

GUIDE TO STARTING AND GROWING A BUSINESS IN NEVADA



For more information, visit <http://business.nv.gov>



NEVADA GROW PROGRAM

BACKGROUND: Assemblywoman Dina Neal brought forth Assembly Bill 399 and it was enacted by the Legislature in the 2015 session. She pushed for this legislation because she believed in strengthening small businesses through the use of strategic and customized data to create stronger economic ecosystems in Nevada. This program was an offshoot of the Economic Gardening, an initiative based out of Littleton, Colorado.

The Nevada Grow program was a 17-month pilot program, started in 2015. The goal of the program was to stimulate the investment in Nevada's economy by providing technical assistance and strategic research for small businesses that are ready to expand. It was re-enacted under her leadership in the 2017 Nevada Legislative session.

PARTNERS OF NEVADA GROW: The program has created a unique collaboration with the College of Southern Nevada, the Clark County Business Department, the Urban Chamber of Commerce, the Latin Chamber of Commerce and the Nevada Small Business Development Centers in Clark and Washoe counties to mentor and track businesses participating in the program.

ELIGIBILITY: Companies are eligible if they have a principal place of business in Nevada. The business may be a sole proprietor or other corporate structure that has one to 50 employees. The company must generate a minimum gross revenue of \$50,000 a year.

WHAT IS GROSS REVENUE: The gross revenue of a business entity is determined by taking the total amount from engaging in a business in this state with no deduction for cost of goods sold or other expenses incurred in operating the business.

REQUIREMENTS: Companies that enlist must be willing to attend targeted business class trainings, provide information regarding business needs and provide specific business data to staff for program measurement. Client information is kept confidential and is only for internal program use.



The REVIVE Team

TERM OF PROGRAM: The term of the program is ongoing. We work with your business until we achieve the growth of your business. Our end goal is to help participants expand your market reach and increase productivity, sales and business acumen.

THE PROGRAM PROVIDES STRATEGIC RESEARCH ASSISTANCE IN:

- Initial diagnostic by counselors of business strategy;
- Analysis of potential barriers or issues in your business model;
- Customized data specific to the needs of client;
- Specific instruction on how to use the data;
- Identifying new markets, industry trends and competitive intelligence;
- Mapping of geographic areas for qualified sales leads;
- Access to highly trained Geographic Information Systems (GIS) analysts;
- Raising visibility in search engine results and increasing website traffic;
- Leveraging social media to better connect with customers;
- Assistance from College of Southern Nevada professors with specific expertise in culinary, website design and business;
- Investment coaching or strategies for improved operational functions.

BUSINESS PEER LEARNING GROUPS:

- Roundtables with diverse non-competitors;
- A balanced group discussion not dominated by one individual;
- The emphasis of mentoring is toward specific business experiences.

NEVADA GROW PARTNERS



**Providing the RIGHT data.
Making the RIGHT decisions.
Facilitating the RIGHT connections.**

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