



M A I N S T R E E T

WWW.IVCBA.ORG

Mission and Vision



**Grow cohesiveness for the sustainability of
Incline Village and Crystal Bay**

**A thriving community that supports and is
supported by its agencies, nonprofits,
businesses, and residents**

Strategic Priorities

Economic Vitality

Civic Engagement

Community Initiatives



Civic Engagement and Beautification

How IVCBA Works to
create a Thriving
Community

WWW.IVCBA.ORG

Strategic Priorities

Community Initiatives

Housing Committee

Washoe Tahoe Leadership Academy(WC)

Washoe Tahoe Community Collaborative

Main Street America



Organization

Promotion

Revitalization

Design

Resources and Network

Access to State Grants

Goals:

Revitalize Commercial Core

Create a Visually Appealing Town Image

Align Community Around Common Goal

Incline Village Main Street



Partner with Washoe County

Partner with Incline Tahoe Foundation

Community Stakeholders

Main Street committees

Beautification Campaign



Inclined to Bloom

- Hanging baskets and terra cotta pots
- Clean-up of easements
-

Community Decor

- Holiday lighting
- 4th of July Decor

Beautification Campaign



Public Art

Roundabout Redesign

Future: Lamp-Post Project

Transformational Strategies & Beautification Campaign

Revitalize commercial core to enhance the viability of the commercial core

Create a thriving community through beautification

Partner with Incline Tahoe Foundation for charitable donations

Main Street/Beautification

- **Inclined to Bloom**
 - **Promotion of clean-up and defensible space**
 - **Hanging baskets and terracotta pots**
- **Roundabout Redesign**
- **Public Art**
- **Lamp Post/Commercial Signage**