



## 2015 Accomplishments

### Organization Committee

1. Program voted "Best Non-Profit in Carson Valley" and one of our volunteers, Carol Sandmeier, voted "Best Volunteer in Carson Valley" through the Record Courier's annual "Best of" promotion.
2. Received the "Tour Around Nevada" award.
3. 5,916 Volunteer Hours were logged at an approximate value of \$136,482.
4. Presentation made during the 2015 Legislature requesting the creation of a statewide Main Street Program.
5. Annual Volunteer and Business Recognition Event held in April.
6. Annual Report completed.
7. Personalized contact methods for businesses and volunteers.
8. Orientation training for old, new, and perspective volunteers conducted.
9. Formal presentation to Town Board of Directors on annual accomplishments of MSG.

### Promotion Committee

1. Successful wine walk season based on income not attendance
  - a. Averaged 52 businesses participating in 2015. We averaged 50 businesses in 2014. *(Does not include the number of businesses that our district businesses partnered with.)*
2. Develop MSG wine charms as a fundraiser.
3. Secured the Great Race, in partnership with the Town of Gardnerville, for an event in June 2016.
4. Held our inaugural Slaughterhouse Lane Coffin Races in October. This event proved to be a success. It will now become an annual event.
5. Website updated with a calendar and individual committee blog pages.
6. Partnered with the organizers of the Splash Dogs event at Heritage Park.
7. Continue to recruit new volunteers for implementing our events.
8. Freedom 5k Fun Run participation in conjunction with the Town of Gardnerville.
9. Small Business Saturday participation for the 3<sup>rd</sup> straight year.
10. Partnered with East Fork Gallery on their annual Scarecrow Festival to take place with the Heritage Park Gardens Fall Festival event.
11. Provided volunteers for the Town of Gardnerville's Annual Carson Valley Christmas Kickoff event.

Main Street Gardnerville

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12. Assisted Carson Valley Chamber of Commerce with their Parade of Lights event, in partnership with the Town of Gardnerville, with a parade entry and an announcing stand at the Museum.
13. Continue to promote our business members through bi-monthly Biz Blast emails to a data base of close to 1,000 people.
14. Have increased our Facebook followers by 25%.

### District Vitality (formerly Economic Restructuring) Committee

1. Business Directory Updated.
2. Business Tracker Updated for 2015: 17 new businesses opened; 5 businesses closed; 1 business relocated outside of Gardnerville; 4 businesses relocated/transferred ownership within the district and at least 16 businesses improved their business through private investment.
3. Revolving Loan Funds are still available at a 2% interest rate offered to qualified businesses within our district or to businesses that want to move into our district.
4. Revised the business survey.

### Design Committee

1. Two new benches were installed within the district. They are located in front of the Masons Building and in front of the Overland Restaurant & Pub. All 15 benches were decorated for the holidays.
2. In Conjunction with the Carson Valley Visitors Authority and the Town of Gardnerville, we now have a banner on every other light pole throughout our district. These banners will be up from January until the Flower baskets are hung.
3. Sidewalk Gallery Reception was held at the Historian Inn to celebrate all the participating students from the Douglas High School Photography Class. This Sidewalk Gallery is an exhibition of their talent.
4. A new location for the Basque Mural was selected. It will be place on the Masons Building facing the south.
5. Light Pole Banners installed throughout the district.
6. The Fronton Court Steering Committee continues to meet throughout the year.
7. Managed The Heritage Park Garden Projects with a volunteer subcommittee:
  - a. Rented 17 individual spaces for people to grow their own vegetables and flowers. 6 additional spaces were used by participants in the Sharing Garden program. 3 plots were gardened by Boy Scouts and Girl Scouts. There were 2 demonstration beds – one on square foot gardening and one planted by the Master Gardeners featuring herbs and strawberries. There were a total of 28 spaces under cultivation in the main garden area.
  - b. The Children’s Garden construction was completed according to the USDA Specialty Crop Block grant and the Garden was dedicated in May. A summer workshop program was held monthly involving children from ages 4 through 12. That grant was completed.
  - c. Initiated phase one of the “Growing to Share” program involving 8 families. Growing spaces were constructed per the USDA Specialty Crop Block Grant. Plants were provided along with oversight of the project.

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- d. Volunteers maintained and irrigated the garden common areas and the labyrinth with monthly Saturday morning and Wednesday evening work days.
  - e. Planned and hosted four public special events: a March Garden Opener, a May Open House with plants available, an October Harvest Festival in conjunction with the Scarecrow Festival hosted by East Fork Gallery, and a New Year's Eve Candlelight Labyrinth Walk.
  - f. Installed a foot bridge to connect the main garden with the Children's Garden. Boy Scout Volunteer Zachary Kruse planned and completed this work as an Eagle Scout project at HPG.
  - g. Improvements were made to a space in front of the gazebo that will be used as an events area. The work was funded and completed by a team of volunteers from Carson City Lowe's.
  - h. Monthly rock painting workshops were held under the leadership of volunteer, Sandi Morrison, to produce "Garden Goodies" to use as fundraisers. Volunteers set up booths at Community events and donations were received totaling over \$1,000.
  - i. Iris plants were grown and donated to groups and people in the community.
  - j. HPG volunteers moved into the local classrooms with an educational program that was presented at Gardnerville Elementary School and at Carson Valley Middle School
8. Managed the Main Street Flower program through a volunteer subcommittee:
- a. With oversight from Flower Committee volunteers, 68 hanging petunia baskets were grown by students and staff at three local schools; all of which were sponsored by community members at large.
  - b. Flower Committee volunteers worked with students from Smith Valley School to plant 61 flower pots. 59 of these were adopted for the summer by local merchants; seven of which were first time adoptees.
  - c. Both the Hanging Basket and Adopt-a-Pot programs are self-supporting through sponsorship and donations.
  - d. Planted and maintained the Eddy Street Flower Planter with an abundance of perennial and annual flowers and bushes showcased throughout the spring, summer, and fall season.
  - e. Designed and decorated a Holiday Tree for the Douglas County Historical Society's Gallery of Trees Fundraising event in order to highlight both our Main Street and Flower Committee Programs. We were awarded third place this year.
  - f. Adorned the town offices with outdoor fall decorations using artificial flowers and pumpkins; the idea spread to a few local merchants and community members.

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