Carson City Agenda Report

Agenda Date Requested: April 19, 2012 Date Submitted: April 10, 2012 Time Requested: 10 minutes To: Mayor and Board of Supervisors **From:** Office of Business Development Subject Title: For Possible Action: To approve the renewal of Carson City's membership in the WNDD (Western Nevada Development District) and authorize the payment of the Fiscal Year 2012-13 dues in the amount of \$5,500. (Lee Plemel) Summary: The WNDD is an Economic Development District designated by the EDA (Economic Development Administration), U.S. Department of Commerce. The WNDD works primarily on behalf of the public sector in the region to develop economic development project grant applications. secure funding, and implement projects. The Board of Supervisors asked staff to evaluate the benefits of Carson City's participation in the WNDD and provide a report prior to renewing the City's membership. Current WNDD members are Carson City, the Counties of Douglas, Lyon, Storey, Churchill, Mineral, Pershing, and Humboldt, and the Cities of Winnemucca., Fallon, Fernley, Yerington, and Lovelock. **Type of Action Requested:** Resolution Ordinance Formal Action/Motion Other (Specify) Does This Action Require a Business Impact Statement: Yes No **Recommended Board Action:** I move to approve the renewal of Carson City's membership in the WNDD (Western Nevada Development District) and authorize the payment of the Fiscal Year 2012-13 dues in the amount of \$5,500. Explanation for Recommended Board Action: The WNDD provides grants and services to Carson City that exceeds the value of the membership dues; and the City's membership promotes regional cooperation on economic development issues. See the attached memo for more information. Applicable Statue, Code, Policy, Rule or Regulation: N/A. Fiscal Impact: \$5,500 Explanation of Impact: Membership fee.

Alternatives: Do not renew the City's membership with WNDD.

Funding Source: Redevelopment operating budget.

Supp	orting Material:			
1)	Staff memo			
2)	WNDD fee structure table			
	WNDD information sheet			
4)	NxLevel entrepreneurial training course	e information		
Prepa	ared By: Lee Plemel, Planning Director			
Revie	(Planning Division Director) (Pablic Works-Director) (City Manager) (District Attorney's Office (Finance Director)	lly	Date: 4-6 Date: 4-7 Date: 4/1 Date: 4/1 Date: 4/1	/ /
	l Action Taken:	1)		Aye/Nay
	(Vote Recorded By)			



Office of Business Development

108 East Proctor Street Carson City, Nevada 89701

TO:

Board of Supervisors

Meeting of April 19, 2012

FROM:

Lee Plemel, Planning Director

Michael Salogga, BRIC Manager

DATE:

April 6, 2012

SUBJECT:

Renewal of Western Nevada Development District membership

The Board of Supervisors appointed BRIC Manager Michael Salogga as the City's representative on the WNDD (Western Nevada Development District) Board of Directors in February 2012. Lee Plemel was appointed as the alternative member. At that time, the Board of Supervisors directed staff to evaluate the benefits of Carson City's membership with WNDD and report back to the Board prior to renewing its membership in July 2012. The WNDD has sent out membership renewal requests for July 2012 through June 2013, which would include \$5,500 membership dues for Carson City. Staff recommends renewing WNDD membership.

WNDD is an economic development organization with authority to submit grants to and obtain funding from the Economic Development Administration (EDA), U.S. Department of Commerce. It is also a forum for regional cooperation on economic development issues. WNDD has funded numerous economic development projects and studies in the region over the years.

Carson City also participates on the Northern Nevada Development Authority (NNDA) board. Whereas NNDA is more focused on attracting new businesses to the region, WNDD is more focused on funding economic development projects, programs, and studies. There is overlap in the region that the two agencies cover, but they serve different purposes to Carson City and the other counties in the Northern Nevada region.

The most tangible current benefit Carson City has received as a member of the WNDD is the NxLeveL® business training that WNDD is supporting in Carson City. NxLeveL is a 13-week program "delivering the knowledge needed to launch a new business or expand your current business." It is conducted by the Nevada Small Business Development Center (NSBDC). 30 people—about half with existing businesses and half with new business ideas—started the class in March 2012. Students paid \$95 of the \$395 course fee up front and a grant from WNDD to NSBDC paid the difference (\$300). Each student that completes the course gets refunded the \$95 through the WNDD grant as well, for a total WNDD subsidy of \$395 per student, or \$11,850 for the entire class. This benefit alone is more than the \$5,500 cost of the annual dues. But in addition to this direct benefit, it can be expected that even if a fraction of the class graduates start a new business or expand an existing business, these additional jobs and business revenues will have a positive impact on the City's overall economy.

Looking to next year, we would anticipate that another NxLeveL course would be offered in Carson City given that the current class was maxed out beyond initial capacity (it was originally intended for 20 participants). In addition, continued membership with WNDD would provide access to funds for economic development project feasibility studies or other similar studies or programs that may

result from current work being conducted on identifying targeted economic sectors for Carson City. Carson City also continues to participate in the WNDD SET (Stronger Economies Together) program to update the region's Comprehensive Economic Development Strategy, which is required to retain WNDD status as an economic development district under EDA.

A fact sheet on the WNDD is attached to this memo to provide more information on what WNDD does in the Northern Nevada region. Also attached is more detail on the NxLeveL classes currently being conducted at the BRIC.

If you have any questions regarding the WNDD, contact Lee Plemel at 283-7075 (lplemel@carson.org) or Michael Salogga at 283-7122 (msalogga@carson.org).

Attachments:

- 1) WNDD membership dues table
- 2) WNDD fact sheet
- 3) NxLeveL business course information

WESTERN NEVADA DEVELOPMENT DISTRICT Dues Structure

03/27/2012

	Current		Proposed
	FY 2012	2010	FY 2013
Membership Dues	Dues	Census Pop.	Dues
Carson City	5,500	55,274	5,500
Churchill County	5,000	16,271	5,000
City of Fallon	2,500	8,606	2,500
Douglas County	5,500	46,997	5,500
Humboldt County	4,500	9,132	4,500
City of Winnemucca	2,500	7,396	2,500
Lyon County	5,500	29,564	5,500
City of Fernley	3,000	19,368	3,000
City of Yerington	2,000	3,048	2,000
Mineral County	4,000	4,772	4,000
Pershing County	4,000	4,679	4,000
City of Lovelock	2,000	1,894	2,000
Storey County	4,000	4,010	4,000
	50,000	211,011	50,000

WNDD Dues Structure Based Upon Last US Census Estimated Population

		5,000	10,000	
	<5000	10,000	25,000	>25,000
Cities	2,000	2,500	3,000	3,500
Counties	4,000	4,500	5,000	5,500

Proposed WNDD Dues Structure based upon most recent US Census Estimated Population, July 1, of previous year. Population breakdowns and dues assesment based upon graduated steps.

City Populations are subtracted from the County Total Population.

Western Nevada Development District 27 March 2012

WESTERN NEVADA DEVELOPMENT DISTRICT

WHAT IS WESTERN NEVADA DEVELOPMENT DISTRICT?

Western Nevada Development District (WNDD) is one of 520 multi-jurisdictional organizations in the U.S. and the only one of its type in Nevada.

WNDD was created as a four county voluntary association of local governments in 1983 consisting of Carson City, Douglas, Lyon and Storey Counties. As time progressed, Churchill, Mineral, and Pershing Counties became members and in November 2011, Humboldt County requested they become a WNDD Member. The WNDD Board of Directors approved adding Humboldt County at their December 2011 Board Meeting.

WNDD is:

- Governed by a Board of Directors appointed by county commissions and city councils
- > The Board of Directors is comprised of a majority of local elected officials and private sector representatives, who reflect various segments of the region: i.e., business and health, education, senior citizens, industry, finance, youth, unemployed/underemployed
- A forum to discuss and address common concerns and opportunities of a regional nature
- > An Economic Development District (EDD) designated by the Economic Development Administration (EDA), U.S. Department of Commerce
- A 501(c)(4) IRS designation
- Tax exempt by the Nevada Department of Taxation
- A Census Data Center Affiliate
- Providing shared professional staff for its members
- Always promoting fiscal efficiency and working for opportunities through joint activities

WNDD works primarily on behalf of the public sector in the eight county region. WNDD has worked with local governments to develop project applications, secure funding, and implement the following projects:

- ✓ Carson City Airport Industrial Park infrastructure
- ✓ Carson Valley Industrial Park Drainage
- ✓ Douglas County Meridian Industrial Park infrastructure
- ✓ Economic Feasibility Study for reconstruction of V&T Railroad (Carson City, Douglas, Lyon and Storey Counties)
- ✓ Fallon, New River Business Park, infrastructure
- ✓ Fernley, park improvements (four projects)
 ✓ Fernley Wastewater Treatment Facility expansion (two projects)
- ✓ Flood mapping for disaster mitigation after the January 1997 floods (Carson City, Douglas, Lyon, and Storey Counties)
- ✓ Lovelock, information kiosk
- ✓ Lovelock Wastewater Treatment facility
- ✓ Lyon County, Santa Maria trail, Dayton
- ✓ Lyon County, Wilson Canyon trail improvements
- ✓ Mineral County, Rural Business Opportunity Grant, planning
- ✓ Mineral County, infrastructure for industrial park

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Projects (cont.)

- ✓ Mineral County, Hawthorne, store front improvements
- ✓ Mineral County, Refrigerated trailer for locally grown food sales
- ✓ Northern Nevada Development Authority, NorthernNVision economic development planning, WNDD provided \$15,000 cash match, for the seven county region
- ✓ Pershing County Industrial Park, infrastructure
- ✓ Pershing County, water well for county ballfields
- ✓ Silver Springs Airport, infrastructure
- ✓ Silver Springs, preliminary engineering report
- ✓ Silver Springs Wastewater Treatment facility
- ✓ Smith Valley (Lyon County), land acquisition for park
- ✓ Storey County, park project, Lockwood
- ✓ Yerington, park improvements
- ✓ Yerington Waterline extension

WNDD maintains the Comprehensive Economic Development Strategy (CEDS) to retain its status as an Economic Development District. The CEDS provides:

- An examination of the region (population, demographics, employment levels, etc.) and identifies regional problems, opportunities, goals and objectives.
- A CEDS update done each year and is completely revised every five years.
- A planning document for counties, cities, towns and tribes to cite for their own uses and provides qualification for Economic Development Administration funding.

WNDD's work with the economic feasibility study for the V&T Railroad led to the creation of the Tri-County Railway Commission to further the work in implementing the reconstruction of the V&T Railway. The Tri-County Railway Commission was spun off into a separate entity resulting in the creation of the Northern Nevada Railroad Foundation. The Nevada Commission To Reconstruct The V&T Railway is a multi-jurisdictional organization now working to complete the reconstruction of this important railway to enhance northern Nevada as a tourist destination.

In 2005 through 2010, WNDD administered an EDA public works project for the Nevada Commission To Reconstruct The V&T Railway for reconstruction of Tunnel # 2, Lyon County. This project enabled the Commission to begin running the tourist train in 2010.

In 2011, WNDD provided technical assistance to Storey County regarding Build America Bonds. Storey County issued Build America Bonds for the purpose of re-construction of Tunnel # 6, Virginia City and to re-construct the V&T tracks in Virginia City.

WNDD received an EDA Technical Assistance Grant for the Lake Tahoe Basin Prosperity Plan (LTBPP) resulting in identification of three economic clusters in the Basin (Visitor Services/Tourism; Health and Wellness; and Green Business/Environmental Innovation). The LTBPP also identified economic linkages in and outside the Basin, both in Nevada and California. A steering committee continues to work to implement each of the three clusters. The following Nevada Counties provided local match for the LTBPP: Carson City, Douglas County, and Washoe County. The following California local governments provided local match for the LTBPP: Eldorado County, Placer County and City of South Lake Tahoe.

WNDD provided technical assistance to the Lyon County School District for their successful BTOP application in 2011. This project has placed public computing centers in six locations in Lyon County and the Walker River Paiute Tribe, Schurz. These centers are utilized by local people to enhance their job skills and search for jobs. WNDD's technical assistance was 100 hours work to develop the BTOP project budget.

WNDD is implementing two U.S. Small Business Administration grants for the purpose of developing small business and creating jobs by:

• NxLevel business training classes, by contracting with the Nevada Small Business Development Center (NSBDC), University of Nevada, Reno in the following locations, with 200 participants:

Carson City	Hawthorne	Silver Springs
Fallon	Lovelock	Winnemucca
Fernley	Minden	Virginia City

- Completion of a clean room technology strategic initiative
- Fallon small business training classes
- Mineral County, Hawthorne land survey boundary re-adjustment for industrial park
- Mineral County, Hawthorne appraisal of land survey boundary re-adjustment for land sales
- Mineral County, Hawthorne strategic initiative for small arms and ammunition manufacturing
- Douglas County business science park strategic initiative

In January 2012, WNDD became a partner with Nevada's USDA Rural Development Stronger Economies Together (SET) Program. This effort recruits people from each jurisdiction to be members of the Regional SET Team. This team works together through nine modules to develop a SET plan. WNDD saw the value of participating in the SET program as this program will enhance regional collaboration and result in a re-writing of the WNDD Comprehensive Economic Development Strategy.

WNDD wrote a USDA Rural Business Enterprise Grant (RBEG) in 2011. The application was written for Mineral County Economic Development Authority. The purpose of the project was to purchase and lease a refrigerated trailer to small farm producers for them to transport their produce to local farmers markets and other outlets. The project was developed in conjunction with Mineral County Economic Development Authority as the grantee, and two producers, one in Fallon and one in Lovelock. The Churchill County Economic Development Authority (Fallon) is also a partner in this project. This project is now able to purchase two, instead of one refrigerated trailers, one of which will run on I-80 and one on US 50. Small farm food production is a growing part of the agricultural sector in the region.

WNDD will continue its efforts regarding economic development in the seven county region by:

- > Responding to the needs and requests of its members
- > Working with a variety of partners, both public and private to develop and implement development projects

WESTERN NEVADA DEVELOPMENT DISTRICT PROJECTS FUNDED - 1983 - 2012

Community / Economic Development

Community / Economic Development			I					Nevada
	US CoC	CDBG	USDA RD	LWCF	USFS RCA	NCED	SBA	State Lands
Carson City Airport Inchistrial Park	1,539,000							
Douglas County Meridian Industrial Park	450,000							
Yerington Water Line Extension	263,000							
Fernley Wastewater Treastment Facility	490,000							
Fernley Wastewater Treastment Facility	1,300,000							
Carson Valley ndustrial Park Drainage '92	252,750							
Virginia & Truckee Railway Feasibility Study '93	18,750							
Disaster Mitigation - Flood Mapping, etc. '98	75,000	25,000						
Lovelock Wastewaster Treastment Facility '98	1,765,000							
Pershing County Industrial Park '98		175,000						
Silver Springs Wastewater Treatment Facility '99	1,500,000	300,000						
USDA RBOG-Assist Mineral County '01			50,000					
Fallon New River Business Park '01	1,707,000							
Silver Springs Airport Development		150,000						
Silver Springs Engineering		35,000						
Smith Valley Park Acquisition				50,000				
Fernley Park Improvements '03				40,000				
Mineral Co. (Hawthorne) Store Front Renovation '04		75,000						
Yerington Park Improvements				19,528				
Lovelock Information Kosk '04					6,800			
Regional Economic Development Planning Grants	2,140,187							
Northern Nevada Development Authority (NorthernVision) '05						150,000		
Mineral Co. Airport Infrastructure Water/Sewer '06	3,040,000							
Lyon County Question 1 - Wilson Canyon '06								70,350
Lyon County Question 1 - Santa Maria Ranch '06								328,140
Femley Park Improvements '08				45,596				
Fernley Park Improvements-Remove Electric Lines '08				27,179				
Lake Tahoe Basin Prosperity Plan '09	70,000							
U.S. Small Business Administration Grant '09							300,000	
U.S. Small Business Administration Grant '10							250,000	
Femiley Park Improvements '10				60,000				
Storey County Park (Lockwood) '10				25,000				
Mineral County-USDA RBEG-Refrigerated Trailer-local food '11			28,916					
Douglas County-USDA RBEG-NNDA Sewing Center '11			70,000					
Pershing County-LWCF-Water well County ballfields '12				35,000				
Community/Economic Development Subtotals	14,610,687	760,000	148,916	302,303	6,800	150,000	550,000	398,490
Community/Economic Development TOTAL	16,927,196							

Total Community/Economic Development/Housing

21,300,483

WNDD - 27 March 2012

Page 1

WESTERN NEVADA DEVELOPMENT DISTRICT PROJECTS FUNDED - 1983 - 2012

Affordable Housing

Yerington Garden Apartments	175,000	
Fallon Self-Help Single Family Homes	60,000	
Gardnerville Self-Help Single Family H	227,192	
Lovelock-Owner-Occupied Housing R	chabilitation	145,000
Acquisition/Rehab./Resale Single Fam	4,335	
Regional Owner-Occupied Housing Re	663,776	
Dayton - River Valley Apartments	295,800	
Stateline - Lake Vista Apartments	922,094	
Citizens For Affordable Housing-CHDO Operating		75,000
Regional Rental Assistance - Elderly Disabled		375,000
Regional Homebuyer Down Payment Assistance		1,430,090
	Total Affordable Housing	4,373,287

Funding Agencies

US Doc US Department of Commerce (Economic Development Administration)
CDBG Nevada Small Cities Community Development Block Grant Program

USDA RD US Department of Agriculture - Rural Development

LWCF Land and Water Conservation Fund

HUD US Department of Housing and Urban Development

LIHTF Nevada Low Income Housing Trust Funds (real estate transfer tax)

NCED Nevada Commission On Economic Develophment

Nevada State Lands Nevada State Lands

SBA US Small Business Administration

WNDD - 27 March 2012

Page 2

(http://nsbdc.org/education-training/nxlevel-entrepreneur-training/)NxLeveL Entrepreneur Training

Education for Entrepreneurs and Start-ups

If you own a business or are starting one, learning how to plan is one of the keys to suwill allow you to see your business conceptcess. Setting goals and taking the steps to attain them come to light – or to make your current business more profitable.

NxLeveL® is an intensive multi-session program delivering the knowledge needed to launch a new business or expand your current business. Since 1994, NxLeveL has helped entrepreneurs launch and grow thriving small businesses. NxLeveL is the nation's largest and most effective entrepreneurial training network, with more than 300,000 graduates and more than 7,500 certified instructors. NxLeveL offers training in all 50 states, as well as American Samoa, the Virgin Islands, Puerto Rico, Canada and Mexico.

NxLeveL is Nevada's most popular entrepreneurial curriculum. In both Las Vegas and Reno the NxLeveL program has been offered twice each year since 2000. More than 20 rural Nevada communities have provided the NxLeveL course to their local business men and women. The *NxLeveL for Entrepreneurs* curriculum has also been one of the most popular business management classes at the University of Nevada, Las Vegas since 2007.

NxLeveL is presented in an open but structured classroom environment. Comprehensive text, support materials, IRS tax resources (http://www.irs.gov/businesses/small/index.html), expert guest speakers and valuable networking opportunities make NxLeveL the place to realize your future success. Click on our Nevada locations below to see which curriculum is available with a week-by-week topic list. For further information on Nevada's NxLeveL Network please contact Kathy Carrico, NxLeveL state administrator, at https://www.irs.gov/businesses/small/index.html), expert guest speakers and valuable networking opportunities make NxLeveL the place to realize your future success. Click on our Nevada locations below to see which curriculum is available with a week-by-week topic list. For further information on Nevada's NxLeveL Network please contact Kathy Carrico, NxLeveL state administrator, at kear-rico (kear-rico) (ke

Course Description

NxLeveL for Entrepreneurs is a thirteen week program designed to teach you how to plan for success. In each three hour session, certified instructors lead you through the business plan process of goal-setting, business strategies, financial accountability, and management techniques. There is no better way to achieve the dream of business ownership than by researching and writing a business plan. During this process, an entrepreneur can examine all the pros and cons of a business opportunity, analyze the consequences of different strategies and tactics, and determine the human and financial requirements for turning an inspired idea into a viable business venture. Studies show that entrepreneurs who complete business plans are six times more likely than others to build a successful small business. Writing a business plan also teaches strategic thinking skills, which have important implications for virtually every aspect of our lives, including personal and family relationships, career planning, financial decisions and community involvement.

In 2012 the Nevada Microenterprise Initiative joined forces with the Nevada Small Business Development Center to provide a new NxLeveL curriculum, NxLeveL for Micro Entrepreneurs. This 15—session course presents options and strategies for achieving self-sufficiency through self-employment, with an emphasis on learning and meeting professional standards for financial management, marketing and customer service. Whether participants wish to explore self-employment options or turn a hobby into a reliable income source NxLeveL's practical "learn it today, use it tomorrow" approach will help them build a solid foundation for success. This course provides instruction on personal assessment and feasibility, both important to move forward to the next level of a written business plan.

Entrepreneur Classes:

March 12, 2012 – Yerington March 13, 2012 – Winnemucca March 15, 2012 – Virginia City March 20, 2012 – Carson City May 14, 2012 – Las Vegas

Start-up classes:

May 9, 2012 - Reno (English) May 9, 2012 - Reno (Spanish)

Cost:

NxLeveL for Entrepreneurs - Course fee varies due to funding opportunities. Please check the class in your area for current pricing.

Business partners are eligible to take the course with you at 50% the cost when our standard fee of \$395 applies, however this does not include a second set of books. Additional books are priced at \$125 per set.

Visit the Training Calendar to sign up.

The Nevada Small Business Development Center is funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact the State office of the Nevada Small Business Development Center at (800) 240-7094.

(http://nsbdc.org/education-training/nxlevel-entrepreneur-training/nxlevel-faqs/)NxLeveL FAQ's

NxLeveL Frequently Asked Questions:

Q. Do I have to have business experience to take the class?

A. No, NxLeveL for Entrepreneurs is a comprehensive program designed to educate you on the key elements which contribute to the success of a new business.

Q. Will I receive credit or a grade for the class?

A. No, Students participate in a Non-Credit program. Grades are not assigned to course work. Your individual effort and progress is a measurement of your dedication to your future. Students receive a NxLeveL Certificate which identifies you as a course graduate.

Q. How much time will I need to commit to the class?

A. In addition to the weekly classroom time, students are encouraged to plan at least the same amount of time to study, research and work on their plan.

Q. Who has taken this course in the past?

A. Physicians, contractors, plumbers, real estate agents, business consultants, landscapers, restaurant owners, flower shops, breweries, health facilities, numerous retail shops, beauty salons, manufacturing businesses, web developers, veterinarians, and many more.

Q. What types of Text materials are used?

A. The NxLeveL textbook covers all components of Business Planning and also acts as a valuable reference resource long after the course is completed. There is also a Workbook which guides you through the business planning process using clear and concise business exercises. In addition the NxLeveL website contains valuable information.

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(http://nsbdc.org/education-training/nxlevel-entrepreneur-training/nxlevel-outline-syllabus/)NxLeveL Outline & Syllabus

Course Outline & Syllabus

NxLeveL for Entrepreneurs addresses the important elements of success for any business.

- · Week 1: Introduction, Overview and Entrepreneurship
- Week 2: Planning and Research: Entrepreneurial Essentials
- · Week 3: Planning and Research: Entrepreneurial Essentials: Business Research
- Week 4: Organizational Matters: Management and Legal Structure
- · Week 5: Marketing: Analysis and Understanding
- · Week 6: Marketing: Strategies, Tactics and Implementation
- · Week 7: Financial Overview: Books, Records & Controls
- · Week 8: Managing Your Money: Financial Planning and Budgets
- · Week 9: Managing Your Money: Developing and Using Cash Flow Projections
- · Week 10: Managing Your Money: Understanding and Using Your Financial Statements
- · Week 11: Financing Your Business: Sources of Money
- · Week 12: Green Business Opportunities: Environmental Solutions
- · Week 13: Your Business Future: Negotiating, Managing Growth and Plan Completion

DOWNLOAD THE COMPLETE NXLEVEL SYLLABUS

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