

To: GOED Board Members

From: Director Thomas J. Burns



Date: May 13, 2024

Subject: Director's Report

Innovation Based Economic Development:

- As the final stage of UNR University Center for Economic Development's Tech Hub Phase 2 application "Nevada Lithium Batteries and Other EV Materials Loop" following its Tech Hub Designation award in 2023, the Economic Development Agency (EDA) conducted an extensive virtual site visit on April 22. GOED was represented by Karsten Heise, Senior Director Strategic Programs & Innovation and EDA Tech Hub component project lead for Commercialization & Entrepreneurship, to participate in the team's presentation. The Tech Hub Consortium expects an answer from the EDA by the summer on whether its application for up to \$75M for a grant period of 5 years has been successful.
- UNR held a two-day Nevada Lithium Circular Economy Conference as part of its 2023 National Science Foundation Engines Development Award. GOED Deputy Director Bob Potts participated in the opening fireside chat with NSF Geoffrey Brown, Ph.D., program director with the NSF TIP Directorate. GOED's Karsten Heise, co-principal investigator on the project, moderated the Economic Development breakout session (Nevada's Battery Supply Chain: Challenges and Opportunities). Heise also participated in the close out of the conference panel on workforce and economic development in Nevada's New Innovation Ecosystem with representatives from Truckee Meadows Community College, Tesla and the UNR University Center for Economic Development.
- NSF Engines timeline was released in the NSF Regional Innovation Engines Program Solicitation and the Development Award Team "Advancing the circular economy for lithium batteries" is preparing to submit its letter of intent by June 18, and its associated preliminary proposal by August 6. If invited, the full proposal would be due on February 11, 2025. GOED's Karsten Heise is co-PI on the project. Currently, the team is conducting intensive weekly strategy sessions to prepare for the proposal narrative writing stage.

Nevada APEX Accelerator:

- GOED's Nevada APEX Accelerator Division received another formal cooperative agreement from the U.S. Department of Defense. The cost sharing agreement, which is valued at about \$924,000, is to continue operations of the APEX Accelerator from April 16, 2024, to March 31, 2025. The APEX team provides government procurement technical assistance to Nevada businesses seeking to make bids or proposals at the local, state, and federal government levels.
- During National Small Business Week, the APEX program learned that two of its clients recently won major awards. Empower Products, headquartered in Las Vegas won the U.S. Small Business Administration's 2024 Nevada Veteran-Owned Small Business of the Year. Lira Electric, also based out of Las Vegas, won SBA's 2024 Nevada Minority-Owned Small Business of the Year award. This is a huge win for the APEX team and a direct reflection of how the program positively impacts Nevada businesses with its assistance.

Office of Entrepreneurship:

- The Office of Entrepreneurship has been coordinating closely with the Secretary of State's business licensing redevelopment efforts through its overhaul of SilverFlume. Work has also begun with the state's Regional Development Authorities and Nevada Small Business Development Center to advance an interactive resource and networking portal to address the needs of Nevada startups and small businesses.

Workforce Development:

- Truckee Meadows Community College Advanced Manufacturing Training Center, dubbed the Panasonic Center, opened on April 9 with the help of multiple state agencies, including GOED, DETR and NSHE. A \$1.64 million investment kickstarted a training initiative to meet the needs of Panasonic Energy North America, which will create hundreds of jobs that pay \$25 - \$32 per hour.
- The 10,000-square-foot facility increases access to training opportunities in advanced manufacturing, production systems, automation and robotics. GOED's WINN funds were used

to develop the classroom and lab spaces, purchase specialized equipment for the training center, and provide staffing for the first two years of engagement.

Film Office:

- In March, it was announced that the American Film Market would move from its Santa Monica home of over 40 years to The Palms in Las Vegas for the upcoming November 2024 event. As a business-oriented marketplace, AFM gathers industry professionals from all over the world to develop, discover, finance and license thousands of independent films. The Nevada Film Office is partnering with the organizers of AFM and the Independent Film & Television Alliance, as well as The Palms, on cross-promotion and marketing opportunities to showcase the Silver State.
- The Nevada Film Office successfully brought two significant productions to film in the state. A feature film set in Las Vegas, starring Al Pacino and Vince Vaughn, was scheduled to film in New Jersey, but the Nevada Film Office attracted the production to Nevada, resulting in hundreds of jobs and \$7.4 million in local spending.
- The popular reality show “Queer Eye,” which attracts millions of viewers on Netflix, is also filming in Las Vegas. The show will focus on ten Las Vegas residents and highlight businesses and attractions throughout the region, driving tourism to the state.

Rural & Community Economic Development:

- The Nevada Main Street program recently added Moapa Valley (Logandale and Overton) to its list of Main Streets. The program continues to grow and currently has 27 participants across the state.

Healthcare:

- GOED Healthcare Industry Specialist Vance Farrow co-hosted the Cambridge Healthcare Development Corporation on a multi-site tour of Southern Nevada land assets. Cambridge is

currently in negotiations with the City of North Las Vegas for the development of the 135-acre site adjacent to the Nevada Veterans Affairs to build a medical treatment and research campus inclusive of primary and specialty care, along with housing and other ancillary businesses to create an ecosystem of wellness.

- GOED is pleased to announce that ModGarden, an organic vertical farming company from Austin, Texas, will be a welcome addition to the Zero Labs Launchpad of 'Cohort 2' at University of Nevada Las Vegas' Black Fire Innovation. The CEO of ModGarden was previously hosted as a component of a multi-company bioscience delegation to Nevada in January.

International Trade:

- In April, the GOED International Team co-hosted a successful Japan-Nevada Business Webinar with the Japan External Trade Organization and the Consul General of Japan's San Francisco office. GOED highlighted its five-year strategic plan, including Nevada's favorable tax environment, abatement structure, and recent designation as a Tech Hub. Four Japanese companies currently operating in Nevada – Konami, Panasonic, NTT and Sega Sammy -- presented their positive business experiences in the Silver State.
- The GOED International Team launched the Nevada Goes Global export mission initiative for August 2024. The Nevada Export Grant (STEP Grant in partnership with the Small Business Association) will give small- and medium-sized businesses in Nevada financial support to participate in business-to-business matchmaking services in Japan, South Korea, and Australia. These trade missions aim to increase the global footprint of Nevada companies while attracting foreign direct investment into the state.
- The GOED International Team is actively working with the Nevada DMV and the South Korean consul general's office out of Los Angeles to create a license reciprocity agreement. Currently, GOED is waiting for revised language from the consul general's office to review with Nevada DMV.

- Germany's Coordinator for Transatlantic Cooperation and member of Parliament, Honorary Michael Link MP, along with German Consulate General in Los Angeles, Andrea Sasse, visited Carson City on March 27. Deputy Director Bob Potts, Senior Director Strategic Program & Innovation Karsten Heise, Communications Director Carli Smith, International Business Development Director Amanda Flocchini and Government Affairs Manager Stephen Wood, and I met with the delegation in the Guinn Room at the Nevada State Capitol.



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