The Nevada Small Business Development Center was established in 1985 as the premier resource for small business creation and expansion in Nevada. Through its 12-office statewide network, this economic and community development collaborative is one of a national network of over 1000 centers, funded by the U.S. Small Business Administration and leveraged with community partners and educational institutions, including the University of Nevada, Reno and the University of Nevada, Las Vegas. The Nevada SBDC is a statewide program dedicated to assisting small businesses and entrepreneurs diversify and grow Nevada’s economy.

Sam Males
State Director, Nevada SBDC

“Over the Nevada SBDC’s 34 year history, our network continues to promote and facilitate sustainable economic prosperity across Nevada.”

Kate Marshall
Nevada Lt Governor

“Small businesses are the backbone of our economy. The Nevada Small Business Development Center opens the first critical door needed for our small businesses to succeed.”

Michael Brown
Director, Governor’s Office of Economic Development

“Entrepreneurship is a key element in economic development. That’s why the Nevada Small Business Development Center is so important. For anyone out there looking to start, expand or reach global markets, the SBDC is an excellent resource.”

Joseph Amato
Nevada District Director, SBA

“We are very pleased with the strides the Statewide SBDC program has taken with the level of outreach and educational programs for the small business owners of Nevada. We look forward to an exciting 2020 and the positive changes we plan to bring to the Nevada small business community.”

Zach Miles
Associate Vice President for Economic Development, UNLV

“Small Businesses are at the heart of driving economic development and diversification within the region, nationally, and internationally. The SBDC provides the necessary foundation for these companies to build the foundations of success.”

Network locations:
Carson City • Douglas County • Elko • Ely • Fallon • Fernley • Hawthorne • Henderson • Las Vegas • Laughlin • Lovelock • Mesquite • Pahrump • Reno • Winnemucca
SERVICES PROVIDED

- No cost, one-on-one business coaching
- No cost or low cost business training
- Market research strategies
- Digital marketing assistance
- Environmental compliance assistance
- Economic/demographic data analysis
- International trade assistance
- Technology development

WHAT OUR CLIENTS SAY ABOUT US

96% of our clients say they would recommend SBDC services to others.

94% of our clients say SBDC services are beneficial to their business.

Source: Dr. James Chrisman, Mississippi State University
Behind the Numbers

Moctesuma Esparza saw an opportunity in the growing North Las Vegas area and acknowledged the expanding Latino community, which now constitutes 30% of Nevada’s population. With the support of Anabel Navarro and the Nevada SBDC, Maya cinemas obtained a multi-million dollar loan to supplement investor contributions and had a grand-opening event in May 2019. Maya Cinemas now supports over 80 jobs in North Las Vegas.

How the SBDC helped

Moctesuma Esparza worked with Anabel Navarro at the Urban Chamber of Commerce Nevada SBDC. Anabel has extensive marketing experience in the Las Vegas Latino community and was able to create comprehensive social media campaigns. Anabel helped Maya Cinemas target the Hola Mexico Film Festival and Hispanic Heritage month as well as create a promotional video and a cinema ticket give-away. These event promotions are critical for providing community inclusion in North Las Vegas. The Nevada SBDC was also able to connect Maya Cinemas with community Latino leaders who were instrumental in the promotion and funding of the project.

Success

Screening Spanish language films has positioned Maya Cinemas as a unique amenity in the area, leading to features in numerous media publications. While working with the Nevada SBDC, Maya Cinemas expressed the desire to offer Spanish financial literacy and customer service education to the families and employees of their business. Maya Cinemas also offers scholarships to many of its part-time student workers.
“When it was time to actually make it a reality, the first place I went was the SBDC. They have a lot of great advice, I would strongly encourage anyone who’s thinking of starting a business to talk to them first.” —Clint Neuerburg, Co-Owner, Piñon Bottle Co.
Made in Nevada

For 30 years, Made in Nevada has striven to connect, promote, and support the businesses that call our Silver State home. The Made in Nevada logo is a salute to our state’s wild and rich history—a badge of approval for consumers looking for authentic Nevada artisans, manufacturers, growers, and craftspeople. We’ve created channels that get the word out about what makes your Nevada business remarkable - connecting you to consumers and other like-minded business owners through events, an expanding online presence, and so much more. If you own a business in Nevada, you’re Made in Nevada material! For more information, visit madeinnevada.org.

Center for Regional Studies

Nevada SBDC’s CRS provides mapping and analytical services involving demographic and economic data to banks, property owners, housing developers, commercial brokers, title companies, consultants, engineering firms, Nevada SBDC clients and SCORE clients.

Hispanic Outreach

In partnership with the U.S. SBA and Wells Fargo, Nevada SBDC provides business counseling and training in Spanish for the growing Hispanic population. Hundreds of Hispanic business owners sign up for our one-on-one Spanish language counseling in both Las Vegas and Reno. In 2019, we provided business support services to over 450 Hispanic small business clients. Our Hispanic outreach helped start 38 businesses, creating and supporting over 1200 jobs and generating over $32.7 million in capital funding.

Business Training and Education

The Nevada Small Business Development Center offers and coordinates a wide range of workshops, seminars, and courses in cooperation with public and private sectors. Expert instruction ranges from introductory business management classes designed for startup businesses to advanced presentations aimed at assisting established companies. Each Nevada SBDC office offers its own unique workshops, seminars and courses in order to ensure that up-to-date, geographically correct information is being provided.

Environmental and Energy Assistance

Housed by NV Energy in Reno, Nevada SBDC’s Business Environmental Program provides environmental and energy management assistance for Nevada’s businesses and government entities. The technical assistance is confidential and non-regulatory.

University of Nevada, Reno EPPI Center Project

The EPPICenter is a collaboration between the UNR College of Business, Nevada SBDC and the Economic Development Authority of Western Nevada (EDAWN) to facilitate investment deals in the Nevada entrepreneurial community by conducting due diligence and other research for investors and funds. In its pilot year in 2019, the EPPICenter completed three due diligence packets that supported decisions to invest $525K into local businesses.

172 BUSINESS STARTS

The Nevada SBDC has seen a steady increase in the number of businesses started by clients.
Kelly Campbell started Buttsup Duck Designs, an embroidery and screen-printing shop, in 2008. Operating out of a bedroom in her Fallon home, this hobby was one that she genuinely enjoyed and found she could make money doing. In 2013, she decided that she would move into a storefront location and go full time with her business. She began attending NxLeveL classes with the Small Business Development Center at UNR taught by counselor and trainer Kathy Halbadier. Working her shop during the day and taking classes at night, Campbell was eager to expand her knowledge about what it takes to run a business.

She was so successful in running the business that in 2019 she utilized the SBDC’s services again, partnering with them and the Rural Nevada Development Corporation to obtain funding, allowing her to expand into a newer, larger building. This has enabled her to have a bigger and brighter retail area as well as an enormous new workspace. Campbell was able to take the building that had fallen into disrepair in a busy retail area and make it a fresh, vibrant storefront. When asked about her experience with the SBDC, Campbell said, “It is so important to have a mentor when starting up a business. Without Kathy (of SBDC), I would have never known of half of the resources available to me as a new business owner.”

“Hearing about the NxLeveL program that the Nevada SBDC offered sounded like music to me,” said Otero, “I had no doubts about signing up!” Nevada SBDC counselor Sandra Rentas assisted in filing her LLC, and spent extra time with Otero to make sure she understood local business laws and customs. Since creating Pelicano International Trading, LLC (operating under the name Arethé Collections) Otero’s simple idea of creating hand-made friendship bracelets has developed into more sophisticated, yet simple, designs centered around Tahitian pearls. The Nevada SBDC student interns then helped Arethé Collections to create a logo and marketing strategy. Arethé Collections now sells handmade jewelry at private events as well as retail stores in the Reno area, and has recently begun exporting to Otero’s home country of Spain. Arethé Collections is a Made in Nevada member and proudly promotes her products as being Nevada-born.
All communities in Nevada include small businesses, lone balls of fire in Nevada’s bright burning galaxy of business development. Most businesses are small (97% have less than 100 employees) and every business was once a small business. Small business owners create jobs and live and invest in their own communities. They are local leaders, movers, and shakers. Black Fire Innovation and Black Rock Incubator are two new initiatives in place to support small business in Nevada.

Black Fire Innovation
Opening its doors on January 23, 2020, UNLV’s 43,000 square foot hospitality lab and business accelerator/incubator, is located in the first 120,000 sq. ft. tech building of the UNLV Harry Reid Research and Technology Park in Las Vegas, NV. Along with a Nevada SBDC office to support counseling and training for small business entrepreneurs, the 122-acre “Tech Park” will be home to the UNLV Office of Research and Economic Development, as well as companies like Caesars Entertainment and a myriad of other companies including Panasonic, LG, Nutanix, Activate, Breadware, Aruba, Interblock, Intel, and Peerless. The facility will specialize in hospitality and entertainment innovation, E-sports, robotics, augmented and virtual reality, and economic development. Black Fire Innovation is located in Las Vegas, a metropolitan area of 2.2 million people, and will support UNLV’s student and faculty start-up companies and entrepreneurs.

The Black Rock Incubator (BRINC) had its grand opening on January 30, 2020. This 2,250 sq. ft. business incubator and community collaborative space is located at the Empire Mining Company, 100 miles north of Reno. BRINC is made possible by a HUD Community Development Block Grant through the Governor’s Office of Economic Development, Washoe County, the work of the Gerlach Economic Development Committee and dedicated partners. BRINC’s mission is to offer counseling and training for small business entrepreneurs, a maker space for learning and developing skills, and a community activity space. The approximate area population of 180 explodes to 85,000 during the world-famous Burning Man event in September.

To get help for your small business in Gerlach, Las Vegas, or anywhere in Nevada, visit www.nevadasbdc.org or call 1-800-240-7094.

Comfort Inn, Tonopah, NV
Nye County Regional Economic Development Authority SBDC

Fulfilling a market need is the best way to ensure your business will be successful, but sometimes other obstacles can get in the way. That’s what happened to Harish Sethi, who began plans for a new Comfort Inn motel in Tonopah, Nevada, when he realized the property’s water and sewage lines needed to be moved. That’s when Sethi approached both Paul Miller of the Nye County Regional Economic Development Authority (NCREDA) and Nevada SBDC counselor Al Parker. With 18 years of business counseling experience and connections throughout the state, Parker and Miller were able to assist in assembling a team of local Tonopah officials that helped secure support to work around the new Comfort Inn’s water and sewage line issues.

Parker, in conjunction with NCREDA, also assisted in finding additional funding sources, such as USDA Regional Development, in addition to the $5,000,000 in financing Sethi had already secured. The Comfort Inn opened in April 2019, and has created 16 part-time jobs and 2 full-time positions in Tonopah. The last time Parker visited the inn, it was at full capacity, and Sethi already has plans to expand the property. Thanks to entrepreneurs like Harish Sethi, and experienced community leaders like Al Parker and Paul Miller, Tonopah is on its way to a brighter economic future.
Nevada's Demographic Profile

Gross Domestic Product

<table>
<thead>
<tr>
<th>AREA</th>
<th>2019</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>$18.6T</td>
<td>(+2.9%)</td>
</tr>
<tr>
<td>Clark Co.</td>
<td>$107.6B</td>
<td>(+6.1%)</td>
</tr>
<tr>
<td>Washoe Co.</td>
<td>$23.0B</td>
<td>(-3.0%)</td>
</tr>
</tbody>
</table>

Source: Bureau of Economic Analysis

Nevada Establishments by Employees

<table>
<thead>
<tr>
<th>Establishments Size by Employees</th>
<th>CLARK CO.</th>
<th>WASHOE CO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19</td>
<td>13,078</td>
<td>4,9,248</td>
</tr>
<tr>
<td>20-99</td>
<td>6,117</td>
<td>13,116</td>
</tr>
<tr>
<td>100-499</td>
<td>1,142</td>
<td>1,094</td>
</tr>
<tr>
<td>500+</td>
<td>250</td>
<td>233</td>
</tr>
</tbody>
</table>

Source: Department of Employment, Training, & Rehabilitation, QCEW data - 3Q 2019

Total Jobs

<table>
<thead>
<tr>
<th>AREA</th>
<th>2019 Jobs</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>150,939,750</td>
<td>(+1.4%)</td>
</tr>
<tr>
<td>Las Vegas MSA</td>
<td>1,030,900</td>
<td>(+2.4%)</td>
</tr>
<tr>
<td>Reno MSA</td>
<td>257,392</td>
<td>(+5.5%)</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics, CES data

Unemployment Rate

<table>
<thead>
<tr>
<th>AREA</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S.</td>
<td>3.4%</td>
</tr>
<tr>
<td>Clark Co.</td>
<td>3.5%</td>
</tr>
<tr>
<td>Washoe Co.</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

Source: Department of Employment, Training, & Rehabilitation, LAUS data - 3Q 2019

Business Ownership by Demographic

<table>
<thead>
<tr>
<th>Demographic</th>
<th>0%</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td></td>
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<td></td>
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<tr>
<td>Hispanic</td>
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<tr>
<td>African-American</td>
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<tr>
<td>Asian</td>
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<tr>
<td>Minority</td>
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<td></td>
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<tr>
<td>Veteran</td>
<td></td>
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</tbody>
</table>

Source: 2012 Economic Census

Population

<table>
<thead>
<tr>
<th>AREA</th>
<th>2019 Population</th>
<th>CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clark Co.</td>
<td>2,293,391</td>
<td>(+1.9%)</td>
</tr>
<tr>
<td>Washoe Co.</td>
<td>469,801</td>
<td>(+2.1%)</td>
</tr>
<tr>
<td>U.S.</td>
<td>328,239,523</td>
<td>(+.05%)</td>
</tr>
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Sources: US Census Bureau, Nevada State Demographer

AREA 2019 CHANGE

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<td>U.S.</td>
<td>328,239,523</td>
<td>(+.05%)</td>
</tr>
</tbody>
</table>

Sources: US Census Bureau, Nevada State Demographer
The Nevada SBDC and the Camara de Comercio e Industrias de Cortes (CCIC) in Honduras were 2019 partners in a Small Business Network of the Americas (SBNA) grant from the Association of SBDCs. Seven small Honduras manufacturers were selected winners of a business plan competition. The project culminated in August with a weeklong training to learn about the Nevada SBDC model, U.S. trade processes, and make connections to increase business between Honduras and Nevada.

While the Nevada SBDC regularly participates with international delegations, this was the first time an international delegation had come to Nevada to focus on their own small businesses.

The CCIC Honduras team’s goal was to set up an acceleration program for small businesses in San Pedro Sula. This was also an opportunity for the Nevada SBDC to learn about doing business in Honduras and identify opportunities outside of the U.S. Anthony Cambas, international trade expert from Oklahoma State University, provided training to these businesses and sharpened skills for Nevada SBDC business advisors.

The project also included participation from the Nevada Department of Agriculture, economic development partners, and Nevada SBDC clients and contacts. The Honduras team was a wonderful group of smart, driven, and creative individuals. The ultimate goal for this group of Honduras entrepreneurs is to create and sustain jobs in Honduras.
For the fiscal year of 2019, the Nevada SBDC helped clients to invest a total of over $53 million into their businesses. Compared to a little over $2 million spent by the organization around the state, for every $1 the Nevada SBDC spends on staff and programming, over $26 was raised for capital funding.
Reference the following pages for clients spotlighted throughout report

**Cover**: Arethé Collections, Reno

A. Santa Rosa Collision and Custom, LLC, Winnemucca (page 3)

B. Silver State Tools, Reno (page 3)

C. Desert Oasis Teff and Grain, Fallon (page 3)

D. Piñon Bottle Co, Reno and Sparks (page 5)

E. Jane’s Healthy Bakery, Las Vegas (page 5)

F. Sports Performance and Physical Therapy, Reno (page 5)

G. Italian Hearts, Reno (back cover)

H. Comfort Inn, Tonopah (back cover)

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**1. Nevada SBDC State Office**
Sam Males, State Director
University of Nevada, Reno
College of Business, Room 413A
Reno, NV 89557
(800) 240-7094

**2. The Adams Hub**
111 W. Proctor Street
Carson City and Douglas County
(800) 240-7094
*By appointment only

**3. Churchill Economic Development Authority**
448 W. Williams Ave.
Fallon, NV 89407
(775) 423-8587

**4. Great Basin Community College**
Technical Arts Bldg. #101
1500 College Parkway
Elko, NV 89801
(775) 385-6114
* By appointment only

**5. Humboldt County Library**
85 East 5th street
Winnemucca, NV 89445
(775) 623-6388
*By appointment only

**6. Laughlin Chamber of Commerce**
1585 S Casino Drive
Laughlin, NV 89029
(800) 240-7094
*By appointment only

**7. Mesquite Region Economic Development**
11 West Pioneer Blvd., Suite A
Mesquite, NV 89027
(702) 946-1315

**8. Mike Lemich Country Construction**
744 E North Industrial Way
Ely, NV 89301
(800) 240-7094

**9. Mineral County Economic Development Authority**
PO Box 1635, 901 E. Street
Hawthorne, NV 89415
(775) 945-5896

**10. Nye County Economic Development Authority**
1301 South Highway 160, NSB Building, 2nd Floor
Pahrump, NV 89048
(775) 751-1947

**11. University of Nevada, Las Vegas Office of Economic Development**
Harry Reid Research Park
Zach Miles, Assoc. VP
8050 Paradise Road
Las Vegas, NV 89123
(702) 257-5509

**12. Urban Chamber of Commerce**
1951 Stella Lake Street
Las Vegas, NV 89106
(800) 240-7094