

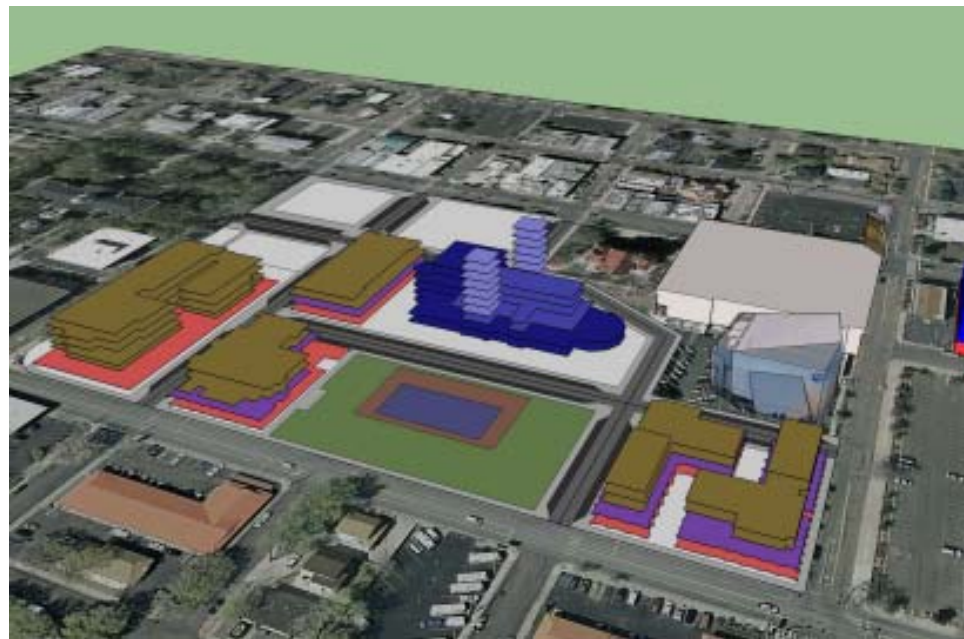


In the center of Nevada's Capital City opportunity is afoot.



Today's reality)
 Google Earth view of the existing acres of nothing but surface parking lots, mainly empty, upon which the Carson Nugget has allocated land for the new development, through the Hop and Mae Adams Trust.

↑ this...becomes this ↓



Opportunity afoot)
 A Knowledge and Discovery Library and Business Incubator (purple building) creating new jobs for a new economy. Also possible, a plaza surrounded by stores, eateries, in-town lofts and a public transit hub. Taking residents into a downtown campus-like heart where we work, gather, live, learn and play is an additional goal.


www.nevadasworkingcapital.com

Nugget Economic Development Project

Market, Economic Impact and Financial Analysis

December 2009




Who are Meridian Business Advisors?
 Meridian Business Advisors (MBA) is a long-established nationally and globally recognized firm based in Reno, Nevada. MBA specializes in Economic Impact Analysis and Fiscal Impact Analysis.

MBA's professionals are bound by Codes of Ethics and Professional Standards such as those of the Institute of Business Appraisers (IBA), the National Association of Certified Valuation Analysts (NACVA), and the American Institute of Certified Public Accountants (AICPA). www.mbareno.com

Brochure produced in partnership with Carson City Office of Business Development. For more information visit www.downtownanswers.com.



Introduction

Through the introduction of new business types and industry sectors that are not currently in the region, it is expected the Nugget economic development project will create high-paying jobs and grow our local economy. Recent circumstances relative to the Carson City Nugget's prime downtown land holdings, which have been allocated to Carson City through the Hop and Mae Adams Trust, will help accomplish the City's economic development goals.

Together, Getting Carson City Back to Work

A unique set of partners working toward accomplishing these goals are working hard to find ways that can offer high tech, turn-key resources to help new businesses succeed. With that, higher-paying jobs will be added to Carson City's employment base to help diversify our local economy and also help secure a long-term, healthier future for the entire community.

Nevada's Economy has Changed Forever

A third party economic impact analysis commissioned by the Carson City Nugget describes what the State's economists have been saying for months: banking on tourism and gaming won't make ends meet – not today, tomorrow, or into the foreseeable future.

Carson City's Economy is at an All Time Low

Carson City's economy is heavily reliant on government jobs, making up 42% of the payroll earned in our community. While government jobs are, perhaps, more recession resilient than others in this recession furloughs and work force reductions continue to impact our economy.

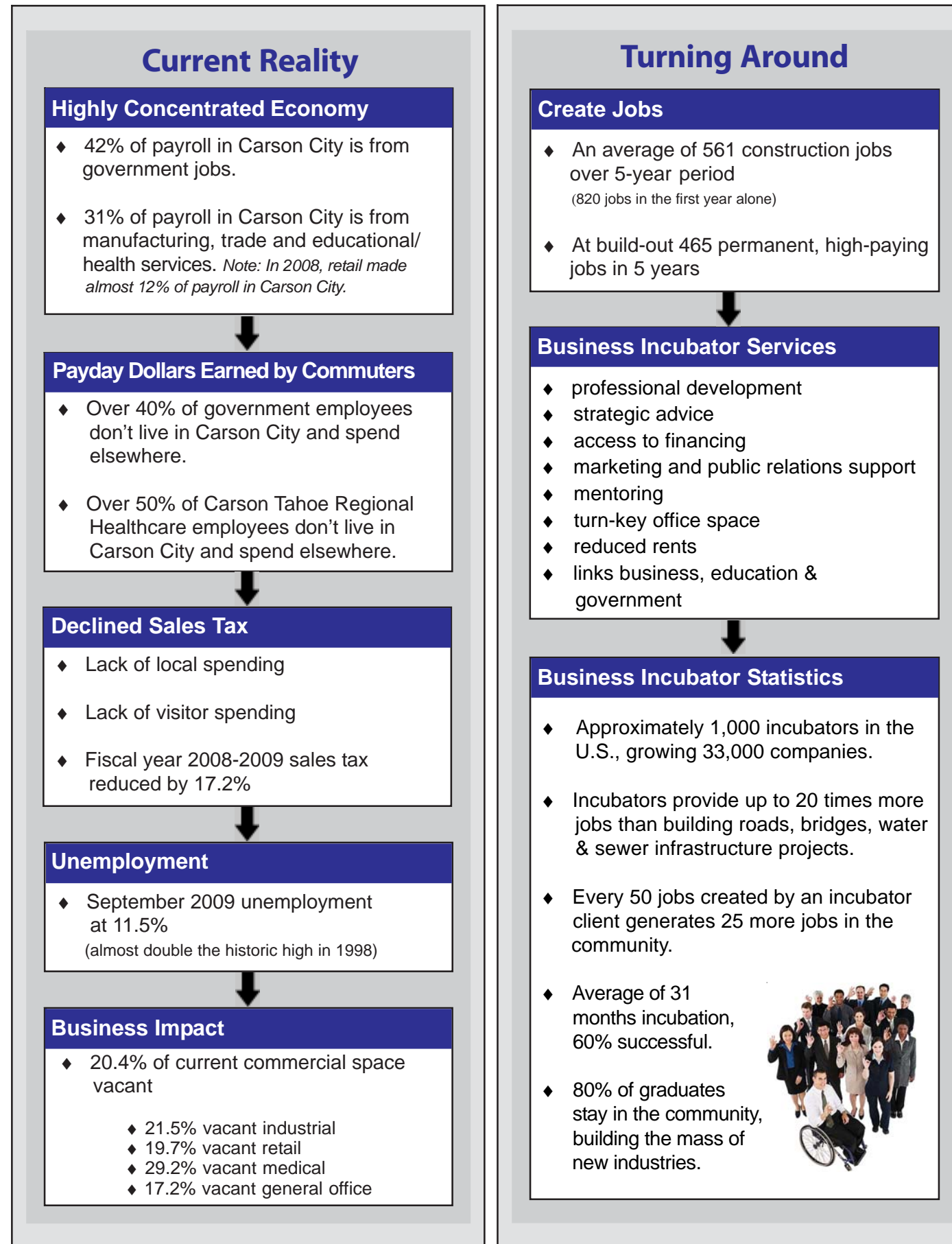
To compound the problem, the spending power of the community's best paying jobs is diminished because our highest paid professional and government workers don't live in Carson City.

All together, the impacts (over the last 3 years especially) have led to downsizing, closing businesses, higher unemployment, and building vacancies.

Back to Basics: Growing Our Own in a Business Incubator

A 15,000 sf business incubator space will be designed to seamlessly integrate with the Knowledge and Discovery Library. Within the main library's spaces that provide meeting rooms, technology and teaching/training areas, a suite of offices will become an incubator home and 'grow' start-up businesses. With programs designed to accelerate business growth, an array of business support services and resources are orchestrated by incubator management and delivered to the clients they serve. Unlike many business assistance programs, to enter the incubation program potential clients must apply for admission. Acceptance criteria varies from program to program, but in general only those with feasible ideas with potential to scale will be admitted.

A Snapshot



Preliminary Finance Plan

Every \$1 of public investment brings just over \$1 of private investment:

Private Pieces:

◆ Class A Office Buildings	= \$16m
◆ High End Retail Space	= \$10m
◆ Evening Entertainment Venue	= \$4m
◆ Residential Lofts	= \$14.4m
◆ Public Infrastructure	= \$2m
Total	= \$46.4m

Public Pieces:

◆ Knowledge & Discovery Library	= \$17.5m
◆ Business & Technology Incubator	= \$3m
◆ Digital Media Lab	= \$2m
◆ Public Plaza	= \$4.4m
◆ Parking System	= \$10m
◆ Transit Hub	= \$2m
◆ Public Infrastructure	= \$2m
Total	= \$40.9m

Carson City Invests with:

◆ 1/8th cent sales tax increase for 30 years	= \$12.4m
◆ higher property values inside the project area over 30 years generates tax revenue	= \$13.5m
◆ community development block grants over 5 years	= \$2.1m
◆ Carson City transit hub ear-marked funds	= \$2m
◆ Carson City capital funds	= \$12m
Total	= \$42m

Adding 1/8 cent to our sales taxes will cost an average Carson City household \$26 per year.

NOTE: Over the last seven years significant economic development work has been completed by citizens of Carson City. In 2002, the Economic Vitality Strategic Plan was adopted. In 2006, the Carson City Master Plan updated. In 2008, 300 citizens and 47 downtown businesses formed the Carson City Downtown Consortium delivering seven completed projects, ranging from events and activities, to clean up and beautification. All of the above builds on the current Board of Supervisors successes.

