

# Northern Nevada Development Authority Regional Business Overview FY 2004-2005

## **Preface**

A year and a half ago, Northern Nevada Development Authority (NNDA) initiated a business retention and expansion program called Business Support Services (BSS). It uses the Synchronist software and database, a retention program, and involves 4 steps:

1. Identifying target companies to interview
2. Volunteers from NNDA investor/member companies conducting on-site interviews
3. Prompt resolution of critical issues as identified by the companies interviewed
4. Reporting results to participants, interested parties and the media

This effort is accomplished by the BSS Workgroup, and supported by NNDA. The goal of the BSS Workgroup is "Identify the needs, strengths, opportunities, and challenges of existing companies by interfacing with them and providing the information to NNDA in order to assist in the expansion and retention of those companies and/or primary jobs where necessary." A huge THANK YOU is given to the volunteer investor/members (listed in Appendix A) and the participating companies (discussed in Appendix B).

During 2004-2005, volunteer investor/members successfully interviewed 41 companies in the 4 county region, Carson City, Douglas, Lyon and Storey counties.

The system that supports the process is Synchronist ([www.synchronist.com](http://www.synchronist.com)) developed by Blane, Canada Ltd. The Nevada Commission on Economic Development has the master license. NNDA, NDA and EDawn have sublicenses. It is a system used by development agencies and similar organizations around the country. NNDA also provides technical support and access to the Synchronist system to the economic development authorities of Churchill, Pershing and Mineral counties. All information about an individual company is confidential and carefully secured.

## **Selected Findings**

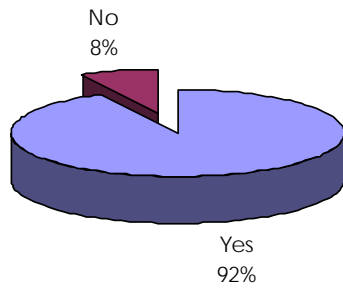
Businesses are generally positive about the county where they reside and are growing.

A large majority of companies introduced new products in the past 5 years and plan on new products in the next 2 years.

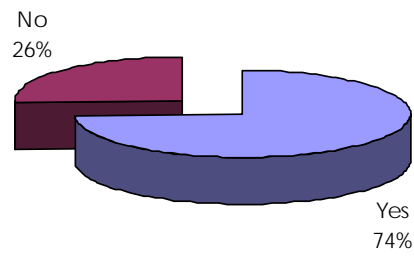
A majority of companies see total sales increasing and market share increasing.

Most companies plan to expand in the next 3 years and see no barriers at their current location.

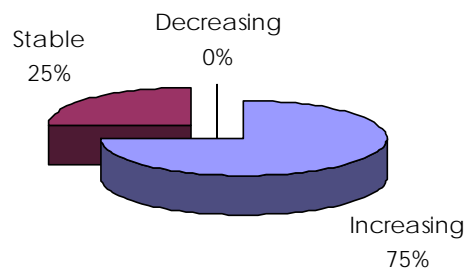
Have There Been New Products In The Last 5 Years?



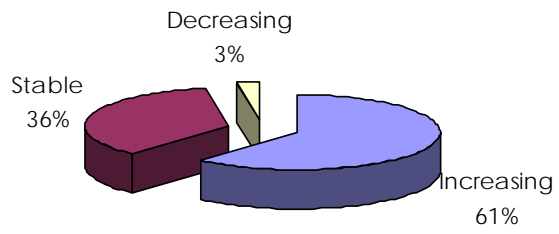
Will There Be New Products In The Next 2 Years?



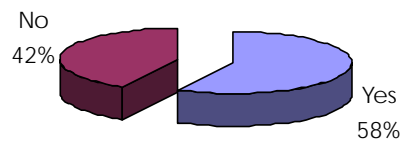
Total Company Sales



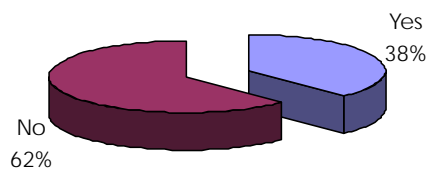
Market Share of Company's Key Products

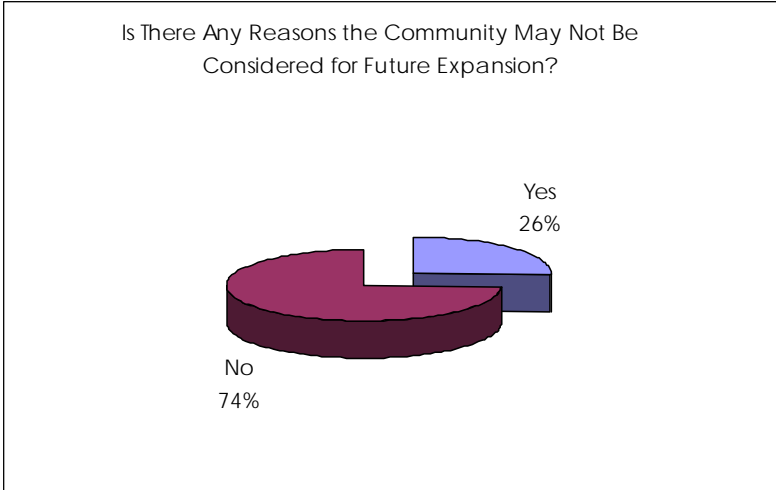


Does the Company Plan to Expand in the Next 3 Years?



Any Barriers to Growth in this Community?





**“Quality of life, schools, access to community leadership, helpful, friendly business environment”**

**“Rail, Highways, proximity to west coast”**

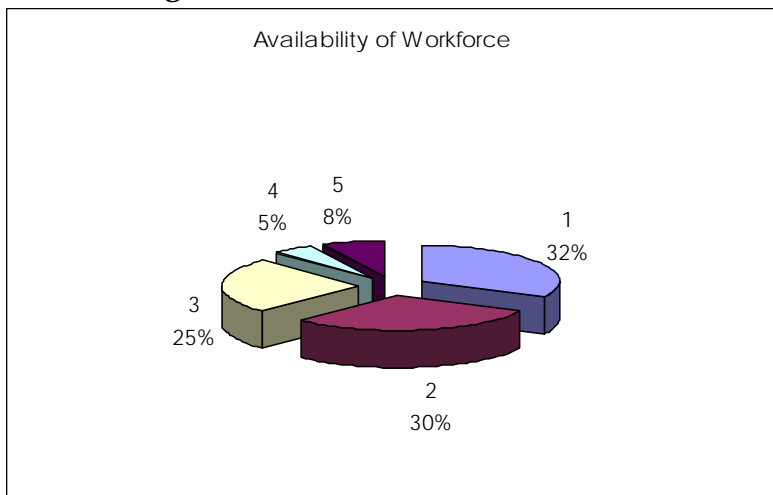
**“Quality of life; state taxes”**

Challenges emerged concerning workforce issues. These are being jointly addressed by NNDA and the various education and workforce entities (WNCC, UNR, Nevada DETR, JobConnect, NevadaWorks, etc.)

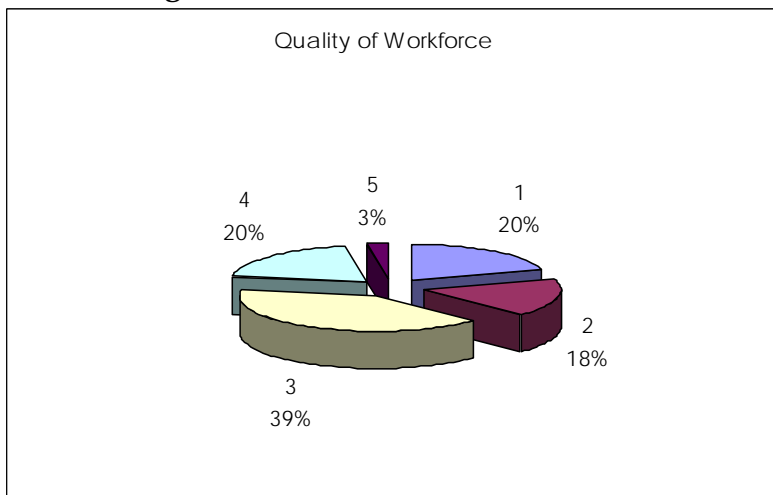
Over 60% of the companies said availability of workers is a problem. With northern Nevada's low unemployment rate, this makes sense. A majority also cited recruiting was a challenge in the local community.

Consistent with the findings on availability and quality of the workforce, most companies are increasing their training budgets with half the budget applying to new job skills training.

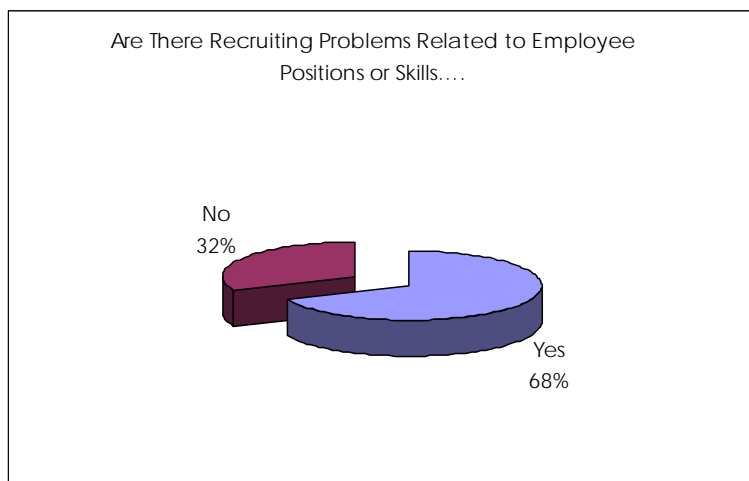
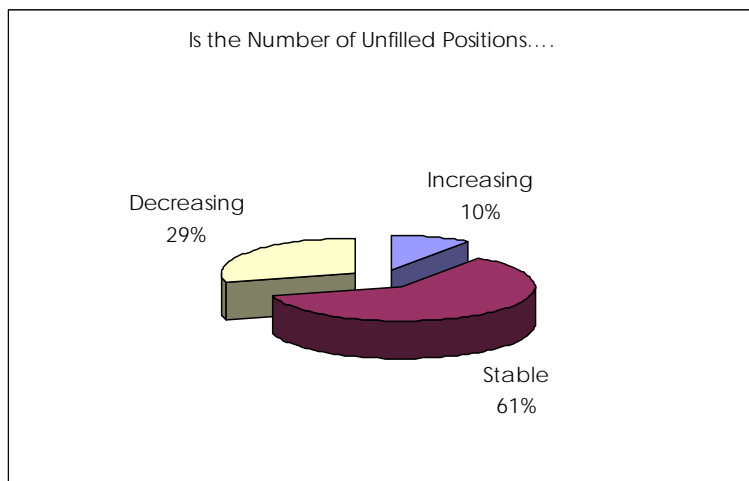
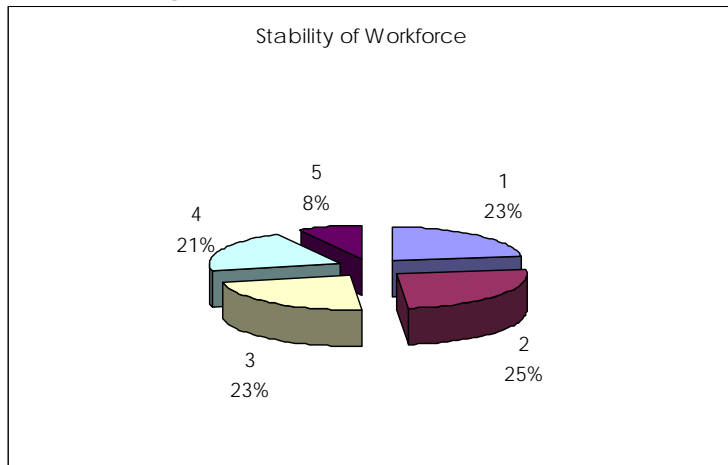
1=low, 5=high



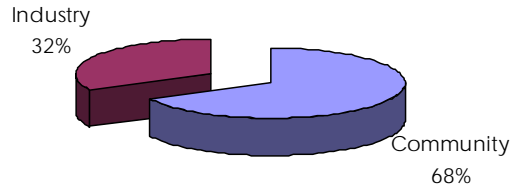
1=low, 5=high



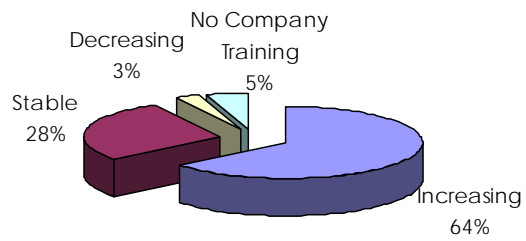
1=low, 5=high



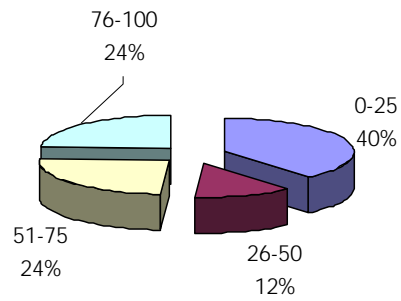
Are Primary Recruitment Problems Limited To....

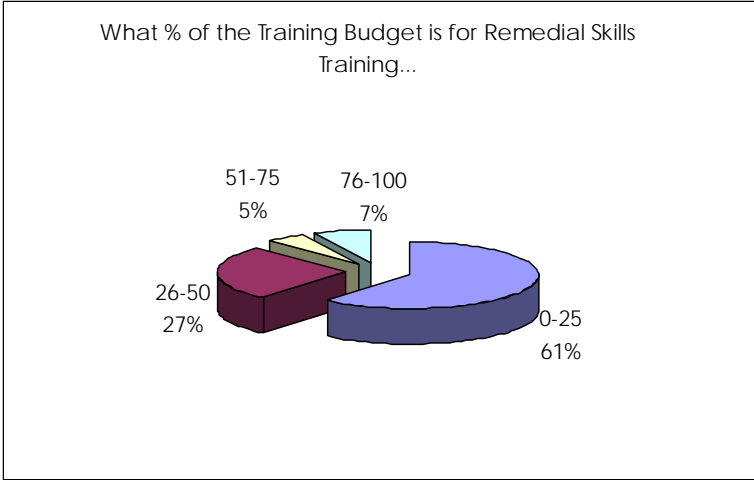


Is Company Investment in Employee Training.....



What % of the Training Budget is for New Job Skills Training...





**“Stable workforce – no turnover”**

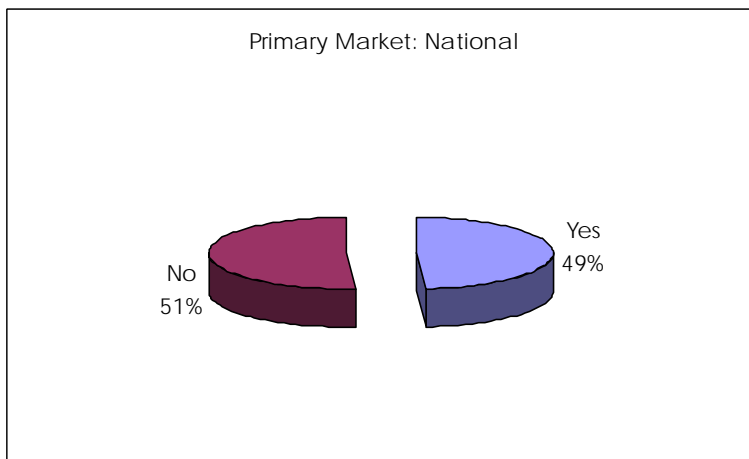
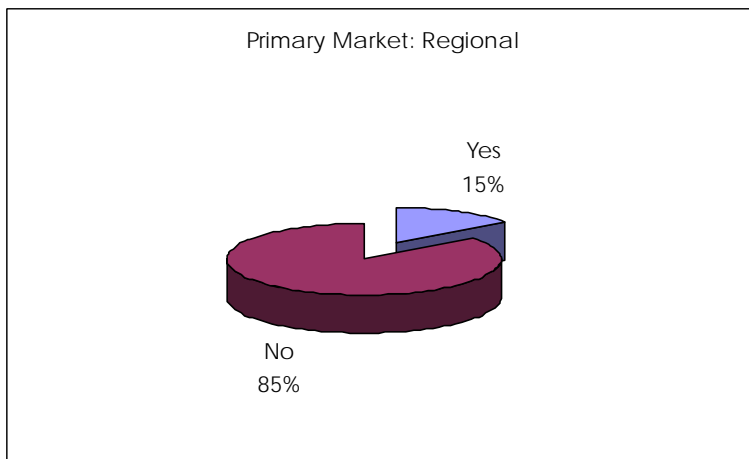
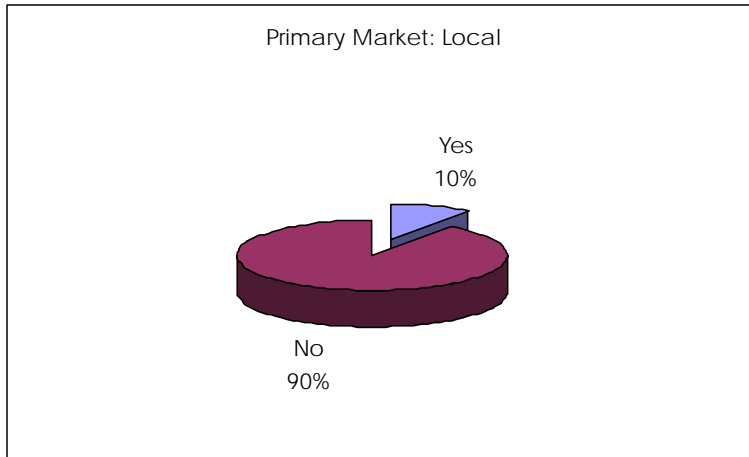
**“Employee base is sufficient”**

**“Workforce availability; underemployed people; business support infrastructure”**

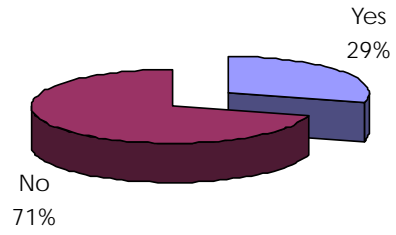
## Markets

The markets information confirms that most companies serve markets outside Nevada, thereby bringing new revenues to the state.

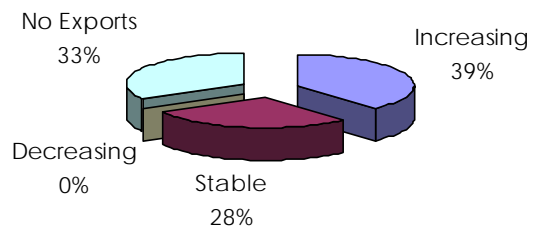
Notably, export sales is increasing or stable in a large majority of companies/



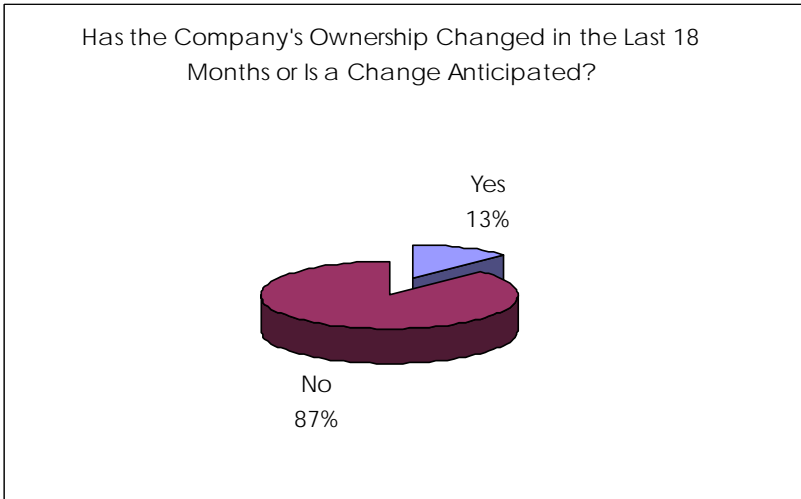
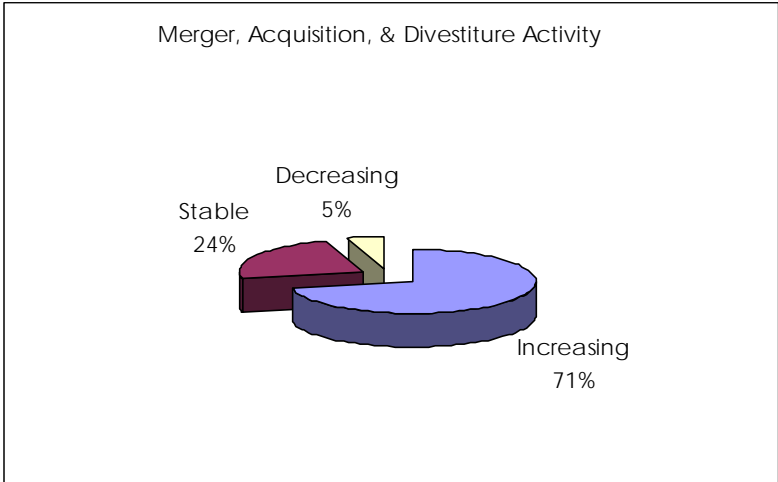
Primary Market: International



Export Sales as a % of Total Sales



# Management



## **Summary information**

The Synchronist system that captures and analyzes this data, calculates 4 characteristics based on the system's extensive information about companies all over the country. The rankings range from Low, Medium, High to Very High.

**Value** – This is a measure of the value of a company to the community. The higher the score, the more value the company is to the community.  
In our sample, 35% ranked high, and 53% ranked medium.

**Growth potential** – This measure scores the potential for growth; an indicator of overall business health and source of new jobs in the future.  
In our sample, 6% ranked very high, 50% ranked high

**Risk** – This measure scores the risk that a company will leave the area, thereby reducing jobs and economic impact.  
In our sample, 68% ranked low and 32% ranked medium.

**Satisfaction** – This measures the company's overall satisfaction with doing business in the community.  
In our sample, 9% ranked very high and 59% ranked high.

In addition, NNDA is assisting the development authorities of Pershing, Mineral and Churchill counties in this same process. Since the industrial base of each of those 3 counties is small, their data will be incorporated into a "large region" report at the end of the fiscal year. The data gathered by each county will also be valuable to the county itself.

Prepared by Larie Trippet, Business Development Manager, Northern Nevada Development Authority. [trippet@nnda.org](mailto:trippet@nnda.org) [www.nnda.org](http://www.nnda.org)

## **Appendix A**

## **BSS Workgroup volunteers for 2004-2005**

Mr. Larry Rodriguez, Wells Fargo Bank  
Mr. Jay Roberts, Allstate Insurance  
Mr. Grant Sims, Sierra Pacific Power  
Mr. Tim Morsani,  
Mr. Keith Wertz,  
Mr. David Rund, Taiyo America, Inc.  
Mr. Dave Archer, Marketing  
Mr. Joe McCarthy, Carson City  
Ms. Lisa Huffman,  
Mr. Eric Perron,  
Mr. Len Hamer,  
Ms. Christina Slade, JobConnect  
Mr. Rick Chambers, Heritage Bank  
Ms. Teresa Shoupe, Nevada State Bank  
Mr. Bob McCann, Leadership Transition Coaching  
Ms. Sandy Haslem, Management Assistance Partnership  
Ms. Mary Woods, Carson Tahoe Hospital  
Mr. Steve Buntin, U.S.Bank (now Wells Fargo)  
Ms. Susan McCarthy, Creative Estate Organizers  
Mr. Don Johnson, Greater Nevada Credit Union

## Appendix B Participating Companies

To respect confidentiality, a listing of companies by name is not provided. Each participating company will receive a copy of this report. We thank each one very much for their contribution.

### 41 total participating companies

