

Douglas County Board of Commissioners
AGENDA ACTION SHEET

1. **Title:** Discussion and possible action on the proposed Douglas County Economic Vitality Strategy and Action Plan.
2. **Recommended Motion:** Approve the proposed Douglas County Economic Vitality Strategy and Action Plan.
3. **Funds Available:** N/A
4. **Prepared by:** Lisa Granahan, Economic Vitality Manager *ly*
5. **Meeting Date:** September 13, 2010 **Time Required:** 2 hours
6. **Agenda:** Administrative
7. **Background Information:** Development of an Economic Vitality Strategy and Action Plan is a top strategic planning objective of the Board of County Commissioners. In September 2009 Karen Craig Creative Cities was hired to assist the County with this project. Initial recommendations were presented to the Board of County Commissioners on April 29, 2010 in a workshop where the Board confirmed the project was on target. A presentation on the proposed Economic Vitality Strategy and Action Plan will be provided to the Board that will focus primarily on the proposed priority projects that are at the core of the strategy and action plan. A staff report providing background information is attached.
8. **Committee/Other Agency Review:** N/A
9. **Reviewed by:**
_____ Department Manager *MB* County Manager
_____ District Attorney _____ Other
10. **Commission Action:**
_____ Approved _____ Approved with Modifications
_____ Denied _____ Deferred
_____ Other

Agenda Item # 1



BOARD OF COMMISSIONERS
1594 Esmeralda Avenue, Room 101, Minden, Nevada 89423

T. Michael Brown
COUNTY MANAGER
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COMMISSIONERS:
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MEMORANDUM

To: Board of County Commissioners

From: Lisa Granahan, Economic Vitality Manager *LG*

Subject: Staff report regarding the proposed Douglas County Economic Vitality Strategy and Action Plan

Date: September 2, 2010

Recommendation:

Approve the proposed Douglas County Economic Vitality Strategy and Action Plan.

Background Information:

Development of an Economic Vitality Strategy and Action Plan is a top strategic planning objective of the Board of County Commissioners. In September 2009 Karen Craig Creative Cities was hired to assist the County with this project. Rather than starting from scratch the project began with an evaluation of 10 excellent plans dealing with economic development that were developed during the past 10 years. The plans include:

- Douglas County Community Assessment 2009
- Douglas County Strategic Plan Update 2009
- Genoa Strategic Plan 2008 by the Town of Genoa
- Carson Valley Visitor & Tourism Assessment 2006
- NVision Regional Economic Development Strategy 2006
- Douglas County Master Plan Update 2006
- Gardnerville Plan for Prosperity 2005
- Minden Plan for Prosperity 2002
- Douglas County Economic Development Business Plan 2000
- Douglas County Retail Leakage Study by University Nevada Small Business Development Center, 1998

From the plans a database was developed to sort 900 recommendations by general area, topic and status. Completed items were celebrated on March 15, 2010, at a State of the County event.

Remaining recommendations were reviewed focusing on major projects on the horizon that are ripe with motivated leadership and/or access to resources. Initial recommendations were presented to the Board of County Commissioners on April 29, 2010 in a workshop where the Board confirmed the project was on target.

In July the Board formed the Economic Vitality Division within the County Manager's Office, and reassigned Lisa Granahan as the Economic Vitality Manager. Plan implementation, once adopted, becomes the charge and focus of the division guiding a majority of the work, programs and services.

Since the workshop in April, most project champions were identified, and most of the teams were formed. Projects are proceeding at varying paces. The presentation on September 13, 2010, will provide an update on each project to date including all developed goals, objectives, strategies and action steps.

The vision of the plan is "a community to match the scenery," which capitalizes on the County's greatest asset, "our spectacular natural environment." The plan sets a goal that "by 2022, Douglas County will be recognized as the best place to live, work and play because of our community commitment to education, recreation and innovation."

Five guiding principals will direct the County's Economic Vitality work and the attraction of new businesses: improve the business climate; preserve the natural environment; improve infrastructure; enhance education and workforce; maintain the quality of life, and attract businesses that are unique and marketable.

The Action Plan includes three areas of focus and twelve priority projects:

Distinctive Downtowns

- Tahoe Revitalization
- Minden Momentum
- Genoa Destination
- Main Street Gardnerville

Outdoor Recreation & Lifestyle

- 22 Types of Year-Round Trails
- Ascent Douglas – the attraction of Outdoor Recreation & Lifestyle Manufacturers
- Airport Sports Aviation Mecca
- People Moving Attractions

Education & Workforce

- Maximize WNC Facility
- Energy Science Park
- Experiential K-12
- Multi-Generational Community Center

A creative approach to economic development, the plan focuses on growing true community wealth by placing a focus on being a place rich in talent and ideas, attracting educated people, creating

additional physical cultural amenities, and putting together bold partnerships among businesses, government, and the nonprofit sector to bring about change.

Attachments:

None

J:Granahan/Action Sheets/Staff Rpt. EV Action Plan Adoption 09-13-10