

BOARD OF DIRECTORS

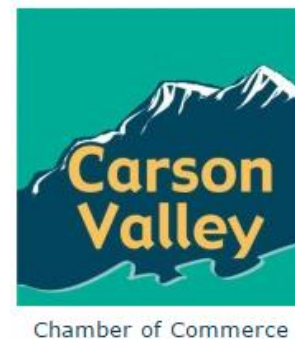
Tara Addeo
Suzanne Carreau
Linda Dibble, Chair
Meredith Fischer
Deborah Ham Hemphill

Lloyd Higuera
Terrance Lapan
Katrina Rowe
Kimberly Sperry



2017 ANNUAL REPORT

KEY SUPPORTERS



Main Street Gardnerville Program Corporation

The mission of the Gardnerville Main Street Program, in partnership with the 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.

Thank you!

A Note From Debbi

Wow! What an exciting and furious 6 months. In April, I was brand new to this job and scared to death! I feel so excited and blessed that Main Street Gardnerville and the Town of Gardnerville took a chance on me. I realize that I am exactly where I am supposed to be. I also realize that I still have a LOT of learning to do. Luckily, I am always thirsty for knowledge and there is always room to grow!

2017 has been an incredibly busy year for Main Street Gardnerville. We have worked extremely hard to make improvements to our operations and events and show our community that we are invested in where we live.

Working in Gardnerville is a dream come true for me. I fell in love with this town the day I moved here in 1996 and when I returned to Nevada in 2014 I knew this is where I wanted to be. I promised myself that I would work hard for this community to provide a place that residents and visitors alike would enjoy spending time in the downtown district. I will continue to work toward that goal as long as I can.

As we move forward into 2018 with a new Nevada State Main Street Program and as an Nationally accredited Main Street program, I am excited to see what great opportunities are offered. Thank you for allowing me the opportunity to work for you in reaching the goals and mission of the Main Street Gardnerville Program Corporation.

Sincerely,
Debbi Lehr
Executive Director

2017 by the #'s

\$10,000

Distributed in Loans

2,960

Followers 

5,462

Volunteer Hours

57

Business members

11

Annual Events

8

New Businesses

HAPPENED IN 2017

- ✓ Hosted 11 events which brought hundreds to the Downtown district
- ✓ State Main Street Program approved
- ✓ Separated from the Town of Gardnerville to be our own program.
- ✓ Hired a new Executive Director
- ✓ Became the 1st Main Street program under the newly formed Nevada State Main Street Program
- ✓ Finished our USDA "Sharing Garden" Grant
- ✓ Installed five new benches throughout district
- ✓ USDA grant "Children's Garden" completed
- ✓ Successful sponsorship drive for Coffin Races
- ✓ Produced & distributed a new Main Street marketing video
- ✓ Almost tripled our Social Media followers
- ✓ Added new Social Media outlets
- ✓ Sold out of annual hanging flower baskets

HAPPENING IN 2018

- National and State Main Street Programs meetings
- Create a transformation strategy based on the National Main Street survey results
- Submit State accreditation requirement
- Obtain National Main Street Center accreditation.
- Attend California Main Street Alliance Annual Conference
- Attend National Main Street Conference
- Attend the Nevada Office of Tourism's Rural Roundup
- Volunteer and Business Recognition Gala
- Three Main Street Mingles (February 15, August 23 and November 8)
- Five revamped Wine Walks (May 17, June 21, July 19, August 20 and September 20)
- 10 year Anniversary, with a party in September
- Overhaul Freedom 5K Fun Run to be a more profitable event
- New Fall event merging solid annual events into one day of fun filled festivities.

www.mainstreetgardnerville.org

