



Country Cottage

101 N Main Street, Eureka NV 89316
countrycottage101@yahoo.com
(775) 318-0392 or (775) 761-4282

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To Whom it May Concern:

I am writing this letter to show my support for Main Street Eureka to apply for the Travel NV 3D Project. Eureka, NV is a very small, rural town located on Highway 50. The billboards on either side of town reads "Friendliest Town on the Loneliest Highway" and it's absolutely true. I moved to Eureka eighteen years ago when I got the job as the Eureka County High School School Counselor. I worked for Eureka County School District for sixteen years before retiring two years ago. About a year after retiring, my friend and former colleague, Darlene Moody and I opened a consignment gift store and quilt shop in the historic Masonic Lodge Building on Main Street. As a business owner in Eureka, I would like to show my full support for Main Street Eureka.

Over the past eighteen years, I have seen Eureka businesses slowly disappear. When I moved here, there were numerous businesses on Main Street. At the time, we had four restaurants (three have since closed), two gas stations (one burned down and another opened outside of town), two bars (one closed and another has opened), and three hotels (still open). Since that time businesses have permanently closed, such as the flower/gift shop, the art gallery, and the gun store. Additionally, essential businesses such as the grocery store and the bank are no longer in the Eureka Main Street area, but have relocated to the outskirts of town, greatly reducing the foot traffic in mid-town. Over the years, other businesses have tried to open their doors including a clothing store, a vendor/booth store and the tourism office, but have all since closed.

Although businesses have changed over the years, there are several new businesses who are trying to maintain their presence in Eureka. We currently have three restaurants, a coffee shop, a tattoo shop, an antique store, two gift shops and a pharmacy. There are some very motivated people in Eureka who want to restore Eureka businesses and buildings. These people work hard to stimulate the economy and create events that will bring tourists to Eureka. These efforts have been very effective and necessary in preventing Eureka from turning into a ghost town. It is because of these people that Eureka is still hanging on; however, Eureka is not thriving.

Main Street Eureka's inclusion into the Travel NV 3D Project is necessary to turn things around for this quiet but struggling town. Access to the support and expertise of the 3D Project will help to give Eureka the jump start it needs to organize a community of people who love this town. The resources that are available are designed to stimulate economies. This is just the kind of assistance Eureka has needed and I am so grateful that we have an amazing opportunity this organization brings.

Very Respectfully,

Winnona Eversgerd