



Paradise Cove owner Doug Cramer is sponsoring a summer concert series at the Carson Mall.

## Cramer gives back by creating family concert series

By Ronni Hannaman

*Doug Cramer loves color and he loves music. He also loves to create menus and prepare meals appreciated by his many customers over the years.*

Doug created the downtown concert series, Fridays@Third in 2001. He is now focused on creating a family oriented venue at the Carson Mall for those who love rock 'n' roll and dancin' in the street.

The busy owner of Mom and Pop's on Third Street and the now one-year old colorful Paradise Cove Restaurant on the Stewart Street side of the Carson Mall states, "I have been told by so many of our customers they appreciate being able to enjoy an evening out with the family where they can enjoy good food and good music."

Cramer touts a full service menu, full service bar and the free concerts as a major draw to begin the weekend on a positive note. He has booked a total of 14 mostly rock 'n' roll type concerts that began on June 3 and can be heard every Friday night until Sept. 16. The acoustic music begins at 5 p.m. with the live band beginning at 7 p.m.

Booking the concerts is Cramer's way of "giving back to the community" that has supported his businesses throughout the years. He also likes to showcase local bands.

When asked the genesis of the name for his newest restaurant, Paradise Cove, Cramer told us, "I wanted to create a fun and colorful place where families can be comfortable." Not an inch of wall space is left bare in favor of a colorful tropical theme that delights the eye.

You can see Doug and wife Jamesa every Friday night (weather permitting) as they greet customers and provide a free musical experience. The next concert on July 8 will feature the local country rock band, The Rustlers. For more information call 775-841-1199. ■

## Dogs need a staycation now and then

By Ronni Hannaman

Your dog sometimes needs a break from the day-to-day routine of being a family pet and pleasing the heck out of every member of the household along with warding off any would be attackers. Your dog is, after all, your best friend and takes the job very seriously.

Perhaps feeling guilty about leaving our "best friend" behind or maybe even having some separation anxieties ourselves, many of us have started taking our beloved dog on family vacations. This might not be such a good idea. Most dogs like routine and being forced into new environments can cause them to become stressed and disoriented sometimes needing medication to calm them.

Perhaps this year, it's time for your dog's very own staycation in an environment where he can play all day under the supervision of a caring human. He'll have a regulated naptime, playtime and feeding time and at night put into a canine luxury doggie suite.

V&T Pet Clinic, located just south of the Nevada State Railroad Museum, seems to have hit a home-run when they opened their "boutique" daycare and boarding facility in late 2008.

Tish Allen, co-owner with her husband Dr. Woody Allen, tells us when they opened their pet clinic

they wanted to add a cage free boarding area where all the overnight "guests" would be comfortable in their own Nevada themed room.

"So popular was this unique boarding concept that we decided to add daycare to the offering," she stated.

Any day can find an average of eight daycare dogs roaming with the boarded dogs enjoying more exercise in one day than they would get in a week at home. Allen assured, "Only those who are socialized and non-aggressive are allowed to be in the play area and the dogs are constantly supervised."

Allen is pleased with the acceptance and popularity of the boarding and daycare facility, "There was some concern about opening a high end boutique boarding facility during these economic times, but the concept has been well-received and our business keeps growing."

Owners who want to exercise and socialize their dogs are ecstatic they have a place to take their pets.

Christina White brings Yorkie Ernie to the facility three times a week. "V&T Pet Clinic has not only given me the peace of mind that my little one is well taken care of during the day, but the staff have taken



*"There was some concern about opening a high end boutique boarding facility during these economic times, but the concept has been well-received and our business keeps growing."*

- Tish Allen, owner

him in as part of their family. I can not thank Sue, Keno, Jennifer, Lee, Dr. Allen, and Dr. Meyer enough for all they have done to help, teach, and play with Ernie for the last year."

Bella and Boss Smith are frequent visitors too and their devoted owner Angie Smith tells us, "Bella and Boss can't get out of the car fast enough and into V & T with their buddies. The staff loves animals and it shows! There are even birthday parties for the pets."

Whether for the day or for the week, do your special friend a favor and try the V&T Pet Clinic day care and boarding facility where all enjoy multiple walks, peanut butter kongs, no cages, a vet on call and others of their own kind to enjoy. Allen invites you to check out the facility Monday-Friday. Call 775-882-6006 for more information. ■

Attendant Sarah Berg plays with the friendly dogs that come to play at the V&T Pet Clinic.



# Assessor's office keeping busy reassessing

By Ronni Hannaman

At the May meeting of Leadership Carson City, Carson City Assessor Dave Dawley provided some interesting statistics regarding the state of the city's real estate market and what has happened to that market since 2002.

To give you an overview: Carson City is comprised of approximately 93,776 acres or 146.5 square miles. Little known is the fact that we own 4.87 miles of pristine shoreline at Lake Tahoe.

Taxes are collected on 19,999 parcels of land, 3,052 commercial businesses, 206 aircraft, 18 porta hangars, 2,534 personal property mobile homes, 8 billboards and 8 pieces of farm equipment.

We have 13,043 single family homes, 2,215 townhouses/condos, 5,040 apartment units, 2,534 mobile homes and 1,348 commercial/industrial buildings.

Of the 19,999 parcels, 19,160 are taxable with the remainder belonging to government entities. The state and city own most of the non-taxable real estate with the city owning 260 parcels, the state owning 194 following by the BLM owning 165 parcels.

New construction reached its peak in 2006 with over \$32 million in new construction that began in 2002 when construction began to boom at over \$29.6 million and was on the upswing until 2006. The first

decline was in 2007, a \$24 million drop. It has steadily declined until 2011 when it is estimated there will only be \$2 million in new construction.

When it comes to putting property tax money in the city's coffers, we see quite the different picture. Even with the downturn in new construction, the total assessed valuation has continued to climb

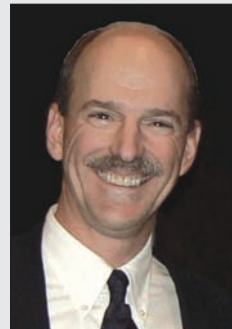
*Even with the downturn in new construction, the total assessed valuation has continued to climb steadily.*

steadily. In 2002, the assessed valuation was almost \$1.056 billion with a peak reached in 2008 at over \$1.843 billion. The 2010 figure shows only a slight decrease to almost \$1.775 billion showing how property taxes have been on the rise even though construction has decreased. The assessed valuation has more than doubled since 1998. As we know, the legislature has deemed property taxes can be raised by 3 percent annually for owner occupied homes and 8 percent for rentals and that has accounted for much of the increase.

The foreclosure market was at a low of 3 in 2005 increasing to 52 in 2007 and jumping to 228 in 2008 with the high in 2010 at 244.

The assessor's office is rather busy. They yearly reassess the land valuation (which never seems to go down) and physically visit each parcel once every five years while re-costing any improvements yearly. Your land is valued at or near current market value while improvements are valued at replacement cost new less depreciation. ■

## COMMENTARY



By Scott Dockery  
- Carson City Chamber of Commerce, Chairman of the Board

In July of last year I took over the reigns as Chairman of the Board for the Chamber.

I was interviewed by the Nevada Appeal to discuss my plans for the Chamber and my thoughts on the future of business in Carson City. I talked about my optimism for business in Carson City and the grand openings of Big Lots, Kohl's, and Olive Garden are a testament to that optimism. The Chamber was able to maintain our membership, gaining some new members and sadly losing a few. What's truly remarkable is the resilience local businesses have shown in a lackluster economy with high unemployment. No one I've talked to has indicated it's been easy, but they are surviving. The Chamber has long promoted "Shop in Carson City" and I'd like to think that has played a part in helping businesses keep their doors open.

While the local and national economy has struggled this past year, the Chamber has worked very hard to expand our reach and provide local support. We unveiled a brand new website (carsoncitychamber.com), and included in the new website is an incredible video highlighting Carson City as a prime place to live, visit, and do business. If you haven't had a chance to see the new website please take a few minutes to, you won't be disappointed. Leadership Carson City graduated a class of 18, with 12 more graduating this November. The Chamber hosted 14 ribbon cuttings meaning new business and employment opportunities. We published two editions of *In Focus* magazine with wide distribution via the Nevada Appeal. The Chamber has also embraced social media with active Facebook and Twitter accounts. We hosted the 2nd annual Chairman's Circle Golf Scramble with proceeds benefitting the Future Business Leaders of America (\$1,000) and First Tee (\$500). Lastly the Chamber sponsored a widely successful family skating day at the downtown skating rink. It's been a busy year and one our board and members should be proud of.

As my term as Chairman comes to a close I want to thank the board for all their support, vision, and involvement in our highly successful year. The Chamber staff deserves a hearty round of applause. Beverly Eiswert is our leadership coordinator and administrative assistant, providing support for Leadership Carson City and keeping the office running smoothly. Our Executive Director Ronni Hannaman certainly deserves kudos and our thanks for her dedication to the Chamber and Carson City. In July I'll be handing the chairman's gavel over to Court Cardinal, general manager of the Casino Fandango. In his hands I'll place a thriving and well run Chamber with the full confidence that his year will be even more successful. ■



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**The public is invited to the State of the City luncheon**

Wednesday, June 29 is the date for the Chamber's State of the City luncheon at Gold Dust West. Featured speakers are Mayor Robert Crowell, Supervisor and Redevelopment Chair Shelly Aldean, Sheriff Kenny Furlong and Carson City School Board President Joanna Wilson.

The theme is Maintaining Our Equilibrium in Challenging Times. And, challenging it has been. The event starts at 11:30 a.m., cost is \$25 per person for a special gourmet menu especially prepared for us by Gold Dust West. This is your chance to hear directly from those who make things happen in our city, and more importantly, to ask those burning questions. The last call for reservations is by noon, June 28. Call 882-1565.

**Goodbye B'Sghetti's**

After 14 years on Carson Street in one of Carson City's most visible locations, owner Scott Doerr has called it quits. No longer will we be chuckling at the spelling or wonder how the restaurant was so named. Doerr has been a major supporter of all events in our community and his leaving will leave more than another empty building in the center of downtown. We can only hope the large vacant space will soon be occupied.

**It's patio time!**

It's been seemingly a long, long winter. Take advantage of dining and drinking out on the patio at High Sierra Brewery, Firkin & Fox, Adele's, Glen Eagles, Brugo's Pizza, Red's Old 395 and to the south, Canyon Creek Grill. Mom & Pop's, Paradise Cove, Charley's Grilled Subs and K-9 Hot Dogs all offer outdoor dining as well. If you don't want to dine, but just enjoy a cool drink, consider the back patio of Jimmy G's Cigar Bar. Don't know where all these locations are? Go to the dining guide on the Chamber website. We encourage you to support all of our dining establishments.

**Is fascinating China in your future?**

Check the next fortune cookie that comes your way, for it will surely tell you that there is a trip pending in your future. That trip is the one the Chamber is planning for April to see the highlights of China for all to learn how this fascinating country has come to be such a world power. This year we sent 36 locals on a trip of a lifetime. Call us to be placed on our Travel Club mailing list to receive further updates. Our orientation meeting is scheduled for Aug. 30. Call 882-1565. Cost is only \$2,099 and includes everything except your visa.

**The newest Les Schwab commercial?**

Pranksters brought the Carson City school buses to a halt causing much disruption as kids had to find another ride to school. Enter Les Schwab! Just like the commercial, this well-known national tire company came to the rescue and had the tires fixed and buses rolling by 11 a.m. on May 31. We wonder whether this heroism will make be good enough to feature on a future commercial?

**Weeds are not beautiful flowers**

We've had lots of rain this year, ergo we have lots of weeds and most of us think them to be rather unsightly. Downtown vacant properties are full of weeds as are vacant lots all over the city and those who own them are not maintaining their land or their vacant buildings. If we want to attract visitors, new residents and new businesses, we need to develop more pride in Carson City by keeping our vacant lots weed free, plus many of the weeds are considered noxious weeds and should be eradicated. Our city is not looking so good right now. And, don't forget to report any graffiti or tagging to the Sheriff's Office. That, too, does not speak to civic pride by letting it accumulate.

**A new coat of paint works wonder!**

Cactus Jack's is looking mighty fine these days. Not only did the "Senator" receive a new set of duds, but the entire building is being spruced up. We like the coppery look and are happy to be rid of the yellow. Thanks for sprucing up your corner. The Carson Mall, too, is being refreshed. The inside has been done and expect to see a new look outdoors as well. Yes, a new coat of paint works wonders. ■

**Sports tourism brings in big dollars**

By Ronni Hannaman

Carson City's verdant fields become a beehive of activity during sports tournament season beginning in April and ending in November bringing in many new dollars to our community at a time when those dollars are needed most to stimulate our economy.

Sports tourism has become so important that our local hotels are clambering to bring more tournaments here and to assess themselves further to spruce up our existing fields to make us an even more attractive family sports destination.

Not all sports events are held outside. If you find yourself trying to find a parking space around the Community Center on an off weekend, chances are you will learn that swim teams are competing within our Olympic size Aquatic Facility. Most sporting events, however, are held at Centennial Park off Highway 50 and generally participants come.

Recently, Joel Dunn, who manages the youth sports program for the Carson City Parks and Recreation Division, said, "Sports tourism is expected to bring in over \$15 million in new revenues by November but the way things are now looking, it could be more than that."

Dunn can give you to the penny how tournaments impact our economy by using a very conservative impact model developed by Dr. John L. Crompton, Distinguished



Professor of Recreation, Park and Tourism Sciences at Texas A&M University. Dunn considers Crompton's model to be very accurate and using the actual count of

participants, he can use the proper multiplier effect to present a complete financial picture. Last year, 57,291 sports enthusiasts came to our city with 34,593 coming from outside the 100 mile area.

"Of the 69 teams expected to compete in our city through November this year, 56 are from out of the area," states Dunn. That translates to a minimum of two nights in our hotels, meals in our local restaurants, gas and retail and entertainment spending. In fact, it is the retail, entertainment and restaur-



ants who are the prime beneficiaries of the largess of family spending. Almost \$11 million is spent in these three categories with an added almost \$3 million going to our hotels. And, just about all the spending is taxable pro-

viding a nifty almost \$236,000 to our General Fund and providing almost \$300,000 in room tax collections for the Carson City Convention & Visitors Bureau. Dunn made it a point to inform us that, "Teams who come from within Washoe, Douglas, Carson City and Lyon counties are not counted in the stats though they may make local purchases."

Terrie McNutt, sales manager for the Courtyard by Marriott and member of the local Convention & Visitors Board representing the hotel industry is an enthusiastic supporter, "The #1 group business for lodging room nights in Carson City is sports tournaments. Sports tourism is the mainstay that we count on to build our occupancy from March to October. If Carson City had an indoor facility to produce sporting events from October through February, it would be a huge boost to our overall economy."

Carson City sports tourism is in its sixth year and was championed by Dunn who saw the potential for the city. He did his research and saw what impact such a program made on other cities and developed and promoted the concept. The Visitors Bureau assists in his efforts and this year provided \$70,000 in room tax dollars to provide the staffing and supplies necessary to make the events successful enough so teams return year after year. Some of the funding is set aside for marketing. Hotels who provide the room tax dollars concur it is a good return on their investment.

Former supervisor turned Assemblyman Pete Livermore is a major champion of youth sports programs in our city and has been the president of the Carson City Youth Sports Association since 1987.

How does he feel about sports tourism?

"It's a win/win situation for us all. The Association pays parks and recreation to hire part-time personnel to keep the fields groomed and when not in use by our teams, the fields are in top condition for the visiting teams."

Livermore tells us Carson City's youth sports program has been around since 1949 and has five funding sources that makes up the \$90,000 annual budget with the largest share coming from tournament and player fees. Supervisor Molly Walt also champions youth sports and tournaments and is an enthusiastic supporter of Dunn's program.

Sports visitors spend on average of \$139 per person daily adding new funds to our community. Expect to see teams in our restaurants and in our lodging properties almost every weekend through November.

While we certainly cannot put all sports tourism eggs in the overall tourism basket, this is an important component of tourism that can be easily quantified and should continue to provide a nice nest egg for our General Fund. Should the dream of an events center become a reality in the former K-Mart building which would include three or four indoor soccer fields, expect to see these dollars grow even more thus increasing the sports tourism season. ■



**Pick up a good read this summer**

The lazy, hazy days of summer is the best time to read a good book and the best place to buy a good read is at Browser's Corner located right inside the Carson City Library. Browser's Corner volunteer Joyce Gray is pictured here browsing through a hardcover book that sells for \$2. Paperback books are only \$1 and your first paperback is free with a coupon found on the Carson City Chamber website at www.carsoncitychamber.com under coupon section. Gray has volunteered for 5 years and can be seen in the store three times monthly and at the various book sales.



**Welcoming new chamber members**

Carson City Chamber Board Gil Yanuck welcomes new members (from left) Park Portofino Townhomes manager Dennis Spiteri, Vickie Kuckhoff of Lennar Homes and Daiana Azpilcueta of Cal-Neva Transport and Tow Inc.

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Always remember that you know your neighborhood better than the patrolling officers. If you see something suspicious, please call immediately. Your call will be appreciated.

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