



## University of Nevada, Reno Center for Economic Development

### University

The University of Nevada, Reno

### Center Director

Tom Harris

### Center Location

College of Business

### Center for >20 years

### Center Activities

- Technical assistance
- Small-business training
- Outreach
- Applied research

### Clients

- Governments
- Regional organizations
- Businesses
- Indian Tribes

### Assessment Techniques

- Customer satisfaction
- Feedback from staff
- Case studies

### Contact Information

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### The University of Nevada, Reno

The University Center for Economic Development (UCED) at the University of Nevada, Reno (UNR) is supported by an EDA grant matched by university funds from the College of Business, the University of Nevada Cooperative Extension, and the Nevada Agriculture Experiment Station, all of which play an important role in the work of the Center.

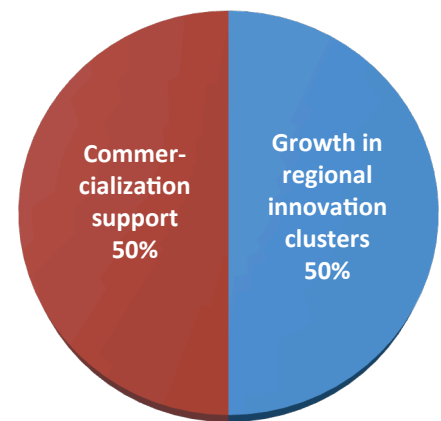
Director Tom Harris and his staff work to provide technical assistance, applied research, training and outreach, supporting business expansion in regional innovation clusters as well as commercialization efforts throughout the state of Nevada and often beyond.

### Activities

The Center was created with the goal of improving access to university, government, and private sector talent and resources in order to promote community and economic development in the state of Nevada. UCED therefore plays an important role in building networks and making connections, in addition to directly

providing a broad range of technical assistance and applied research to foster the expansion, productivity, and the competitiveness of existing firms. The Center is also actively involved in applying various analytical planning and development tools to promote comprehensive regional growth throughout the state.

The University Center provides technical assistance to communities,



municipal and county governments, and economic development organizations of strategic planning and implementation. Recent partners and clients include the Western Nevada Development District and a number of rural Nevada communities.

The Center also provides technical assistance in the form of economic analysis to local, regional, state and national government entities, private companies, and other organizations.

Center outreach includes technical assistance to Native American tribal communities, including trainings and one-on-one assistance related to business and

*"Tom Harris is the most well-known faculty member at the university." --Center Client*

agronomic management.

The Center is involved in small business and workforce development, including the Small Business

Procurement Program, a training course in procurement for small businesses

interested in working with Clark County and other government agencies.

### Leveraging

UCED has been awarded numerous grants for focused technical assistance, applied research, and training, which have allowed the center to further leverage EDA funds. Such grants have included public support for applied research related to the potential of new and different agricultural opportunities for rural Nevada, biosecurity decision-making, and the adoption of renewable energy.

## Success

### Lander County, Nevada

The University of Nevada, Reno University Center for Economic Development has been instrumental in recent economic development efforts in Lander County, Nevada, providing technical assistance in the form of facilitation and capacity building, economic analysis, and asset inventories.

### Project F.I.N.D.

The Future Industrial Needs Discovery (Project F.I.N.D.) seeks to capitalize on legacy infrastructure assets (from mining), using a community-driven methodology to attract businesses well suited to the county's assets with the goal of economic diversification. The project includes an asset inventory,

strategic planning, and marketing. Given the extensive presence of mining on public lands in Nevada, the project has attracted attention as a potential model in other communities throughout the state.

### Area Sector Analysis Process

In addition to the novel effort to repurposing mining infrastructure, Lander County utilized a procedure developed as a joint effort between the Western Rural Development Center and the University Center for Economic Development: the Area Sector Analysis Process (ASAP). The ASAP model uses two indices, desirability and compatibility, to help Lander County rank potential matches for industrial targeting under the FIND. In addition to

Lander County, the model has been employed with promising results in Laughlin, Nevada as well as in communities in Montana and Arizona.

### Cooperative Extension

The University Center has close ties to UNR's Cooperative Extension program and most of the state's Extension Educators have a small percentage of their time dedicated to Center activities. This connection with Cooperative Extension faculty has been an important entre to rural communities for the Center, and is how UCED became involved with Lander County and Project FIND.