

Nevada Updates Opportunity Zones with Rural Incentives

By Sydney Trainor

Nevada's new Opportunity Zone map will determine which eligible communities can offer federal tax incentives to attract private investment beginning Jan. 1, 2027, with stronger benefits available for qualifying rural investments.

The state can nominate 49 of its 195 eligible census tracts, according to the Governor's Office of Economic Development (GOED). The selections must receive U.S. Treasury certification before becoming designated zones.

The issue is particularly relevant across Great Basin Sun's coverage area. According to the GOED Opportunity Zones map, Eureka County, parts of Elko County, parts of Lyon County, and Mineral County are eligible. Because Opportunity Zones are designated by census tract rather than by city or county, however, inclusion of a tract does not necessarily mean an entire community is covered.

As of Oct. 4, GOED had not published Nevada's final nominations. The agency's website continued to display its draft nomination list, although the public-comment period has ended. Nevada is listed as having until Oct. 28 to submit its nominations to the U.S. Treasury under an extended federal deadline. Opportunity Zones are intended to encourage long-term investment in low-income and economically distressed areas. Their boundaries follow census tracts, so a designation may cover only part of a community.

The program gives qualifying investors federal capital gains tax benefits when they reinvest profits through Qualified Opportunity Funds, which finance eligible businesses and property within the zones. The money

comes from private investors rather than through a direct government grant to the community.

For example, someone who earns a profit selling stock could reinvest that gain through a qualifying fund. Under the new rules, the investor generally can postpone taxes on the reinvested gain for five years, or until the investment is sold if that happens sooner.

Holding the investment for five years reduces the original taxable gain by 10%. For investments through a Qualified Rural Opportunity Fund, that reduction increases to 30%. Investors who hold qualifying investments for at least 10 years can avoid federal capital gains taxes on the investment's growth.

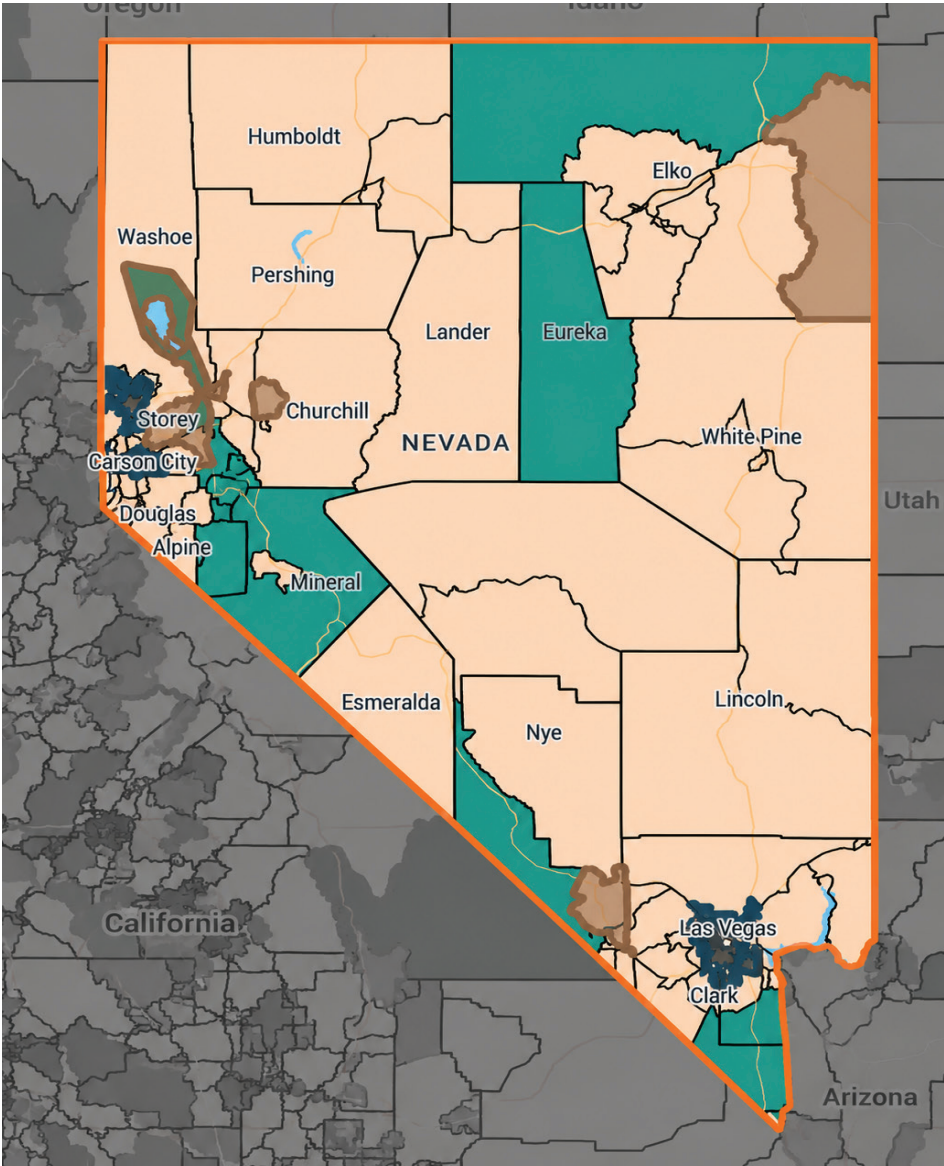
Rural areas also have a lower threshold for qualifying improvements to existing property. That change can make building rehabilitation projects eligible with a smaller investment than would otherwise be required.

Federal legislation signed in July 2025 made the program permanent and established a new round of designations every 10 years. It also tightened eligibility requirements and added reporting requirements intended to track investment activity and results.

Nevada developed its draft with input from local governments, regional economic development organizations, tribal nations and business and community leaders. However, meeting federal eligibility requirements does not guarantee selection because the state has fewer available nominations than eligible tracts.

Nevada's original 61 Opportunity Zone tracts, designated in 2018, remain open for investment through Dec. 31, 2028, according to GOED. The old and new maps will overlap during 2027 and 2028.

For rural Nevada, the stakes are



Nevada Opportunity Zone Map. Photo courtesy of NOVOGRADAC zone mapping tool.

somewhat higher than in the previous program. Investments made through Qualified Rural Opportunity Funds receive a 30% reduction in the original taxable gain after five years, compared with 10% for standard Opportunity Zone investments. Rural projects also face a lower threshold for improvements to existing buildings, potentially making rehabilitation of older commercial

properties more attractive to investors.

For communities seeking investment, GOED recommends identifying viable projects, preparing information for potential investors and combining the program with other financing tools. A designation offers an incentive, but communities still need projects that investors are willing to finance.

Powering Nevada

NV Energy's latest plan forecasts sharply rising demand, with much of the new infrastructure expected in Northern Nevada

By Rachel Dahl

Most Nevadans don't spend much time thinking about electricity. Flip a switch and the lights come on. Turn up the air conditioner and cold air blows. Plug in a phone and it charges.

Behind that simple transaction, however, is an enormous system of power plants, solar fields, geothermal facilities, batteries, transmission lines and substations that has to produce and deliver enough electricity whenever customers need it.

And according to NV Energy's latest planning documents, Nevada is going to need considerably more of it.

NV Energy filed its newest Integrated Resource Plan with the Public Utilities Commission of Nevada in May. The plan, contained in PUCN Docket 26-05007, looks ahead from 2027 through 2046 and describes how the utility expects electricity demand to change and what resources could be needed to meet it.

The increase is substantial.

NV Energy's 2026 forecast projects that annual electricity use over the 20-year planning period will be 47 percent higher than the forecast the company made just two years ago, driven primarily by large customer projects.

The utility previously expected annual electricity use to grow about 3.2

percent per year. Its current forecast puts that growth at about 5.3 percent. Peak demand, the amount of electricity customers require at the same time, is also expected to grow faster, at 3.8 percent annually compared with the previous 2.5-percent forecast.

Those numbers are specifically important because electricity is unlike many other commodities.

A state can store gasoline in tanks or wheat in grain elevators. The electric grid must continuously balance how much electricity customers are using with how much electricity is available.

And so the role of capacity cannot be understated.

A megawatt, or MW, measures how much power can be produced or used at one moment. A megawatt-hour measures how much energy is used over time. And not every 500-MW generating resource behaves the same way.

A natural-gas turbine can generally be started when electricity is needed. Solar generation depends on sunlight. Batteries can store electricity produced earlier and supply it later, but only until the stored energy is exhausted. Geothermal plants can provide electricity around the clock.

Continue Reading on page B-6.

NEON Begins Election Observation in Nevada



Photo courtesy of The Carter Center.

By Bridgette Williams

The Nevada Elections Observation Network (NEON) will begin operations this Election Day. NEON is supported by The Carter Center, founded by former President Jimmy Carter and former First Lady Rosalynn Carter.

Established in 2026, NEON describes itself as a Nevada-led, nonpartisan initiative. The organization is financially and technically supported by The Carter Center, which currently serves as its fiscal sponsor and is helping oversee training, recruitment and statewide operations. NEON is guided by a cross-partisan advisory board of Nevada leaders with backgrounds in elections, journalism, Tribal communities,

philanthropy and civic engagement. The Carter Center has said its long-term goal is for NEON eventually to operate independently.

NEON's website lists a five-member advisory board: Tarina Elliott, public relations manager for the Duckwater Shoshone Tribe; Michele Forney, former Help America Vote Act administrator for the Nevada Secretary of State and senior elections expert with The Elections Group; Pat Hickey, a journalist and former Nevada legislative leader; DeWayne McCoy, pastor, founder and CEO of The Foundation Christian Center and The After Market; and Janet Quintero, chief strategy and advocacy officer for United Way of Southern Nevada.

The organization's work includes "protecting human rights, fostering democratic principles, promoting the rule of law and access to information, tackling neglected tropical diseases, and advocating for people facing issues related to mental health and caregiving." According to The Carter Center, the organization has conducted humanitarian and election observation work in 90 countries around the world.

In recent years, that focus has expanded in the U.S. through support of election observation networks in states including New Mexico and Montana.

Continue reading on page B-6.

COMMENTARY

Data Center Debate: Facts vs. Myths

By Randi Thompson

Data centers have become the subject of an increasingly heated debate in Nevada. Residents are understandably concerned about the amount of water and electricity these massive facilities may consume – and whether ordinary families will end up paying for the infrastructure needed to serve them. Those are fair questions. Nevada is the driest state in the nation, and the recent issue with the Colorado River Commission and subsequent lawsuit shows that our state leaders are serious about protecting our limited water resources.

No company, no matter how large or technologically important, should receive a blank check to consume scarce resources or shift its costs onto Nevada ratepayers.

But the debate also needs to be based on facts. Nevada is not ignoring these concerns. State and local leaders, water authorities, regulators and NV Energy are taking steps to ensure that data centers are developed responsibly and that the companies benefiting from them bear the costs they create.

Governor Lombardo recently signed an executive order that requires applicants to pay the Local School Support Tax in full, bear the costs associated with serving their facilities rather than shifting them to other utility customers, meet local water standards and enter into a binding Community Support Commitment. These seem like reasonable requirements.

Modern data centers can be designed very differently from the water-intensive facilities of the past. Closed-loop cooling systems recirculate water rather than continuously consuming new supplies. Storey County utilizes treated effluent and recycled wastewater – rather than

drinking water – to support industrial operations and cooling needs at the Tahoe-Reno Industrial Center. That is actually an efficient reuse of the region's water resources and improves water quality in the Truckee River. Air-cooled technology can reduce onsite water use even further. Southern Nevada has already prohibited new evaporative cooling systems, and some recently approved data-center projects are expected to use only a small fraction of the water consumed by older facilities. Nevada should consider making these modern cooling practices the standard for projects receiving state tax abatements. If a company wants a public incentive, it should be required to demonstrate that it will protect Nevada's water resources.

The same principle should apply to electricity. As the governor's executive order stated, data-center customers must pay upfront for the transmission, distribution and other infrastructure needed to serve their projects. That is an important ratepayer protection. Some projects are also considering dedicated or behind-the-meter generation, allowing them to provide some or all of their own electricity rather than placing their entire demand on the existing grid. That approach can help protect reliability and existing customers, although Nevada must still examine the fuel source, emissions and long-term consequences of any onsite generation.

These safeguards do not mean Nevada should stop asking questions. On the contrary, every major data-center proposal should disclose its expected electricity demand, water consumption, cooling technology, backup-generation emissions and infrastructure requirements. Developers should explain how many permanent

jobs they will create, what taxes they will pay after abatements and what financial guarantees will protect the public if a project is delayed or abandoned. Accountability is not opposition; it is responsible economic development. At the same time, Nevadans should be aware that not every alarming claim circulating online comes from a neighbor acting in good faith. In June, OpenAI disclosed that it had disrupted a covert influence campaign operated by accounts likely originating in China. The campaign – dubbed “Data Center Bandwagon” – used artificial intelligence to create posts, comments and cartoons criticizing American data centers and claiming that they were driving up electricity costs for ordinary families. The operators posed as Americans from different walks of life and used legitimate news stories to make their manufactured personas appear credible. According to OpenAI, the operation was likely connected to a private Chinese technology company that performed work for Chinese provincial-government clients.

More recently, X announced that it had identified a large network of suspected Chinese inauthentic accounts, including accounts attempting to manipulate the American debate over AI, data centers and energy policy. Why would China care whether Nevada and other states build data centers? Because data centers are the physical backbone of artificial intelligence. The nation with the greatest computing capacity will have an enormous advantage in commerce, medicine, national defense, research and virtually every other field.

Continue reading on page B-6.

Nevada Guard Trains with Tonga for Disaster Response

Staff Report

Nevada National Guard members recently participated in Exercise Taufatahi 2026 in Tonga, continuing Nevada's longstanding State Partnership Program relationship with the Pacific island nation. The exercise simulated the first 48 hours following a magnitude 8.0 earthquake and tsunami. Nevada Guard members worked alongside Tonga's military, police, fire, health and emergency-management personnel to practice communications and coordination during a major natural disaster. The exercise was held in September and included observers and participants from other partner nations.

Elko National Cemetery to Serve Rural Veterans

Staff Report

Nevada's first Department of Veterans Affairs national cemetery has been dedicated in Elko, providing a closer burial option for veterans and their families across northeastern Nevada. The 15.37-acre Elko National Cemetery, located at 3602 Jennings Way, will accommodate traditional casket burials, in-ground cremation burials and urn placements in columbarium niches. Developed through the National Cemetery Administration's Rural Initiative, the cemetery is expected to serve more than 3,705 veterans and eligible family members living within a 75-mile radius. Members of the Nevada Army National Guard Honor Guard participated in the Sept. 4 dedication.

Hawthorne Navy Site Marks 50 Years

Staff Report

The Naval Undersea Warfare Center Division Keyport's Hawthorne Operating Site recently marked 50 years of operations in Mineral County. The Navy held an anniversary ceremony Sept. 18 recognizing the Hawthorne workforce and the site's role in supporting fleet readiness. Capt. Brandon Monaghan, commanding officer of NUWC Division Keyport, presented a letter of appreciation to Hawthorne Operating Site Director Tyler Viani. Lt. Col. Rylie DeLong, commander of Hawthorne Army Depot, also participated in the ceremony.

Reno Honors Veteran Journalist Sam Shad

By Rachel Dahl

For more than four decades, Sam Shad has been asking Nevada's newsmakers questions and, perhaps more importantly, listening to their answers. On Sept. 30, Reno Mayor Hillary Schieve turned the tables a little, proclaiming the day “Sam Shad Day” in recognition of Shad's long career in Nevada journalism. The proclamation recognizes Shad as an entrepreneur, award-winning journalist, longtime Nevada news personality and “a true Nevada newsmaker.”

Shad came to Nevada from England and built a career in television and radio, including years delivering weather reports to Northern Nevada viewers. He founded Sam Shad Productions in 1980 and, in 2002, established *Nevada Newsmakers*, the statewide public-affairs program that has become a regular stop for elected officials, business leaders and others shaping Nevada. Over more than 4,600 programs, Shad has interviewed the people making Nevada history as it happened. The Reno proclamation credits him with “curiosity, journalistic integrity and a rare ability to ask direct questions and then actually listen to the answers.” That last part may be the most important, and the characteristic we at RANGE Media work to emulate. I've had the privilege of working with

Sam and watching him work. What I appreciate most about him is that he remains genuinely curious. He can sit across from people who disagree completely with one another, ask both of them serious questions and give each the room to answer. He isn't trying to become the story. He wants to understand the story. And he wants the community to understand the story.

That sounds simple in practice, but journalism today, is a different animal. Sam has also spent his career doing something particularly important in a state like Nevada: connecting the different parts of it. *Nevada Newsmakers* brings conversations taking place in Reno, Las Vegas and Carson City to audiences throughout the state, while bringing rural Nevada voices into conversations that too often happen without them.

There is something else I admire about Sam: after all these years, he still seems interested. More than 4,600 shows is an extraordinary body of work. Think about the governors, legislators, congressional representatives, business leaders, advocates and ordinary Nevadans who have sat across from him, and the history contained in those conversations. Shad was inducted into the Nevada Broadcasters Association Hall of Fame in 2000. The Reno proclamation also memorializes another contribution



Photo courtesy of Sam Shad.

to Nevada culture that should not be overlooked: Shad's longstanding habit of pairing impeccable suits with tennis shoes, which the city credits with making him a trendsetter “in journalism and footwear alike.” Mayor Schieve concluded the proclamation by encouraging journalists to emulate Shad's “independent and fair approach to the news.” I'll second that. At a time when trust in journalism has become increasingly difficult to earn, Sam's career is a reminder that there really isn't a shortcut. You show up. You do your homework. You ask fair questions. You listen carefully. And then you come back and do it again. Four thousand six hundred times, apparently. Congratulations, Sam. Sam Shad Day is well deserved.

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EVENTS

Autumn Adventures Across Nevada

By Doris Rodriguez

The outhouses have packed it in, but the pumpkins are still riding the rails. Oct. 10 and 11 pick up where the last weekend left off.

In Virginia City down on F Street, the Virginia & Truckee Railroad Pumpkin Patch Express leaves the 1870 depot for the Gold Hill pumpkin patch at 11:20 a.m., 1:20 p.m. and 3 p.m. Oct. 10 and 11. Riders hop off at the trackside patch, pick a pumpkin and ride back through the Comstock. Tickets run \$8 to \$27 and include a pumpkin on most fares. Adults are \$27 with a pumpkin or \$21 without. Children 5 to 12 are \$19, and toddlers with a pumpkin are \$8. Children 4 and under ride free in a parent's lap if they skip the pumpkin. Reserve seats at virginiatruckee.com or 775-847-0380.

Swing by downtown Reno and watch Virginia Street turn into Little Italy for the 44th Great Italian Festival at The ROW. It's running 10 a.m. to 7 p.m. Saturday and 10 a.m. to 6 p.m. Sunday, and you won't pay a penny to get in.

There's a sauce cook-off, Italian farmers market, live tunes on two stages, a wine walk and a gelato-eating contest Sunday. The grape stomp starts at noon Saturday, so wear something you don't mind getting splattered with purple juice.

Still raring to go? Head down to Carson Valley for Corley Ranch's



V&T Pumpkin Patch. Photo courtesy of Virginia & Truckee Railroad.

Harvest Festival and Pumpkin Patch in Gardnerville, open 10 a.m. to 5 p.m. It's \$12 for a day of fun, and the tiniest cowpokes, age 2 and under, get in free. Sunday is Pups in the Patch, so bring your four-legged buddy for the dog costume contest. Some activities and pumpkins cost a little extra.

Now, if you're headed out to Fallon, the Back Roads Vintage Market is taking over Rafter 3C Arena at 227 Sheckler Road. You'll find more than 60 booths packed with antiques, farmhouse treasures and Nevada-made goodies. Hours are 5 to 8 p.m. Oct. 9 and 9 a.m. to 3 p.m. Oct. 10. Admission is \$10 Friday, \$5 Saturday, and kids 12 and under get in free. There's food and live music, too.

Lattin Farms is still going strong with

its Fall Festival every Friday and Saturday through Halloween, from 10 a.m. to 8:30 p.m. You'll find zip lines, a jump pad, a Wild West area, a five-acre corn maze, hayrides and a crafters fair on Saturdays. Admission is \$15 online and \$18 at the gate.

Up the highway in Battle Mountain, the scene changes for the Lander County Fall Festival, taking over Oct. 10 with pumpkin painting, scarecrow building, fall games, music and great food.

Winnemucca's got your Saturday morning lined up. Crafters Welcome is open from 10 a.m. to 2 p.m. at Winnemucca Christian Fellowship, 4380 Grass Valley Road, and it's free to get in. From 11 a.m. to 1 p.m., the fifth annual Free Community Pumpkin Patch takes

over the Sports Complex at 1600 Barker Way. Pumpkins, photo ops and family games are all on tap, and you won't pay a cent at the gate.

Don't forget Ely out in White Pine County, where Oct. 10 is loaded with hometown favorites. The Ely Airport Open House at Yelland Field runs from 10 a.m. to 2 p.m. with the Ely Jet Center and the Nellis Air Force safety crew.

From noon to 6 p.m., White Pine Main Street is throwing Discover Downtown Ely along Aultman Street. A brand-new historic trail map features 22 downtown buildings, along with shop specials, and you can get the Discovery Trail logo printed on a blank shirt at the Main Street office.

The Nevada Northern Railway Pumpkin Patch Caper Train is rolling out again from 1 to 2:30 p.m. Oct. 10 and from 11:30 a.m. to 1 p.m. Oct. 11. Smokey McCinders and Dirt the Cat will be along for the ride, spinning stories as you chug out to the pumpkin patch at Keystone Gulch. Tickets are \$45 for adults, \$38 for seniors and \$20 for kids 4 to 12. Little ones under 4 ride free, but you'll still need to grab them under a ticket. Book your spot at nnry.com or call 775-289-2085.

May your boots stay dry and your pumpkin make it home safely. Don't forget to double-check times and dates before you roll out; things can change.

Safe travels!

UNR Museum Day Offers Free Admission

By Sydney Trainor

The University of Nevada, Reno (UNR) will host Day at the Museum on Saturday, Oct. 17, opening 20 museums and collections to the public for a free event from 10 a.m. to 4 p.m. Parking will also be free.

The event will take place at locations on and around campus, with exhibits covering Nevada history, fossils, astronomy, art, natural history and living plants. Visitors can walk through the university's Museum District, take part in activities and explore collections housed throughout the campus area.

Each stop on the event map will feature a hands-on activity or giveaway. Visitors can collect stamps in an event passport and redeem them for prizes. Photo opportunities with Wolf Pack mascots are also planned.

Participating locations include the Fleischmann Planetarium, W.M. Keck Museum, Museum of Natural History and Lilley Museum of Art. This year's event will also include food trucks, with the university announcing an expanded lineup of museums and food vendors.

The Keck Museum's collections focus on Nevada's geology, paleontology and mining history. The museum has collected and exhibited materials for more than 100 years, preserving specimens and objects related to the

state's natural resources and mining past.

The Museum of Natural History houses research and teaching collections of plants and animals. Its holdings include local and tropical insects, mammals, birds, reptiles and amphibians. The Fleischmann Planetarium serves as a community resource for astronomy, Earth science and space science education. Together, these institutions represent several of the scientific subjects visitors can explore during the event.

Art venues on the participant list include the Lilley Museum of Art, Sheppard Contemporary, McNamara Gallery and Galleries South. Black Rock Press, which focuses on the art of books, will also participate, along with the John Bilbao Basque Library and Special Collections and University Archives.

The university's outdoor collections will be represented by the University Arboretum and Biggest Little Pollinator Garden. The arboretum includes trees, shrubs, flowers, ornamental plants and native flora in designated areas around campus, extending the district's collections beyond its museum buildings.

History and cultural participants include the Nevada Historical Society, Museum of People, Place and Time, Shared History Gallery and Great Basin History of Medicine Museum. The event lineup also lists the Nevada State Museum, Stewart Indian School,

The Discovery, Legacy Hall and Nevada Seismological Laboratory.

The range of participating museums and collections brings scientific, cultural and historical subjects together during the same six-hour event. Families and other visitors will be able to explore multiple locations during the day, with activities offered along the walking route.

Additional event information will be available during the week of Oct. 17 through the university's online campus map. The map will identify event stops and help visitors locate participating collections on and around campus.

Event details and a link to the map are available through UNR's Day at the Museum event page.

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Nevada Programs Help Turn Local Ideas into Businesses

By Great Basin Sun Staff

A Nevada rancher wants to begin selling packaged beef directly to customers. A farmer has an idea for turning produce into a shelf-stable food product. A craftsman wants to sell a Nevada-made product outside his hometown.

The idea may be good. Figuring out what comes next can be considerably harder.

Business plans, financing, regulations, food-safety requirements, processing, packaging, marketing and distribution can quickly become obstacles, particularly for entrepreneurs operating in rural communities without easy access to specialized business services.

Nevada has quietly assembled a network of programs intended to help businesses navigate those steps.

At the center is the Nevada Small Business Development Center, which provides free, confidential one-on-one advising to existing and prospective Nevada business owners. Its services range from business planning and financing assistance to market research, accounting, regulatory questions and loan preparation.

Connected to the SBDC is Made in Nevada, a statewide program designed to identify, promote and connect businesses producing goods in the state.

Membership is free.

Eligible businesses can use the Made in Nevada logo, receive a listing in the statewide business directory, participate in marketing and networking opportunities and connect with educational programs and SBDC advisers.

Businesses do not necessarily have to manufacture every component of a product in Nevada. Products may qualify if they are grown, created or substantially transformed here, with the value after transformation representing at least 50% or more of the individual parts used in production.

Retailers and restaurants can also participate if they regularly sell qualifying Nevada-made products.

Agriculture has its own place within the network.

The longstanding Nevada Grown program has merged with Made in Nevada, with agricultural businesses now participating under the Grown in Nevada designation.

Agricultural products carrying the designation must be grown in Nevada. Processed agricultural products using the Grown in Nevada logo must contain at least 50% Nevada-grown ingredients.

That creates an important bridge between producing an agricultural commodity and developing a consumer product from it.

A rancher might begin with cattle and eventually sell branded packages of Nevada-raised beef. A beekeeper can move from producing honey to bottling, branding and selling it directly. A farmer might turn produce into salsa, jam, pickles or another value-added product.

That next step is where another Nevada program enters the picture.

The Nevada Regional Food Business Center, operated through University of Nevada, Reno Extension, works specifically with farmers, ranchers and food entrepreneurs.

The center helps businesses with planning, financial management, supply chains, food-safety requirements, regulations, market development and value-added processing. It reported working with 170 Nevada food and farm businesses in 2025.

The center is also working on a problem particularly important to rural Nevada: the infrastructure between the farm and the customer.

That includes physical infrastructure such as processing facilities, commercial kitchens, refrigeration, storage, transportation and distribution, as well as what the center calls “soft infrastructure” — relationships among producers, buyers, restaurants, distributors and other businesses.

The idea is not simply to produce more agricultural commodities. It is to help Nevada producers retain more of the economic value created after those commodities leave the farm or ranch.

The programs can work together.

A producer considering a new product can receive business and financial assistance through the Nevada SBDC,

specialized food-business assistance through the Nevada Regional Food Business Center and, once eligible, marketing and statewide recognition through Grown in Nevada and Made in Nevada.

There is also a Native American Made in Nevada designation within the Made in Nevada network, providing another way to identify and promote products made by Native American-owned Nevada businesses.

And the SBDC's services extend well beyond agriculture.

Advisers work with businesses on feasibility studies, cash flow, financing, marketing, government contracting, technology development, regulatory issues and other challenges involved in starting or expanding a company.

Importantly for rural Nevada, the network isn't confined to Reno and Las Vegas.

The Nevada SBDC maintains rural services through the Churchill Entrepreneur Development Association in Fallon and Great Basin College locations in Elko and Ely, with additional assistance available statewide.

In Fallon, the SBDC office at CEDA includes Agriculture and Food Systems Business Advisor Kelli Kelly and Business Development Specialist Sara Beebe-Wolken. Businesses can receive individual counseling as well as help with feasibility analysis, marketing, credit management and business planning.

The Great Basin College SBDC serves northeastern Nevada businesses with assistance ranging from financing and loan packaging to marketing and record keeping.

For an entrepreneur, none of these programs eliminates the risk of starting or expanding a business. They can, however, make it considerably less likely that someone has to figure everything out alone.

For rural Nevada, that may be the greatest value.

The raw materials and ideas and entrepreneurs already exist here. The question is how many of them can be turned into businesses that create jobs, generate income, and keep more Nevada dollars in Nevada.



Need Help Building a Rural Business? Start Here

The Nevada Small Business Development Center may be one of the more useful business resources that many rural entrepreneurs don't know they already have.

The SBDC provides free one-on-one business advising to existing and prospective Nevada small-business owners.

That can include help with business planning, market research, financing, accounting and record keeping, feasibility analysis, marketing, loan preparation, technology development and regulatory or environmental questions.

And rural businesses don't have to drive to Reno to get it.

The Nevada SBDC maintains rural centers through the Churchill Entrepreneur Development Association in Fallon, Great Basin College in Elko and an office in Ely, in addition to resources available statewide.

In Fallon, SBDC services are provided through CEDA at 290 W. Williams Ave. The local team includes Agriculture & Food Systems Business Advisor Kelli Kelly and Business Development Specialist Sara Beebe-Wolken. The office provides free one-on-one advising as well as workshops and assistance with marketing, feasibility analysis, credit management and business planning.

The Great Basin College SBDC in Elko serves northeastern Nevada businesses and offers assistance with business plans, financing, loan packaging, marketing and record keeping, with no charge for its management and technical assistance.

The Ely office similarly provides market research, accounting assistance, capital formation, startup advising, technology assistance and economic and business-data analysis.

The connection to Made in Nevada is intentional.

Made in Nevada is powered by the Nevada SBDC, allowing members of the statewide marketing program to connect directly with educational opportunities and free one-on-one advising.

That means a rural entrepreneur doesn't necessarily have to figure out every step alone.

Someone considering turning a hobby into a business, expanding a farm product, applying for financing, reaching a new market or determining whether an idea can actually make money can sit down with an adviser before committing significant capital.

For small rural businesses, where a bad investment can be difficult to absorb, getting that advice before spending the money may be the most valuable service of all.

Learn more: Nevada SBDC provides information about services and appointments through its statewide website.



2025 Outcomes

 249 NEW BUSINESS STARTS	 3,917 CLIENTS SERVED	 \$31,853,449 CAPITAL FINANCING
 70 TOTAL TRAINING EVENTS	 14,030 JOBS SUPPORTED	 1,413 TOTAL TRAINING ATTENDEES

Graphics courtesy of SBDC

MADE HERE



Top Left- ARID Guitars in Churchill County, Top Right- Miller Bison in Eureka, Bottom Left- Winnemucca Farms, Bottom Right- Hasting Heritage Farm in Lyon County.

Meet Some of Rural Nevada's Makers and Growers

A guitar maker in Fallon, a bison ranch in Eureka and a 22,500-acre farm outside Winnemucca are all part of the same growing network of businesses putting a Nevada name on what they make and grow.

The Made in Nevada and Grown in Nevada directories include businesses scattered throughout the Great Basin Sun coverage area — some generations old, some relatively new and some operating in niches most Nevadans may not know exist.

Fallon and Churchill County

ARID Guitars builds custom electric guitars in Fallon. The veteran-owned company produces instruments individually rather than through mass production. Agriculture accounts for much of Churchill County's representation. D50 Ranch Honey harvests and bottles raw honey from hives in Churchill County, while Stony Bee's Honey is another Fallon-area producer represented in the Made in Nevada network. Fisk Farm Herbs grows culinary and medicinal herbs and operates an apiary and cottage apothecary. Some familiar names are there, too. Lattin Farms, Dexter Farms and Workman Farms Produce are among

Fallon-area agricultural businesses listed in the network, along with Two Ravens Farm. Together they illustrate the variety hidden inside the term "agriculture" — produce, herbs, honey and other products that can move directly from a local farm to a Nevada consumer.

Winnemucca and Humboldt County

At the other end of the scale is Winnemucca Farms, a diversified agricultural operation encompassing approximately 22,500 acres and producing both crops and livestock. But large acreage isn't a requirement. 2v3 Farm operates a small, certified producer garden specializing in tomatoes and peppers.

rLm Ranch markets locally raised beefalo, beef, pork and poultry along with eggs and seasonal produce. The Martin Hotel's signature Basque-style salad dressing brings one of Winnemucca's best-known food traditions to the table and is sold through Made in Nevada's online marketplace, as well as in local grocery stores in the Winnemucca area. The range demonstrates that "local producer" can describe anything from a small specialty garden to a major agricultural operation. Fernley and Northern Lyon County In the Fernley area, Corkscrew Land & Cattle Co. raises Highland cattle and produces beef, alfalfa, honey and honey

products. The diversification is notable: rather than depending upon a single commodity, the operation has several products that can reach different markets. Hasting Heritage Farm takes another specialized approach, raising heritage and rare-breed livestock. Eureka County In Eureka, Miller Bison has built a business around an animal more often associated with the Great Plains. The operation raises more than 100 bison on approximately 320 acres and markets USDA-inspected packaged bison meat. That means the business isn't simply raising livestock. It is taking the product farther along the economic chain before it reaches the customer.

And that is the common thread among many of these businesses. They are producing things in communities that are often described primarily by what they extract or export: cattle, hay, minerals and other commodities. But increasingly, rural businesses are putting their own names on the finished product. A jar of Churchill County honey. A package of Eureka bison. A custom guitar made in Fallon. Vegetables grown outside Winnemucca. They aren't merely made in Nevada — they're made here, in Rural Nevada.

CONTINUED

Continued from page B-1 - NV Energy.

Utility planners therefore must look beyond the simple number of megawatts installed and determine whether enough dependable power will actually be available during the hottest summer afternoon, an equipment failure or another period of unusually high demand.

That is essentially what the NV Energy Integrated Resource Plan attempts to do – forecast future electricity demand, examines possible generating and storage resources, transmission needs and costs, and proposes a combination of investments and contracts to meet that demand. The Public Utilities Commission then reviews the proposal.

What makes the current proceeding particularly important for rural Nevada is where much of the growth is occurring.

In a briefing on the new resource plan, NV Energy said the need for new resources is greater in Northern Nevada than Southern Nevada and that the company expects to add more new resources in the north. The utility also said new thermal generation, generally power plants using fuels such as natural gas could exceed 3,000 MW statewide during the coming decade.

That means Nevada’s changing electric system will not be confined to Reno and Las Vegas.

Transmission projects already under consideration cross Churchill, Lyon,

Storey and Washoe counties. Solar and battery projects are being proposed in rural counties. Existing generating sites such as Valmy and Fort Churchill figure into the broader discussion about future resources. The PUC docket also shows a growing number of separate applications involving very large electricity customers, including Amazon and Vantage Data Centers in Northern Nevada.

For rural communities, the questions extend well beyond whether there is enough electricity.

Where will new generating facilities be built? Where will transmission lines run? How much land will they require? How will projects affect county tax bases? Who pays for infrastructure built to serve major new customers? What happens if projected customers do not materialize? And can new generation and transmission be built quickly enough to keep pace with demand?

Those questions will be examined in the coming months.

The PUC has scheduled hearings on NV Energy’s resource plan beginning Oct. 27

Great Basin Sun will follow that proceeding and, in the weeks ahead, explain how Nevada’s electrical system works, where the new demand is coming from, what NV Energy proposes to build and what the changing grid could mean for the rural communities where much of that infrastructure will be located.

Continued from page B-1 - NEON.

Sarah Johnson, one of The Carter Center’s senior associate directors for the Democracy Program, said the central goal of these efforts involves addressing issues with how elections are administered as well as informing the public about how elections work, from the time voters drop off their ballots until the final count is announced.

“In The Carter Center’s work overseas, we assess all parts of the electoral process and work to increase public understanding and to lend transparency to the process,” Johnson said.

She noted that The Carter Center has seen distrust among the American public toward democratic institutions. As a citizen-led initiative, Johnson explained, “nonpartisan election observation networks have the potential to serve as independent and trusted actors in this field.”

Another reason The Carter Center considers nonpartisan election observation in the United States important is that what happens with elections here can affect perceptions overseas.

“We’re considered the vanguard of democracy in the world, and what happens here also impacts many of the countries in which we work overseas and democracy around the world,” Johnson said.

But why Nevada rather than another state?

Johnson said data from the Massachusetts Institute of Technology’s Election Data + Science Lab show Nevada ranks among the nation’s leaders in election administration. Behind Minnesota, Nevada ranked second in the country for measures including accessibility to the ballot box, election security and processing, security of election systems and voter registration processes.

“Nevada is a great place for us to learn positive lessons from administrators that can be shared in other states where The Carter Center is supporting nonpartisan observer groups,” Johnson explained.

NEON observers will receive training

in “applicable laws, procedures and safeguards, and observer responsibilities so that they’re prepared to document everything accurately,” Johnson said.

Observation will include poll worker training, voting equipment testing and mail-in ballot processing. Observers will use standardized questions and checklists to record what they see objectively and consistently across locations. The data collected will then be compiled and analyzed to “produce a public assessment that’s grounded in evidence.”

Johnson clarified that observers are trained not to interfere with proceedings or “proactively engage with voters.”

“Really, their job is to document the process and provide that impartial, accurate account of what happened,” she said.

Johnson emphasized that election observation efforts will extend across Nevada’s counties, with county coordinators assigned to each. NEON is “focusing our recruitment exclusively within those communities,” she said, adding that “most, if not all, of them will be observing within their own communities.”

The goal of The Carter Center is to continue supporting NEON during future election seasons by helping train community volunteers on state election laws, safeguards and procedures. Eventually, Johnson said, the hope is for NEON to become a separate entity capable of operating independently.

That has already happened with an election observation group The Carter Center supported in Montana, which Johnson said became a nonprofit organization this year.

The Carter Center will evaluate NEON after the midterm elections, Johnson said, asking whether “NEON was largely able to observe the election process from start to finish across the state.”

“It would be amazing to be able to have observation in every state,” Johnson said, adding that “our hope is that we can continue to be expanding this work” through the 2028 presidential election.

Johnson said observation networks provide “an important opportunity for people to get engaged beyond political or party identity.”

Nevada Newsmakers: Nevada Has Something Everyone Wants

By Rachel Dahl

Sam Shad went to Washington expecting that data centers would come up, and he was not disappointed. He also came home with a bigger conversation, who should get to decide what happens to Nevada.

Listening to his September interviews with Congressional Representatives Dina Titus, Steven Horsford and Susie Lee, I kept coming back to the same thought. All this talk about artificial intelligence and the next technological revolution eventually comes down to location – as we old economic developers say: location, location, location.

Somebody needs land. Somebody needs water. Somebody needs power.

For those of us watching from rural Nevada, that is hardly a new story. What is changing is the speed, the scale and the pressure to get decisions made before communities have had time to understand what is being proposed.

The three members approached these questions differently, but there was a useful thread running through their conversations: development should come with public participation and benefits people can actually identify.

Titus was particularly skeptical about the handling of a proposed Boulder City data center. She questioned transparency, environmental review and whether the promised revenue would hold up once tax abatements entered the calculation.

But she also made an important distinction. She has not called for a moratorium on data centers. She acknowledged that the devices and services we use every day require them.

That moves the discussion into productive territory. We can need the technology and still insist on knowing what a particular project will require from its neighbors.

Shad pressed the other side, raising construction employment, economic activity and potential municipal revenue, topics that must be addressed when rural communities are impacted. A community trying to maintain roads, pay employees and keep services running cannot emotionally dismiss a new revenue source.

Neither should it accept the sales pitch without doing the arithmetic.

Horsford offered perhaps the most practical test: specific, measurable and enforceable community benefits agreements, including local hiring, alongside energy and water plans that protect existing ratepayers.

Enforceable is the word worth focusing on, a promise at a public meeting is one thing. An obligation somebody can enforce after the construction crews leave is another. Communities need to know who pays for infrastructure, how benefits will be measured and what happens if the project fails to deliver.

Horsford also brought rural residents and tribal nations into the discussion. His district reaches well beyond metropolitan Las Vegas, and he described hearing directly from constituents about how development should proceed.

The nuclear question revealed differences among the three.

Titus expressed strong concerns about small reactors accompanying data centers and the prospect of storing their waste on site. Lee was more open to advanced nuclear as part of a broader energy mix, while emphasizing waste management and pointing to geothermal as another opportunity. Horsford withheld a blanket endorsement or rejection, asking for specifics and a meaningful local voice.

Worthy of note, there is no single delegation answer to every energy question.

Water produced another revealing exchange.

Shad asked Horsford whether continued Colorado River trouble could revive the idea of a pipeline carrying eastern Nevada groundwater to Las Vegas.

Horsford said he did not think so. He argued instead for greater conservation elsewhere in the basin and a stronger accounting of how water is used.

For rural Nevada, that answer deserves attention and continued follow-up.

Lee described a different approach: partnerships in which Nevada helps finance water recycling elsewhere and, in exchange, retains water in Lake Mead. Her argument was that cooperation can produce additional supply without simply reaching into another Nevada

community’s groundwater.

The details and timelines will be important, but the principle is useful: solve a shared problem by expanding the options.

Artificial intelligence brought the conversations back to speed.

Titus questioned whether Congress could write rules quickly enough to keep pace with technology. Lee wanted faster congressional action and suggested a select committee with a firm deadline. Horsford emphasized training workers and helping small businesses use the tools rather than being displaced by them.

There is a whole Nevada economy inside those three concerns: capable oversight, timely decisions and people prepared to participate.

There was also evidence that cooperation remains possible. Both Horsford and Lee highlighted their support for Mark Amodei’s northern Nevada lands legislation. Lee hoped it could create an opening for southern Nevada provisions as well.

We ought to pay attention when our representatives find common ground on the practical business of the state.

My takeaway from these interviews is that Nevada needs cleaner deals with the industries that want to build here. Show us the water plan. Show us the power plan. Show us the jobs, the revenue and the obligations that survive the ribbon cutting.

Then give the people who live here a real opportunity to weigh it all and trust our elected officials to represent us well.

Nevada has something everybody wants. We ought to understand its value before we make the deal.

Watch all the Nevada Newsmakers shows online at NevadaNewsmakers.com

Continued from page B-2 - Data Center Debate.

China has made no secret of its desire to surpass the United States in artificial intelligence. Slowing America’s ability to build the infrastructure that supports AI would serve China’s strategic interests.

This does not mean every person questioning a data center is spreading Chinese propaganda. Most concerns expressed by Nevada residents are genuine. It would be unfair – and counterproductive – to dismiss legitimate local opposition as the work of foreign agents.

China-linked operatives did not invent an entirely fictional issue. They attempted to take real concerns, remove important context, amplify fear and turn Americans against one another. That is how modern influence operations frequently work.

Nevadans should refuse to be manipulated from either direction. We should not accept unsupported claims from data-center companies, and we should not automatically believe frightening social-media posts designed to generate outrage.

Nevada has an opportunity to help lead America’s technological future while protecting the resources that make our state livable. We can also reap economic benefits that will help our cities, counties and schools prosper. That is one reason the Clark County Education Association recently announced its strong support for data centers. The association sees them as a way to better fund education in Nevada.

Nevada should welcome the technology of the future – but only on terms that protect Nevada’s water, Nevada’s power system, Nevada’s people and Nevada’s economy.

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