

**Carson City  
Agenda Report**

**Date Submitted:** May 6, 2014

**Agenda Date Requested:** May 15, 2014

**To:** Redevelopment Authority

**Time Requested:** 20 min.

**From:** Community Development Department – Office of Business Development

**Subject Title:** Presentation and discussion only regarding business development activities at the BRIC (Business Resource and Innovation Center). (Michael Salogga, Business Development Manager)

**Staff Summary:** At the request of the Board of Supervisors at a prior meeting the BRIC Business Development Manager will give a report on activities relating to training, counseling, and other business development activities.

**Type of Action Requested:** (check one)  
☐ Resolution ☐ Ordinance  
☐ Formal Action/Motion ☒ Other (No Action)

**Does This Action Require a Business Impact Statement:** ☐ Yes ☒ No

**Recommended Board Action:** (No action.)

**Explanation for Recommended Board Action:** During prior Board discussions regarding supplemental budget requests to fund a part-time position at the BRIC front desk, the Board of Supervisors requested that a report be brought back to them regarding business development activities occurring at the BRIC and other activities conducted by the Business Development Manager.

**Applicable State, Code, Policy, Rule or Regulation:** N/A

**Fiscal Impact:** N/A

**Explanation of Impact:** N/A

**Funding Source:** N/A

**Alternatives:** N/A

**Supporting Material:**

- 1) Staff memo
- 2) BRIC activities and supporting documents

**Prepared By:** Lee Plemel, AICP, Community Development Director

**Reviewed By:**  Date: 5.6.14  
(Community Development Director)  
 Date: 5-6-14  
(City Manager)  
 Date: 5/6/14  
(District Attorney)  
 Date: 5/6/14  
(Finance Director)

**Board Action Taken:**

**Motion:** \_\_\_\_\_

1)	_____	Aye/Nay
2)	_____	_____
		_____
		_____
		_____
		_____

\_\_\_\_\_  
(Vote Recorded By)



## Office of Business Development

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2101 – Hearing Impaired: 711  
[www.carson.org/obd](http://www.carson.org/obd)

Date: May 6, 2014

To: Board of Supervisors  
Meeting of May 15, 2014

From: Michael Salogga, BRIC Manager

Subject: Presentation regarding business development activities at the BRIC  
(Business Resource and Innovation Center)

The Carson City Business Resource Innovation Center (BRIC) was developed in 2010 as a means to encourage new growth and development of businesses in Carson City while creating greater employment opportunities for residents.

**Mission of the Business Resource Center** is to provide essential business information, regulatory requirements, business-planning tools, business-related programming and instruction. Key to a healthy economy is the City's commitment to making available an efficient level of customer service and effectiveness in its day-to-day operations.



**Helping individual companies prosper is central to BRIC's mission.** In an aggressive response to mitigate the adverse effects of current business closures and job losses, the Business Resource Innovation Center has as its mission to provide for our business community easy to access resources of essential business information (I.E. Reference USA), regulatory requirements, and cutting-edge business planning tools, business-related programming and continuous instruction.

- To affect a durable economic turnaround for our region, have the BRIC integrate a comprehensive business resource program, that is targeted to assist and incubate startup, early-stage firms, spin-outs, firms in transition, social ventures and the entrepreneurial activities in larger organizations (private or public) with the goal of improving each firm's chance to grow into healthy, sustainable company.
- Business Support & Technical Assistance: Business related programming and instruction such as locating financial resources, marketing and business planning, addressing regulatory requirements,

environmental, legal, insurance, accounting, real estate issues, customized research (weekly "The BRIC Kiosk" news), on-line business portals, and barriers-to- entry.

- Incorporate the Permit Center, Community Development and Planning as a value-added regulatory component.



**Collaborations:** The Center is working closely with potential partners such as :

- Nevada Small Business Development Center (NSBDC)
- Northern Nevada Development Authority (NNDA)
- Western Nevada College (WNC)
- University of Nevada in Reno
- Carson City Area Chamber of Commerce
- Carson City Visitors' Bureau (CCVB)
- SCORE
- Carson City Downtown 20/20
- Carson City Downtown Business Association
- Nevada Business Connections
- Commercial and Residential Broker community
- Builders Association of Western Nevada
- Carson City Manufacturers
- Carson City Arts and Culture Coalition



**Our Goal:** Is to encourage to develop of small, start-up businesses by providing an atmosphere in which they can serve and prosper.

The City signed an agreement with University of Nevada, Reno/Nevada Small Business Development Center (NSBDC) to provide individual confidential assistance services to Carson City's entrepreneurs and businesses. This assistance includes business planning, marketing, research, financial management, and hiring employees, etc. for existing businesses, as well as help with business start-ups. The NSBDC will partner with the Carson City Business Development and research partners, who will schedule appointments and facilitate counseling.

The BRIC uses NSBDC's cornerstone training program, NxLevel, a 13-week entrepreneurial program that addresses planning and long term business success, requiring business owners to think their concepts through thoroughly. Attendees

acquire the tools and knowledge necessary to write a comprehensive business plan.

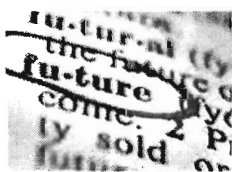
Other specialized training has been requested by small businesses throughout the state, including financial management, marketing, social media and web site assistance (providing business education classes). The BRIC and NSBDC utilize the services of its partners including SCORE, University of Nevada, Reno College of Business student interns (for example marketing, accounting, and journalism), and potentially Western Nevada College interns, as well as partners with other SBA service providers – Nevada Procurement Outreach Program, Nevada MicroEnterprise Initiative, Rural Nevada Development Corporation, etc. that have resources for businesses.

The BRIC will continue to assist the City with economic development projects, including projects associated with the 1/8 cent sales tax increase, the greenhouse project (the Harvest Hub), WNDD's IMCP application, and other local projects, when resources permit.



**T**he BRIC believes that a healthy, growing economy depends on dynamic partnerships among businesses, faculty, students, and community groups. That philosophy is the foundation for its varied initiatives.

Important tools in the economic development and community development toolkits are the measurement of the number of clients served, new job opportunities for area residents, creation of higher wage jobs, master planning goals and objectives, better leveraged intellectual property from educational and research institutes, contributions to the growth and success of emerging technology businesses, and the generation of new tax revenues for Carson City. These factors will be developed to provide the long-term metrics against which to measure the success of the program.



**F**uture initiatives will include:

- supporting the Carson City Downtown 20/20 business gap analysis,
- providing assistance to the north/south/east corridor projects,
- redesign of the business development website pages
- continue to strengthen relationships with the local chambers, WNC and Carson High School
- provide support to the Adams Hub, the business incubator run by the Hop and Mae Adams Foundation in downtown
- research into establishing veteran's focused business-related programs

- continue work to establish a program for utilization of the city's commercial kitchens at the Community Center and at Fuji Park
- dropping the VITA program at the BRIC will go towards freeing up resources for 2014-2015 to complete the above projects

Attachments:

- Memorandum of Understanding between Carson City and the Board of Regents of the Nevada System of Higher Education on behalf of University of Nevada, Reno Nevada Small Business Development Center
- Small Business Administration Counseling Information Form, Form 641, page one
- BRIC Business Education flyer for classes in May, 2014
- The BRIC Kiosk newsletter, November 5, 2013
- BRIC Facility Activities
- Progress report – Sierra Region & Carson City – 7/1/2013-3/31/2014
- Letters of Support
  - Dr. Bob Whitcomb, Business Instructor , Western Nevada College
  - Sharon Rosse, Executive Director, Capital City Arts Initiative
  - David Leonard, Branch Manager, US Small Business Administration
  - Linda Pearl, Author/Illustrator
  - Dorothy Ramsdell, Entrepreneur
  - Lisa Huffman, Library Patron
  - Lisa Schuette, CASI
  - Marilyn "Mert" Lewis, Agent, State Farm
  - Sarah Brown, Co-Founder, Critical Tattoo/Susan Barry, Owner, Barry Chiropractic
  - Donna Julian, Library Patron

## MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding ("MOU") is made by and between the Board of Regents of the Nevada System of Higher Education on behalf of the University of Nevada, Reno, Nevada Small Business Development Center ("NSBDC"), and Carson City ("City").

The purpose of this MOU is to provide a framework for cooperation between NSBDC and the City in establishing a business resource innovation center ("BRIC").

**Term:** This MOU shall become effective on December 1, 2011 and remain in effect for three (3) years, ending on December 31, 2014. This MOU may be extended for up to two (2) additional one-year terms upon mutual written agreement. Either party may terminate this MOU by giving the other party ninety (90) days written notification prior to the proposed termination date.

As such, the parties hereby agree to the following:

### Expectations for Carson City:

- Provide a qualified employee at the Business Resource Innovation Center (BRIC) to facilitate free and confidential individual business management counseling to entrepreneurs and small business owners and managers. This employee ("BRIC manager") will:
  - Work with the NSBDC to coordinate and facilitate business, entrepreneurial, management and technology training for small business.
  - Partner with SCORE to provide business start-up training, when appropriate.
  - Establish referral systems with banks, chambers of commerce, educational institutions, SCORE, SBA, trade groups, NSBDC partners and other groups that work with small businesses.
  - Track on an ongoing basis and provide to the NSBDC State office on at least a monthly basis:
    - clients and type of assistance provided
    - business plans developed
    - business starts
    - capital acquired by clients
    - jobs created and/or retained
  - Provide two success story contacts per year (a university graduate student will assist with a write-up).
  - Understand and participate in the continuing efforts to develop and implement the NSBDC strategic plan.
  - Ensure high quality counseling and training, including making sure there are adequate safeguards protecting client confidentiality and that staff are available and clients are served on a timely basis.
  - Actively determine needs of the small business community and respond appropriately.
  - Utilize other NSBDC students, faculty and other host institution resources to effectively deliver services.
- Provide for sufficient space to maintain client confidentiality during consulting sessions.
- Provide such office equipment and facilities as may be necessary to provide the services described in this MOU.
- Provide resources for professional development of the BRIC manager.

**Expectations for NSBDC:**

- Provide training and mentoring for the BRIC manager to enhance technical assistance skills.
- Provide training support for training classes/workshops.
- Provide the BRIC manager access to NSBDC's extensive statewide network – for example, other business counselors, university students, training staff and GIS and Business Environmental Program services.
- Provide referrals to the BRIC for potential clients in the Carson City area.
- Provide direction on how to capture and report technical assistance
- Provide BRIC with quarterly reports on all counseling and training activities provided by the BRIC manager.

**Entire Agreement:**

This MOU constitutes the entire agreement between the parties pertaining to the subject matter contained in it and supersedes all prior and contemporaneous agreements, and no other representations or understandings of the parties shall be binding unless executed in writing by all parties. No waiver of any of the provisions of this MOU shall be deemed, or shall constitute, a waiver of any other provision, whether or not similar, nor shall any waiver constitute a continuing waiver.

The provisions of this MOU may be amended in writing at any time by either party and will take effect upon the signature of both parties. Any such amendment may not extend the length of this MOU beyond the term stated above (five years, including options to extend). Any amendment will become part of this MOU when executed.

In witness whereof, the parties hereto have caused this MOU to be executed by their respective, duly appointed representatives as noted by their signatures below.

Recommended:

By: 

Sam Males, State Director  
Nevada Small Business Development Center

Date: 2-2-12

For the Board of Regents of the Nevada  
System of Higher Education on behalf of the  
University of Nevada, Reno:

By: 

Thomas L. Judy, Assoc. Vice President  
Business and Finance

Date: 2/3/2012

For Carson City:

By: 

Date: 12/15/2011





# U.S. Small Business Administration Counseling Information Form

OMB Approval No. 3245-0324  
Expiration Date: 09/30/2014

Client Number:  
Location Code:  
Initials of Data Inputter:

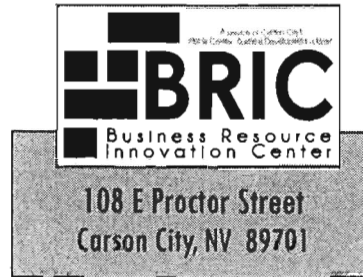
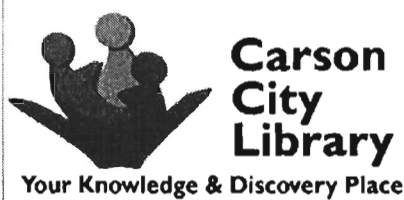
1. Name of the Office Providing the Service \_\_\_\_\_ 1a. Type of Client: ☐ Face to Face ☐ Online ☐ Telephone  
2. City/State of Office Location \_\_\_\_\_

## PART I: Client Request for Counseling

3. Client Name (Name of the person completing the form/representative of the business) (Last, First, MI)		4. Email	
5. Telephone Work: _____ Home: _____ Cell Phone: _____		6. Fax	
7. Street Address/PO Box (give business address if currently in business)		8. City	9. State
		10. Zip	+4
11. I request business counseling service from the Small Business Administration (SBA) or an SBA Resource Partner. I agree to cooperate should I be selected to participate in surveys designed to evaluate SBA services. I permit SBA or its agent the use of my name and address for SBA surveys and information mailings regarding SBA products and services (Yes <input type="checkbox"/> No <input type="checkbox"/> ). I understand that any information disclosed will be held in strict confidence. (SBA will not provide your personal information to commercial entities.) I authorize SBA to furnish relevant information to the assigned management counselor(s). I further understand that the counselor(s) agrees not to: 1) recommend goods or services from sources in which he/she has an interest, and 2) accept fees or commissions developing from this counseling relationship. In consideration of the counselor(s) furnishing management or technical assistance, I waive all claims against SBA personnel, and that of its Resource Partners and host organizations, arising from this assistance. Please note: The estimated burden for completing this form is 18 minutes. You are not required to respond to any collection information unless it displays a currently valid OMB approval number. Comments on the burden should be sent to: U.S. Small Business Administration, 409 3rd Street, SW, Washington, DC 20416, and to: Desk Officer SBA, Office of Management and Budget, New Executive Office Building, Room 10202, Washington, D.C., 20503. OMB Approval (3245-0324). PLEASE DO NOT SEND FORMS TO OMB.			
12. Preferred date & time for appointment Date: _____ Time: _____		13. Client Signature _____ Date: _____	

## PART II: Client Intake (to be completed by all Clients)

14. Race (mark one or more) <input type="checkbox"/> Native American or Alaskan Native <input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Native Hawaiian or Other Pacific Islander <input type="checkbox"/> White/Caucasian		15. Ethnicity <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Not Hispanic or Latino		16. Gender <input type="checkbox"/> Male <input type="checkbox"/> Female		17. Do you consider yourself a person with a disability? <input type="checkbox"/> Yes <input type="checkbox"/> No	
18. Veteran Status <input type="checkbox"/> Non-Veteran <input type="checkbox"/> Veteran <input type="checkbox"/> Service-Disabled Veteran		18a. Military Status <input type="checkbox"/> National Guard <input type="checkbox"/> National Guard - Active Duty <input type="checkbox"/> Reservist <input type="checkbox"/> Reservist - Active Duty <input type="checkbox"/> None					
19. Referred by? (Mark all that apply) <input type="checkbox"/> SBA District Office <input type="checkbox"/> SBDC <input type="checkbox"/> Other Client <input type="checkbox"/> Magazine/Newspaper <input type="checkbox"/> Other (specify) _____ <input type="checkbox"/> Lender <input type="checkbox"/> USFAC <input type="checkbox"/> Educational Institution <input type="checkbox"/> Word of Mouth _____ <input type="checkbox"/> Business Owner <input type="checkbox"/> SCORE <input type="checkbox"/> Local Economic Development Official <input type="checkbox"/> Television/Radio _____ <input type="checkbox"/> SBA Web Site <input type="checkbox"/> WBC <input type="checkbox"/> Chamber of Commerce <input type="checkbox"/> Internet (indicate website) _____							
20a. Are you currently in business? <input type="checkbox"/> Yes <input type="checkbox"/> No (if no, skip to 32)		21. Company Status <input type="checkbox"/> Pre-venture <input type="checkbox"/> Start-up (in business <1 yr) <input type="checkbox"/> In business (in business >1yr)		22. Size of Your Business <input type="checkbox"/> Disadvantaged Small <input type="checkbox"/> Large <input type="checkbox"/> Minority-Owned Small <input type="checkbox"/> Other Small			
20b. If yes, are you currently exporting and/or importing? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, list the top 10 countries you export and/or import to: _____							
23. Name of Business _____							
24. Type of Business (choose primary category) <input type="checkbox"/> Mining <input type="checkbox"/> Manufacturing <input type="checkbox"/> Real Estate & Rental & Leasing <input type="checkbox"/> Professional, Scientific & Technical Services <input type="checkbox"/> Utilities <input type="checkbox"/> Finance & Insurance <input type="checkbox"/> Health Care & Social Assistance <input type="checkbox"/> Management of Companies & Enterprises <input type="checkbox"/> Information <input type="checkbox"/> Wholesale Trade <input type="checkbox"/> Accommodation & Food Services <input type="checkbox"/> Agriculture, Forestry, Fishing & Hunting <input type="checkbox"/> Construction <input type="checkbox"/> Public Administration <input type="checkbox"/> Arts, Entertainment & Recreation <input type="checkbox"/> Administrative & Support <input type="checkbox"/> Retail Trade <input type="checkbox"/> Educational Services <input type="checkbox"/> Transportation & Warehousing <input type="checkbox"/> Waste Management & Remediation Services <input type="checkbox"/> Research & Development <input type="checkbox"/> Other Services (except Public Administration)							
25. Business Ownership - What percentage of your business is male or female owned? %Male _____ %Female _____		26. Date Business Started? (MM/YYYY)		27. Do you conduct business online? <input type="checkbox"/> Yes <input type="checkbox"/> No		28a. Are you a home-based business? <input type="checkbox"/> Yes <input type="checkbox"/> No 28b. Are you 8(a) certified? <input type="checkbox"/> Yes <input type="checkbox"/> No	
29a. Total No. of Employees Full Time _____ Part Time _____		30a. For your most recent full business year, what were your: Gross Revenue/Sales \$ _____ +Profit/- Losses \$ _____		31. What is the legal entity of your business? <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Corporation <input type="checkbox"/> LLC <input type="checkbox"/> Sub S-Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Non-profit <input type="checkbox"/> Other (specify) _____			
29b. Of total employees, how many are engaged in the exporting aspect of your business? Full Time _____ Part Time _____		30b. Amount of your Gross Revenue/Sales related to exporting \$ _____					
32. What is the nature of counseling you are seeking? (Choose primary category) <input type="checkbox"/> Start-up Assistance (How do I start a small business?) <input type="checkbox"/> Human Resources/Managing Employees <input type="checkbox"/> Marketing/Sales (promotion, market research, pricing, etc.) <input type="checkbox"/> Technology/Computers <input type="checkbox"/> Business Plan <input type="checkbox"/> Customer Relations <input type="checkbox"/> Government Contracting (including certification) <input type="checkbox"/> eCommerce (using the Internet to do business) <input type="checkbox"/> Financing/Capital (such as applying for a loan, building equity capital) <input type="checkbox"/> Business Accounting/Budget <input type="checkbox"/> Franchising <input type="checkbox"/> Legal Issues (such as, Should I incorporate?) <input type="checkbox"/> Managing a Business <input type="checkbox"/> Tax Planning <input type="checkbox"/> Buy/Sell Business <input type="checkbox"/> International Trade							
Describe specific assistance requested in the space provided _____							



**BUSINESS  
EDUCATION  
AT THE  
BRIC**

## **Hwy 101—"The RoadMap to Business Success"**

### **All classes are Free!**

**Starting a Business 101— Thursday, May 8th, Noon-1:30 PM**—Are you an entrepreneur? See what it takes to start a business or to grow an existing one.

**Marketing 101—Tuesday, May 13th, Noon-1:30 PM**—Strategies, the 4 P's, Competition, Target Markets and Your Brand.

**Finance 101— Tuesday, May 20th Noon-1:30 PM**—Numbers in your business confusing? This class is about understanding financial statements and projecting cash flows.

**Social Media 101— Wednesday, May 21st, Noon-1:30 PM**—Have you been baffled by social media? Are you curious about how it all works? Are you interested in how you can apply it to your business? You can learn the basics here!

**Facebook for Business— Tuesday, May 27th, Noon-1:30 PM**—Join us to learn the marketing fundamentals of how to use Facebook for business and how to get started on a business page.

**LinkedIn for Business—Wednesday, May 28th, Noon-1:30 PM**—Learn how to increase you online presence with your job search.

**How to Create a Website Using Free Online Tools—Thursday, May 29th, Noon-1:30 PM**—58% of small businesses do NOT have a website. Learn the basics to create a simple website. Have a Gmail account set up before you come to class.

**CALL (775) 283-7123 or send an email to [carsonbric@gmail.com](mailto:carsonbric@gmail.com) to register!**

**Space is limited!**

*The Business Resource Innovation Center (BRIC) is affiliated with "Your Knowledge and Discovery Place", the Carson City Library. The BRIC is open Monday through Friday from 8:00 AM to 5:00 PM and is located at 108 E. Proctor Street.*

## **The BRIC Kiosk newsletter - Twitter for Business on Lynda.com**

Carson City Business Resource Innovation Center - BRIC [carsonbric@gmail.com]

**Sent:** Tuesday, November 05, 2013 3:15 PM

**To:** Michael Salogga



**The BRIC  
KIOSK**  
inspiring your success



**November 5, 2013**

Dear Michael,

Here we are in the first week of November and how are you doing with all the holiday shopping messages so far? While it has become as much as a social phenomenon as a time to pick up bargains, Black Friday may be going the way of the dodo bird (you heard it here first). Most retailers are displaying holiday items right after Halloween (some before 11/1) and online and offline promotional activity is already in full swing. And don't forget Small Business Saturday, November 30th! (Yes, we will join in the holiday fray.) It's a great opportunity to support your local businesses. Please remember that a significantly larger amount of your retail dollar stays in the community when you buy local.

We also are starting a waiting list for another NxLevel class in 2014. There are a couple of unknowns at this point: start date: spring or summer, cost: \$395 or lower) and when we have a better idea of how many folks are interested, we will start to firm up our plans. To get on the list, call 775-283-7123 or [send us an email](#).

### **BRIC Lynda.com Video Tutorial of the Month**

In all of our social media classes, we get questions or comments like: What's up with Twitter? or What do I do with Twitter? or I just don't get Twitter or When am I supposed to find time for Twitter after Facebook, LinkedIn and all the rest of the social media platforms? Well, since we do not teach a class on Twitter at the BRIC, we thought we'd tell you about the next best thing: [Twitter for Business on Lynda.com](#). Here you will learn how to leverage the power of tweeting for business promotion and customer engagement.



This course reviews the basics of tweeting for business and shares smart ways to set up an account that reflects your brand. It explains how to tweet strategically in order to engage customers and attract followers. The author also offers suggestions for creating a richer Twitter experience, managing your feed and activity using third-party apps and utilities, and integrating Twitter with other marketing endeavors.

Topics include:

- Understanding the role of social media marketing vs. traditional marketing
- Specifying business goals for Twitter
- Choosing a strong username and creating a strong profile
- Creating a Twitter landing page
- Following the people who matter most
- Using mentions, replies, and conversations
- Finding potential clients
- Providing support to customers and prospects
- Using hashtags for events and promotions
- Sharing photos and video with Flickr and YouTube
- Automating and archiving tweets
- Integrating Twitter with your blog, Facebook, and LinkedIn

If you want to avoid the subscription cost of Lynda.com (\$250/yr or \$25/month), remember that you can watch this tutorial on our iMac at the BRIC for free. To reserve time to begin watching this 4 hour 45 minute tutorial (and yes, you can break it up to watch it in manageable chunks), just give us a call at 775-283-7123. You can also [send us an email](#) if that works better for you.

### **Upcoming events at the BRIC - all classes are FREE!**

- **Starting a Business 101**
  - Tuesday, January 14th, Noon-1:30 PM
- **Marketing 101**
  - Thursday, January 16th, Noon-1:30 PM
- **Finance 101**
  - Tuesday, January 21st, Noon-1:30 PM
- **Social Media 101**
  - Thursday, January 23rd, Noon-1:30 PM
- **Facebook for Business**
  - Tuesday, January 28th, Noon-1:30 PM
- **LinkedIn for Business**
  - Wednesday, January 29th, Noon-1:30 PM

- **How to Create a Website (Google Sites)**
  - Thursday, January 30th, Noon-1:30 PM
- [Click here](#) to register for all the BRIC classes as well as classes at the main branch of the Library.

## Events sponsored by other organizations

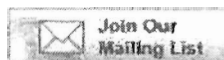
- **Carson City Chamber**
  - **Chamber Soup's On! Luncheon & uLegislate** - Thursday, November 14, 9:30am - 1:30pm, @ Legislative Building, Room 1214, 401 S. Carson St., Carson City, \$20 in advance, [Click here for more information](#).
  - **Holiday Open House (with the CCCVB)** - Friday, December 6th, 4:00-6:00 PM, 1900 S. Carson Street, RSVP 775-882-1565
- **Carson Valley Chamber**
  - **Chamber/Business Council of Douglas County/NNDA Joint Breakfast Meeting** - Wednesday, November 13th, 7:00-8:30 AM, Carson Valley INN, Minden, \$25 per person, [Click here to register](#).
  - **Chamber Coffee** - Thursday, November 14th, 7:30-8:30 AM, Minden Tahoe Airport, \$5, [Click here to register](#).
- **Tahoe Chamber**
  - **Winter Wine Walk BAHM!** - Thursday, December 12th, 5:30-8:30 PM, Marriott Grand Residence Club, \$10 for members \$20 for non members. [Click here to register](#).
- **Business Start-Up Orientation, by SCORE**
  - Thursday, November 7th, 6:30-9:00 PM, Northern Nevada Development Authority (NNDA) office - 704 W Nye Lane, Suite 201, Carson City - [Click here to register](#)
- **Northern Nevada Development Authority**
  - **Joint Breakfast NNDA/BCDC/CV Chamber** - Wednesday, November 13th, 7:00-8:30 AM, Carson Valley Inn, \$25 [Click here to register](#).
- **Nevada Business Connections**
  - **Networking Breakfast** - Speaker: Marc Johnson, President of UNR, Thursday, November 21st, 7:30-9:00 AM @ Gold Dust West, Carson City, \$20 Per Member, \$30 Per Guest, [Click here for more information](#)
- **Carson Area Marketing & Public Relations Network (CAMPN)**
  - Holiday Get-together, TOMORROW, Wednesday, November 6th, 5:30-7:00 PM @ Adele's, 1112 N Carson St, Carson City, \$20 per person. [RSVP by Friday November 1.](#)

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## Quick Links

[Our Website](#)

Like us on Facebook 



Follow us on  **twitter**

[BRIC on "It's Your City" - Episode #73](#)

## BRIC Facility Activities

### 1. Training programs - education activity

- Starting a Business 101
- Marketing 101
- Finance 101
- Social Media 101
- Facebook for Business
- LinkedIn for Business
- How to Create a Website
- NxLevel Peer Group
- Lynda.com
- Reference USA
- Business Decision
- Twitter

### 2. Circulation of BRIC library collection

### 3. Public internet sessions

### 4. Volunteer Income Tax Assistance (VITA)

### 5. Business counseling sessions

### 6. Community meetings on regular schedules:

- Downtown Business Association
- CC Advisory Board on Wildlife
- Home Instead Senior Care
- CAMPN
- Foundation Center Training
- AYSO
- NRAA
- CC Historical Society Garden Tour Committee
- Legends of the West
- ESL classes
- CC Planning
- Western NV Legislative Coalition
- CCAI
- NV Libraries Legislative Day
- Apex Security

- Library Management meeting
- NV Legal Services
- Carson City Green Awards
- NV Performance Academy
- CC Historical Society
- DBA Board meeting
- CCACC
- Carson City Recording Secretary

#### 7. Other networking meetings

- WISE Rally – speaker “Social Media and Networking”
- Carson Valley Chamber Business Showcase
- Ron Radil – WNDD interview committee
- NDOT
- Webinar on NVSOS web portal – [nvsilverflume.gov](http://nvsilverflume.gov)
- SCATS – class on Introduction to OSHA
- Jewels Benefits – class on the Affordable Care Act



## Office of Business Development

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2101 – Hearing Impaired: 711  
[www.carson.org/obd](http://www.carson.org/obd)



### Progress Report – Sierra Region & Carson City 07/01/13 to 03/31/2014

Carson City and Douglas County currently provide funding for an NevadaSBDC business counselor, Michael Salogga, to serve Carson City, Douglas County and the surrounding region during the past fiscal year. In the previous fiscal year, the Carson City Library's funding occurred through the BTOP Broadband grant through federal stimulus monies. That funding expired on June 30, 2013. Carson City has continued funding this function through Redevelopment funds on a go-forward basis. Douglas County has agreed to provide \$5,000 of annual funding through an agreement with the Carson Valley Chamber and the Business Council of Douglas County.

#### **NevadaSBDC counseling assistance provided to startup or existing businesses or clients in the region for the period 07/01/13 – 03/31/14:**

Number of clients (receiving free and confidential in-depth assistance):

	<b>53 in the region</b>	<b>(29 – Carson City)</b>
Client sessions:	<b>60 in the region</b>	<b>(33 – Carson City)</b>
Hours (including contact, prep, and travel time):	<b>70.25 hours total</b>	
Jobs created:	<b>20 in the region</b>	<b>( – Carson City)</b>
Jobs retained:	<b>18 in the region</b>	
Capital Formation (self, debt & equity financing):	<b>\$72K+ in the region</b>	<b>(\$TBD in Carson City)</b>
- still getting information on this item		
Businesses created:	<b>2 in the region</b>	<b>(1 - Carson City)</b>
Existing businesses served:	<b>26 in the region</b>	<b>(13 – Carson City)</b>



*Other Activities benefiting the region, its businesses and/or residents:*

- Michael has been the full-time business counselor meeting the needs of clients in Carson City and adjacent areas in the region including Douglas, Washoe, Lyon and Storey counties. He meets clients primarily at the Business Resource Innovation Center (BRIC).
- Year to date, there are 58 new clients that are based in the region. Industry sectors represented include manufacturing, distribution, professional services, retail, health care, construction, real estate and electronics.
- Michael is a member of the board of directors of the Western Nevada Development District (WNDD). He is also a member of the loan committee for WNDD's new revolving loan fund. He is a member of NNDA's Banking and Finance Committee. He continues to participate in the establishment of the Green Business Improvement Group, has established relationships with the Carson City, Carson Valley and Tahoe Chambers and is the alternate board member for Nevadaworks. Michael is also a member of the current Carson City Chamber Leadership class.
- In working with patrons and clients, the staff utilizes the resources of the Carson City Library to assist startup and existing businesses with access to research databases (Business Decision, ReferenceUSA, The Foundation Center and the Gale Virtual Reference Library), business books available for checkout, education classes and online education.
- In June-August, 2013 we conducted a NxLevel class on entrepreneurship as a certified instructor in June-August, 2013. Students came from Carson City, Reno, Lyon and Douglas. NxLevel is a 13-week program is designed for entrepreneurs that want to start a new business or expand an existing business and need the skills to make it grow. Topics include entrepreneurship, legal structures, understanding financial controls and statements, marketing strategies and analysis, negotiation, financing, budgeting, planning, and research. Participants develop a comprehensive business plan during the non-credit course to act as the road map for business success. Participants share ideas, best and worst practices, and become advisors to each other. The NxLevel classes usually graduate half of the initial enrollees. This class graduated 83%. This class was partially funded by the Western Nevada Development District (WNDD).
- A peer group of NxLevel graduates continues to meet that is designed to act as a think tank/board of directors/mastermind group for small business owners. This group is open to graduates of previous Douglas County NxLevel programs as well as to select business owners in the region. These roundtable discussions have kept the trust and camaraderie that was started in the NxLevel classes.
- Co-counseling is actively sought with local members of the Service Corps of Retired Executives (SCORE). Michael will be participating in the Carson Valley Business Showcase in April 2014 representing the NevadaSBDC in collaboration with SCORE, the SBA and NNDA.
- Michael attended the Association of Small Business Development Center's (ASBDC) annual professional development conference in Orlando, including a workshop on the Affordable Care Act, Google Apps and the latest banking criteria on business loans. He also participated in the two-day Rural Nevada Economic Summit.
- Michael participated as a judge for the SBA Small Business Awards, NCET Governor's Cup business plan competition (April), Carson High School senior projects (May) and the

Legends of the West (June), the Douglas County Spotlight Awards (March). Michael was a kickoff speaker for the Social Media Symposium sponsored by the Carson City Visitor's Bureau. He will also be speaking next month at the Women in Service and Education (WISE) annual conference talking about bootstrapping your business. He also has attended community meetings regarding the 1/8 cent sales tax projects and promotions committee meetings with Carson 20/20.

- Michael collaborated with Hop and Mae Adams Foundation staff in the start-up of the Adams Hub – a business incubator in downtown Carson City.
- Michael was also recently invited to participate with Entrepreneurship Nevada in order to give Carson City a presence for this regional effort focusing on promoting business startups and business growth.

#### ***Training at the BRIC:***

- As part of the *Hwy 101 The Roadmap to Business Success* series that are available free to residents in the region, Michael taught 30 classes with 239 attendees. The classes currently offered are: Starting a Business 101, Marketing 101, Finance 101, Social Media 101, Facebook for Business, LinkedIn for Business/Job Search and How to Create a Website. The BRIC also offers free access to Lynda.com's 40,000+ online video tutorials on topics such as business software, video production, photography, website design, app development and more.
- The BRIC also hosted classes taught by outside experts: ReferenceUSA, The Affordable Care Act and the NVSOS class on the Digital Operating Agreement.
- One-on-one computer tutoring is offered for patrons that are beginners to the computing world. The basics cover the components of a computer, surfing the internet and setting up an email address.

#### ***Special Projects at the BRIC:***

- The Volunteer Income Tax Assistance (VITA) program was conducted for the tax season earlier this year with over \$120,000 in refunds to members of the overall region to date. Some of our key volunteers included the city assessor, a sales person from the Nevada Appeal and a local, bi-lingual paralegal. For the second year, we also had students from Carson High School trained and certified to prepare taxes. They were the only high school students in Northern Nevada that were trained and certified as tax preparers in the VITA program.
- Michael is the chair of the loan committee for the new revolving loan fund for WNDD. This fund will be another potential source of financing for the business community of the WNDD territory.
- Staff also produce a weekly newsletter, "The BRIC Kiosk", with nearly 600 contacts and maintains the BRIC Facebook page as well as its Twitter account.

#### ***Success Stories:***

- **APEX SCF** is located in Carson City and their primary mission is to provide proactive and prudent training combined with recommendations targeted toward helping individuals, businesses, healthcare, governmental, academic, and personal entities through personal protection and training. They are committed to providing high-quality,

expedient service to preserve life, maintain human rights, protect property, promote the educational objectives of reduce fear, and provide a safe working environment. They strive for a safe and healthy environment through training; our teamwork effort is the move of the future. They recently were nationally recognized for their work with the Storey County School District. With their efforts in social media and the nature of gun-related incidents occurring throughout the country, APEX SCF will have a bright future.

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The BRIC is a one-stop shop for business activity. With collaboration between city departments (Planning, Building, Permit Center, Business License, the Office of Business Development and the Carson City Library), the BRIC strives to encourage new growth and development of businesses in Carson City and the surrounding region.

The business branch of the Carson City Library at the Business Resource Innovation Center (BRIC) is affiliated with “Your Knowledge and Discovery Place”, the Carson City Library. The BRIC is open Monday through Friday from 8:00 AM to 5:00 PM and is located at 108 E. Proctor Street, Carson City. The BRIC is also a sub-center of the NSBDC providing services to Carson City, Douglas County and other nearby counties in the region.

The Nevada Small Business Development Center (NSBDC), established in 1985, is the state’s largest integrated business outreach program and the primary vehicle for the College of Business, University of Nevada, Reno, in delivering a wide variety of technical assistance to Nevada’s businesses and governmental communities. The NSBDC is an economic and community development collaborative that leverages its resources through programmatic and financial partnerships to support applying real world solutions to the real world of business. Services are delivered through an 11-office statewide network.



March 26, 2014

Carson City Redevelopment Advisory Citizens Committee (RACC)  
Carson City Board of Supervisors

Good Day Colleagues:

I write today to express my support for expanded funding for the Business Resource Innovation Center (BRIC).

As one of the few organizations addressing small business development at the grassroots level, the BRIC has provided the resources current and potential small business owners need to start and grow their businesses in Carson City.

Michael Salogga is a top notch educator and solid community resource. It is wonderful to have a business professional available to help people starting new businesses navigate the "administrivia" of business. His knowledge of business practices and ability to instill enthusiasm in people just starting their business is a rare gift.

I have attended several of the BRIC's workshops and have found the content to be relevant and action oriented. This is exactly what new entrepreneurs need.

As WNC's Carson City fulltime business faculty member, I am often contacted by people seeking guidance in starting or growing their business. I always direct them to the BRIC. The idea of a one-stop-shop is valuable for people just trying to get their business up and running. The availability of training and consulting resources in the same location is ideal.

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Visit us on the World Wide Web at [www.wncc.edu](http://www.wncc.edu)

2201 West College Parkway • Carson City, Nevada • 89703-7399 • 775-445-4253 • FAX 775-887-4124  
1680 Bently Parkway South • Minden, Nevada • 89423 • 775-782-2413 • FAX 775-782-2415  
160 Campus Way • Fallon, Nevada • 89406 • 775-423-7585 • FAX 775-423-8029

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WNCC - An Institution of the University & Community College System of Nevada

Michael has worked with several of my classes to help them understand the BRIC resources available to small business. I have begun to require students to use the *Business Decisions* and Reference USA software in my classes. The results are good and students are developing quality business plans.

This summer, the BRIC will be offering its **NxLevel for Micro-Entrepreneurs** class. I have already begun recruiting people for this class. And, I am working with the College to permit students to take the BRIC class for academic credit towards their business degree at WNC. A Win-Win for everyone!

Please consider increasing the funding for this very important initiative. The only way Carson City can achieve economic sustainability is by investing in improving the knowledge, skills and abilities of those committed to locating business here.

Sincerely,

A handwritten signature in dark ink, appearing to read "Dr. R. Whitcomb", written in a cursive style.

Dr. Robert Whitcomb  
Business Instructor



## CAPITAL CITY ARTS INITIATIVE

March 25, 2014

PO Box 1333  
Carson City NV 89702  
[www.arts-initiative.org](http://www.arts-initiative.org)  
775.267.3295

Redevelopment Authority Citizens Committee  
108 E Proctor St  
Carson City NV 89701

Dear Committee Members,

The Capital City Arts Initiative [CCAI], a small arts nonprofit based here in Carson City, has two part time staff members and a working board who produce the organization's extensive program list. CCAI has benefited tremendously from its relationship with the BRIC and Michael Salogga.

CCAI staff has received excellent training from Michael through the classes that he teaches at the BRIC. A year ago, CCAI was barely active in social media and on the verge of being left out of contemporary marketing. After taking Michael's Facebook 101 class, CCAI is now active daily in social media and much more highly visible city-wide and throughout northern Nevada.

Both CCAI staff members have taken Michael's Business 101 classes and the organization has benefitted tremendously from all the information. He not only taught the subject but inspired confidence in us that we could learn and implement the material.

Through the BRIC's excellent resources of classes and rooms for meetings, the City services have become much more accessible to residents. The BRIC and its services are superb public assets and should be valued as such.

Michael presents material in a concise and accessible format that we truly appreciate. His personal style is open and warm. He is an excellent teacher and an outstanding asset to the BRIC and the City. The BRIC programs that he has initiated have helped maximize the facility as a primary City resource and helped CCAI grow as an organization.

We appreciate the opportunity to share our thoughts with the Committee. Please let me know if you have any questions.

Sincerely,

Sharon Rosse  
Executive Director

cc: Glenn Clemmer, President, CCAI Board of Directors  
Michael Salogga, Director of Business Development



**U. S. SMALL BUSINESS ADMINISTRATION**

Nevada District Office – Reno Branch Office

300 Booth Street, Suite 3065

Reno, NV 89509

775-827-4923 • 775-827-2326 (FAX).

RACC

BOS/Carson City

108 E. Proctor Street

Carson City, NV 89701

RE: BRIC support to Small Business

Dear Committee & Board members:

The BRIC has created a valuable resource to your region and a model for other communities for small business outreach and services. Michael Salogga is the counseling resource for startup and existing small businesses in Carson City, Douglas County and Lyon County as a partner with the Nevada Small Business Development Center. The support provided by the center and Michael in particular provides needed services for potential and current small business owners.

Sincerely,

David A. Leonard

Branch Manager

[David.Leonard@sba.gov](mailto:David.Leonard@sba.gov)

(775) 827-4923

March 27, 2014

To Whom It May Concern:

The Carson City Business Resource Innovation Center is certainly a wonderful business resource for the community. I have taken several classes at the BRIC, including how to start a business, marketing, social media, setting up a website, and have used Lynda.com on their training computer to learn new software. This training has been invaluable to me as a business owner just starting up. Also, Michael Salogga as director is a tremendous resource for business information and questions.

The BRIC is a great place to meet other business professionals, and their newsletter keeps me informed of upcoming events and activities.

Sincerely,

A handwritten signature in cursive script that reads "Linda S. Pearl".

Linda S. Pearl  
Author/Illustrator



## **BRIC support**

Dorothy Ramsdell [dorothysr@aol.com]

**Sent:** Wednesday, March 26, 2014 1:49 AM

**To:** Michael Salogga

Dear Michael,

This letter is to thank you for the business support your office has given to our community. It's often had to gauge the effects of training, but the time you spent with me on my project has blossomed in ways I had not foreseen. Thank you. Dorothy Ramsdell

Sent from my iPhone

**BRIC**

Lisa Huffman [lkhuffman@hotmail.com]

**Sent:** Tuesday, March 25, 2014 5:06 PM

**To:** Michael Salogga

Please share my letter of advocacy for the BRIC in Carson City - much needed and varied services not only for business, but individuals who wish to learn more about computers, working on computers, business, etc. etc.

Thank you for the classes I've taken and your expert services!

Sincerely,

Lisa K. Huffman



March 31, 2014

Dear Committed Carson City Members,

I understand that BRIC is being asked to report on the “value to the community” that the Business Resource & Innovation Center provides. I would like to address this issue.

My name is Lisa Schuette, and I am the founder of Carson Animal Services Initiative. CASI is a recognized 501 (c)3 since September, 2012. I met Michael Salogga when I started coming to BRIC in the early summer of 2012 to learn how to start a non-profit organization, and to get assistance with the reams of paperwork. From the very beginning, Michael and his staff were nothing but helpful. Michael directed me to information about the necessary paperwork, expectations regarding budgets, etc.

As mentioned, we were successful in gaining non-profit status, and that is when BRIC really became helpful. I, along with several CASI volunteers, have attended and continue to attend the free business, marketing and social media classes offered through BRIC. These classes have been invaluable. In addition to making available learning opportunities, BRIC is also the location of our bi-weekly CASI meetings, which are held on the 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of each month from 6-7:30.

CASI is a 100% volunteer organization that is working hard to raise money to help the city of Carson City build a new animal shelter. Let me be clear, the services and classes provided by BRIC are allowing us to *give money back to Carson City*. CASI is just one organization that works closely with BRIC, but it is these kinds of relationships, and the support that BRIC gives to people starting their businesses that are priceless. The Business Resource & Innovation Center is obviously a HUGE value to our community, and pays for itself ten-fold.

With gratitude and appreciation to Michael and the staff at BRIC,

Lisa Schuette

A handwritten signature in black ink, appearing to read 'Lisa Schuette', written in a cursive style.

Carson Animal Services Initiative  
[www.friendsofcasi.org](http://www.friendsofcasi.org)

From: Marilyn Lewis [mailto:mlewis.003a@statefarm.com]

**Sent:** Thursday, April 03, 2014 4:33 PM

**To:** Michael Salogga

**Subject:** BRIC Accomplishments

As a local business person, I think the BRIC is a very valuable resource. My team and I have taken numerous classes on Social Media and Business topics. They are always very informative and have helped us grow our business in a tough economy.

I have learned so much from the business people in the monthly Peer Group meeting that I attend with the people who have graduated from the Getting Ahead Program. The BRIC has given us a place to hold and to attend seminars for the education of ourselves, our customers and our future customers.

Brainstorming with Michael has helped me advance my business to a higher level than we've been in a long time and I value the people and the resources more than you can know.

Thank You, and have a great day,

*Marilyn "Mert" Lewis*

**Agent**

**Marilyn "Mert" Lewis ChFC, CLU, CASL**

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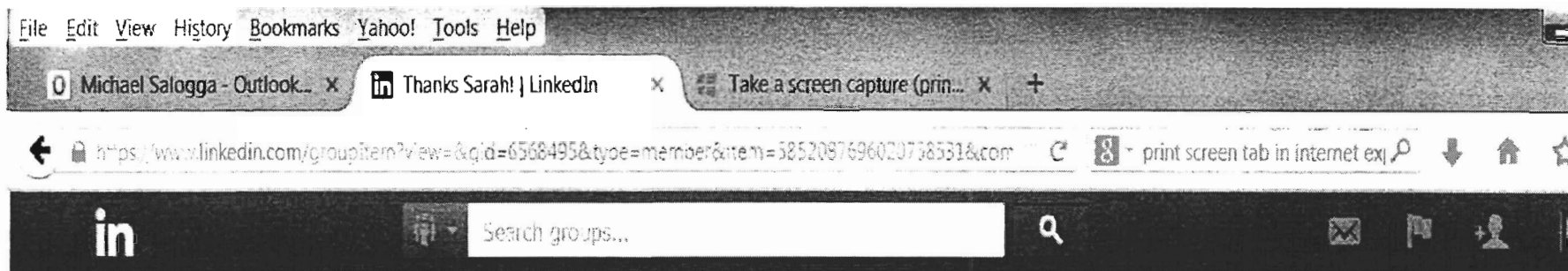
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Sarah Brown

Building influence

Sarah

Thank you, Micheal. First, I know I could use a Linked In tutorial (perhaps a potential future topic for us all!). I can't thank you and the group enough. I have been singing the praises of my "mastermind" group to anyone who will listen. I'm sure it's been said a million times in a million different ways but for me, the benefit of multiple minds coupled with so many years of diverse experience is just priceless and I credit a good chunk of my success to the other peoples hard earned lessons that I was able to learn from. Coming home after being the recipient of all that gold was emotional in a really good way Thank you hardly scratches the surface..... To all of our success & happiness!

Like (1) Reply privately Delete 14 days ago

Mercedez Cueva likes this



Susan

Susan Barry, DC

Owner at Barry Chiropractic, President of Heart to Heart School, Reiki Master Teacher

I too could use more information on Linked In. I have gotten pretty good at Facebook, but this one still mostly eludes me. I agree with both Michael and Sarah. First thank-you to Sarah for being "in the hot seat". It is always helpful to get input from many different perspectives. I have also been calling the group a "mastermind" group which is a concept I am familiar with and have used several times before. Groups come and go, but I hope I can continue with this one for a long time.

Like Reply privately Delete 9 days ago



## Connect with co-workers

Learn more about who they are.

Add your position

### Latest Activity



EFO network

Suggested discussion

94% Probability that Accountants and

April 4, 2014

To Whom It May Concern:

This letter is to provide support and appreciation for the role the BRIC center has played in the community of Carson City. Formerly I was a successful, full-time Realtor but in 2007 I was injured by a drunk driver and I was not released for work till 2008.

During that time the Real Estate market collapsed and I had lost communication with most of my clients and contacts. I basically kept my license hanging different places so I wouldn't lose it but I was not actively using it because I realized how bad the real estate market had become.

In 2008 I enrolled part-time at TMCC in Reno and after exploring a few classes decided to take classes in the paralegal program while also caring for an invalid mother-in-law and assisting one of my daughters who is a single mom with babysitting.

I graduated the program last year with honors, a high GPA, scholastic references and an internship in the legal field. Then I started an earnest job search. I have been actively using the BRIC center as a resource for editing and printing resumes, reference letters and other pertinent documents for seeking employment and I also have been using the computers and other resources to research companies and career information. While I know this can also be done through the Job Connect office, BRIC's computers have more capacities and the criteria are not extremely restrictive in what you can do. You are allowed to check your emails and perform other tasks on the computers that Job Connect does not allow. BRIC has also hosted excellent workshops on Social Media for Business, Google websites and other useful information.

In spite of my efforts, I have not been offered a full-time position so recently I have been interviewing for part-time work. Apparently, this is the new America, primarily part-time jobs are being created in this economy and the longer you are unemployed the lower of your odds of being offered a full-time position.

So recently, I came to the realization that since I will probably be working part-time only, I need to also be self-employed again to have enough income to survive. I am now rebuilding my real estate business from the ground up. While I have a laptop with internet capacity and limited programs, I have no working printer, and I cannot afford most of the programs that are needed to market and research properties. Once again, I am finding the BRIC center to be a very valuable resource. Of course my goal is to eventually make enough money to have a highly functional home office to work virtually from but in the meantime the BRIC center is invaluable to me.

I also feel the staff is extremely helpful and knowledgeable. There is a positive atmosphere there that gives you a can-do attitude when you are having self-doubts about your ability to succeed.

I have also observed other people at the center and the workshops that use the resources for their business needs. I hope that this center continues to serve the people of the community and to expand its services.

Sincerely,

A handwritten signature in cursive script that reads "Donna Julian". The signature is written in dark ink and is positioned above the printed name.

Donna Julian