



OPEN
for Business

**Nevada Small Business
Development Center
2021 Annual Report**



The Nevada SBDC was established in 1985 as the premier resource for small business creation and expansion in Nevada. Through its 15-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. Our services are offered for no-cost due to the support we receive from many local community and economic development partners, along with grants and donations.



The College of Business at the University of Nevada, Reno has proudly hosted the Nevada SBDC network for 37 years. The Nevada SBDC aligns firmly with the College of Business's vision of global outreach, student entrepreneurship, and the ability to drive economic development in our community. We aim to foster University of Nevada, Reno student growth through our comprehensive internship program, allowing students real-world access to the mechanisms of developing a small business. We have continued to support the College of Business Sontag Entrepreneurship Competition and the International Women's Entrepreneurship Symposium.

NETWORK HOST UNIVERSITY OF NEVADA, RENO

The Nevada Small Business Development Center provides outstanding statewide support for businesses to grow and prosper. Through their business counseling services and focused programs like Made in Nevada and the Business Environmental Program, they are a great initial connecting point for anyone interested in starting a business or needing assistance with their business needs. We are proud to host the Nevada SBDC as part of our university outreach programs.



Greg Mosier
Dean of the College of Business



University of Nevada, Reno

From the Interim State Director



Winnie Dowling
Interim State Director

In 2021, getting Nevada's small business owners back to business was never up for debate. Sure, the pandemic upended the whole world, but for Nevada's small businesses (98.2% have less than 100 employees), rescue, recovery, and renewal only allowed for so much flexibility. When your business is your livelihood, you don't have any choice but to forge ahead. In addition, new and better ideas were in the works. Over 70% of Nevada SBDC calls in 2021 were assistance requests for starting new businesses, including developing new ideas and business models.

As the pandemic ebbed and flowed, small business owners did the best they could and, with help from some remarkable partners, so did the Nevada SBDC. In October 2021, the Nevada SBDC at UNLV partnered with the City of North Las Vegas Business Incubator and Workforce Connections to open the Small Business Connector. The Henderson Chamber of Commerce and Henderson Chamber of Commerce Foundation remodeled the LaunchPad Incubator on Water Street, creating a new home for Nevada SBDC advising services. The Nevada SBDC has dozens of notable economic development partners across the state in urban and rural Nevada.

Regarding the pandemic, 40.1% of our small business clients surveyed claim they have experienced a negative impact on staffing, while 72.2% of survey participants have had negative impacts on their supply chains. Two years after the start of the global pandemic, 62.3% of Nevada small businesses are still experiencing issues related to COVID-19, per a December 2021 client survey.

In normal years, Nevada SBDC says goodbye to graduating university interns. In 2021, like many other organizations and businesses, Nevada SBDC was effected by an epic year of retirements: Sam Males, Nevada SBDC's first and only State Director (37 years), Rod Jorgensen - Reno (31 years), Rick Lattin - Fallon (20 years), Hank Pinto - Las Vegas (15 years), and Nancy Dahl - Reno (15 years). We are grateful for the road they paved, and will miss their wealth of experience and expertise.

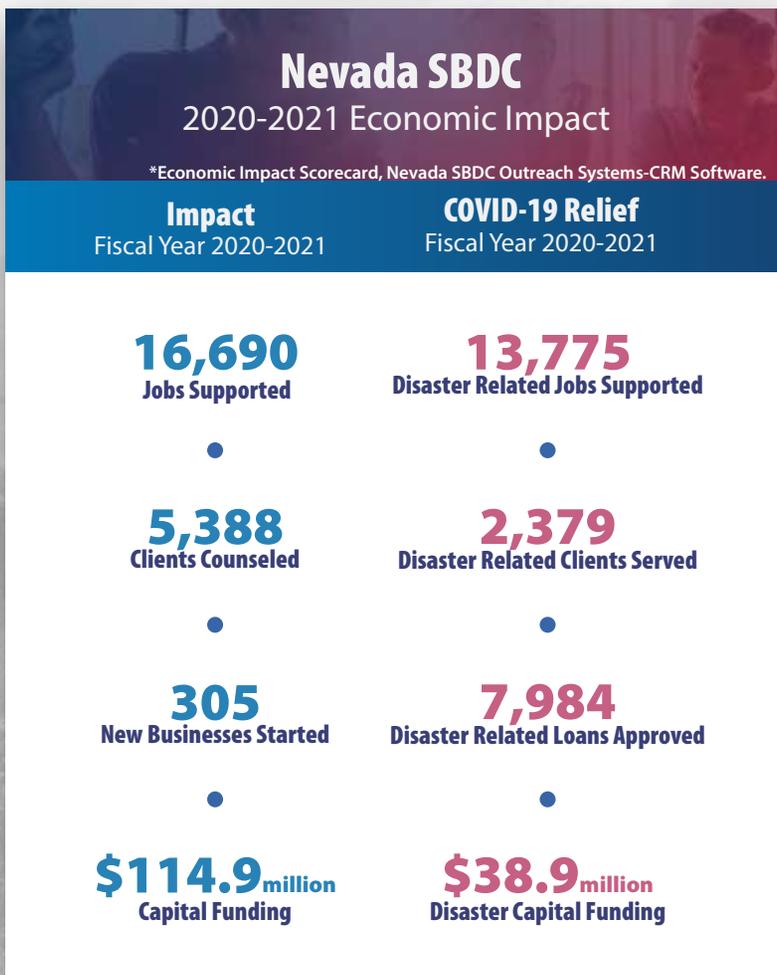
Yes, the pandemic continues to have lasting effects. As time goes by, we learn, adjust, and do our best to respond. If you could use a free and confidential sounding board, call the Nevada SBDC at 800-240-7094, reconnect with your business advisor, or sign up for services at www.NevadaSBDC.org.



Saul Ramos
*SBA Nevada
District Director*

U.S. Small Business Administration

We are thrilled with Nevada SBDC's work and positive impact made to Nevada small businesses in 2021! Whether it was creating a resiliency plan, navigating options for financing, reworking a marketing plan, or establishing new operations systems, Nevada SBDC advisors once again stepped up to actively help Nevada businesses. In 2021, more than 5,000 small businesses utilized and benefited from the professional advising offered by the Nevada SBDC. In addition to strategic support, Nevada small businesses were approved \$114.9 million in capital funding. COVID-19 was not the first obstacle small businesses had to face, and it will surely not be the last. But even through times of uncertainty, one thing is for certain: for decades, the SBA and Nevada SBDC have been there to empower small businesses to weather the storm and we'll continue to do so through every stage of a business' lifecycle.



Nevada SBDC

Partners

Primary Funding Sources

- U.S. Small Business Administration
- University of Nevada, Reno
- University of Nevada, Las Vegas
- Nevada Division of Environmental Protection

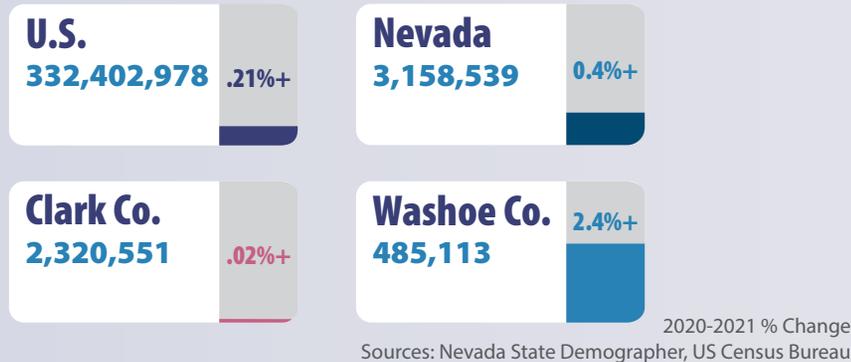
Contributing Partners

- Bank of Nevada
- City of Mesquite
- City of North Las Vegas
- Douglas County
- Google.org
- Nevada Department of Agriculture
- U.S. Environmental Protection Agency
- Wells Fargo Bank

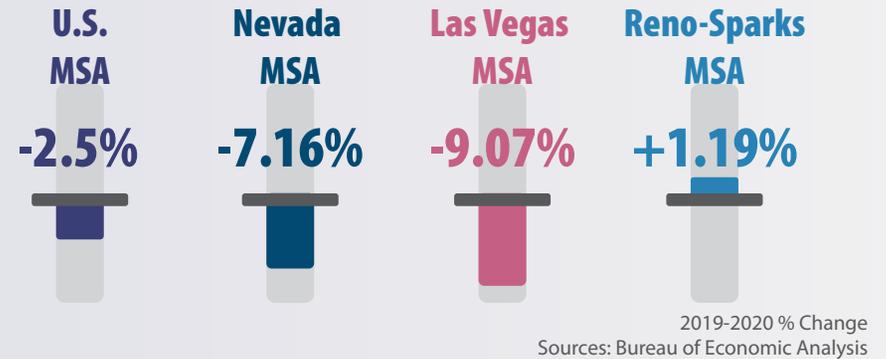


Nevada's Demographic Profile

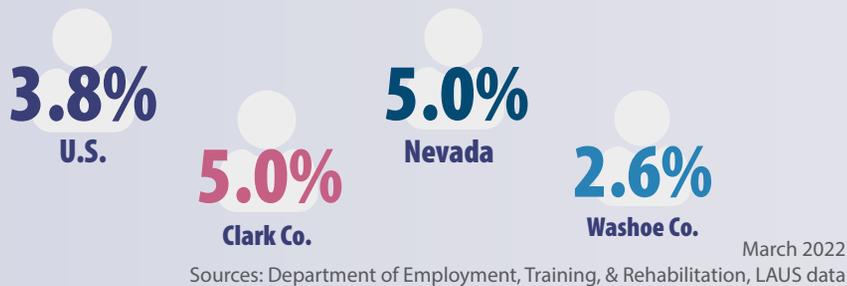
2021 Population



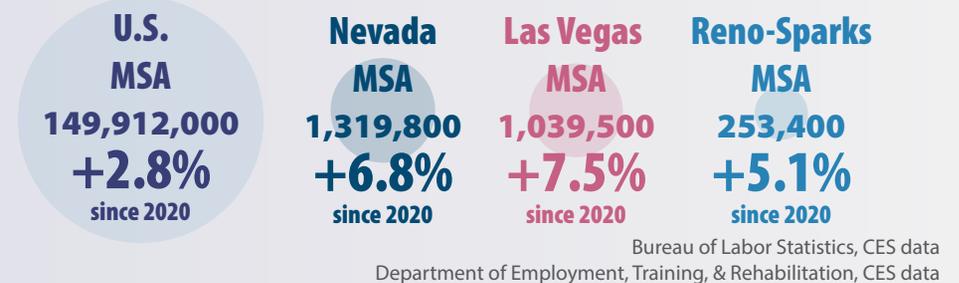
Gross Domestic Product



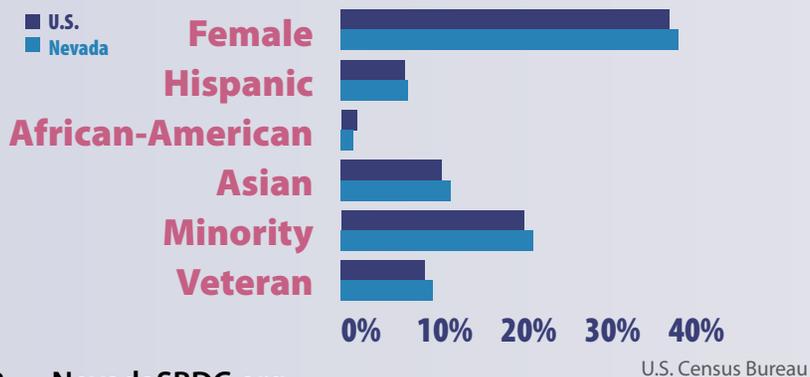
Unemployment Rate



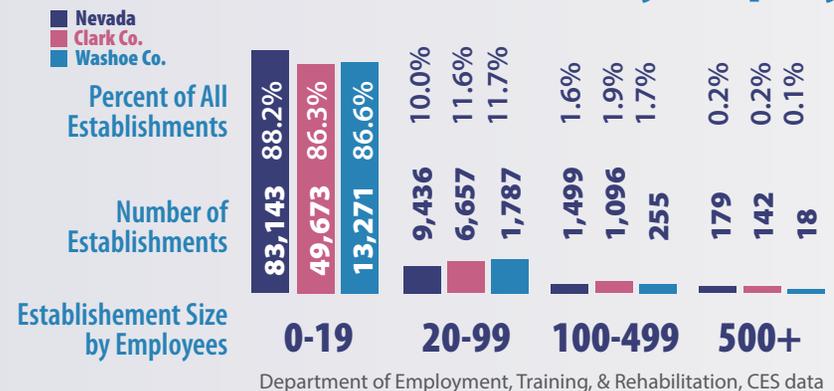
2021 Total Jobs



Business Ownership by Demographic



Nevada Establishments by Employee



Hispanic Services

With over 50,000 Hispanic-owned firms in Nevada as of 2019, and a rapidly growing Hispanic population, ensuring that these businesses have access to professional advising and quality information is a primary objective of the Nevada SBDC. In partnership with the U.S. SBA and Wells Fargo, Nevada SBDC provided business advising and training to 2,058 Latinx clients in 2021, with 37 business starts and 2,771 jobs supported. The Nevada SBDC retains 5 Spanish-speaking business advisors who are experts in business and are well connected within their communities.



Nevada SBDC 2021

2,058
Latinx clients

37
new Hispanic business starts

2,771
Hispanic jobs supported

Highlighted Client Schussboom Brewing Co. a Battle Born brewpub



With a life-long dream to open a community brew pub, Schussboom Brewing Company founders Bri and Jason Wagner knew their product, their market, and had a specific vision to bring their pub to life. What they didn't have was the funding to pull it off. That's when they reached out to the Nevada SBDC. Northern Nevada Regional Manager Jacob Carrico helped the Wagners to explore their borrowing options, refine their business plan and financial projections, and navigate the loan application process.

"We're just normal people trying to make our dream business, and the scale of this thing was so big," said Bri Wagner, Co-owner of Schussboom Brewing Co., "but there are people and resources available to you to help you along. As long as you do your due diligence and research, and put in the work, you can get there." Their massive location required financing that would have been difficult even for an established business. By working with Carrico and the Nevada SBDC, they were able to get bank financing for the purchase of their building and equipment for their startup brewpub.

The Wagners opened their first Schussboom Brewing Co. location in Reno, Nevada in May 2021, and have had great success in their first year of business.



Josh Green

Director of the Innovation Commercialization Assistance Program (ICAP) at the Virginia SBDC

Nevada SBDC Graduate Assistant 2014 - 2016

Q: What career position do you currently occupy?

A: I am currently the Director of the Innovation Commercialization Assistance Program (ICAP) at the Virginia SBDC, hosted by George Mason University. This is the state's program to assist technology startups.

Q: What advice would you give to future SBDC interns?

A: My graduate assistant position did help prepare me for working at a university and within an SBDC. My advice would be to absorb as much as you can from your time with the SBDC because the lessons you learn are the direct application of what you learn in the classroom and, often, more relevant.

Intern Highlight

Looking Back



Rod Jorgensen Director of Counseling (1990-2021)

I came to the Nevada SBDC from the Montana SBDC in September of 1990, having been hired as the head of counseling. At that time, we had approximately six staff members in Reno, a small handful

in Las Vegas, and I think there were only three other counseling sites around the state. But I was really the only counselor in the north. I went about convincing our state director, Sam Males, that we needed to hire some student interns to assist with the workflow. I think it was January of 1991 when we hired our first finance and marketing intern, and we have had students working with us ever since. You look at the operation today, and we have come a long way since then, with other programs being added and more staff being hired. At one-point years ago, we had upwards of 9 students working in the background with our clientele. I estimate that we have had more than 250 graduate and undergraduate students work for the Nevada SBDC over my 31 years of service. The Nevada SBDC has really become a staple business development endeavor in Nevada. I am going to miss the work we do and have always lived by the credo that we need to tell our clients what we think, regardless of whether it will be received positively or negatively. We are there to help the clients make decisions, and sometimes that decision needs to be to not move forward with a business concept. I had many opportunities to leave the SBDC and go back into banking, but I always came back to the importance of what we do at the Nevada SBDC, and the satisfaction that there was never a day that I didn't want to come to work. That is rather unique in most careers.

Highlighted Client Fredesvinto a small, Hispanic-owned business based in North Las Vegas

Specializing in creating gourmet, small batch-tomato sauces, Fredesvinto ships their popular pasta sauce to over 60 grocers in the United States. After acquiring a solid customer base, Fredesvinto was interested in expanding their marketing reach and selling their product online. With the assistance of Nevada SBDC Advisor Anabel Navarro, Fredesvinto applied for and received a PepsiCo Impacto Hispanic Small Business Grant, and on-boarded into the Made in Nevada program, opening a Shop Made in Nevada e-commerce storefront. Since opening their Shop Made in Nevada storefront, Fredesvinto Original Gourmet Pasta Sauce has become a top seller.



Katie Champagne



Nevada SBDC Graduate Assistant
2018 - 2019

Executive Communications Lead at Hewlett Packard Enterprise

Q: Did your internship at Nevada SBDC prepare you for your career path?

A: My graduate assistantship at Nevada SBDC helped prepare me for this role by giving me a deeper understanding of revenue models, business operations and hiring/staffing considerations. Having a strong grasp of the business strategy is critical for me to be successful in my current role.

Q: What is your favorite memory from your time at the Nevada SBDC

A: Oh goodness! How to pick just one?! My favorite memory from my time at the Nevada SBDC might be leading an annual meeting session with Jake Carrico in matching track suits.

Intern Highlight

Southern Nevada

Nevada SBDC at UNLV



Nevada SBDC at UNLV began 2021 by moving from rescue and recovery and diving straight into renewal. It was a year of great resiliency, with several thriving programs in place that help us to achieve the goal of launching, growing and sustaining small businesses in Nevada.

UNLV The North Las Vegas Small Business Connector exploded on the scene in October, 2021 and the Nevada SBDC at UNLV was and continues to be part of this successful, one-stop resource for small business owners and entrepreneurs. 155 businesses were served in the first three months of operation, with 109 of them being minority owned. One business which has already benefitted from the N. Las Vegas Small Business Connector is North 5th Brewing Company. Receiving no-cost, confidential advising on licensing, planning and funding, owner Amanda Payan credits the North Las Vegas Small Business Connector and the Nevada SBDC at UNLV with assisting with her grand opening even amid COVID obstacles. City Councilwoman Pamela Goynes-Brown described how the Connector offers a “pathway to be a successful business owner.”

The Rebel Forge program is a direct effort in Nevada SBDC at UNLV’s commitment to building institutional capacity to provide students with a place to belong, an environment to be successful, and affirmation that their contributions to our community are valued. Rebel Forge connects students with local mentors, related organizations, and guides students to attain resources or apply for programs that already exist in the community. Through our connections to experts and resources, students can get additional knowledge, access to funding, and access to facilities.



Highlighted Client

Group LJ Cabinets

Nailed it with the help of the Nevada SBDC



Starting up your dream business from scratch is no easy task, but with help from experienced Nevada SBDC advisors like Anabel Navarro, what might seem scary can be broken into smaller, more manageable projects. That’s what Navarro helped Maria Lourdes “Lulu” Casas with when her and her husband decided to open a custom cabinetry business. While her husband had experience with cabinet work, Lulu had never operated or administered a business before and had no idea where to start. Nevada SBDC trainings, classes, and on-on-one advising time with Navarro helped to quickly bring her up to speed.

After attending the Start Smart and Money Smart SBDC training classes and getting help with everything from marketing to insurance, hiring employees, and tax law, Lulu and her husband finally felt confident in their business experience and were ready to expand! Navarro assisted the business in receiving a loan from OPORTUN, and were also able to secure a U.S. SBA Paycheck Protection Program (PPP) loan during the COVID-19 pandemic in 2020.

Group LJ Cabinets LLC now operates 3 separate businesses, specializing in Custom Closets & Garage Organizers and Stone Countertops. They employ more than 15 people and utilize many special contractors in the Las Vegas area. Recently, Group LJ Cabinets opened their first showroom, an exciting milestone that is sure to keep the business booming!

In 2021, SBDCs helped obtain
\$6 billion
in financing for clients

Connections Coming Together

Made in Nevada and Department of Agriculture

In 2021, Made in Nevada entered a partnership with the Nevada Department of Agriculture in an effort to promote and connect Battle Born food, beverage, and agricultural producers. Establishing quarterly 'Made in Nevada Connections' networking events enabled the Nevada SBDC to bring together food manufacturers and agricultural professionals to create organic connections and business opportunities.

The partnership also produced the 2022 Nevada Craft Beverage Passport program, the first ever statewide brewery/distillery passport tour in Nevada. With 37 participating breweries and distilleries throughout the Silver State (and many more slated for 2023!), we're proud to be able to promote the diverse selection of craft-brews and spirits offered in Nevada with a fun and unique experience for consumers.



Highlighted Client Paladini Construction From handyman to full-fledged construction company



Steve Paladini owned and operated a handyman service for years in Fallon, Nevada. But after receiving his contractor license, he decided to launch a new company: Paladini Construction. With more than 20 years of experience in construction, Paladini knew everything there was to know about sheetrock, painting, and t-bar, but was left wondering how to efficiently manage his business operations.

So Paladini contacted Sara Beebe at the Churchill Entrepreneur Development Association, which houses a Nevada SBDC center. Beebe was able to assist Paladini in researching effective ways to handle his business accounting and payroll, and even trained him on specific bookkeeping software and best practices.

Thanks to help from the Nevada SBDC, Paladini was able to hire two employees and had a very successful ribbon-cutting ceremony in October, 2021. He's seen his business spike since his grand-opening, with 98% of his clients coming from the rapidly growing Fallon, Nevada area.



Dr. Anthony Ciaramella



**Nevada SBDC Intern and
Graduate Assistant, 2016-2018**

Hospital Relations and Communications Manager, Colorado Department of Health Care Policy & Financing

Q: Did your internship at Nevada SBDC prepare you for your career path?

A: My internship at the Nevada SBDC did prepare me for my current role. I constantly talk about the professional experience I was able to gain during my tenure at the Nevada SBDC. The Nevada SBDC provided me with opportunities to interact and form relationships with a variety of small business owners and stakeholders in the state.

Q: What is your favorite memory from your time at the Nevada SBDC

A: The day-to-day with my co-workers would be my favorite part of working at the Nevada SBDC. We shared life conversations, pranks, and gifts with each other that truly made it a joy to come in every day.

Intern Highlight

MADE IN NEVADA

A YEAR-ROUND CELEBRATION OF NEVADA BUSINESS

BATTLE BORN MEANS BUSINESS

Whether you're living in a faraway land, or a born-and-bred Silver State Native, Shop Made in Nevada is your gateway to the Silver State.

Browse and buy online from local businesses from all across the state. Choose local pickup from a nearby business, or have items shipped directly to your doorstep. Either way, you can feel good knowing that every purchase you make on Shop Made in Nevada goes directly to a Battle Born business.

DISCOVER YOUR NEW FAVORITE NEVADA BUSINESS AT
SHOP.MADEINNEVADA.ORG



IF YOU HAVE A BUSINESS IN NEVADA, YOU'RE MADE IN NEVADA MATERIAL

When your Nevada business joins our statewide network, you instantly gain access to hundreds of like-minded, Battle Born entrepreneurs. We've created media channels that help get the word out about what makes you and your business remarkable, along with events like 'Showcase Nevada', 'Made in Nevada Day' at the State Legislature, and 'Nevada Craft Beverage Passport' to help you reach new markets. And don't forget about Shop Made in Nevada, our e-commerce store that lets you sell your Nevada made products to the world - all at no cost to you.

**LEARN MORE ABOUT WHAT MADE IN NEVADA CAN DO FOR
YOUR BATTLE BORN BUSINESS AT**
MADEINNEVADA.ORG/JOIN

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Nevada Entrepreneur Network

Nevada's Business Ecosystem at your fingertips

The Nevada Entrepreneur Network, powered by Start-up Space, puts the state's business development resources at your fingertips – providing you with a streamlined, easy-to-use platform to help you start, scale, staff and protect your business.

All at no cost to you.

Whatever you're looking for,
Nevada Entrepreneur Network knows how to find it

Learn more and register today at
<https://nve.network>

Nevada Entrepreneur Network features

Resources

Find Nevada business support resources near you



Events

Discover events around the state, curated to your interests



Connect Now

With a 24/7 online peer-support network made up of local entrepreneurs



Knowledge Center

Continue your business education with relevant articles, courses, and more



Podcasts

Stay up-to-date on the latest Nevada business trends



Stories

Hear from business experts from around the Silver State



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Nevada SBDC Center Locations

Nevada SBDC State Office
University of Nevada, Reno
College of Business, Room 411
Reno, NV 89557
(800) 240-7094

University of Nevada, Las Vegas
UNLV Black Fire Innovation
8400 W. Sunset Road
Las Vegas, NV 89113
(702) 895-5019

Adam's Hub
111 West Proctor St.
Carson City, NV 89703
(800) 240-7094

Business Environmental Program SBDC
NV Energy 6100 Neil Road, Suite 400
Reno, NV 89511
(800) 882-3233

Boulder City Chamber of Commerce
100 Nevada Way
Boulder City, NV 89005
(800) 240-7094

Carson Valley Chamber of Commerce
1477 U.S. Hwy 395 N A,
Gardnerville, NV 89410
(800) 240-7094

Churchill Entrepreneur
Development Association
448 W Williams Ave
Fallon, NV 89407
(775) 423-8587

City of North Las Vegas City Hall
2250 Las Vegas Blvd.
North Las Vegas, NV 89030
(800) 240-7094

Great Basin Community College
Technical Arts Bldg. #101
1500 College Parkway
Elko, NV 89801
(800) 240-7094

Henderson Chamber of Commerce
112 Water St.
Henderson, NV 89015
(800) 240-7094

Laughlin Chamber of Commerce
1585 S Casino Drive
Laughlin, NV 89029
(702) 298-2214

Mesquite Chamber of Commerce
11 W. Pioneer Blvd., Suite C
Mesquite, NV 89027
(800) 240-7094

Rural Nevada Development Corp.
1320 E. Aultman St.
Ely, NV 89301
(800) 240-7094

Southwest Central Regional Economic
Development Authority
1301 South Highway 160, NSB Building
Pahrump, NV 89048
(800) 240-7094

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

Network locations:

**Boulder City • Carson City
Douglas County
Elko • Ely • Fallon
Henderson • Las Vegas
Laughlin • Mesquite
Pahrump • Reno
Winnemucca**

Nevada SBDC Advisory Board

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Drinkwater Eaton Law Offices

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Bongiovi Law Firm

Bram Buckley, CCIM, Vice-President
Avison Young Commercial Real Estate

Jay Bushman, Owner
Nothing to It! Culinary Center and Deli

Carlos Gomez, Business Development
Latin Chamber of Commerce (Las Vegas)

Kathryn Guthrie, Owner/Broker
The Liberty Group of Nevada, Inc.

Michael Hix, Regional President
Meadows Bank

John Hester, Chief Operating Officer
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John Larsen, Founder
Port of Subs

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US Bank

Jerrie Merritt, Senior Vice President/Community
Development Manager
Bank of Nevada

Tim Nelson, Managing Partner/Owner
Evans, Nelson & Co., CPAs

Shaundell Newsome, Founder
SUMNU Marketing and Urban Chamber of Commerce Board

Gary Rosenbloom, Mentor
Northern Nevada SCORE Chapter

Roberta Ross, Previous Owner
Ross Manor (downtown Reno)

Roxanne Stevenson, Sr. Vice President
Colliers International/Retail Services Group

Danell Wilson-Perlman, Owner
Reno Tahoe Limousine

AMERICA'S SBDC NEVADA



Contact us for no-cost
and confidential
business advising at
800.240.7094
NevadaSBDC.org



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