

**Carson City
Agenda Report**

Date Submitted: May 27, 2014

Agenda Date Requested: June 5, 2014

Time Requested: 30 Minutes

To: Mayor and Supervisors

From: Marena Works, Interim City Manager

Subject Title: For Possible Action: Presentation of the progress, achievements and plans of the Northern Nevada Development Authority (NNDA) and possible action to approve a Retention and Expansion Economic Development Plan for Carson City and approve funding in an amount up to \$100,000. *(Rob Hooper and Danny Campos)*

Staff Summary: Executive Director Rob Hooper will provide an update on NNDA activities and present the proposed Retention and Expansion Economic Development Plan for Carson City. If approved, a formal agreement between NNDA and the City will come back to the Board for approval at a future meeting.

Type of Action Requested: (check one)

- | | |
|--|--|
| <input type="checkbox"/> Resolution | <input type="checkbox"/> Ordinance |
| <input checked="" type="checkbox"/> Formal Action/Motion | <input type="checkbox"/> Other (Specify) |

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: I move to approve a Retention and Expansion Economic Development Plan for Carson City and approve funding in an amount up to \$100,000.

Explanation for Recommended Board Action: N/A.

Applicable Statute, Code, Policy, Rule or Regulation: N/A

Fiscal Impact: Up to \$100,000

Explanation of Impact: N/A

Funding Source: To be determined.

Alternatives: N/A

Supporting Material: Proposed plan.

Prepared By: Janet Busse, Office Supervisor

Reviewed By:

Marena@works
(City Manager)

Date: 5/27/14

[Signature]
(District Attorney)

Date: 5/27/14

[Signature]
(Finance Director)

Date: 5/27/14

Board Action Taken:

Motion: _____

1) _____

Aye/Nay

2) _____

(Vote Recorded By)

May 29, 2014

TO: Mayor Bob Crowell and the Carson City Board of Supervisors

Greetings,

Over the past years, NNDA has established itself as a primary contributor to the economic growth of the State of Nevada, the Sierra Region and to its local municipalities within the region. Our activities have resulted in thousands of new jobs and hundreds of millions of dollars of combined economic impact. The region has benefited greatly from a “regional approach”. NNDA has become recognized as a leadership group in many areas of the economic eco-system.

In addition to the broad regional approach, NNDA has become skilled in “local brand promotion” to leverage the unique attributes of the regions many counties and communities, each with its own opportunities and challenges. These efforts have been supported by specific budgets provided by the targeted county to achieve local emphasis and success. Primary to this has been the Douglas County Campaign that was funded over the past two years. This allowed NNDA to mount aggressive campaigns that created a measurable return to the County of 100:1, 1020 new jobs and over 20 million in tax revenue to the County (first five years of all companies at full operation). During the contract period NNDA relocated 13 companies and assisted with the expansion of another 5 manufacturers.

This success and the techniques used to develop it has caused similar programs to be developed for Lyon and Churchill Counties where additional budgets are being applied to customized programs.

NNDA is proposing a similar program for Carson City. We believe the unique opportunity for Carson City is the existing manufacturing base. This diversified group of industrial businesses have both similar and divergent needs. NNDA proposes a strong focus on these businesses to assist them in their growth. In addition to the ongoing recruitment efforts NNDA is proposing a strong Retention and Expansion program.

The timing is ideal for this type of a program, as market activity for manufacturing is increasing and opportunities for expansion are present. NNDA represents many local, State and Federal programs that are designed to support growth through incentives, workforce development, export programs, market alignment and supply chain improvement. It is our goal to help our current employers grow, create more jobs and at the same time grow the tax base for Carson City.

NNDA believes the development and execution of the proposed program will continue NNDA’s output of positive economic growth within the region and provide a winning Carson City specific focus. The funding necessary for the program is \$200,000 over a two year period. The current \$24,000 Carson City funds NNDA will remain in place and will go toward the regional program. The requested increase per year is \$76,000 per year for a total of \$100,000. 100% of the additional \$76,000 will be used to fund a Carson City specific program. The campaign will include:

- Understanding all manufacturers and catalog their specific needs.
- Create a platform to allow the many available programs to find placement in Carson City.
- Grow the manufacturing base by attracting the “missing pieces” of our supply chain.
- Create customized programs for participating manufacturers to help them grow revenues and create jobs.
- Increase the economic value of Carson City’s manufacturing base.

NNDA appreciates the support provided by the Board of Supervisors that provides us with much needed operational dollars. By adding to this with a Carson City Specific Retention and Expansion Plan budget, NNDA will be able to expand its direct representation for the City.

Thank you for your consideration.

Best regards,



Robert C. Hooper



Northern Nevada Development Authority

Carson City Proposed Economic Development Plan – Retention & Expansion

July 1, 2014 – June 30, 2016

This is an overview outlining the Objectives and Strategies for the Carson City Economic Development Plan. Each Strategy will be expanded to include Scope of Work, Timelines, Metrics, and Expected Results. The main focus of this plan is on retaining and expanding existing Carson City manufacturers.

Goal: To create a one-stop resource for existing Carson City manufacturers for all issues attached to growth, expansion and retention of their business.

Objective 1: Support the creation of an economic development environment to foster positive and dynamic growth within the targeted industries for Carson City.

Objective 2: Identify challenges that face the existing businesses, create a solution based network that will assist and find solutions for retention and expansion.

PHASE 1

Action 1. Fully understand all aspects of the identified targeted industry clusters.

1. Markets
2. Supply chain
3. Workforce availability, education and training needs
4. Land use/issues
5. Infrastructure/issues (water, sewer, utilities, roads, rail, broadband, etc.)
6. County and City Challenges
7. General challenges
8. Long Term Opportunities

TIMELINE: Q1 – Q3 of year 1 - contract period

Action 2. Develop program metrics required to manage process and to provide quarterly reports to city officials.

TIMELINE: End of Q1 of year 1 - contract period

PHASE II

Action 1. Utilize the State of Nevada (Governor's Office of Economic Development) and other State and Federal partners to provide resources and assistance in expansion efforts to include financial assistance and programs, export education and assistance, incentives, workforce training and consulting.

TIMELINE: Entire duration of contract period

Action 2. Develop, market and implement Career Pathways to support workforce development with Western Nevada College and other qualified entities. Engage Career & Technical Education (CTE).

TIMELINE: Q1 through Q4 of year 2 - contract period

Action 3. Identify potential companies through targeted marketing efforts that are prime candidates for expansion, or in need of retention assistance.

- a. Purchase complete contact lists for all Carson City businesses identified as being targeted industry

TIMELINE: Q1 of year 1 – contract period

- b. Meet with all companies willing to participate to gain information for Action 1 in Phase 1.

TIMELINE: Q1 through Q4 of year 1 – contract period

- c. Email, mail and phone campaigns to get the word out of opportunity and assistance

TIMELINE: Entire duration of contract period

- d. Develop comprehensive marketing and outreach materials specific to Carson City manufacturers outlining options for growth and retention

TIMELINE: Q1 – Q2 of year 1 – contract period

- e. Recruit research consultants to assist with creating leads for face to face meetings with out of state C level executives and attend Carson City specific targeted trade shows (new business recruitment).

TIMELINE: Q1 and Q4 of year 1 and 2 – contract period

- f. Modify a portion of NNDA's current Advisory Committee System to create front end and back end assistance for companies in need.

TIMELINE: Q1 through Q4 of year 1 – contract period

PHASE III

Action 1. Client Engagement and Follow Up

- a. Deliver a customized package specific to individual company needs, assist with implementation and expert assistance utilizing committee system and regional expertise.

- b. Utilize NNDA's Feasibility Committee to conduct analysis on potential projects and make recommendations

TIMELINE: Entire duration of contract period

July 1, 2014 - June 30, 2016 (two years)

ITEM	VALUE
Marketing	
Development of Career Pathway Campaign (ongoing)	\$ 7,500
Purchase, and develop comprehensive target lists (purchased annually)	\$ 5,000
Fee based consulting (recruitment, retention and expansion)	\$ 50,000
Trade Shows (booth cost)	\$ 18,000
Printing (county specific business and lifestyle materials and all other campaigns)	\$ 16,500
Staff Time (data sort, research, material design, client engagement, email/phone campaign, follow up and general functions)	\$ 15,000
Career Ladder Development	
Industry certification research	\$ 3,000
Industry and Curriculum Pairing	\$ 10,000
Promotional Efforts to support Career Program through community participation and corporate outreach	\$ 10,000
Staff Time (data sort, research, client engagement, industry/education engagement, email/phone campaign, follow up and general functions)	\$ 15,000
Relocation, Expansion and Retention - Targeting, Engagement and Follow Up	
Travel Expenses (trade shows, reverse site visits etc.)	\$ 20,000
Staff Time (state incentives and programs, preparation, data sort, client meetings, coordinating network, solutions and follow up etc.)	\$ 15,000
Project Management	
Staff reporting and management	\$ 15,000
TOTAL BUDGET	\$ 200,000