



# Town Strategic Plan

**Goal 1 - Support an environment that attracts new businesses and is responsive to the needs of the current business community.**

## **Long Term Strategy**

- ❑ Develop strategies for attracting new business.
- ❑ Develop strategies that offer incentive for locating businesses into the Downtown Development area.
- ❑ Work cooperatively with other agencies and governments in economic development.
- ❑ Maintain a “business friendly” environment that attracts and retains businesses.

## **Short Term Action Plan**

- ❑ Work with local business community to develop and enhance the Downtown Development area.
- ❑ The Town will, to the extent possible, contribute in both financial and non-financial means towards mutual goals of downtown development.
- ❑ The Town will continue to enhance and nurture its relationships with other government agencies, the Chamber of Commerce, NNDA, WNDD, the Gardnerville Business Association and others.
- ❑ The Town will, to the extent possible, work with other agencies to streamline the plan review process while maintaining the interests of community residents and businesses.



# Town Strategic Plan

**Goal 2 - Support, nurture, and recognize volunteer involvement in Town activities and events.**

## **Long Term Strategy**

- ▣ Maintain Gardnerville's "small town" look and feel.
- ▣ Support community activities and events.
- ▣ Build on community pride to develop a richer sense of ownership.

## **Short Term Action Plan**

- ▣ The Town will encourage staff and Board involvement in community activities.
- ▣ The Board will support fund-raising opportunities that support and enhance community goals.
- ▣ Continue to encourage and utilize volunteer opportunities for Town projects.
- ▣ The Town will actively solicit and encourage community involvement in Town planning.



# Town Strategic Plan

**Goal 3 - Conserve our historical, environmental, and cultural resources.**

## **Long Term Strategy**

- ▣ Support policies that maintain Gardnerville's heritage while allowing for well managed and complimentary growth.
- ▣ Develop policies that recognize and support the Downtown Development area as a community resource.
- ▣ Encourage the preservation of historic buildings.
- ▣ Support the Downtown Vision Plan for development in that area.

## **Short Term Action Plan**

- ▣ The Town will encourage partnerships to preserve culturally and historically sensitive areas of Town.
- ▣ The Town will continue to develop plans for Downtown revitalization and shall implement those plans as financial resources to do so are available.
- ▣ The Town will continue to work with the private sector to encourage and enhance Downtown revitalization.
- ▣ The Town will support and encourage activities in the Downtown Development area that are beneficial to the community.



# Town Strategic Plan

## Goal 4 - Maintain a well managed and fiscally sound government.

### Long Term Strategy

- ❑ Continue to seek new ways of providing services more effectively and efficiently.
- ❑ Continue to develop Town Asset Management Systems that account for long-term costs of assets.
- ❑ Contract out services when appropriate and in the best financial interests of the community.
- ❑ Develop and nurture relationships with other agencies to share in service delivery costs when appropriate.
- ❑ Continue to encourage and recognize the value of a well-trained and motivated Town staff.

### Short Term Action Plan

- ❑ The Town will continue the use of Asset Management Programs to aid in budgeting and accounting for future costs of infrastructure.
- ❑ The Town will be aggressive with maintenance activities to reduce long-term costs and to preserve infrastructure in a desirable condition.
- ❑ The Town will strive to attain a Pavement Condition Index that deserves pavement before reconstruction is necessary.
- ❑ The Board and staff will continue to encourage and support involvement in the Nevada League of Cities.
- ❑ Partnerships will continue to be encouraged and nurtured to share the cost of new services and programs.
- ❑ Staff will continue to be encouraged to seek additional training in work related areas.
- ❑ Staff compensation and benefits will be reviewed annually to insure equitability with performance.



# Town Strategic Plan

**Goal 5 - Maintain an open, accountable, and progressive government.**

## **Long Term Strategy**

- ▣ Maintain the Town's high standards in the conduct of local government.
- ▣ Encourage community involvement in Town operations.

## **Short Term Action Plan**

- ▣ Continue the Town's Internet presence through regular updates to the Town web site.
- ▣ Continue the bi-monthly "Gardnerville News" newspaper articles.
- ▣ Continue to market the Town through opportunities to speak before community and civic groups.
- ▣ Develop and provide a regular "Gardnerville Report" on Douglas County Community Access Television when available.



# Town Strategic Plan

## Goal 6 - Work closely with other government agencies.

### Long Term Strategy

- ❑ Continue to develop and nurture relationships with other agencies.
- ❑ Work with the Town of Minden and Douglas County on joint economic planning and development that creates a sense of “one destination” for residents and visitors alike.

### Short Term Action Plan

- ❑ The Town, will to the extent possible, jointly bid projects with the Town of Minden and other agencies to reduce cost
- ❑ The Town will, to the extent possible, work with the town of Minden on developing “inter-Town” work Teams to accomplish work of mutual benefit in a cost effective manner.
- ❑ The Town will, to the extent possible, explore options for mutually sharing the costs of projects and programs of mutual benefit with the Town of Minden and other agencies as appropriate.
- ❑ The Town Board and staff shall continue to meet with the Town of Minden at least semi-annually for joint planning.