

Nevada Grow mines data to help small businesses

By Mick Akers, Las Vegas Sun

A pilot program that began in 2015, made permanent by the Nevada Legislature this year, continues to help small businesses grow.

Nevada Grow provides small-business owners who are looking to expand with technical assistance and strategic research. Assembly Bill 94, sponsored by Assemblywoman Dina Neal, D-Las Vegas, was signed into law on June 8.

“Most businesses don’t know what they need,” Neal said. “We do an assessment about what they have going on, what type of business model they have. We tell them about the data and how it could help them figure out who’s in the neighborhood and what the saturation of area is.”

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