

Spectacular, Unique, Wonderful!



Douglas County, Nevada

A Community that Matches the Scenery

State of the County Agenda

- Guy Rocha
 - Douglas County from a historical perspective
- Board of County Commissioners
 - A decade of success
- County Manager
 - Current projects & future plans

Celebrating A Decade of Success!

- Ten economic development plans prepared in last 10 years
- Plans recommended nearly 600 goals, objectives & strategies
- All express community desire to strike a balance between:
 - Business Climate
 - Environment: Natural & Infrastructure
 - Lifelong Learning
 - Quality of Life
 - Experiences

Business Climate Top Story: Douglas County's Global Brands



Business Climate Top Story: GE Energy buys Bently Nevada Recognizes Value & Location by Establishing Global Headquarters for \$2B Measurement & Control Solution

Other Global Brands Success Stories:

- Starbucks Roasting Plant
- Vail Resorts purchases Heavenly



Business/Beautification Success Story: Main Street Gardnerville Established

Town of Gardnerville, Douglas County, NDOT & Community Commit to Business & Beautification

- Overhead utilities removed
- Old lights replaced with decorative pedestrian-scale lighting
- Main Street Gardnerville program created
- Focus on improvements to image of US 395
- Gateways and Signage developed
- Flowers and Lighting program created
- Seasonal promotions and events
- Downtown business inventory/index updated
- Revolving Loan Fund for district businesses secured from USDA Rural
- Market analysis conducted



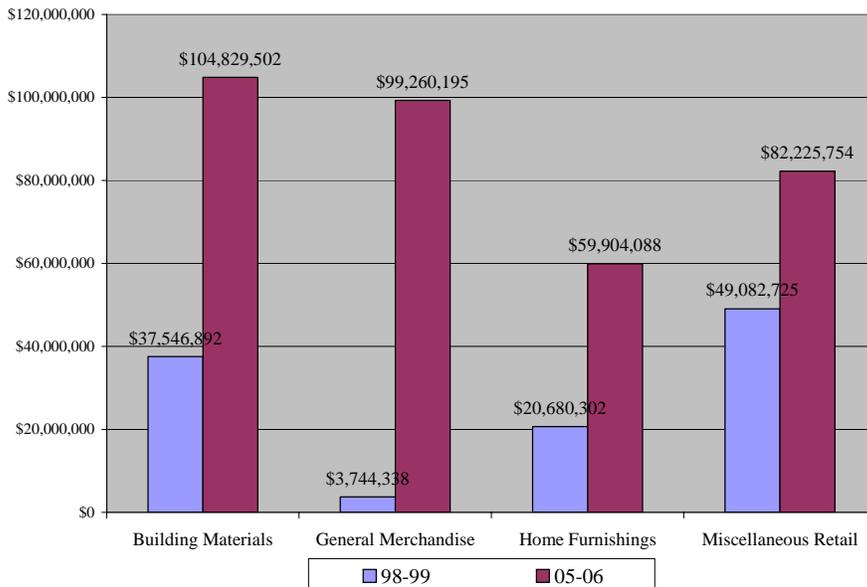
Retail Success Stories:

North Valley Plaza / Carson Valley Plaza

- Target
- Home Depot
- Ross
- Best Buy
- Petco
- Borders
- Trader Joes
- Wal-Mart



Impact of Redevelopment Agency Retail on Taxable Sales (total DC taxable sales shown)



Entrepreneur Success Stories:

Inspired Innovators

- North Sail
- Bently BioFuels
- GoPed
- Aviso Surfboards
- Tahoe Creamery



Quality of Life Success Stories :

Eat, Drink & Be Married

Food and entertainment options:



- Tahoe Ridge Winery
- 88 Cups
- La Ferme
- Barone & Reed
- Carson Valley Arts
- Basque Corner:
 - JT's, Overland & Sharkey's Renovations
- CVIC Hall addition & restoration
- Genoa Historic Weddings



Business Success Stories: Restaurants in the Last 10 years

Examples

- Gardnerville
 - Taco Bell
 - Jack in the Box
 - Kentucky Fried Chicken
 - Centerfield
 - Café Girasole
- Minden
 - Saletti's
 - Wasabi's
 - Coffee on Main "Nevada Joes"
 - Starbucks
 - Indigo
 - Buena Sera
- North County
 - Chili's
 - In & Out
 - Qdoba
 - Khristopher's Cafe
- Lake Tahoe
 - Hard Rock Cafe
 - Mirabelle's
 - Cabo Wabo Cantina

Business Success Stories: Business Buildings



- US50/Kingsbury
 - US395/Waterloo Lane intersection
 - Minden Village
 - Walgreens Plaza
- ### Banks
- Greater NV Credit Union 2008
 - Business Bank 2005
 - Nevada State Bank 2005
 - El Dorado Bank 2006
 - Bank of America 2005

Tourism Success Stories: Skiing & Golf

Top Story: Heavenly Mountain Resort invested \$100M since Vail Resorts, Inc. purchased the ski resort in 2002. Top ranking in SKI Magazine as the No. 1 spot for scenery in North America.

- Golf Investments
 - Genoa Lakes/Resort
 - Edgewood CC
 - Clear Creek CC
 - Carson Valley CC



Tourism Success Stories: Accommodations



- Carson Valley Inn improvements
- Holiday Inn Express
- Tahoe Vacation rentals
- Topaz Lodge improvements
- David Wally's Renovation & Expansion
- Historian Inn

Tourism Success Story: Events & Activities

- Eagles & Ag Tour
- Motocross Event
- Outdoor Concerts
- Celebrity Golf



Quality of Life Success Stories: History Reclaimed

Examples

- Minden Inn
- Minden Butter & Creamery Buildings
- Dangberg Home Ranch
- CVIC Hall renovation and expansion



Quality of Life Success Stories: Douglas County Trails

Top Story: Douglas County Regional Trails Master Plan & Carson Valley Trails Association

Other Stories:

- Fay Luther Trail
- Job's Peak Trail
- Tahoe Rim Trail
- Wind Trails for Soaring
- Mt. & Road Bike Trails
- ATV Trails



Quality of Life Success Stories: “Urban” Trails

Top Story: Douglas County School District received \$1.725 million from Big George Ventures, LLC to give the school a state-of-the-art sports facility

Other Stories:

- Jake's Wetlands - Minden
- Martin Slough Trail – Gardnerville
- Historic Minden Walking Tour



Quality of Life Success Stories: Special Events



Genoa Candy Dance



Carson Valley Days



Parade of Lights



Car rallies/shows

Environment Success Story: Preserving Ranch Lands with Conservation Easements

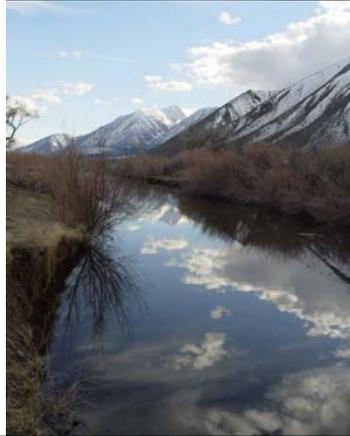
Top Story: Galeppi-Byington Ranch protects 700 acres of lush ranch land from development.

- Transfer Development Rights program has set aside 4003 acres since its inception in 1996.
- Several ranching families have preserved land



Environment Success Stories: Protecting Precious Water Resources

- **Top Story:** The Kahle Drive water quality improvement project provides overflow water to feed nearby wetlands.
- **Other Stories:**
 - Carson Water Subconservancy efforts
 - Tahoe Douglas & Carson Valley Conservation Districts' efforts
 - Lake Tahoe erosion control projects



Health and Infrastructure Success Stories: Water & Sewer Improvements

Top Story: County builds capacity to serve commercial and residential needs

Examples:

- N. County water/sewer infrastructure
- Waste Water Treatment Plant expansion
- Lake systems improvements/grant funding
- Minden - East Valley pipeline
- N. County waterline intertie project
- Sheridan Acres
- Effluent reuse agreements



Environment & Transportation Infrastructure

Top Story: Minden-Tahoe Airport



- Hangers
- \$4 million assessed valuation of Aircraft
- Master Plan
- Meridian Business Park



Environment & Infrastructure Success Stories:

Examples:

- Kahle Community Center and Gymnasium
- The Library's Children's Resource Center
- Stodick Park
- Johnson Lane Park
- Topaz Lake
- Skatepark
- Ropes Course at China Spring

Building Fun



Transit & Transportation Success Stories

Top Story: BlueGO's Express service connects Stateline to the Carson Valley floor

- \$1 million donation from Big George Ventures



Other Stories:

- Tahoe Transportation Center
- US88/County Road Roundabout
- Lake Parkway – Loop Road
- US395 safety cable barrier

Quality of Life Success Story: Health & Wellbeing

Top Story: Carson Valley Medical Center creates the first 15 acute-care beds in the county as well as a 25,000 ft² expansion



Other Stories:

- Wally's Hot Springs Health Renovation & Destination
- County Home Companion program



Workforce Success Stories:

Education & Workforce

Top Story: Western Nevada College is the “Gem” of the Nevada System of Higher Education.

- Partnership between UNR School of Business, WNC, Starbucks, GE Energy’s Bently Nevada, and other employers results in MBA degree program in Douglas County.

Other Stories

- Douglas County School District best in state
- Nevada Small Business Development Center
- Job Connect



Housing Success Stories:

The American Dream



Examples:

- Chichester Estates
- Saratoga Springs
- Genoa Lakes
- Arbor Gardens
- Pleasantview
- Minden Village Townhomes

Quality of Life Success Stories: Fire Safety/EMS Systems

- East Fork Fire & Paramedic Districts
 - New Stations/Station expansions
 - Advanced life support
 - Fire consolidation efforts
 - Emergency Management efforts
 - Strategic planning
- Tahoe Douglas Fire District
 - New stations/equipment
 - Fuels management efforts



Exceptional Community Wonderful, vital non-profits and volunteers:

- Provide critical services to those in need
- Created by people who care enough to make a difference every day
- Examples
 - Partnership of Community Resources, Austin's House, Family Support Council, Conservation Districts, Carson Valley Arts Council, Suicide Prevention Network, Boys & Girls Club, Young at Heart – and so many more
- A large part of what makes our community great

Exceptional Community

Diverse, essential faith-based organizations

- Serve individual and family needs
- Significant support for community projects, issues, and needs

Exceptional Community

Support each other in times of need

- Flood
- Fire
- Death
- Injury
- Community support

Future County Efforts



Future efforts by the County
**Board of County Commissioner's
Strategic Plan**

- Financial Stability – financial strength and integrity of the organization
- Public Safety – safe environment for residents, businesses and visitors
- Economic Vitality – promote the economic vitality of the community
- Infrastructure – provide for the maintenance and development of infrastructure to meet current and future needs

Board's Strategic Plan

Examples of Objectives

- Airport Use Ordinance
- Short/Long-term financial strategies
- Performance Analysis
- Emergency Preparedness Plan
- Lands Bill
- Trail projects
- Economic Vitality Action Plan

Vision:

Best Public Services of any County

- Lean government with high quality employees
 - Put the right people in the right places
- Do the best with what citizens are willing to pay
- Invest in technology
- Adhere to excellent financial/organizational policies
- Balanced and fair contracts/agreements
- Demonstrate our organizational values
- Be creative & resourceful

Vision:
Excellent Public Relationships

- Look for regional opportunities
 - Numerous agencies
- Develop public-private partnerships
 - Sierra Colina, GE, Tourism
- Demonstrate leadership on challenging issues
 - Water rates, Airport Use Ordinance, FEMA Flood Maps

Vision:
Build Upon our Assets - Trails

- Improve/expand trail systems
 - Genoa Community Trail
 - Martin Slough Trail – from Gardnerville to Minden
 - Pony Express Trail – from valley to lake
 - Stateline to Stateline Bikepath – from casino core to Round Hill Pines

Vision:
Anticipate and Plan for the Future

- Long-term planning efforts
 - Towns: Plans for Prosperity
 - Stormwater planning
 - Regional utilities planning
 - Transportation planning
 - Demographic/Workforce planning
 - We want our young people to stay: what are we doing about it?



Vision:
Prosperity Plan for Lake Tahoe

- Incredible asset
 - For residents, businesses and tourists
- Underutilized
 - USFS lakefront
- Aging buildings and infrastructure
- Significant challenges from water quality to environment groups
- Lake Tahoe is losing its year round population:
 - What does that mean for our community?



Vision:
Education and Workforce Development

- A place where education, from K-12 to higher education, is highly valued and supported by exceptional public schools and colleges
- A well-skilled workforce that will meet the needs of local employers and the region's future target industry companies
- Expose our children to innovation and the commitment to conservation



Economic Vitality:
Douglas County needs to Lead

- Master Plan & BOC Strategic Directions calls Economic Development a high priority
- Need to dedicate staff and resources to the effort
- Need to celebrate our successes, coordinate and focus community resources, set priorities and accomplish projects

Economic Vitality Action Plan

- Continual outreach to business
 - How can we assist?
 - Remove obstacles, improve/streamline processes
 - Keep our gems, attract businesses that are committed to our community
- County's role in Economic Vitality is defined
 - Demonstrate leadership
 - Active role in coordination
 - Develop and complete important & attainable projects

Vision:

Known for our Environment of Inspiration & Innovation

- Commitment to preserve our open space and international reputation as a place of inspiration & innovation
- Attract and support core industries to nurture a diversity of talents, people and opportunities
- Identify and target a select group of high wage paying industries that will provide diverse employment opportunities and increased prosperity for all citizens





Vision:

- We want Lake Tahoe and the Carson Valley to continue to look and feel like it does today
 - beautiful, majestic, rugged, with wide-open spaces, and historical scaled towns that look and feel as it did a century ago.
- We will focus our energy on projects that celebrate and enhance our environment



