



**GOED**

NEVADA GOVERNOR'S OFFICE OF ECONOMIC DEVELOPMENT

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NEVADA MAIN STREET

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# Governor's Office of Economic Development (GOED)

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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

# *Rural Economic and Community Development*

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How do we encourage economic and community development in Rural Nevada through GOED's Rural division?

Primary Programs:

Community Development Block Grants (CDBG)

Nevada Main Street

# Nevada Main Street

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- 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.
- All about empowering local communities to improve quality of life for residents and keep their sense of place, or “Placekeeping”.

# Nevada Main Street

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## *How do we empower communities?*

Communities receive from GOED and Main Street America:

- Organizational Development Services
- 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

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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
  - Open in April
  - Will operationalize the goals in the strategic plans

# Nevada Main Street

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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, Senator Rosen's Office, Senator Cortez Masto'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, State Parks, the Bureau of Land Management, Nevada Rural Housing, Western Nevada Development District, the Department of Transportation, and the Regional Development Authorities.
- We also work directly with the divisions within GOED – most recently with the newly established Office of Entrepreneurship.

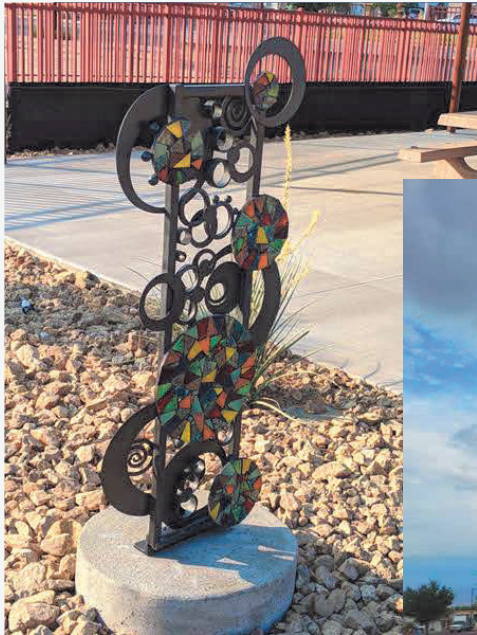
# Nevada Main Street

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1. Gardnerville (D)
2. White Pine (A)
3. Tonopah (A)
4. Wells (A)
5. Mesquite (A)
6. Downtown Reno (A)
7. Fernley (A)
8. Eureka (E)
9. Hawthorne (E)
10. Henderson (E)
11. Incline Village (E)
12. Las Vegas (Jackson St.) (E)
13. Lovelock (E)
14. Midtown Reno (E)
15. Pahrump (E)
16. Virginia City (E)
17. Winnemucca (E)
18. Boulder City (pre)
19. Caliente (pre)
20. Goldfield (pre)
21. Pioche (pre)
22. Yerington (pre)
23. Pyramid Lake Paiute Tribe (pre)



# Nevada Main Street



# Nevada Main Street



# Nevada Main Street



# *Nevada Main Street*



# *Nevada Main Street*



# Main Street Successes

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- Wells Main Street – received CDBG funding to purchase a building for a small business incubator (subrecipient through the City of Wells).
- White Pine Main Street – Kyle Horvath attended and spoke at the Main Street American national conference regarding their programs to keep their small businesses afloat during COVID.
- White Pine Main Street also assisted with funding/creating Park to Park in the Dark, utilizing Rural Marketing Grant funds through Travel Nevada.
- Gardnerville Main Street – worked with Douglas County to create/implement a façade grant program for businesses. They also have regular wine walks, events, fundraisers, etc., and have been working to save historic buildings in their downtown.

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

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- Creating a “Likeable” Community
- Seek New Uses For Vacant Buildings/Parcels
- Beautify the Community
- Recruit New Businesses
- Provide Business Education Classes
- 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?

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- 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



# How do CDBG and Nevada Main Street support GOED's mission?

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By creating healthy communities that can support economic development through:

- Investing in infrastructure and capital improvements
- Investing in health and safety
- Providing funding for planning, which allows communities to apply for other grant funds as well – especially for big projects (Frankenfunding)
- Supporting small business creation, attraction, retention, and expansion
- Creating communities that potential employees would like to move to, and current residents would like to remain in
- Supporting community-led growth while retaining a community's identity and sense of place.

# THANK YOU

## Contact

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