

V(A). Planned Program (Summary)

Program # 7

1. Name of the Planned Program

Community and Economic Development

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
605	Natural Resource and Environmental Economics	15%			
608	Community Resource Planning and Development	45%			
803	Sociological and Technological Change Affecting Individuals, Families, and Communities	25%			
805	Community Institutions, Health, and Social Services	15%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2012	Extension		Research	
	1862	1890	1862	1890
Plan	4.0	0.0	0.0	0.0
Actual Paid Professional	5.3	0.0	0.0	0.0
Actual Volunteer	0.0	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
155563	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
155563	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
142060	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Strengthen capacity among community stakeholders to participate in community development planning, including asset mapping, secondary data analysis, and social network analysis.
- Conduct applied research to assess regional economic development strategies for Nevada.
- Develop educational resources to build the capacity of elected and appointed officials to support sustainable economic development and viability at the community, county, regional, and state levels.
- Conduct workshops for elected and appointed officials focused on leadership ethics, Nevada's fiscal system, land use planning, natural resource management, and economic growth.
- Develop service learning for university students to learn and practice civic engagement via Extension.

2. Brief description of the target audience

Target audiences include elected and appointed leaders and officials, business owners, general public, youth leaders, service learning students, land use planners, and economic development professionals.

3. How was eXtension used?

eXtension was not used in this program

V(E). Planned Program (Outputs)

1. Standard output measures

2012	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	4061	0	60	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2012
Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2012	Extension	Research	Total
Actual	5	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- {No Data Entered}

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of individuals learning new leadership or economic development skills/knowledge.
2	Number of individuals applying or using new leadership or economic development skills/knowledge in their organizations or communities.
3	Number of community people involved in "community assessment" of their local community.

Outcome #1

1. Outcome Measures

Number of individuals learning new leadership or economic development skills/knowledge.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Knowledge Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	150

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The economic situation in Nevada remains grim. No state has been harder by the housing downturn than Nevada where home values have fallen more than 69.4% since 2006. In 2012, Las Vegas, the state's largest city, reported 71% of mortgages under water. While unemployment declined from 14.2% in 2011 to 11.6% in 2012, Nevada continued to report the second highest unemployment rate in the US after Puerto Rico (14.2%). While the state works to diversify its tourism and mining dependent economy, economists estimate that Nevada's housing sector may require more than a decade to recover.

What has been done

Stronger Economies Together (SET) teaches rural communities to work as a regional team to develop and implement an economic development plan that builds on the current and emerging economic strengths of the region. In 2012, the SET participant team received more than 50 hours of economic development training over the nine month program, or approximately 2,500 of total classroom hours. Team members learned to identify target industries by using secondary data, local and regional asset mapping, supply chain development, export industry and clusters development.

Results

The Governor's Office of Economic Development (GOED) funded this planning effort with a \$50,000 grant. The primary partners included GOED, WNDD, UNCE and USDA Rural Development. Attendance and sustained participation was excellent, varying from 25 to 70 people per session with more than 200 total individuals attending workshops held across 33,781 square miles of the Western Nevada Development District region. Each of the nine counties targeted for this effort organized at least one training workshop.

4. Associated Knowledge Areas

KA Code	Knowledge Area
605	Natural Resource and Environmental Economics
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions, Health, and Social Services

Outcome #2

1. Outcome Measures

Number of individuals applying or using new leadership or economic development skills/knowledge in their organizations or communities.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2012	140

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Ninety five percent of Nevada businesses are considered small by having fewer than twenty employees. Under this definition, approximately 45% of Clark County's workforce is employed by a small business. The importance of small businesses to Nevada's economy is why, in partnership with Clark County and Economic Development Administration (EDA), the Business Opportunity and Workforce Development (BOWD) program was developed and implemented during 2012.

What has been done

The BOWD program trained small businesses on how to access and compete for local, state and federal procurement contacts. However, the basic business principles learned during the training classes also provide tools and skills that are targeted to grow individual business and expand and/or sustain employment opportunities in Nevada. The BOWD program is designed to address the identified need for small business best practices training, technical assistance, and improved connectivity with business resources, especially when doing business with governments and agencies.

Results

In 2012, 140 small businesses enrolled in the program and 123 graduated resulting in 88%

graduation rate. All of the 123 businesses directly contacted Clark County departments that may require their products or services. Approximately 89% (110) of businesses that completed the BOWD program prepared and distributed to Clark County departments a one-page statement of qualifications and 38% businesses (49) submitted a bid for services or supplies. Approximately 63% (31) of businesses that submitted a bid to Clark County received a contract.

4. Associated Knowledge Areas

KA Code	Knowledge Area
608	Community Resource Planning and Development
803	Sociological and Technological Change Affecting Individuals, Families, and Communities
805	Community Institutions, Health, and Social Services

Outcome #3

1. Outcome Measures

Number of community people involved in "community assessment" of their local community.

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Appropriations changes
- Public Policy changes
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)
- Other (Grant funding available)

Brief Explanation

These primary factors significantly affected activities in this program area.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

For the SET program, initial evaluation instruments include pre-post tests administered at each of the nine sessions. Results from the planning efforts of these groups will be further measured in 2013.

Evaluation studies of the BOWD program include participant self-evaluations. Additionally related economic data include business grant awards from Clark County and calculated multiplier effects. Additional impacts are being collected to include all changes in program participant business habits and activity.

Key Items of Evaluation

Preliminary evaluation studies indicate that SET was successful in creating a regional vision for economic development along with five economic sector and four capacity building goals. A regional economic development blueprint was developed. This blueprint will eventually evolve into a comprehensive economic development strategy for the region. Other significant outcomes included the networks and relationships built within the region, as well as the origin for an appreciation for a regional approach to economic development. For the five targeted industries and four capacity building platforms, strategy and action workgroups have been assembled that continue to meet monthly.

Evaluation studies of the BOWD program indicate that Clark County awarded more than \$4.2 million to recent program graduates. This is an average of approximately \$135,483 per awarded contract. These contracts have also created approximately 75 new jobs because of business expansion to meet newly created demand. Using a multiplier of 1.8, it is estimated that this program during 2012 had a total economic impact on Clark County of over \$7.5 million and supported 135 total jobs.