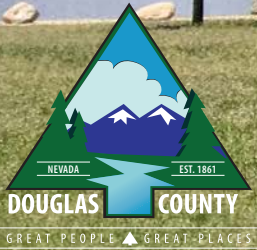
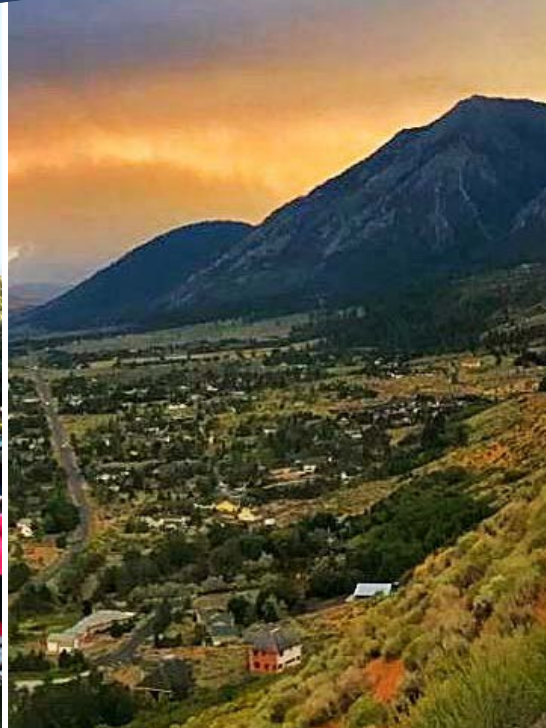


# A COMMUNITY TO MATCH THE SCENERY.



Media Kit 2018

DOUGLAS COUNTY, NEVADA





# Welcome.



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## County Administration and Contacts

### County Manager's Office:

1594 Esmeralda Ave.  
P.O. Box 218  
Minden, NV 89423  
775.782.9821

### Public Information Officer:

Melissa Blosser  
775.782.9821  
C:775-781-6886  
mblosser@douglasnv.us

### Non-Emergency:

775.782.5126

### D.C. Sheriff's Dept.

### Public Information Officer:

Bernadette Smith  
bsmith@douglasnv.us  
775.782.931  
F: 775.783.6401

### County Manager:

Larry Werner  
775.782.9821  
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lwerner@douglasnv.us

### Emergency Management Director / Fire Chief:

Tod Carlini  
tcarlini@eastforkfire.org  
775.783.9040  
F: 775.782.9043



# SNAPSHOT

## Services provided by the county

- Planning/Zoning, Building, Code Enforcement
- Roads, Water, Sewer, and Facility Maintenance
- Cooperative Extension
- Community and Senior Services
- Parks and Recreation
- Community and Regional Parks
- Diverse Recreation and After School Programs
- Courts and District Attorney
- Juvenile Care, Public Health, Social Services
- Weed Control, Animal Care
- Law Enforcement and Emergency Management
- Assessor, Clerk/Treasurer, Recorder
- Economic Vitality, Public Information
- General Administration
- Public Bus Transportation Program
- Library
- Airport

## Population

Douglas County is the fifth most populated county in Nevada with approximately 48,000 residents and seasonal populations that can exceed 65,000 due to its proximity to Reno, Carson City (state capital) and northern California. Douglas County is governed by a five-member elected Board of Commissioners. The County is comprised of ten functional areas – General Government, Judicial, Public Safety, Public Works, Sanitation, Health, Welfare, Cultural and Recreation, Community Support, and Utilities.

## Climate

Douglas County covers an approximate area of 751 square miles and has elevations ranging from a low of 4,625 feet on the valley floor to a high of 9,500 feet at East Peak. The county's proximity to the Sierra Nevada Mountains creates one of the most comfortable daily temperature ranges in the continental United States. Generally, the climate is arid, with warm summers, moderate winters, and cool evening temperatures year-round.





# DISTINCTIVE DOWNTOWNS



## Genoa

Genoa is the oldest permanent settlement in Nevada and is nestled perfectly into the spectacular Carson Range of the Sierra Nevada mountains. Mormon Station, the original name of the settlement, was established as a trading post in 1851. Mormon Station was Nevada's first town and its first boomtown, not because of mining, but because of agriculture. Special events are popular in Genoa especially the annual Candy Dance which originated in 1919 to raise funds for town streetlights. Today, the two-day event features an artisan craft faire, dinner dance, and of course candy. The largely volunteer-staffed event is a big portion of the town's annual budget.

No visit to Genoa is complete without the exploration of the area's trail system with something for everyone. Serious adventurers can take the Genoa Loop trails that rise in the hills above the town

for a serious altitude rush, complete with canyons and waterfalls. Those who want to stroll amid the scenic landscape can choose a trail along the Carson River, or walk out to the historic 1862 David Walley's Hot Springs Resort and Spa on the Genoa Vista Trail. The mineral baths at Walley's are legendary for their healing properties.

Despite its small size, there are delightful dining options such as the newly opened Pink House—originally built in 1855—or the Genoa Station Bar & Grill. The Genoa Lakes Golf Course offers golfers two championship courses to choose from, and if after a day of hikes, history, hot springs, and haute cuisine you need some rest you can cozy up at the White House Bed and Breakfast.

**For more information about the town of Genoa visit [www.genoanevada.org](http://www.genoanevada.org).**







## Minden

Minden is located north of Gardnerville and its historic downtown district features a host of events such as a weekly farmers market, car shows, and in 2018 Bently Heritage Estate Distillery opens to the public. Minden hosts live performances from bands and musicians in Minden Park during the summer months. The town also features popular fairs, arts and crafts, and other community events in its historic downtown district several times a year. The Minden Farmers Market is every Tuesday evening during the summer and draws musicians, artisans and fresh produce. During the winter holidays the town lights up their Gazebo and provides a fun festive family event.

**For more information on the Town of Minden visit [www.townofminden.com](http://www.townofminden.com).**

## Gardnerville

Gardnerville, Minden's elder sibling, was founded to serve the agricultural population of Carson Valley. The area, otherwise known as, "Nevada's Garden Spot," is one of the earliest-settled, richest and most productive of the state's agricultural regions. Take a stroll through Main Street Gardnerville and read the plaques posted on various buildings throughout the district for a sense of the historical flavor of the district. (Check out the Visit Carson Valley Historic Walking/Driving Map online <http://visitcarsonvalley.org/directory/business/what-to-do/leisure-arts/points-of-interest/> or pick on up at the Visitors Center.) Visit our shops – antiques, gifts, and clothing. Enjoy a great meal – from a full-course Basque dining experience to a gourmet sandwich. You'll find it all on Main Street Gardnerville.

Main Street Gardnerville hosts a variety of events during the year including a wine walk every third Thursday of the month May-September, coffin races, Fall Harvest Scarecrow Festival and more. The town of Gardnerville also hosts Movies in the Park where families and people of all ages can watch some of their favorite flicks in Heritage Park. The town also hosts a holiday celebration with their Christmas Kickoff which includes fireworks.

Whether fishing the waters of Lake Topaz, enjoying the summer wine walks, driving our country roads, enjoying the view of Jobs Peak and century-old barns, or hiking the Pine Nut Mountains in search of wild horses, you'll find plenty of things to enjoy within 30 minutes of Main Street Gardnerville.

**For more information on the Town of Gardnerville visit [www.townofgardnerville.com](http://www.townofgardnerville.com).**

Both towns participate in the **Carson Valley Days Parade** (20/30 Club) in June and the **Parade of Lights** (Carson Valley Chamber of Commerce) in December.





# DISTINCTIVE DOWNTOWNS

## Stateline

The Stateline area is a year round world class and entertainment and recreation destination. It is home to Heavenly Mountain Resort, one of the top five most scenic ski resorts in the nation, and major casinos including Harrah's, Harvey's, MontBleu, and Hard Rock. Lake Tahoe and

the South Shore draw millions of visitors annually. With 40 feet of snow and 300 days of sun a year, conditions are optimal for your winter skiing or snowboarding trip. We have world-class ski resorts and acres of backcountry trails, so you can glide down groomed slopes or bike a

heart-pounding downhill ride. Edgewood Lodge, also provides an acclaimed golf course, a serene spa. Stateline is a setting for magic, a catalyst for adventure, a world-class destination to discover and enjoy.



The American Pyrotechnics Association rates South Shore's spectacular Fourth of July fireworks celebration **one of the top five displays in the nation.**



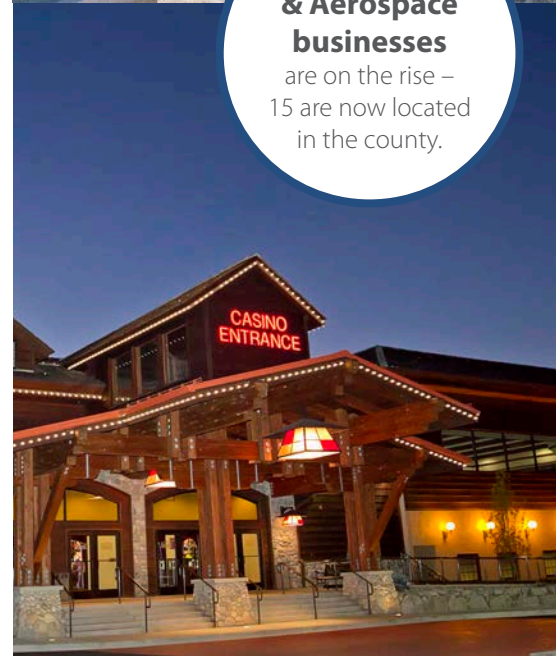


# LOCAL BUSINESS

## Local Business

Major Douglas County employers are leaders in the fields of technology, advanced manufacturing, and research. Several dozen technology entrepreneurs and advanced manufacturers are located in the Carson Valley including Baker Hughes, a GE company, North Sails (makers of the America's Cup sails) and Starbucks Roasting Plant and Distribution Center. With the proximity to Lake Tahoe, tourism plays a major role in employment. Thirty percent of the workforce is employed in the tourism and leisure industry. Larger resorts at Stateline include Harrah's and Harvey's Casinos, the Hard Rock Hotel & Casino, MontBleu and Heavenly Mountain Resort.

- ▶ In 2017, Douglas County added a new world class resort with the completion of the **Edgewood Lodge** (154 unit) Includes a bistro & bar, a conference room, spa facilities, and environmental gain, including restoration of streams, undergrounding of utilities, and the removal of sediment into Lake Tahoe.
- ▶ The Clerk/Treasurer's office issues about **600 fictitious firm filings** in a year.
- ▶ The number of **manufacturing businesses** has grown by 13.8% since 2010.
- ▶ Douglas County is home to the **Starbucks Coffee Company**; in June 2018 the company completed a \$50 million investment at it Carson Valley Roasting Plant and Distribution Center which will add nearly 100 new distribution jobs to Douglas County.



**Aviation & Aerospace businesses** are on the rise – 15 are now located in the county.





# OUTDOOR ACTIVITY & RECREATION



The Internationally acclaimed **AMGEN** Tour of California Race which features Lake Tahoe, is watched by 16.6 million viewers and is broadcast internationally to over 200 countries and territories.



Douglas County maintains 9 parks including the **Dangberg Home Ranch Historic Park** which preserves and interprets 150 years of history in Nevada's Carson Valley. The Dangberg Home Ranch Historic Park preserves eight historic structures built between 1857 and 1917, along with a huge collection of artifacts dating back to 1819.

Douglas County is proud to partner with several non-profits and the USFS to access public lands through a **recreational trail system** for present and future generations to enjoy.





Summer in the mountains is taking on a whole new feel with Vail's newest summer experience, **Epic Discovery**, allowing guests to zip, fly, tour, or tube the mountain overlooking Lake Tahoe.

In 2016, Douglas County prevented **10,824 pounds** of fine sediment particles from going into Lake Tahoe.

Every year Douglas County Parks and Recreation partners with GE Energy, the Town of Minden and the Carson Valley Inn to bring five

## **Concerts in Minden Park**

during the summer.  
The concerts are a main event  
in Douglas County.





# COMMUNITY HIGHLIGHTS

## Youth & Education

Douglas County Recreation Department offers site based before and after school care. This program is held at each of the 6 elementary schools in the valley. The program is offered for children enrolled in grades Kindergarten through fifth grade.

Douglas County offers two Adventure Camp sites in the Carson Valley, one in town and one in the north valley. Adventure Camp provides a full day of fun for your school aged child while school is out.

Douglas County offers a Pre-K Preschool where children can explore, create, and learn in their own way. Located inside the Community and Senior Center, interactions between generations allow for strong bonds and life-long friendships. In this type of environment young children will learn that all people and all ages can interact well together.

Douglas County provides youth sports leagues such as flag football, basketball and volley ball.

Douglas County is home to China Spring Youth Camp dedicated to helping male and female, mid-level offenders between the ages of 12 and 18 develop skills, knowledge and experience to promote health and resiliency, arrest progression of problems caused by delinquent behavior.

**Western Nevada College** is the "Gem" of the Nevada System of Higher Education

## Senior Services

### The Adult Day Club

provides a safe, nurturing and engaging care setting for older adults who are living with cognitive/physical disabilities. The club opened its doors September 15, 2016 and is licensed for 20 clients a day.

### Dart Transportation

has provided over 37,000 rides to Seniors, Disabled (ADA) and Public Riders in Douglas County in the fiscal year 2016 -2017. Dart has 5 volunteers that help with seniors appointments to doctor's appointments in Carson City and Reno.

### The Senior Center Kitchen

has 3 Meals On Wheels Trucks used to deliver hot food to seniors and outlying Satellite Kitchens in North County and to TRE (Topaz Ranch Estates) areas.

# 2

**Douglas County School District** is ranked number two in the state by SchoolDigger.com.

### The Douglas County Sheriff's Office (DCSO)

runs youth educational programs such as D.A.R.E. (Drug Awareness Resistance Education), G.R.E.A.T. (Gang Resistance Education and Training) and the Law Enforcement Explorers remain distinct priorities with DCSO.

As of January 1, 2017, the **Douglas County Health Clinic** has given 191 children, pre-teens, teens immunizations.







## Community Centers

**The Douglas County Community and Senior Center**, in Gardnerville is 83,225 square feet and houses a senior center with a dining room for 300 people. The center also includes a senior day club, health nurse office, preschool, community activity rooms, fitness and workout areas, and gymnasiums.

**Kahle Park and Community Center** is a 19-acre facility located just above the intersection of U.S. Highway 50 and Kingsbury Grade. The park features a full-service Community Park and indoor Recreation Center with meeting rooms, basketball courts and fitness facility.



## Public Library

The Douglas County Public Library first opened in 1967 and has grown exponentially in its first 50 years of serving the community. The Library's mission is to provide a wide range of library materials, services, and programs to meet the informational, recreational, and cultural needs of the citizens of Douglas County. The Library's commitment to excellence in library services and its development of available technology in the last decade has placed the organization at the forefront of rural Nevada libraries. There are two libraries (one at Lake Tahoe and one in Minden), and four book returns throughout the county. The Library serves more than 125,000 residents and visitors every year. In addition to 120,000 physical resources and 336,000 downloadable items, some other Library highlights include unique programs, author talks, dedicated volunteers, and a skilled professional staff. With your free library card, you can check out a book, DVD, iPad, magazine, or book bag, and download free music, video, and eBooks.

### LIBRARY HIGHLIGHTS

The libraries serve more than **120,000 people** every year

Nearly 7,000 adults, teens and children attend **free library programs** every year

Librarians and library staff answer **5,000+ questions** each year

More than **336,000** downloadable items available for checkout

More than **163,000** items loaned every year



# COMMUNITY HIGHLIGHTS

## Airport

**The Minden-Tahoe Airport** is the fourth busiest in the state, is recognized as a top location in the world for soaring, and is home to approximately 18 businesses, over 400 based aircraft.

**The Perlan 2**, an experimental mission sponsored by the European aerospace company Airbus launched its second mission from the Minden-Tahoe Airport.



## The Aviation Roundup Air Show

is nationally recognized and attracts over 50,000 spectators. The show has included the United States Air Force Thunderbirds and the United States Navy Blue Angels.





# IN THE NEWS

Douglas County received the Government Finance Officers Association of the United States and Canada's (GFOA) **Distinguished Budget Presentation Award** for their 2016 fiscal year budget.

Stateline NV was named one of the **top 20 best places to go** in 2018 by Money Magazine.



**The Genoa Bar and the JT Basque Bar and Dining Room** have been featured in publications across the Nation.



Douglas County's **Cave Rock Water Treatment Plant** won 1st place for State's Best Tasting Water Award for the 2nd time in four years.

## Sustainability

**Galeppi-Byington Ranch** protects 700 acres of lush ranch land from development.

**The Kahle Drive water quality improvement project** provides overflow water to feed nearby wetlands.

Douglas County continues to preserve open space. Two conservation easements/acquisitions are currently under federal program consideration. If successful this brings the total to **18,320 acres conserved** under the Southern Nevada Public Lands Management Act Program.





# COUNTY PUBLIC SERVICES



The Clerk/Treasurer's Office issues about **800 marriage licenses** and **2,700 passports** a year. The office also processes over **12,000 DMV transactions** through our contract with State DMV.

Douglas County operates 9 water systems, within these water systems, there are approximately **5 water treatment plants, 23 water tanks, 18 wells, 15 booster pumping stations, and 137 miles of distribution pipe.**



Douglas County maintains about **177 miles of paved road.**



The Douglas County Recorder's Office has made **896,000 land records** accessible online.

The **community development counter** helps over 50 people daily with building, planning and engineering inquiries.



The **public guardian** protected 51 vulnerable adults in the year 2016-2017 which helped to raise awareness on guardianships within Douglas County.

The Douglas County weed department on average treats **600 Residential spray jobs** and over 1500 agricultural acres per year (eradicates noxious weeds dangerous to agriculture.)



**Douglas County 911 Emergency Services Center** is the only Fire accredited center in the state.



Douglas County registered a total of 1,200 registered cell phone users to **Reverse 911** in 2017.

In 2017 the Douglas County Community and Senior Center installed an **emergency backup generator** used in cases where the center serves as an evacuation site.

The funds for the generator were raised by the Douglas Community Services Foundation.



**WIC** serves an average of 400 families per month in Douglas County.



The Board of County Commissioners approved the **Stormwater Master Plan** which will work to prevent incident of flood damage to roads and homes during the 2014/2015 summers.



## Government and Finance

For fiscal year 2018/2019, the County has 578 full-time positions budgeted with an annual budget of \$174 million. The goals for the 2018-2019 budget included maintaining a structurally balanced budget with an emphasis on organizational sustainability and funding major projects. As a result, the County was able to transfer an additional \$1.4 million into the County Construction Fund for capital projects.

In addition, the County was able to institute a sustainable COLA and Merit system for County staff. The ability to fund these costs arose from an increase in revenues, reprioritizing existing budgets and reducing costs by going self-funded for workers compensation.

As part of the budget process, the 5-year Capital Improvement Program was also presented and approved. The current budget has \$16.2 million available to fund capital improvement projects. \$1.1 million has been dedicated to fund the Storm Water program.

In 2017 **Social Services** assisted 41 families, to provide child care subsidy for 62 kids, at 9 different facilities in our community.



Douglas County operates **two waste water treatment plants.**

Within the sewer systems, there are approximately 14 lift stations, 50 miles of collection system pipe, and 25 miles of force mains.

The Douglas County Recorder's Office has over **200,000 marriage records** available online to purchase.



Our **communications department** provides emergency radios to all of Douglas County.

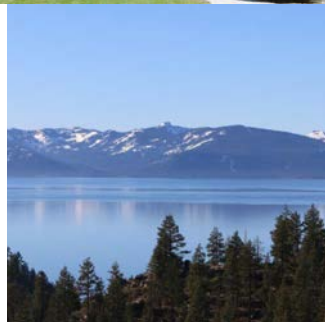


The **Community Health Clinic** gave 663 vaccines and established 1189 patients from May 2017 - May 2018.



Our **Geographic Information System** (GIS) department is a Nevada leader in GIS applications and data.

**Technology services supplies tech** services to over 500 County employees allowing departments to serve the public.



The county recently launched a **transparency portal** where residents have access to county financial information which can be quickly downloaded or viewed.



## Fore the Kids

Douglas County, through public and private sponsorships and participation, raises needed funds through their annual golf tournament to fund Lake and Valley Community Center membership scholarships for youth, ages 7-18. This popular special event sells out annually and the community embraces and supports the event to ensure our youth always have a safe haven to recreate, thrive, grow and learn in a healthy environment. This public private partnership event embodies and showcases the special community Douglas County is.

