



**ACCELERATING ADVANCED MANUFACTURING**  
Outreach, Workforce Development & Buyer/Supplier Network



**OPEN FOR BUSINESS**  
Simplified Permit Process



**DISTINCTIVE DOWNTOWNS**  
Implement So. Shore & Valley Visions



**AVIATION DESTINATION**  
Sport & Business Aviation Working Together



**EDUCATION INNOVATION**  
Providing Work-based Learning Experiences



**TRANSPORTATION ATTRACTION**  
Pony Express Trail & Route Alternatives

## 3 Focus Areas

“Creating a Community to

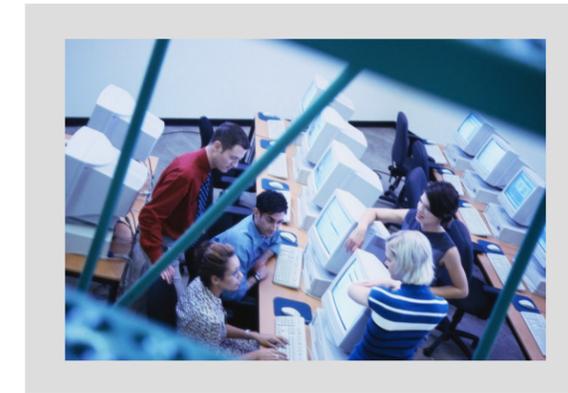
Match the Scenery”

**Create DISTINCTIVE DOWNTOWNS**



**Capitalize on OUTDOOR RECREATION & LIFESTYLE**

**Develop THRIVING CLIMATE for BUSINESS & LEARNING**



**AGRIHOODS**  
Creating Housing Communities That Value Agriculture



**TREMENDOUS TRAILS & OUTDOOR EXPERIENCES**

**Lisa Granahan, Economic Vitality Manager**  
[DouglasCountyNv.gov](http://DouglasCountyNv.gov) [Igranahan@douglasnv.us](mailto:Igranahan@douglasnv.us)  
(775) 782-6268

**GOAL:**  
**By 2022**

**DOUGLAS COUNTY** will be recognized as a **BEST PLACE** to **LIVE, WORK, LEARN** and **PLAY** because of our commitment to **EDUCATION, RECREATION** and **INNOVATION.**

# Vital Progress



## SOUTH LAKE TAHOE

2.57M annual visitors | stay 4.6 nights average | spend \$1.2B annually | \$371M food/beverage/retail sales



## SOUTH SHORE VISION PLAN 2012

Loop Road Project Match 2015  
Tahoe RDA Project Area Created 2016

## HEAVENLY MOUNTAIN RESORT

“Top 10 Most Scenic Ski Resorts”  
— *USA Today*, 3/2014



4,800 skiable acres

Largest snowmobile tour center in U.S.



## LAKE TAHOE

No. 1 Travel Destination in the U.S. — 2010, 2008  
No. 10 Destination Worldwide — *Trip Advisor*, 2008

## LAKE & VALLEY

\$400 Million  
Private Sector Investment 2014-15



## “RELAXED, RUGGED, REACHABLE”

Carson Valley Visitors Authority  
Brand Development



## SPORTS AVIATION DESTINATION

Awarded 2014 Standard Class Nationals  
Thunderbirds featured at 2015 & 2017 Aviation Roundup  
Build-a-Plane Program 2016



**GENOA VISTA TRAIL** | 1.3 miles — 2013  
**GENOA FOOTHILL TRAIL SYSTEM** |  
16+ miles — 2013  
**CLEAR CREEK TRAIL** | 10.5 miles — 2014  
**PINON LOOP TRAIL** | 5.2 miles — 2015

## DOUGLAS COUNTY AREA PLAN

— *Approved TRPA* 9/2013



## TREMENDOUS TRAILS

Stateline to Stateline:  
Initial 2.1 miles — Opened 2013  
10,000 users in 1st month



## GENOA

“Nestled in History”  
— *LA Times Travel Section*, 8/2013



## GENOA DESTINATION

\$2.5 M Main St. Enhancement  
**PINNACLE AWARD** for Sensitivity to Env.,  
History & Culture—2014 | 5 new businesses  
**Genoa WiFi Mesh Network** —2015



## NEW STEM CENTER — \$7M

For Douglas High School  
Opened 2015



## MINDEN

Bently Heritage Estate  
Distillery & Redevelopment



## VALLEY VISION PLAN 2013

Valley Vision Implementation  
County & Towns Joint Resolution

## AIRPORT & AVIATION JOBS

6 new businesses |  
5 expansions |  
\$52M economic  
impact



“...distribution proximity to  
West Coast & Asia”  
“...strong business climate rather  
than strong regulatory climate...”

## DOUGLAS COUNTY SCHOOL DISTRICT

Top-rated in Nevada | \$1.2M Innovation Grant—  
Interactive Whiteboard Technology in ALL Elementary  
School Classrooms



## MAIN STREET GARDNERVILLE

60 New  
Businesses  
Since 2009



## COMMUNITY & SENIOR CENTER

Opened Dec. 2014!



## WNDD TECHNOLOGY CLUSTER STUDY

GE Bently Nevada—Western Nevada College  
Engineering & Manufacturing Curriculum  
Alignment Preparing Students for GE Workforce



## ADVANCED MANUFACTURING CLUSTER

Anchor = GE Bently Nevada | 141 different businesses  
1800+ Employees | Average wage = \$61,000

Creating Priority **PARTNERSHIPS** to **DIVERSIFY** the **ECONOMY** and **ATTRACT** Community & Capital