



# CITY OF FERNLEY

## CITY COUNCIL AGENDA REPORT

Meeting Date: January 5, 2022

<b>REPORT TO:</b>	Mayor and City Council
<b>REPORT FROM:</b>	Trisha Conner, Assistant to the City Manager
<b>REVIEWED BY:</b>	Daphne Hooper, City Manager
<b>REVIEWED BY:</b>	Brandi Jensen, City Attorney
<b>REVIEWED BY:</b>	Denise Lewis, City Treasurer

<b>FINANCIAL IMPACT:</b> Yes: <input checked="" type="checkbox"/> No: <input type="checkbox"/>	<b>CURRENTLY BUDGETED:</b> Yes: <input type="checkbox"/> No: <input checked="" type="checkbox"/>	<b>FUND/ACCOUNT:</b> 100-413-322
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<b>ACTION REQUESTED:</b> <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input type="checkbox"/> Motion <input type="checkbox"/> Receive/File
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**AGENDA ITEM: Staff Report (For Possible Action): For Possible Action to Approve a Contract between the City of Fernley and the University Center for Economic Development of the University of Nevada, Reno for a five-year Comprehensive Economic Development Strategy for the City of Fernley in the amount of not-to-exceed \$6,000.00.**

**Agenda Item Brief: The proposed five-year Comprehensive Economic Development Strategy (CEDS) proposal will meet the Goal/Strategy 5.7 of the City's 2021-2026 Strategic Plan. The CEDS will focus on four primary areas: Small Business and Entrepreneurial-Based Development, Tourism Development, Workforce Development, Housing Development, and Related Infrastructure Development. The study will utilize the City of Fernley 2021-2026 Strategic Plan and Downtown Fernley Revitalization Planning Study.**

**Recommended Motion:**  
"I move to approve the contract with the University Center for Economic Development of UNR for a City of Fernley Comprehensive Economic Development Strategy in the amount of not-to-exceed \$6,000.00"

<b>Business Impact (per NRS Chapter 237):</b> <input type="checkbox"/> A Business Impact Statement is Attached. <input checked="" type="checkbox"/> A Business Impact Statement is not required because this is not a rule (term excludes vehicles by which legislative powers are exercised under NRS Chapters 271, 278, 278A, or 278B).
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See attached report for background, analysis, alternatives.

## **ALTERNATIVES:**

The Council can may:

- Not approve the contract and direct staff to request for proposals with different economic elements.
- Request additional information

## **BACKGROUND:**

### **City of Fernley 2021-2026 Strategic Plan & Action Plan**

In February 2020 City Council approved and adopted the 2021-2026 City of Fernley Strategic Plan Implementation Action Plan that identified and scheduled specific actions that will be taken over the life of the Strategic Plan to work towards achieving the plan's goals. The Comprehensive Economic Development Strategy for the City of Fernley meets Goal 5.7 – Maintain strong partnerships with public agencies and community organizations. One of the Strategies of Goal 5.7 is to Work with the Fernley Chamber of Commerce, in conjunction with Economic Development Authority of Western Nevada, Northern Nevada Development Authority, and Western Nevada Development District to develop an economic development strategy.

### **City of Fernley Main Street Program**

The City of Fernley has partnered with the Fernley Chamber of Commerce to establish a Main Street Program which generally includes the historic urban center of the community extending from the Union Pacific Railroad underpass along U.S. Highway 50A or Main Street to the existing roundabout. The existing project goals and priorities for this area are outlined in the City of Fernley's Downtown Fernley Revitalization Planning Study and include:

- Enhance the character of Downtown through thematic streetscape and building façade improvements.
- Coordinate wider sidewalks with appropriate landscape and lighting treatments to create an attractive environment.
- Provide safe and attractive pedestrian connectivity.
- Improve traffic operations of the Main Street and Highway US 95A intersection.

## **PURPOSE OF THE REPORT**

The primary purpose of developing the new five-year Comprehensive Economic Development Strategy for the City of Fernley is two-fold. First, the new five-year Comprehensive Economic Development Strategy will contain a list of specific programs and projects that the City of Fernley will develop, implement, and complete over this five-year strategic planning horizon that will be designed to achieve the specific goals and the specific objectives outlined within the existing five-year organizational strategic plan. Second, the new five-year Comprehensive Economic Development Strategy will contain a comprehensive action plan for implementation for each of the specific economic development programs, including the Main Street Program, and projects developed as part of the new five-year Comprehensive Economic Development Strategy. While other specific goals and objectives will be examined and possibly developed, the City is requesting the new five-year Comprehensive Economic Development Strategy focus on five primary areas, including:

- Small Business and Entrepreneurial-Based Development
- Tourism-Based Development
- Workforce Development
- Housing Development, including the 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

The new five-year Comprehensive Economic Development Strategy will include the following elements for each of the ten technical requirements of a Comprehensive Economic Development Strategy as outline in Part 303 Section 303.7 of Title 13 of the U.S. Code of Federal Regulations:

- Background of the community's and/or region's economic development situation.
- Economic and community development problems and opportunities.
- Community and/or regional goals and objectives.
- Community and private-sector participation.

- Suggested priority projects and estimated jobs created.
- Identification and prioritization of vital projects.
- Identification of community and regional economic clusters.
- An action-plan.
- Performance measures associated with the achievement of specific goals and objectives.
- Methodology tying the Comprehensive Economic Development Strategy to any existing state economic development plan.

## Tasks

**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.

## 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.
- 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.
- 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, 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.

**Cost & Timeline**

Total cost of the CEDS for the City of Fernley is in the amount of not-to-exceed \$6,000.00. There will be no additional cost for four (4) yearly annual review, half-day workshops.

The University Center for Economic Development expects to the CEDS Project to be completed within six months of the agreement of the contract. The first round of Strategic Economic Development Planning Workshops is estimated to begin in February 2022.

**LEGAL IMPLICATIONS:**

The contract defines termination, liability, and legal requirements.

**FINANCIAL IMPLICATIONS:**

Funds available in the City Manager's budget, Professional Services Other line item.

**ATTACHMENTS:**

**Proposal**

**Contract**

**Attachment A – Scope of Work**

**Attachment B – Fee Schedule**