What does the UCED do?

In response to Nevada’s growing need for economic research, the University Center for Economic Development was established in 1992 and is funded by the U.S. Economic Development Administration.

UCED activities and services include economic development research, counseling and referral services, and conducting sponsored workshops and seminars. To find past studies, services, and seminars please visit the official UCED website at:

http://www.unr.edu/business/research-and-outreach/uced

For assistance, please contact Tom Harris at harris@unr.edu

Director’s Message

This is the inaugural issue of the University Center for Economic Development Newsletter. Current and future activities of the UCED will be outlined in this quarterly publication.

In this issue, we will present a map of the month that discusses Nevada public lands along with a voice-over PowerPoint presentation I made at the annual Nevada Association Counties Organization meeting.

Also discussed in this issue will be the activities of the Nevada Rural Health Project, Leadership Program, tourism impact analysis, agricultural price forecasts, the Asset Sector Process Analysis Project, and the Nevada Regional Economic Analysis Project. Lastly, we will present a professional journal article that may be of interest to the Nevada public.

Business Events & Competitions

On October 16th, Startup Weekend took place at the InNEVation Center where students worked in teams to create new business ventures over the course of 54 hours which ultimately led to a five minute pitch to a panel of judges. According to organizers of the event, one of the primary goals was to have students with different majors and backgrounds come together to meet and bring their startups to life.

The winner was Power Plug, a device that allows people to operate their home electronics & appliances right from their phone. The runner-up was Elephant Tracks, an app designed to help users remember everything they need before a vacation. Third place went to Gitity which is a Tinder-type of app where users can either post services they offer or look for services.
Map of the Month

This quarter’s map looks at land allocation in the state of Nevada. Our aim is to provide a pictoral representation of land ownership in Nevada. On October 2, 2015, Tom Harris made a presentation on Nevada land ownership to the Nevada Association of Counties. To read more and access a presentation of his voice over powerpoint, please CLICK HERE.

You may also enlarge the map by clicking on the image.

Nevada Land Ownership


Map by Sarah Honeycutt
**The Nevada Rural Health Works (RHS)**

Program is a joint program between UCED and the Office of Statewide Initiatives at the University of Nevada, Reno School of Medicine. Rural hospitals and community residents are able to evaluate their health systems through the data and resources RHS provides. RHS provides services and assistance in the following areas:

- Impact of health sector on local rural economies and assessments of direct and secondary employment, payroll, and tax-revenue impacts.
- Community health needs assessments (CHNAs) as well as assistance with ACA (affordable care act) related CHNA requirements for rural hospitals that are 501(c)(3) nonprofit corporations.
- Financial feasibility assessments exploring new service lines or changes to existing lines.

Current project and activities include:

- Annual publication of the Economic Contribution of Hospitals and the Health Sector in Nevada report.
- Annual publication of the Contribution of Hospitals and the Health Sector on the Local Economy reports for all 17 counties in Nevada.
- Annual publication of the Economic Contribution of the University of Nevada School of Medicine report.
- Biennial publication of the Nevada Rural and Frontier Health Data book.
- Biennial publication of community health profiles for all Nevada counties that utilizes data from the Nevada Rural and Frontier Health Data Book.
- Biennial publication of community health profiles for all seventeen Nevada counties utilizing data from the Nevada Rural and Frontier Health Data Book.
- Rural hospital financial feasibility assessments for new or expanded service lines as requested.
- GIS mapping and related data analysis.

To view research findings by the RHW please visit [www.unr.edu/business/research-and-outreach/uced/rural-health-works](http://www.unr.edu/business/research-and-outreach/uced/rural-health-works)

A place for discussion and a presentation made by Center Director Tom Harris on the economic impacts of Humboldt General Hospital are available [HERE](#).

October and November were busy months for the Nevada Leadership Program. After co-hosting the 2015 Nevada Chapter of the American Planning Association’s Annual Conference in September (held at the Joe Crowley Student Union) with the NVAPA, the Nevada Leadership Program held two community workshops, one in Kingston, Nevada on October 23, 2015 and one in Austin, Nevada on October 24, 2015. Community members in Austin and Kingston were invited to participate in an overview of a branding study the University Center for Economic Development is currently working on for the Lander Economic Development Authority in partnership with University of Nevada Cooperative Extension. On Monday, November 2, 2015, the NLP conducted a day-long Conservation District Leadership Development Workshop in Ely, NV. Approximately 15 attendees participated in the workshop that helped kick-off the 2015 Annual Meeting of the Nevada Association of Conservation Districts. On November 7, 2015, a strategic planning community workshop was held in Fernley, NV as the UCED and the Bureau of Business and Economic Research work with the City of Fernley to complete a new strategic and communications plan for the City.

You can also get more information about the Nevada Leadership Program by checking out our website at:


Get regular updates regarding Nevada Leadership Program activities, including pictures of past events, by checking out our Facebook page:

[https://www.facebook.com/NevadaLeadershipInstitute](https://www.facebook.com/NevadaLeadershipInstitute)
Tourism Impacts

The University Center for Economic conducts economic analysis research on special events. During special events, UNR students trained in survey methodology collect primary data used in this research.

For the 2013 Reno Santa Pub Crawl, UCED teamed with the Center for Regional Studies and Ekay Economic Consultants to analyze visitor and merchant participation as well as economic and fiscal impacts of the special event on Washoe County. Some findings we found interesting were developed into the infographic shown to the right.

For more info on this study, contact Malieka Landis at maliekal@unr.edu

The Economic Edge

A study by Jaison Abel, Todd Gabe, and Kevin Stolarich will be the paper reviewed in this quarter’s Economic Edge. This paper was published in the journal Growth and Change and investigates job skills across urban and rural hierarchy.

Often we read about education or skills of the local labor force in a vertical fashion. That is what percentage of the labor force has a high school education or college education. In this paper they also employ a horizontal analysis to derive the skill levels of the local labor force.

To access a blog providing a layman’s review of the paper and a voice-over PowerPoint by Tom Harris, please CLICK HERE. Also, a place for discussion of the paper can be found on the UCED blog.
Most major grains and oilseeds prices in the U.S. are not at the unsustainable high levels of the past few years, particularly as the demand created by the federal Renewable Fuels Standard (RFS) has mostly been met. The extended upward boosts from biofuels demand have abated, as have recent supply disruptions around the world have abated. The November release of the USDA’s Agriculture Prices report indicates prices that are settling at levels that reflect expected long-term averages. While corn prices reached that level last year, soybeans, wheat, and sorghum are among the major crops with continued declining prices although those are nearing expected bottoms as well. Corn prices are actually up a modest 3% from one year ago, while wheat prices have fallen 13% over the same span, reflecting improved global supply conditions. Soybeans have also continued a downward slide, losing 12% over the past year. Overall national hay prices are off 16%. The monthly Nevada Hay Prices report indicated that in Nevada, alfalfa prices have fallen 30% from one year ago, while other hay is off more than 15%. Most of those declines have occurred since the first hay cuttings of 2015. The implications for the lower crop prices are lower food prices, and significantly lower livestock feeding costs, giving livestock and products producers a break. In Nevada, dairy rations and winter feeding for beef cattle, particularly in the northern part of the state will cost less.

Agriculture Prices

That break is needed as most livestock producers are seeing steep declines in prices they receive for animals and products. Nationally, beef cattle prices have dropped $33 per cwt from a year ago, a decline of 20%. Furthermore, the slide in cattle prices is not over, with further losses expected in coming months. The Fallon Livestock Exchange offers timely actual sales price data for the Northwestern and central Nevada region. The exchange’s market report for the end of June indicated a range of 500-600 pound steer prices of $271-$290. The report for early December shows that comparable prices dropped to a range of $169-$197. Using the midpoint price of both ranges suggests a price decline of more than one-third in less than six months.

While milk prices ticked up slightly in October from the previous month, compared to October 2014, national average prices are $7.20 per cwt, or almost 30% lower. According to Nevada Dairy Commission, Class I milk prices declined $6.50 per cwt, or 27% for Northern Nevada. In southern Nevada, the drop in Class I prices was even greater, $7.60 per cwt, similar to the 30% national decline. In the past two years, Class IIIa prices have become much more important in Northern Nevada, with the Dairy Farmers of America whole milk powder plant operating in Fallon. The decline in Class IIIa milk prices in recent months has been much less precipitous than for other grades, implying that the milk plant is offering some support to local milk producers. In November those prices were much lower earlier in 2015, as demand for whole milk powder imports by China fell sharply. Overall, the declines in beef cattle and milk prices in the past few months have outpaced the decline in feed costs. As a result, profitability for Nevada beef cattle and dairy producers dropped.

Nevada Regional Economic Analysis (NV-REAP)

The Nevada Regional economic Analysis Project (NV-REAP), a socio-economic data resource, was developed by the University Center for Economic Development. The economic analysis tools available on the website allows you to independently conduct research to analyze the ever changing economic conditions and trends in Nevada.

NV-REAP provides data and regional economic tools of analysis for the 17 counties and 3 metropolitan statistical areas (MSAs) in Nevada. For further investigation into regional policy and planning purposes in Nevada’s economy, the tools available provide data assembling and analysis capabilities for research related to the 9-country Western Nevada Development District (WNDD).

This project aims to support the advancement of economic planning and policy development throughout the state by fostering analysis of the dynamic regional and interregional economic shifts that occur.

Please visit https://nevada.reaproject.org/ to learn more.
The Area Sector Analysis Process (ASAP) is a process and modeling tool used to assist communities in obtaining sustainable community development strategies should reflect the preferences of both community and industry in order to be successful in both the short and long time periods.

Accordingly, ASAP assesses (1) community members' priorities for sustainable community development, (2) how different industry sectors can meet the development priorities of a community, (3) what different industry sectors need in terms of physical, economic, and social infrastructure, and (4) which infrastructure the community can offer to these industry sectors. Data representing these four assessment sets are used to identify which industry sectors are more desirable to the community and which sectors are more desirable to the community and which sectors are more compatible with community infrastructure and assets and are obtained from a variety of sources.

Primary data is collected via two discrete surveys, one targeted at communities and another at industries. Secondary data is collected using an input-output model representing economic linkages as well as data sourced from various federal agencies such as the Census. Both the community survey and industry survey collect data used to perform ranking procedures across three goal categories - economic, environmental, and social. The goal ranking is combined with secondary data to perform an analytic hierarchy process to derive the weight and ranking for each industry given each community asset or goal.

ASAP has evolved over more than a decade and is the collaborative effort of not only UCED researchers, but researchers at other institutions at Utah State University, University of Idaho, University of Montana Cooperative Extension, University of Hawai‘i, Mānoa, and University of Arizona Cooperative Extension. Recent ASAP implementations have been completed in White Pine County, NV and Wayne County, UT. Implementations are currently underway in Moab, UT and Cibola County, NM.

If you are a member or representative of a community that may be interested in conducting an ASAP in your community contact Tom Harris, director of UCED at harris@unr.edu

### Sources

Jaison Abel, Todd Gabe, and Kevin Stolarich. Worforce Skills Across the Urban-Rural Hierarchy. Federal Reserve Bank of New York Staff Reports, Staff Report No. 522, February 2012.


