



# Lincoln County Regional Development Authority Comprehensive Economic Development Strategy Planning Workshop

Tuesday, March 22, 2022

*City Council Chamber, City of Caliente City Hall*  
100 Depot Avenue  
Caliente, Nevada 89008

**When?** Tuesday, March 22, 2022; 12:00pm to 4:00pm

**Where?** City Council Chamber, City of Caliente City Hall; 100 Depot Avenue; Caliente, Nevada 89008

**What will the workshop cover?** The University Center for Economic Development, part of the College of Business at the University of Nevada, Reno, is currently working with the Lincoln County Regional Development Authority to develop a new five-year Comprehensive Economic Development Strategy for Lincoln County and for the City of Caliente. As part of this effort, faculty from the University Center for Economic Development will host and facilitate a half-day workshop on Tuesday, March 22, 2022 from 12:00pm to 4:00pm in Caliente in order to begin the process of developing this new five-year Comprehensive Economic Development Strategy.

This first strategic economic development planning workshop will focus on evaluating existing socio-demographic, economic, and industry and occupation sector trends in Lincoln County and throughout the larger region. Workshop participants will also complete a number of facilitated small group and large group exercises designed to develop a new five-year strategic economic development vision, evaluate and possibly extend goals within the existing five-year Comprehensive Economic Development Strategy, and develop a series of new strategic economic development goals with an accompanying implementation plan. The results of this first strategic economic development planning workshop will be incorporated into future strategic economic development planning workshops and into the draft and final versions of the new five-year Comprehensive Economic Development Strategy.

**Who Should Attend?** Invited public sector and private sector representatives, community leaders, community and economic development specialists, and non-profit organizational leaders are encouraged to attend and participate. **NOTICE OF ATTENDANCE:** While members of the Lincoln County Board of County Commissioners, the City of Caliente City Council, the Lincoln County Regional Development Authority and other elected and appointed officials may be present, this workshop is being hosted solely by the College of Business at the University of Nevada, Reno and **no action** by any other elected or appointed body of Lincoln County or the City of Caliente will be taken during this workshop.

**How Long is the Workshop?** This organizational workshop will be a half day long event with the workshop starting at 12:00pm and ending at 4:00pm. A lunch and mid-workshop snack along with refreshments will be provided.

***If you are interested in participating in this workshop, please RSVP with Frederick Steinmann, Assistant Research Professor with the College of Business by email ([fred@unr.edu](mailto:fred@unr.edu)) or by phone (775.784.1655) by Monday, March 14, 2022 by 5:00pm.***

The University of Nevada, Reno is committed to Equal Employment Opportunity/Affirmative Action in recruitment of its students and employees and does not discriminate on the basis of race, color, religion, sex, age, creed, national origin, veteran status, physical or mental disability, and sexual orientation. The University of Nevada employs only United States citizens and aliens lawfully authorized to work in the United States. Women and under-represented groups are encouraged to apply.



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12:00pm to 12:15pm: Welcome, Introductions and Overview

- Introduction to the Comprehensive Economic Development Strategy

12:15pm – 12:45pm: Review of the Existing Comprehensive Economic Development

- Evaluation of the Existing Strategic Goals and Objectives

12:45pm – 2:00pm: Community and Regional Assessment

- EXERCISE: Identifying Local and Regional Likes and Dislikes
- Confronting Challenges Local and Regional Economic Growth
- EXERCISE: Local and Regional Environmental Assessment
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
- EXERCISE: Completing a Revised Economic Development SWOT Analysis

2:00pm – 2:15pm: **BREAK**

2:15pm – 3:00pm: Identifying Existing New Business Creation and Attraction and Existing Business Retention and Expansion Needs and Efforts; Developing a New Five-Year Strategic Economic Development Vision

- Introduction to the Creation, Attraction, Retention, and Expansion Model of Economic Development
- EXERCISE: Completing a C.A.R.E. Model Map for Lincoln County
- Identifying Socio-Demographic, Economic, and Industry and Occupation Sector Trends
- EXERCISE: Selecting Key Conditions in the Data

3:00pm – 3:55pm: Developing a New Five-Year Strategic Economic Development Vision and New Strategic Economic Development Goals and Objectives

- The Strategic Economic Development Vision
- EXERCISE: Drafting a New Five-Year Strategic Economic Development Vision
- Strategic Economic Development Goals and Objectives
- EXERCISE: Drafting New Strategic Economic Development Goals and Objectives

3:55pm – 4:00pm: Wrap-Up and Next Steps

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