

# Northern Nevada Development Authority

## Regional Business Overview

### Phase 1 2005 - 2006

## **Preface**

Northern Nevada Development Authority's (NNDA) business retention and expansion program called Business Support Services (BSS) uses the Synchronist software and database, and involves 4 steps:

1. Identifying target companies to interview
2. Volunteers from NNDA investor/member companies conducting on-site interviews with targeted companies
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 (referenced in Appendix B).

This report covers interviews of financial, insurance, logistics and transportation companies in the NNDA 4 county service area of Carson City, Douglas, Storey and Lyon counties. The interviews were conducted in the 4<sup>th</sup> calendar quarter of 2005.

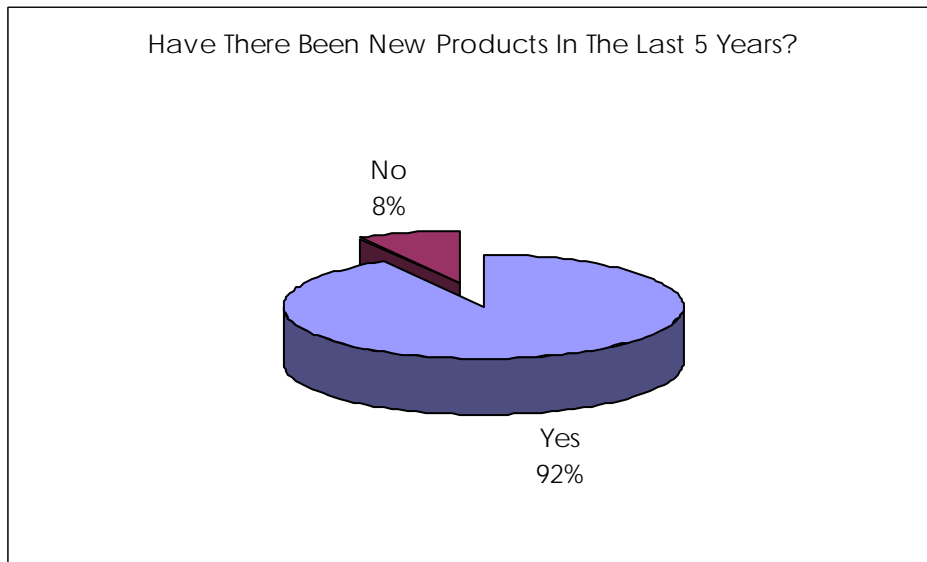
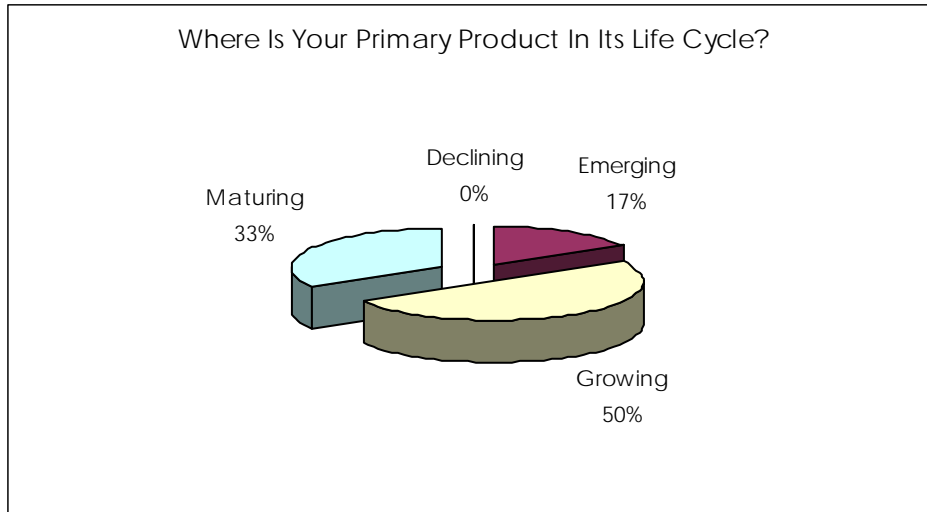
The system that supports the process is Synchronist ([www.synchronist.com](http://www.synchronist.com)) developed by Blane, Canada Ltd. It is a system used by development agencies and other organizations around the country. All information about an individual company is confidential and carefully secured.

## Selected Findings

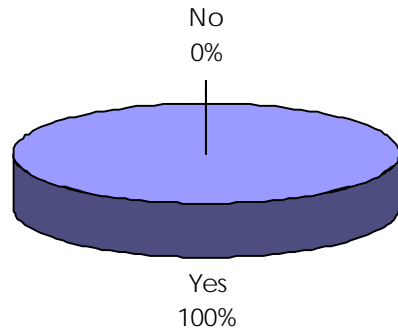
This set of interviews reinforces some information gathered in previous studies:

- Businesses in these industries are growing with new products introduced recently and planned.
- Workforce issues continue to present challenges.
- Many plan to expand but some see some barriers to growth

What follows are charts representing the responses to a variety of questions with analysis or elaboration as necessary.

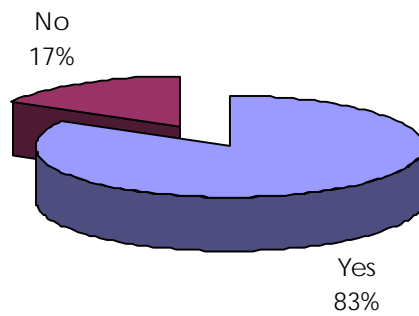


Will There Be New Products In The Next 2 Years?



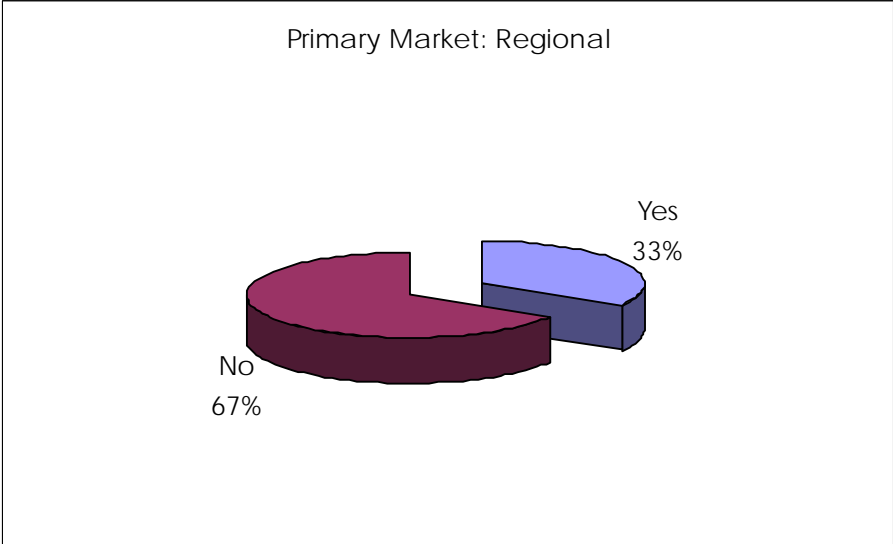
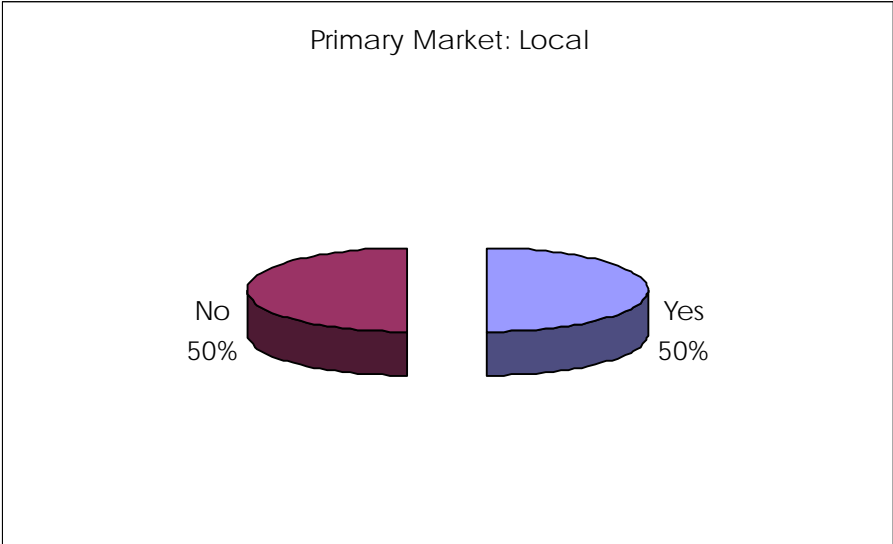
More emphasis on the internet and online capabilities were mentioned by the finance and insurance companies; GPS and more automated trucks were mentioned by the transportation and logistics companies. This high incidence of applying emerging technologies most likely leads to the high productivity ratings seen later under workforce.

New Technology Emerging



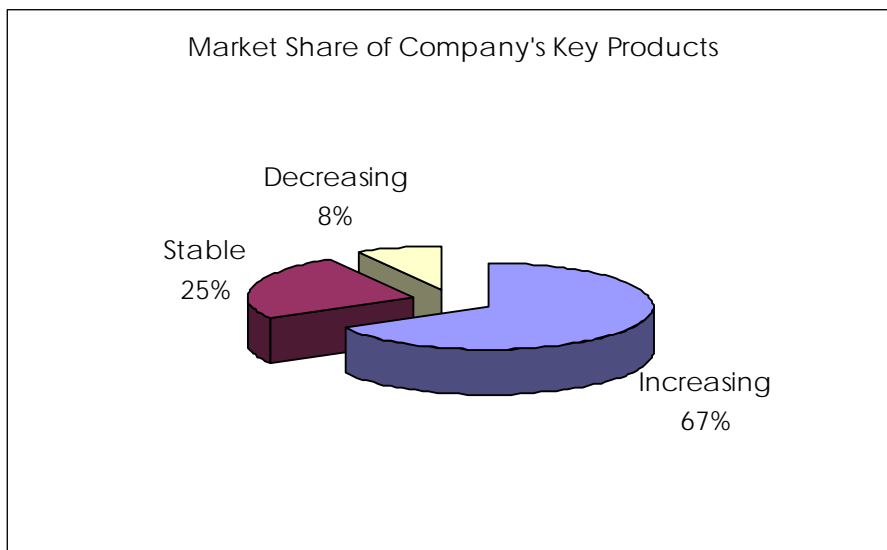
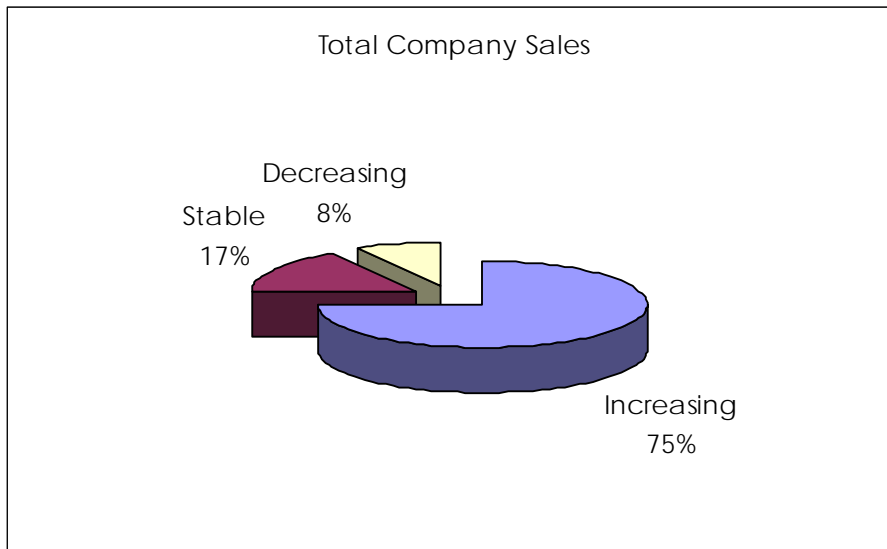
# Markets

When categorizing markets, national and international was not a big part for these industries.



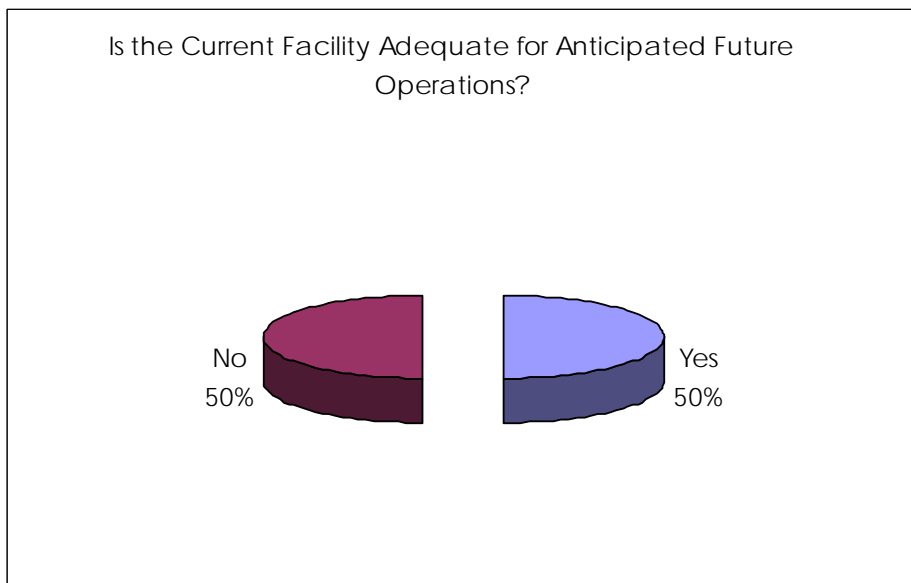
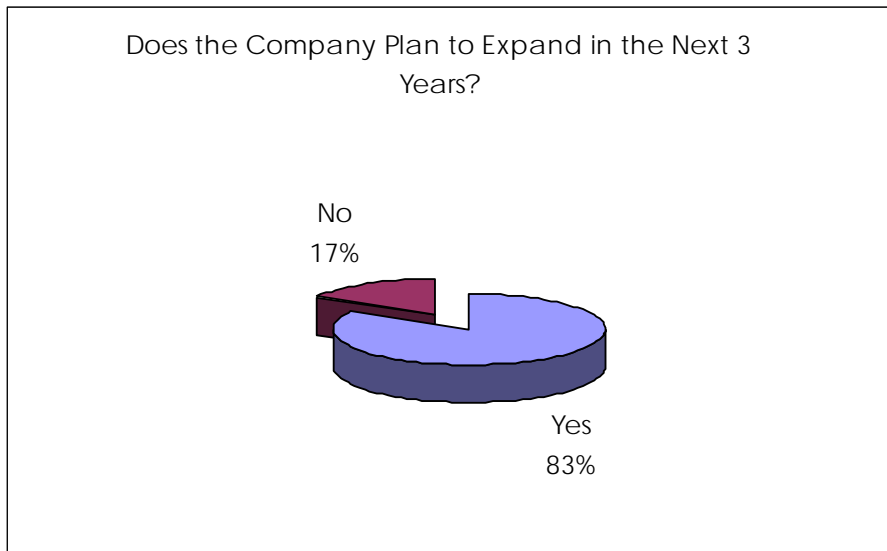
## Sales

As these graphs show, for the companies interviewed, sales are increasing and market share is increasing for a large majority.



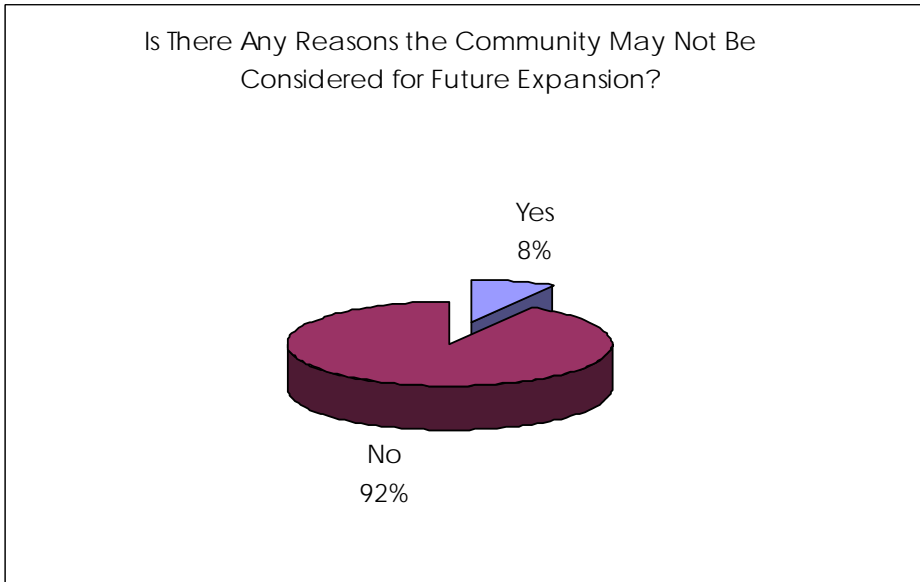
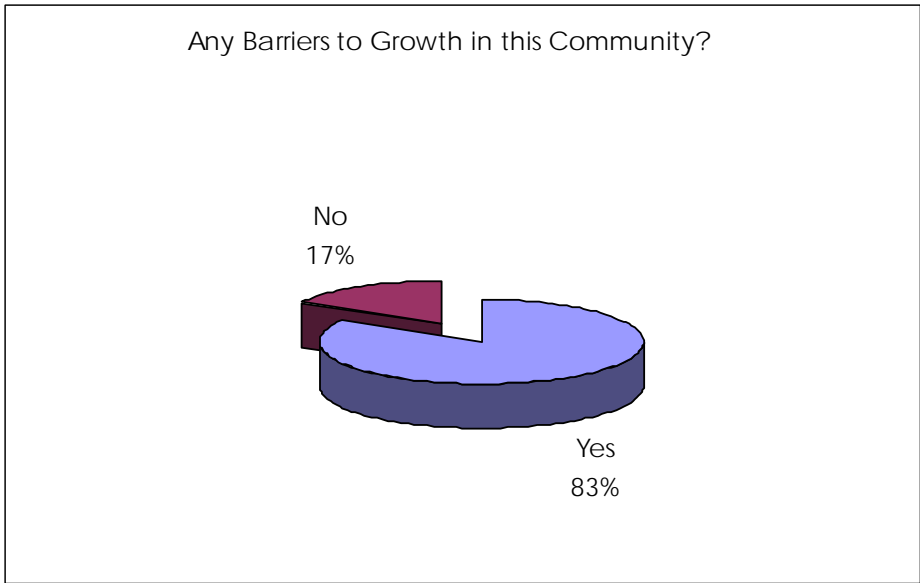
## Expansion plans

These graphs point to the expanding business environment in our area. 83% plan an expansion and half will need larger facilities to accommodate that growth.



The potential investment by these companies is \$20,275,000 over the next 3 years which will provide 73 new jobs.

These 2 graphs are not contradictory. The first reflects issues such as lack of land or facilities for expansion and initiatives limiting growth. The second reflects an overall satisfaction with the community and a willingness to continue to do business here.



## Community

The following rates the various utilities and services provided by the community in which the company resides.

Police protection	4.25
Fire protection	4.42
Ambulance paramedic	4.33
Traffic control	2.64
Public transportation	2.63 ** 33% answered "not applicable"
Sewage treatment	4.09
Water quality	3.6
Schools (K-12)	3.75
Property tax assessment	4.0
Community planning	3.67
Regulatory enforcement	3.58
City Services	3.73
County services	3.71 ** 30% answered "not applicable"

### Selected quotes on community strengths and weaknesses

"Business Friendly nature; still have "handshake" environment"

"Local government responsive"

"Growing more business brings more business"

"Good place to live; rural aspect; weather; people"

"Strong growth, affluent populus, strong economy"

"Lack of qualified work pool"

"Running out of land and water; increased traffic"

"Lack of affordable land"

"Difficult to recruit good employees"

### Perceived barriers

"Geographic"

"Increasing price of land and homes"

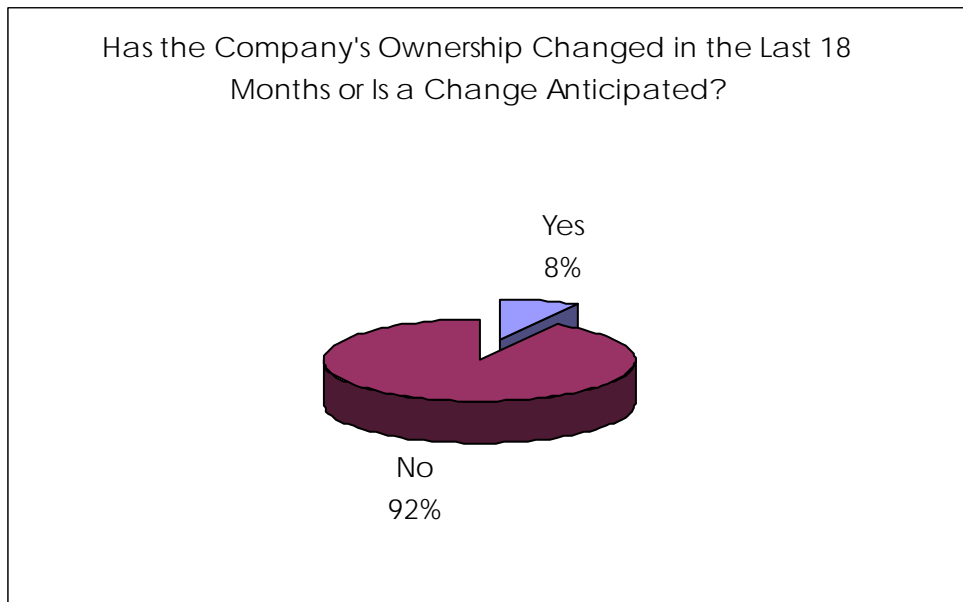
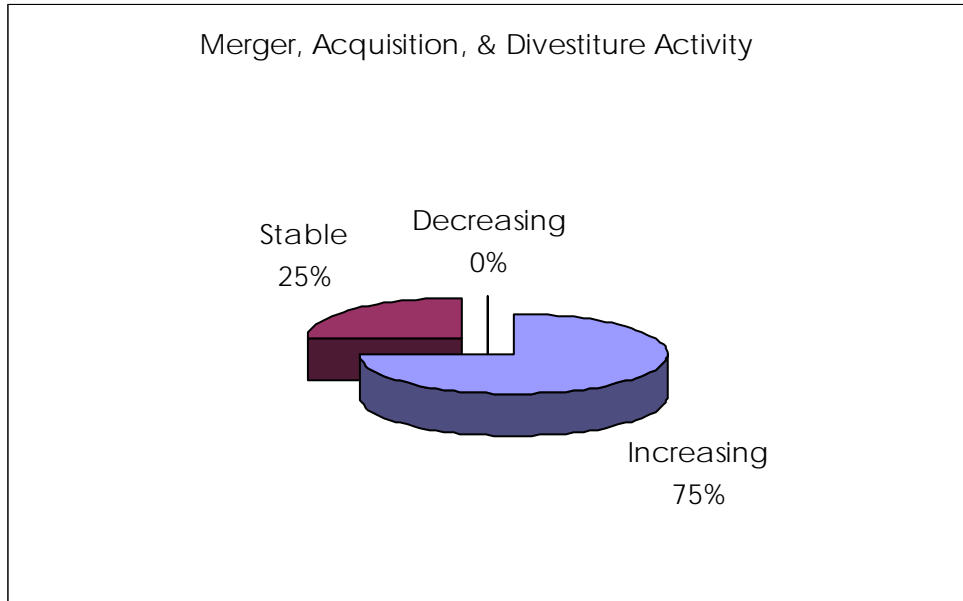
"3% growth rate in Carson City"

"Slow growth initiative"

"Running out of land"

## Management

Change and no change reflected here. Mergers and acquisitions (change) is increasing in these industries, whereas ownership has remained relatively stable.



### Selected quotes on "Greatest Achievement"

"Significant sustained growth and profitability"

"Rapidly growing"

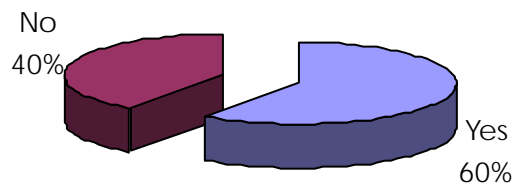
"Made the Carson City office profitable and grew market share"

"Continuing to hold market share and grow with the Carson Valley"

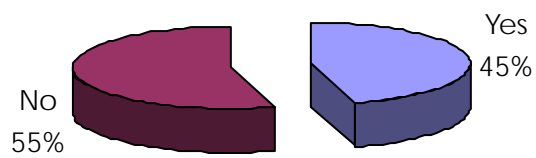
## Legislative

These graphs show a concern with anticipated legislation and regulation. Some of it may be state level, but most reflects federal regulations of the industry as a whole.

Anticipate Legislative Changes that will Adversely Affect Your Business in the Next 5 Years?



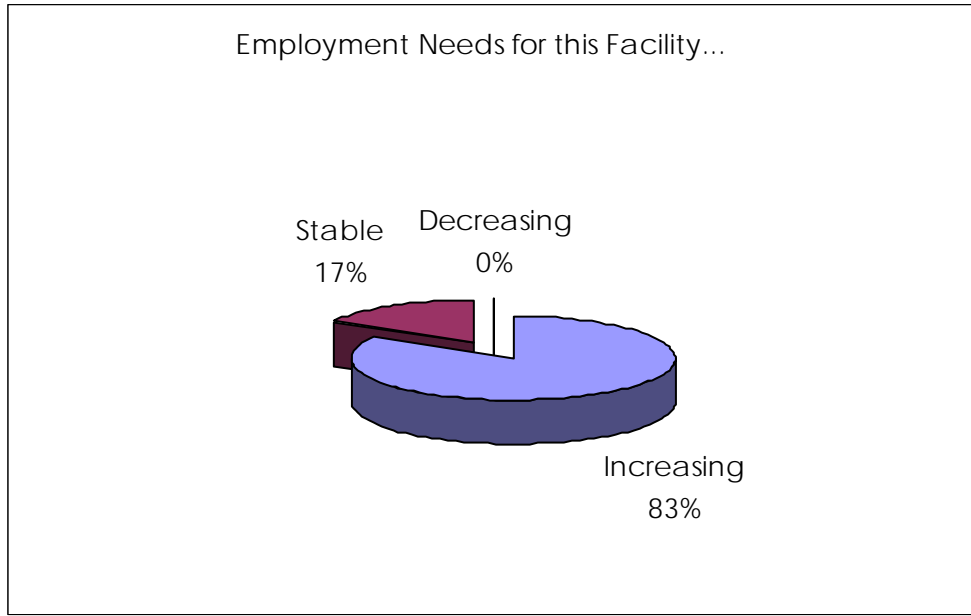
Anticipate Legislative Changes that will Benefit Your Business in the Next 5 Years?



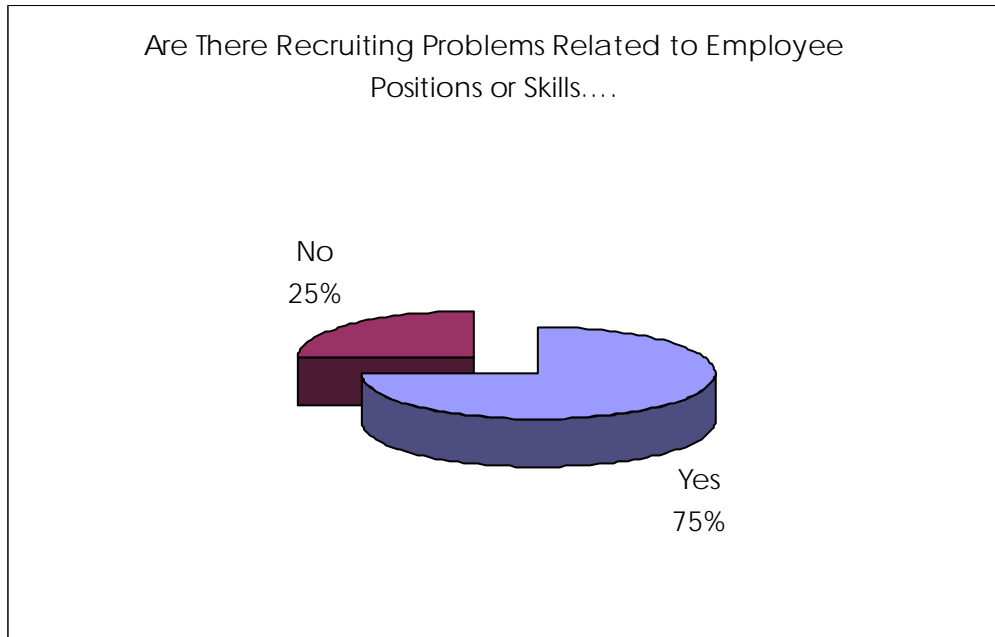
## Employment, workforce and training

The overall feedback regarding employment, workforce, and training remains consistent with what we have seen in the past and hear, anecdotally, from contacts in the region. Filling positions with qualified people remains a challenge; the investment in training is increasing to address the skill gap; productivity of employees is high.

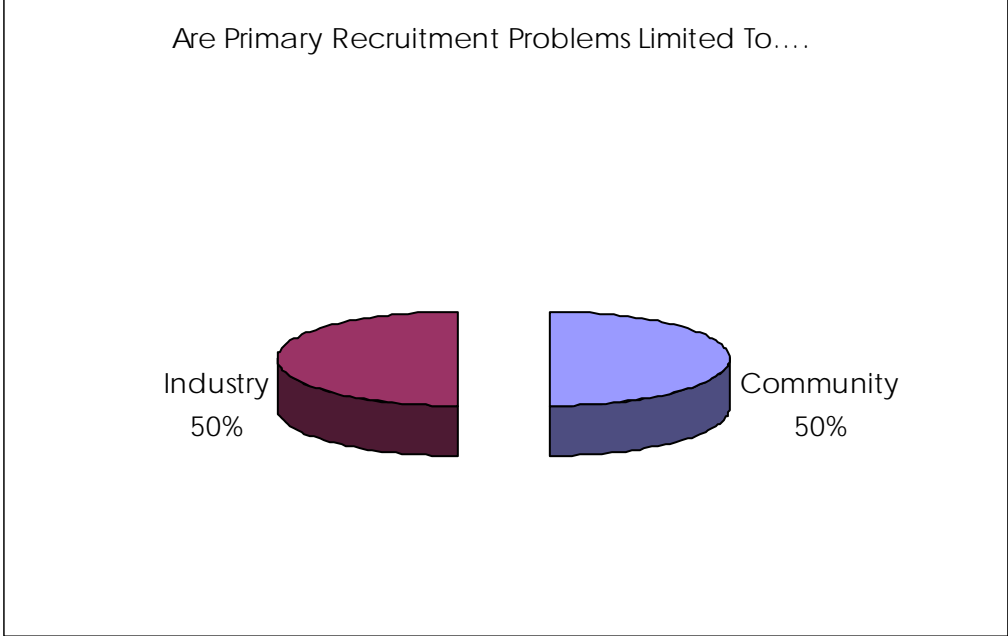
This graph is consistent with the growth projections earlier; employment is increasing.



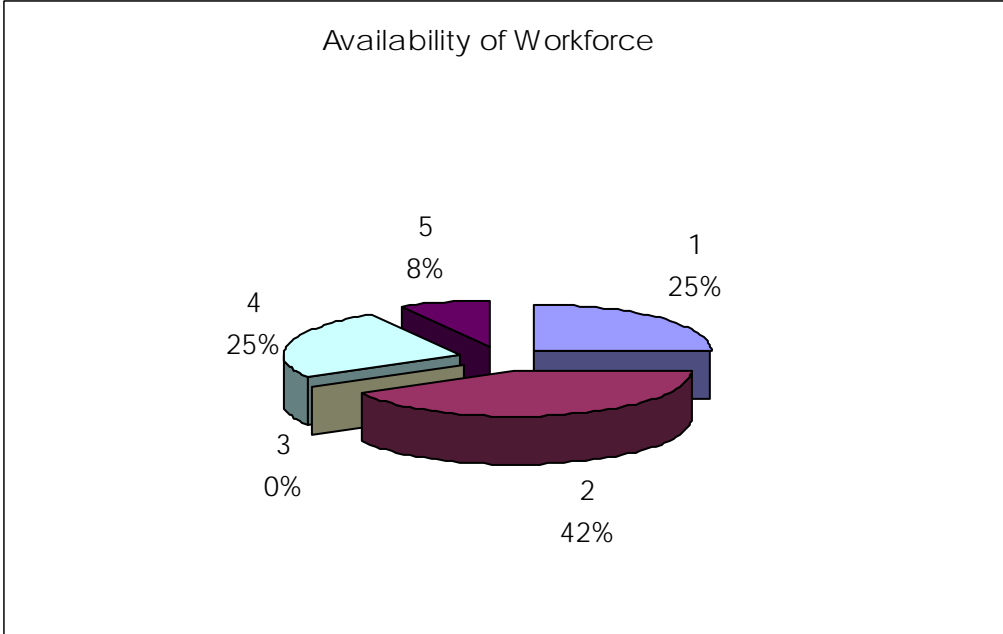
While recruiting problems remain.



Half the recruiting problems are industry wide as opposed to a community issue.



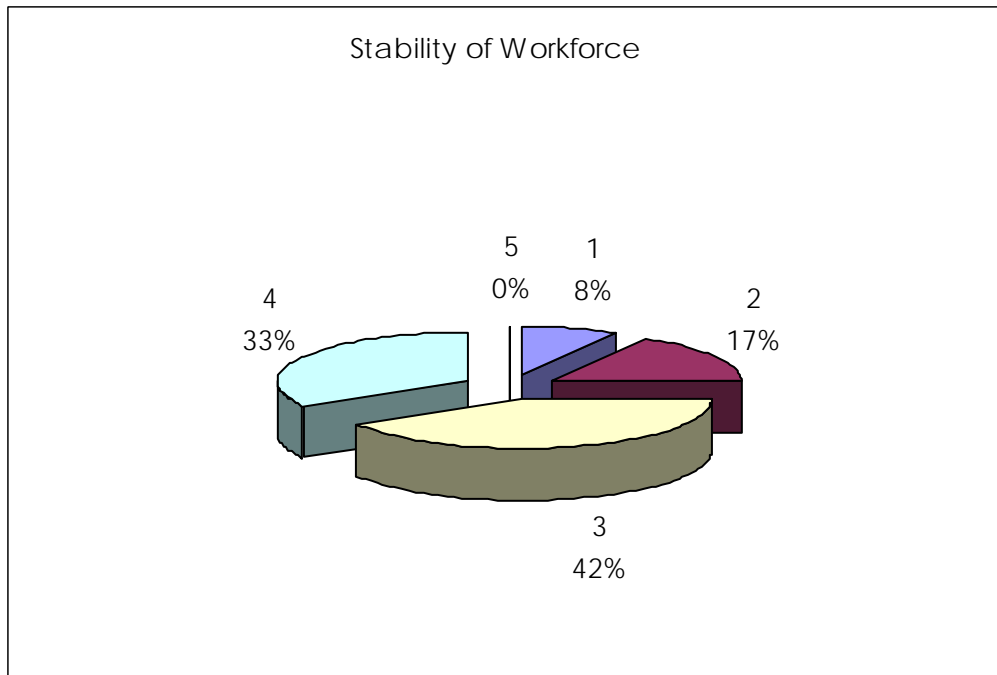
1 = low, 5 = high



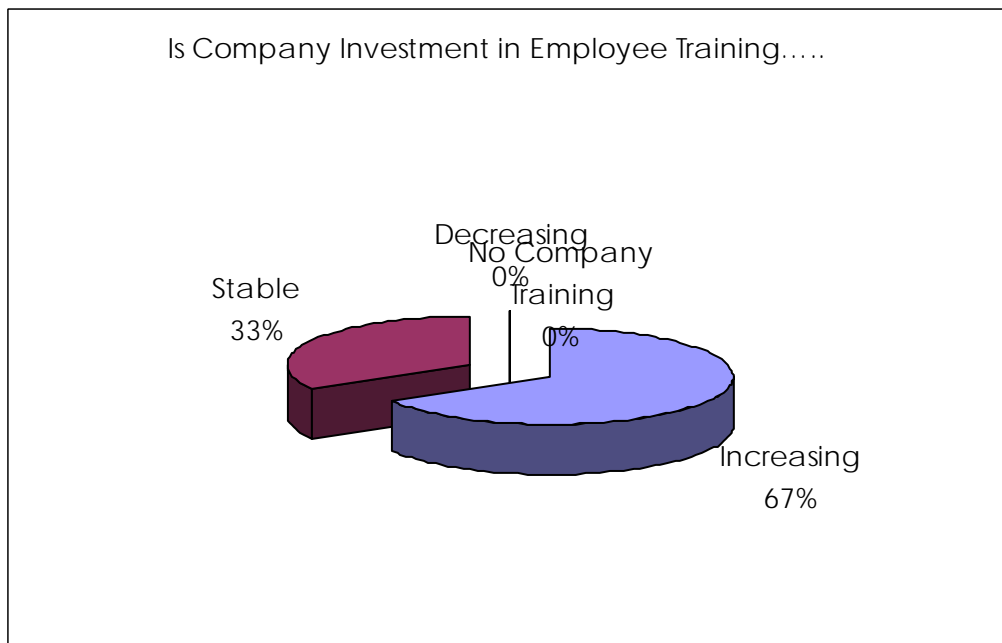
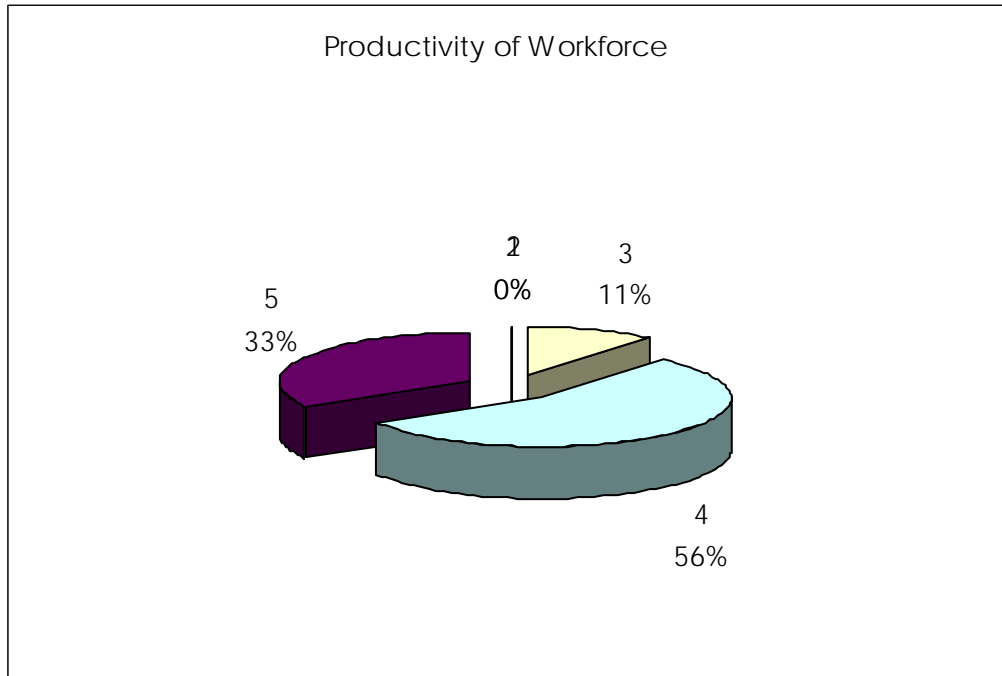
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1 = low, 5 = high



## **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, 17% ranked high, and 83% 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, 8% ranked very high, 42% ranked high

**Risk** – This measure scores the risk that a company will leave the area, thereby reducing jobs and economic impact.  
In our sample, 83% ranked low and 17% ranked medium.

**Satisfaction** – This measures the company's overall satisfaction with doing business in the community.  
In our sample, 8% ranked very high and 92% ranked high.

In addition, NNDA is providing technical assistance to 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.

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**Appendix A****BSS Workgroup volunteers for 2005 - 2006**

Mr. Brad Woodring	Sierra Pacific Power
Mr. Jim Consiglio	Fidelis Advisors
Mr. Dave Gardner	Gardner and Associates
Mr. Jeff Lawrence	Management Assistance Partnership
Mr. Bob McCann	Leadership Transition Coaching
Ms. Susan McCarthy	Creative Estate Organizers
Mr. Jay Roberts	Allstate Insurance
Ms. Teresa Shouppe	Nevada State Bank
Ms. Christina Slade	Nevada JobConnect
Mr. John Sullivan	KPTL 1300 AM
Mr. Don Johnson	Greater Nevada Credit Union
Mr. Joe McCarthy	Carson City
Mr. Tim Morsani	Individual
Mr. Rick Chambers	Heritage Bank

## 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.

Number	Location
9	Carson City
3	Douglas County

