
FOR IMMEDIATE RELEASE

October 19, 2023

**Contact: Gregory Bortolin, grbortolin@goed.nv.gov (775) 687-9917
Director of Communications**

GOED's Main Street Program Seeking Input for Strategic Plan

UNR Center for Economic Development Assisting in Statewide Effort

CARSON CITY, Nev. – The Nevada Governor's Office of Economic Development (GOED) Main Street Program is seeking input in the development of individual community plans through [this survey](#) in addition to planning workshops scheduled throughout the state.

“Strategic planning is vital to help focus the efforts of our Main Street organizations on the projects and programs that will be most impactful in their communities,” said Shari Davis, GOED Economic and Community Development Director. “I am incredibly thankful to EDA, UCED, and our Nevada communities for understanding the importance and participating in the process. Once the strategic plans are complete, the Nevada Main Street Community Grant Program 2024 cycle and application will open, utilizing funding approved by the Governor and Legislature during the last session, assisting the Nevada Main Street organizations in achieving their identified goals.”

GOED has partnered with the University Center for Economic Development, part of the College of Business at the University of Nevada, Reno, to develop individual community Main Street strategic plans and a new statewide Nevada Main Street Program strategic plan.

As part of this effort, GOED staff and UCED faculty will host a series of strategic planning workshops with local community Main Street stakeholders that include:

- Gardnerville, November 1 and 2, 2023
- Winnemucca, November 6 and 7
- Ely, November 8 and 9
- Mesquite, November 13 and 14
- Tonopah, November 16 and 17

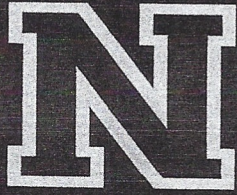
Funding for this project was made possible as part of the University Center for Economic Development's five-year US Economic Development Administration University Center Program grant. Nevada Main Street is a program housed under the Rural Economic and Community Development Division of GOED. It is a holistic approach to downtown revitalization that includes historic preservation, community development, beautification, and economic vitality. It supports business

creation and retention to build and sustain healthy and economically vibrant communities, with a primary focus on improving quality of life for residents. The program offers community-based initiatives with a practical, adaptable framework, providing tools for strategic growth while keeping a community's unique identity. There are currently 21 communities in the program.

###

About the Governor's Office of Economic Development

Created during the 2011 session of the Nevada Legislature, the Governor's Office of Economic Development is the result of a collaborative effort between the Nevada Legislature and the Governor's Office to restructure economic development in the state. GOED's role is to promote a robust, diversified and prosperous economy in Nevada, to stimulate business expansion and retention, encourage entrepreneurial enterprise, attract new businesses and facilitate community development.



Community Main Street and Nevada Main Street Program Strategic Planning Workshop

Day 1: Monday, November 13, 2023; 10:00am to 4:00pm

Day 2: Tuesday, November 14, 2023; 10:00am to 4:00pm

City of Mesquite City Hall, Training Room

10 E Mesquite Boulevard

Mesquite, Nevada 89027

Day 2; Tuesday, November 14, 2023

10:00am – 10:15am: Registration and Networking

10:15am – 10:45am: Review from Day 1

- Prioritizing Your “Priority and Primary Issues”

10:45am – 11:45am: Development of a Set of Strategic Goals

- The “SMART” Goal
- EXERCISE: Developing Strategic Goals for Your Community’s Main Street Program
- Translating Goals into Actionable Items
- EXERCISE: Developing Actionable Items for Each New Strategic Goal

11:45am – 1:15pm: **WORKING LUNCH**; The “ABC’s” of Success in Strategic Planning

- Conditions (elements we want to change)
- EXERCISE: Identifying Conditions
- Behaviors (actions that individuals or groups will need to take)
- EXERCISE: Identifying Behaviors
- Attitudes, Knowledge, and Skills (elements that need to be developed or learned)
- EXERCISE: Identifying Attitudes, Knowledge, and Skills

1:15pm – 2:00pm: Expanding on the Strategic Goals, Part 1

- Needed Resources for Implementation and Existing Capital Resources
- EXERCISE: Identifying Needs Resources and Existing Capital Resources for Each Strategic Goal

2:00pm – 2:15pm: **BREAK**

2:15pm – 3:15pm: Expanding on the Strategic Goals, Part 2

- Possible Barriers to Implementation
- EXERCISE: Identifying Possible Barriers to Implementation

3:15pm – 3:55pm: Recovery and Resiliency Planning, Anticipating the Unanticipated

- What is recovery and resiliency planning?
- EXERCISE: Developing Recovery and Resiliency Contingency Efforts

3:55pm – 4:00pm: Wrap-Up and Thank You; Next Steps



Community Main Street and Nevada Main Street Program Strategic Planning Workshop

Day 1: Monday, November 13, 2023; 10:00am to 4:00pm

Day 2: Tuesday, November 14, 2023; 10:00am to 4:00pm

City of Mesquite City Hall, Training Room

10 E Mesquite Boulevard

Mesquite, Nevada 89027

Day 1; Monday, November 13, 2023

10:00am – 10:15am: Registration and Networking

10:15am – 10:45am: Introductions and Overview

- Review of the Strategic Planning Process: Goals and Objectives of Strategic Planning
- EXERCISE: Identifying Characteristics of Your Community and Community's Main Street Program

10:45am – 11:45am: Community and Organizational Assessment

- The Role of Community and Organizational Culture in Strategic Planning
- EXERCISE: Community and Organizational Likes and Dislikes
- Exploring Transformation Strategies
- EXERCISE: Review of Your Homework Assignment (Survey Results)

11:45am – 1:15pm: **WORKING LUNCH**; Community and Organizational Assessment, Cont'd

- The SWOT Analysis
- EXERCISE: Completing a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis of Your Community's Main Street Program and the Nevada Main Street Program

1:15pm – 2:15pm: Identifying Business Creation, Attraction, Retention, and Expansion Strategies

- New Business Creation and Attraction and Existing Business Retention and Expansion (CARE) Strategies
- EXERCISE: Building a CARE Model for Your Community's Main Street Program

2:15pm – 2:30pm: **BREAK**

2:30pm – 3:30pm: Selecting Target Industries

- Review of Industry Sector Data for Your Community and Region
- EXERCISE: Selecting Target Industries to Focus Main Street Activities

3:30pm – 3:55pm: Identifying Priority and Primary Issues for the Next Five Years

- What is a priority and primary issue?
- EXERCISE: Developing Priority and Primary Issues for Your Community's Main Street Program and the Nevada Main Street Program

3:55pm – 4:00pm: Wrap-Up and Prepare for Day 2