

CARSON NUGGET DEVELOPMENT PROJECT

GOAL:

Through introduction of new businesses that are not currently in the region it is expected the project will create jobs and grow our local economy. Recent circumstances relative to the Carson City Nugget's prime downtown land holdings are believed to be able to help accomplish the City's economic development goals.

A unique set of partners working toward accomplishing these goals are working hard to find ways that can offer high tech, turn-key resources to help new businesses succeed. With that, higher-paying jobs will be added to Carson City's employment base to help turn around our local economy and also help secure a long term, healthier future for the entire community.

PROJECT FAST FACTS:

WHO Carson Nugget, Inc. & Carson City

WHERE & WHAT New private / public real estate development in downtown Carson City. Located on about 8 acres of the Nugget's surface parking lots, roughly between Robinson, Musser, Carson & Stewart streets

- Knowledge & Discovery Library
- Business & Technology Incubator
- Evening entertainment venue, like an IMAX Theater
- Class A office buildings
- In – town residential lofts
- Public transit hub
- Shared decentralized parking, above and below ground
- Public plaza and activity center for recreation, arts and cultural programming

WHEN Between today and December 10 staff is:

- Defining detailed scope of the project
- Putting together a preliminary finance plan and economic impact analysis
- Defining key stakeholders duties and responsibilities
- Seeking a potential master developer

Between December 10 and end of 2009 staff will:

- Present findings to Board of Supervisors at a special meeting on December 10
- Await further direction from the B.O.S relative to next steps.

PARTNERS

- Carson City Library - catalytic piece of the overall development a state-of-the-art knowledge and discovery public library.
- Hop & Mae Adams Trust - the Nugget Casino is forming a community trust to help ensure the goals of the project
- Western Nevada College - allied to facilitate workforce training, development and job placement.
- Carson City Regional Transportation Authority - can contribute a downtown central transit hub
- Northern Nevada Development Authority – industry recruitment partner
- Carson City Cultural Commission - connecting commerce with culture
- Carson City Parks and Recreation, can provide cultural and recreational infrastructure and opportunities in the project plaza
- State of Nevada – land use cooperatives

NEXT STEPS

- Approval and implementation of a finance plan
- Selection of a master developer
- Key stake holders execution of their roles and responsibilities
- Begin construction phase
- Conclude construction phase
- Ribbon cutting

BACKGROUND: Over the last seven years significant economic development work has been completed by citizens of Carson City, in 2002 the Economic Vitality Strategic Plan was adopted and in 2006 the Carson City Master Plan was updated. In 2008, 300 citizens and 47 downtown businesses formed the Carson City Downtown Consortium and delivered detailed recommendations to the current Board of Supervisors. The Carson Nugget development reflects the goals and business plans of the current Board of Supervisors as well as the expectations of the 2002, 2006 and 2008 citizen – led initiatives.



FREQUENTLY ASK QUESTIONS

Q. Where is the project?

A. Downtown Carson City. The Carson Nugget envisions a turn-around of their existing surface parking lots into the development, next door to Nevada's capitol. It's about 8 acres.

Q. A development with what kind of activities?

A. A business-focused, high tech public library (a knowledge center) *coupled with a business incubator* will be the anchor institution around which the rest of the activities cluster. The library will become the beehive and create vibrancy in downtown. The development's other parts could:

- house new industries and businesses not currently in the region in class A office space
- create high-paying jobs
- create new career paths for our youth
- provide in-town loft and townhouse residences for workers in the development
- offer a large plaza with recreational, cultural and arts programs for residents and visitors alike
- provide community-wide public transportation from a central transit hub
- offer shopping not previously available

Q. A business incubator? For what kinds of businesses?

A. Business start-ups that are unique and have a breakthrough idea or technology with long term growth potential, sustainability and bring high paying jobs.

Q. Give me an example of a new high technology business.

A. Digital media. Animation. Green technologies to name just three.

Q. Why would they come to Carson City now?

A. Industry that creates technical, professional, high-paying jobs from businesses whose corporate complexion is clean and green want to live, work, grow, learn and make a life in a downtown neighborhood like what could be possible in the Nugget project. Nevada has a favorable tax climate and Carson City understands and uses redevelopment tools toward economic development. All together this makes this project extremely attractive in today's economy, especially when it's all about creating jobs and getting back to work. Plus, we are 25 minutes from Lake Tahoe and are surrounded by stunning natural beauty.

Q. What about other kinds of "lifestyle" businesses like restaurants or small retail stores; do they have a place in the business incubator?

A. There is likely to be a mix of business incubated, between those with high growth potential like described above and owner-operated venues like a restaurant or retail operation. The major focus of the business incubator, however, will be on creating primary jobs in these high tech new industries so we bring more people here that can support our existing service businesses --- everything from our retailers to service professionals.

Q. Will there be any kind of park or open area in the development?

A. Yes. Maybe a plaza.

Q. Explain the plaza.

A. The Plaza could be an open area appointed with year around interactive recreational, arts and cultural activities to:

- bring residents from throughout the town together to hang out and get to know each other
- be a center gathering area for visitors to enjoy and get area-wide information, tickets and tips about things to do, places to see and places to stay in the rest of the town and region
- provide the in-town loft and townhouse residences with a wonderful front yard
- give families and residents a downtown park

Q. Will there be any kind of public transportation hub?

A. Potentially, a J.A.C. (Jump Around Carson) platform could be an important part of the project and provide access into the downtown from all over the region thru public regional transportation providers.

Q. Where will everyone park if the Nugget's parking lots are gone?

A. Underground parking areas within the plaza; in on-street parking spaces and in some of the other surface parking lots still owned by the Nugget in downtown, but are separate from the central plaza development, possibly.

Q. I read something about a charitable trust related to this project. Explain?

A. The Nugget Development Project is owned by the Mae B. Adams Trust whose sole benefactor is the Hop and Mae B. Adams Foundation. One of the primary missions of the Hop and Mae Adams Trust is to support the youth of Carson City through educational opportunities that lead to jobs, so the Trust would support the creation of the library as a center of learning and the business incubator as an entrepreneurial center. The Nugget development could thus become a center of working, living, learning, recreation and civic engagement that benefits the youth and community at-large.

In fact it is expected that the project's investors will support the missions (in part or in total) of the Hop and Mae B. Adams Foundation. Carson City's pro-active approach could represent a milestone in fostering a third millennium economy in the State of Nevada. The Hop and Mae B. Adams Foundation and Nugget Development Project is committed to the region's future and the youth who will inherit its blessings.

Q. Wow, who are Hop and Mae Adams?

A. Brothers, Hop and Howard Adams were the original founders of the Carson City Nugget. Mae was Hop's wife of many years. Hop and Howard Adams came to Nevada after gambling was banned in their home state of Idaho and bought the casino in the mid 1950s after owning casinos in Southern Nevada

Q. How will all of this be paid for?

A. A public private partnership wherein certain public funds available through redevelopment and other public financing tools are married with private investment are combined to make the project pencil for everyone.

Q. When will more information about this be available?

A. As soon as the details are in place, at this point the Carson City Board of Supervisors have directed City staff to explore this opportunity and the Nugget development representatives are also active with their due diligence to bring clarity to the many moving pieces. The community's input is very important and the Board will make sure that resident voices will be heard. The good news? This is something the community has long awaited - for more information about resident's expectations see [Envision Carson City](#), Carson City's Master Plan and visit www.downtownanswers.com.

