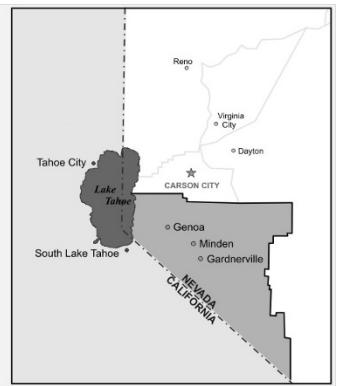


## MEDIA KIT

# Douglas County, Nevada



Douglas County lies at the eastern extent of the Sierra Nevada mountains and contains the southeastern shoreline of Lake Tahoe. Immediately south of Carson City, Nevada's state capital, it is a day's drive from most of the state capitals and other major cities of the western United States.

### CARSON RIVER & CONSERVATION

Named for the river that runs through it, the Carson Valley encompasses thousands of acres of riparian areas, with commensurate vegetation, wildlife, and exceptional agricultural production. A leader among counties employing conservation efforts, Douglas County is approaching 15,000 acres of valuable and resource-rich ranch land protected by conservation easements through a combination of programs and funding sources.



### VOLUNTEERISM & COMMUNITY GIVING

Douglas County is known for a strong base of volunteers and philanthropy. Volunteers step up each year to make countless community projects happen – the Carson Valley Kiwanis Club in 2011 refurbished 806 bikes for needy kids during the holidays and 300 volunteers make the annual Kids Fishing Derby a reality for 1000 kids each June. The community enjoys great philanthropic support from residents, non-profits and businesses. In 2011 a record breaking 99,090 pounds of food was collected in the annual Food Bank drive. Big George Ventures has contributed to numerous causes including expansion of exercise space at the Kahle Community Center and \$1.6 million to build the Big George Ventures Athletic Complex at Douglas High School.



### MEDIA CONTACTS

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### BOARD OF COMMISSIONERS

Lee Bonner, Chair  
Nancy McDermid, Vice-Chair  
Doug N. Johnson  
Greg Lynn  
Michael A. Olson



## MEDIA KIT

# Douglas County, Nevada

### Population

47,661

### Median Household Income

\$58,723

### Median Home Price

\$190,000

### Geography

Total Area 738 sq. mi.

### Elevation

Valley floor 4,625 ft.  
East Peak 9,500 ft.



### Community Profile

Douglas County offers the facilities and amenities of a metropolitan area, yet remains pleasantly rural with easy access to all services. Centrally located just 15 minutes south of Nevada's state capital and a 20-minute drive from the truly one-of-a-kind Lake Tahoe with all its summer and winter activities, Douglas County is recognized as the gem of Northern Nevada – a hidden jewel. Here you can still find miles of open space, expansive ranches and farms, many historical sites and displays, along with a wealth of outdoor recreation activities.



### County History

Douglas County became one of the first nine counties established by the first Nevada Territorial Legislature on November 25, 1861. The county was retained when the territory became a state on October 31, 1864. Douglas County is named for Stephen A. Douglas, a former United States senator from Illinois who opposed Abraham Lincoln in the 1860 presidential election.

### County Structure and Finances

Douglas County is governed by a five-member elected Board of Commissioners. The county has 457 full-time employees and an annual budget of \$100 million. Douglas County's financial management practices were rated "strong" by Standard and Poor's (S&P) Rating Services based on the diverse property tax base, extremely strong market value per capita, strong median household effective buying income, low debt burden and diversification of economy in manufacturing and other sectors.



## BUSINESS SECTORS



Two Fortune 1000 companies: Bently Nevada, a product line of General Electric, and Starbuck's Roasting Facility have a presence in Minden. Other major employers are in the fields of gaming and tourism, research and manufacturing, government, and services.

Several dozen science entrepreneurs, manufacturers and suppliers are located in the Carson Valley. The sector includes advanced engineering technologies such as those introduced by Don Bently in his groundbreaking work in mechanical and electrical engineering.

Bently Nevada, now a product line of GE, continues its operations in Minden. This technology, developed in Douglas County, is recognized as the world leader in its field.



Other leading businesses include the innovative externally pressurized bearing technology of Bently Pressurized Bearings and the research and the development work of Metalast with the only technical center in the world dedicated to metal finishing and fire safety product development.

Outdoor recreation and lifestyle businesses include: North Sails, the worlds leading sail maker; Aviso Surfboards; Go Ped, the motorized scooter makers and Aervoe, manufacturers of a line of 12 volt camping gear.

The Tourism and Visitor Services industry is key to Douglas County's economy. Heavenly Ski Resort and four major casinos: Harrah's, Harvey's, Montbleu and the Horizon, dot the Stateline with California.



## MINDEN-TAHOE AIRPORT



The Minden-Tahoe Airport is a 990-acre, full-service, non-towered facility located at the foothills of the rugged Sierra Nevada Mountains in the Carson Valley area of Douglas County and just minutes from the pristine alpine waters of Lake Tahoe. Built in 1942 as a military training base, Douglas County operates the Airport to serve diverse aviation uses, including sport aviation, emergency services and corporate flying. The airport is home to approximately 18 businesses, 300 based aircraft and an estimated economic impact of \$47 million and 130 jobs.

## TOP OF THE LIST

Douglas County gets top billing in the State in a number of categories:

- Healthiest community—three years in a row
- Highest personal per capita income
- Highest average wage per job
- Best high school graduation rate
- Greatest number of graduate, professional or doctoral degrees per capita

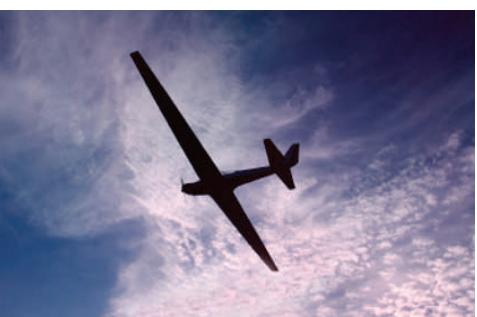


**Study: Douglas County is Nevada's healthiest county**

A new study rates Douglas County as Nevada's healthiest county, while Mineral County ranks the least healthy.

## SOARING SECOND TO NONE

SoaringNV at the Minden-Tahoe Airport, is the place to be for the world's best soaring! Thermals regularly climb in excess of 18,000'. While riding nature's elevator in the world-famous mountain wave, pilots and passengers enjoy the beauty of the Carson Valley and Lake Tahoe.



## ONE COUNTY—MANY COMMUNITIES



The county is comprised of a number of distinct communities. Stateline is a census-designated place on the east shore of Lake Tahoe and is continuous with the California city of South Lake Tahoe. The population swells considerably during the busy winter and summer seasons when travelers flock to the area to enjoy outdoor recreation including skiing at Heavenly Ski Resort, boating, sailing, biking, hiking and an array of other outdoor activities. Another major Stateline draw is the casino gaming and entertainment offered at Harrah's, Harvey's, Montbleu, Lakeside Inn, and Ridge Tahoe.

The three unincorporated towns of Minden, Gardnerville and Genoa are in the heart of the Carson Valley. The smallest town, Genoa, has a population of only 250 residents and the distinction of being the oldest settlement in Nevada. Minden and Gardnerville are contiguous and form a town core with a population of 8,000 that is reminiscent of Rockwell's Americana.

A number of General Improvement Districts (GIDs) both in the valley and at the lake were formed to provide traditional services such as water, sewer, roads, and snow removal to residential communities of various sizes. Larger GIDs include Indian Hills in North Douglas County, Kingsbury General Improvement District near Lake Tahoe, and the Gardnerville Ranchos, south of Gardnerville.



Topaz Lake, a 20-minute drive from Gardnerville and 30 minutes from Minden, is known for great fishing, boating, water-skiing, and wakeboarding. The lake (a reservoir) lies east of U.S. Highway 395 on the Nevada-California border. The scenic Pine Nut Mountains form a backdrop to the lake and nearby Topaz Lake Park.



North County is located in the northern portion of the county off U.S. Highway 395, and is a large retail shopping area and home to an array of stores including Best Buy, Famous Footwear, Marshall's, Michaels, Payless Shoes, Petco, Bed Bath & Beyond, World Market, Pier One, Wal-Mart, Trader Joe's, Target, Home Depot, Staples, Ross, and others.

## COUNTY AMENITIES AND FACILITIES



Douglas County has nine parks and a fairgrounds complex covering 81 acres. The towns and General Improvement Districts support additional parks. A swim center facility located adjacent to the Douglas High School has six pools: two outdoor pools, an indoor lap/diving pool, an indoor pool designed for tots, an indoor pool designed for the elderly, and two water slides. The Douglas County Public Library offers an extensive range of services, materials, technology and programs at facilities in Minden and Zephyr Cove including an online Digital Branch; Internet access; WiFi and WiFi printing; public computers; downloadable eBooks and eAudibooks.