



108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2180
Hearing Impaired: 711

Staff Report To: Redevelopment Authority Citizens Committee

Meeting Date: June 1, 2020

Item 4.B

Staff Contact: Lee Plemel, Director (lplemel@carson.org); 283-7075)

Agenda Title: For Possible Action: Discussion and possible action on a proposed recommendation to the Redevelopment Authority regarding the expenditure of \$20,000 from the FY 2021 Redevelopment Revolving Fund for Kit Carson Trail downtown historic tour markers.

Staff Summary: The Culture and Tourism Authority (CTA) is in the process of planning and obtaining funding for historic property markers along the Kit Carson Trail downtown historic tour, formerly known as the "Blue Line" tour. The Redevelopment Authority has allocated \$20,000 in the FY 2021 Redevelopment budget to assist the CTA with this project. All expenditures from the Redevelopment Revolving Fund (603) must be authorized by Resolution of the Board of Supervisors upon recommendation from the Redevelopment Authority.

Proposed Motion: I move to recommend to the Redevelopment Authority approval of the expenditure of \$20,000 for Kit Carson Trail historic tour markers.

DISCUSSION:

At its meeting of March 19, 2020, while considering recommendations from the RACC regarding FY 2021 budget allocations, the Redevelopment Authority added \$20,000 to the FY 2021 Redevelopment budget to assist the CTA in completing markers for the downtown Kit Carson Trail Historic Self-Guided Tour. The self-guided tour was formerly known as the "Blue Line" tour.

The CTA is in the process of ordering sandstone markers to identify individual properties along the tour. The markers will correspond to the tour map and online supporting information. Round brass Kit Carson Trail medallions recovered from the downtown Carson Street project will be repurposed and used in the markers. (See the attached quote and marker description from Silver State Industries.)

The CTA is also working with the Public Works department on a plan for the installation of the markers. Once the details of the markers are determined, the Public Works Department will identify locations for placement within the public right-of-way (i.e. by the sidewalks). Once funding for the markers is finalized, the CTA will finalize plans for the installation of the markers.

If you have any questions regarding this item, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

Attachments:

- A) Application
- B) Project costs summary
- C) Kit Carson Trail Historic Self-Guided Tour map

**Carson City Redevelopment
Community Development Department**

108 East Proctor Street
Carson City, NV 89701
(775) 887-2180; planning@carson.org



Capital Improvement Funding Request Form

PROJECT TITLE:

PROJECT LOCATION:

REQUESTING ORGANIZATION/DEPARTMENT:

ORGANIZATION/DEPARTMENT

NAME OF PROJECT APPLICANT/LEAD

PHONE #

EMAIL

\$ _____
REDEVELOPMENT FUNDING REQUESTED

\$ _____
TOTAL ESTIMATED PROJECT COST

Project Area (check one):

Redevelopment Area #1

Redevelopment Area #2

PROJECT DESCRIPTION:

This project seeks to implement permanent denoting/marketing of the forty-six amazing sites/locations of historic buildings, homes, churches and sites throughout the historic west side historic district along the Kit Carson Trail (KCT). The KCT is such an integral part of the history of not only Carson City but also Nevada's history. It is important for the community as well as visitors to allow them to take a walk or a drive back in time along the KCT routes to experience the incredible people and places that have made Carson City and Nevada what it is today. Visit Carson City wishes to ensure the branding and messaging of the KCT fits into the brand positioning for Carson City through its rich history and inclusive community brand pillars.

Visit Carson City has already developed the website with specific KCT content, including historical narrative, images and video. In addition, the in-house marketing team has developed a new branded brochure for digital and print purposes, so visitors can go on their KCT journey with paper in hand or on their mobile device.

The funding requested will not only allow for the creation of forty-six historical markers (Sandstone pieces approximately 2'x1'x8". Each site name will be engraved, or screen printed on material (TBD). Community development provided and re-purposed KCT medallions will be cleaned and embedded into each sandstone piece in the upper right corner. Nevada- shaped brass plate approx. 6"x6" with numbers 1 through 46 will be embedded into each sandstone piece in the upper left corner. Each sandstone will be clear coated with sealant for weather resistance). The remaining funding will allow for 2,500 KCT brochures to be printed and folded, with a small amount of money to be used in a KCT specific paid search campaign through Google, to kick-off the newly branded Kit Carson Trail later this year!

EXPECTED PROJECT START DATE:

EXPECTED PROJECT COMPLETION DATE:

PROPOSED BUDGET:**FUNDING SOURCE****FISCAL YEAR****\$ AMOUNT**

603 Redevelopment Revolving Fund	FY	\$
	FY	\$

TOTAL: \$**Explain why redevelopment funds are needed to complete this project:**

**Describe how the project will advance at least one of the following factors pursuant to the
Redevelopment Authority Policies and Procedures (check each that apply and describe below):**

- Encourages the creation of new business or other appropriate development.
- Creates jobs or other business opportunities for nearby residents.
- Increases local revenues from desirable sources.
- Increases levels of human activity in the redevelopment area or the immediate neighborhood in which the redevelopment area is located.
- Possesses attributes that are unique, either as to type of use or level of quality and design.

Description of how project will advance the above factors:

COMPLIANCE WITH APPLICABLE REDEVELOPMENT PLAN:

Explain how the project complies with and advances the objectives of the Redevelopment Plan for the Plan Area in which the project is located (check each that apply and describe below; refer to the applicable Redevelopment Area Plan for a complete list of objectives):

REDEVELOPMENT AREA PLAN #1 (DOWNTOWN):

- Strengthen the local economy by attracting new and expanded private investments in the Area, create new employment opportunities, increase the City's tax base, and expand public revenue to be used to improve the quality of life for the people of Carson City.
- Repair, construct, install, or replace new publicly-owned utility systems such as water, storm drains, and sanitary sewers where existing systems are nonexistent, inadequate, undersized or substandard.
- Improve the street, highway, bicycle and pedestrian circulation system to assure safe, convenient and aesthetically pleasing access to and throughout the Area.
- Develop appropriately designed street lighting, street signage and street furniture systems.
- Provide information and directional kiosks in convenient pedestrian locations.
- Improve the appearance of commercial areas through street beautification programs.
- Encourage more intensive landscaping on Downtown properties and parking lots.
- Encourage and assist in providing "people oriented areas" in the Downtown for daytime and evening special events and promotional activity.
- Underground present overhead utility systems where feasible.
- Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels.

Description of how project meets the above objectives:

Kit Carson Trail Estimated Total Project Cost

FY20 Estimated Costs (Transient Occupancy Tax)

KCT Photoshoot/Image Optimization	\$ 2,500
Visitor Guide KCT Layout/Content Revisions	\$ 3,000
KCT Website Buildout	\$ 1,250
	<u><u>\$ 6,750</u></u>

FY21 Projected Costs

<i>CIP Redevelopment Funding</i>	Qty.	Unit Cost	Total Cost
Sandstone Historical Markers	46	\$ 375	\$ 17,250
KCT Brochure Paper/Print Cost	2500	\$ 0.1458	\$ 364
KCT Accordion Fold Cost	2500	\$ 0.4580	\$ 1,145
Paid Search (Google)			\$ 1,241
			<u><u>\$ 20,000</u></u>

Funding TBD

Sandstone Historical Markers Installation	\$ 10,000
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Total Estimated Project Cost (FY20 and FY21)	<u><u>\$ 36,750</u></u>
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SILVER STATE INDUSTRIES

Print Shop & Book Bindery

1721 East Snyder Ave.

Post Office Box 7000

Carson City, Nevada 89702

Phone (775)887-3428 Fax (775)888-8519

tvance@doc.nv.gov

MANUFACTURING QUALITY:

Customer: Visit Carson City, David Peterson, Executive Director

OFFICE FURNITURE AND CHAIRS

Quote No. 20-0520e **Date Quoted: May 20, 2020**

Dear David:

Thank you for your interest in our quality products and services. I am pleased to submit the following response to your recent e-mail.

 INSTITUTIONAL FURNITURE	<u>QTY</u>	<u>DESCRIPTION</u>	<u>UNIT PRICE</u>	<u>EXT. PRICE</u>	<u>APPROVED (YES OR NO)</u>
 AUTO RESTORATION	46	Sandstone Historical Markers, Approx. 2"x1"x8". House name engraved or screen printed on material TBD on. Customer-provided medallions will be cleaned and embedded into stone in upper right corner. Nevada-shaped brass plate approx. 6"x6" with numbers 1 thru 46 will be embedded into stone in upper left corner. Stone will be clear coated with sealant for weather resistance	\$375.00	\$17,250.00	
 PRINTING SCREEN PRINTING		Free Shipping to Carson City, NV			
 BOOKBINDERY					

I hope the above answers all of your questions. Please do not hesitate to call or e-mail with Additional questions you may have.

Once work is in progress on your original quoted bid and alterations or changes are requested on your behalf, additional charges and/or delays may result depending on the modifications requested.

This quote is good for only 30 days. All quotes are F.O.B. Carson City, Nevada.

If this quote meets your approval, please sign and fax or email it to me at (775) 888-8519 or tvance@doc.nv.gov.

If you have any questions concerning this matter please feel free to contact me.

Teri Vance

Teri Vance, Marketing Director
Silver State Industries Print Shop

Accepted by: _____ (Signature)

Date:

Cc: Central Accounting / File

KIT CARSON TRAIL

The Kit Carson Trail is a path through Carson City's historic district. It features stops at landmarks including Victorian-style homes, museums and churches. Each tells a story of the capital city's history. All roads and sidewalks are paved making this trail ADA friendly.

ROUTE

Right on Robinson St
Left on Mountain St
Left on King St
Left on Minnesota St
Right on Spear St
Right on Division St
Left on 3rd St
Left on Nevada St
Right on Spear St
Right on Curry St
Left on 5th St
Left on Carson St

HOST WALK

Some of these sites are open for tours during the Carson City Ghost Walk events. For more information, check out visitcarsoncity.com/ghost-walk

visitcarsoncity.com/KCT



CARSON CITY'S
**KIT CARSON
TRAIL**
HISTORIC
SELF-GUIDED TOUR

VISIT
CARSON
CITY NV

1. Nevada State Museum - Former Mint (1869) 600 N. Carson St.

The Mint was created in 1863, but not put into operation until 1870, at the peak of the silver boom. More than \$49 million worth of silver and gold coins bearing the famous CC mark was coined here until the mint was shut down in 1893. It became the Nevada State Museum in 1939, a must see attraction in Carson City.

2. Cavell House (1907) 402 W. Robinson St.

Designed by architect John Conant, this house was considered advanced for the times with low ceilings, gas and electric fixtures and a hot water heater.

3. Yerington House (1863) 512 N. Division St.

Named after the second owner (1869), a key figure in the V&T Railroad.

4. Stewart House (1887) 503 W. Robinson St.

U.S. Senator William Stewart purchased this house in 1886; he took the lead in the passage of the National mining law in 1866, wrote the Fifteenth Amendment and supported reclamation legislation.

5. Gov. John E. Jones House (1862) 603 W. Robinson St

Former Gov. John E. Jones built this home and lived in it during his term as Governor from 1895-96. Its unique Stick/Eastlake ornamental design makes it one of Carson City's unique homes.

6. Louis Prang House (1864) 611 W. Robinson St.

Louis Prang was known as the "Father of the American Christmas Card" after creating the first painting like prints for the general public. See an example of his work in the display box on the fence in front of the home.

7. Bender House (1870) 707 W. Robinson St.

Named after the 1874 owner, an agent for the V&T Railroad.

8. Bliss Mansion (1879) 608 Elizabeth St.

Duane L. Bliss built this house in 1879. It has 15 rooms, 9 marble fireplaces, over 8000 sqft and built of clear sugar pine and cedar from his Lake Tahoe mill.

9. Governor's Mansion (1909) 606 N. Mountain St.

The land was sold for just \$10 by Mrs. T.B. Rickey. George A. Ferris, a Reno architect, designed the mansion with Classical Revival features and Georgian and Jeffersonian motifs, and a construction bid was awarded for \$22,700.

10. Rickey House (1870) 512 N. Mountain St.

T.B. Rickey founded the State Bank and Trust Company. Mrs. Rickey waited till her husband was out of town before offering the property for a Governor's Mansion. The positive support from the community made it impossible for Mr. Rickey to renege on the donation.

11. Krebs-Peterson House (1914) 500 N. Mountain St.

The Krebs-Peterson home was chosen to be the boardinghouse for John Wayne in his last days as a dying gunfighter in the movie "The Shootist." The filming began in January, 1976. Dr. Krebs achieved international fame in halting the influenza epidemic using sacred herbs from a local Native-American tribe.

12. Robinson House (1873) 406 N. Mountain St.

This house was built in 1873 by Marshall Robinson, one of the founders of the Carson Daily Appeal.

13. Sadler House (1878) 310 N. Mountain St.

The house was purchased by Reinhold Sadler, who held office as Lieutenant Governor from 1896 to 1898 and then Governor from 1896 to 1902. On May 19, 1896 he purchased the house from Professor Phillips and Edith Krall. He moved his family into the house while he was governor, the house was considered the unofficial Governor's Mansion.

14. Crowell House (1860s) 206 N. Mountain St.

This home was built in the 1860s by Professor Hayward H. Howe, superintendent of the Carson City schools. In 1919, Lucy Crowell, the daughter of Carson City newspaper editor Sam Davis, purchased the house for \$1,500. She worked as a secretary for the Nevada Supreme court for fifty years.

15. St. Teresa of Avila Catholic Church (1871) 511 W. King St.

This building was the home of St. Teresa's Church until the early 2000s. At that time the church moved out to a larger facility across town and deconsecrated the building. The Brewery Arts Center later bought the building and retrofitted it into a performance hall.

16. Stewart-Nye Residence (1860) 108 N. Minnesota St.

This is one of Carson City's oldest homes; it was built prior to 1862 of native sandstone for William M. Stewart, Nevada's first US Senator.

17. Edwards House (1883) 204 N. Minnesota St.

Thomas J. Edwards built this house in 1883. Erroneous accounts suggested Edwards constructed the house with state prison labor and was forced to resign his office as county clerk. The story about the use of prison labor is a very popular legend; but evidence clearly shows there was no scandal associated with the construction of the home.

18. Springmeyer House (1908) 302 N. Minnesota St.

Herman H. Springmeyer; born in Westphalia, Germany in 1844, married Wilhelmine Heidtman and had ten children. He was the first Nevada rancher to sell commercial alfalfa hay. His hobby was the cultivation of beautiful flowers, especially roses; the latter have been an attraction at his home.

19. Lee House (1906) 340 N. Minnesota St.

The house is known as the Dr. Simeon L. Lee. It is on the site of the Central School and was built with lumber from the razed school building in 1907. Dr. Lee was called upon to travel to Lake Tahoe during a winter blizzard to tend to a woman in labor. Despite warnings that he could not reach the opposite shore, he set out in a boat and after a harrowing experience, reached his destination and saved the mother and baby.

20. Orion Clemens House (1864) 502 N. Division St.

Orion Clemens, Nevada's first territorial secretary brought his younger brother from Tennessee, whom later became a prolific writer by the name of Mark Twain.

21. Norcross House (1906) 412 N. Division St.

Frank Norcross served 12 years in the Nevada Supreme Court and was one of three in the 1891 graduating class from University of Nevada.

22. St. Peters Church (1862) 314 N. Division St.

Built in 1867-68 at a cost of \$5,500. The structure is an exceptionally fine rendition of Gothic revival style used widely in the 19th century. On the National Register of Historic Places.

23. Schulz House (1874) 212 N. Division St.

Schulz was a native of Westerheim, Germany where he was born in 1884. He came to the United States as a young boy and lived in New York, where he later married Katherine Weis. The couple had three children. In 1879 he came with his family to Carson City, where he was the owner of the Stone Market. The house would remain in the Schulz family for one hundred years.

24. Dat So La Lee Home-Cohn House 331 W. Proctor St.

The Dat So La Lee house is a one-story cottage built around 1914. It is located to the east of Abe and Amy Cohn's house. This was the home of Louisa Keyser, a Washoe Indian basket weaver, famed for her excellent basket work. She was also known as Dat So La Lee, her Washoe name, which means "big around the middle or big hips."

25. United Methodist Church (1865) 200 N. Division St.

The Methodist Episcopal Society bought lots on Division Street for \$25 and pair of boots. Rev. Nims labored almost single-handedly for 3 years to haul sandstone blocks from the State Prison where prisoners quarried and squared the stone to lay them at the site of the church, which he dedicated in 1866.

26. Carson Brewing Company (1865) 449 W. King St.

What seems to have been Nevada's first brewery was established in Carson City by John Wagner & Company in 1860 during the rush to Virginia City. The Carson Brewery specialized in steam beer, a bottom-fermenting brew produced without the constant cold temperatures that true lager requires. The pure, clear water used in the brewing process came from King's Canyon Creek west of town.

27. Ferris House (1863) 311 3rd St.

Owned from 1868 to 1890 by George Washington Gale Ferris Sr. His son, George Washington Gale Ferris, Jr., came up with the idea for the Ferris wheel from his early days in Nevada, when he watched the big wheel turning near the Mexican mill on the Carson River.

28. First Presbyterian Church (1864) 100 N. Nevada St.

The First Presbyterian Church was completed in 1864. The brick edifice is considered to be the oldest Presbyterian Church in service in Nevada.

29. Olcovich Meyers House (1874-1875) 214 King St.

The house was built by Joseph Olcovich in 1874-1875. The Olcovich brothers were prominent members of the Jewish community and owned extensive commercial property in Carson City.

30. Meder House (1875) 308 N. Nevada St.

The Lou Meder house is a great example of the Italianate style of architecture. It's unique for this style to only have one story instead of two or three.

31. Abraham Curry House (1871) 406 N. Nevada St.

A founding father of Carson City who held prominent titles such as: Warden and contractor for the Nevada Territorial Prison, Territorial Assemblyman, Territorial Senator, Ormsby County Surveyor, and Superintendent of U.S. Mint.

32. Chartz House (1876) 412 N. Nevada St.

Alfred Chartz, as a young news reporter, shot a man who impugned his editor's honor; was later pardoned and became an outstanding lawyer.

33. Brougher Bath Mansion (1903-04) 204 W. Spear St.

Wilson Brougher "struck it rich" in the Tonopah boom in 1901 and came to Carson City when he purchased the Arlington Hotel located on North Carson Street. He built his home in 1903-1904 immediately behind the hotel and the mansion is named for him.

34. Hyman Olcovich House (1876) 412 N. Curry St.

This house was built by Hyman Olcovich in approximately 1876-1877. The Olcovich brothers came to this country from Prussia. They operated a dry goods store at the corner of Fourth and Carson Streets.

35. Original Warren Engine Company (1863) 201 North Curry St.

The structure was built in 1863 of locally quarried sandstone. The Warren Engine Company No. 1 was first organized at a meeting held on June 17, 1863. Some thirty charter members eager to give Carson City a real fire department met enthusiastic support from their fellow townspeople and collected \$2,000 following the meeting.

36. Rinckel Mansion (1876) 102 N. Curry St.

The Rinckel Mansion has been a setting for movies and served as a restaurant as well as a wedding chapel for a number of years. In 1941, Paramount Pictures used the Rinckel mansion as the backdrop in one of its scenes for the movie, "The Remarkable Andrew."

37. E.D. Sweeney Building (1860) 102 S. Curry St.

This is one of the earliest commercial buildings in Carson City, and one of the few brick buildings remaining from the City's earliest years. The house was built in approximately 1859-1860 by builder Peter Cavanaugh, who also constructed the Nevada State Capitol building in 1870.

38. Jacks Bar (1859) 408 S. Carson St.

Used as a convenient meeting spot with a relaxing environment to conduct business, talk politics, or discuss community life in general. The proximity of Jack's Bar to the offices of state government officials has resulted in its playing a very particular role in political affairs. The bar has served as the site of informal meetings and caucuses that have had an effect on the political history of the state.

39. St. Charles-Muller Hotel (1862) 302 S. Carson St.

Constructed in 1862, one of the first hotels in Carson City, was also one of the state's most elegant and became the main stage stop in Carson City. It consists of two utilitarian buildings, a two-story on the south and a three-story on the north, each with Italianate details. It was one of the most elegant hotels of the day.

40. Capitol Complex 201 S. Carson St

The Nevada State Capitol Complex consists of the State Capitol Building, Library and Archives, Legislative Building, and the Supreme Court Building. The Complex also features a Kit Carson Statue, and the Law enforcement Memorial. In front of the State Capitol, many of the trees that stand were planted by George Washington Gale Ferris, Sr. whose son invented the Ferris Wheel.

41. State Capitol Building (1870-1871) 101 N. Carson St.

The Architects fee was \$250 at the time. The stone was free from the State Prison Quarry. When the ambitious founders of Carson City laid out the town in 1858 they had dreams of a new territory and then a new state to follow. Ten acres, known as the Plaza were set aside in the belief that Carson City would be chosen as the capital of a new government in the western Utah Territory-Nevada eventually became a state in 1864. Enjoy the free Battle Born Hall exhibit on the 2nd floor open Mon-Sat.

42. Hero's memorial Building (1921) 198 S. Carson St.

Twin of the Ormsby County Courthouse. (1921) The Heroes Memorial Building was designed as "a fitting memorial to Nevada Soldiers who gave their lives in the service of the United States in the European War" (World War I).

43. Former NV Supreme Court & State Library (1936) 198 N. Carson St.

Designed by architect Frederic De Longchamps. When the Supreme Court had outgrown its single-room quarters in the Capitol, DeLongchamps was awarded the commission for a new building, which he designed in a compatible but distinctly Modern style.

44. Ormsby County Courthouse (1920s) 100 N. Carson St.

Designed as part of the State Capitol Complex (early 1920s). The Ormsby County Courthouse housed the Carson City (formerly Ormsby County) courts until 1999; Currently the Nevada State Attorney General's office. Of interest is the granite fountain in front of the Supreme Court, presented to Carson City in 1909 by the National Humane Alliance to provide fresh water for passing horses and pets.

45. Kitzmeyer Furniture (1873) 319 N. Carson St.

The Kitzmeyer Furniture Factory is the oldest surviving Italianate style, commercial building in Carson City. It was found to be the most intact example of Italianate-style architecture associated with the commercial development of the late 19th century Carson City. It was common for furniture makers to also make coffins as a line of "furniture," the Kitzmeiers began an undertaking business in building and eventually expanding to Virginia City and Gardnerville.

46. Paul Laxalt Building 401 N. Carson St. (1891)

First Federal office constructed in Nevada. The Victorian style building was designed by Mifflin E. Bell, a prominent 19th century federal government architect who also was responsible for post offices in Pittsburgh, Pennsylvania, and Brooklyn, New York. As with many of his other structures, Bell included an unusual three-faced clock in a 106-foot tower on the Carson City building's northwest corner.

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