

ECONOMIC RECOVERY & RESILIENCY UPDATE
MARCH 2021

PROFILES IN RESILIENCY

WEBINAR MARCH 19



UPDATES, GRANTS AND INFORMATION YOU NEED TO KNOW

WELCOME

Welcome to the March 2021 edition of the Western Nevada Development District's (WNDD) Economic Recovery Update. This update is part of WNDD's effort to identify and develop strategies to support economic recovery as well as build a more resilient economy in the WNDD region.

The Economic Recovery Update will announce the activities and progress of the Economic Recovery and Resiliency Council which has been established as part of CARES ACT-U.S. Economic Development Administration (EDA) grant award. The update will also share information and data that can help WNDD

members, regional businesses and organizations plan and implement recovery and resiliency efforts.

The Council will lead the development of an Economic Recovery and Resiliency Plan which will be tied to the WNDD Comprehensive Economic Development Strategy (CEDS) document and its section specifically related to resiliency. It will involve, short-term, mid-term and long-term economic development planning and coordination in response to the economic shock resulting from the pandemic.

5 Key Takeaways

1 The Economic Recovery & Resiliency Council identified the 16 most impactful issues that need to be addressed in the next five years and are now developing the desired outcomes to address or resolve those issues in the aftermath of the Covid-19 pandemic.



2 Lessons of recovery and resiliency from fire, flood and cyberattacks will be shared during a free WNDD webinar: Profiles in Resiliency set for March 19.

3 The U.S. Department of Commerce's Economic Development Administration announced last month the largest ever EDA grant to a WNDD member which will help fund the Reno Stead Water Reclamation Facility (RSWRF) Effluent Treatment project.

4 From December 2019 to December 2020, Nevada lost 96,900 jobs. During this time, service sector jobs were the hardest hit in the nation and state.

5 This issue's grant funding opportunities range from community gardening and town revitalization to wastewater treatment and supportive housing for the elderly.

March 19 Webinar: Profiles in Resiliency

Recovery Stories from Fire, Flood and Cyberattacks

One of the nation's most devastating wildland fire events that turned into an urban inferno consuming 5,600 structures, and a hurricane which dumped enough water along the Gulf Coast to depress the earth's crust, have become lessons in resiliency for the communities of Santa Rosa, CA and Houston, Texas.

In that same year, there was a quieter disaster as consumer credit reporting agency Equifax saw a massive breach to its web application that led to the loss of millions of records containing the social security numbers and birthdates of 145.5 million people.

Profiles in Resiliency is a free webinar presented by the Western Nevada Development District from 9 to 11 a.m. on Friday, March 19. Speakers will share recovery strategies following the devastating fires that engulfed Santa Rosa, CA, building community resiliency following the massive flooding from Hurricane Harvey along the Gulf Coast and tools to face the growing threat of cyberattacks in our connected internet of all things.

Join Santa Rosa City Manager Sean McGlynn and Jillian Donatto, Senior Planner of the Houston-Galveston Area Council who will discuss the disaster events of 2017 that caused devastation and tremendous economic injury to their communities and how those recovery efforts are focused on future resiliency. They will be joined by U.S. Army Colonel (Ret.) Mark R. Schonberg, President of TerraScale, who will present the newest element in disaster recovery and resiliency, cybersecurity.



WHAT:
"Profiles in Resiliency" webinar

WHEN:
Friday, March 19
9am - 11am

WHERE:
Online via ZOOM

- DISCUSSION WILL INCLUDE:**
- Crisis events and their impacts
 - Economic challenges resulting from the impacts
 - Recovery efforts
 - Keys to planning for future resiliency
 - Lessons learned - what would they do differently.

QUESTIONS:
Contact Don Vetter at 775.848.0670
or dvetter@wndd.org

REGISTER NOW!

EDA's Reno Investment Supports Long Term Economic Growth



A City of Reno water infrastructure project essential to regional business and long-term job growth was given a \$5 million boost last month from the U.S. Department of Commerce's Economic Development Administration. The largest ever EDA grant to a WNDD member, second largest to the State of Nevada, will help fund the Reno Stead Water Reclamation Facility (RSWRF) Effluent Treatment, Storage and Reuse project to help expand the region's ability to process effluent and provide quality water for reuse by commercial users, new and old in Reno, Nevada.

“This project will support business expansion, decrease the need to import water from outside the region, and lessen the likelihood that future flood events will impact local businesses.”

- Dennis Alvord, Acting Assistant Secretary of Commerce for Economic Development.

GRANT HIGHLIGHTS:

- **Grant award of \$5,000,000, matched by \$9,802,061 in local investment.**
- **Expands the existing capacity from 2 to 4 million gallons per day, supporting an additional 10 million square feet of industrial construction in the adjacent industrial park.**
- **The City of Reno estimates that this investment will help create 167 jobs, save 48 jobs, and leverage \$76,750,000 in private investment.**

The infrastructure improvements at RSWRF not only allow the facility to support current and future business interests, including the proposed Reno Stead Airport Logistics and Manufacturing Park, but also commercial growth and business expansion planned in the nearby Reno-Sparks Indian Colony.

[MORE PROJECT DETAILS HERE](#)

Regional Leaders Target 16 Issues to Drive Economic Recovery and Resiliency

Emerging from the COVID-19 pandemic with a more resilient and fully recovered economy will require the region's stakeholders to address 16 impactful issues in the next five years, according to 65 leaders and subject matter experts gathered by the Western Nevada Development District (WNDD).

The group reviewed economic data and discussed the key issues driving the region's path to recovery and resilience during the first of several all-teams meetings on January 29.

About The Economic Recovery And Resiliency Council

Formed by WNDD, the Economic Recovery and Resiliency Council's (ERRC) membership encompasses a multi-disciplinary team of subject matter experts and regional leaders who will examine how the region can emerge from the pandemic with a healthier and more resilient economy. The council will develop a regional recovery and resiliency plan for the WNDD territory, encompassing seven counties and five cities.

The ERRC and its resulting report are funded by a U.S. Department of Commerce Economic Development Administration CARES Act grant.

To create the plan, the 13 business and service sector clusters will convey their category's highest priority issues, strategize to address those issues, identify resources available to engage those strategies, and determine resource gaps.

Meet The Council

The ERRC will champion the actions and strategies necessary for immediate economic recovery and build economic resilience to weather future crises. The 13 sectors and representing leaders include:

Building & Trades: Aaron West, CEO, Nevada Builders Alliance

Business: Ann Silver, CEO, Reno/Sparks Chamber of Commerce

Economic Development: Andrew Haskin, Deputy Director, Northern Nevada Development Authority

Education and Workforce: Dana Ryan, Special Assistant to The President, Truckee Meadows Community College

Financial: Jake Carrico, Business Advisor, Nevada Small Business Development Center

Government: Dian Vanderwell, Ward 2 Councilmember, City of Sparks

Health and Wellness: Kitty Mckay, Director Of Mission Integration, Carson Tahoe Health

Housing: Ron Bath, Founder, Salmon Point Development

Information Technology: Vas Karmyshanov, Managing Partner and Co-Founder, BALANCED Agency

Manufacturing: Karsten Heise, Director of Special Projects, Governor's Office of Economic Development

Mining: Joe Riney, Director of Workforce Engagement, Nevada Mining Association

Tourism/Hospitality/Arts & Culture: Carol Chaplin, CEO, Lake Tahoe Visitor's Authority and Tahoe Douglas Visitors Authority

Utilities/Infrastructure/Transportation: Lucia Maloney, Transportation Manager, Carson City

Beyond The Pandemic And Toward Resiliency

The ERRC's All-Teams Meeting on January 29 was the culmination of each council member leading their sector representatives through a one-question assessment:

What issues or challenges did your sector experience or observe because of the pandemic?

At the meeting, the teams brought their top issues and where they fell on the timeline of recovery. Using an online poll, participants cast their vote on issues that impacted the most sectors and occupied three timeframes: short-term, medium-term, and long term. According to those votes, these six issues are the most pressing for the region:

- Broadband and connectivity
- Community health and wellness
- Economic diversity disruption
- Government staffing, focus, communications, and organizational infrastructure
- Affordability and availability of housing
- Workforce training and lack of workforce

ERRC RANKED THE ISSUES

DEFINING THE ISSUES

While homing in on the top concerns, other topics emerged to be considered and discussed in the Recovery and Resiliency Plan:

- Air services
- Application of pandemic guidelines
- Expansion and repair of the physical infrastructure: water/sewer/roads
- Funding for public institutions
- Impacts from unemployment
- Pandemic communications
- Small business support
- Supply chain
- Technology
- Travel restrictions

Definition of Terms:

Issues: *The challenges and critical barriers impacting economic vitality, recovery, and resiliency.*

Outcomes: *The desired, measurable condition resulting from addressing and mitigating the issues.*

Strategies/Activities: *Actions designed to generate outcomes that ultimately lead to attaining objectives and goals.*

What's Next for The ERRC

Next, each ERRC team will develop the outcomes desired when facing down or dealing with the issues revealed by the pandemic. These outcomes will need to address three criteria:

- **Pandemic Related:** The issue was revealed or underscored as a result of the pandemic.
- **Economic Development Focused:** Addressing the issue will support pivoting the economy to recovery and resiliency
- **Achievable:** Is it realistic to address the issue in the next five years?

Experts Define Current Economic Conditions And How They Will Affect Recovery And Resiliency

During the January All-Teams Meeting, three economic authorities presented the ERRC and WNDD with information about how current conditions could impact future resiliency and recovery plans. Those experts included:

- Buddy Borden, Community Economic Development Specialist with the University of Nevada, Reno's Center for Economic Development
- Eugenia Larmore: Founder and President of Ekay Economic Consultants
- Tom Harris: Director of the University of Nevada, Reno's Center for Economic

Some of the key takeaways from their presentations include:

State Economic Impacts Of COVID-19

In December 2020, From December 2019 to December 2020, **Nevada lost 96,900 jobs**. During this time, **service sector jobs took the most job losses** in the nation and state.

Nevada realized an **8,200 job increase** from November 2020 to December 2020, while the nation realized a **149,000 job decrease**.

From July 2020 to November 2020, one of the largest sectors to increase taxable sales was **non-store retailers, up 89.0%** year-over-year.

From July 2020 to November 2020, taxable sales for food service and drinking places **decreased 5.6%** year-over-year.

Reno-Sparks Economic Indicators

Washoe County taxable gaming revenue was down 11% in December 2020 compared to December 2019.

Revenue for taxable sales in Washoe county increased by 8.6% from November 2019 to November 2020.

In the pandemic, the industries that saw the **most significant losses** include food service and drinking places, clothing stores, electronics, and appliance stores. Those that saw the **most significant gains** include building materials and non-store retailers.

Visitors to Washoe County decreased by 33.5% between December 2020 and December 2019.

WNDD Region Specific Economic Analysis

To decrease close contact between people and reduce the crowd-spread of COVID-19, Governor Steve Sisolak identified the allowed activities of “essential” and “non-essential” businesses in a March 17, 2020 directive. As a result, “essential” businesses remained open and “non-essential” closed to support COVID-19 social distancing.

ESSENTIAL SECTORS
Agriculture, livestock, and feed mills
Auto and trucking repair services
Childcare centers and daycares
Essential lodging
Grocery, supermarkets, hardware, convenience, and discount stores
Healthcare services, including pharmacies and biomedical
Logistics and supply chain operations
Post offices and shipping outlets
Providers of food, shelter, or critical services
Public transportation
Utilities
Vet services and pet stores

NON-ESSENTIAL SECTORS
All gaming machines in all establishments
Beauty and personal care services
Cannabis (strict social distancing and encourage home delivery)
Entertainment and hospitality
Recreation and athletic facilities
Restaurants and beverage establishments (carry-out, delivery, or drive-through only)
Retail facilities, including shopping malls (online or delivery only)

In general, businesses deemed “essential” comprise about **25-30% of the entities** in most WNDD’s counties, except for Pershing County.

On average, the essential category provides between about **30-45% of the jobs** in each of the WNDD counties, except Storey at 27.8% and Pershing at 55%.

Average employee earnings at “essential” businesses in the WNDD counties vary between \$70,000 and \$75,000, with Storey county at \$59,672 and Carson City at \$80,041.

ADDITIONAL RESOURCES:

NATIONAL AND STATE ECONOMIC IMPACTS OF COVID-19

ESSENTIAL & NON-ESSENTIAL SECTORS COVID-19

RENO-SPARKS ECONOMIC INDICATORS - JAN 2021

GRANT OPPORTUNITIES

WNDD offers technical assistance, management, research, and consultation in the federal, state, and private grants/loans ecosystem. These funding programs can be crucial in economic recovery and resiliency throughout the state and region and address the goals from the WNDD Comprehensive Economic Development Strategy (CEDs).

The Gardens for Good Grant The Nature's Path

This program focuses on the community by supporting organic community gardens that support place-based model and does "good" by providing food to a nonprofit feeding agency such as a food bank, soup kitchen, emergency pantry, shelter or school program.

Application Deadline: March 24, 2021

GARDENS FOR GOOD

Water & Waste Disposal Loan & Grant Program

U.S. Department of Agriculture

USDA Rural Development offers funding for clean and reliable drinking water systems, sanitary sewage disposal, sanitary solid waste disposal and storm water drainage to households and businesses in eligible rural areas.

Application Deadline: Ongoing

WATER & WASTE DISPOSAL

Build to Scale Program

U.S. Department of Commerce

Economic Development Administration's Office of Innovation & Entrepreneurship offers funding for organizations that aid companies in developing the next generation of technologies that fuels tech-based economic development in regional economies with two separate competitions: The 2021 Venture Challenge and The 2021 Capital Challenge. Notice of Funding Opportunity.

Application Deadline: April 29, 2021

BUILD TO SCALE

Public Works and Economic Adjustment Assistance Programs

U.S. Economic Development Administration

This program funds and an array of projects including infrastructure, construction, planning, technical assistance and revolving loan fund projects. This includes CARES Act Funding.

Application Deadline: Ongoing

PUBLIC WORKS

Supportive Housing for the Elderly Program

U.S. Department of Housing and Urban Development

This funding provides capital advance and project rental subsidies for the development and ongoing operation of supportive rental housing for very low-income persons, aged 62 years or older.

Application Deadline: May 26, 2021

HOUSING FOR THE ELDERLY

Community Heart and Soul Seed Grant Program

Community Heart and Soul

This program provides \$10,000 in startup funding for resident-driven groups in small cities and towns to implement the Community Heart & Soul model. Grant funding requires a \$10,000 cash match from the participating municipality or a partnering organization. Goal is to kickstart small community revitalization strategies.

Application Deadline: Rolling

COMMUNITY HEART AND SOUL

Tahoe Prosperity Center Launches Tahoe Basin-wide Economic Recovery and Resiliency Plan

The US Economic Development Administration this month announced a grant award of \$164,348 to the Tahoe Prosperity Center to facilitate a Tahoe Basin-wide Economic Recovery and Resiliency Plan. The member project was supported by the Western Nevada Development District's 2020-2025 CEDS.

The Tahoe Prosperity Center will facilitate the recovery and resiliency plan with local business, political, education, and community leaders, along with government jurisdictions, non-profit partners, and Tahoe's residents, according to CEO Heidi Hill Drum.

"Tahoe's Transition - Economic Recovery to Resiliency will create an action plan with steps for the region to implement to diversify the regional economy, which has become dangerously dependent on the Tourism sector," Hill Drum said in a press release.

Since the Great Recession, Tahoe has transitioned from 42% reliant on the Tourism sector to 62%. Tahoe struggled to get back the 5,000 jobs lost in 2008 and when the COVID-19 pandemic hit, the region lost another 9,000 jobs, according to the Prosperity Center release.

TAHOE BASIN RECOVERY AND RESILIENCY PLAN

SHARE WITH US

We want to highlight your success stories or opportunities with other WNDD members.

Tell us what you're doing to rebuild a vibrant, resilient, sustainable economy; email Economic Recovery Coordinator, Don Vetter, at dvetter@wndd.org.

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