	27,508	21.5%
45-54	26,946	21.0%
55-64	21,234	16.6%
65+	7,639	6.0%

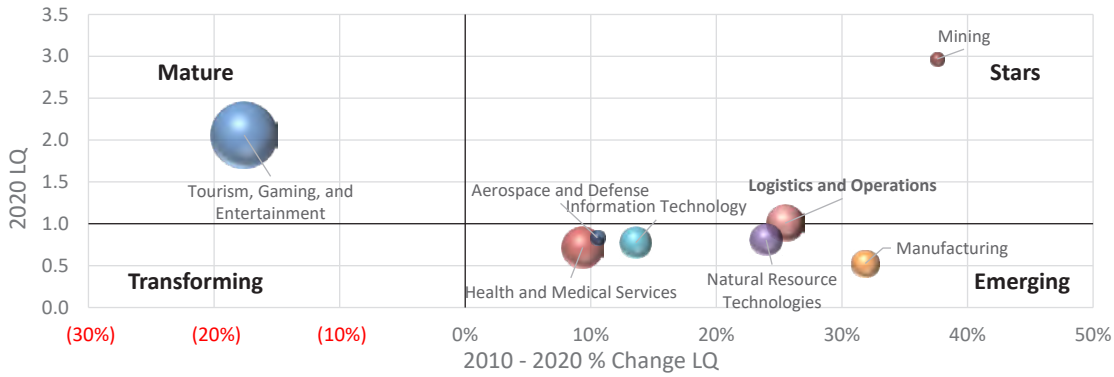
### Logistics & Operations Industry Demographics

#### Industry Race/Ethnicity Breakdown



Race/Ethnicity	2020 Jobs	2020 Percent
White	60,818	47.5%
Hispanic or Latino	37,106	29.0%
Black or African American	17,489	13.7%
Asian	6,832	5.3%
Two or More Races	3,260	2.5%
Native Hawaiian or Other Pacific Islander	1,303	1.0%
American Indian or Alaska Native	1,219	1.0%

## How Does the Logistics & Operations Industry Compare to Other Nevada Industries?

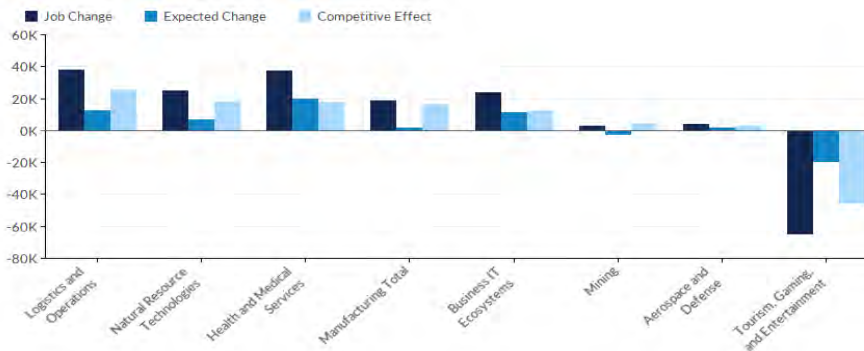


Bubble size represents 2020 jobs in each sector

Sector	2010 Jobs	2020 Jobs	2020 LQ	Percent Change LQ
Mining	12,343	14,939	2.97	38%
Manufacturing	39,633	58,049	0.53	32%
<b>Logistics and Operations</b>	<b>64,799</b>	<b>102,744</b>	<b>1.01</b>	<b>25%</b>
Natural Resource Technologies	50,040	74,628	0.81	24%
Information Technology	49,034	72,572	0.78	14%
Aerospace and Defense	13,769	17,883	0.83	11%
Health and Medical Services	89,775	126,902	0.72	9%
Tourism, Gaming, and Entertainment	383,246	318,298	2.06	(18%)



## How Does the Logistics & Operations Industry Compare to Other Nevada Industries?



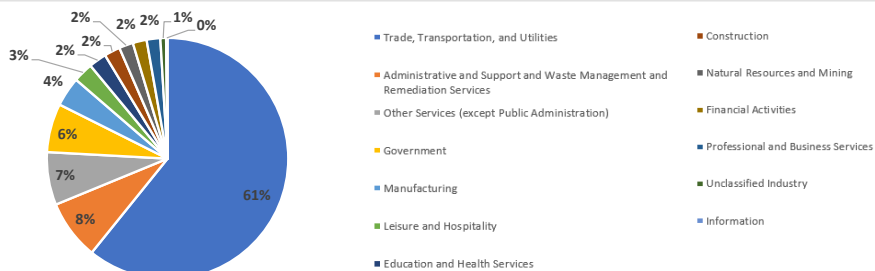
Sector	Job Change 2010 - 2020	Expected Growth Explained by National Growth and National Industry Growth	Northern Nevada's Competitive Effect Over the Past Ten Years	Earnings Per Worker
<b>Logistics and Operations</b>	<b>37,945</b>	<b>12,303</b>	<b>25,643</b>	<b>\$73,017</b>
Natural Resource Technologies	24,587	6,651	17,936	\$90,699
Health and Medical Services	37,128	19,506	17,621	\$74,360
Manufacturing	18,416	1,822	16,594	\$85,084
Information Technology	23,538	11,133	12,405	\$68,654
Mining	2,595	(2,118)	4,714	\$122,815
Aerospace and Defense	4,113	1,468	2,646	\$113,684
Tourism, Gaming, and Entertainment	(64,948)	(19,451)	(45,497)	\$41,154

## Workforce Development CONTINUED

### Transportation, Distribution, and Logistics Career Cluster

128,028 Jobs (2020) 8% above National average	24.5% % Change (2010-2020) Nation: 17.8%	\$17.72/hr \$36,864/yr Median Earnings Nation: \$18.36/hr; \$38,190/yr
---	--	---

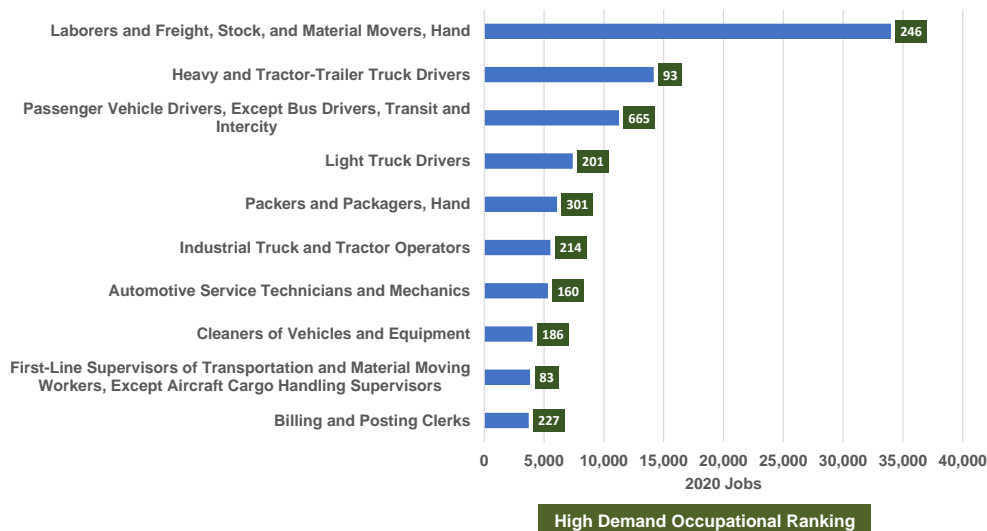
Industries Employing the TDL Career Cluster



NAICS	Industry	Occupation Group Jobs in Industry (2020)	% of Occupation Group in Industry (2020)	% of Total Jobs in Industry (2020)
493110	General Warehousing and Storage	18,242	14.2%	55.1%
492110	Couriers and Express Delivery Services	6,025	4.7%	88.6%
481111	Scheduled Passenger Air Transportation	5,833	4.6%	78.1%
561320	Temporary Help Services	5,742	4.5%	28.9%
485320	Limousine Service	3,738	2.9%	95.5%

### Largest Transportation, Distribution, and Logistics Occupations

Top Occupations by 2020 Job Levels





# In-Demand Occupation Analysis

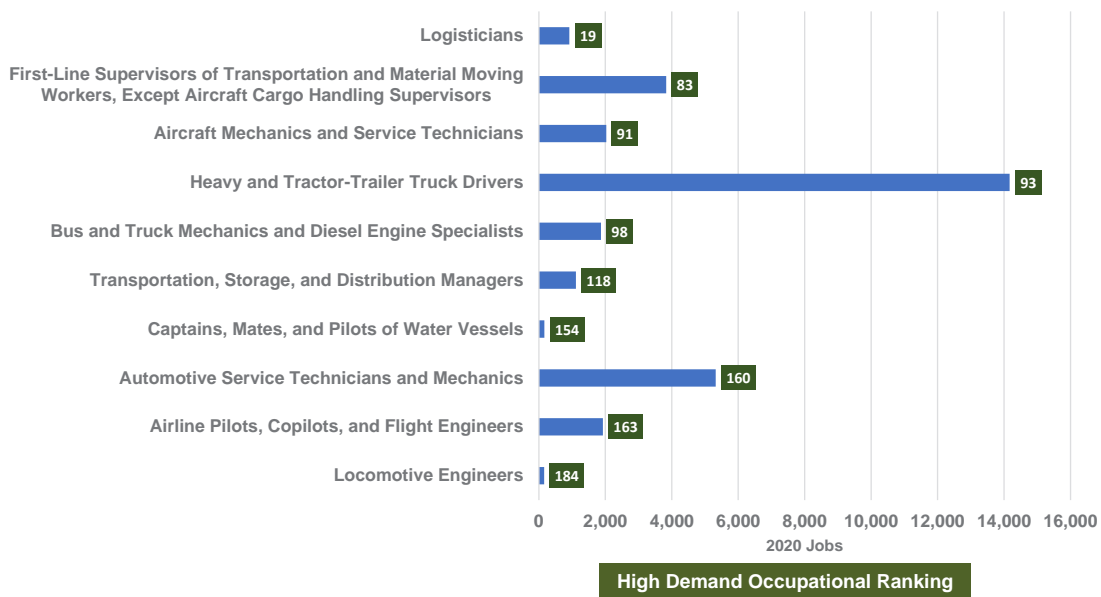
Identifying high demand occupations

- Target Sector approach
- Real-time job postings
- DETR Occupational Employment Projections
- Brookings STEM Score
- Job openings
- Wages
- Automation Risk
- COVID Risk



## Which Occupations Are Primed for Growth?

Top Occupations by Occupational High Demand Ranking



## Workforce Development CONTINUED

### Educational Mapping for the Transportation, Distribution, and Logistics Career Cluster

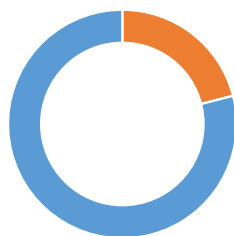
32 Programs (2020)	2,054 Completions (2020)	17,996 Openings (2020)
-----------------------	-----------------------------	---------------------------

#### Top Five Transportation, Distribution, and Logistics Educational Programs

CIP Code	Program	Completions (2020)
51.0904	Emergency Medical Technology/Technician (EMT Paramedic)	679
52.0101	Business/Commerce, General	305
46.0302	Electrician	298
47.0604	Automobile/Automotive Mechanics Technology/Technician	196
47.0607	Airframe Mechanics and Aircraft Maintenance Technology/Technician	174

### Educational Mapping for the Transportation, Distribution, and Logistics Career Cluster

#### 2020 Program Completions



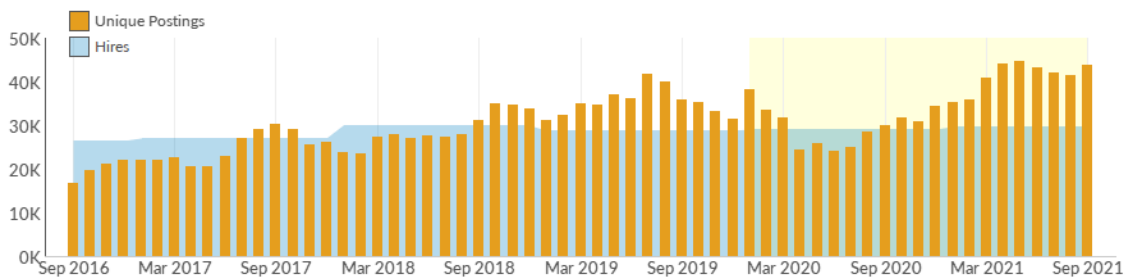
	2020 Completions (2012-2020)	% Change
Distance Offered Programs	432	76.3%
Non-Distance Offered Programs	1,622	150.3%
<b>All Programs</b>	<b>2,054</b>	<b>130.0%</b>

#### Top Five Institutions

Institution	Completions (2020)	Growth % YOY (2020)	Market Share (2020)	IPEDS Tuition & Fees (2020)
Truckee Meadows Community College	541	2.10%	26.30%	\$2,862
College of Southern Nevada	426	-19.20%	20.70%	\$3,878
Advanced Training Institute	277	-2.50%	13.50%	N/A
Great Basin College	201	11.70%	9.80%	\$3,593
Aviation Institute of Maintenance-Las Vegas	174	18.40%	8.50%	\$16,757

# Job Postings for the Transportation, Distribution, and Logistics Career Cluster

34,775 Avg. Monthly Postings (Jan 2020 - Sep 2021)	29,366 Avg. Monthly Hires (Jan 2020 - Sep 2021)
---	--



## Occupations with the Most Job Postings

Occupation	Avg Monthly Postings (Jan 2020 - Sep 2021)	Avg Monthly Hires (Jan 2020 - Sep 2021)
Heavy and Tractor-Trailer Truck Drivers	4,329	902
Customer Service Representatives	2,657	2,323
Stockers and Order Fillers	1,900	1,828
Maintenance and Repair Workers, General	1,449	669
First-Line Supervisors of Office and Administrative Support Workers	1,409	576

Nevada Governor's Office of  
**ECONOMIC DEVELOPMENT**

page 17



## Governors Office of Economic Development

*Chelsea Walburg*  
*Research Manager*  
 775-687-9913  
 cwalburg@diversifynevada.com

Nevada Governor's Office of  
**ECONOMIC DEVELOPMENT**



# International Trade Division

**In 2021** customers in 191 countries and territories bought Nevada-made goods and services. Total 2021 (Nov YTD) exports amounted to \$9.7 billion in goods.

One of Nevada's objectives, as identified in the first State Plan for Economic Development<sup>1</sup>, is to expand global engagement and facilitate export growth. Nevada's Plan for Recovery and Resiliency<sup>2</sup> underlines how exports drive Nevada's competitiveness, contribute to

productivity growth, create jobs, support R&D activities, and fuel innovation. Nevada has identified in its State Plan a new goal to support the export growth of "Made in Nevada" products that are grown, created, made, or enhanced with more than 51 percent produced in Nevada, and create export opportunities for new-to-export, socially and economically disadvantaged business communities, such as rural, women-owned, veteran, and minority-owned businesses.

Exports create new high-quality job opportunities for Nevada and export-related jobs typically pay an average of 18 percent more than the average domestic wage. When companies export, they gain access to a new customer base and support additional domestic job creation in logistics, financial services, and other industries. In accordance with the priorities set out within Every Nevadan

Recovery Framework, in 2021 GOED continued supporting disadvantaged communities; strengthening the Nevada workforce; supporting small businesses and revitalizing the State's economy; and modernizing and enhancing state government services.

In 2021, over 51 percent of our State Trade Expansion Program (STEP) clients were small businesses from disadvantaged backgrounds. GOED spent the pandemic learning about our client's needs and helping them develop effective solutions using the STEP grant for export success. Nevada was one of the first states to pivot STEP to a virtual platform and find new ways to help companies in digitally-driven ways.



**GOED International Trade Division was awarded the 2021 President's "E" Award for excellence in export service.**



One of Nevada's objectives, as identified in the first State Plan for Economic Development, is to expand global engagement and facilitate export growth.

<sup>1</sup> Moving Nevada Forward, A Plan for Excellence in Economic Development, February 2012, [https://goed.nv.gov/wp-content/uploads/2018/07/2012\\_NVGOED\\_StatePlan\\_Full.pdf](https://goed.nv.gov/wp-content/uploads/2018/07/2012_NVGOED_StatePlan_Full.pdf)

<sup>2</sup> Nevada's Plan for Recovery and Resiliency, December 2020, <https://goed.nv.gov/wp-content/uploads/2021/01/Nevada-Recovery-and-Resiliency-Plan-FINAL.pdf>



U.S. Deputy Secretary of Commerce, Don Graves, awarded the GOED International Trade Division, the 2021 President's "E" Award for export service at a ceremony in Washington, D.C. The President's

"E" Award is the highest recognition any U.S. entity can receive for making a significant contribution to the expansion of U.S. exports.

Secretary of Commerce Gina Raimondo wrote that GOED International Division demonstrated a sustained commitment to export expansion. The "E" Awards Committee was very impressed with our support of export promotion over the last four years for 152 small businesses, nearly half of which are from underserved business communities. The organization's undertaking of numerous trade missions was also particularly notable. According to Madame Secretary "GOED's achievements have undoubtedly contributed to national export expansion efforts that support the U.S. economy and create American jobs".

International Division has strived to assist Nevada companies in a variety of industries to reach new markets in Europe, Asia, the Middle East, South America, and Africa. GOED ID underlines that half the companies that have benefited from its international programs have been minority-owned, women-owned, veteran-owned, or classify as other disadvantaged businesses.

Nevada's attention to export excellence is reflected in the targeted businesses we aim to promote through the SBA STEP grant. We recognize that disadvantaged businesses face socioeconomic barriers that could hinder economic success, or their background makes it

more difficult to succeed at the same rate as non-marginalized businesses counterparts. These are a few examples how International Division's support matters for Nevada's exporters:

- Ioterra** has flourished into a thriving global enterprise since working with GOED. Ioterra, an IoT company headquartered in Reno, Nevada, accompanied GOED on the 2020 European trade mission. The company provides cutting-edge IoT services, including hardware platforms, connectivity development, and security solutions for companies navigating the new digital age. This partnership opened new opportunities for this company, including expanding exports to Poland and Slovenia. The CCO of Ioterra, Danny deLaveaga, described their experience, *"I cannot speak highly enough of the work done by the GOED team to coordinate introductions to U.S. Embassies in four EU countries, set up B2B meetings, plan networking opportunities with chambers of commerce and arrange for visits to key technology companies."* They plan to make several B2B connections at Trade Winds and the GOED-hosted trade mission to the Middle East this March.



- Free Brands Inc.** is woman-owned company from Las Vegas, Nevada. As an all-natural cosmetic and toiletry manufacturing company, they are currently operating under "FREEDOM Natural Deodorant" to expand their products to foreign markets. GOED has been instrumental in closing deals with other countries. Specifically, they are in the process of expanding to Canada, Europe, and South America. As a growing personal care line, they deliver top-quality products that empower women and help fight breast cancer concurrently. As many foreign markets turn to natural products, Free Brands will continue to grow their exposure to the international community because they serve as an example that all-natural products can truly work as well as their



## International Trade Division CONTINUED

competitors. They are excited to pave the way for sustainable packaging and product development at TradeWinds with GOED International Division this upcoming March in Dubai.

• **Bayramoglu Law Offices** provides legal services for patents, trademarks, and other copyrights. They also

specialize in immigration law. The firm is located out of Las Vegas, and with the help of GOED they were able to participate in major international trade shows in China and Turkey to attract new clients. As an American law firm, they are able to appeal to companies looking to relocate to the U.S. or create new products within the U.S.



During a competitive grant process, 2012 and 2021, GOED was awarded more than \$2 million in State Trade Expansion Program funding to help businesses leverage global sales growth. Over the last four years GOED has been supporting 147 small businesses in their export promotion endeavors. 74 out of 147 companies self-certified as disadvantaged small business communities (Minority, Woman-owned, Veteran-owned, Rural, and Other Disadvantaged Businesses). Since 2015, export sales of GOED assisted companies have increased to over \$39 million. The best results in GOED export assistance endeavors have been achieved during COVID-19 and required an extraordinary level of International Division Team’s engagement, dedication, and community outreach (by organizing dozens of promotional events including extensive use of social media).

In 2021 we have seen the highest Return on Investment (RoI) to date, for every \$1.00 in provided funding, resulted in \$66 in export sales.

### **STEP 9 CLOSURE AND THE ADDITIONAL STEP 9 BASE YEAR FUNDING IN THE AMOUNT OF \$100,000 AND STEP 9 CONTINUATION YEAR**

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.



Nevada 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 the last 10 months, the GOED team has been able to successfully close 3 STEP grants, for the first time reaching a 100 percent funds utilization rate for STEP 7, STEP 8, and STEP 9 Base Year funds.



### **EUROPEAN UNION DAYS IN NEVADA, DECEMBER 2-3, 2021**

For the first-time 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. 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 Steve Sisolak issued a proclamation emphasizing the importance of Nevada-EU economic relations of Nevada-EU economic relations.





Total investments by the EU in Nevada reached \$8.44 billion in 2020, creating an additional 15,802 jobs for U.S.-workers.

### INTERNATIONAL PRESENCE AT MINEXPO IN LAS VEGAS

September 13-15, 2021, the International Division was able to attend the MINExpo 2021 where they met with numerous companies from countries such as Germany, Peru, Costa Rica, Japan, Saudi Arabia, and Canada. They



The Governor provided a pre-recorded 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 to meet with the 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 U.S.-based jobs in a variety of sectors.



## International Trade Division CONTINUED

also had the pleasure to meet with the U.S. National Mining Association, the Saudi Arabian Vice Minister for Mining Affairs & Ministry of Industry and Mineral Resources with Executive Director Brown, as well as the Nevada Mining Association.



### RELATIONS WITH TAIPEI ECONOMIC AND CULTURAL OFFICE IN LA

On October 6, the International Division, along with Executive Director Brown, met in a hybrid format with Michael Liou, Director of the Economic Division of the Taipei Economic and Cultural Office in Los Angeles, and his colleague Tracy Huang while they were visiting Las Vegas for the 2021 Global Game Expo. The meeting was focused on exchanging views on the enhancement of economic cooperation between Nevada and Taiwan and to thank Director Brown for his support during the U.S. Business Day hosted by their office. GOED's close relationship with the Taipei Economic and Cultural Offices in LA and San Francisco has resulted in numerous bilateral events and a flourishing economic partnership.

### INDIA BUSINESS OPPORTUNITIES EVENT WITH CONSUL GENERAL OF INDIA IN SAN FRANCISCO

On October 14, GOED co-hosted a Nevada-India Bilateral Business Opportunities event with the Las Vegas Chamber of Commerce and Tourism, Indian businesses, and community in Las Vegas. Governor Sisolak delivered opening remarks and presented a



Certificate of Recognition to the Las Vegas Chamber of Commerce. Congresswoman Dina Titus, India Honorable Consul General Nagendra Prasad, GOED Executive Director Michael Brown, GOED Deputy Director Kristopher Sanchez, and GOED International Business Development Coordinator/SBA Nevada Dijana Mitrovic were in attendance. The event was co-sponsored by Nevada Donor Network.



### UNITED ARAB EMIRATES VISITS TO NORTHERN AND SOUTHERN NEVADA

On October 17-20, GOED International and GOED Deputy Director, Bob Potts hosted a delegation from the United Arab Emirates, Ministry of Municipalities and Transport and Crown Prince Court. The UAE leadership was interested in the dramatic landscapes, unearthly features, and the unique location of the Fly Ranch within the desert of Nevada and the significant cultural growth of Burning Man and its deep impact on economic, social, and artistic schemes globally. As such, they were curious to learn more about the Fly Ranch and its stunning geological spectacles that offers many sustainable opportunities. The UAE Delegation met with UNR President Sandoval, Vice President for Research and Innovation, Dr. Mridul Gautam, Dean of College of Business, Greg Mosier, UNR leadership, Land Art Generator Initiative,



Burning Man Project, Pershing County and Nevada 95-80 Regional Development Authority, and the management of the Nevada Museum of Art.



On November 15, GOED International hosted another delegation from the UAE, this time from the Department of Culture and Tourism (DCT). DCT is currently in the process of setting up an innovation lab specifically in the culture and tourism space. As the Department of Culture and Tourism for Abu Dhabi they own and manage multiple culture and tourism assets (Louvre Abu Dhabi, Manarat Al Saadiyat, Qasr Al Hosn, etc.), in addition to managing the licensing of hotels and events across the Emirate. DCT are also currently developing other leading experiences with global brands and in the future plan for the introduction of gaming (casinos). Their aim is to further progress the technological development and future planning of Abu Dhabi's culture and tourism sectors. GOED facilitated visits to the City of Las Vegas International Innovation Center and UNLV Black Fire Innovation and



started the discussion about the preparation of a Memorandum of Understanding with the UAE government.

### NEVADA GLOBAL IMMERSION PROGRAM FOR EUROPEAN TECH COMPANY

GOED International has been working with the TeleCorp/TeleGo software development company from Serbia to assist their U.S. market access. They are one of the most prominent companies located out of the Research and Technology Park in Belgrade and in Nevada they are seeing clients, to whom they can offer software solutions and services.



### HONG KONG ECONOMIC AND TRADE OFFICE IN SAN FRANCISCO VISIT TO SOUTHERN NEVADA

GOED Director Brown and the International Division hosted the Director and Deputy Director of the Hong Kong Economic & Trade Office in San Francisco while they were visiting for the Money 20/20 Conference in Las Vegas. The main goal of the meeting was for them to learn more about GOED's goals and activities as well as share major updates and priority directives of their office. The discussion also focused on how Nevada and Hong Kong could collaborate in the future in the area of economic development.

## International Trade Division CONTINUED

### **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.

### **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 three 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 percent of the Polish GDP). Mazovia is also one of the major, regional partners for Nevada. Mazowieckie Voivodship and the State of Nevada have developed their cooperation by involving start-up businesses from the Mazowieckie Voivodship, 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.

### **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 as how to engage the state governments in trade missions, identify potential business partners for their country, how to assist businesses from their country to expand to the U.S., 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, 2021, 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. 1,243 additional delegates from around the world were present at this event among the 13 different sessions, made possible through the virtual format.

## TRADEWINDS

### TRADE MISSION & BUSINESS FORUM

Discover business opportunities in Dubai and the Middle East/North Africa!

Trade Winds, the largest U.S. Government-led trade mission and business development forum, is coming to Dubai during Expo 2020, the World's Fair.

Organized by the U.S. Commercial Service, Trade Winds features meetings with U.S. Commercial Diplomats from over 20 countries in the Middle East, North Africa and Sub-Saharan Africa, exciting conference programming, optional pre-arranged matchmaking & plenty of networking!

UAE SAUDI ARABIA | QATAR | ISRAEL MOROCCO | KUWAIT | EGYPT ALGERIA

March 6-8, 2022  
Additional stops March 3-10

trade.gov/trade-winds



## BIANNUAL MEETING GOED ID AND U.S. DEPARTMENT OF COMMERCE AND TRADE WINDS CONSULTATION

GOED ID and Department of Commerce – U.S. Commercial Service in Nevada organized a bi-annual meeting and discussed ongoing and future projects, including STEP grant cooperation,

GOED led trade missions Trade Winds 2022, MINExpo, upcoming international trade shows held in Las Vegas, and the 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 two colleges.

## 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.

## 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 economic cooperation. One of the first 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



## International Trade Division CONTINUED

and business meetings and support discussions on foreign investments, export promotion, and academic partnerships.



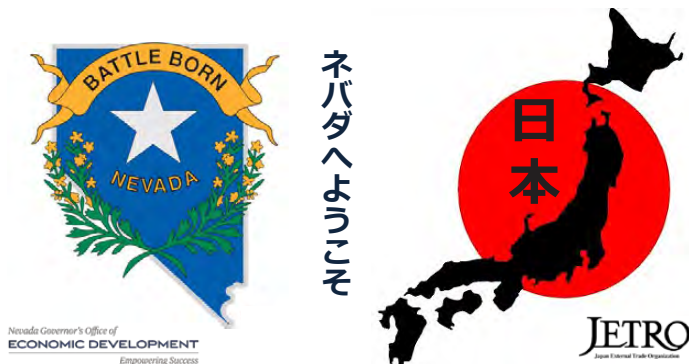
### SELECTUSA 2021

GOED International Division (ID) represented Nevada for the first time ever managing a booth space at the 2021 SelectUSA Investment Summit, the highest-profile event dedicated to promoting foreign direct investment in the U.S. The online event, which was organized June 7-11, 2021 featured 100+ virtual sessions, a virtual exhibition hall 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 draws more than 3,000 attendees.

### GOED-JETRO DIGITAL INVESTMENT INITIATIVE

GOED ID participated in Japan External Trade Organization (JETRO) Digital Investment Initiative for U.S. State Governments to sustain a relationship between Nevada and Japan and attract Japanese investors to our state. A brand new “JETRO Home Page” aims to give information about the business environments and investment opportunities in each state. JETRO platform is highly influential

### JETRO Digital Investment Initiative: Nevada



and has over 3 million people accessing the site monthly. Nevada agreed to participate in this growing information platform that is utilized by a wide breadth of Japanese companies. The collaboration called for two main assignments: recorded state presentation and



a video leadership message. Following our agreement and collaboration, GOED International Division created a 20-minute state presentation customized for Japanese investors on investment opportunities. The presentation was recorded on Zoom and was featuring Melanie Sheldon, Pawel Pietrasinski, and Dijana Mitrovic as presenters. The leadership message was delivered by GOED Executive Director, Michael Brown.

### MINECONNECT ACCELERATION PROGRAM WITH NEVADA

In April, 2021 GOED ID, in collaboration with Mine Connect from Northern Ontario, Canada and the Northeastern Nevada Regional Development Authority, assisted in scoring applications and selecting the first 10 companies to fill Mine Connect’s shared facility in Elko. The companies



were announced in early May and have been promoted in the media in both the U.S. and Canada. These efforts aim to bring new technologies and jobs to Nevada in the mining sector. Over a three-year period, MineConnect, which secured \$500K CAD (approximately \$380K USD) intends to cycle in 20 to 30 top tier companies through their new office established in Elko, with an end goal of having at least 10 of them establishing a permanent presence in northern Nevada.

### UNR-GOED-SGH COLLABORATION

GOED Executive Director, Michael Brown delivered a keynote speech at the 3rd UNR College of Business–SGH Warsaw School of Economics Joint Virtual Symposium “COVID-19 and the Economy: Impact on Business, Academia, Government & People”, held on April 22-23, 2021. UNR President, Brian Sandoval delivered opening remarks and International Trade Director, Pawel Pietrasienski co-organized the Symposium and moderated the session on “COVID-19 and Policy Response”. Warsaw School of Economics, with the assistance of GOED and professors from The College of Business, UNR, in partnership with Warsaw Stock Exchange and The Office of the Marshal of the Mazowieckie Voivodeship, won the Polish National Center for Research Development grant, which is aimed to transform regional entrepreneurial ecosystems into accelerators of global companies.

### NEVADA-S. KOREA PARTNERSHIP

Seoul National University (SNU) College of Engineering held a U.S. – Korea Strategic Infrastructure Summit for US-Korea Partnership, in Seoul, on May 19-20: organized by SNU GRC (GOED Partner, Director Prof. Junseok Hwang) at SNU’s Siheung Campus Education & Collaboration Center in Seoul. The Director of International Trade served on a panel during this Summit and presented the smart city projects of Nevada in addition to new tech and the state’s infrastructural advancements.

### 43 UAS/UAV Companies in Nevada



### UNMANNED AIRCRAFT SYSTEMS/ UNMANNED AERIAL VEHICLE INBOUND INVESTMENT MISSION TO NEVADA

The State of Nevada was selected by SelectUSA and the Embassy of the United States in London as one of the seven states to host an Unmanned Aircraft Systems/Unmanned Aerial Vehicle Inbound Investment Mission (held on January 25-29, 2021). Nevada was nominated to participate in the mission together with six other official FAA (Federal Aviation Administration) test sites: North Dakota, Alaska, New Mexico, Virginia, New York, and Texas. Nevada, led by Executive Director Michael Brown, showcased investment opportunities in the UAS/UAV sectors and GOED prepared a bespoke virtual program tailored to the interests and expertise of the 122 international delegates, from 19 different countries (UK, Israel, Spain, Turkey, France, Romania, Austria, Estonia, Germany, Norway, etc.) representing 70 companies vetted by the US Department of Commerce/SelectUSA and ready to land in the U.S. Nevada representatives from Nevada Institute for Autonomous Systems, Nevada Center for Applied Research and Polish Institute of Aviation ILOT highlighted unique opportunities about Nevada FAA test site and the reasons why we are the world leader for innovation in the industry. International companies offer solutions for military, commercial, agriculture, emergency, energy and power, construction and mining and other industries will decide on the locations for their future test operations, R&D projects, and establishment of the U.S. offices. GOED ID and NIAS are participating in numerous follow-up meetings with international investors.





## International Trade Division CONTINUED









### SELECTUSA VIRTUAL TOUR: NEVADA

**SMART CITY, MANUFACTURING & HOSPITALITY**  
 February 16, 2021  
 6:00 AM PST (9:00 AM EST) | 2:00 PM GMT (3:00 PM CET) | 11:00 PM JST

Nevada invites you to be part of the SelectUSA Virtual Tour showcasing how The Silver State is leading in innovation and tech on February 16, 2021. International companies will connect with leading partners and resources in the Smart City, Manufacturing, and Hospitality sectors in the state. In addition to the Virtual Tour, SelectUSA will host a One-on-One Virtual Matchmaking event with government officials from the Nevada Governor's Office of Economic Development (GOED) to take place on February 26, 2021.

Brought to you by **SELECTUSA** Nevada Governor's Office of Economic Development *Engineering Success*

**Nevada Virtual Tour Speakers**

 <b>Bill Burwell</b> Executive Director Office of Economic Development	 <b>Michael Brown</b> Governor of the GOED Governor's Office of Economic Development
 <b>Jim Murren</b> Governor of the GOED 13 Resources, Retail & Economy Task Force State of Nevada	
 <b>Michael Sherwood</b> Tour Development Director City of Las Vegas	 <b>Bill Barnes</b> Vice President NTT Smart World
 <b>Tom Simpkins</b> Nevada Industry Excellence	
 <b>Bo Bernhard</b> Member of Economic Development University of Nevada, Las Vegas	 <b>Melanie Sheldon</b> Director of Operations Governor's Office of Economic Development
 <b>Pavel Petrusinski</b> Member of Economic Development Governor's Office of Economic Development	

### SELECTUSA VIRTUAL TOUR OF NEVADA

On February 16 and 25, 2021 GOED hosted a SelectUSA Virtual Tour of Nevada and organized B-2-G meetings with international investors in smart city/advanced manufacturing, and hospitality sectors. The project benefits Nevada by bringing FDI to the state and

assists existing Nevada businesses who are interested in forming partnerships and doing business with foreign entities. In partnership with City of Las Vegas, NTT Smart World, Nevada Industry Excellence, UNLV, and Jim Murren, as a keynote speaker, Nevada showcased opportunities in our state and connected GOED, RDAs, and city governments with potential foreign investors and businesses. The first event on February 16, opened by GOED Executive Director Michael Brown, was a huge success for Nevada with over 180 registrants who received the recording and 120 who watched live streaming. This was the first time in GOED history having such a well-attended event by the international community. On the webinar, GOED hosted 19 countries from around the world and is looking forward to further collaboration with foreign governments, businesses, and academic institutions. Following on two successful investment missions in UAV/UAS held in January and Smart City/ Manufacturing/ Hospitality in February, 2021 ID has hosted 135 new leads and collaborated with

19 prospective foreign companies facilitating B2B meetings between in-state Nevada Global partners, local and international companies leading to executed contracts and contract discussions.

In addition to the above activities, International Trade Division presented export opportunities for Nevada's companies and universities, and foreign direct investment climate in Nevada:

- On October 28, 2021, at the Nevada Mining Association's Hardhat Chat with Canadian, Saudi Arabian, and Australian companies;
- On November 1-2, 2021, at joint webinar STARTUPS GONE GLOBAL WORKSHOP SERIES: Doing Business in Nevada for Turkish companies, in collaboration with UNR College of Business, Ozmen Center for Entrepreneurship and Sierra Nevada Corporation;
- On November 3, 2021, at hybrid event with the Urban Chamber of Commerce within the series: the Global Roundtable;
- On November 12, 2021, at Asian-American Small Business Seminar organized by Korean American Chamber of Commerce, Las Vegas;
- On November 16-17, 2021, at the International Conference "Decentralized Government Response to the COVID-19 Crisis" hosted by the Center for Basque Studies, Government of Bizkaia, and the University of Nevada, Reno College of Business.
- On November 19, 2021, College of Southern Nevada Diplomacy Day with the Honorary Consuls in Las Vegas



**UCC Global Roundtable**  
 WEDNESDAY, NOVEMBER 3, 2021  
 9:00AM - 10:00AM

**Speakers:**  
 Diana Bracco, NV STEP Director, GOED  
 Lorraine Marshall, Chief, Trade Consulting  
 Dr. Pavel Petrusinski, Director of Int'l Trade, GOED

Want to know more about doing business in various countries? Join us, network with other business professionals, and learn more about international trade!

Hybrid Meeting  
 1951 Stella Lake Street, Ste 30  
 Zoom: [https://bit.ly/UCC\\_GRT\\_Nov](https://bit.ly/UCC_GRT_Nov)

We ask all who register to please wear a mask or join us on Zoom!  
 UCCoat@humbor.org | 702.648.4221 | info@urbanchamber.org



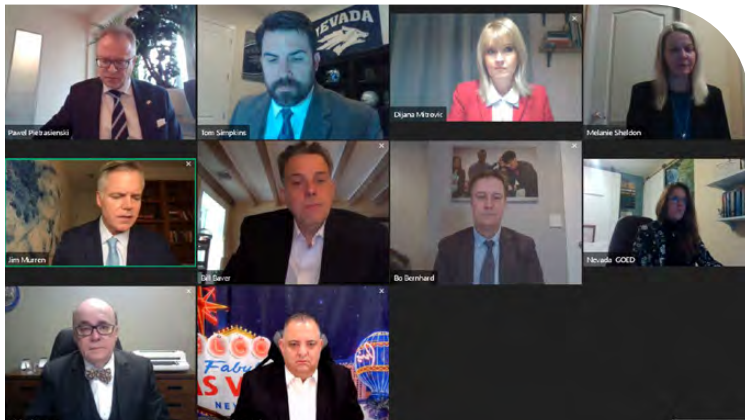
**ASIAN AMERICAN SMALL BUSINESS SEMINAR**  
 November 12, 2021  
 TIME: 4PM-6PM

**SPECIAL GUEST SPEAKERS**

 <b>CITY OF LAS VEGAS - Mayor pro tem</b> Stanley Anthony	 <b>USA - Senator</b> John Hannon
 <b>State of Nevada - GOED - Director of Economic Development</b> Pavel Petrusinski	 <b>SBA - District Director</b> Joseph America & International Trade David Gardner

One-on-One Matchmaking and Virtual Matchmaking. Full match is mandatory and companies must not be listed on the agenda.

Please arrive at least 15 minutes prior to the event for the general seating of the event.  
 RSVP strongly suggested and appreciated. RSVP to [ha@humbor.com](mailto:ha@humbor.com) or call 702.648.4221



# Nevada Procurement Technical Assistance Center



**With federal and state** funding, the multiple-award-winning Nevada Procurement Technical Assistance Center (PTAC) helps its formal clients — for-profit Nevada businesses especially the small businesses with goods and/or services to sell — pursue public sector or local, state, and federal government-related contracts (or prime contracts) and subcontracts in Nevada and across the United States.

For the program year to date from August 1, 2021 to December 31, 2021\*, following are data: about 1,385 total clients/a total of 13 outreach events either led by the PTAC or a resource partner that involved the PTAC / a subset of the total clients was awarded a total of 492 prime contracts valued at a total of \$107,438,209/a subset of the total clients was awarded a total of 21 subcontracts valued at a total of \$21,855,407.

The Nevada PTAC team provides no-charge, one-on-one counseling sessions to assist its clients. Counseling, in part, includes helping clients with solicitation document review and understanding, draft proposal review within a reasonable timeframe, and contract administration guidance within scope of the PTAC's program. The PTAC also provides no-charge outreach events such as webinars whether led by the PTAC or that feature small business resource partners in Nevada.

Since March 2020, the PTAC switched to a virtual service model when counseling clients. The PTAC conducts outreach events and collaborates with resource partners almost always through remote methods.

A sampling of calendar year 2021 Nevada PTAC outreach events for Nevada for-profit businesses include the following:

- A webinar covering the PTAC as well as Nevada Industry Excellence helping Nevada manufacturers
- Webinars discussing resources for veteran-owned businesses
- Webinar on how to do business with the 99th contracting squadron for Nellis Air Force Base and Creech Air Force Base
- A webinar on how to do business with the Bureau of Reclamation/U.S. Department of the Interior
- A webinar on how to do business with Clark County Purchasing and Contracts
- Webinars on how to do business with the Regional Transportation Commission of Southern Nevada
- Webinar on how to do business with the City of Las Vegas Purchasing and Contracts
- Webinars on what small businesses are experiencing in government contracting pursuits during the pandemic
- Webinar and panel discussion by the PTAC team on government contracting and subcontracting
- Webinars on common misconceptions in government contracting
- A webinar on the Disadvantaged Business Enterprise (DBE) business certification
- A webinar on small business certifications and their advantages
- A webinar on federal government level construction contracting
- A webinar on creating a winning capabilities statement
- A networking e-meeting for science-, technology-, engineering-, mathematics-, artificial intelligence-, and data analytic-oriented PTAC client businesses
- A networking e-meeting for architecture-, engineering-, and construction-oriented PTAC client businesses
- The PTAC program and the themes of



## PTAC CONTINUED

government contracting and subcontracting being featured remotely on Las Vegas radio station KCEP 88.1 FM for the Commerce First Radio Show

- Delivering a virtual PTAC overview presentation to Native American-owned businesses in Nevada as part of an outreach event executed by the U.S. Navy's Office of Small Business Programs, the PTAC, the American Indian Chamber Education Fund PTAC, Naval Air Station Fallon, and the U.S. Small Business Administration
- Providing multiple remote PTAC outreach presentations for the SBA's Nevada District Office's Emerging Leaders Program participants, who are small business owners involved in an intensive seven-month executive business training series
- Delivering a PTAC overview presentation for the Clark County Department of Aviation to benefit Nevada businesses that are looking to do business at the newly-named Harry Reid International Airport
- Executing a virtual PTAC overview presentation for the City of Las Vegas Business Resource Fair
- Conducting PTAC outreach at the launch of the Nevada Entrepreneur Network
- Providing PTAC outreach at the Urban Chamber of Commerce's (UCC's) Business Pitch Competition
- Teaching a webinar about the capabilities statement for the UCC



A subset of total Nevada PTAC clients have competed for and been awarded public sector contracts, which is vitally important during the economic downturn the pandemic has caused. As relayed to the PTAC by a number of clients, and if it were not for public sector business, PTAC clients do not know how they would have survived and/or thrived during the Great Recession. The same holds true even more so today given the downturn caused by the ongoing pandemic, and more businesses expanding

their portfolios to sell to local, state, and federal government agencies within and outside of Nevada and to the agencies' prime contractors.

The Nevada PTAC team and the PTAC's resource partners laud PTAC clients for: carefully reviewing and responding to a variety of formal government agency and government prime contractor solicitations; submitting quality, compliant, and competitive proposals and other formal offers; being awarded government-related contracts and subcontracts; executing and delivering under those contracts to help the government agencies and government prime contractors meet their respective missions; sustaining and/or scaling their businesses to keep jobs, create jobs, and diversify the economy; and agreeing to be featured as a PTAC client success story in the PTAC's monthly e-newsletter to help inspire fellow businesses with their respective government contracting pursuits.

The Nevada PTAC program has experienced year-over-year growth:

- For the program year ending July 31, 2021\* (8/1/20-7/31/21): about 1,362 total clients/a total of 37 outreach events either led by the PTAC or a resource partner that involved the PTAC/a subset of the total clients was awarded a total of 1,279 prime contracts valued at a total of \$303,037,599 / a subset of the total clients was awarded a total of 78 subcontracts valued at a total of \$97,249,060. *\*COVID-19 pandemic continues.*
- For comparison purposes, for the program year\* ending July 31, 2020 (8/1/19-7/31/20): about 1,350 total clients / a total of 51 outreach events either led by the PTAC or a small business resource partner that involved the PTAC/a subset of the total clients was awarded a total of 1,572 prime contracts valued at a total of \$272,615,252/ a subset of the total clients was awarded a total of 94 subcontracts valued at a total of \$40,087,039 *\*COVID-19 pandemic began in March 2020.*
- Comparatively, for the program year ending July 31, 2019 (8/1/18-7/31/19): about 1,290 total clients/a total of 54 outreach events either led by the PTAC or a small business resource partner that involved the PTAC/a subset of the total clients was awarded a total of 1,111 prime contracts valued at a total of \$135,146,747/a subset of the total clients was awarded a total of 40 subcontracts valued at a total of \$9,715,110.



# Nevada Film Office

**Established in 1982,** the Nevada Film Office attracts and facilitates the creation of content to gain attention to Nevada generating economic growth in our communities. The office administers a Transferable Film Incentive program to spur the growth of content created in Nevada

along with coordinating inter-governmental cooperation throughout the state, connecting productions with qualified crew and vendors to complete productions. The creation of content provides employment opportunities for Nevadans, business development and growth for small Nevada businesses, and highlights Nevada's unique locations and attractions throughout the state.

Distributed to a worldwide audience, content created in Nevada contributes to driving the state's tourism economy, highlighting the diversity of Nevada's resources, industries, and its residents.

## HIGHLIGHTS

The calendar year 2021 continues to be as unpredictable a year as was 2020 with the shutdown of productions worldwide, including Nevada beginning in March 2020 and continuing through December 2021. Despite these shutdowns, and uncertainty in the industry, highlights for the Calendar Year 2021 include:



- Issued film incentives to five projects totaling \$1,275,529 with economic activity to Nevada totaling \$8,317,669.
- Ten in process productions with estimated incentives totaling \$9,221,446 with economic activity to Nevada totaling \$47,344,973.
- Created 200 full time equivalent jobs for these productions.
- The film office provides a state of the art Online Production Directory allowing content producers worldwide to connect with local businesses in the industry for economic development. Currently, the online directory has over 250 businesses, small to large who generate opportunities from connecting via our online marketplace.
- Similarly, the Film Office provides an Online Locations Database of the diverse filming locations around the entire state. Anyone with a local, a private residence, a small business, a commercial enterprise, can feature their location to be used in produced film, TV, commercials, etc. There are currently about 700 unique locations that attract business opportunities world wide using this marketplace. Location, location, location. Nevada residents and businesses have income opportunities working with the content creation industry here in Nevada.
- Coordinated outreach to governmental agencies throughout the state including state parks, such as Valley of Fire, to improve processes for filming to occur, highlighting the beauty of Nevada landmarks to drive increased visitation and economic development.

Established in 1982, the Nevada Film Office attracts and facilitates the creation of content to gain attention to Nevada generating economic growth in our communities.



## Nevada Film Office CONTINUED

- Coordinating with the University of Nevada, Las Vegas and Community Colleges of Nevada, the office engages with the film and video production programs to create opportunities and work towards pathways for students in Nevada to remain in the Nevada workforce and grow within the industry.
- Coordination with local union representatives from International Alliance of Theatrical Stage Employees (IATSE) to provide comprehensive support to productions in Nevada and further develop the local workforce.
- Track and update industry guidance related to COVID-19 mandates and directives as they relate to production in Nevada.
- Create production safety guidelines for COVID-19, published on our website and shared with local permitting jurisdictions to offer guidance on safely producing content in Nevada.
- Partnered with Safe Sets International to provide free COVID-19 awareness courses to the production community.
- Work with and promote film festivals in Nevada.

The following projects were in progress or planning during 2021 related to the film incentive program:



### Next Level Chef-FOX Network

Chef Gordon Ramsay scours the country for the very best line cooks, home chefs, social media stars, food truck owners and everything in between, all competing against one another with the goal of finding the food world’s newest superstar. Joined by two elite names in the food world, chefs Nyasha Arrington and Richard Blais, Ramsay and his co-mentors leave no stone

unturned, as they each recruit a group of talented chefs and take them under their wings. Ramsay and his friends attempt to bring out the very best in their cooks, as they all try to find “the one.” Ramsay firmly believes that as long as a chef has the drive, talent and perseverance, he or she can make that climb to the top.

Gordon Ramsay’s newest competition series Next Level Chef on Sundays ranked as this season’s #1 program debut and FOX’s highest-rated launch since 2020. Across platforms, Next Level Chef marks

Gordon Ramsay’s most-streamed telecast ever and FOX’s most-streamed debut of the season.



### Battle Bots Season 6-Discovery Network

These are the next generation robots from all corners of the globe trading blows to reign supreme. Each match consists of two robots competing in a single three-minute bout in which the goal is to destroy or disable the opponent. If there is no knockout during the battle, a panel of judges declare the winner. The series highlights the design and build of each robot, bot-builder backstories and the pursuit of the BattleBots championship.



### Finding Magic Mike-HBO MAX

Ten regular guys who have “lost their magic” are put through the paces of a Magic Mike Live bootcamp, baring their souls — and more — as they learn to perform sexy and daring dance routines with one being crowned the real Magic Mike. The winner will pocket a cash prize. This production airs on HBO Max in conjunction with the live show at the Sahara Casino/Hotel in Las Vegas. A true combination of live and recorded content highlighting the uniqueness of the Entertainment/Tourism Industry opportunities in Nevada.



# Healthcare Industry Report



## NEVADA LEGISLATURE 81ST (2021) SESSION

GOED supported two BDRs with direct impact on strengthening the healthcare workforce development pipeline.

### **BDR 38-449/AB191**

**Serves to require the State Plan for Medicaid to include coverage for the services of a Community Health Worker (CHW) under certain circumstances**

As the co-author of the NSHE CHW curriculum, GOED Healthcare Industry Specialist was instrumental in Nevada's adoption of CHWs as an entry level step for individuals interested in a career in health care. With the State Plan for Medicaid allowing for reimbursements of CHW service delivery, many more CHW's will be trained and hired in addition to individuals looking to transition from other careers into the field of health care.

### **BDR 40-457/SB379**

**Provides for the collection of certain data concerning providers of health care**

The DETR Healthcare Sector Council prioritized a minimum data set collection of questions to be used as a guide for the state's investment into low location quotient healthcare positions. As a result of this legislation, employers, higher education

institutions and other organizations invested in the development of the healthcare workforce pipeline will be better equipped to expand resources for positions in greater demand based on real-time data collected at licensure.

## **NEVADA RECOVERY AND RESILIENCY PLAN IN ACTION** **Remove barriers to healthcare access across 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 offered through the Health Resources and Services Administration.

GOED was instrumental in recruiting CanoHealth to Nevada. CanoHealth operates primary care centers and pharmacies throughout the nation that specialize in primary care for seniors. As part of its care coordination, CanoHealth provides sophisticated, high-touch population health management programs such as home visits, telehealth, transition of care, and high-risk and complex care management. The CanoHealth team has already opened eight locations in southern Nevada, which has translated to several high-paying healthcare jobs.



## Healthcare Industry Report CONTINUED

GOED has been working with Pills2Me to expand their new pharmaceutical delivery services footprint to Nevada. Pills2Me is one of the nation's first pharmaceutical delivery service providers and currently offers services free of charge to seniors, serving both Medicare and Medicaid patients. The Pills2Me team has opened their initial Nevada location within the City of Las Vegas International Innovation Center as of February 1, 2021, with plans to expand throughout Nevada in the coming years. With partnerships including the City of Las Vegas, Nevada Partners and the Southern Nevada Faith and Health Coalition, their growth will be exponential, especially given the need for delivery services throughout the pandemic.

GOED was invited to tour the Cure 4 the Kids Foundation with the CEO, Annette Logan-Parker. Together, and with additional pediatric oncology stakeholders, we will work to draft a Strategic Cancer Plan to address additional infrastructure greatly needed to support Nevada children suffering from cancer. This Plan will also address potential issues dealing with the recruitment of highly specialized healthcare professionals needed to expand services, thereby reducing the need for families to be burdened with seeking pediatric oncology services outside of Nevada.

GOED was 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.

GOED has been working with Mr. Tarby Bryant to establish local business development opportunities for venture capital investment. The Gathering of Angels has been established in southern Nevada by Mr. Tarby Bryant as a vehicle to provide seed funding for businesses in need of capital to grow and expand. Monthly opportunities to pitch business ideas before a group of angel investors has yielded opportunities these businesses would not otherwise have. These monthly gatherings will continue and are free to attend. Organizations in need of funding are encouraged to contact Mr. Bryant via his website ([www.gatheringofangels.com](http://www.gatheringofangels.com)) for further information.



### **City of Las Vegas Hundred Plan in Action**

GOED has been working with the City of Las Vegas staff to implement The Hundred Plan. This Plan is looking to revitalize community and business development in innovative ways to create a blueprint for sustained growth. Through a \$500,000 philanthropic contribution from MGM Resorts International, the Las Vegas Historic Westside will become the first neighborhood to have a community-based urban agriculture farming facility. This facility will establish a new, local food source and serve to tackle food insecurity rates in the neighborhood, while addressing unemployment and building community wealth. Established timeline is Spring, 2022.

### **City of North Las Vegas**

Working with the City of North Las Vegas to expand the VA campus to provide additional primary and specialized medical services to treat chronic illness and cancer, while also promoting wellness and disease prevention. The Pacific Group was selected as the winning developer for the JCZ 135-acre property and GOED will work collectively with all stakeholders to ensure the success of the project.

### **COVID-19 Response**

GOED moderated the COVID-19 "Solutions: Keeping Nevada Open for Business" panel for the Nevada

Technology Corridor and Prosperity Caucus. This Caucus was co-hosted by the Northern Nevada Development Authority, Adams Hub for Innovation and The Porter Group. As a follow up to the Caucus panel, a Healthcare Roundtable was conducted to address the needs of Nevada businesses regarding the impact of COVID-19 on their employees and patrons. Health and safety recommendations were made to Nevada legislators in support of Nevada business effected.



### Nevada Partners

GOED Healthcare Industry Specialist co-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 membership on the Immunize Nevada Flu and COVID-19 Task Force, events are taking place to distribute COVID-19 testing and vaccinations, in addition to flu vaccinations. Statewide coordination for the greatest reach along with the development of communication materials and systematic data tracking are the priority. Regularly scheduled radio shows, townhalls, podcasts and webinars have also been implemented throughout the year to educate the public and are being administered by key stakeholder groups free to providers and interested Nevadans.

Tens of thousands of Nevadans have been reached through these and other efforts to include:

- A partnership with Intermountain Healthcare to offer an innovative 90-

day MA (medical assistance) program. The program is training cohorts of 10-15 students in the on-site Nevada Partners lab and classroom for four days per week for 90 days. After the initial training phase, students are guaranteed a job at Intermountain Healthcare where they will complete their education with on-the-job training for an additional 1440 hours.

- In partnership with Immunize Nevada and Minority Health Consultants, Nevada Partners became a host site clinic for COVID-19 Vaccination and COVID-19 testing. The clinic runs every 2nd and 4th Wednesdays of every month via an award of \$200,000 from SNHD-22RF002 for COVID-19 Outreach and Education Services, to educate medically underserve households and increase the vaccine rate for targeted populations by 20 percent.
- A grant has been awarded by the National Institutes of Health in the amount of \$3.1 million for Transformative Research to Address Health Disparities and Advance Health Equity at Minority Serving Institutions. UNLV School of Public Health and Nevada Partners, along with a variety of NGO serving institutions will participate in the delivery of grant services and research over the next three years to address food insecurities and break the cycle of poverty for children and pregnant women lacking proper nutrition.
- A partnership with the Department of Health and Human Services, Division of Welfare and Supportive Services to support 12 months of childcare for Nevada families that are engaged in approved employment assistance or training programs who

need childcare assistance. Parents who are eligible receive a referral to The Children’s Cabinet or the Las Vegas Urban League.





# Rural Economic and Community Development



The overarching objective is to build prosperity and enhance the quality of life in rural Nevada.

**The Rural Economic and Community Development** Division of the Nevada Governor's Office of Economic Development (GOED) is tasked with promoting and facilitating economic and community development throughout rural Nevada. The overarching objective is to build prosperity and enhance the quality of life in

rural Nevada. The Division works towards this objective through community development, which is the process of managing change within communities and involves: dialogue among community members to decide their shared vision of the future; reaching a consensus on what needs to be done to achieve that vision; and communication, cooperation and collaboration within the community and with resource-providers in achieving that vision. The Rural Economic and Community Development

Division utilizes several programs within its purview to achieve this goal, including the Community Development Block Grant (CDBG) program, the Community Development Block Grant CARES (CDBG-CV) program, and the Nevada Main Street Program.

## **COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG)**

\$3,938,477 in Community Development Block Grant (CDBG) funds were awarded to 14 projects in Carson City and rural Nevada, benefitting 86,393 Nevadans in four counties, the City of Ely, the City of Fallon, the City of Caliente, and Carson City. Nevada counties and cities invested an additional \$1,930,337 in matching grant funds.

Since 1982, when the State began administration of the program, more than \$95 million dollars has been awarded to rural Nevada communities. The CDBG program enables local governments to undertake a wide range of activities intended to create suitable living environments, provide decent affordable





housing and create economic opportunities, primarily for persons of low and moderate income. The U.S. Department of Housing and Urban Development (HUD) oversees the program, and the Rural Community Development Division of the Governor’s Office of Economic Development administers the program for the State of Nevada.

Nevada’s CDBG programs for 2021 include:

- \$131,637 for the Colorado Street ADA Compliance Improvement Project Phase II in Carson City that benefits 1,280 residents
- \$254,544 for the FISH Revitalization Project in Carson City that benefits 75 residents
- \$94,019 for the Long Ranch Pedestrian Ramps Project Phase II in Carson City that benefits 1,570 residents
- \$30,000 for the Ron Woods Youth Absentee Reduction Project in Carson City that benefits 300 residents
- \$10,000 for the RSVP Nevada Rural Counties Veterans’ Project in Carson City that benefits 120 residents
- \$50,146 for the Grant Management Project in Carson City
- \$513,000 for the Caliente Depot Restoration Project Phase III in Caliente that benefits 1,000 residents
- \$261,787 for the Murry Street Sewer and Water Improvements Project Phase III in Ely that benefits 1,455 residents
- \$885,463 for the Street and Sidewalk ADA Improvements Project in Fallon that benefits 1,955 residents
- \$350,000 for the Emergency Generator Project Phase II in Esmeralda County that benefits 1,135 residents

- \$95,036 for the SSMWC Water System Renovation Isolation Valves Project in Lyon County that benefits 6,553 residents
- \$147,225 for the Pahrump Fairgrounds Sewer and Wastewater System Project in Nye County that benefits 34,735 residents



- \$350,000 for the Union Plaza and Convention Center Project in Nye County that benefits 34,735 residents
- \$765,620 for the McGill Sewer Pond Lining Project, Phase II in White Pine County that benefits 1,480 residents

These grants went to rural cities under 50,000 in population and rural counties under 200,000 in population. Clark County, Las Vegas, North Las Vegas, Henderson, Reno and Sparks are Entitlement communities and receive separate allocations and conduct a separate application process.





# Rural Economic and Community Development CONTINUED



## NEVADA MAIN STREET GRANTS

Nevada Main Street is a holistic approach to downtown revitalization that supports business creation and retention to support healthy and economically vibrant communities. The state program began in 2017 and provides a framework for communities to address a full range of issues and challenges facing traditional commercial districts. There are currently 13 active Main Street organizations in Nevada. This is the third year Nevada Main Street has awarded grants to support downtown revitalization. Funded grant awards totaled \$126,034 and included:

- **Gardnerville:** \$9,750 to establish a Memorial Wall at Heritage Park.
- **Mesquite:** \$18,884 to install a public art feature and provide artistic wraps for utility boxes in partnership with the Mesquite Public Arts Commission.
- **Reno:** \$30,000 for illumination of the ReTrac Plaza Mural.
- **Tonopah:** \$30,000 to install 3-D custom-made metal artwork on handrails along Main Street, and to paint an interactive 3D-mural on the outside of the Tonopah Convention Center.

- **Wells:** \$17,000 for a “Paint the Town” project to restore historical paint colors to commercial buildings in the Main Street district.
- **White Pine:** \$20,400 for expansion of the Ely Mural Project that tells the story of “Where the World Met and Became One”, highlighting the Ely Shoshone Tribe, a wildlife scene, and a depiction of a 1919 military convoy.

All grant awards will be matched with local funding and donated services. The Nevada Main Street Program received a total of six applications from six communities requesting funding for placemaking projects. Since 2019, Nevada Main Street has awarded 19 grants for \$375,000 to support downtown revitalization.

*“The beauty of Main Street programs, is they are so diverse in what we accomplish through district design concepts, economic vitality, historic preservation, and community events. Most Main Street programs are a “grassroots” approach to enriching our communities. We rely heavily on volunteer support and donations from local businesses and municipalities to accomplish*

many projects created with the intention of supporting a vibrant community. Because our scope is so broad and encompasses arts, humanities, historic preservation, and economic development, it is at times challenging to find grants to assist with these great programs. Having access to state funds through a grant process helps continue to provide these programs for our communities.”

—JEN NALDER, EXECUTIVE DIRECTOR,  
MAIN STREET GARDNERVILLE

## RURAL BUSINESS ASSISTANCE PROGRAM

The Nevada Governor’s Office of Economic Development awarded the City of Wells and the Audacity Institute \$500,000 in Community Development Block Grant CARES Act (CDBG-CV) funding to launch the Rural Business Assistance Program (RuBA), which provides business relief funds. More than 300 rural entrepreneurs and small business owners from 16 Nevada counties applied. 22 small businesses impacted by COVID-19 received up to \$25,000 in forgivable loans from this program.

The Audacity Institute implemented a statewide awareness campaign that included direct mail to rural businesses paid for by Greater Nevada Credit Union, ads on social media and radio, flyer distribution through in-person outreach and collaboration with the Regional Economic Development Authorities, Nevada Main Street, and Nevada Small Business Development Center.

The awareness campaign was highly successful with 309 applications representing the demographics of rural Nevada — 9 percent veteran, 55 percent female, and 29 percent minority (of which 16 percent were Hispanic or Latino; 5 percent Black or African American, 3 percent Indigenous or Native American, 2 percent Asian, 1 percent Native Hawaiian or Pacific Islander, and 2 percent Other).

61 percent of requests for business support came from established businesses, while 31 percent came from new businesses established after February 1, 2020, and 8 percent were ideas.

“Research shows that innovation in rural areas mirrors that of urban areas. Businesses selected for the program represent a wide range of industries including agriculture, beauty, construction, education, food, healthcare, hospitality, manufacturing, retail, and technology,” said Kelly Northridge, Managing Partner at Audacity Institute.

Of the 22 businesses selected, 68 percent are established businesses of which 55 percent are female-owned, 45 percent minority-owned, and 5 percent veteran-owned. 51 percent of the selected business owners qualify as low-to-moderate income and meet the LMI requirements in their counties. Selected businesses represent Carson, Churchill, Douglas, Elko, Humboldt, Nye, Washoe, and White Pine Counties.

The following is the list of businesses selected to participate in the RuBA program: Affordable IT Services, Bristlecone Outfitters and Trailhead Motel, Clearview Chiropractic, Fresh Bite Food & Spirits, Green Up, IC Breakout LLC, Jazi’s Greenz LLC, Lotspeich Family Farm, Carter Hair Design, Nevada Built Steel, Nik N Willies Pies, Paper Sails LLC, Salt & Sucre, Secure Exits LLC, Sew Krazy, Skin Therapy & Wellness, Spring Creek Sweet Shop, Star Village Coffee, Taqueria El Compa, Valera’s Bakery, Van-tastic Fashions, and YOUTH Positive.

RuBA program participants will receive up to \$25,000 in forgivable loans. Loans will be forgiven after completion of a 9-month online business training and mentoring program that began in October 2021.



### RURAL PITCH DAY

Rural Pitch Day is designed for rural Nevada’s startups and small business owners

## RURAL NEVADA PITCH COMPETITION

and provides opportunities for mentorship, access to

capital, and connection with entrepreneurial support organizations in Nevada. The event was held in a hybrid format in 2021, with local in-person viewing sites and online options. The founding partners of Rural Pitch Day





# Rural Economic and Community Development CONTINUED



– Launch Rural Nevada are StartUpNV, Audacity Institute, Northeastern Nevada Regional Development Authority, Biz’s Assembly, the Nevada Small Business Development Center, Great Basin College, and University of Nevada at Reno. These partners and all volunteers involved in this event are committed to connecting rural entrepreneurs with business startup resources in Nevada. Together mentors, entrepreneur support organizations, government entities, founders, and investors are creating a statewide ecosystem resulting in successful small business development across Nevada.

Cash prize money was provided by Nevada Gold Mines, NV Energy, NNRDA, NNDA, Battle Born Fund, SWCREDA and SBDC with additional awards coming from StartUpNV, Regarding Sales, and the Audacity Institute. Each company had five minutes to make their pitch and then answered questions from judges for five minutes.

The Stargazer Inn and Bristlecone Outfitters, represented by Liz Woolsey, earned \$2,500, entry into StartUpNV’s AngelNV Startup Competition for a chance to win \$200,000, and a sales strategy session with Regarding Sales for first place. The Stargazer Inn and Bristlecone Outfitters is located in Baker, and will provide a general supply store and lodging for hikers and campers exploring the Great Basin National Park. Big Timber Industries in Spring Creek, represented by Billy Sage Williams, earned \$1,500 for second place and the \$250 Audience Choice Award. Big Timber Industries delivers firewood all over rural Nevada.

This company cuts downed trees in burned areas and delivers directly to customers’ homes, providing convenience at a reduced price compared to other companies. AOE Greens in Carson City, represented by founder Taylor Parrish, earned \$1,000 for third place and the Founder Doctor prize from Audacity Institute. AOE Greens has a patented aquaculture system for growing quick, high value crops for restaurants.

This year a youth track was added for rural students in 8th through 12th grade. This track was funded through a generous donation from Nevada Gold Mines. Three young entrepreneurs pitched their businesses and were awarded cash prizes.

KrafterK in Spring Creek, represented by Kycin Manzanares, earned \$2,500 for first place. KrafterK is a 3-D printing business that manufactures a personalized product that fits on a miner’s tool belt providing easier access to tools. Zander Professionals in Spring Creek, represented by Zander Heit, earned \$1,500 for second place. Zander Professionals offers mobile auto and truck detailing for individuals and companies. Howell’s Homemade Cookies in Spring Creek, represented by Christina Howell, earned \$1,000 for third place. Howell’s Homemade Cookies are delicious cookies made with top quality ingredients for parties and to give as gifts.

All youth entrepreneurs received a Creating Value Proposition offered by Liz Heiman of Regarding Sales.

**Partners in Rural Pitch Day:** University Nevada Cooperative Extension, UNR Ozmen Center, Silver Lion Farms, Nevada Gold Mines, UNR, SBDC, Dogma Consulting, Re: Sales, Karol Hines Consulting, Great Basin College, EDAWN, White Pine Main Street, SWCREDA, NNRDA, 95-180 RDA, Audacity Fund, NNDA, StartUpNV, StartupNV, Department of Business and Industry, City of Wells, Wells Main Street, Biz Assembly, Western Nevada College, NV Energy, Buckaroo Boutique, Rural Nevada Development Corporation, Pure Ground Ingredients, Two Bitch Spirits Ltd., and Battle Born Fund.

**More information available at:**  
<https://goed.nv.gov/programs-incentives/rural-community-economic-development/rural-business-pitch-day/>



*Nevada Governor's Office of*  
**ECONOMIC DEVELOPMENT**

*Empowering Success*

## BOARD MEMBERS

*Governor Steve Sisolak, Chairman*

*Lt. Governor Lisa Cano Burkhead*

*Barbara Cegavske, Secretary of State*

*Dr. Dana Bennett, President, Nevada Mining*

*Mr. Josh Reid, Voting member at-large, Fennemore Law*

*Ms. Sasha Sutcliffe-Stephenson*

*Mr. James Barrett, President, the JABarrett Company*

*Dr. Weldon Havins, Dir.Med.Juris./Asst.Dean-Initiatives, Touro University Nevada*

*Mr. Raymond Specht, Founder & CEO, Specht Leadership Consulting*

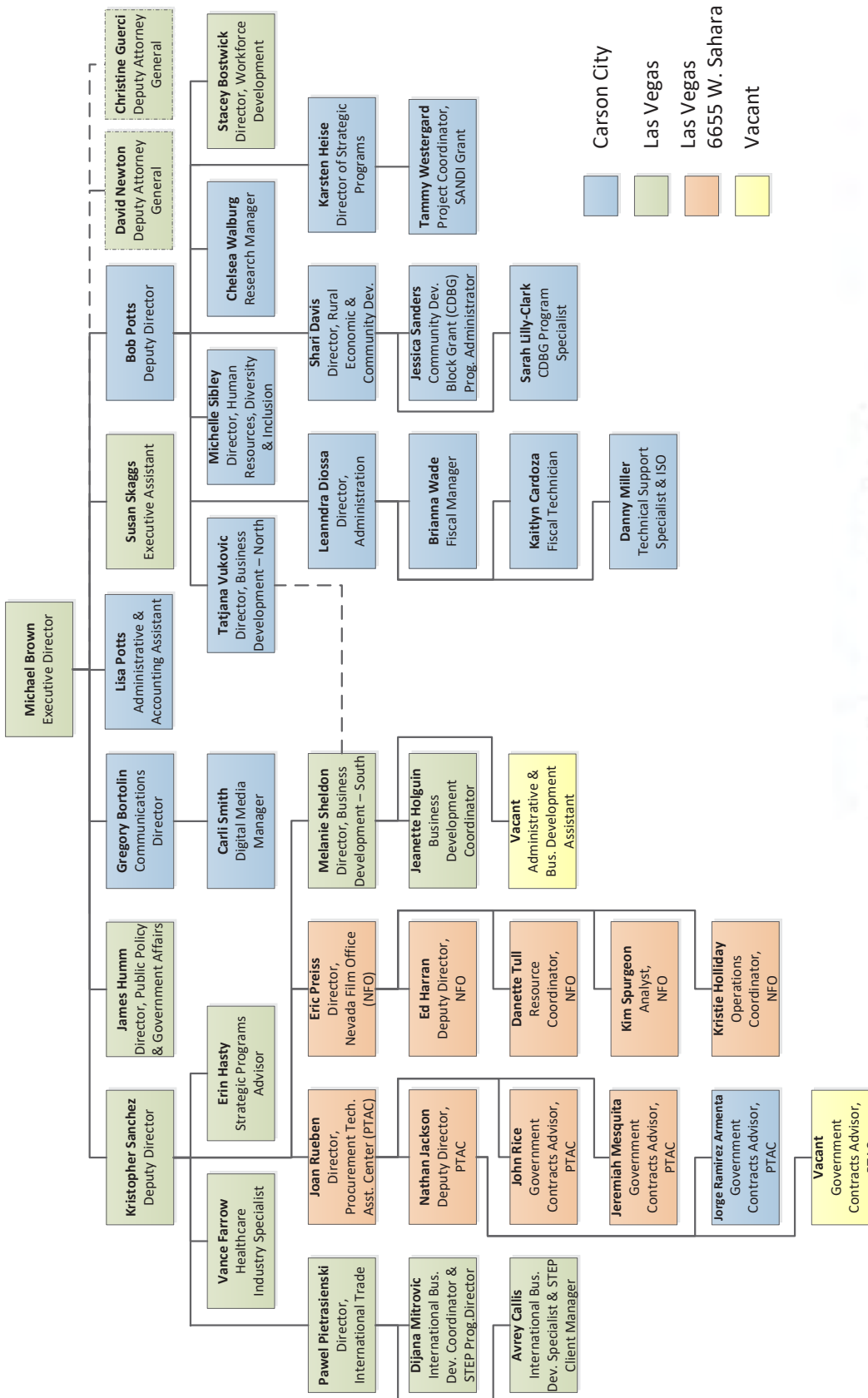
*Ms. Elisa Cafferata, Director, Department of Employment and Training Rehabilitation*

*Dr. Melody Rose, Chancellor, Nevada System of Higher Education*

*Mr. Terry Reynolds, Director, Department of Business & Industry*



# GOED's ORGANIZATIONAL CHARTS



*Nevada Governor's Office of*  
**ECONOMIC DEVELOPMENT**

3/4/22



# ABOUT GOED

The Nevada Governor's Office of Economic Development (GOED) was created during the 2011 Session of the Nevada Legislature through a collaboration of the Nevada Governor's Office and the Leadership of the Nevada State Senate and State Assembly (Authority: NRS 231).

## VISION

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

## MISSION

**High-quality jobs for Nevadans.**

**Objectives, as identified in the first State Plan  
for Economic Development are:**

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

*Nevada Governor's Office of*

**ECONOMIC DEVELOPMENT**

*Empowering Success*

***Gregory Bortolin***

**DIRECTOR OF COMMUNICATIONS**

808 W. Nye Lane

Carson City, NV 89703

Direct: 775.687.9917

Cell: 775.434.3583

[grbortolin@diversifynevada.com](mailto:grbortolin@diversifynevada.com)

555 E. Washington Avenue, Suite 5400

Las Vegas, NV 89101

**[www.goed.nv.gov](http://www.goed.nv.gov)**

**1.800.336.1600**

**702.486.2700**