



Douglas County, Nevada
A Community to Match the Scenery

Economic Vitality Plan Update
February 2, 2017

Community Journey

- 2008-2009 Board Strategic Plan
 - Determine County's Role in Economic Development
- 2009 – 10 prior plans, 900 recommendations
 - Evaluated for resources, priority & leadership
- 2010 – Economic Vitality Plan approved
 - 3 Focus Areas, 12 Priority Projects
- 2014 – Board Strategic Plan – update action plans
- 2017 – 2nd Update

Why the Update?

- **Rejoice** project completion & milestones
- **Refresh** “ripe” projects
- **Rally** projects from vision to implementation
- **Redefine** projects with new potential

Rejoice



Project Completion

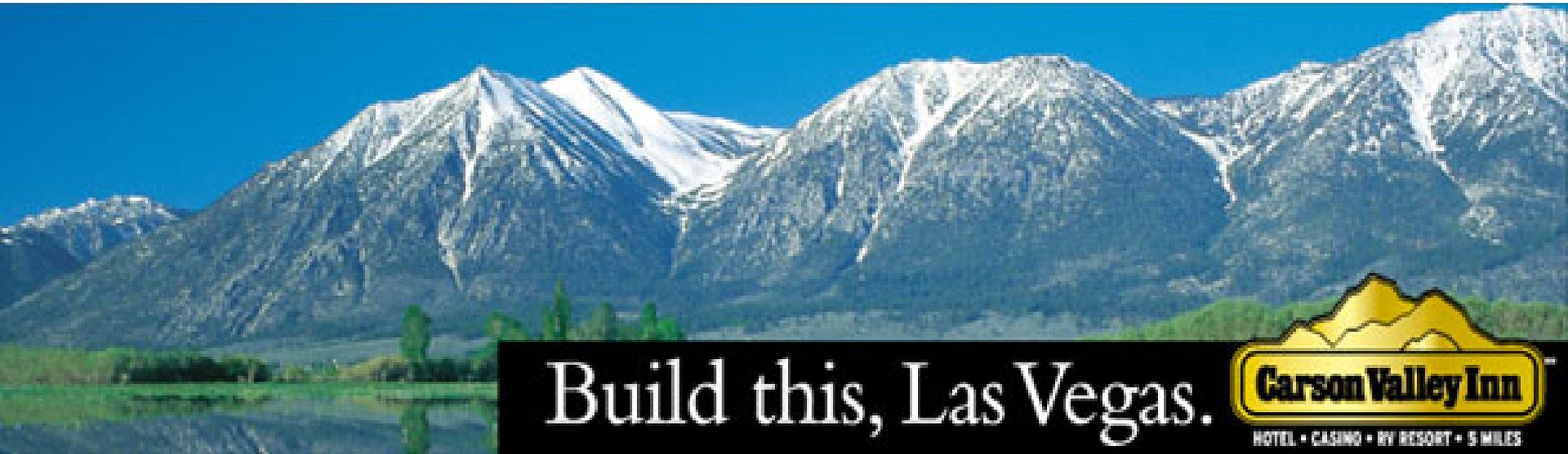
- **Genoa Destination**
 - Genoa Vista Trail
 - Main Street Enhancement
- **Community & Senior Center**
 - Location & funding
- **DHS STEM Center**
 - Teacher Training and STEM Curriculum

Milestones

- 60 new businesses in Main Street Gardnerville District
- \$400+ million private sector investment at Lake & Valley
- 11% increase in Manufacturing businesses
- 50+ miles of new trails

Douglas County Economic Vitality Vision & Goals

- **Vision - To Create A Community to Match the Scenery,** is inspired by our greatest natural assets
- **Goal - To be recognized by 2022 as One of the Best Communities to Live, Work, Learn and Play**



Build this, Las Vegas.



3

Focus Areas

Create
Distinctive Downtowns



Capitalize on
Outdoor Recreation & Lifestyle



Develop
**Thriving Climate
for Business & Learning**



What's New?

- New Overall Champion
- New Champions
- New County Manager & Board Leadership
- New Administration advocating for job retention & expansion in rural America



What's Accelerating

- Muller Parkway Buildout (pedestrian friendly downtowns)
- Education Innovation (moving from class to career)
- Manufacturing, Airport & Open4Business: Certified Sites/potential Brownfield Grant & Build to Suit Project at Airport



What's Accelerating (cont.)

- Housing
 - Agrihoods in the Valley
 - for Workforce at the Lake



- Pony Express Trail & Events
 - Connect Lake & Valley assets

When & Where?

- When: 2017–2019
- Where:
 - Lake & Valley Priority Projects
 - Trails, Downtowns and Airport are excellent examples of tying the County opportunities together



Why it's Important?

- Downtowns - Leadership & Cooperation between the County and Minden/Gardnerville will make the Valley Vision a reality
- Housing Trends – the market is extremely tight; when land is developed in the future let's encourage the preservation of our unique assets: agriculture & open space

Why it's Important?

- Advanced Manufacturing
 - Nevada is a high profile location & destination for advanced manufacturing – let's make the County unique in our ability to advance qualified employees & remove barriers to business retention, expansion and recruitment.



From:



K-12 EDUCATION INNOVATION
\$7M STEM Center Opening 2015



DISTINCTIVE DOWNTOWNS
Implement So. Shore & Valley Visions
Create Pedestrian-friendly
Neighborhoods & Main Streets



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



OPEN FOR BUSINESS
Simplified Permit Process



TRANSPORTATION ATTRACTION
Alignment Options &
Feasibility of V&T Loop



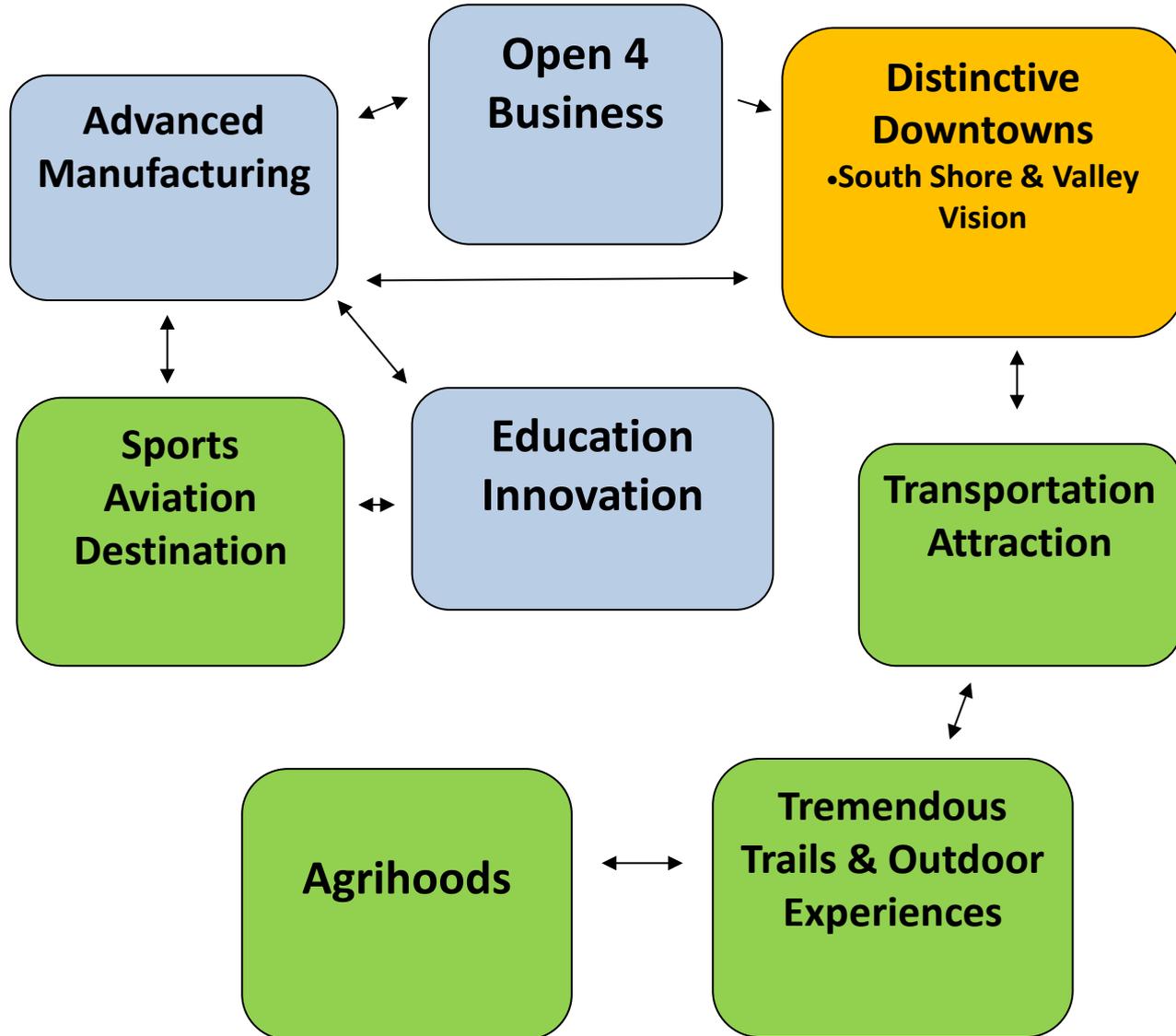
SPORT AVIATION DESTINATION
E-side Soaring & Sport Aviation Complex,
Business, Event & Youth Development



TREMENDOUS TRAILS
Create Trail Maps, Apps & Links
Pony Express Route Alternatives

Projects

To:



Team Champions



- **Overall & Open4Business** – Bill Chernock
- **Adv. Manufacturing** – Renea Louie
- **Distinctive Downtowns** – Steve Teshara, Lois Wray, Connie Billington, MSG – TBD, Tom Dallaire & Jenifer Davidson
- **Education Innovation** – Alex Ellison
- **Transportation Attractions** – Dominique & Jacques Etchegoyhen
- **Trails & Outdoor Experiences** – Debra Lang & Carlo Luri
- **Agrihoods** – Steve Lewis & Jack Jacobs
- **Sports Aviation Destination** – Linda Mae Hivert & Bobbi Thompson

Don't Leave Money on the Table!

- EDA*
- HUD
- USDA
- RBEG*
- SBA*
- NDoT*
- NCoT*
- GOED*
- DETR
- SHPO
- RDA*



- Private Individuals*
- Corporate Partners*
- Businesses*
- 31 Private Foundations
- Nevada Community Foundations*
- In-Kind Match*

* Contributed to Economic Vitality projects/goals

Tangible Benefits Distinctive Downtowns

Success of locally owned restaurants and boutique shops

Arts & culture entertainment

Coordinate improvements for pedestrians friendly & traffic calming atmosphere

Attractive to residents; encourage drive-through visitors to stop, shop & stay



2016 - MSG-60 businesses; Genoa-5 businesses

Carson Valley: CVI Investments, COD Renovation, Bently Heritage Estate Distillery Investment, Sharkey's Renovation, Overland Renovation

Stateline investments: Hard Rock, Edgewood Lodge Project, Tahoe Beach Club

Tangible Benefits

Outdoor Recreation & Lifestyle

- Job growth
- Business exports
- Visitor imports
- Local resources networked

Thriving Business & Learning Environment

- More good paying jobs
- Workforce expansion across all skill levels
- Nationally competitive K-12
- Local access to higher education

- ↓ Unemployment – all sectors
 - 2010 – 13.8%; 2015 – 6.8%
- ↑ Jobs – all sectors
 - 2nd Qtr. 2010 – 17,176; 2015 - 18,715
 - Net 1539 jobs



Douglas County Economic Vitality Update Recap

WHO: Douglas County Leadership with Champions, Teams & Partners

WHAT: 3 Focus Areas + **8 *Priority Projects***

Distinctive Downtowns

Outdoor Recreation & Lifestyle

Thriving Climate for Business & Learning

WHEN: Target 2022

WHERE: Lake & Valley

Large & Small Business

Conservation & Development

WHY: Ensure the prosperity of Douglas County through diversification

HOW: Leverage resources and communication

Engaging residents & businesses to shape the County's future

An aerial photograph of a town and its surrounding landscape. The town is situated in a valley, with a large lake visible in the background. The mountains are covered in snow, and the sky is clear. The text "Economic Vitality Plan Update Requested Motion" is overlaid on the top half of the image.

Economic Vitality Plan Update Requested Motion

- Approve the proposed updated
Economic Vitality Plan