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Nevada GOED Awards \$100,000 in Grants for Projects to Help Revitalize the State's Main Streets

LAS VEGAS – The Nevada Governor's Office of Economic Development (GOED) today awarded nearly \$100,000 in grants to help fund six projects around the state to help revitalize Nevada's Main Streets.

GOED approved the applications for the funding through the Nevada Main Street program designed to have partnerships between government, citizens, business and property owners to create revitalization that contributes to restoring communities and attracting and retaining businesses.

"Towns' main streets are the backbone of our state and my administration is committed to investments in our communities that helps small businesses," Gov. Steve Sisolak said. "The Nevada Main Street program helps grow local economies and attract visitors to see all that Nevada communities have to offer."

The Nevada Main Street Revitalization Grant supports downtown revitalization efforts in communities that will lead to private investment, job creation or retention, establishing or expanding viable businesses, or creating a stronger tax base. The grants are awarded annually and may fund up to 70 percent of a project's cost with a 30 percent match with in-kind donations and volunteer time.

"It is vital that our communities receive support to invigorate the business on our main streets across our state," said GOED Executive Director Paul Anderson. "Rural communities and small towns are an important part of the economic prosperity for our state. These projects will help bring attention and visitors to our state and our main streets."

The following projects were awarded grants:

- White Pine County Main Street: \$30,000 for a project to contract an advertising agency to create a style guide and a downtown marketing guide to include banners and wayfinding signs
- Gardnerville Main Street: \$1,700 for a project to purchase banners for the highway and side street to highlight upcoming community events
- Lovelock Revitalization Association: \$4,000 to buy informational billboards in three locations on Interstate 80 to promote Lovelock events and to buy tourist maps

- Wells Mainstreet: \$20,000 for a project to assess vacant properties within Wells to assist property owners to attract businesses to the area
- Humboldt Museum: \$8,506 to create and publish a Winnemucca Historic walking tour book and window and yard signs promoting the book
- Downtown Reno Partnership: \$35,000 to develop an educational brochure for businesses and property owners; place pop up art in vacant properties; and place streetscape enhancements in downtown Reno

Nevada first started the Nevada Main Streets program in 2017 to support towns and counties trying to revitalize downtowns.

For more information about the Nevada GOED's Main Street Program or to apply, visit diversifynevada.com.

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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. More information on the Governor's Office of Economic Development can be viewed at diversifynevada.com.