"Vision without execution is hallucination."

- Thomas Edison
• Vision & Partnership
• Execution
• Communication & Measuring Progress
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 Area, 12 Priority Projects

• 2014 – Plan Updated – 8 Priority Projects
Guiding Principles

Improve Business Climate

Attract Businesses that are Unique & Marketable

Maintain Exceptional Quality of Life

Preserve Natural Environment & Improve Infrastructure

Enhance Education & Workforce

TARGET OPPORTUNITY
Role of Douglas County

- Leadership
- Partnership
- Facilitator
- Communication
- Leveraged Resources

03/15/2010
Douglas County
Economic Vitality Goal

• Our goal is to be recognized by 2022 as One of the Best Communities to Live, Learn, Work, and Play
“Creating a Community to Match the Scenery”

3 Focus Areas

Create Distinctive Downtowns

Capitalize on Outdoor Recreation & Lifestyle

Develop Thriving Climate for Business & Learning
Distinctive Downtowns

2 Distinctive Downtown Projects

Create Pedestrian-friendly Neighborhoods & Main Streets

Implement South Shore Vision

Implement Valley Vision
Outdoor Recreation & Lifestyle

3 Projects

Countywide Connectivity

Leveraging local funds to implement the multi-modal transportation blueprint

Tremendous Trails
Create Trail Maps, Apps & Links
Pony Express Route Alternatives

Sport Aviation Destination
E-side Soaring & Sport Aviation Complex,
Business, Event & Youth Development
Thriving Climate for Business & Learning

Projects

1. **K-12 Education Innovation**
   - $7M STEM Center Opening 2015, Expanding STEM Curriculum

2. **Open for Business**
   - Simplified Permit Process

3. **Accelerating Advanced Manufacturing**
   - Outreach, Workforce Development & Buyer/Supplier Network
Rejoice

Project Completion!!!

✓ Genoa Destination
  - Genoa Vista Trail
  - Main Street Enhancement

✓ Community & Senior Center
  - Location & funding

✓ $7.1 M STEM Center
  - Opening Fall 2015
Vision

Don’t Reinvent the Wheel
Blow off the dust!
Wordle

Vision at a Glance!
A Picture is Worth a Thousand Words
Creative Communities

Authentic & Unique ~ Play to your Strengths!
Partnerships
Public - Private - Non-profit - Agency - Organizations
Champion

*Champion: to fight or speak publicly in support of (a person, belief, cause, etc.)*
Stakeholder

1: a person entrusted with the **stakes** of bettors
2: one that has a **stake** in an enterprise
3: one who is involved in or affected by a course of action
Community Beacon

Empower Your Champions!
Economic Vitality Manager

Staff member in the Manager’s Office to shepherd implementation by fostering the partnerships, communication, and cooperation, and to make best use of resources
Project Teams

The Get ‘Er Done Folks - Not a Committee
The Execution

Vision

Execution
"Genoa is the GEM of the Sierra Nevada"
- 2006 Carson Valley Tourism & Visitors Assessment
Genoa Destination

• Goal – Genoa is an active business community providing services and unique experiences for visitors and residents

• Objective
  – Create & Amplify the Destination

• Project Scope

• What’s the budget?
Create the Vision

• Where are the Landmines?
• What do we have in the Can?
• How can we Blend the Two?
Selling the Project

- Construct the “Business” Case for Change
- Oldest Community became a Liability – Resistant to Change
- Approach it in such a way to get Buy In
Build The Team

The “Posse”

- Build a team of SME’s (Subject Matter Experts)
- Delegate
  - Loose/Tight Control
- Have Fun!

Historian – Randy Falcke
Logistics – Dan Aynesworth
Entrepreneur – Chad Coons
Town Manager – Sheryl Gonzales
Project Manager – Sandy Wendel
Bureaucracy Expert – Lisa Granahan
Area of Dominate Influence

- Small town with an ample ADI
- Reach out beyond...
The Buy-In

• Socialize the Project
• Explain the What, How & Why
Invite People to Participate in the Process

• Make it their Idea
Momentum Inspires
Other Improvements

Happy Accident
Celebrate the Milestones

- Believing is Seeing
- Thank People for Input
Cut the Ribbon

Genoa Vista Trail Dedication – Jan. 2013
Cut the Ribbon

Genoa Main Street Project Dedication – June 2013
Keeping it Alive

Communication & Measuring Progress
Communication

- Board updates
- Quarterly Champion Reports
- County Newsletter
- Social Media
- Speaking Opportunities
Genoa Destination

BEFORE

Tracking & Measuring Progress

AFTER
BEFORE

Net 5 New Businesses
• 26 jobs
• 2.7% ↑ in occupancy

AFTER
Before 2000+ uses per month

Genoa Vista Trail

Genoa Bar Business

↑ Revenue 20%
Getting Noticed
Make the Most of It

5 THINGS WE LOVE

Genoa, Nevada

In a world obsessed with all things new, Genoa, Nev., makes a virtue of its focus on the old. As the state’s earliest settlement, Genoa claims its oldest saloon, sits on the original pony express trail, and may even have the oldest rock walls in Nevada. Area code is 775.

1. When Genoa was founded in 1851, few people sought amusement in the adjacent Sierra Nevada. Today, anyone can use a trail system that includes the roaring downhill Sierra Canyon Trail from Spooner Summit and the gentle West Fork Trail along the Carson River. carsonvalleytrails.org

2. Inscriptions on a modest grave in Genoa Cemetery and on a statue in Mormon Station State Historic Park pay homage to Snowshoe Thompson, Genoa’s grittiest celebrity. From 1866 to 1876, Thompson strapped on hand-hewn wooden skis more than nine feet long to deliver mail to snowbound residents of the wilderness between Nevada’s Carson Valley and Placerville, Calif. snowshoethompson.org

3. Some of the choicest handmade treasures in Nevada—American Indian and otherwise—may well be tucked away in Genoa Antiques, one of three antique shops in town. 782-1803

4. Mark Twain, John Wayne, and Clint Eastwood all caroused in the 1853 Genoa Bar, where the 10-ingredient Bloody Marys win acclaim. Above the bar gleams a 19th-century mirror sent by ship and wagon from Scotland. genoabarandsaloon.com

5. La Ferme Restaurant, set in one of Genoa’s great old houses, brings the town into the present with such contemporary dishes as crisp duck leg with apple confit and a roasted venison chop with pear-apple syrup. 783-1004, lafermegenoa.com — LAURA READ
Tangible Benefits Distinctive Downtowns

Success of locally owned restaurants and boutique shops

Arts & culture entertainment

Coordinated improvements for pedestrians friendly & traffic calming atmosphere

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

2013 - MSG–43 businesses; Genoa–5 businesses

Minden: CVI Investments, $3.1 M COD, Renovation, $44M Bently Heritage Estate Distillery

Stateline investments: Edgewood Lodge Project, Hard Rock & MontBleu
Private Investment

$400,000,000
Questions