

# Gardnerville, Nevada Main Street Program



## STRATEGIC PLAN 2009-2010

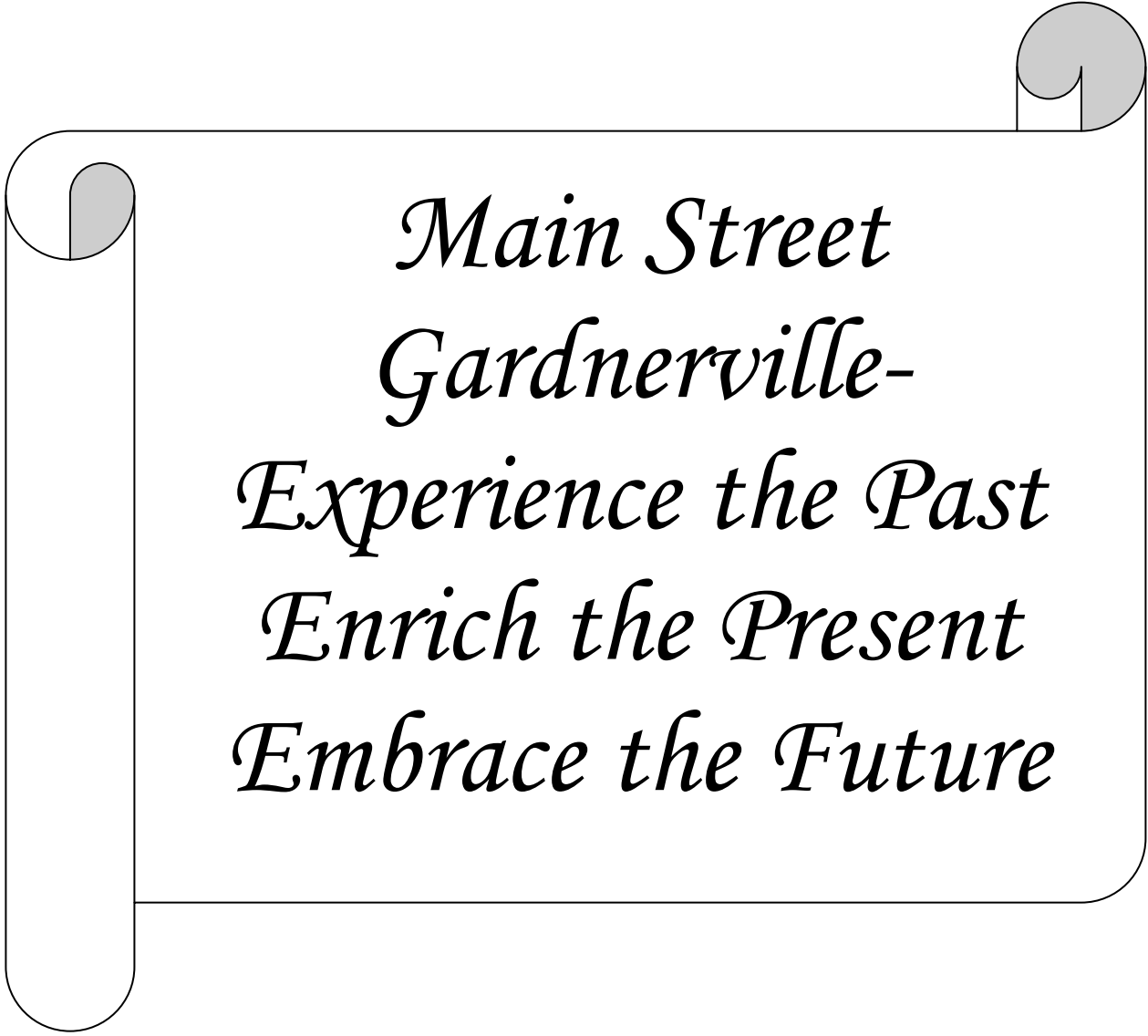
# ***MISSION STATEMENT***

## **MISSION**

**THE MISSION OF THE  
GARDNERVILLE MAIN STREET  
PROGRAM, IN PARTNERSHIP  
WITH THE TOWN, COUNTY,  
BUSINESS AND COMMUNITY, IS  
TO REVITALIZE DOWNTOWN  
GARDNERVILLE UTILIZING  
DESIGN, ORGANIZATION,  
PROMOTION, AND ECONOMIC  
RESTRUCTURING TO DEVELOP  
THE UNIQUE IDENTITY AND  
PRESERVE THE HISTORIC  
NATURE OF OUR COMMUNITY.**

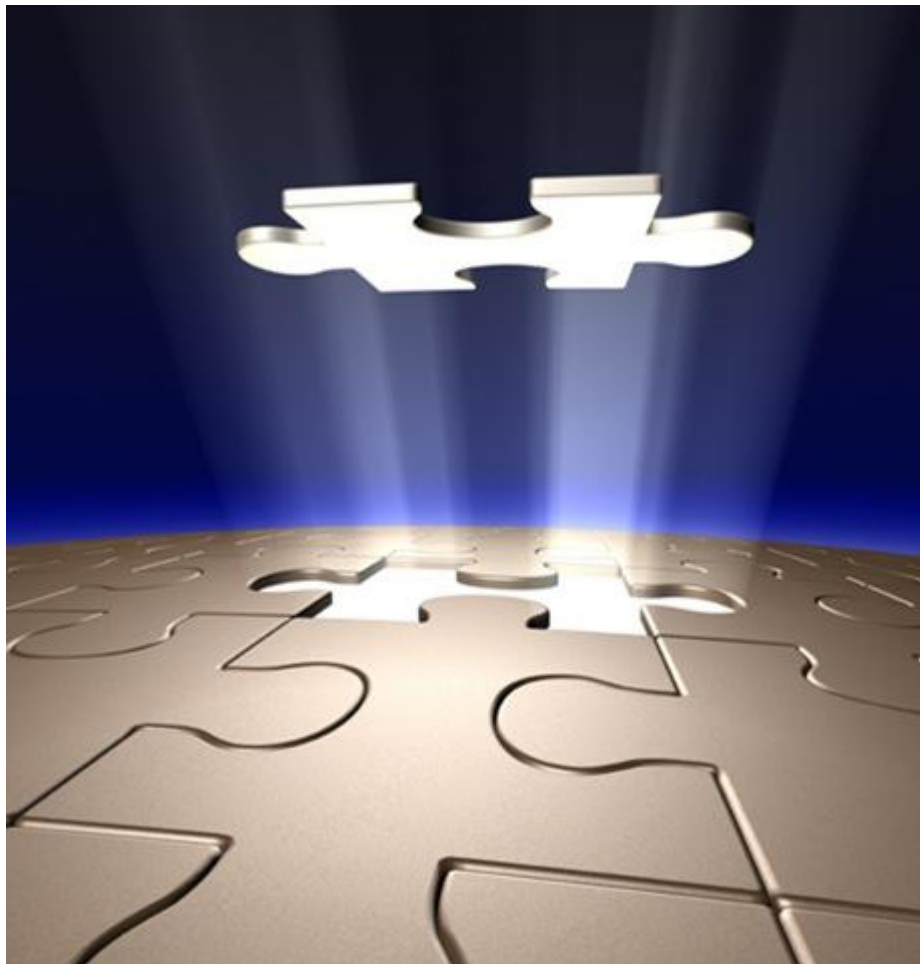


# ***VISION STATEMENT***



*Main Street  
Gardnerville-  
Experience the Past  
Enrich the Present  
Embrace the Future*

# ***GOALS AND OBJECTIVES***



# **GOALS AND OBJECTIVES**

**For fiscal year 2009-2010**

## **I. Organization**

1. Each committee to re-visit the plan quarterly to update to allow for flexibility.
2. Maintain strong internal controls for financial purposes, including an internal budget process; updated in December/January, working closely with the Town Board and its administration.
3. Develop a major fundraiser plan and create a first class brochure providing information on opportunities for tourists to interact with available events and activities in downtown Gardnerville.
4. Maintain a committee structure within the board, per the by-laws of the organization; at least one committee for each of the four points of Main Street, with a board member on each committee, preferably serving as the chair person.
5. Maintain a regular communication tool allowing the Main Street Board to communicate quickly and regularly with its stakeholders.
6. Maintain a program involving property and business owners, and other interested stakeholders. The program will provide a flow of 75 volunteers to provide labor for the organization's needs as well as possible revenue streams.

## **II. Design**

1. Provide technical assistance to three businesses and three property owners in maintaining their buildings and land appropriately.
2. Assist the Town Administration with continued streetscape improvements including the highest level of cleanliness and well maintained public investments, more consistent signage, possibly one additional cross-street banner, fifteen additional pieces of street furniture and the addition of one information kiosk.
3. Manage and improve the flower basket program, increasing the number of baskets each year.
4. Manage and improve the "adopt-a-pot" ground level flower pot program, increasing the number of pots each year.

### **III. Promotion**

1. Develop and maintain an annual, comprehensive program of five promotions, that provide opportunities for social interaction, drawn on the areas culture and heritage, with locals, tourists and the downtown stakeholders; each with its own appropriate marketing plan.
2. Maintain a high quality, current, accurate, and informative web site that has tracking capability and that receives at least 2,000 primary hits per year.
3. Create and maintain 500 quality packets of information to attract tourists, including a first class brochure (being created by the Organization committee) providing information on opportunities for tourists to interact with available events and activities in downtown Gardnerville.
4. Coordinate five regional events to build brand and knowledge to highlight downtown Gardnerville.

### **IV. Economic Restructuring**

1. Develop a revolving loan pool of at least \$500,000 to assist with efforts to renovate buildings and provide micro-loans to businesses.
2. Develop a comprehensive benchmarking program, consisting of at least a business directory (updated semi-annually); an ownership directory (updated annually); sales tax revenues (updated quarterly); and property values (updated annually).
3. Develop district business and property investment opportunities in downtown for both existing businesses as well as new businesses.
4. Define downtown Gardnerville's five market strengths and its overall niche.