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FOR IMMEDIATE RELEASE

Downtown Carson City events surpass expectations

Friday's at Third concerts and Saturday morning Curry St. farmer's market touted as successful business models

(Carson City, Nev.) This past Saturday, within seven weeks of its start, Carson City's downtown farmers market doubled its vendors and visitors. 29 vendors and nearly 1,900 customers are expected again this Saturday morning from 9 a.m. – 1 p.m. Live music, table seating, free time on a weekend morning and customer excitement for Nevada grown produce continues to help draw crowds. 14 farmers and 15 boutique vendors will be open Saturdays through October 4 at the Third and Curry Street parking lot.

"The charming surrounds of downtown Carson City's Curry Street, the historic buildings, 100 plus year-old cottonwoods, the rarely windy time of day, festive street banners, partnership outreach and promotional efforts, and thousands of residents (especially west-siders who routinely walk or bike to the area each weekend) is proving to make the location an excellent 'storefront' for farmer's market business," said market coordinator Linda Marrone. "On Saturday mornings Carson City feels like a small town again," she added.

The downtown farmer's market is a part of a strategic mix of activities focused along Curry St. Launched by the citizen-led Carson City Downtown Consortium, and supported by the Carson City Office of Business Development; the events are small projects that implement *Envision Carson City* (Carson City's master plan, adopted in 2006.)

"Inspired by Consortium ideas and energy, supported by the Office of Business Development and sponsored by Trader Joe's, the market (which is a part of Friday & Saturday *Get Down_2008* Curry Street Promenade activities) continues to draw community excitement and business," said Office of Business Development Deputy Manager, Tammy Westergard.

Get Down_2008 activities incorporate long-standing, but newly elevated, Friday and Saturday evening street dances with new Saturday morning strategically focused programming.

"Friday's at 3rd has really boosted our business," said Jim Phalan, owner of the Firkin & Fox Restaurant and Pub. "People in Carson are looking for something to do and this is giving them consistency. I had people come up here from Minden on a Friday night when we weren't having a band play, and they were upset because they came out of their way to check it out."

Phalan added, "The better stage and infrastructure have helped draw more people. Fridays at 3rd is a recipe for success."

According to Redevelopment Authority Chair and Supervisor Robin Williamson, leading the way for downtown this year has been the transformative remodel of the St. Charles Hotel on Third St. Williamson contends the Firkin' & Fox Restaurant and Brew Pub becoming a downtown anchor, as

well as the nationwide trend of American's staying closer to home this summer looking for local entertainment opportunities, has really helped downtown – even in this tough economy.

“Plus, the street's other two culinary attractions Bella Fiore Wine Shop, adding to the longtime presence of Mom & Pop's Diner, have created a small but effective business cluster. And, together with our support, they all three rolled out an elevated Friday's at Third concert series. In fact, attendance has surpassed all previous years,” Williamson added.

The downtown district is busy from evening into morning as Saturday programs begin at 9:00 a.m. and include the downtown farmers market; gardening demonstrations in the Green Thumb Alley (on the hour in the smartly clad, tiny alley between Hanifin Antiques and the Secretary of State building); Telegraph Square's Family Pop-Up Park for music, youth performers and back-yard carnival type activities; and from the Park and Pedal kiosk at Ann & Curry Streets maps are available to Bike the Blue Line route of Carson City's west side historic homes.

"It's been fabulous," said Julie Grady, owner of Due Sorella, a boutique retailer on Musser and Curry Streets. "It's bringing down all types of new people to the area, a lot of young people. My sales have increased three-fold. This signals the economic and community value of the whole 36 blocks of downtown. I completely support the efforts of the Downtown Consortium's Action Groups."

According to the Carson City Downtown Consortium's website the group is working to lead downtown redevelopment implementation efforts via an “action group” structure. The Consortium says its spirit of community combined with its spirit of enterprise, seeks to connect commerce with culture in service of leveraging downtown assets with the change the community wants; versus ignoring the value of assets and accepting change as it comes.

“The success of the *Get Down_2008* season proves the civic and economic value of downtown, obviously drawing in people with a strategic mix of activities is quite catalytic,” said Williamson. To learn more visit www.downtownanswers.com.

SIDEBAR:

Saturday Morning Market Draws Nevada Growers

Nevada grown produce offered at Saturday morning downtown Farmer's Market

- **3rd & Curry Street Parking Lot**
- **Thru Oct. 4**
- **WWW.DOWNTOWNCARSONCITY.COM**

Among the 9 Nevada farmers at each downtown Saturday morning market are:

- **Hungry Mother Organics – Carson City.** (In partnership with Carson Valley's Full Circle Compost) Certified organic bounty - specialty: incredible lettuce bowls.
- **Beautiful Farm Food - Silver City.** Botanicals - specialty: edible flowers.
- **Lattin Farms – Fallon.** Nevada Grown produce - specialty: Heart 'O Gold cantaloupe melons, artesian breads, salsas & relishes.
- **Campie Lavender Farm – Stagecoach.** Lavender – specialty: aromatic spritz and fresh bouquets.
- **Workman Farms – Fallon.** Nevada Grown produce – specialty: Heart 'O Gold cantaloupe melons & white corn.
- **Nevada's Own Perennials – Wellington.** Nevada hearty plants – specialty: evergreens.
- **Smith & Smith Farms – Dayton.** Flowers – specialty: Buckaroo Bouquets.
- **Carol's Corner Farm – Yerington.** Nevada Grown produce – specialty: potatoes, onions, garlic and watermelons.
- **Garden Scents – Silver City.** Aromatherapy potpourri – specialty: healing / calming mix.

Weekly specials, updates and events information at www.downtowncarsoncity.com

IMAGES :

5 total

Attached as named below

Suggested cutlines provided

Photo Credit: Tara Burke

courtesy of Carson City Office of Business Development

- #1_Friday's at Third_2008_Firkin
 - Cutline: **Friday's at 3rd brings community together, here from the deck of the Firkin' & Fox Pub and Restaurant at the St. Charles Hotel.**

- #2_Friday's at Third_2008_Bella Fiore
 - Cutline: **3rd Street's new wine shop Bella Fiore, with an inside look out at the street dance.**

- #3_Saturday Morning Downtown Farmer's Market_Adeles
 - Cutline: **Renown Chef, Charlie Abowd of Adele's Restaurant and Lounge in Carson City, at the market making produce selections from bounty offered by Nevada grown Hungry Mother Organics.**

- #4_Saturday Morning Downtown Farmer's Market_Marrone
 - Cutline: **Market Coordinator and widely respected community food authority, Linda Marrone shares a smile**

- #5_Saturday Morning Downtown Farmer's Market_Curry St
 - Cutline: **By bike, carriage, foot or car the Downtown Saturday Farmer's Market at 3rd & Curry Streets offers simple pleasures 9 a.m. - 1 p.m. thru Oct. 4**