



2016 Accomplishments

Organization Committee

1. Around 5,000 volunteer hours were logged at an approximate value of \$115,000. *(Figures are still being collected at time of this posting.)*
2. Creation of sponsorship packets to launch fundraising efforts to support events and projects.
3. Organize quarterly Main Street Mingles to offer an opportunity for residents/business owners to become better engaged within our community.
4. Annual Volunteer and Business Recognition Event held in September.
5. Annual Report completed.
6. Orientation training for old, new, and perspective volunteers conducted.
7. Formal presentation to Town Board of Directors on annual accomplishments of MSG.
8. Have increased the size of our current committee.

District Vitality (formerly Economic Restructuring) Committee

1. Business Directory Updated.
2. Business Tracker Updated for 2016: 17 new businesses opened; 7 businesses closed; 3 businesses relocated outside of Gardnerville; 2 businesses relocated/transferred ownership within the district and at least 14 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. Welcome packets personally delivered by committee members to new businesses.
5. Began a Virtual Vacancy Tour campaign to promote vacancies within our district.
6. Established relationships with many Property Managers/Owners to move forward with the vacancy tours and possible recruitment of new businesses.
7. Recruited new members for the District Vitality Committee.

Promotion Committee

1. Successful wine walk season based on income not attendance. Averaged 51 businesses participating and close to 1250 people in attendance during the 2016 season. *(Does not include the number of businesses that our district businesses partnered with.)* Added a

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- Grab-n-Go element to provide easy access to food for the wine walkers. Sold MSG wine charms as a fundraiser. Added a roadside banner at Frontier Communication to provide addition promotion for this event.
2. Held our second annual Slaughterhouse Lane Coffin Races in October. We improved this event with vendors; seating, enhanced timing and scoring and course safety added a roadside banner to promote this event
 3. Hosted the Great Race, in partnership with the Town of Gardnerville with attendance of approximately 2000. Hosted the first annual Heritage Park Classic Car Show in conjunction with the Great race, we had 72 entries.
 4. Website updated with a calendar and individual committee blog pages.
 5. Continue to recruit new volunteers for implementing our events.
 6. Freedom 5k Fun Run participation in conjunction with the Town of Gardnerville.
 7. Small Business Saturday participation for the 4th straight year.
 8. Partnered with East Fork Gallery on their annual Scarecrow Festival to take place with the Heritage Park Gardens Fall Festival event.
 9. Provided volunteers for the Town of Gardnerville's Annual Carson Valley Christmas Kickoff event
 10. 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
 11. Continue to promote our business members through bi-monthly Biz Blast emails to a database of close to 1,000 people.
 12. Have increased our Facebook followers by 25%

Design Committee

1. One new bench was installed within the district, located at the Record Courier Center with two more ordered and ready for installation in 2017. All benches were decorated for the holidays.
2. Purchased more lamp post banners so that there is one on each light pole throughout our district. These banners will be up from January until the Flower baskets are hung.
3. Sidewalk Gallery Reception was held to celebrate all the participating students from the Douglas High School Photography Class. This Sidewalk Gallery is an exhibition of their talent. Purchased new frames to improve the look of the gallery display and to make it easier to change them out. Building front was repainted by volunteers before the new frames were installed.
4. The Basque Mural mounted on the Masons Building facing south.
5. The Fronton Court Steering Committee continues to meet throughout the year.
6. Partnered with the Town of Gardnerville for the annual "Let's Sweep the Town" event.
7. Managed The Heritage Park Garden Projects with a volunteer subcommittee:
 - a. Rented 15 individual spaces for people to grow their own vegetables and flowers. 6 additional spaces were used by participants in the Sharing Garden program and 3 more plots were gardened by Girl Scouts and a Home School Class. There were 2 demonstration beds – one on square foot gardening and one planted by the

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Master Gardeners featuring herbs and strawberries. There were a total of 26 spaces under cultivation in the main garden area.

- b. Three summer workshops were scheduled in the Children's Garden providing educational opportunities. Elementary school aged children planted sprout bottles, helped plant circle gardens, made newspaper pots to plant seeds. In the Fall they were treated to a demonstration from Hall's Honey on bees and other pollinators. The third year of the USDA grant was completed. Fencing around the Children's Garden area was completed. Plants were added to the Butterfly/Pollinator Garden.
- c. Continued with phase two of the "Growing to Share" program involving families from the Food Closet and the Partnership of Community Services "Fuerza Latinas" group comprised of about a dozen families. Plants were provided along with oversight of the project. Midweek work evenings were held during summer months. A part of the harvest was donated to the Food Closet.
- d. Volunteers maintained and irrigated the garden common areas and the labyrinth at monthly Saturday morning work days, and during the summer with Wednesday evening work sessions.
- 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. Participated in the August Wine Walk by offering dessert and coffee in the Gardens. Walkers were invited to "Keep on Walking" to Heritage Park Gardens to enjoy the labyrinth and refreshments. A nice crowd enjoyed a summer evening at HPG.
- g. 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.
- h. Local schools were involved through various activities. First grade classes from Gardnerville Elementary walked to HPG for a tour and a planting activity. Two classes from Carson Valley Middle School planned and planted a living sun dial in the Children's Garden. Another group came to plant daffodils in the spring. A teen group from the Partnership program came for a day to plant tomatoes and help with garden clean up.
- i. HPG stepped into the community by participating at the Lampe Park Farmer's Market, at the Great Race, as a part of the Coffin Races, and at other events where we could provide information.
- j. Other 2016 improvements- A wonderful hand-crafted log bench was added near the labyrinth. A high school student transformed our dumpster into a beautiful art

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bin. A brochure rack was installed and a mail box added where visitors can leave comments, both hand painted with garden designs.

8. Managed the Main Street Flower program through a volunteer subcommittee:
 - a. 68 hanging flower baskets were planted and grown by FC volunteers and students and staff at three local schools. The baskets were sponsored by community members in support of both the FFA school programs and the Main Street Gardnerville Program.
 - b. 62 flower pots were planted and grown by FC volunteers and Smith Valley School students. These pots were adopted for the summer by local merchants in support of the SVS FFA program and MSG Program.
 - c. Created a photo op location with signage and hanging flower baskets and the Sierras as a backdrop at the Carson Valley Museum for locals and visitors alike to take “selfies”.
 - d. Adorned Main Street with outdoor fall decorations using artificial flowers and pumpkins. Again these were sponsored by local merchants in support of the MSG Program.
 - e. Decorated a chain link fence at the south entrance on Main Street to spruce up town property that is being renovated.
 - f. 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.
 - g. Designed and decorated a Holiday Tree titled “Birds of a Feather Volunteer Together” for the Douglas County Historical Society’s Gallery of Trees Fundraising event in order to highlight both our Main Street and Flower Committee Programs.

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