

ATTACHMENT A – SCOPE OF SERVICES
CITY OF FERNLEY COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY
UNIVERSITY CENTER FOR ECONOMIC DEVELOPMENT

Utilizing the City of Fernley 2021-2026 Strategic Plan and City of Fernley Downtown Fernley Revitalization Planning Study develop a Comprehensive Economic Development Strategy focusing on

- Small Business and Entrepreneurial-Based Development
- Tourism-Based Development
- Workforce Development
- Housing Development, including Revitalization of Existing Housing and the Development of New Housing through Targeted In-Fill Development
- Related Infrastructure Development needed to support specific economic development efforts.

Task 1 Methodology: University Center for Economic Development faculty will facilitate a strategic economic development planning process for the City of Fernley using methods that have been proven effective for similar jurisdictions.

Task 2 Environmental Scan: University Center for Economic Development faculty and staff will complete a comprehensive environmental scan of the City of Fernley’s internal and external environment through a series of primary and secondary data collection analysis.

Task 3 Strategic Economic Development Planning Workshops: Upon completion of Task 2 Environmental Scan, University Center for Economic Development faculty and staff will work with representatives from the City of Fernley to develop a series of strategic economic development planning workshops and meetings. University Center for Economic Development faculty and staff will work collaboratively with representatives from the City of Fernley to develop a series of dates and locations for each workshop and meeting as well as a list of prospective participants that will be invited to each workshop. While additional workshops and meetings may be necessary, six strategic planning workshops and meetings will be initially developed.

Task 4 Development of a New Strategic Economic Development Plan: Final development of a new five-year Comprehensive Economic Development Strategy for City of Fernley will include the corresponding elements for each of the ten technical requirements of a Comprehensive Economic Development Strategy as outlined in Part 303 Section 303.7 of Title 13 of the U.S. Code of Federal Regulations.

Task 5 Development of a New Strategic Economic Development Plan – Deliverables:

- **Deliverable:** University Center for Economic Development faculty and staff will prepare a comprehensive summary of the collected and analyzed socio-demographic, economic, housing, and industry and occupation sector data for use during the strategic planning workshops and meetings outlined in Task 3.
- **Deliverable:** University Center for Economic Development faculty and staff will prepare a comprehensive summary of the results of the strategic planning workshops and meetings. The results of the comprehensive summary will be used in subsequent strategic workshops and meetings.
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meetings, if needed and will be used to develop the eventual new five-year Comprehensive Economic Development Strategy for the City of Fernley.

- **Deliverable:** University Center for Economic Development faculty and staff will develop a University Center for Economic Development technical report that will contain the elements required in a five-year Comprehensive Economic Development Strategy. The technical report will consist of a comprehensive summary of the completed socio-demographic, economic, housing, and industry and occupation sector data collection and analysis and the results of the work completed during the six initial strategic planning workshops and meetings including the results of the ‘property owner’ and ‘business owner’ workshops and meetings.