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**Carson City
Agenda Report**

Date Submitted: September 24, 2013

Agenda Date Requested: October 3, 2013
Time Requested: 25 minutes

To: Mayor and Supervisors

From: City Manager

Subject Title: For Possible Action: To accept the North Carson Street business owner's revitalization plan and direct staff to review the plan and report their findings to the Board of Supervisors at the earliest time feasible. Presentation and discussion by Jaswinder Dhama, CEO and Director of Operations, Holiday Inn Express & Suites, for the North Carson Street business owners on a street corridor revitalization plan consisting of three major components - Business District Enhancements, Infrastructure Improvements, and Beautification. (Larry Werner, City Manager)

Summary: On Tuesday, September 3, 2013, a group of business owners attended a meeting at the Holiday Inn Express & Suites hosted by Jaswinder Dhama to discuss ideas, plans, and issues related to elements of a successful revitalization of the North Carson Street business district (Exhibit A). Based on comments received at this meeting, Mr. Dhama has developed a written plan that is included in your agenda packet (Exhibit B). This plan contains many ideas for business district enhancements, infrastructure improvements, and beautification.

Type of Action Requested: (check one)

- Resolution Ordinance
 Formal Action/Motion Other (Specify)

Does This Action Require A Business Impact Statement: () Yes (X) No

Recommended Board Action: I move to accept the North Carson Street business owner's revitalization plan and direct staff to review the plan and report their findings to the Board of Supervisors at the earliest time feasible.

Explanation for Recommended Board Action: As stated in the summary, the North Carson Street business owners held a meeting at the Holiday Inn Express & Suites to develop ideas for a Business District Revitalization Plan. Some of the ideas that were discussed included aesthetic themes, visual and landscape improvements to enhance the district's appearance, new sidewalks and bicycle lanes, infrastructure improvements, and street lighting for safety. This action will provide an opportunity to present the plan to the Board of Supervisors and, if accepted, the Board can direct staff to review the plan's elements and report back to Board with a recommendation on the plan.

Applicable Statute, Code, Policy, Rule or Regulation: N/A

Fiscal Impact: At this point, no fiscal impact other than staff time.


Explanation of Impact: N/A

Funding Source: N/A

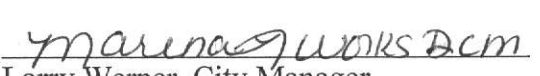
Alternatives: Not accept the plan.

Supporting Material:

- Business Neighbor Invitation Letter (Exhibit A)
- North Carson Street Business Owner's Revitalization Plan / Jaswinder Dhami Letter (Exhibit B)

Prepared By:  Date: 9/24/13
Vern L. Krahn, Park Planner

Reviewed By:  Date: 9/24/13
Roger Moellendorf, Parks & Rec. Director

 Date: 9/24/13
Larry Werner, City Manager

 Date: 9/24/13
District Attorney's Office

 Date: 9/24/13
Finance Department

Board Action Taken:

Motion: _____ 1) _____ Aye/Nay
2) _____ _____

(Vote Recorded By)

Thursday August 29, 2013

Dear Business Neighbor,

My name is Jaswinder Dhami and I am the Director of Operations of Holiday Inn Express & Suites Carson City. I also serve as the Board Member of the Carson City Convention and Visitor's Bureau. I am writing this letter in order to invite you to attend a very exciting meeting where I will inform you about significant proposed redevelopment upgrades to all areas of Carson City.

As you may be aware there has been a great deal of discussion about revitalizing downtown Carson City, especially with the anticipated expansion of the I-580 freeway to Highway 50 West in just a few short years. Well, I have good news, that revitalization discussion now includes all the major areas of Carson City – including our area.

I had the opportunity to attend meetings hosted by two of our Board of Supervisors, Karen Abowd and Brad Bonkowski. Supervisors Abowd and Bonkowski, along with representatives from Parks and Recreation and Public Works, presented ideas and plans for redevelopment received from Public Works, business groups, and public input, such as improved traffic flow, new sidewalks and bike lanes, street lights and upgraded landscaping to the major sections of Carson City.

During our meeting, I will share those plans with you, discuss how we can work together to ensure that our voices are heard with regard to the importance of the revitalization of North Carson City, and determine how our local public officials can assist us in our efforts to improve our location with the ultimate goal of increasing business activity.

Please join me on **Tuesday September 3rd** from 9:30 am to 10:30 am in the Arrowhead Room at the Holiday Inn Express. Please RSVP to me at Jasdhami2@gmail.com

I greatly appreciate your consideration and hope that you are able to attend.

Jaswinder Dhami

CEO & Director of Operations, Holiday Inn Express & Suites
Member, Carson City Convention and Visitors Bureau Board
Jasdhami2@gmail.com

Exhibit A

September 5, 2013

Holiday Inn Express.
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Carson City, NV 89706 USA
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1.800.HOLIDAY
carsoncity-hotel.com



CARSON CITY, NEVADA

Mayor Robert L. Crowell
City Executive Offices
201 North Carson Street
Suite #2
Carson City, NV 89701

Re: North Carson Street (North Corridor) Business Owner's Corridor
Revitalization Plan

Dear Mayor Crowell, Board of Supervisors, and City Manager Larry Werner,

On Tuesday September 3rd, I hosted a meeting of business leaders from North Carson City at the Holiday Inn Express. The purpose of the meeting was to discuss proposed redevelopment upgrades to all areas of North Carson Street from William Street (US 50) to the freeway on ramp at I-580/ US 395 heading North.

Representatives from JM Furniture, Greater Nevada Credit Union, Days Inn Motel , Anytime Fitness and Holiday Inn Express attended the meeting. Although I was expecting a much higher attendance from the business leaders in the North Corridor, I was very pleased and excited about the thoughtful and passionate discussion that we had regarding the business district revitalization, as well as detailed suggestions about necessary improvements the group felt must take place in order to increase business activity in the corridor.

Our Discussions were wide ranging including measures how to bring economic activity back to the North side of Carson. The following are the key points we all had positive discussions.

- The attendees suggested that when we start the project, the allocation of funds should be done in such a manner that all areas in the corridor are developed in the same manner. It will ensure that a new visitor traveling in this corridor gets the same continued visual experience from the time he/she enters the corridor at either end.
- The businesses were of the view that our main objective should be to complete the full project in phases and I did not hear a single argument to the Tax Increase. The present business owners should also invest in improving the landscaping and facades to blend in with the curb appeal as the city carries these improvements. Revitalization upgrades will have the most impact when businesses commit to spend their own dollars where improvements are needed on their respective properties.
- The participants were unanimous that the main emphasis in this corridor should be the area between Winne Lane and William Street. This area presently consists of some older buildings, some of them have no setbacks and have very limited landscaping. Another suggestion was to use the center turning lane in this area to create Landscaping islands like we have in downtown at present.

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CARSON CITY, NEVADA

- As we proceed with the Revitalization project, we should also get the rest of Community involved so that everyone can be part of it. There should be an excitement and lot of interest that the City Leaders are pro business and are doing their best to make Carson City the best as they possibly can.

Our meeting was arranged on a short notice just after the Labor Day holiday so I was not able to get maximum participation. But everyone who attended was excited and quite happy that we are taking the first step. I will involve more businesses as we move forward so that we listen to every voice that matter. If you have any questions or comments please feel free to contact me.

Thank you

A handwritten signature in black ink, appearing to read 'Jaswinder Dhama'.

Jaswinder Dhama
CEO & Director of Operations
Holiday Inn Express & Suites.
Carson City, NV
Email: Renoairporthotel@yahoo.com