

Carson City Agenda Report

Date Submitted: July 29, 2014

Agenda Date Requested: August 7, 2014

Time Requested: 45 Minutes

To: Mayor and Supervisors

From: Nick Marano, City Manager

Subject Title: For Possible Action: To accept the Retention and Expansion Economic Development Plan for Carson City as presented by the Northern Nevada Development Authority (NNDA) and approve funding in the amount of \$74,574 for FY 14-15 and \$75,682 for FY 15-16 to be funded from contingency or as an alternative various accounts as determined by the Board. *(Rob Hooper and Danny Campos)*

Staff Summary: The City currently has budgeted and provides financial support to NNDA in the amount of \$24,000 per year. The additional funds for the next two years are specifically to fund the Retention and Expansion Economic Development Plan.

Type of Action Requested: (check one)

Resolution

Ordinance

Formal Action/Motion

Other (Specify)

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: I move to accept the Retention and Expansion Economic Development Plan for Carson City as presented by the Northern Nevada Development Authority (NNDA) and approve funding in the amount of \$74,574 for FY 14-15 and \$75,682 for FY 15-16 to be funded from contingency or as an alternative various accounts as determined by the Board.

Explanation for Recommended Board Action: N/A.

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

Fiscal Impact: \$74,574 for FY14-15 and \$75,682 for FY15-16

Explanation of Impact: If the Board approves this action, either the contingency account would be reduced or other various accounts would have to be reduced as determined by the Board for FY 2014/2015. The amount for FY 2015/2016 will be built into the budget.

Funding Source: Contingency or as determined by the Board.

Alternatives: Accept, modify or deny.

Supporting Material: Carson City Economic Development Plan, budget, timeline and PowerPoint presentation.

Prepared By: Janet Busse, Department Business Manager

Reviewed By: Wichols Mancini
(City Manager)

Date: 7/29/14

[Signature]
(District Attorney)

Date: 7/29/14

Nancy Paulera
(Finance Director)

Date: 7/29/14

Board Action Taken:

Motion: _____

- 1) _____
- 2) _____

Aye/Nay

(Vote Recorded By)



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

Carson City Economic Development Plan

Budget

	YEAR 1												TOTAL
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	
Survey Questionnaire	\$ 312	\$ 312											\$ 623
Survey Data Base		\$ 2,361											\$ 2,361
Web Site	\$ 2,991	\$ 2,991	\$ 2,991										\$ 8,972
Contact List	\$ 500	\$ 500											\$ 1,000
Folder/Brochure	\$ 3,530	\$ 3,530	\$ 3,530										\$ 10,590
Visitation Plan		1500											\$ 1,500
Scheduling Resource Costs			\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 7,778
Visitations				\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 17,916
Expansion Follow Up				\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 6,552
Data Analysis											\$ 497	\$ 497	\$ 994
Supply ChainTarget Development											\$ 182		\$ 182
Marketing Campaign (1)											\$13,000	\$ 3,107	\$ 16,107
Total	\$ 7,332	\$11,193	\$ 7,298	\$ 3,496	\$ 3,496	\$ 3,496	\$ 3,496	\$ 3,496	\$ 3,496	\$ 3,496	\$17,175	\$ 7,100	\$ 74,574

	YEAR 2												TOTAL
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	
Round Two "Update Kit"												\$ 2,475	\$ 2,475
Scheduling Resource Costs	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778	\$ 778		\$ 8,556
Visitations	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991		\$ 21,897
Expansion Follow Up	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728	\$ 728		\$ 8,008
Marketing Campaign (1)	\$ 3,107	\$ 3,107	\$ 3,107										\$ 9,320
Marketing Campaign (2)					\$13,000	\$ 3,107	\$ 3,107	\$ 3,107	\$ 3,107				\$ 25,427
Total	\$ 6,603	\$ 6,603	\$ 6,603	\$ 3,496	\$16,496	\$ 6,603	\$ 6,603	\$ 6,603	\$ 6,603	\$ 6,603	\$ 3,496	\$ 3,496	\$ -

Total Program Cost \$ 150,256

Economic Development Plan

★ Carson City



Purpose: Carson City Economic Development Plan

- 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 targeted industries in 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.

Time Line: Quarter 1 Year 1

September, October, November, 2014

- Draft and finalize visitation questionnaire
- Design a survey database per questionnaire
- Create an outreach website
- Market contact lists
- Create Carson City manufacturer's program folder/brochure
- Create a visitation plan

Time Line: Quarters 2,3, and 4 Year 1

December 2014 through August 2015

- Begin initial round of visitations
- Analyze initial data
- Identify expansion needs of companies
- Identify target industry types for supply chain relocations and expansions
- Create “update kit” newsletter
- Begin marketing campaign one

Timeline: Year 2

September 2015 through August 2016

- Continue initial visitations
- Begin Round 2 of visitations
- Conduct out of state visits for potential relocations
- Conduct Site visits
- Marketing Campaign 2

Budget: Year 1

Carson City Economic Development Plan														
Budget	YEAR 1												TOTAL	
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Survey Questionnaire	\$ 312	\$ 312												\$ 623
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Visitations				\$1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 1,991	\$ 17,916
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Total	\$ 7,332	\$ 11,193	\$ 7,298	\$3,496	\$ 3,496	\$ 3,496	\$ 3,496	\$ 3,496	\$ 3,496	\$ 3,496	\$ 3,496	\$ 17,175	\$ 7,100	\$ 74,574

Budget: Year 2

	YEAR 2												TOTAL
	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	
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Visitations	\$ 1,991	\$1,991	\$1,991	\$1,991	\$1,991	\$1,991	\$1,991	\$1,991	\$1,991	\$1,991	\$1,991	\$1,991	\$ 21,897
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Total	\$ 6,603	\$6,603	\$6,603	\$3,496	\$16,496	\$6,603	\$6,603	\$6,603	\$6,603	\$3,496	\$3,496	\$2,425	\$ 75,682
Total Program Cost: \$150,256													

Retention and Expansion: The driver of Economic Development