

SIERRA REGIONAL Economic News

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THE PEAKS, HILLS AND VALLEYS OF THE FRONT RANGE OF THE SIERRA NEVADA

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WHERE THE CLIMATE FOR BUSINESS IS PERFECT

What is your community made of?

It was another hot and dusty day in the Old West. The town greeter was at his post under the cottonwood tree that formed the entry to the dirt streets, the wooden buildings and the folks of the town. The greeter sat there in his chair every day and watched the travelers come and go and think of the old days, when the town was just a single building.

On that day, however, a traveler rode in and stopped by the tree and posed a question. "Old man," he asked, "tell me, what kind of town is this? I am looking for a new place to settle." With thoughtful expression, the greeter answered with his own question: "Well, tell me stranger, what kind of town did you come from?"

"Oh, it was awful," said the traveler. "Nothing but gossips and liars who could mess up any and every good thing that ever came along. That is why I left and why I am asking about this town. I need a better place to live."



Rob Hooper
Executive Director

After careful consideration, the greeter looked up at the stranger on his horse and said "Well cowboy, I would just keep riding on 'cause this town is just like what you describe. Nothing

good here either." The stranger rode on.

It was only an hour later that another traveler came up to the greeter and asked the same question: "Old man, tell me what kind of town is this? I need a new place to hang my shingle." The greeter looked up at this second stranger and asked his question: "Tell me stranger, what kind of town did you come from?"

Quickly the traveler answered, "Oh old man, it was so wonderful. Everybody in the town was my friend and the folks could not have been nicer. It's just that I am a blacksmith and we already had too

many in the trade for all of us to make a living, so I packed up and am now looking for a new place, but sure do miss the old one."

A smile crept across the greeter's face as he enthusiastically responded. "Friend, I have good news for you. This town is just what you are looking for. It will be just like, if not better, than where you came from. Come on in and welcome." That day the town got a new and great citizen.

Clearly the greeter got it. Do you? What is your community made of? It is made of you and what you bring to the community that makes it what it is. Your talents, your abilities, your dreams, your willingness to do right by others...all of this and more becomes each of us makes up the fabric of who we are and what we can become.

This is the philosophy at Northern Nevada Development Authority (NNDA) and there is abundant evidence within our volunteer committees who joined together for the good of the Sierra Region.

Every day I am amazed and humbled when I see a group of professionals doing the right things for the right reasons. I am impressed with their accomplishments and successes in helping others.

Pogo once said in a famous cartoon quote: "We have met the enemy and they is us." Well, I want to offer you a slight change on that line, "We have met the heroes, and they is us." All of us!

The Sierra Region is abundant in great people, fantastic organizations, wonderful churches, schools and more. Let's all give thanks for that.

And, if you are not involved with NNDA or with another organization focused on the future of our kids and our grandkids...to ensure the health of our community, now is the time. Step forward, get involved and show what our community is made of.

For more information or to get involved with NNDA, please call (775) 883-4413 or email us at atnnda@nnda.org.



DID YOU KNOW?

Job Opportunities of Nevada (JOIN)

is a private, non-profit job training agency designed to help individuals gain or improve their skills. Call (775) 283-0125 or visit www.join.org or stop in at 1925 N Carson St, Carson City for more information.

South Lake Tahoe business improvement district at Ski Run shines with possibilities

BY MATTHEW RENDA

Nevada Appeal News Service

Nestled between Heavenly Mountain Resort and the azure shores of Lake Tahoe, the Ski Run Boulevard Business Improvement District provides an example of how redevelopment efforts in South Lake Tahoe, said local business owners.

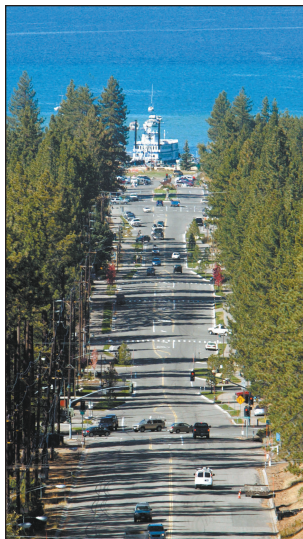
"The BID is a great instrument for the neighborhood to revitalize itself," said Mansoor "Elie" Alyeshmerni, owner of Ski Run Marina. "There is energy beyond anything I've seen and we're moving in the right direction."

The district has been in existence for about seven years, said Brian Des Rochers, president of the Ski Run Boulevard BID.

Business owners within the district contribute 25 percent of their business licenses and property owners are assessed according to linear feet, he said.

The money currently is used for landscaping improvements in the area that flanks either side of Ski Run Boulevard between Highway 50 and Pioneer Trail.

Des Rochers envisions using the money for market-



NEVADA APPEAL NEWS SERVICE

Lake Tahoe at the end of Ski Run Boulevard in South Lake Tahoe.

ing the area, and hosting various events like farmers markets and live music.

"The grand goal in the development of the district is to encourage businesses to set up big events, so the district can establish a critical mass of attraction and success," he said.

Furthermore, he wants to enhance pedestrian access up and down the district.

"We want to introduce more bike paths, side streets and general pedestrian infrastructure so as to facilitate a vibrancy with people walk-

ing, running, jogging and skateboarding," Des Rochers said.

Alyeshmerni believes the future of the district could be transformative for the entire city.

"My hope is that Ski Run Boulevard will essentially be commercial in the future," he said. "Up and down the street there could be different businesses with different services provided and trees lining the streets. The area could truly become a strong and beautiful downtown for South Lake Tahoe."

While both men have high hopes for the future, Des Rochers believes the present provides a foundation for such aspirations.

The Ski Run BID held a "Cleanup On the Run" recently, which saw 40 volunteers contribute time and energy to removing enough debris to necessitate two different trips to the town dump.

Volunteers also planted five pounds of native wildflower seeds.

The activity has already led to a flourishing atmosphere in the district, according to Des Rochers.

"The business vacancy rate in the district is lower than in the town in general," said Des Rochers.



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