



Economic Vitality Showcase March 26, 2013

**Accomplishments Based on
Public/Private/Non-Profit
Partnerships**

Aviation Round-Up and Fly-In = Tourism Awareness



Partners

Minden-Tahoe Airport
Minden Soaring Club
Civil Air Patrol
Soaring NV
Hutt Aviation
Taildragger Café
Sports Aviation Foundation

October 5, 2013 – 3rd Annual Event

Sports Aviation
Destination

Youth Aviation Adventure

30 teens participate!



**Introduces Young People to the
Exciting World of Aviation**

Partners

- Minden-Tahoe Airport
- Soaring NV
- Sports Aviation Foundation
- Reno-Tahoe Helicopters
- East Fork Fire & Paramedic Districts

Sports Aviation
Destination

Sister City = ↑ Tourism



**Omarama, New Zealand
named Sister City
October 2010**

Partners

- Minden-Tahoe Airport
- Omarama
- Carson Valley Chamber of Commerce
- Carson Valley Visitors Authority
- Sports Aviation Foundation

Sports Aviation
Destination

Minden-Tahoe Airport = ↑ Businesses



Minden Air locally manufactures fire tankers

**2 New Businesses, 4 Expansions,
21 New Employees**

Partners

Soaring NV

Hutt Aviation

Minden Airport Association

Airport Business Owners

Minden-Tahoe Airport

R.H. Brown

Pinon Aero Center

Sports Aviation

Destination

National Soaring Events = National Awareness



World's greatest soaring site!

Partners

Minden Soaring Club
Minden-Tahoe Airport
Soaring NV
Sports Aviation Foundation

**2014 Standard Class
Nationals to be held at
Minden-Tahoe Airport**

Sports Aviation
Destination

Aviation Education Day



**1000 students to visit Minden-Tahoe
Airport in 2013**

Partners

- Douglas County School District
- Civil Air Patrol -99's
- Intl. Women Aviation
- Minden-Tahoe Airport
- Nev. Dept. of Forestry
- Minden Air
- Air National Guard
- East Fork Fire & Paramedic Districts

Sports Aviation
Destination

Future East Side Airport Development =Economic Success



Partners

- Minden-Tahoe Airport
- Minden Soaring Club
- Soaring NV
- Sports Aviation Foundation

**Future International Soaring Complex & Aviation
Heritage Memorial Museum and Memorial Garden**

Sports Aviation
Destination

16+ miles of new trails Connect Valley & Lake

Trail information									
Approximate conditions									
Trail Name	Length	Typical Grade	Maximum Grade	Total Elevation Gain	Total Elevation Loss	Typical Width	Minimum Width	Surface Type	
Genoa Loop	8.2 mi	10%	35 - 40%	2550 ft	2550 ft	36 in	18 in	Soil and rock	
Eagle Ridge Loop	6.2 mi	8%	30 - 35%	1775 ft	1775 ft	36 in	18 in	Soil and rock	
Sierra Canyon Trail <i>One Way from Genoa to Top</i>	9.6 mi	8%	30 - 35%	3930 ft	440 ft	36 in	18 in	Soil and rock	
Tahoe Rim Trail: Kingsbury <i>South (to Sierra Canyon Trail)</i>	5.5 mi	9%	30 - 35%	1875 ft	1210 ft	24 in	18 in	Soil and rock	
Tahoe Rim Trail: Spooner <i>Summit (to Sierra Canyon Trail)</i>	6.7 mi	8%	30 - 35%	1800 ft	500 ft	24 in	18 in	Soil and rock	

Genoa Trail System



Partners

Carson Valley Trails Assn.
USFS
Nev. State Question 1
Douglas County

Genoa Foothill Trail System

Tremendous Trails

Great Trails Lead to Great Events



Partners

Carson Valley Trails Association
Greater Genoa Business Association
Carson Valley Visitors Authority
Tremendous Trails Team
Ascent Runs
Town of Genoa
USFS

**Genoa Peak
Completely
Madathon**



August 10, 2013

Tremendous Trails

Businesses Support Trails



Partners

The Nature Conservancy

GE Bently Nevada

Starbucks

Harrah's & Harvey's

Carson Valley Trails Association

Planned Clear Creek Trail

Work Days – April 2013

Tremendous Trails

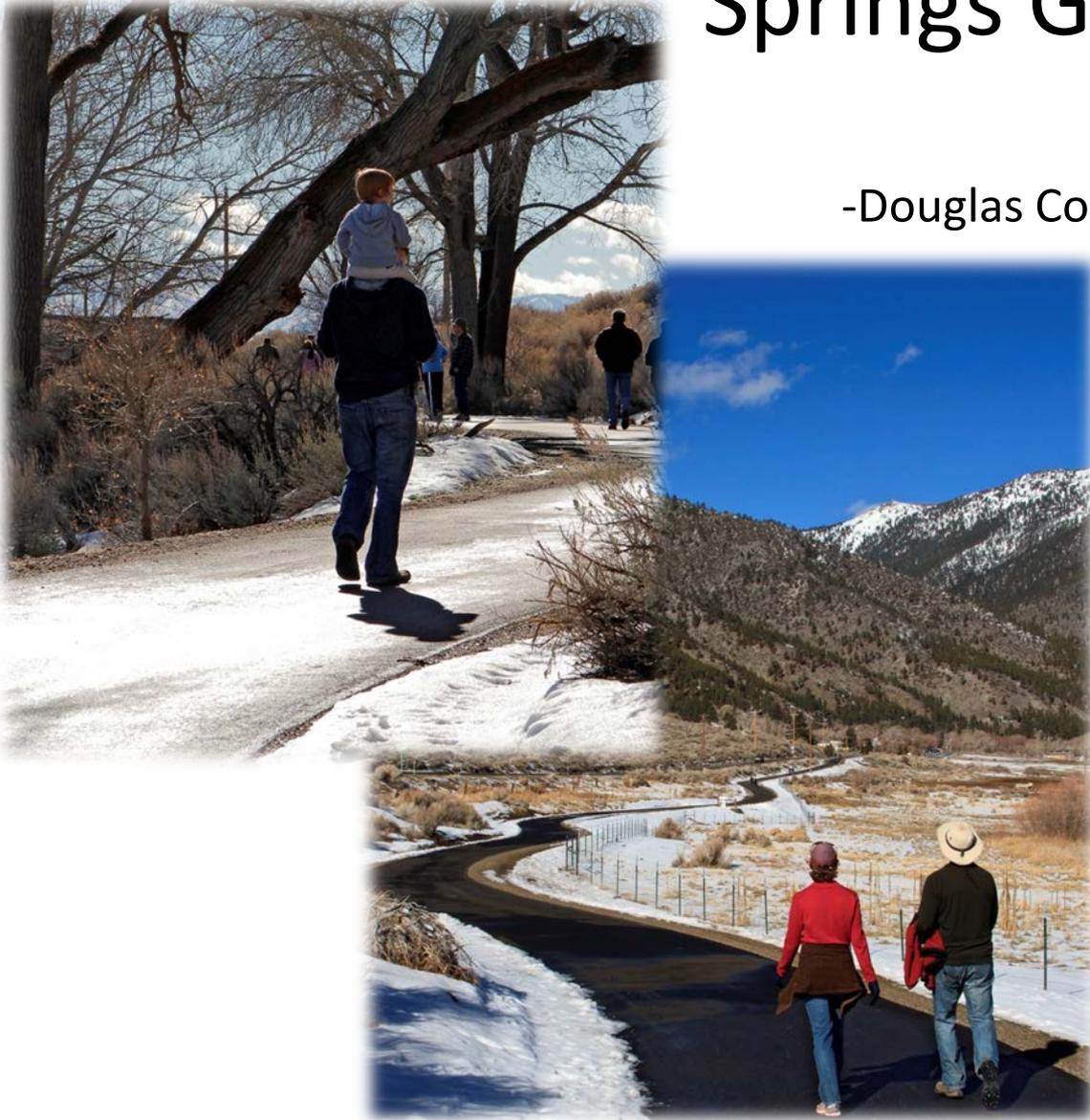
New Trail connects Walley's Hot Springs Guests to Genoa

Partners

- Douglas County Redevelopment Agency
- Nevada State Question 1
- The Nature Conservancy
- Town of Genoa
- 1862 David Walley's Hot Springs Resort & Spa
- “The Posse”

Genoa Vista Trail
Dedicated
January 26, 2013

Genoa Destination



RDA Improvements = 8 New Businesses



Partners

- Douglas County
Redevelopment
Agency
- Town of Genoa
- Greater Genoa
Business
Association
- “The Posse”

**Construction commenced March 2013 – \$1.6 M
Genoa Main Street Enhancement Project**

Genoa Destination

Wagons Ho for Genoa



Turn west at the “Wagon” for
Historic Genoa

Partners

- Greater Genoa Business Association
- Mario Antochi
- 1862 David Walley’s
- Local Businesses
- Douglas County
- Town of Genoa

**Partnership nets
iconic sign**

Genoa Destination

Revolving Loan Fund = Business Expansion



Battle Born Wine

Partners

Main Street Gardnerville
USDA Rural Development
Local Businesses

No Place Like Home
Senior Care



Main Street
Gardnerville

Cash Mobs = Local Stimulus



Frontier Antiques

Partners

Main Street Gardnerville
Local Businesses
Local Media
Community

“Cash Mobbers each spend \$10-20 at a predetermined local business each month”

Main Street
Gardnerville

Wine Walkers Discover Businesses



300 – 400 People
Walk on Thirsty Third Thursdays

Partners

Main Street Gardnerville
Local Businesses
Local Media
Community



Main Street
Gardnerville

Main Street Gardnerville Sees 38 New Businesses



Partners

Main Street Gardnerville
Town of Gardnerville



Net 38 new businesses since 2009

Main Street
Gardnerville

Erasing the Stateline

Partners

- South Tahoe Alliance of Resorts (STAR)
- Douglas County
- City of South Lake Tahoe
- Tahoe Regional Planning Agency
- Lake Tahoe Visitors Authority
- Tahoe Transportation District



**South Shore Vision = Outdoor Recreation
& Entertainment Destination**

Tahoe
Revitalization

New Regional Plan Update = Environmentally Focused Development



Partners

- South Tahoe Alliance of Resorts (STAR)
- Douglas County
- City of South Lake Tahoe
- Tahoe Regional Planning Agency
- Lake Tahoe Visitors Authority
- Tahoe Transportation District

Tahoe
Revitalization

New Stateline Trail will be most used on the West Coast



Partners

Nevada Department of Transportation
FHWA Recreation Trails Program
Nevada State Lands
Nevada State Question 1
Tahoe License Plate Program
Tahoe Douglas Transportation District
Douglas County
USFS
Tahoe Fund

Tahoe Revitalization
& Tremendous Trails

“100,000 visitors expected annually”

Tahoe Prosperity Center = Common Voice of Lake Prosperity



Tahoe Revitalization

Implementing the Lake Tahoe Basin Prosperity Plan

Raising Funds for STEM Education



**\$15,000 for Science,
Technology, Engineering
& Math (STEM) Education
grant writing**



Partners

GE Bently Nevada
Douglas County School Dist.
K-12 Team

**\$3-\$5
Million
Goal**

K-12 Team

Community & Senior Center Ground Breaking



**Ground Breaking held
October 19, 2012**

Partners

- Douglas County
- Park & Recreation
Commission
- Senior Service Advisory
Commission
- Young at Heart
- Design Team
- Community & Senior Center
Economic Vitality Team

Community &
Senior Center

Community & Senior Center



**Community Services Foundation
Fundraising for equipment & furnishings**

Partners

- Douglas County
- Community Services Foundation
- Young at Heart
- Parks & Recreation Commission
- Senior Services Advisory Board
- Community Members

Community &
Senior Center

Douglas County 2011 - 2012

Last two years

- 22 New companies
- 4 Expansions
- 700 Jobs
- 1300 Indirect jobs

Future

- 4 New companies
- ~200 jobs
- ~350 indirect jobs

