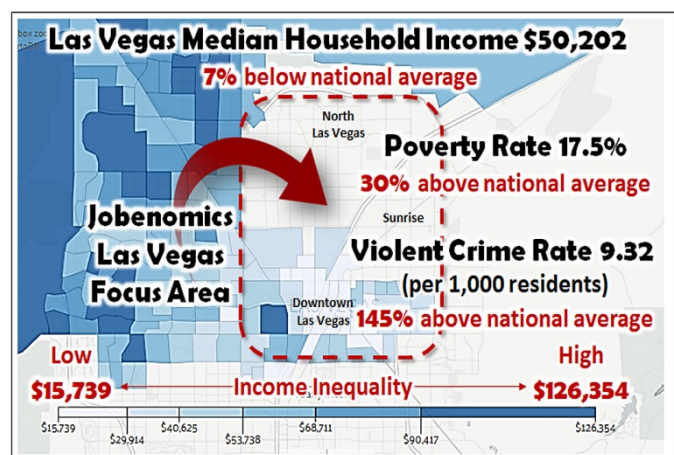


Jobenomics Las Vegas

By: Steven Seroka, Director Jobenomics Las Vegas and Chuck Vollmer, Founder Jobenomics
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Jobenomics deals with the economics of business and job creation. The Jobenomics National Grassroots Movement's goal is to facilitate creation of 20 million net new U.S. jobs within a decade. The Movement has a following of over 20 million people. Jobenomics produces a series of books and comprehensive quarterly employment and unemployment reports on economic, business and workforce development. Jobenomics.com blog and website had 6 million hits last year, a growth rate of 400% over the previous year. Jobenomics also provides advice and timely data to policy- and decision-makers on business and job creation. Today, over a dozen cities and states have started Jobenomics initiatives led by local community leaders. These initiatives focus on people at the base of America's socioeconomic pyramid with emphasis on women, minorities, youth, veterans and citizens who want to work or start a business.

Based on research, neighborhood tours and meetings with community leaders, the Jobenomics Las Vegas (JLV) team proposes to enhance the city's labor force by increasing incomes, alleviating poverty and reducing crime—all of which compare unfavorably to national averages. Las Vegas is a city with vast disparities between rich and poor, haves and have-nots. JLV's goal is to significantly reduce income inequality by providing income opportunity with livable wages and viable careers. To achieve maximum impact, the JLV team contents that workforce and business development efforts should focus on veterans, minorities, women and new workforce entrants—the demographics with the highest need and potential.



The JLV team believes that **14,000 net new inner-city jobs** in the next 10-years is an achievable goal. This amount of jobs equals total Las Vegas City employment growth over the last 10-years (270,413 in November 2006 to 284,458 in November 2016). The team also asserts that jobs do not create jobs, businesses do, especially small businesses that provide 80% of all U.S. jobs. Jobenomics Community-Based Business Generators are designed to mass-produce highly-scalable startup businesses. The Business Generators also provide post-startup support that increase lifespans of fledgling businesses and accelerate their growth to larger-sized businesses that employ more citizens.

To start, JLV will focus on veterans. Las Vegas has **5,700 veteran-owned firms** that comprise 10% all Las Vegas firms. JLV plans to **double the amount of these firms** in the next decade via existing Jobenomics programs that have detailed financial plans and related training/certification programs. Jobenomics also has access to financial resources that can help fund programs that have sufficient community support and approval. Potential JLV programs include: Hydro-Organically Grown **Micro-Farms** (250 fully-funded turnkey new businesses with 1,000 employees within 5-years), an **E-Waste** Materials Recovery Operation (100-500 direct to indirect jobs in 3-years and \$10M to \$40M profits to fund other JLV programs), **Digital Economy** (1,000 new e-commerce related businesses in 5-years), **Direct-Care** (500 new home-based micro-businesses to provide in-home eldercare, childcare, healthcare and social assistance), **Leisure and Hospitality** (1,000 new jobs by startup service businesses and independent contractors to support Las Vegas' entertainment industry), **Renewable Energy** (750 new installation and maintenance jobs/contractors under the tutelage of one of the nation's leading solar training instructors) and numerous **Veteran Support Services** job/businesses to support Nellis AFB and other government institutions. JLV is now consensus-building for a potential veterans pilot project.

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