



CURRY ST. PROMENADE

Get Down_2008

DEMONSTRATION PROJECT

FAST FACTS:

- | | |
|---------------------------------|--|
| • Begin/End: | April -- October |
| • Citizens Involved: | 300 (and growing) |
| • City Facilitator: | Office of Business Development |
| • Downtown Businesses Involved: | 47 |
| • Organization: | 7 “action groups”
in 7 areas of focus |
| • Results: | 20 successes with tangible results |
| • Go Forward: | 30 page “Briefing Paper” recs. |
| • 10-02-08 Board Action | 4 – 0 voted to “accept” (1 absent)
all briefing paper recommendations |

COMPLETED PROJECTS DETAIL:

- Two businesses – the Carson City Nugget and Cactus Jacks *changed user signage in their two downtown surface parking lots. Nugget main street lot signs now say: FREE Downtown Parking and Cactus Jacks 1/2 block west from Curry St. now says: Downtown Employees Park Here.* Previously, the Nugget lot sign said: Nugget Parking Lot 7 and Cactus Jacks said Cactus Jacks Employee Parking Only.
- Earned endorsements from:
 - Downtown Business Association Board Members
 - Letter of Support Carson City Chamber of Commerce president
 - Northern Nevada Development Authority
 - Nevada Business Connections
 - Carson City Board of Supervisors – approved Oct. 2, 2008 6:00 p.m. meeting
- Aligned majority of property owners toward common vision
- Aligned majority of businesses downtown toward common vision
- Brought an estimated 130,800 visitors to downtown Carson City
- Earned 2 (two) Nevada Appeal’s *Reader’s Choice Best of awards:*
 - Best Place to Enjoy Entertainment* Friday’s @ 3rd
 - Best Place for Music* Friday’s @ 3rd
- Boosted foot traffic Fridays: 13,500 visits. 1,500 per event for 9 events (Event = Friday’ @ 3rd)
- Boosted foot traffic Saturdays: 117,300 visits. 1,700 per Saturday for a total of 69 concurrent event activities (Events = Saturday Morning Downtown Farmer’s Market, Park N Pedal, Green Thumb Alley, Family Pop Up Park, Rockin’ The Square)
- Estimated total added downtown visits for season: 130,800 visits
- Aligned civic partners at City, State, College, Hospital, Federal Govt. levels and created the Carson City Downtown Institutional Alliance
- Dedicated Carson City’s first urban “pocket park,” the Laxalt Plaza – 50+ people attended



- Beautification/Cleanliness completed
 - 2 major clean ups
 - 16 weeks Saturday morning trash pick up
 - 2 planting efforts – including the Laxalt Plaza
- Transportation efforts result in
 - New bike rack at 3rd & Curry St.
 - 4 new cross walks
 - Carson City’s first pedestrian flags on main street – crosswalk between Laxalt Plaza and Cactus Jacks
- Public safety partnered with the Carson City Sheriff’s office and assigned 50 reserve officers: bike, mounty and foot patrols to downtown activities. Sheriff Furlong noted his full support of downtown activity sponsored by Consortium and named efforts as a model of healthy community gathering.
- In-town housing study included identifying two (2) downtown residential sites on Stewart Street

“Food Services and Drinking Places” June/July Sales Tax Collections (reports are in 2 month arrears)

Nevada Department of Taxation 7/22/08 FINAL

June 2008 over June 2007:

Up +10.8% Carson City
 Down -20.6 Washoe
 Down -15.7 Douglas

Nevada Department of Taxation 9/22/08 FINAL

July 2008 over July 2007:

Up +11.2 % Carson City
 Down -17.7% Washoe
 Down -11.7 Douglas

NOTE:

Carson City Business Licenses Food Services and Drinking Places

2007	2008 (as of end of September)
New = 21	New = 22
Renew = 58	Renew = 66
Total = 79	Total = 88

Source: Carson City Development Services Department – Building Division, Business License

Briefing Paper Recommendations Summary

Events/Promotions Action Group

- Recommendations:
 - Develop a downtown business niche
 - Support new businesses with incentives
 - Continue strategic focus on events

Civic Investment Action Group

- Recommendations:
 - Build downtown central library – to voters in 2010
 - Protect existing civic investment and historic structures

Beautification/Cleanliness Action Group

- Recommendations:
 - Build our own City green house and operate with Carson High School
 - Strengthen litter ordinance and enforcement
 - 14 new trash receptacles
 - Engage good behavior inmate help
 - Incentives to business for cleanliness and beauty and eventually fines for those not in compliance
 - Ban all plastic bags
 - Expand planters
 - Community arts garden at Brewery Arts Center

Transportation Action Group

- Recommendations:
 - Overall redesign of Curry Street

Public Safety Action Group

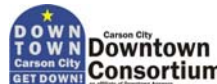
- Recommendations:
 - Continue with elevated strategic events planning and development of redevelopment vision calling for the walkable, livable downtown.

In-town Housing Action Group

- Recommendations:
 - Keep up street life which is appealing to housing market
 - Plan for infrastructure like street lighting
 - Bring a housing specialist to Office of Business Development to create market-based housing for municipal workers

Business Action Group

- Recommendations:
 - Create a special business advisory committee to forward downtown niche brand
 - Focus on business development between Curry Street west toward the Brewery Arts Center to fuel retail business between downtown and the B.A.C, which is 2 blocks west.
 - Investigate the viability of creating a Business Improvement District (B.I.D.) which would assess fees on businesses within a determined boundary, similar to the way malls assess *c.a.m. fees* (commercial area maintenance) to pay for common needs like: like maintenance, clean up, marketing, events and promotions.



About the Laxalt Plaza

Carson City's first urban pocket park

Designed in partnership with the State of Nevada by Carson City professional engineer and senior project manager, Robb Fellows, the Laxalt Plaza is downtown Carson City's first urban pocket park - a gathering place that not only adds beauty to Carson Street, but more importantly invites people into the public realm to connect, linger and enjoy some of what Nevada's capital city offers: entertainment, dining, shopping, art, culture, work, politics and play.

FMI: Carson City Office of Business Development
Tammy Westergard, Deputy Manager Office of Business Development
twestergard@ci.carson-city.nv.us

887-2101x3