

PRESS RELEASE

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FOR IMMEDIATE RELEASE

**Northern Nevada Development Authority Announces Joint
Business Support Program with Adams Hub of Northern Nevada**
NNDA, Adams Hub, and Carson City Library Support the Growth and Expansion of Existing Companies

CARSON CITY, NV – January 21, 2020 – Northern Nevada Development Authority (NNDA) today announced its joint business support program with the Adams Hub of Northern Nevada (adamshub.com). In partnership with the Carson City Library (carsoncitylibrary.org), the organizations will leverage their combined capabilities and resources to support the business growth and expansion needs of existing companies in Carson City and the region.

The intent of the collaboration is to help keep existing businesses operational by leveraging NNDA's economic development tools, the Hub's facilities and programs, and the Library's resources to assist resident companies and future projects. They have curated the types of resources that companies require to achieve their business objectives and financial goals.

NNDA has added two Business Support Specialists to its Business Development staff to directly work with companies. They can provide assistance with challenges such as state business incentives, access to capital, international trade and export issues, workforce resources and training, site selection, resolving permitting issues, and navigating state and local requirements.

According to Steve Neighbors, a Trustee of the Hop & Mae Adams Foundation that owns and operates the Adams Hub, "The joint business support program with NNDA aligns with the Foundation's overall mission to leverage its resources to help the community address root issues for the sustainable benefit for its citizens. Collaborating with NNDA allows our organizations to take a proactive approach and better support both existing businesses and startups." He noted that Carson City was recently recognized as the number one town in the U.S. to open small businesses, according to a survey done by Advisor Smith (advisorsmith.com).

Robert "Rob" Hooper, NNDA President and CEO, agreed with Mr. Neighbors. "The partnership with the Adams Hub enhances our economic development activities in Carson City, the business core of Nevada's Sierra Region. That allows us to provide even more support for the growth of the region's entire economic ecosystem and further

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strengthen Carson City,” said Hooper. “Economic growth is not about more traffic or higher housing prices. It is about higher wages and median incomes. Raising families up is how both of our organizations measure success.”

The Adams Hub offers several programs that support startups and small businesses: Lunch n’ Learns, Entrepreneurs Assembly Carson City, and individual coaching with its Entrepreneur in Residence, Matt Westfield. In collaboration with the Governor’s Office of Economic Development (GOED), the Hub has international programs to support entrepreneurs worldwide interested in establishing a business in the region, with access to the U.S. – the world’s largest market.

NNDA is working with Carson Now (CarsonNow.org) on the development of a new publication, *Action Business*, that is scheduled to launch late March 2020. It will be a guide for all businesses – startups, existing, expanding or relocating – in Nevada’s Sierra Region. The magazine will serve as a toolbox for business-to-business connections to the people and resources to help navigate the opportunities and challenges of doing business in the region. For more information about including your business in the premier issue, please contact Jenny Treece: 775.434.8877 and jenny@carsonnow.org

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About NNDA: Northern Nevada Development Authority (NNDA.org) is a Nevada domestic nonprofit corporation, and the state-designated Regional Development Authority for the Sierra Region of Nevada: Carson City (state capital), Douglas County, Lyon County, Mineral County, and Storey County. The region is Nevada’s third largest metropolitan area, includes south Lake Tahoe, and encompasses a diverse set of industry sectors such as manufacturing, agriculture, mining, health care, information technology, aerospace, logistics, aviation, tourism, and many others. Since 2010, NNDA has assisted more than 100 companies with relocation and expansion, and its economic development efforts have resulted in over \$2 billion total economic impact for the region.

About The Hop & Mae Adams Foundation: The Hop and Mae Adams Foundation (hopandmaeadamsfoundation.org) was founded in 2008 to help the community of Carson City by providing learning, career and cultural opportunities for youth through seniors, helping local charities be successful and improving the economy of our region. Mae is a charitable foundation which was the vision of Mae Adams, who wanted to ensure that her family’s legacy included strong support for the Carson City community that had given them so much. The Foundation embraces Mae’s convictions by providing tools to help people help themselves with the goal of assisting our wonderful community and focusing on the benefits of working together.