

item #10

**City of Carson City
Agenda Report**

Date Submitted: 03/25/08

Agenda Date Requested: 04/03/08

Time Requested: 15 mins

To: Board of Supervisors

From: Robin Williamson, Supervisor

Subject Title: Discussion of the Carson City Downtown Consortium outreach and public reaction to the information and call to action.

Staff Summary: Many public presentations have been made to a variety of organizations to acquaint residents with the vision for downtown and the opportunities for participation in that effort. Staff wishes to update the Board of the presentation and the action plans that will be developed.

Type of Action Requested: (check one)
☐ Resolution ☐ Ordinance
☐ Formal Action/Motion ☒ Other (Specify) Presentation Only

Does This Action Require A Business Impact Statement: ☐ Yes (XX) No

Recommended Board Action: n/a

Explanation for Recommended Board Action: n/a

Applicable Statue, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: n/a

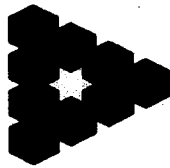
Explanation of Impact: n/a

Funding Source: n/a

Alternatives: n/a

Supporting Material:

Prepared By: Robin Williamson



**Downtown Carson City
Institutional Alliance**
Connecting Commerce with Culture
an affiliate of Downtown Answers



**Carson City
Downtown
Consortium**
an affiliate of Downtown Answers

TODAY'S MEETING GOALS

Update: Downtown Carson City Redevelopment

- **Downtown overview (9 minute video)**

Execution strategies -

Carson City Downtown Consortium

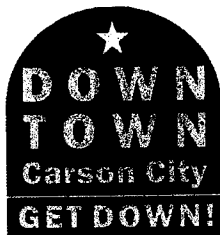
- **Downtown Business Owners**
- **Downtown Operators**
- **Downtown Property Owners**
- **Downtown Residents**
- **Friends of Downtown**

Downtown Carson City Institutional Alliance

ROUND HOUSE DISTRICT PARTNERSHIPS

- **State of Nevada**
 - **NDOT**
 - **Dept. of Cultural Affairs**
 - **Dept. of Administration**
 - **Public Works**
 - **State Lands**
 - **Buildings & Grounds**
 - **Western Nevada College**
- **City of Carson City**
 - **Carson City Library**
 - **Carson City Office of Business Development**
 - **Carson City School District**
 - **Carson Tahoe Regional Healthcare**
- **Not for Profit**
 - **Children's Museum of Northern Nevada**
 - **Carson City Arts & Culture Coalition**
 - **Carson City Culture Commission**

www.downtownanswers.com



Important information ... the contextual back story to the downtown vision

Research from the Nevada Commission on Economic Development (NCET), Nevada Development Authority (NDA), Economic Development Authority of Western Nevada (EDAWN), Northern Nevada Development Authority (NNDA), Sierra Pacific Power Company (SPPC), the Urban Land Institute (ULI) and Destination Development, Inc. (DDI) indicates Carson City's 2006 master plan (*Envision Carson City*), allowing for downtown Carson City to become a walkable urban center, with residential, retail, public plazas, public transit and downtown arts, culture and educational institutions, matches the kinds of quality of life amenities that, in tandem, attracts the **highly sought after knowledge-based worker as well as the affluent well-educated visitor.**

Industry that creates technical, professional, high-paying jobs from businesses whose corporate complexion is clean and green will follow these valuable workers into communities that offer quality of life amenities; and among the most affluent and well-educated travelers a visitor experience that provides shopping and dining in an authentic, pedestrian-friendly, locals-used downtown is the number one tourist activity in America (and a \$3.8 trillion per year industry NNDA 2006 *NortherNVision*).

Study findings have become economic development strategies for EDAWN with *Target 2010* and NNDA with *NortherNVision* to attract and retain healthy business to the entire region. Plus, Carson City's tourism efforts: *2008 Branding, Development & Marketing Action Plan* (led by Seattle, Washington-based Destination Development, Inc. (DDI) and commissioned by the Carson City Convention and Visitor's Bureau and Carson City Redevelopment Authority) is guiding plans to sustain and grow Carson City's high-end tourism.

Are the economic development efforts working?

Yes and no. These business sectors need a skilled workforce, and currently our limited workforce throughout the entire region compromises business development efforts.

What is the workforce problem?

The kind of knowledge-based worker these industries recruit are typically between 21 – 45 married professionals with children, they seek a "balanced life pace" and "want four distinct seasons." Quality of life is a major priority - above income potential and career opportunity.

Don't we have "quality of life?"

Yes and no. In many ways we do, just think about all the reasons why you love living here. But we have two major regional problems: cost of living and areas of sprawl, especially in the Truckee Meadows. And in Carson City, limited shopping, a traffic laden downtown and limited choices for K-12 education (especially for middle and high school) are routinely cited as lacking, but important, quality of life necessities.



Target2010 research determines that among skilled workers between the ages of 21 and 45 **4 % would consider relocating** to the Greater Reno-Tahoe area within the next 3 years, approximately **4 million people.**

So that many people will move to the region in the next 3 years?

No, conceivably that many might "think" about moving here. But some will do more than think about it. Don't forget Nevada is still one of the fastest growing states in the U.S. and growth is coming. This is an opportunity for the region to strategically recruit those types of residents who match our "best-fit" industries.

How does this impact Carson City?

Well, good paying, clean jobs are important to our economy and civic life. And, fortunately, those are the kinds of companies the state-wide effort is seeking to attract. These companies don't see county lines so we must act locally but think regionally.

Therefore, this regional effort focuses future success based on how we connect as one region, from rural counties to the urban core. The six-counties include: Washoe, Douglas, Storey, Carson, Churchill and Lyon.

The 6 counties are all very unique, so where does Carson City fit into the "regional" mix?

We believe Carson City is in a terrific position. In many ways we're a very stable community because government, education, healthcare, manufacturing and financial services are our main employers, paying higher-than-average wages across all age groups. In fact, according to the State Department of Employment, Training & Rehabilitation (DETR) together these account for more than 60% of Carson City's jobs.

Plus, we are a capital city with year-round visitors; we're home to a four-year college (with a NASA partnered observatory) and a regional medical center; and we're rich in art, culture and history. We have the state's largest historic district. We tax ourselves for open space and recreation. We have night sky ordinances. We have sensible building height requirements to protect our vistas and we have not been totally ruined by sprawl.

Carson City seems terrific ... is there a problem?

Yes. More than 50% of the people who work here, in those stable, higher-than-average wage jobs, don't live here. They drive their paychecks out of town each night at 5 o'clock. We need to shore up this jobs / housing imbalance (especially for our state and municipal workers) and at the same time, attract the new best-fit industries identified for our whole region.

What can we do ... capturing even ¼ of these people would be a big boost to economic development, right?

Yes it would, but for Carson City the order of operations is very important. Our best economic development opportunity is already here: We need to address our own specific reasons for Carson City's jobs / housing imbalance. Research suggests many of Carson City's stable, high-wage earners choose to commute for those "quality of life" reasons. This could be corrected by redeveloping downtown into an authentic walkable neighborhood with mixed-income housing supported by vibrant arts and culture core and a downtown central library. Plus, supporting community-wide initiatives to address K-12 education, public transit, a downtown central library, parks and recreation and police and fire needs is also important because all together research suggests these enhanced amenities can attract these folks as residents not commuters.

At the same time, as a part of the regional effort, we have to support plans to attract the new knowledge-based workforce, so the "best-fit" companies will follow. Putting it another way, *the jobs follow the workers, not the other way around*. Find out more, visit www.nnda.org.

What about efforts to attract visitors ... isn't this economically important?

Yes, very important. In fact, Northern Nevada Development Authority determined this sector to be one of Carson City's best business opportunities. NNDA 2006 *NortherNVision*

Will the reconstruction of the Virginia & Truckee Railroad help tourism?

Yes. Visitors spend most of their money on lodging, dining and shopping and for Carson City the V&T ride has to be connected with downtown.

Will the V & T Railroad be in the downtown?

No.

So what will bring visitors downtown?

Evidence from the Carson City Convention and Visitor's Bureau and Carson City Office of Business Development suggests that a culinary emphasis that plays up Carson City's stellar, diverse restaurant community will extend our visitor season to year round and cross participate with the V&T and attract the highest income visitors.

I know we have some nice restaurants, but a whole downtown economy surrounding culinary?

Yes. By supporting and adding to the broad range of restaurants in our historic, authentic, charming downtown this sets in motion opportunities to attract complimentary retail like kitchen shops, home décor, ethnic and gourmet foods, wines, organically grown foods, boutique antiques, naming just a few. Plus focus on adult cooking class-type businesses like winemaking, brewing, cooking, and baking and at the same time, foster our high school culinary program and potentially college degree programs all tied to the hospitality industry.

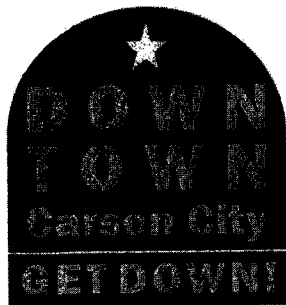
What kind of *real* support is there for this?

Implementation requires meaningful action. And meaningful action requires structure, a sensible order to how we make progress, one step at a time. The statewide components of our vision will be catalyzed and coordinated through local and state leadership, and the Downtown Carson City Institutional Alliance. Similarly, the Downtown Carson City Consortium will lead neighborhood commercial and civic implementation efforts. Successful implementation for both organizational levels will require the pro-active partnership and leadership of many other public and private entities and organizations. Consult *Downtown Answers* at www.downtownanswers.com to learn more stay updated on the latest news and developments.

Consider joining the Carson City Downtown Consortium www.downtownanswers.com, find your niche and areas of interest and become a part of guiding an economically sustainable and civically healthy tomorrow for Carson City. Stay involved, membership is free and available online at www.downtownanswers.com, click the consortium icon from the homepage, take the survey and join.

When will this all happen?

Implementation of downtown redevelopment is currently underway – the freeway connection to Fairview Dr. is ahead of schedule and will be complete by mid-2009 – the transformation is ongoing and opportunity is afoot. The reconstruction of the V&T is projected to be complete sometime in the next 5 years. **If we make the right thing easy, success will follow.**



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Consortium**
an affiliate of Downtown Answers

BENEFIT VISION

The value of membership to you: voice.

Summary:

The Carson City Downtown Consortium is a Carson City Redevelopment Authority led initiative serving downtown property owners, business owners, business operators, residents and "Friends of Downtown" by promoting Downtown Carson City as an emerging premier cultural, business, economic and entertainment neighborhood throughout Northern Nevada.

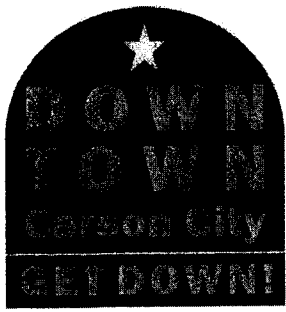
Established in 2008, the Downtown Consortium is representative of hundreds of businesses and property owners in a central businesses district AND citizens who care about downtown. The boundaries of the redevelopment area are basically north and south from West John Street to the intersection of Stewart Street and U.S. 395 and east and west from about one block west of Mountain Street east to Valley.

Involvement

As a part of the process small, multi-disciplinary, issue-oriented research teams will probe, analyze and discuss matters pertinent to the evolution of many aspects of Downtown Carson City not only within its boundaries, but also as it relates to the community-at-large and, in fact, the region and state.

Areas of focus include

- **Transportation**
- **Arts & Culture**
- **Hospitality**
- **Main Street**
- **Business Development**
- **In-town living**
- **Education**
- **Green/Environment**
- **Streetscape/Signage**
- **Public Safety**



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Did you know?

Potentially for example

- **If your business is in need of marketing or promotions, you could benefit from marketing and advertising that promotes all business downtown.**
- **Extensive and helpful walking, biking, riding and driving connections from downtown to our community treasures, within and outside of downtown, could become a reality. For example, wouldn't it be great to throw your bike on a public bus (J.A.C) and have it take you, say, out to the V&T route or up to the College and then return you to a downtown stop, so you could grab a terrific meal after a great recreational outing?**
- **Carson City's authentic story could be told and celebrated from our downtown museums and our public library within an Arts and Culture "Roundhouse District."**
- **Ways to add security, safety and beautification (above what the City can provide) may be found to add services and value to your downtown business or your downtown visit.**
- **Laser pointed efforts to improve economic well-being and economic growth could be directed to your downtown business.**
- **The value of downtown property will increase as CCDC efforts increase the value of the market area.**



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Member To – Do List

March

1) Convey the CCDC “Benefit Value Story” to your executive boards and general members.

To help you do that:

- “Benefit Vision” one-sheet
- Your organization’s communication vehicles
- CCDC website (www.downtownanswers.com) – cut and paste relevant information into your communication vehicles

April - September

- Participate in the general meeting and sub-committee meeting process as directed by leaders and facilitators
 - “action plan” input
 - Participate in other decisions, activities and events as they evolve
- Stay in touch on issues via: www.downtownanswers.com
- Share information with anyone you think may be interested

NOTE: All meetings and subcommittee meetings, as well as tasks to be performed will be supported and facilitated by the Office of Business Development so the time citizens dedicate to the effort will be maximized. Meetings will be punctual and efficient.

September

1) Attend Board of Supervisors meeting September 18, 2008 for “ACTION PLAN presentation”

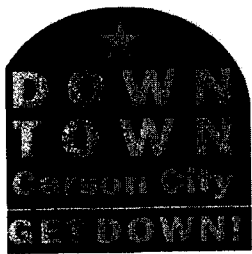
October and beyond

1) We’ll know when we get there!

TACTICAL PLAN MATRIX

STRATEGY TASK RESPONSIBLE PARTY TIME FRAME EXECUTION TOOLS

Raise CCDC member's awareness about what the CCDC does for members	1) Convey CCDC "story" to your executive boards and general members.	Each member organization	March - ongoing	1) "Benefit Vision" one-sheet 2) Your organization's communication vehicles. 3) Downtown Answers website – cut and paste relevant info. into your communication vehicles.
Support CCDC members to communicate / collaborate	1) Create consortium e-newsletter	CC Office of Business Development	April	www.downtownanswers.com space for CCDC e-newsletter
Structure CCDC	1) create membership roster by survey, email requests, phone requests to be a member 2) Structure work groups	CC Office of Business Development	April - September	1) Survey preferences
Community Collaboration, Outreach and Relations	1) Creation of Action Plan 2) Press Releases 3) Events/ Meetings	CCDC members via Office of Business Development	Ongoing – action plans finished in September	TBD
Voice citizen expectations to elected officials and community at large	Present action plan to Board of Supervisors	Workgroup facilitators and CCDC members	September	TBD
Next Steps	TBD	TBD	October – beyond	TBD



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ASK QUESTIONS.

Call on the experts, your friends your community ...

You'll get answers.

Carson City Sheriff, Kenny Furlong
887.2020 x41901 KFurlong@ci.carson-city.nv.us

Carson City District Attorney, Neil Rombardo
887-2072 NARombardo@ci.carson-city.nv.us

Nevada Division of State Lands, Deputy Administrator Jim Lawrence
684-2726 lawrence@lands.nv.gov

Carson City Young Business Professional, Eric Abowd
885.8300 eabowd@finsvcs.com

Carson City Transportation Program Manager, Patrick Pittenger
887-2355x1070 ppittenger@ci.carson-city.nv.us

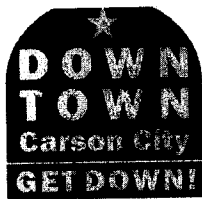
Carson City Library Director, Sara Jones
887-2244 x1007 sjones@ci.carson-city.nv.us

Carson City Convention and Visitors Bureau Executive Director, Candy Duncan
687-7410 candace@visitcarsoncity.com

Carson City Capital District Senator, Mark Amodei
882-6500 mamodei@sen.state.nv.us

Carson City Assembly District 40 Representative, Bonnie Parnell
883-4234 bparnell@asm.state.nv.us

Carson City Office of Business Development Manager, Joe McCarthy
887-2101 jmccarthy@ci.carson-city.nv.us



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downtown district needs survey

As a neighborhood stakeholder, your input is extremely valuable in assessing the needs and conditions of the downtown community. Please take a moment to complete the following survey. Thank you.

PERSONAL INFORMATION

Stakeholder status (check all that apply) ☐ Property Owner ☐ Business Owner ☐ Resident ☐ Friend
If business owner, check one: ☐ Own Business Location ☐ Lease Business Location

NEIGHBORHOOD CONTITIONS

1. On a scale of 1 to 5, rate your level of agreement (1 = strongly agree and 5 = strongly disagree)

	Strongly Agree			Strongly Disagree	
	1	2	3	4	5
"the downtown has dirty streets"	☐	☐	☐	☐	☐
"the downtown has dirty sidewalks"	☐	☐	☐	☐	☐
"pedestrians feel unsafe during the day"	☐	☐	☐	☐	☐
"pedestrians feel unsafe at night"	☐	☐	☐	☐	☐
"downtown streets and sidewalks need repair"	☐	☐	☐	☐	☐
"downtown lighting needs improvement"	☐	☐	☐	☐	☐
"downtown needs directional signs"	☐	☐	☐	☐	☐
"the downtown would benefit from public transit stops, bikes & walking"	☐	☐	☐	☐	☐
"the downtown lacks a clear identity"	☐	☐	☐	☐	☐
"downtown merchants would benefit by arts, cultural & entertainment support"	☐	☐	☐	☐	☐
"the downtown would benefit from a library"	☐	☐	☐	☐	☐
"I am aware of a downtown library vision in the old post office building"	☐	☐	☐	☐	☐
"I can find what I need at downtown stores"	☐	☐	☐	☐	☐
"certain stores are missing downtown"	☐	☐	☐	☐	☐
"certain restaurants are missing downtown"	☐	☐	☐	☐	☐

downtown district needs survey continued ...

2. Please place an "X" next to any of the following quality of life problems that exist in downtown Carson City

- | | | | | |
|--|--|---|--|---|
| ☐ Lack of shopping | ☐ Traffic Congestion | ☐ Lack of downtown events | ☐ Vandalism | ☐ Lack of Parking |
| ☐ Loitering | ☐ Lacks lighting | ☐ Lack public places to gather | ☐ Gangs | ☐ Little public transit |
| ☐ Difficult to walk | ☐ Lacks "curb appeal" | ☐ Lacks sense of civic pride | ☐ Lack of housing | ☐ Lack of boutique-type business |

3. Please place an "X" next to the services that you think are needed in the downtown

- | <u>Public Safety</u> | <u>Maintenance</u> | <u>Marketing</u> | <u>Capital Projects</u> | <u>Culture Projects</u> |
|---|--|---|---|---|
| ☐ Daytime security | ☐ Sidewalk sweeping | ☐ Signage/banners | ☐ Street lighting | ☐ Library |
| ☐ Nighttime security | ☐ Street sweeping | ☐ Guides/brochures | ☐ Public transit | ☐ Performance Center |
| ☐ Foot patrol | ☐ Sidewalk repairs | ☐ Events/festivals | ☐ Parks/open space | ☐ College presence |
| ☐ Bike patrol | ☐ Street repairs | ☐ Decorations | ☐ Housing | ☐ Culture District |
| ☐ 2 lanes for cars | ☐ Directional signs | ☐ Community services | ☐ Walking / Biking connections | |

4. List your three highest priorities for the neighborhood

1. _____
2. _____
3. _____

5. Place and "X" next to any of the following cultural and historic assets you are aware of in Downtown Carson City?

- | | | | |
|--|---|---|--|
| ☐ Chinatown marker | ☐ Governor's Mansion | ☐ Old Post Office marker | ☐ St. Charles Hotel |
| ☐ State Capitol Building | ☐ Presbyterian Church | ☐ Methodist Church | ☐ Episcopal Church |
| ☐ Attorney General's Office | ☐ Sarah Winnemucca Statue | ☐ Abraham Curry Statue | ☐ Bliss Mansion |
| ☐ Sutro Memorial | ☐ Chris Schaller bust | ☐ Guy Shieler bust | ☐ U.S.S. Nevada monument |
| ☐ Charles W. Field House | ☐ Heroes Memorial Building | ☐ Pony Express Monument | ☐ Historic Blue-line tour |
| ☐ Children's Museum | ☐ State Library & Archives | ☐ Roberts House Museum | ☐ Great Basin Art Gallery |
| ☐ NV Railroad Museum | ☐ Brewery Arts Center | ☐ _____ | (add a historic asset) |

6. Expand upon any need or problem that deserves further explanation:

PERSONAL INFORMATION

Name	Job	Title
Name of Business (if applicable) _____		
Address _____		
Telephone number	e-mail	

I am willing to work on:

- | | | |
|---|--|--|
| ☐ issues related to getting around | ☐ issues related to safety | ☐ issues related to events/promotion |
| ☐ issues related to cleanliness | ☐ issues related to in-town housing | ☐ issues related to civic investment (like arts, libraries, schools, museums, public centers) |
| ☐ issues related to business opportunity | | |

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