



GOED

NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

NEVADA MAIN STREET

Governor's Office of Economic Development (GOED)

VISION – A vibrant, innovative, and sustainable economy with high-paying jobs for Nevadans

Workforce Development

Business Development

Office of Entrepreneurship

International Trade

APEX Accelerator (previously the Procurement Technical Assistance Center)

Film Office

Rural Economic and Community Development/CDBG

Public Policy and Government Affairs

Healthcare

Nevada Main Street

- Partners with Main Street America – a national organization with thousands of participating communities throughout the country and decades of revitalization experience.
- Focused on downtown revitalization, historic preservation, community development, beautification, and economic vitality.
- Offers community-based initiatives with a practical, adaptable framework to adjust for each unique community, growing with the community over time.
- Can act as an umbrella organization to get various partners to work together and move in the same direction.
- Creates an environment, both built and cultural, where small businesses and communities can thrive.
- All about empowering local communities to improve quality of life for residents and keep their sense of place, or “Placekeeping”.

Nevada Main Street

How do we empower communities?

Communities receive from GOED and Main Street America:

- Organizational Development Services, Strategic Planning, Work Planning
- Board Member, Staff, Committee Training
- Networking, Scholarships, Grants
- Member access to the Main Street America website
- Biweekly virtual calls alternating partner presentations and community updates
- Direct Support from the Director of Rural Economic and Community Development

Nevada Main Street

Received \$700,000 one shot funding in the last session:

- Conducted 2-day strategic planning workshops
 - 5 different towns,
 - 19 participating communities
 - In partnership with UCED/Dr. Fred Steinmann
 - Will have regular quarterly check-ins to keep on track
- Competitive Grants
 - Have been awarded!
 - Operationalize the goals in the strategic plans

Nevada Main Street

This work cannot be done in silos, it takes strategic, mutually beneficial partnerships:

- Partners include Travel Nevada, the Division of Outdoor Recreation, the State Historic Preservation Office, Small Business Development Center, USDA-Rural Development and Rural Partners Network, Senator Rosen's Office, Senator Cortez Masto's Office, Congressman Amodei's Office, the University Center for Economic Development, the Department of Business and Industry, Rural Nevada Development Corporation, the Office of Small Business Advocacy, the Nevada Arts Council, Nevada Humanities, State Parks, the Bureau of Land Management, Nevada Rural Housing, Western Nevada Development District, the Office of Federal Assistance, the Department of Transportation, the Department of Energy, the State Infrastructure Coordinator, and the Regional Development Authorities.
- We also work directly with the divisions within GOED – most recently with the newly established Office of Entrepreneurship.

Nevada Main Street

27 Organizations Representing 32 Communities

Accredited

Gardnerville
Tonopah
Downtown Reno
Partnership

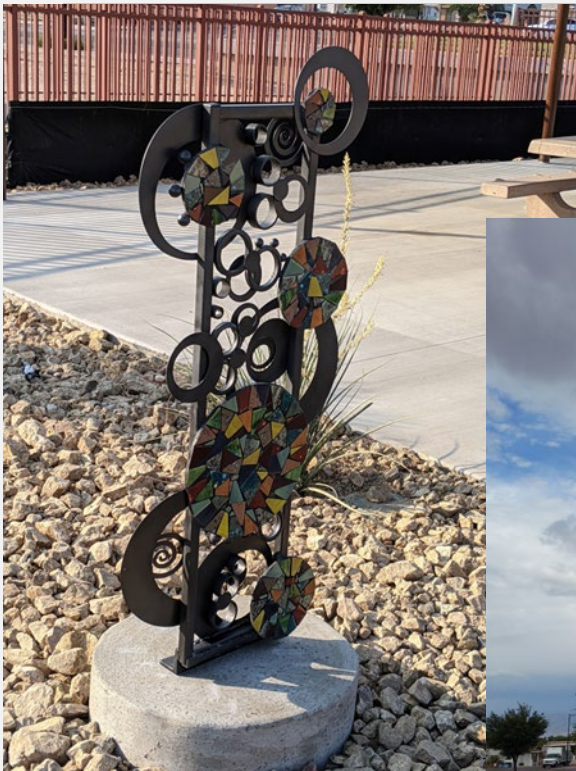
Affiliate

Boulder City
Eureka
Fernley
Goldfield
Hawthorne
Henderson
Las Vegas (Jackson St.)
MidTown Reno
Virginia City
Wells
White Pine
Ely
Baker
McGill

Exploring/General

Brewery District (Reno)
Caliente
Incline Village
Lovelock
Mesquite
Moapa Valley (Logandale and Overton)
Pahrump
Pioche
Pyramid Lake Paiute Tribe
Sutcliffe
Wadsworth
Nixon
Riverwalk District (Reno)
Wells Avenue (Reno)
Winnemucca
Yerington

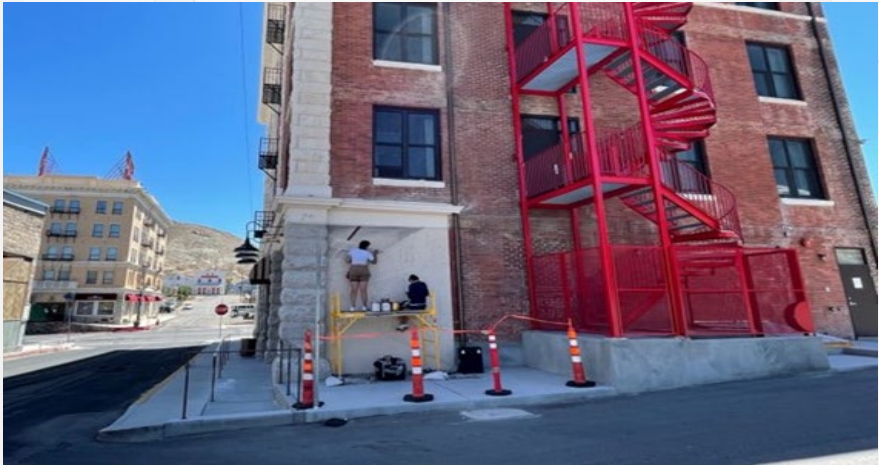
Nevada Main Street



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Main Street Successes

- Wells Main Street created and expanded a small business incubator utilizing an old motel.
- Eureka Main Street received funding for wayfinding signage and art installations.
- Hawthorne Main Street is creating a community gathering space on land that has been vacant for decades, beautifying downtown and encouraging travelers to go through town instead of taking the bypass.
- Fernley - adding high-visibility crosswalks across Main Street, close to Main Street Park and the Community Response and Resource Center across the street. This will create a safe crossing in order to have events at the park.
- Goldfield Main Street is enhancing their town square, planting trees, including a community Christmas tree, and adding covered seating, trash cans, and fencing.
- Winnemucca Main Street – hosting a Murals and Music festival May 29-June 1. Placemaking/placekeeping project focused on their culture and history – building community pride through 23 murals.

What Issues Brought Up Through The Community Survey Can Main Street Help Address?

- Creating a “Likeable” Community
- Seek New Uses For Vacant Buildings/Parcels
- Beautify the Community
- Support and Enhance the “Very Important” Reasons People Choose to Live Where They Do
 - Recreational Opportunities
 - Sense of Community
 - Good Place to Raise a Family

(Steinmann, Strong; January 2024)

What Do We Need From You?

- Establish a public/private partnership with the municipality – or whatever that looks like.
- Define a “Main Street” district
- Establish a Main Street organization, with primary purpose to implement Main Street
- Hire a Main Street Manager/Director (if possible)
- Provide funding for staff and volunteers to attend trainings
- Establish an office
- Work on budgets, fundraising plans, and work plans
- Track, collect data, report

THANK YOU

Contact

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