



20
22

ANNUAL REPORT



Small Business



IS



Our Business

**Helping Launch, Grow and
Sustain Small Business in Nevada**

Who We Are

The **Nevada SBDC** 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 local businesses and entrepreneurs diversify and grow Nevada's economy. Services are offered for no-cost due to the support we receive from many community and economic development partners. The College of Business at the University of Nevada, Reno has proudly hosted the Nevada SBDC network for 38 years. The Nevada SBDC aligns firmly with the University of Nevada, Reno's College of Business's and University of Nevada, Las Vegas Office of Economic Development's vision of global outreach, student entrepreneurship, and the ability to drive economic development in our community. The Nevada SBDC also supports student growth through our internships, allowing students real-world access to the mechanisms of developing a small business.



NEVADA

Funding Partners

Primary

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

Contributing

- Bank of Nevada
- City of North Las Vegas
- Clark County
- Douglas County
- Nevada Governor's Office of Economic Development
- Google.org
 - U.S. Environmental Protection Agency
 - Wells Fargo Bank



New Directions



Winnie Dowling, Nevada SBDC State Director

"I can't change the direction of the wind, but I can adjust my sails to always reach my destination." - James Dean

In July-August 2022, the Nevada SBDC and economic development partners implemented the Nevada Small Business Challenges survey to determine needs of new and existing small business owners across the state.

After the pandemic and during the summer of 2022, small businesses primarily needed help with business planning, developing and expanding their customer base, and adjusting their business models. Sometimes small business owners need a leg up, for example, funding a new technology or a piece of machinery. Startup business owners are challenged to find funding but they also need help in developing their new ideas, understanding licensing and taxes, and determining feasibility.

Keeping a pulse on needs continues to guide the Nevada SBDC strategic plan. Statewide staff do our best to be responsive, from updating skills and adopting new technologies to developing new services that will help businesses increase sales and find more customers. The results of the 2022 Nevada Small Business Challenges survey were used to help develop Nevada's State Small Business Credit Initiative (SSBCI) proposal to increase access to capital for socially and economically disadvantaged and very small businesses (less than 10 employees). Like Nevada entrepreneurs, the Nevada SBDC and our partners also continue to learn and adjust.

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.

2022 Nevada SBDC Economic Impact

6809

Jobs Supported

154

New Businesses Started

3203

Clients Counseled

\$46.9million
Capital Funding

58

Total Training Events

669

**Total Training Event
Attendance**





Network Host

University of Nevada, Reno



University of Nevada, Reno

"The 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. Their outreach to the Asian American & Pacific Islander Community with the new AAPI Chamber of Commerce in Las Vegas is an important step to including more Nevadans in our economy. The Small Business Challenges Survey conducted by the Nevada SBDC in 2022 guided many of the state's business resources in their strategic planning. 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



U.S. Small Business Administration



"Nevada SBDC has been a strong partner for businesses across the state. The business counseling provided by their dedicated team empowers small business owners to thrive, accelerate business growth in communities and positively impact our state's economy. As we continue to see a high demand for services, the Nevada SBA values our partnership with Nevada SBDC, and we look forward to continued collaboration."

Saul Ramos,
District Director SBA Nevada

2022 Nevada SBDC State Star Kathy Halbardier

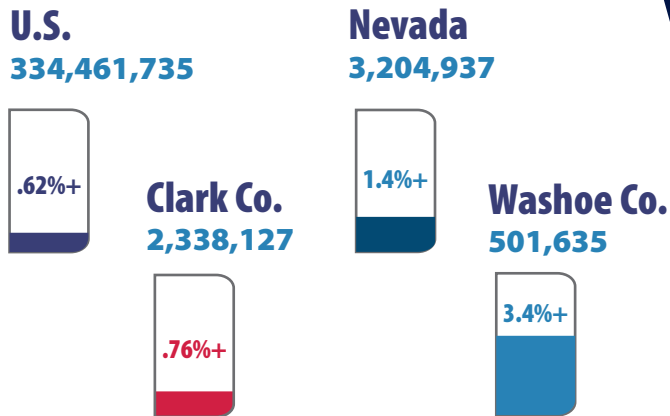
Rural Business Advisor

The Nevada SBDC's 2022 State Star is Kathy Halbardier! The State Star Award is presented to the Nevada SBDC employee who goes above and beyond in their work with Nevada businesses. Kathy has over 25 years of experience in small business development as a highly successful entrepreneur as well as a sought-after advisor and trainer by those in all stages of business ownership. Her areas of expertise include business plan counseling, marketing, strategic planning, economic development and business education and training. With over 10 years in banking and other types of financial institutions, Kathy has assisted businesses in financial planning and access to capital through alternative lending sources. Kathy serves as a part-time business advisor and trainer for the Nevada SBDC primarily in Douglas County, Carson City and surrounding areas.



Nevada's Demographic Profile

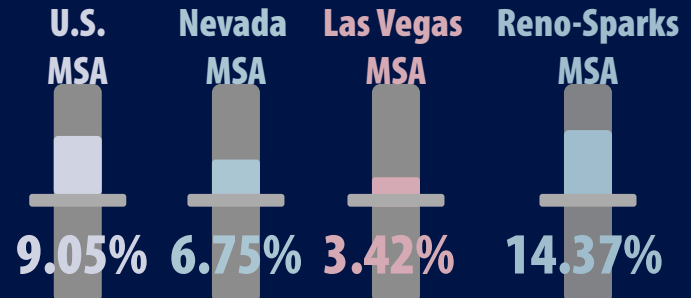
2022 Population



2021-2022 % Change

Sources: Nevada State Demographer, US Census Bureau

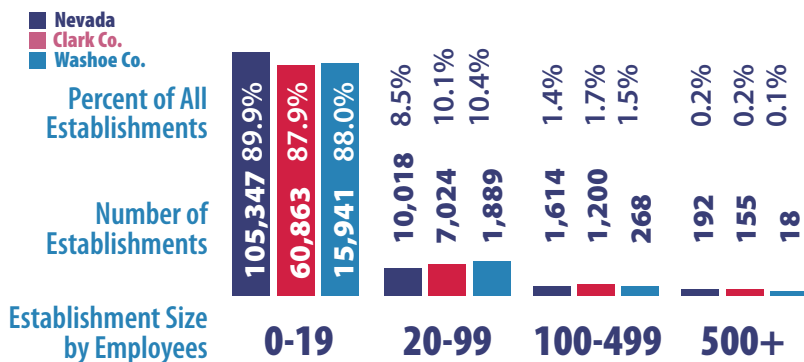
Gross Domestic Product



2019-2021 % Change

Sources: Bureau of Economic Analysis

Nevada Establishments by Employee



Department of Employment, Training, & Rehabilitation, CES data

2022 Total Jobs

U.S. MSA
152,576,000
+4.3%
since 2021

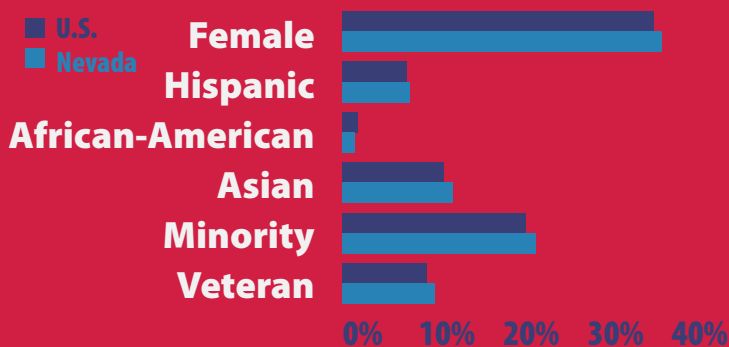
Nevada MSA
1,490,600
+8.5%
since 2021

Las Vegas MSA
1,057,608
+7.9%
since 2021

Reno-Sparks MSA
257,333
+4.0%
since 2021

Bureau of Labor Statistics, CES data
Department of Employment, Training, & Rehabilitation, CES data

Business Ownership by Demographic



U.S. Census Bureau

Unemployment Rate

3.9%
U.S.

5.6%
Nevada

5.9%
Clark Co.

4.5%
Washoe Co.

January 2023

Sources: Department of Employment, Training, & Rehabilitation, LAUS data

NxLevel

NxLevel is a 15-topic course designed for entrepreneurs who want to expand an existing business and for those seriously considering starting a new business. Guest speakers are brought in each week to share expertise in a particular area of business operations.

NxLevel Las Vegas was conducted May-August 2022 with Shaundell Newsome of SUMNU Marketing as the facilitator and in collaboration with Workforce Connections. We had 14 graduates with businesses ranging from beauty salons to therapy services.

NxLevel Carson City was conducted August-October 2022 with Kathy Halbardier, Nevada SBDC Advisor as the facilitator and in collaboration with the Adams Hub in Carson City. We had 25 graduates, with businesses ranging from restaurants to professional services. This series was offered in a hybrid (in-person and virtual) model. Both NxLevel programs were sponsored by Bank of Nevada and First Independent Bank.

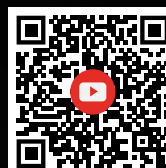


Success Story

Sonny Boys Tours

Reno, NV

After moving to Reno in 2008, Tina Brodrick was looking for ways to supplement her income after returning to school. She decided to start Sonny Boys Tours, a company specializing in rural tours to educate the public about Nevada's wild horses. Brodrick contacted the Nevada SBDC for assistance in building a website and guidance in marketing her new business. Brodrick spent time with Nevada SBDC advisor Ben Tedore, who helped her build a public-facing website and taught her how to use social media to broaden her customer base. "The Nevada SBDC was available - it was free - and it was the best resource available to help me with social media and the internet," says Brodrick. "[Nevada SBDC] is a tremendous help because they have the expertise."



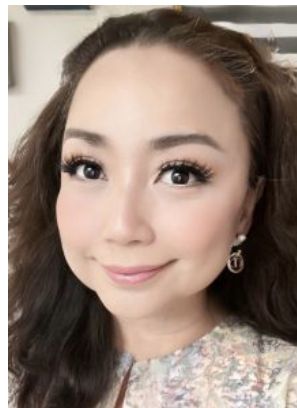
Watch Video

AAPI

The Nevada Small Business Development Center announces the Asian American Pacific Islander (AAPI) SBDC office! Located at the Nevada Asian American Pacific Islander Chamber of Commerce (6585 High Street, Suite 118, Las Vegas, NV 89113), this new office is dedicated to serving the business interests of the AAPI community throughout Nevada.

The Nevada Asian American Pacific Islander Chamber of Commerce's mission is to grow and strengthen the state's AAPI business community by creating an environment to help small businesses and aspiring entrepreneurs get started and scale their businesses to their desired success level. As the only inclusive, statewide AAPI Chamber of Commerce in Nevada, their services will focus on advocacy, translation, workforce development and training, business resources, and outreach.

The chamber also promises to create a platform for existing and potential members to showcase their services and products, connect them within Nevada's business ecosystem, and ensure that members' interests are heard by advocating for small and medium sized AAPI businesses.



Catherine Fransisco,
Business Development Advisor
Nevada AAPI
Chamber of Commerce

"One of our services is to provide a business resource center for the AAPI community. We knew we wanted to partner with an established organization with a proven record in assisting small businesses, entrepreneurs and microbusiness owners. That is why the partnership with Nevada SBDC is so valuable to us."



Nevada SBDC at UNLV

The Nevada SBDC at UNLV continues to keep its finger on the economic pulse of Southern Nevada by participating in roundtable discussions with local political leaders, expanding into the Historic Westside community, and hosting international guests to support growing industries. In January of 2022, Blackfire hosted Julian Escuita Rodriguez, Mexican Consul, to open up conversations regarding business training and import/export opportunities.

The North Las Vegas Small Business Connector celebrated its one year anniversary and continues to provide valuable assistance to business owners and entrepreneurs in the northern part of the valley. In its first year, the office has served 420 clients by providing no-cost business advisory services and educational opportunities. This center has addressed a need in this community and will continue to provide top-tier business support and resources.



The Nevada SBDC at UNLV has emphasized the importance of providing quality education and training to the business owners and entrepreneurs throughout the state. Over the course of 2022, advisors have started developing several webinars and workshops that aim to launch in 2023. Professional development initiatives that were implemented in the last year include workshops and webinars focused on veteran business owners, launching the Women in Business series, participating in the SBA Emerging Leaders Class as facilitators, and securing a grant from the State of Nevada Board of Contractors to offer workshops in Spanish.



Success Story Stargazer Inn

Baker, NV

Liz Woolsey dreamed of purchasing a 10-room hotel property just outside of Great Basin National Park in Baker, NV, a perfect spot to accommodate the more than 160,000 visitors that the park saw annually. Woolsey had the plan and the determination, but just didn't know where to go to turn her dream into reality.

That's when Woolsey reached out to the Nevada Small Business Development Center and began working with local SBDC business advisor Caroline McIntosh. McIntosh was able to help secure a sizeable

loan from First National Bank of Ely, enabling Woolsey to acquire the property and open up the Stargazer Inn. Then, when Woolsey began experiencing problems with staffing her new business, McIntosh was again able to assist in hiring competent and responsible staff to fill all available shifts.

With all rooms booked for the duration of the 2022 season, it's clear to see that Woolsey's vision has come to pass - and the Stargazer is open for business!

Small Business Challenges Survey

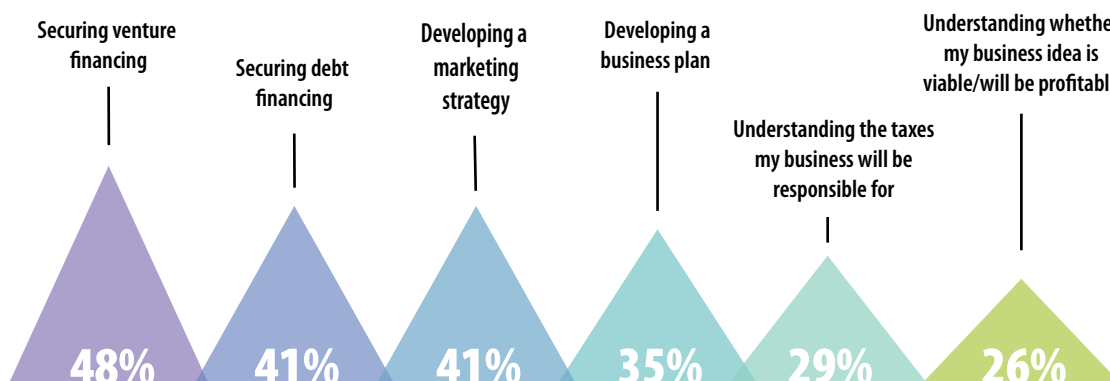
In 2022, The Nevada SBDC conducted its first Small Business Challenges Survey in Nevada. The survey was designed to take the pulse of small business owners and better understand their current pain points. With nearly 900 small business owners responding, this survey illuminated the concerns and issues facing Silver State business owners and entrepreneurs, and helped guide the SBDC and our partners in strategizing new and improved business services.

“Unfortunately, capital funding continues to be elusive for businesses in Nevada,” said Winnie Dowling, Nevada SBDC State Director. “While this is nothing new, it puts startups in the uncomfortable position of paying a lot more to get up and running, especially in our underserved communities. Knowing what businesses need is important to everyone.”

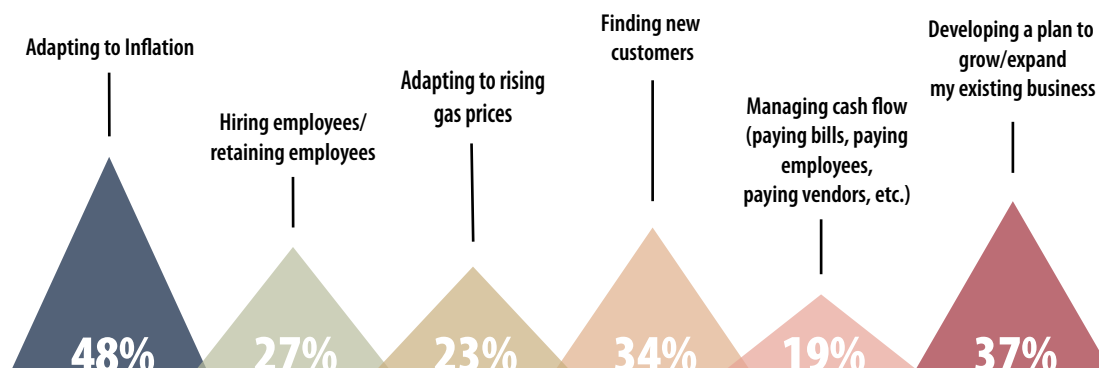
Of the 225 respondents looking to start a small business or a scalable startup, 58% claimed that securing financing is one of the top three challenges they encountered while attempting to start their business in Nevada. When it comes to developing a business strategy, 54% of those same respondents said that creating a business plan and/or comprehensive marketing strategy posed a significant challenge to the success of their small business.

The survey results also showed that existing businesses have been affected by inflation and rising energy costs. Nearly 50% of the 486 existing business respondents claimed that inflation was a significant challenge, and 47% said that developing a business expansion plan and finding new customers posed an issue. Other challenges included hiring and retaining employees and navigating government regulations.

Existing businesses are most commonly experiencing these challenges:



Startup Nevada businesses are most commonly experiencing these challenges:



MADE IN NEVADA

BATTLE BORN MEANS BUSINESS

A NEVADA SBDC PROGRAM

Whether you're living in a faraway land or a Battle Born 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 the items shipped directly to your door. Either way, you can feel good knowing that every purchase you make on Shop Made in Nevada supports an authentic 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 'Made in Nevada Connections' networking, 'Made in Nevada Day' at the State Legislature, and the Nevada Craft Beverage Passport to help you reach new markets. And don't forget about Shop Made in Nevada! Our e-commerce store 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
Silver State business at**

MadeinNevada.org/join

Proudly Supported By:



SHOP NOW



University of Nevada, Reno





Karsten Heise,
Senior Director
Governors Office of
Economic Development

"GOED's highly successful expansion of the federal State Small Business Credit Initiative (SSBCI) 2022 in Nevada marked a new level in the agency's close collaboration with the Nevada Small Business Development Center. Specifically, the Nevada SBDC will be operating the Technical Assistance portion of the state's SSBCI program. In preparation for GOED's application, the SBDC conducted the Small Business Challenges Survey providing essential data required for the proposed design of the technical assistance program. The degree of results received were a testimony of the power of the SBDC's network and close relationships with Nevada's chambers of commerce, development authorities, and economic development partners."

Hispanic Services

With over 50,000 Hispanic-owned firms in Nevada as of 2019, and a rapidly growing Hispanic population, ensuring that these business owners 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 1,540 Latinx clients in 2022, with 53 business- starts and 1,655 jobs supported. The Nevada SBC retains 7 Spanish Speaking advisors who are experts in their fields and are well connected within their communities.



Anabel Navarro, Nevada SBDC Advisor with
United States Senator Catherine Cortez-Masto.



Success Story

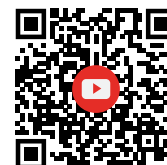
North 5th Brewing Co.

North Las Vegas, NV

After working at her father's North Las Vegas construction company for years, Amanda Payan found herself in charge of operations when her father retired. Payan and her brother decided to pivot the business and convert their construction headquarters into a cozy, inviting brewery.

Payan quickly realized that the costs of establishing her new brewery were going to be more than she could take on, needing additional capital to purchase brewing equipment and fund the marketing efforts of her new business. Not knowing where to turn, Payan reached out to the Nevada Small Business Development Center and worked with local business advisor Carlos Mejia to secure business loans which allowed her to purchase the equipment necessary to begin building her dream business. Mejia was also able to offer Payan a social media audit, illuminating the strengths, weaknesses, and gaps in North 5th Brewing's online presence.

Thanks to the help of the Nevada SBDC, Amanda Payan and her family now operate an extremely successful brewery in North Las Vegas, hosting a popular weekly bar trivia night and offering 12 unique brews.



Watch Video

Business Environmental Program

The Business Environmental Program's (BEP) team of experienced consultants has been helping businesses throughout Nevada improve their environmental compliance and business efficiency for over 30 years. BEP takes a business approach to environmental management and environmental regulatory compliance. Our experts help business owners put together the pieces of the state and local regulatory puzzle in a way that makes sense. BEP helps business owners evaluate environmental management strategies and develop improvement plans that minimize pollution and wastes to both reduce the business's environmental footprint and reduce operating costs, including air quality assistance, hazardous waste management, and sustainability strategies. BEP's approach helps build healthier more sustainable businesses, environmentally and economically.



B|E|P



"Because small business owners, microbusinesses and entrepreneurs create thousands of jobs and new opportunities in every community in our state, our Nevada business support ecosystem continues to step up to help them with essential information and resources. Nevada SBDC and its business advisors tirelessly contribute to this massive effort by providing free counseling, reliable help and support, and by creating compelling experiences for dreamers and doers to grow and prosper."



Marcel Shaerer,
Deputy Director
Nevada Dept. of
Business & Industry

SWCREDA

The Southwest Central Regional Economic Development Authority (SWCREDA) is the state-designated regional development authority for Nye and Esmeralda Counties in Nevada. SWCREDA collects, organizes, reproduces, and disseminates information for the purpose of improving economic and business conditions, and has recently partnered with Nevada SBDC for training and direct-to-business advising in the region.

SWCREDA also works extensively with Nevada Mining (including Loneer, Cypress, and Silver Peak mines), the University of Nevada, Reno, and the Governor's Office of Economic Development to improve economic conditions for some of Nevada's smallest rural towns. SWCREDA directly helps small rural businesses, with seven new and six existing businesses receiving a total of \$92,200 in low interest loans to assist with startup costs, new equipment, licensing and permitting fees in 2022.



Donna Corey, Pahrump SBDC Advisor and Paul Miller, Executive Director of SWCREDA

Success Story

Casas Counter & Granite

Henderson, NV

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 she 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 was also able to secure a U.S. SBA Paycheck Protection Program (PPP) loan during the COVID pandemic in 2020.

Maria Casas and her husband now operate 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, they opened their first showroom, an exciting milestone that is sure to keep the business booming!

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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
(800) 240-7094

AAPI Chamber of Commerce
6585 High Street, Suite 118
Las Vegas, NV 89113
(702) 328-4756

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

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

Churchill Entrepreneur Development
Association
290 W Williams Ave
Fallon, NV 89406
(775) 423-8587

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

Network Locations:

Carson City
Douglas County • Elko
Ely • Fallon
Henderson • Las Vegas
Pahrump • Reno

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

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

Nevada SBDC Advisory Board

Bonnie Drinkwater, ESQ, Chairman of the Advisory Board
Drinkwater Eaton Law Offices

Gina Bongiovi, Attorney, Managing Partner
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 & Stewart Guthrie, Owners/Brokers
The Liberty Group of Nevada, Inc.

Michael Hix, Regional President
Meadows Bank

John Hester, Chief Operating Officer
Tahoe Regional Planning Agency

John Larsen, Founder
Port of Subs

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

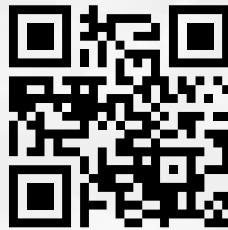
Gary Rosenbloom, Mentor
Northern Nevada SCORE Chapter

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

Danell Wilson-Perlman, Owner
Reno Tahoe Limousine



Contact us for no-cost and confidential
business advising at



800.240.7094
NevadaSBDC.org



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