Economic Development/Vitality

Downtown Revitalization Strategies for Success
BEST PRACTICES, LESSONS LEARNED AND STRATEGIES WITHOUT REINVENTING THE WHEEL

THURSDAY, SEPTEMBER 22ND
10:15 - 11:45 AM
RM 324

MODERATOR, MICHAEL SALOGGA, CITY OF CARSON CITY
MEMBERS OF THE PANEL

Barbra Coffee
Director, Economic Development & Tourism
City of Henderson

Connie Billington
Executive Director
Main Street Minden

Paula Lochridge
Program Manager
Main Street Gardnerville

Patrick Sinnott
Business Development Manager
City of Las Vegas
MAJOR TOPICS

• Targeted economic development strategy
  • Redevelopment districts
• Best practices in downtown revitalization
  • Carson Street in downtown Carson City
• Marketing of the district
  • Main Street Gardnerville & Main Street Minden
• Professionally managed downtown organizations
  • Let’s hear from the panel
Redevelopment in Henderson, NV

Barbra Coffee
Director of Economic Development & Tourism
Five Redevelopment Areas: Downtown, Eastside, Tuscany, Cornerstone & Lakemoor Canyon
Downtown Redevelopment Area
Est. 1995
Water Street District
Our City’s Historical Heart & Soul
Redevelopment Business Incentives

$2 million public investment | $2.7 million private investment

Before

After

• Grant-funded incentive programs
• Tenant Improvement
• Façade Improvement
• Highly flexible Downtown Master Plan
• Urban Lounge Incentive
• Reduced parking requirements
• Tax increment financing
• Agency-owned property

Redevelopment Business Incentives

$2 million public investment | $2.7 million private investment
Redevelopment Business Incentives

$2 million public investment | $2.7 million private investment
Redevelopment Business Incentives

$2 million public investment | $2.7 million private investment
New Construction Development

$7.6 million public investment | $19.7 million private investment
Residential Improvement Program
Residential Development Grant
Water Street Streetscape Improvements

$12 million Public Investment
Events Plaza & Outdoor Amphitheater
New Development | New Businesses
Water Street Rall-E!

Calling All Entrepreneurs!

Business Recruitment and Development
Business Retention and Expansion
SKILLED NURSING

INTEGRATED Healthcare Village

Union Village

Eastside Redevelopment Area
Union Village | Henderson Hospital
Questions?

Barbra Coffee
Director of Economic Development & Tourism
City of Henderson
Downtown Las Vegas – The Redevelopment Story

Patrick Sinnott
Business Development Manager
City of Las Vegas
It didn’t happen overnight.
What were some of the key steps?

I. Assessing the Area
II. Developing the ‘Tool Box’
III. Catalyzing Projects
IV. Building for the desired future
Assessing the Area

Assessing the Area – First determine the assets of the area and their potential that needs to be brought to light, land, buildings, location, etc...
Oldest Part of Region

1911 Picture - courtesy of UNLV Libraries, Special Collections
Fremont Street – The early days
Developing the ‘Tool Box’ – Look at what is available to drive change and development including: Zoning, TIF, RDA, SID, NMTC, Licensing, Properties, Contacts, etc…
Catalyzing Projects – Work with government and private sector/PPP to bring projects to life. One good project leads to two more.
Catalyst Projects = Team Effort
A $350 million startup founded by Tony Hsieh of Zappos, the Downtown Project seeks to revitalize the downtown Las Vegas area.

The investments include a mix of tech startups, traditional small businesses like restaurants, education, or health initiatives.

Original budget was set up to fund a number of important community initiatives:
- $200 million for real estate acquisition and residential development;
- $50 million in investments in tech startups through VegasTechFund;
- $50 million to invest in small businesses; and
- $50 million for education efforts including a partnership with Teach for America, and goal of having a K-12 charter or private school(s) in Downtown Las Vegas.
Tenaya Creek

BEFORE

AFTER
Mob Museum – Old Post Office
Zappos HQ – Old City Hall
Fremont Street Experience - Today
Discovery Children’s Museum

Photo courtesy of the Discovery Children’s Museum
Lou Ruvo Center for Brain Health

Photos courtesy of CCLRCBH
World Market Center
Federal Justice Tower
Fremont 9 Residential
Eclipse Theater
Nevada Supreme Court
Building for the desired future – Continue to evaluate and plan for your desired future. Strategic planning, continuous improvement, etc…
VISION 2045 DOWNTOWN LAS VEGAS MASTER PLAN
## Goals of the Plan (July 2016)

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<thead>
<tr>
<th>Icon</th>
<th>Goal Description</th>
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<tr>
<td>![Card]</td>
<td>Promoting <strong>GAMING / TOURISM</strong> in Downtown First</td>
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<tr>
<td>![Building]</td>
<td>Providing <strong>HOUSING / COMMUNITY AMENITIES</strong></td>
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<td>![Book]</td>
<td>Emphasizing <strong>EDUCATION</strong></td>
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<td><strong>ABUNDANT ENTERTAINMENT &amp; CULTURE</strong></td>
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<td><strong>REBRANDING</strong> and <strong>MARKETING</strong> Downtown</td>
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<td>Providing Options around <strong>MOBILITY</strong></td>
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<td>![Solar Panel]</td>
<td>Creating Standards for <strong>RENEWABLE ENERGY</strong></td>
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<tr>
<td>![Tree]</td>
<td>Creating More <strong>PARKS</strong> and <strong>GREEN STREETS</strong></td>
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<td>![Open Sign]</td>
<td>Expanding <strong>RETAIL</strong> and <strong>ENTERTAINMENT</strong> offerings</td>
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<td>![Heart]</td>
<td>Better Coordination of <strong>SOCIAL SERVICES</strong></td>
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Downtown Las Vegas – The Redevelopment Story

Patrick Sinnott
Business Development Manager
702-229-6551
Presentation Overview

• Background
• Conceptual designs
• Traffic impacts
• Project timeline
The Lead-up to the Project

• Setting the Stage – Why?
• What prompts a downtown plan?
• Selling the need
• 4 point approach - organization, design, economic restructuring, promotion (silver buckshot)
• On-street parking
Background

• 2005 *Downtown Envision Plan*
  – Response to I-580
  – Intensive *charrette* and 3D modeling
  – Planning for downtown *context*
  – A *vision* for Carson Street
Background

I-580

• 2005 – North portion completed to Highway 50 East
• 2009 – Completed to Fairview
• 2017 — Fairview-to-Spooner Junction to be completed
Background

Carson Street Implementation

• 2005 – 2014 detailed studies
  – Engineering / traffic planning
  – Infrastructure upgrades
  – Public review and input

• April 2014 project funding
  – Part of 1/8-percent sales tax for city-wide capital projects (Plan of Expenditure)

• May 2014 adopted Complete Streets policies
Background

Funding for Carson Street

• Sales tax: $6,850,000
  – Travel lanes, center turn lane, bike lanes
  – On-street parking
  – Wide sidewalks (dining / retail / special events)
  – Long-overdue street improvements and repair

• Utility fund: $2,110,000
  – Long-overdue utility upgrades
Carson Street Complete Streets Concept
Rethinking Carson Street

• Concern with on-street parking slowing traffic—eliminate or reduce?
• Bike lanes on Carson
• Accommodate emergency response with 3rd lane
2014 Preferred Concept Plan
2014 Preferred Concept Plan
Sidewalk Sections

20 feet – not adjacent to parking
Sidewalk Sections

12 feet - adjacent to parking
Traffic

- Traffic counts
- Traffic safety
- Parking control and loading
- Emergency services
- Bike Traffic
- Frequently asked questions / conclusions

Average number of vehicles per day on Carson Street (at 150 feet north of Ann Street)
- Sales Tax Funds: $6,850,000  Utilities: $2,110,000
- Oversight: Regional Transportation Commission (RTC) & Redevelopment Authority Citizens Commission (RACC)
VISION STATEMENT

Experience the Past ● Enrich the Present ● Embrace the Future
Mission Statement

The mission of the Main Street Gardnerville Program, in partnership with the town, county, business and community, is to revitalize downtown Gardnerville utilizing design, organization, promotion & economic district vitality to develop the unique identity and preserve the historic nature of our community.
MSG helps to enhance the **Town of Gardnerville’s** own **Strategic Plan**.

MSG helps to enhance **Douglas County’s** own **Master Plan**.
Why is Main Street Important?

A strong downtown –

• is a major employer.
• helps reduce sprawl.
• provides a shopping alternative to national chains.
• supports local jobs through the rehabilitation of older downtown buildings.
• is important for industrial recruitment. Developers use a downtown’s health as a gauge of local quality of life.
• provides a return on investment to taxpayers through an increased tax base.
Four-Point Approach®

Design

Promotion

Organization

District Vitality
Organizational Chart

Board of Directors

Program Manager

Organization Committee

Promotions Committee

District Vitality Committee

Design Committee

Coffin Races Subcommittee

Wine Walk Subcommittee

Flower Subcommittee

Heritage Park Garden Subcommittee
5,916 volunteer hours were logged in 2015 at an approximate value of $136,482.

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<th>Hours Logged</th>
<th>Approx. Value</th>
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<td>$56,689</td>
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<tr>
<td>2010</td>
<td>2,025</td>
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<td>2011</td>
<td>3,720</td>
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<td>2014</td>
<td>5,298</td>
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<td>2015</td>
<td>5,916</td>
<td>$136,482</td>
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<td>Totals:</td>
<td>30,832</td>
<td>$630,477</td>
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Program voted “Best Non Profit in Carson Valley”
Received the “Tour Around Nevada” award
• Presentation made during the 2015 Legislature requesting the creation of a statewide Main Street Program.
• The Children’s Garden project completed with a USDA Specialty Crop Block Grant for Heritage Park Gardens.
• A USDA Specialty Crop Block Grant was awarded to begin a “Growing to Share” project in Heritage Park Gardens.
• Basque Mural Project completed.
• Promotional Events continue to grow… Thirsty Third Thursday Wine Walks; Freedom 5K Fun Run/Walk; Slaughterhouse Lane Coffin Races; and we were able to bring the Great Race here for a lunch stop through a partnership with the Town of Gardnerville and the Visitors Authority.
Sponsor a basket, adopt a pot or support the bench project and “become part of downtown”!

Sponsoring a “Basket of Flowers” supports the beautification efforts for downtown Gardnerville and the Horticultural Programs at China Spring Facility, Douglas High School, and Smith Valley School.
## Business Inventory

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<td>13</td>
<td>19</td>
<td>14</td>
<td>16</td>
<td>15</td>
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<tr>
<td>Closed</td>
<td>2</td>
<td>12</td>
<td>3</td>
<td>6</td>
<td>10</td>
<td>4</td>
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<tr>
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<tr>
<td>Relocated Outside of Gardnerville</td>
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<td>2</td>
<td>4</td>
<td>1</td>
<td>3</td>
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<tr>
<td>Relocated within District/Transfer of Ownership</td>
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<td>0</td>
<td>3</td>
<td>6</td>
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<tr>
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<td>29</td>
<td>28</td>
<td>23</td>
<td>17</td>
<td>21</td>
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It’s Happening On Main Street!
It’s Happening On Main Street!
It’s Happening On Main Street!
It’s Happening On Main Street!
What’s Next?

Conceptual Pelota drawing
Support of the local Basque Community
Acquire a Location

Further development of Heritage Park Gardens
Create event space
Promote as a Tourist Destination

Restore Existing Building Stock
Establish relationships with property owners
Create design guidelines

Hellwinkel Property Development
Renovation of existing structures
Landscaping to appropriate levels
What’s Next?

Well designed, visually attractive, pedestrian friendly design & streetscape
- Gateway and district signage
- More flowers and planters
- More street furniture
- Parking development and Management

Business Recruitment and Growth
- Expand the Revolving Loan Fund Program into a self-sustaining loan pool that meets all demands
- Business clustering
- Establish pro-active exit/retirement plans for merchants
- Business Training Workshops
Thank You!

Volunteer Board of Directors FY 2016/2017

Linda Dibble, President
Scott Bergan, Vice-President
Norie Jenkins, Treasurer
Suzanne Carreau, Secretary
Tara Addeo
Meredith Fischer
Margaret Pross, Founding Board Member
Stephanie Waggoner
Ken Miller, Town of Gardnerville Liaison

Paula Lochridge, Program Manager
1407 Hwy 395 N, Gardnerville, NV
775-782-8027
Info@MainStreetGardnerville.org
www.MainStreetGardnerville.org
IN THE BEGINNING...

THE ROAD TO A START UP MAIN STREET PROGRAM
WE HAVE AN IDEA...

✓ Town Manager & Board Member attended Main Street National Conference

✓ Exploratory Steering Committee formed

✓ One year of planning and visioning with businesses and residents

✓ Initial Board selected by committee & approved by Town Board

✓ Initial funding of program secured
ASKED A LOT OF QUESTIONS...
INTRODUCTIONS PLEASE...

✓ First Event Planned – Fall Fling!

Main Street Minden presents the first ever
Fall Fling

Help us kick off the beginning of Fall and Celebrate our New Program!

October 17, 3-9pm • Esmeralda Ave, Minden
$5 entry fee for you and 1 child (12 and under)

DELICIOUS FOOD AND DRINK AVAILABLE FOR PURCHASE LIKE...
- Salami’s - Sopw Corner Bar - Stuffed mushrooms - Minden Meat and Deli - 12 beers on tap
- Sierra Gourmet - chips and salsa - fabulous bbq apps
- Floaters - All American Soup
- Coffee on Main - hot cocoa - And more!

ACTIVITIES LIKE...
- Balloon animals
- Photobooth by Legendary Entertainment
- Pumpkin decorating
- Storyteller Captain Michael

AND DANCE THE NIGHT AWAY TO THE MUSIC OF...
- The Corner Party and All Hat, No Cattle
- Kids can watch ‘Fremontsv’ in the CVIC Hall with FREE adult supervision, and popcorn from Ironwood Cinemas.

THANKS TO OUR SPONSORS:
- RALEY’S AND IRONWOOD 4 CINEMAS
- Advanced tickets at Berry Chiropractic, Minden Tahoe Airport, Blue Rock Gallery
- maketstreetminden@gmail.com

For more information go to facebook.com/MainStreetMinden or call 775-389-1010
IT’S OFFICIAL…

- By Laws Written & Approved
- 501 (c) 6 Filed & Approved
- Define, Define, Define
  - Who are we
  - District & Focus

READY, SET, GO…

- Interviews for Executive Director
- Interviews for Committee Chairs
- Board Training
- Strategic Planning
- Usual Start-up Ups & Downs
WHO WE ARE...

✓ Non Profit
✓ Focused on preserving the Historic Downtown District, economic revitalization and promoting tourism
✓ Reintroducing downtown as the Heart of Our Community
✓ An exciting place to visit and do business
✓ MSM is the intersection of business and community, work and play, and public and private partnerships
✓ Our organization includes Minden and valley businesses, residents and volunteers that power our activities
✓ We are part of a the larger concept and program, Main Street America™

✓ In partnership with our members, residents, local public and private agencies, MSM activities will build on Minden’s strengths, evolving into a thriving destination for the benefit of the community at large
THE DISTRICT & BEYOND...

- Historic District (Main Focus)
- Other District Businesses within Town of Minden
- Partnerships within all of the 89423 Zip Code
STRAEGIC PLAN 2016-2017

Transformation Strategies

- Design
- Promotion
- Organization
- Economic Vitality

Community vision
Market understanding

- Health & Wellness
- Dining & Entertainment (Night Life)
- Arts
- Community Friendly/Family Serving

Quantitative outcomes
Qualitative outcomes

- Activities
- Responsibility
- Budget
- Funding
- Timeline
- Metrics
GETTING TO THE BASICS...

✓ Mission, Vision, Values

✓ Maintain a High Degree of Community Presence
  ✓ Chamber of Commerce
  ✓ Visitor’s Authority
  ✓ Town Meetings
  ✓ Community Events

✓ Membership Applications & Agreements

✓ Get Committees Working

✓ Manage Community Expectations
VOLUNTEERS...

Main Street Minden Volunteers

Make a Difference

everyday...to someone

Events

Community Projects

Monthly Newsletter

Volunteer of the Month
Volunteer Board of Directors
2016-2017

Bobbi Thompson, President
Heidi Saucedo, Secretary
Ted Thran, Treasurer
Susan Barry, Director (Organization Chair)
Alisa Pfeil, Director (Promotions Chair)
Jojo Myers, Director (Economic Vitality Chair)
Roxanne Stangle, Director (Town of Minden Liaison)

Vice President, Open
Design Chair, Open

Connie Billington, Executive Director
1604 Esmeralda Avenue, Suite 201
Minden, NV 89423
775.901.9634

mainstreetminden@gmail.com
www.mainstreetminden.com

Thank you, come share the experience