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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 East William Street / US Highway 50 (East) 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 Jonathan Boulware, General Manger, Gold Dust West Casino/Hotel, for the East William Street / US Highway 50 (East) 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 Wednesday, August 28, 2013, a group of business owners attended a meeting at the Gold Dust West Casino hosted by Jonathan Boulware to discuss ideas, plans, and issues related to elements of a successful revitalization of the East William Street / US Highway 50 (East) business district (Exhibit A). Based on comments received at this meeting, Mr. Boulware 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  
( X ) Formal Action/Motion        ( ) Other (Specify)

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

**Recommended Board Action:** I move to accept the East William Street / US Highway 50 (East) 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 East William Street / US Highway 50 (East) business owners held a meeting at the Gold Dust West Casino / Hotel to develop ideas for Business District Revitalization Plan. Some of the ideas that were discussed included better freeway signage directing motorists to the business district, 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 the 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)
- East William Street / US Highway 50 (East) Business Owner's Revitalization Plan – Jonathan Boulware's 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)



Monday, August 19<sup>th</sup>, 2013

Dear Business Neighbor,

My name is Jonathan Boulware and I am the General Manager of the Gold Dust West Casino Hotel. I also serve as the Chairperson 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.

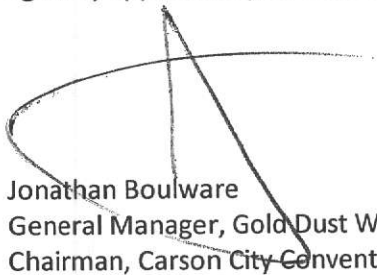
As you may be aware there has been a great deal of discussion about revitalizing downtown Carson City, especially with the anticipated expansion of the I 580 freeway to Highway 50 West in just a few short years. Well, I have good news, that revitalization discussion now includes all the major areas of 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 East 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 Wednesday, August 28<sup>th</sup> from 2:00 pm to 3:00 pm in the Pinon-Sage Room at the Gold Dust West. Please RSVP to Jennifer Normington at 775.671.3421. We will be serving light snacks at the meeting.

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



Jonathan Boulware  
General Manager, Gold Dust West Casino/Hotel  
Chairman, Carson City Convention and Visitors Bureau Board  
775.671.3410  
jboulware@gdwgaming.com



September 4, 2013

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

Re: East William Street / US Highway 50 (East) Business Owner's Corridor  
Revitalization Plan

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

On Wednesday, August 28<sup>th</sup>, I hosted a meeting of business leaders from East Carson City at the Gold Dust West Casino/Hotel. The purpose of the meeting was to discuss proposed redevelopment upgrades to all areas of East William Street / US 50 Highway (East) Corridor from Carson Street to the intersection of Fairview Drive and East College Parkway.

Representatives from True Value Hardware, Dotty's, the Bead Store, and Gold Dust West attended the meeting. Although I was expecting a much higher attendance from the business leaders in the East Corridor, I was very pleased and excited about the thoughtful and passionate discussion that we had regarding the business district revitalization, as well as insightful suggestions about necessary improvements the group felt must take place in order to increase business activity in the corridor.

Although there were many topics discussed in the meeting, I have listed below the major suggestions offered by the group:

- There was no objection to the sales tax increase as long as there is a commitment by the City to fully develop the corridor area. Also, it is critical to develop a partnership and to get buy-in from the other business leaders in the corridor to improve and/or upgrade their own building presentations such as landscaping and/or facades. The feeling is that without business commitment to improve their areas by upgrading their curb appeal, revitalization upgrades may not be as impactful as intended.
- The East Corridor is lacking a "sense of arrival" in its appearance. We need to upgrade the area so that the visual impact produces a memory for our guests. The belief is that a sense of arrival will drive guest trips to the corridor and the memory will create loyalty and drive repeat visitors.
- Since the freeway expansion to Highway 50 is expected to increase the number of vehicles passing by the East Corridor intersection significantly, the corridor needs to establish an identity and a feeling of community to such a degree that it compels motorists to exit and explore the business opportunities in the area.
- Once the area has been upgraded, it is essential that there is visible signage informing guests about the business experience. The signage is especially important for guests traveling southbound on I-580 because of the tall sound wall that blocks the view of the corridor until motorists pass the decision point for exiting the freeway.

My feeling from the meeting is that it was a great first step, but more work needs to be done in order to achieve a greater diversity of opinions by including more business leaders. I will continue to working to get more businesses involved in the discussion. If you have any questions or comments please feel free to contact me.

Thank you,



Jonathan Boulware  
General Manager, Gold Dust West Casino/Hotel  
Chairman, Carson City Convention and Visitors Bureau Board  
775.671.3410  
jboulware@gdwgaming.com