

City of West Wendover, Nevada
Community Assessment
November 2013
Revised Final Report



Presented by
Nevada Rural Development Council
A 501(c)(3) non-profit corporation
“Assisting Communities to Achieve Success”

Colaborating Partners

Nevada Governor’s Office of
Economic Development



Community Development
Block Grant Program

University of Nevada
Cooperative Extension



Nevada Department of
Transportation



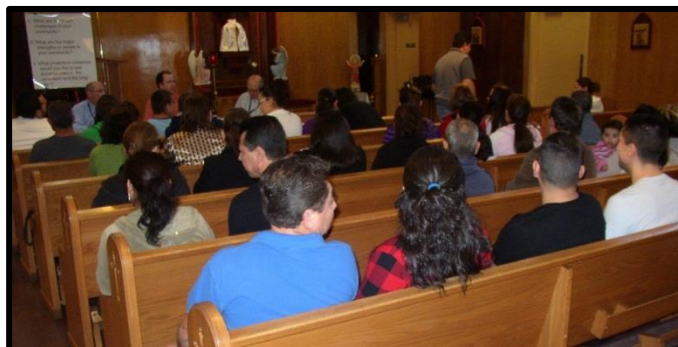
Great Basin College



The City of West Wendover



The People of the West
Wendover Area



West Wendover Community Assessment

June 2012

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Executive Summary

To seek input from local residents about the future of their community, the West Wendover City Council invited the Nevada Rural Development Council (NRDC) to complete a Community Assessment for the City of West Wendover. Funding was secured through the Governor's Office of Economic Development Community Development Block Grant program. The NRDC assembled a trained and certified resource team to assist in evaluating community challenges, assets and hopes. The team then developed suggestions for improving the quality of life, and the social and economic future for the West Wendover community. The four-day assessment began Monday, April 22, 2013 and concluded with a Town Hall Meeting in the West Wendover City Hall on Thursday, April 25, 2013.

The Resource Team began its visit with listening sessions at the West Wendover Jr. and Sr. High School where they heard the hopes and dreams of High School Students. The next day they received a tour of West Wendover including Wendover, Utah. The team participated in 15 listening sessions overall and received hundreds of citizen comments as well as comments through email and in writing. "I Got here about 40 years ago, drank the water and never left," is the way one resident put it when talking about the community of West Wendover. This statement reflects many others heard by the Resource Team as they listened to residents describe their community. Another commenter said, "I like things the way they are." On the one hand, many residents enjoy living in West Wendover. They like the remoteness and the small town atmosphere. As more than one person put it, "We can walk on the streets and feel safe." On the other hand, many residents expressed their desire for change to make their community a better place to work and raise a family. The challenge becomes how to maintain those things about the community that make it a great place to live and at the same time make the changes necessary for the future. One person stated, "We deserve more."

The many comments heard by the Resource Team led to the formulation of the six major themes identified in this report. This Draft Report was completed and includes an analysis of the themes, recommendations on how residents might address those themes and resources to carry out the recommendations. A Town Hall Meeting was conducted June 20, 2013 where members of the Resource Team presented the Draft Report for the West Wendover Community Assessment. Residents then prioritized the six themes identified through the listening sessions and began to develop action plans to address the issues and concerns raised in those themes. The six themes in priority order are Medical Services, Community Engagement, Amenities & Services, Education, Economic Diversification, and Youth & Family Activities.

There is considerable information in this report ranging from citizen comments to write-ups from the team which include potential resources to help community members carry out suggested recommendations. This assessment could not have been possible without the great turnout by local residents and their willingness to share their thoughts about their community. It is through the efforts of those who participated in the process and their desire to build a better tomorrow for West Wendover that this assessment has any validity. Please take the time to read this report. If nothing else it should stimulate conversation and hopefully active engagement by each of you in your community.

Introduction

“I Got here about 40 years ago, drank the water and never left,” is the way one resident put it when talking about the community of West Wendover. This statement reflects many others heard by the Resource Team as they listened to residents describe their community. Another commenter said, “I like things the way they are.” On the one hand, many residents enjoy living in West Wendover. They like the remoteness and the small town atmosphere. As more than one person put it, “We can walk on the streets and feel safe.” On the other hand, many residents expressed their desire for change to make their community a better place to work and raise a family. The challenge becomes how to maintain those things about the community that make it a great place to live and at the same time make the changes necessary for the future. One person stated, “We deserve more.”

It was because of this challenge that the West Wendover City Council invited the Nevada Rural Development Council to arrange a Resource Team Visit and to complete a Community Assessment for the area. Based on the responses heard by the team, it became clear that the community has the ability to come together and plan for the future. As one person put it, “If anything happens, we are one community.” This Community Assessment is a first step in determining how the future might look and what can be done to make that future a reality.

The Resource Team consisted of five individuals who live and/or work in Rural Nevada and who are certified to be team members. The team spent four days in the West Wendover area where they learned a great deal of new information as they listened to residents share their thoughts and feelings about their community and its future. The team felt a genuine sense of commitment to this grass roots process from those who participated. The team was pleased and honored to be invited into your community, your businesses, and your friendship.

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Following a thorough review of this report by local citizens, inaccuracies were noted and additional information was provided that led to this revision. Special thanks to those who took the time read the report and forward their comments to the team. The information gathered in a community assessment comes primarily from the local residents through the listening sessions. We, as outside observers, try to reflect what we have heard from those residents and not add our own perceptions. However as a team, we accept responsibility for the contents of this report and apologize for any problems that might have been caused as a result.

Acknowledgements

For a Community Assessment to be successful many people need to be involved in the process to create that success. First was the willingness of the members of West Wendover City Council and Mayor Emily Carter to seek input from residents as to their thoughts about the future of their community. To accomplish this process, the City applied for and received funding from the Governor's Office of Economic Development – Community Development Block Grant Program. Next was the work of the Local Steering Committee, City Manager Chris Melville, and City Staff in their pre-planning efforts and logistical support for the resource team visit. Also are the many groups and individuals who helped bring together people for the listening sessions. Then there are the businesses and organizations that provided lodging, meals and places for listening session meetings, particularly the West Wendover Schools, the City of Wendover, Utah, the Church of Jesus Christ of the Latter-day Saints and San Felipe Catholic Church for the use of their facilities. A special acknowledgement goes to Ana Aboite whose translation skills were of tremendous assistance. Finally, participation by the citizens of the West Wendover area was essential to the success of this process. Not only did many of you participate, you also made the team feel warmly welcomed in your community.

Members of the team spent four days listening to and evaluating the many comments received from those of you who participated in the 15 listening sessions or provided written comments during their visit. Each member of the team volunteered his or her time to be in your community and additional time to write up what was heard, make recommendations to address the themes that arose from the listening sessions and identify potential resources that may be used to carry out those recommendations. Each member brought his or her unique expertise and background to the process which gives this report a broad perspective.

Other generous contributions came from the Nevada Small Business Development Center and Great Basin College, the Nevada Department of Transportation, the Governor's Office of Economic Development, and the University of Nevada Cooperative Extension by providing staff to be team members. Extension's role in the success of the community assessment process is a demonstration of their commitment to rural Nevada.

The Nevada Rural Development Council

The Nevada Rural Development Council (NRDC) is a 501(c) (3) non-profit organization dedicated to the enhancement of rural communities in Nevada. It is a collaborative public/private partnership comprised of federal, state, local, tribal, university, non-profit organizations and private sector individuals dedicated to cooperation and partnership.

The NRDC mission is “Assisting Communities to Achieve Success”. The NRDC seeks to carry out its mission by:

- Providing rural communities with strategic planning assistance, including community assessments, asset mapping, and plan implementation
- Providing leadership development as a foundation of every community
- Providing access to resources
- Serving as a networking link between resources and needs
- Promoting the quality of life in the values, needs, and contributions of rural communities

The NRDC is governed by a board of directors and supervised by its executive committee. Through determination and tenacity, the NRDC has continued its presence in rural Nevada through growth and challenging times.

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Strategic Planning & Community Assessments

Strategic planning is essential for every community to reach its goals and objectives. Without a plan, there is no roadmap to success. Residents of a community will follow community and elected leaders down any path if they believe in the plan presented to them. Community master plans may be the basis for strategic planning in rural communities; but often these plans are primarily land and water use plans. A “community plan” is an important compliment to a master plan; it does not replace a master plan, rather it reinforces that plan.

A community assessment provides the first step in developing a strategic plan, the gathering of community input. It is a community based process consisting of interviewing a large number of people in the community, recording their comments, and having a team of experts write up implementation strategies for community use. This is a very neutral, non-threatening process where citizens can give input without criticism or debate. Because it is citizen-based, it adds tremendous validation to master plans, strategic plans, and community development plans. And it can give guidance to elected officials who use these plans to allocate resources and implement actions.

The benefits of a community assessment include providing an opportunity to hear from community members, offering an affordable process, opening of communication between citizens and government, bringing “outside ideas” into the community, identifying new resources for communities to use, and providing a source of in-kind contributions for grants. Additional results include leadership development, an increase in volunteerism, and an increase in civic engagement.

The key to the success of this planning process will be its implementation. The assessment identifies the needs and desires of the community as presented by its citizens. Only as those citizens become engaged in carrying out the actions resulting from this process will this plan or any plan have a lasting impact on the community. Each of you reading this document is encouraged to become part of the solutions to the problems and challenges identified in it.

The resource team and the Nevada Rural Development Council are honored to bring this great engagement process to your community. It is our hope that it will provide benefits short-term and long-term for the residents of West Wendover and the surrounding area.

Process for the Development of this Report

To seek input from local residents about the future of their community, the West Wendover City Council invited the Nevada Rural Development Council (NRDC) to complete a Community Assessment for the City of West Wendover. Funding was secured through the Governor's Office of Economic Development Community Development Block Grant program. The NRDC assembled a trained and certified resource team to assist in evaluating community challenges, assets and hopes. The team then developed suggestions for improving the quality of life, and the social and economic future for the West Wendover community. The four-day assessment began Monday, April 22, 2013 and concluded with a Town Hall Meeting in the West Wendover City Hall on Thursday, April 25, 2013.

The Resource Team began its visit with listening sessions at the West Wendover Jr. and Sr. High School where they heard the hopes and dreams of High School Students. The next day they received a tour of West Wendover including Wendover, Utah. The team participated in 15 listening sessions overall and received hundreds of citizen comments as well as comments through email and in writing. Those comments led to the formulation of the six major themes identified in this report. Participants in the listening sessions were asked to respond to three questions. Their responses served as the basis for developing the final report and the ensuing action plan. The three questions were:

- **What are the major challenges or problems in your community?**
- **What are the major assets or strengths in your community?**
- **What projects or initiatives would you like to see accomplished in the short term (24 months) or in the long term (5, 10, or 50 years from now) in your community?**

At the end of each day, the resource team met to review the comments collected and to assemble the major themes that arose from what was heard. After the last listening session the resource team compiled a Preliminary Report which included the identified themes and presented it to the community at a Town Hall Meeting. The six themes identified by the team are in alphabetical order: Amenities & Services, Community Engagement, Economic Development, Education, Medical Services, and Youth & Family Activities.

On Thursday, June 20, 2013, residents came together in a Priority Setting Meeting. At that meeting, those present prioritized the six themes and began the process of working together to address the issues and concerns identified through this assessment. Everyone in the community was invited to the meeting whether or not they participated in the Listening Sessions. The future belongs to all community residents.

West Wendover Local Steering Committee

The Local Steering Committee is a group of community volunteers. The committee worked with the City of West Wendover to help schedule Listening Sessions, recruit other volunteers to ensure members of the community had an opportunity to participate, and arranged logistical support for the assessment. Special thanks go to following people for their efforts in making the West Wendover Community Assessment a success.

Ana Aboite
Brenda Carter
Brenda Priest
Christina O'keefe
Emily Carter
Irma Stone
Jared Carter
John Hanson
John Spillman
Kathy Durham
Lucy Perez

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Resource Team Schedule

Monday, April 22

Location

8:30-3:00 PM	West Wendover Jr. & Sr. High School
5:00-6:00 PM	West Wendover City Hall
7:00-8:00 PM	San Felipe Catholic Church

Tuesday, April 23

Location

8:00-10:30 AM	Community Tour
11:00-Noon	LDS Recreational Building – Moms Group
12:30-3:00 PM	West Wendover Jr. & Sr. High School
4:00-6:00 PM	Wendover Community Building
6:00-7:00 PM	LDS Recreational Building

Wednesday, April 24

Location

8:00-9:00 AM	West Wendover Elementary School Gym
10:00-11:00 AM	West Wendover City Hall
11:30-2:30 PM	West Wendover Library
3:00-4:00 PM	West Wendover Elementary School Gym
5:00-6:00 PM	West Wendover City Hall
7:00-8:00 PM	West Wendover Jr. & Sr. High Library and San Felipe Catholic Church

Thursday, April 25

Location

8:00-Noon	West Wendover City Hall
4:00-5:00 PM	Wendover Community Building – Seniors
6:00-8:00 PM	West Wendover City Hall Preliminary Report

Thursday, June 20

Location

6:00-8:00 PM	Rainbow Hotel Convention Room Priority Setting Meeting
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Major Themes

- Amenities & Services
 - Communications
 - Social Services
 - Retail Facilities
 - Transportation Related
 - DMV
 - Construction Related
 - Animal Related
- Community Engagement
 - Superior Engagement
 - Fair Engagement
 - Poor Engagement
 - No Engagement
 - Speculation
- Economic Diversification
 - Current Economic Climate
 - Economic Development
 - Expand Business Opportunities
- Education
 - Primary & Secondary
 - Beyond High School
- Medical Services
 - Health Clinic
 - Urgent Care Facility
 - Hospital
 - Elderly Care
 - Specially Care
- Youth & Family Activities
 - Recreation Center to Improve Fitness
 - Swimming Pool Improvements (Cover/Expand) Year Round
 - Improve Senior Activities
 - Activities for Kids to Prevent Drug Use

Priority Setting Results

A Town Hall Meeting was conducted Thursday, June 20, 2013 from 6:00 to 8:00 PM in the Rainbow Hotel Convention Room. At that time, members of the Resource Team presented the Draft Report for the West Wendover Community Assessment. Residents then prioritized the six themes identified through the listening sessions and began to develop action plans to address the issues and concerns raised in those themes. The six themes in priority order are:

- Medical Services
- Community Engagement
- Amenities & Services
- Education
- Economic Diversification
- Youth & Family Activities

Residents then gathered into groups around each theme and began the action planning process. During this time, group members interacted with each other as they determined their next steps. Resource Team members provided guidance to each of the groups.

Team Member Recommendations and Resources

Theme: Lack of Amenities and Services – Des Craig

Issues:

During the listening sessions in West Wendover, repeatedly we heard that there are insufficient amenities and services available in West Wendover (and Wendover, Utah). Clearly there are many outstanding and valuable amenities in West Wendover, such as the Concert Hall, golf course, cinema, airport facility etc. but there is obviously a lack of some basic amenities and services. As we listened we found a number of recurring sub-themes. Participants shared that amenities and services were lacking in the following areas:

- Communications
- Social services
- Retail facilities
- Transportation related (including no DMV)
- Construction-related facilities, and
- Animal-related services.

Each of these areas is discussed in more detail below.

Communications and information problems:

While there is a digital reader board in town and various bulletin boards around town, many said they did not know what was happening in town, they didn't know where to go for help, they were unsure of what businesses were available, and information on political campaigns, Nevada elections and general information from Nevada was hard to find.

Social services:

A number of specific social services were cited as lacking or missing from West Wendover. For example, assistance to transients and homeless people is inadequate, assistance in completing the documentation and formalities for food stamps is missing, meals-on-wheels for the elderly and home-bound are inadequate, there are no mortuary services, the computer services at the library were mentioned as inadequate, and, given the large Hispanic population, some felt there was a need for better translation services in town.

Retail facilities:

A lack of retail facilities in small rural communities is not uncommon, but it appeared to be especially severe in West Wendover. Maybe this is because the town is relatively young, or maybe because two substantial retail centers (Elko and Salt Lake City) are fairly close. Listening session participants commented that it is impossible to buy all the basics in West Wendover and traveling to the two large urban centers is essential, and has become part of the way of life for West Wendover residents.

In particular auto parts, auto repairs and tire suppliers were mentioned (despite there being an auto parts store in Wendover); we heard that there are few tradesmen available, e.g. plumbers,

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carpenters, handymen; there is no dry cleaning facility, grocery stores are lacking, and the movie theater needs to be upgraded. While there is a hardware store in West Wendover, several mentioned they felt a Wal-Mart and Home Depot were justified and badly needed in West Wendover. Clearly there are gaps in the provision of basic supplies within West Wendover.

Transportation-related issues:

Some residents complained that there was limited local transportation (around West Wendover) and that long-distance transportation to places such as Elko and Salt Lake City was also inadequate and not reliable. Others commented on the need to establish scheduled flights from the airport in Wendover. The students at the school felt that drivers' education was much needed but lacking, and there was widespread concern over the lack of a DMV presence in West Wendover. The nearest Nevada DMV office is in Elko and many reported how difficult it is to take time off work to travel to Elko for DMV business. Such trips often involve long delays at the DMV office. The alternative of using the mail service results in long delays while paperwork is in transit and being processed.

Construction-related issues:

During the listening sessions, despite the existence of a hardware store, we heard of the lack of building materials, and tradesmen, in West Wendover. Some felt that these deficiencies led to the high cost of houses and the lack of affordable housing in the community. Also, while the casinos were generally praised for the employment they provide, it was felt that construction was usually carried out by firms and workers drawn from well outside the immediate area, for example Las Vegas and Salt Lake City.

Animal-related services:

While there is an equestrian center in West Wendover, we heard a number of comments during the listening sessions regarding the lack of animal services in the community. For example, there is no permanent veterinary practice, animal cruelty issues were mentioned and the need for an animal-friendly park was raised by participants.

Recommendations:

Resolving these service and amenity issues and challenges will take considerable time and effort, and, it should be stressed, they will not be resolved by local government intervention alone. Considerable community engagement, volunteerism, private citizen initiative, and entrepreneurship will be required to bring about changes in the supply of amenities and services in West Wendover.

Communications and information problems:

There is no Chamber of Commerce in West Wendover and perhaps there are too few interested businesses to warrant such an organization. However, some grouping of businesses is recommended as a way to help promote business in the community.

The City of West Wendover has a Business Directory on the City website that lists all the businesses and services that are available in West Wendover. This directory is available in hard copy from the Community Development Department at City Hall.

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The City website also includes a calendar of community events, however, judging by the comments in the listening sessions, residents are not fully aware of the value of this resource. Perhaps the City website needs to be upgraded and given a higher profile, and CDBG funds could be available for this purpose.

More and better-placed reader boards may be an option and more strategic dissemination of information through utility bills may be worth investigation. Information can also be spread through local churches, clubs and other common meeting places. Having a person or group within the community responsible for 'getting the word out' is a useful addition to small community life.

Some listening session participants complained they did not receive enough Nevada news in West Wendover. Developing closer links with media outlets in Elko might help in this regard. Elko has a NBC TV affiliate (KENV) and there may be ways to increase the circulation of the Elko Daily Free Press. There is also the possibility of establishing a small local radio station for the West Wendover and Wendover communities. Again, Elko may have a radio station that could expand to West Wendover, or one or more entrepreneurs could look into establishing a new station for West Wendover and Wendover. In Gerlach, two local entrepreneurs are starting up two separate low power FM radio stations for the Black Rock area. We can provide names and contact details if required. A local radio station in West Wendover could promote events in the community, broadcast community events, and inform residents of local items of interest.

Social services:

Some of the social services cited as inadequate or missing can be supplied by local, county and state government, and more pressure from the community may be required to bring these to West Wendover. For example, help to transients and the homeless should not be left to the churches and other volunteers alone. Such assistance and help with food stamp documentation should be provided by the government and the City would be the best place to go for initial advice and guidance. Elko County also has a major social services function and should be encouraged to participate more comprehensively and effectively in West Wendover. Social service providers do not need to be present on a permanent basis. It might be possible to 'bundle' together a range of social services under one roof and provide them several times over a two-week period from that one location.

Some of the social services could be provided by non-profits or from local small businesses. Additional child care, translation services, an internet/computer café and a mortuary could be provided as small businesses. Meals-on-wheels and some of the homeless problems could be organized and resolved through non-profits. There is one non-profit in West Wendover and others catering to local communities in Elko County and the City of Elko, and residents from West Wendover are encouraged to reach out to these organizations for help and assistance. There is also an Alliance for Nevada Non-Profits (ANN) based in Reno that might be worth researching. Some social services are provided in Wendover, Utah, and residents of West Wendover can avail themselves of some of these services. Perhaps extending these services into West Wendover is something that should be researched.

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Retail facilities:

The lack of retail services is usually market-related, i.e. potential business developers and retail chains determine if the market exists for their goods and services and make their development and relocation decisions based on this information. At the same time, local government might assist business development by commissioning a study to determine the real demand for retail services in West Wendover. The UNR Center for Economic Development has extensive experience in so-called gap analysis and in recommending what type of businesses are needed and best suited to a particular community. Such a study would also indicate the impediments preventing the development of businesses and suggest how the community might become more business-friendly.

UNR's Small Business Development Center already provides a business counselor to the area, however, it might be worth considering providing entrepreneurial training through courses such as NxLevel or the SBA's Money Smart for Small Businesses. Also, the idea of a small business incubator might be worth exploring in more detail.

Large retail chains have been approached to determine their interest in establishing a presence in West Wendover and these discussions should continue. Companies like Wal-Mart and Home Depot usually are constrained in their development by market size but in special circumstances may be persuaded to locate in an area that does not immediately meet their criteria. West Wendover has shown rapid growth, it is poised to continue to grow, and has a large pass-through population, so it would be worthwhile to continue discussions with such organizations and to attract them to the community.

Transportation-related issues:

While in West Wendover we were shown a down-town location adjacent to the railway track where the City plans to develop a multi-modal transit center. This is currently the City Information Center but ultimately will house a bus stop for long distance buses, an Amtrak station, taxi stand, bicycle racks and airport shuttle service. We understand there are also plans underway to introduce scheduled flights to and from Wendover airport, something that will ease access into and out of West Wendover. These initiatives should be pursued vigorously perhaps by a combination of local government and local residents interested in improving transportation around, into and out of West Wendover.

Local transportation is often difficult to implement due to inadequate demand and high operational costs, and is often not commercial in terms of return on investment. We did hear residents ask for this service and an analysis is recommended to determine if indeed it is feasible and if it should be run by the City or by a private operator. Douglas County and Carson City independently operate local transportation systems and the City of West Wendover might want to check with these local jurisdictions on how they implemented and operate their respective systems – Blue Go and Jump Around Carson (JAC). The casinos might be approached to determine if they would be willing to partner with the City and expand their existing transport service to the residential areas of town.

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Drivers' education is something that apparently is missing in West Wendover. Since there is not community college presence it might be suggested that the local high school introduces drivers' education for young people of driving age. Perhaps Great Basin College (GBC) could support this training but a suitable venue and facilities could be found at the high school. The Elko County School District would need to be approached and cooperate in such a venture. If the School District and GBC are not interested, this is another example of a service that could be provided through a small business – full- or part-time.

The lack of a DMV office is clearly a problem for many people in West Wendover. This was surprising given the effort the DMV has made in recent years to provide on-line services. Given budget challenges and government cutbacks it is unlikely that the DMV will open a new office in West Wendover. This means that residents will have to continue to travel to Elko or become more familiar with how to do business with DMV on-line. DMV is developing their web site and on-line business portal, and have portable kiosks for more remote locations. Perhaps the City should look into the services DMV can supply for rural communities and organize a kiosk for City Hall, and provide training to residents on how to do their DMV business on-line.

Construction-related issues:

The ready supply of a wide range of building materials and the availability of tradesmen and handymen will depend almost entirely on market demand. Today it is an inconvenience not to have a full range of amenities and services, but is there sufficient demand to sustain such business ventures? As with some other services referred to earlier, a proper analysis needs to be done to determine the true demand for these services - now and in the foreseeable future. There is a hardware store in West Wendover and one would think that with all the homes in West Wendover, the casinos, government buildings and other infrastructure, another local hardware store and a few handymen could exist and be profitable. The casinos may prefer to employ their own maintenance staff rather than employ businesses to provide maintenance and repair services. However, this culture can change if it can be shown to be in the long term interests of the casinos and the local community.

A new mining venture is coming to eastern Elko County and may impact the demand for affordable and rental housing in West Wendover. If this happens, there may be justification for additional supply stores and locally-based tradesmen.

Again as with other services, it might be possible to speak to hardware and other business owners in Elko, and to a number of tradesmen, to see if they would be interested in traveling to West Wendover on a regular basis to provide services to that community. Of course, Elko businesses are extremely busy at this time with mining-generated business and may not have the spare capacity to go to West Wendover to provide additional services there.

Animal-related services:

The City of West Wendover website indicates that animal control issues fall within the purview of the Police Department. Animal cruelty and animal welfare issues were not raised often during the listening sessions, but the City might be advised to consider the feasibility of establishing a local animal shelter which could be built and staffed with community volunteer assistance. The City might also poll its residents to determine the demand for a dog-friendly park in town. Most

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of the recreational facilities in town are owned and operated by the Recreation District, a county body, which should be involved in determining the need for and implementation of a dog-friendly park in West Wendover.

Presently a veterinarian visits West Wendover on an irregular schedule and does not reside permanently in the community. As with other services, perhaps the demand for veterinarian services is not enough to warrant a full time presence in West Wendover and Wendover, Utah. This situation is unlikely to change unless there is a surge in population – human and animal. However, there are always ways to improve services and animal owners and service providers should be in dialogue on how to make services better and more user-friendly. Competition is always a great motivator, so maybe alternative service providers out of Elko or Salt Lake City could be contacted to see if any of them would be interested in entering the market in West Wendover. Further, if animal-owning residents in West Wendover felt the need to have better and more regular vet services but couldn't attract a full-time vet, they may want to try and bring a veterinary technician to town. This might involve a campaign of advertising the town in appropriate places, and providing a business friendly atmosphere to attract such a full time service provider.

Resources:

City of West Wendover website: <http://www.westwendovercity.com/>

Chamber of Commerce assistance: www.uschamber.com; www.elkonevada.com

Elko TV Station: www.kenvtv.com

Elko Daily Free Press: www.elkodaily.com

Radio start-up assistance: www.ehow.com/how_2164371_start-radio-station.html

Elko County Social Services:

http://www.elkocountynv.net/departments/human_resources/social_services/index.html

Non-profits assistance: www.alliancefornevadanonprofits.com

Nevada Volunteers: janet@nevadavolunteers.org

West Wendover Recreation District: www.wendoverrec.com

Nevada Small Business Development Center (SBDC): www.nsbdc.org

SBDC Elko: <http://nsbdc.org/who-we-are/offices/elko/>; George.kleeb@gbcnv.edu

Center for Unique Business Enterprises – a business incubator: www.c4cube.com

UNR Center for Economic Development: www.ag.unr.edu/uced; harris@cabnr.unr.edu

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Northern Nevada Regional Development Authority: www.eceda.com; pam@eceda.com

Blue Go transport: www.bluego.org

Jump Around Carson transport: <http://www.carson.org/Index.aspx?page=1436>

Department of Motor Vehicles: www.dmvnv.com

West Wendover Community Assessment 2013 (Revised)

Theme: Amenities and Services – Carl Dahlen

Issues:

- Retail Facilities
- Construction Related
- Animal Related
- Communications
- Transportation Related
- Social Services
- DMV

Many residents expressed how much they liked living in a city with a small town atmosphere. Often times the Resource Team heard about the positive nature of living in West Wendover. The town is “walkable”, the streets are safe, there is a low crime rate, traffic is minimal, “everybody knows everybody”, and community members support one another. People appreciate the library even though it is small. The Fire Department and local Law Enforcement are given high marks. And the churches in the area provide much needed support within the community. People are particularly happy with the Concert Hall and the opportunity to see big name entertainers and to use it for local event. Some people liked the remoteness of the area and the ability to get away from it all within a few miles of downtown.

However, as one high school student put it, “Remoteness is both good and bad.” The same characteristics that make West Wendover a “small town”, contribute to limitations on various amenities and services. Outside of increased medical services the most mentioned projects were those that increased shopping opportunities in the community. Though residents are very grateful for the Smiths store and the Family Dollar store, they would like to have more choices. There is concern that there are very limited retail businesses in the community and almost no facilities in which new retail businesses could be placed. It was also noted that certain types of businesses people might expect in a community the size of West Wendover/Wendover do not exist. An example is the lack of a dry cleaning business. To find additional retail businesses residents need to travel almost two hours to go to Elko or Salt Lake City.

Finding a local building contractor is difficult. A quick Google search leads to “no results.” Particularly with the building boom in Northern Nevada, contractors have sufficient business that traveling to West Wendover is not a priority. Contractors from Utah have the same concerns. So that the cost of construction is higher because of the necessary travel.

Animal control is handled through the West Wendover Police Department. Veterinary services are very limited. Dr. Sam Pet Hospital is available twice a month and other Veterinarians are on call as needed. But emergency pet services entail a trip down Interstate 80.

Another area of concern is in the ability to get local news and information in a timely manner. There are a local news outlets like the Wendover Times and Coyote TV/ High Desert Advocate. But there are no local radio stations and television is only available with Salt Lake City stations. One complaint was that on election night, no one knew who the Nevada winners were. With only limited local news outlets and particularly no local television news, it becomes difficult for

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residents to know what is happening in their community. How can correct information about city actions be disseminated to residents? Communication becomes a problem.

Other basis services are not available. Lack of transportation options is an area of concern. The only bus service in the community is a casino shuttle that has a very limited route. There is no bus service to either Elko or Salt Lake City. Amtrak passes through the community but does not stop. The airport has no regularly scheduled passenger service. Tonana Taxi provides service to the area but has limited capacity. The Senior Center in Wendover has a van but there are no funds for fuel to take it out of town very often.

The other big challenge has to do with public services. To renew a driver's license takes a trip to Elko. The Department of Motor Vehicles (DMV) has no presence in West Wendover. Finding social services may require a road trip as well. Elko County Social Services does not seem to have a presence in the community either. There is a food closet and a thrift store operated by volunteers. And the JAS Foundation provides some social services connections. But to sign up for food stamps or other services requires that trip to Elko. Trips to Elko for services can take up to a full day making it difficult for people who work to arrange the time off. People on limited incomes may find the cost of the trip to be prohibitive.

Recommendation:

The lack of a variety of businesses in West Wendover presents an opportunity for local entrepreneurs to find a niche and fill it. To help in this process, the Nevada Small Business Development Center (NSBDC) provides assistance to potential business owners and operators. The NSBDC currently offers counseling twice a month in the West Wendover City Hall. An additional opportunity would be to find enough students to support NxLevel Training for current and potential business owners. The city may be able to apply for a grant through the Nevada Development Block Grant Program or some other source to help offset the cost of this training.

Another suggestion from residents would be to encourage the development of an Outlet Mall in West Wendover. Because of the access to Interstate 80 and the number of people who come to the area for recreational purposes, such a mall might be viable. Shopping is one of the major tourist activities when people are on vacation. Shopping would complement the current tourism opportunities in the area and give one more reason for people to visit. An added benefit would be to provide additional shopping opportunities for locals as well. The first step would be to contact companies that are in the shopping mall business and provide them with traffic counts on Interstate 80 and visitor counts for the various activities in the area. By looking to potential out of area customers and not just locals, these companies might consider West Wendover as a place to locate.

In regard to communication issues, the internet provides a great opportunity for information dissemination. The key is to help community members have access to the web. For Nevada news, residents could contact the local cable TV operator and request they include a Reno or Las Vegas station on their lineup. However, each of the Nevada TV stations has a web presence that includes up-to-date news and events. For local events, people should visit the city website. However it is also important for people to support the local media outlets as well to ensure their continued operation.

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The Nevada Department of Transportation (NDOT) has a Multimodal Program that helps communities tie various forms of transportation together. Community members should contact that NDOT Planning Division in regard to air, rail and ground transportation connections. These connections may be able to help with local transportation as well as intercity transportation needs. Trying to start a public transportation system is always a challenge. There are some grant programs that can provide equipment such as buses, but the cost of operation must come from local sources and rider fees. Such costs may make this option untenable. Perhaps an arrangement could be made with the casino buses to provide service to other areas of the city particularly during the week when tourist transport needs are lower.

Many DMV services are available online. In addition, citizens could work with the city to have a DMV Kiosk placed in city hall to give a greater presence in the community. However because of Homeland Security reasons, some of the services require face-to-face contact in person and the use of specialized equipment. Until this equipment can be made portable, it is unlikely that DMV will be able to provide those services outside of their regular offices. In regard to Social Services, residents can request that the Elko County Office send representatives on a regular schedule to be in West Wendover to help complete applications for assistance. Also, some of those applications may be available on line.

To find out more about what is available in the community, the city has an information directory posted on line at: <http://www.westwendovercity.com/pdf/City%20Information%20Directory.pdf>. The directory lists local businesses and services in both West Wendover and Wendover. For new residents as well as long-time residents, this directory will be of benefit.

Resources:

Nevada Small Business Development Center – www.nsbdc.org or contact the Elko Office at 775/753-2245

Community Development Block Grant Program in the Governor's Office of Economic Development – http://nv.diversifynevada.com/divisions/rural_community_development_cdbg/

Premium Outlet Malls – <http://www.premiumoutlets.com/>

Tanger Outlet Malls – <http://www.tangeroutlet.com/>

KOLO TV, Reno – www.kolotv.com

KLAS TV, Las Vegas – www.8newsnow.com

CentraCom Interactive – www.centracom.com

Nevada Department of Transportation – www.nevadadot.com

Nevada Department of Motor Vehicles – www.dmvnv.com

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Elko County Social Services –

www.elkocountynv.net/departments/human_resources/social_services/index.html

West Wendover Community Assessment 2013 (Revised)

Theme: Community Engagement – Des Craig

Issues:

While there were a few comments in the listening sessions regarding a lack of community engagement, this was something that was perceived, more than clearly articulated, during the visit to West Wendover. In other words, the effects and symptoms of poor community engagement became apparent through the listening sessions and other discussions held by the Resource Team during the visit to West Wendover. We heard comments like:

- there is a lack of willingness to help with community activities;
- there is a lack of community communication;
- people don't speak up;
- there is a lack of participation by the people in the community;
- there seems to be a disconnect between students, teachers and parents;
- there is no community support;
- the community is not interested in City-sponsored programs;
- we need more people to be involved in the community;
- short term, we need community groups to help plan various events.

Also, we observed and were told that there is no Chamber of Commerce in West Wendover, there are no service clubs (for example, Lions, Rotary, Kiwanis etc.), the City Council and PTO meetings are poorly attended, it is difficult to attract volunteer coaches and mentors for recreational activities, some of our listening sessions were poorly attended, City staff have to take charge at public events (largely because others do not step up and volunteer their time and assistance), and there are few, if any, non-profits actively engaged in the community. Clearly there is a lack of volunteerism and community engagement in West Wendover.

Community engagement problems are not unique to West Wendover. Many small communities in rural Nevada experience a lack of community engagement. The reasons, however, vary from place to place and can be complex. All across West Wendover we heard how the community comes together in emergencies and supports those in need. As someone said: "If anything happens, we are one community". However, when the emergency passes, the community does not remain engaged on general community activities and endeavors. Simply put, it is difficult to motivate community members to pull together for the common good. Why is this?

Almost 70 percent of the West Wendover community is Hispanic. Even though the Hispanic culture is very family-orientated and community-minded, Spanish is widely spoken and there could be a lack of integration with other cultures. So cultural issues and language may hinder extensive, sustained, cross-community engagement.

Secondly, most people in the community are employed at the casinos and are thankful for their jobs in these difficult economic times. Wages tend to be low in this industry and many people have second jobs to make ends meet. As a consequence it is sometimes difficult to find the time and energy to become involved in community activities.

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Perhaps linked to the language issue is the matter of communication in general. Not infrequently we heard that communications throughout the community are inadequate and need to be improved. If people are not aware of what is happening in the community, it is difficult to expect extensive volunteerism.

Finally, research shows that in situations where residents are not asked to participate in community activities, or if they feel unwelcome and intimidated, they will not volunteer to become involved. This could apply to some extent in West Wendover, although more detailed research, beyond the scope of the Community Assessment, would be required to confirm this.

Recommendations:

The implementation of the recommendations in this Community Assessment will involve the community coming together in action groups around their preferred themes. If understood and taken seriously, implementation of the Community Assessment will need and involve considerable community involvement. Perhaps that might be the catalyst for further sustained community engagement.

Community involvement can often have small beginnings. A project might be selected to get the ball rolling. For example, improving and promoting certain aspects of the City website could be given to a particular class or classes at the high school, thereby helping the students understand what it means to be involved in their community. Other projects that could be used might be neighborhood clean-up days, tree-planting etc. – projects that the community really care about, or based on problems they want to solve.

Community competitions are usually helpful in bringing people out, and getting people involved in working together. Such competitions could be sponsored by local businesses (casinos, future mining companies, etc.) and involve considerable rewards. The competitions could be art-based, or involve sports and, most important, be conceived and organized by the community for the community.

As mentioned earlier, any project selected and organized to involve the community must involve a procedure whereby people are ASKED to volunteer. Often people are just waiting to be asked to be involved.

Better all-round communications within the community of opportunities to serve, and more outreach (by Council members) to the grassroots community will help enormously in giving people the courage and motivation to get involved in various activities.

Non-profits are invaluable contributors to community engagement and development and are in short supply in West Wendover. We understand an initiative to establish a Boys' and Girls' Club is underway, but Nevada Volunteers, the Retired Senior Volunteer Program (RSVP), the Senior Corps of Retired Executives (SCORE), the Alliance for Nevada Non-Profits (ANN) should all be contacted to determine their interest in establishing a presence in West Wendover. Service clubs in Elko (Rotary, Lions etc.) should be contacted also to see what it takes to bring them to a community such as West Wendover.

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Finally, a branding exercise could be something around which the community might rally and get engaged. This would involve some visioning activities (What are we? What do we want to become in the future?) which, if well facilitated, can be fun and interesting as well as serious community development exercises. City and community leadership should always be ready to ask community members how they want their community to look and feel in the future, and what projects they feel would be worthwhile and should be implemented. The extent of community engagement depends to a large degree on community ownership of the projects and programs being implemented.

Leadership training is also an important exercise that emphasizes the need for community engagement and gets participants involved in community activities. Leadership training should involve the youth (in school and outside school) and is especially powerful when youth are teamed with the seniors in the community. A multi-generational community center has been discussed for West Wendover and is something that should continue to be discussed in order to promote community engagement and interaction.

Resources:

Chamber of Commerce assistance: www.uschamber.com; www.elkonevada.com

Non-profits assistance: www.alliancefornevadanonprofits.com

Nevada Volunteers: Janet Wright, Volunteer Development Manager: (775) 825-1900;
janet@nevadavolunteers.org

Nevada Rural Counties Retired and Senior Volunteer Program (RSVP):
<http://www.nevadaruralrsvp.org>

Big Brothers Big Sisters: <http://www.bbbs.org>.

Boys' and Girls' Clubs: for information on the Carson City Club see: <http://www.bgcwn.org>.

Service Clubs – check telephone directory and internet for Rotary, Kiwanis etc. in City of Elko and elsewhere in Elko County

USDA Rural Information Center (RIC), Community Development Resources
<http://ric.nal.usda.gov>. (Search using the word Volunteerism)

Center for Rural Affairs: <http://www.cfra.org>. (Look under Community)

Youth Volunteer Corps of America: <http://www.yvca.org>.

Americorps: see http://www.americorps.org/about/programs/vista_activities.asp

Partnership of Community Resources: Cheryl Bricker, Executive Director: Tel. (775) 782-8611;
pcrbricker@partnership-resources.org

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All America City Award http://en.wikipedia.org/wiki/All-America_City

Cooperative Extension, UNR – on leadership training. Contact:

Dr. Marlene Rebori, Reno. Tel. (775) 784-4848

Carl Dahlen, Carson City. Tel. (775) 230-0075

Frederick Steinmann, Reno. Tel. (775) 237-5326

Heartland Center for Leadership Development - for assistance in small rural community revitalization, including the Hometown Competitiveness Program and leadership development.

Contact Milan Wall, Lincoln, Nebraska. Tel. (402) 474-7667 www.heartlandcenter.info

Public Officials Workshop Education and Resources (POWER): UNR Extended Studies in Leadership www.extendedstudies.unr.edu/cpo.htm

West Wendover Community Assessment 2013 (Revised)

Theme: Community Engagement – Steve Lewis

Issues:

“If anything happens – we are one community” was a quotable quote picked from the listening sessions. Yes, without a doubt, West Wendover and Wendover will pull together when a critical need arises. When a fire, accident, death or any severe hardship occurs the community will pull together and help. This is consistent with many other communities across the country. A community crisis is met with community aid – it’s human nature. In the Wendover community that seems to be the extent of engagement. There is some engagement in the Cinco de Mayo, 4th of July, and Easter egg hunt festivities and celebrations but this citizen engagement is limited to a committed few. The resource team was told that there is very poor participation in the Parent Teacher Organization, in the City Council meetings, in the Senior Center and in the various volunteer responsibilities in the Recreation Department programs. Additionally, there are no service organizations, no non-profits, and no Chamber of Commerce (the JAS Foundation does exist). For a community of 6,000 residents that seems to be odd.

What are the reasons for this lack of engagement? Why don’t the residents help on a more regular basis to pitch in with the day-to-day tasks such as coaching or refereeing youth sports? The concern over lack of engagement only surfaced a few times in the listening sessions. The lack of community engagement seems to be part of Wendover culture and there’s not a great deal of concern over this condition. If the majority of the residents don’t feel a problem exists it is likely the condition will remain indefinitely.

Recommendations:

The following is a list of projects mentioned in the listening sessions that citizens may choose to initiate and become engaged:

Business

Some enterprising local business persons might be willing to start a Chamber of Commerce. The mention of no business directory was brought up a few times in the listening sessions. This indicates that some residents don’t know where to find the city’s directory. A Chamber can influence a climate for growth and success in the community. Follow a step by step guide to get a Chamber of Commerce organization up and going.

Hispanic Services

Teaching English as a second language, providing translation services, assisting Hispanic residents with documents, etc., could be of great value to enhancing citizen engagement. Many Hispanic adults don’t speak English. If a translator were available at meetings than perhaps involvement would increase. High school students might be able to serve in these roles as many are bilingual.

Recreation Department

Coaches, referees, and miscellaneous volunteers are needed for recreation department sports and activities. High school athletic alums could organize a club to assist with the recreation functions that require volunteers. The best results might be achieved by recruiting new volunteers each

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year. It is important that people don't get burnt-out, and that they understand their volunteer stint has an end time. It is likely that more people will volunteer for a short time.

Tale of Two Cities

Citizens could work together, and get politically involved to deal with the inefficiencies and duplications of 2 states, 2 counties, and 2 cities.

Senior Center

An active senior center to serve seniors from Nevada and Utah together was mentioned as a worthwhile project. The Senior Center in Utah has a dedicated core group that welcomes all seniors to participate. For some reason, participation wanes. Utah and Nevada seniors can be surveyed as to their needs and interest in a Senior Center. More senior needs might be adequately addressed with an active Senior Center.

Youth and Family Activities

The need for more youth and family activities was conveyed numerous times in the listening sessions. This might be code for "we want activities to build stronger family ties" and "we want positive activities for youth to keep them out of trouble." Form a group of people that have similar interests, brainstorm activity ideas and begin to investigate each activity idea. If the citizens want it bad enough they will make it happen. The brainstorming team must involve youth and youth must have an equal voice alongside adults.

Medical Service

The need for a medical facility opened 24 hours, seven days a week was mentioned in almost every listening session. Citizens can play a decisive role in establishing desired medical services. A citizens group could lead the charge for improved, 24/7 medical services

Continuing Education

Citizens of Wendover and West Wendover recognize the importance and place high value on education beyond high school. Those interested should reference the Education portion of this report for ideas to approach this issue.

DMV Services

The Elko County Clerk/Treasurers Office might have some suggestions on offering periodic DMV services locally. Perhaps the best approach would be for the Mayor to issue a formal request for services. A citizens group could assemble to identify alternate ways to solicit DMV services.

Swimming Pool Cover

A swimming pool cover has been researched by the West Wendover Recreation District and found to not be feasible. It would be less expensive to build an entirely new enclosed swimming pool facility. No other suggestions were offered to solve the indoor swimming pool issue. If an indoor swimming pool is a top priority a capital campaign could be organized to raise the needed funds.

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It appears that local churches bring community members together most effectively. Perhaps the churches can generate citizen engagement in community based projects. Another means of building community capacity is through <https://nextdoor.com/> is a social media platform to connect neighbors to create a stronger neighborhood and share goods and recommendations.

Perhaps the citizens in Wendover have not exercised their civic skills and thus have weak skills to apply. In that case, there are many resources to help individuals (see resources below). It will take some strong initiative to begin at such a disadvantaged condition but the journey of 1,000 miles begins with one step.

Resources:

A guide to starting and growing a Chamber of Commerce

<http://www.uschamber.com/chambers/your-chamber-commerce>

The Role of Civic Skills in Fostering Civic Engagement

<http://www.civicyouth.org/PopUps/WorkingPapers/WP06Kirlin.pdf>

Sustaining Public Engagement – Embedded Deliberation in Local Communities

<http://www.everyday-democracy.org/en/Resource.136.aspx>

Increasing Participation and Membership

http://ctb.ku.edu/en/dothework/tools_tk_content_page_226.aspx

Handy Guide

http://changesuk.net/wp-content/uploads/2009/11/Voice_Handy_Guide.pdf

Connecting neighbors

<https://nextdoor.com/>

Citizens at the Center: A New Approach to Citizen Engagement

http://casefoundation.org/spotlight/civic_engagement/summary

West Wendover Community Assessment 2013 (Revised)

Theme: Economic Diversification – Des Craig

Issues:

The current economic climate in West Wendover is clearly dominated by the casino/tourism industry. The casinos essentially are the economy. West Wendover developed over the last 60 years as a gaming and tourism destination and depends on these industries for its survival. Take away the casinos and the community would probably not survive. While grateful for the employment provided by the casinos, the dependence on this industry was an issue that was raised in the Community Assessment listening sessions and bears some scrutiny.

A related issue is where and how the casinos are serviced. We did not have enough time to research this in depth but it is clear the casinos are serviced primarily from outside the immediate West Wendover area. This is an issue that should be investigated further and if resolved or changed, even to a moderate degree, could enhance business opportunities in West Wendover and lead to economic diversification.

There is no Chamber of Commerce and a lack of retail and other businesses in West Wendover (discussed under a separate theme: Amenities and Services). This lack of economic diversification and locally based services results in ‘leakage’ that takes place when residents leave the town and shop elsewhere (e.g. in Elko and Salt Lake City).

The economy of West Wendover is very undiversified, and this is risky in terms of long term sustainability. Reference what happened in the state as a whole in 2007-08 as a result of having a very undiversified economy. While gaming and tourism are recovering from the slump of the Great Recession, a healthy economy is usually characterized by being broad-based and diversified in nature.

Lastly, an undiversified economy results in poor job opportunities, outside of the dominant industry, and this is a comment we heard often in the listening sessions.

Recommendations:

Moving from a single-industry economy to a multi-layered diversified economy will take considerable time and effort, and, it should be stressed, will not be affected by local government intervention alone. Local effort will be critical but there are external resources also available to help bring about economic diversification.

It is clear that some thought has already been put into this subject. West Wendover’s infrastructure is being developed very thoughtfully and methodically, with a view to community expansion, and the area set aside for light industrial development is appealing and is attracting some business interest. The development of a natural gas pipeline to West Wendover might be something that would be useful in attracting businesses.

Economic diversification must always be preceded by careful, strategic analysis and planning and the City of West Wendover has started on this course of action. A Small Business Development Toolbox forum held in 2012 resulted in a monthly visit to the City by a SBDC business counselor.

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Further community-wide discussion is encouraged, for example, a one-day community-wide workshop could be hosted to provide a greater understanding of rural economic diversification, and how to create it. This workshop would be aimed at the leaders in the community - the business community, potential entrepreneurs, the service sector, government employees, retirees etc. – but would be open to the entire populace. The objective would be to explain economic development and obtain ideas and input on what a diversified economy might look like in West Wendover, and how it might be achieved.

Once there is wide and common understanding on growth and economic development, the next step might be to prepare a strategic plan for community growth and development. Such a strategic plan would look in detail at the barriers and challenges to growth and development, and the strengths and opportunities; it would involve asset mapping and set development goals and objectives for the community, and would recommend a number of initiatives or actions that would lead to the goal of a diversified local economy. Such a study should be done by an external professional experienced in strategic planning and community facilitation. However, at every step of the way, the community should be involved, their ideas sought and referenced in the analyses and plan. The importance of keeping in touch with the community in preparing such a study cannot be overemphasized. The consultant will leave the community once the plan is complete, but the residents of the community will be responsible to implement its recommendations.

During the course of the Community Assessment, several comments were made concerning the lack of small businesses in town and the limited opportunities that exist for small business development. Entrepreneurial/small business development can help develop a small rural community but an appropriate enabling environment is essential. The workshop and strategic planning referred to above should highlight the importance and role of entrepreneurship in community growth and development, but small businesses will not flourish and entrepreneurs will not come and stay unless the environment is right for their growth and development. Again, research and planning are required. An updated gap analysis and leakage study might be recommended to identify underserved areas of the local economy. The last such study was completed in 2002. This would involve looking at the strengths and weaknesses in the economy, and the demographics of the community and would ultimately show those areas where businesses might do well. The strategic plan referred to earlier might find that entrepreneurial training is necessary, and there are different ways in which this can be provided. Currently most communities across the nation are facing financial difficulties, but a small business development fund or a local incentives program might be set up to encourage the development of small businesses. The Hometown Competitiveness Program and Main Street Program are two programs that come to mind when thinking about small business development in rural America.

The plans referred to here would conclude with a list of possible businesses appropriate to West Wendover and would provide recommendations on how to implement the suggested economic development. Clearly certain impediments would need to be overcome in the process of implementing the economic development strategy. This would involve considerable determination and cooperation at the local level and would require all or most of the community to be in support of the vision and strategic plan.

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Once the right enabling environment for small business development is in place, a widespread marketing plan would help in attracting entrepreneurs, investors, new residents and visitors to the community. Every community has its strengths and weaknesses. The latter need to be mitigated while the former need to be publicized and spread abroad. If a community is uncertain as to its future look and feel, if there is not a common purpose and vision, any effort to promote the community will probably fail.

Branding is probably an over-worked word and theme, but West Wendover should continue to promote itself for reasons other than its historic gaming interests. There are tourism opportunities besides gaming (the historic airfield, the salt flats, the rugged back country, sports activities), all of which could be developed to create events that would bring in visitors and require the development of small support businesses. West Wendover is located between Elko and Salt Lake City and economic development planners should be mindful of what the residents of these communities need and want, and the community should develop to support these needs.

The casinos should be encouraged to buy local and to support the development of local businesses. Fresh food production using new indoor agricultural techniques could be of interest. The mining companies exploring nearby and planning to start production in the near future, have needs and these too should be investigated and, if possible, provided out of West Wendover.

Clean energy development is receiving a lot of attention these days as a possible driver of economic development and may be worth exploring further for the West Wendover area. The same applies to aerospace and defense-related activities, for example, the development of unmanned aerial vehicles and other new high-tech equipment. West Wendover is very well placed for such developments and some progress has already been made in this field at the Wendover airport.

As entrepreneurs emerge and interest grows in business development, there may be a need for more small business training and counseling, such as the services available through the Small Business Development Center (SBDC) and the federal Small Business Administration (SBA) etc. Business training is something that might usefully be introduced at the high schools to encourage the youth to think about business development and economic diversification. Workforce training will also be vitally important and will need to be addressed as part of improving the overall environment for economic diversification. If a big-box store can be encouraged to move to West Wendover, aside from giving local residents additional job opportunities, the existence of such a store should result in the development of small service businesses in the area.

So good planning, determining the community's strengths, building on what's already there, and developing new opportunities will all lead over time to economic diversification.

Resources:

Chamber of Commerce assistance: www.uschamber.com; www.elkonevada.com

Nevada Small Business Development Center (SBDC): www.nsbdc.org

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SBDC Elko: <http://nsbdc.org/who-we-are/offices/elko/>; George.kleeb@gbcnv.edu

Center for Unique Business Enterprises – a business incubator: www.c4cube.com

UNR Center for Economic Development: www.ag.unr.edu/uced; harris@cabnr.unr.edu

Northern Nevada Regional Development Authority: www.eceda.com; pam@eceda.com

Governor's Office of Economic Development for assistance on Clean Energy and Aerospace opportunities and development: Bonnie Lind and Tom Wilczek respectively: Tel. (775) 687-9900; www.diversifynevada.com

National Main Street Program:

http://www.preservationnation.org/main-street/about-main-street/#.UbN8TJjn_cs

Heartland Center for Leadership Development - for assistance in small rural community revitalization, including the Hometown Competitiveness Program and entrepreneurship development, Contact Milan Wall, Lincoln, Nebraska at (402) 474-7667 www.heartlandcenter.info

Nevada Commission on Tourism: www.travelnevada.com

West Wendover Community Assessment 2013 (Revised)

Theme: Economic Diversification – George Kleeb

Issues:

- More types of Jobs
- New Business Recruitment & Retention
- Workforce Development and Training

The citizens of West Wendover NV/Wendover UT view themselves as one community. The community members feel that the current economic conditions of West Wendover are much better than most of the United States. Unemployment is low and good paying jobs are available. A concern often expressed is that the community is focused on one main industry – gaming. Within that “gaming industry” there are two main companies that operate the majority of the gaming properties. This can make it difficult for employees to advance their careers.

One benefit that the community appreciates is The Peppermill Concert Hall. The concert hall is a venue that has brought in many nationally known acts, which increase the number of visitors to the community. The concert hall also has opened opportunities for other forms of entertainment such as, comedians and theater type shows. The concert hall events mostly occur on weekends, so the middle of the week can be slow with employees receiving reduced work hours. The gambling flights from cities across the US to West Wendover help and provide business during the week.

The airport and the historical airfield area are viewed as an excellent resource for the community to develop. With additional flights, the community benefits by allowing the public access to air travel, and additional visitors to the community. This issue is vital for future economic growth. Community members also mentioned that developing activities such as outdoor recreation and “speed week” events centered around motor sports activities in the desert and on the Salt Flats could help bring more visitors to the community.

With Newmont Mining in the process of developing the Long Canyon Mine between Wells and West Wendover, the city needs to position itself as a positive place to live, which will bring new mine related service businesses to the area. The extra housing and increase in population will generate more retail and shopping opportunities for those who wish to open retail business. Many people mentioned a retail strip mall where potential small business owners could rent space.

By working with the City of West Wendover and the Northeastern Nevada Regional Development Authority, companies who wish to expand or open an office in West Wendover could be assisted to relocate to the community. Depending on the type of industry, economic development incentives may be available to assist with site selection or relocation costs.

Resource:

Northeastern Nevada Regional Development Authority, 866-937-3556
1500 College Parkway, Elko NV 80801
<http://www.eceda.com/> pam@eceda.com

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Nevada Department of Employment, Training & Rehabilitation
2800 E. St. Louis Ave. Las Vegas, NV 89104 (775) 684-3849 <http://www.nvdetr.org/>

Nevada Small Business Development Center, 775 753 2245
1500 College Parkway, Elko NV 89801
george.kleeb@gbcnv.edu

USDA – Rural Development – Various Business & Economic Development Assistance
State Office 139 South Curry Street Carson City, NV 89703
Southern Nevada Area Office 5820 South Pecos Road Building A, Suite 400 Las Vegas, NV
89120
David J. Foster (702)262-9047 x103 <http://www.rurdev.usda.gov/NVHome.html>

Nevada JobConnect: http://www.nvdetr.org/worforce_investment_pages/jobconnect.htm

West Wendover Community Assessment 2013 (Revised)

Theme: Education – George Kleeb

Issues:

- Lack of a local Community College in town
- Vo-Tech Education for mining related jobs
- Industry/Business Specific Training
- Adult Class Offerings
- Cultural Classes such as ESL
- Quality of Education
- Quality of Teachers
- High School Dropout Rate
- After school programs such as Boys and Girls Club

West Wendover is similar to most communities in that education is a vital component to its community. The students we spoke with at West Wendover High School were very happy with the quality of education, but many expressed concerns about leaving the comfort of the two close-knit communities. Some of this fear is related to the security they feel in West Wendover/Wendover and the strong family ties they feel to the community. They expressed concern about feeling “lost” in a bigger city. The great majority felt that they would leave to go to college, but admitted many would be back in town before the first college academic year was completed. This limits their future, as many realize they need additional training to meet the job requirements of the 21st century. Some expressed concern that they were not as well prepared for college as their peers in larger schools. The concern was mostly due to the small school size and lack of classroom opportunities for advanced classes.

The lack of scholarships was mentioned as a concern due to the high cost of living away from home. The Peppermill Resorts are in the 3rd year of a 10 year program giving \$25,000 per year in scholarships, yet the students and parents are unaware of the tremendous opportunity. The money is divided between the two high schools, and the only requirement is that the student graduate from a Wendover high school. A student’s GPA is not a major factor in awarding the scholarship, and all types of further education are eligible. The application process is that the student must apply and interview to be considered for the award. The award must be used within two years if graduating from high school or the money returns to the scholarship pool.

Parents believe that the schools in both Nevada and Utah are improving. A limited number felt that the quality of teachers coming to their communities were not as high as larger cities. It was mentioned that “we train them for 2-3 years and then they leave for a better job in a bigger city”. The main reasons cited by the community members that the teachers did not stay in the community were the remote rural lifestyle and lack of affordable housing on teacher’s salaries.

One item that should be acknowledged as a strength of the community was the peer-to-peer mentoring that occurs within the high school. The students of their own initiative are helping each other prepare and pass the state standard tests. The students should be commended for implementing the activity a few years ago and encouraged to continue helping each other.

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Increased opportunities for college classes such as classes offered by Great Basin College were mentioned. Participants expressed their concerns that the current curriculum offering at Great Basin College was not adequate to meet the demands of the community. The college educational classes are not only for the recent high school graduates but for adult learners also. Because of a spouses relocation to the community, many family members and others who live in the community, want the opportunities to take a variety of classes without leaving the community. The classes they want may be for self-improvement, to obtain additional certification, advanced degrees, or classes in English as a second language.

Both Great Basin College and the University of Utah offer on-line classes. Many degrees can be obtained my using the current distance education technology. By contacting the college department that you wish to enroll, they will provide you a list of programs that will allow you to reach your educational goals.

Resources:

Great Basin College, <http://www.gbcnv.edu/> 775 738-8493
1500 College Parkway, Elko NV 89801

West Wendover and Wendover High School Guidance Counselors

Nevada Department of Education, <http://www.doe.nv.gov/>

Nevada System of Higher Education: <http://system.nevada.edu/Nshe/index.cfm>

Nevada After School Network: <http://nevadaafterschoolnetwork.org/index.php>

Nevada After School Alliance:
http://www.afterschoolalliance.org/policystatefacts.cfm?state_abbr=NV

University of Utah, <http://www.utah.edu/> 801-581-7200

West Wendover Community Assessment 2013 (Revised)

Theme: Education – Steve Lewis

Issues:

The main message received from the Wendover community is that post high school education opportunities are needed to lead high school graduates on a path toward a higher quality of life. Education is highly valued and recognized as a means to equip youth with employment skills. The people of Wendover and West Wendover want quality education at the primary and secondary levels. And they want college or post high school education be made available locally. The education target population is high school seniors and recent high school graduates, ages 17-21. The objective is to make young adults employable in a range of occupations beyond those currently available in the community. Post high school education opportunities must be developed and or better communicated and put to use throughout the target population.

Recommendations:

The first step to enhancing higher education opportunities within a community is to investigate those that currently exist and make sure those resources are used to their highest and best use. In some instances, higher education opportunities are not exercised due to lack of awareness.

The following services and information is available at the High Schools. The West Wendover High School website has a Counselor's Corner with links to all Nevada colleges, scholarship opportunities, Free Application for Federal Student Aid (FAFSA), college entrance exam information, etc. It also offers links to the Nevada Career Information System and the Go To College Nevada website. No scholarship or college information is available on the Wendover High School, Utah website.

Great Basin College based in Elko, Nevada has a host of on-line, web-based, distance education opportunities. Even though West Wendover is not a recognized center for the College, its distance education offering seem to be quite extensive. The website has links to the class schedule, interactive video classes, an interactive video student handbook, and remote and live tutoring services. West Wendover High School has an articulation agreement with Great Basin College to offer college credit for courses taken at the high school in accounting, computer troubleshooting, and welding. This provides a great opportunity to get a jump on college coursework and college credit.

Broadview University (BVU), formerly Utah Career College, offers a wide range of degree programs in the fields of business, health science, legal, and technology.

The City of West Wendover has a website for schools and it has links to night schooling, trade and vocational schools, private instruction, and scholarships. None of these sites were functional except one scholarship through the Miss America Contest. Web addresses have been corrected.

To avoid false starts in education, aptitude testing is recommended. Aptitude test will help identify a career direction that best suits the individual. High school students might be informed and enlightened by taking an aptitude test to guide their educational pursuits. The high schools should offer these tests but if not there are many to choose from on-line for free. Students should take several of these tests to confirm and be confident in the correct career path.

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With a career in mind the student should be able to tailor an education to fit. In most cases, some of the education may be obtained over the internet. And financial assistance is available through FAFSA.

So what education (college or trade school) are the young adults interested in pursuing beyond high school? And is there a particular field that many are interested in and have the requisite aptitude? If there are enough students, a critical mass, interested in pursuing a particular field or degree path, Great Basin College might be willing to accommodate these students with a special program.

It might be instructive to research the number of high school seniors and recent high school graduates interested in pursuing higher education and identifying the obstacles. Options do exist for higher education but more assistance might be useful. Perhaps new students may need more of a helping hand in getting through the higher education maze. A college counselor visitation might help develop a relationship between student and college. Students follow their friends to college. Relationships between current college students and prospective students could be facilitated. If someone at the high school or community college is not willing to help in these efforts than maybe a community champion could be identified.

Resources:

West Wendover High School Counselor's Corner: <https://sites.google.com/site/whsccorner/>

Go to College Nevada: <http://www.gotocollegenevada.org/>

Funded by Department of Education and brought to you by the Nevada System of Higher Education

Nevada Career Information System: <https://nvcis.intocareers.org/>

Great Basin College Distance Education: <http://www.gbcnv.edu/distance/>

Great Basin College Remote and Live Tutoring Services: <http://www.gbcnv.edu/asc/>

Interactive Video Student Handbook for Great Basin College

http://www.gbcnv.edu/distance/IAV_Student_Handbook.pdf

Interactive Video Classes Fall 2013 Schedule for Great Basin College

<http://www.gbcnv.edu/cgi-bin/schedule/index2.cgi?academic>

West Wendover City trade and vocational schools

http://www.westwendovercity.com/resguide/trade_vocational.php

Broadview University Online Degree Programs

<http://college.broadviewuniversity.edu/online-degrees>

Free Application for Federal Student Aid: <http://www.fafsa.ed.gov/>

West Wendover Community Assessment 2013 (Revised)

Theme: Medical Services – Carl Dahlen

Issue:

- Health Clinic
- Urgent Care Facility
- Hospital
- Elderly Care
- Specially Care

“In order for us to grow, a medical facility is a necessity.” This quote from one of the residents of West Wendover captures a reality found within many rural communities throughout Nevada. But in West Wendover this reality is even more intense because of the remoteness of the community from adequate health care services. It is an almost two hour drive to find a doctor let alone any specialty services. One quote heard by the Resource Team, “Too many babies are born on the way to Salt Lake City,” was driven home last June when a visitor to West Wendover delivered her twins on the side Interstate 80 as she was being transported to a hospital. The Utah trooper who helped in the delivery said that this was the second set of twins troopers had helped to bring into this world within the past year. The Reno Gazette-Journal article about this delivery can be found at the following link:

<http://www.rgj.com/viewart/20130604/NEWS07/306040028/Twins-born-side-80-near-Wendover-trooper-s-help>.

Though this story had a positive outcome, the most common problem or challenge heard in all of Listening Sessions related to the lack of adequate medical services in the West Wendover area. With a population of approximately 6,500 between West Wendover and Wendover, Utah, lack of medical services clearly is a critical issue. Add to that population the number of visitors who come to the community and the full potential for a disastrous situation can be seen. Also, new mining activity in the area will bring new residents and greater pressure on an already over stressed system.

There is a medical clinic operated by Nevada Health Centers, but the limited hours and services make care almost non-existent. The clinic is only open Monday through Friday from 7:00 AM to 6:00 PM with an hour closure from Noon to 1:00 PM for lunch. One resident noted, “Don’t get sick after 5 or on the weekend or you will die.” This statement might be an exaggeration but it typifies the concern by many community members. Concern was also expressed about the adequacy of the care at the clinic, but some residents were grateful that there was some level of service at all.

The lack of primary care was not the only concern heard about medical services. There is a strong desire by community members for a 24/7 urgent care facility. Though some people would like to have a hospital in the community, most residents recognized how improbable that would be. Still they would like to have access to medical care on any day of the week and at any hour of the day. It was also noted that even with the growth in the number of residents over the age of 60, there is no specialty care for the elderly. As a result, it is difficult for elderly residents to stay in the community let alone in their homes. With no visiting nurses, no assisted living and no Meals-On-Wheels, people who need help are forced to move elsewhere.

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In addition there are limited specialty services available in the West Wendover area. There are eye and dental services on the Utah side. But to get more specialized services, residents may need to take that almost two hour trip to Elko or Salt Lake City. A chiropractor visits periodically, but for someone who needs orthopedic services the trip is the only way to get them. Even follow up care requires residents to get into the car and go somewhere else.

Recommendations:

For citizens to register their concerns with the effectiveness of the West Wendover Health Clinic, they may contact Nevada Health Centers (NVHC) located in Carson City. NVHC is a Federally Qualified Health Center program that is funded by both the Community Health Center Program and the Health Care for the Homeless program. The Community Health Center Program is a federal program to provide for primary and preventative health care services in medically underserved areas throughout the country. NVHC can be reached through their website <http://nevadahealthcenters.org/>. If NVHC is unable to address the concerns of the community, residents could contact the US Department of Health and Human Services, Health Resources and Services Administration through their website <http://bphc.hrsa.gov/>.

To better understand health care needs in Elko County, the University of Nevada, Reno School of Medicine is currently conducting a survey in the county. To determine if West Wendover is to be included in that survey, residents can contact the office of the Associate Director for Education and Health Services Outreach at 775/738-3828. Being included in this survey would provide information to the School of Medicine that may be able to better define the medical needs in the community.

Another possible course of action would be for the community to seek medical services from a provider other than NVHC. The City owns the building that houses the current clinic. Finding a new provider could lead to expanded hours and increased services through a negotiated agreement. The Elko Regional Medical Center would be one logical provider. Another might be the University of Utah Health Care or one of the medical centers in Salt Lake City. If one of these organizations is operating the clinic, they will become the primary place of referral for people needing services beyond the scope of the clinic. Also, Wendover officials might contact the Utah Primary Care and Rural Health Office about how they might be able to bring services to that city. If Wendover had a clinic, it could service the whole area in the same way the West Wendover clinic does now.

To find the resources to fund an expansion of medical services may be a challenge. One source might be a local tax to support this effort. Another might be to approach the casinos for their assistance. It would seem to be in their best interest for the community to have adequate health care to ensure visitors have access when they are staying at one of the properties. The example of the twins born on the side of Interstate 80 is one of a visitor to the area needing health care services that are currently not available. As more visitors become aware of the lack of services, they become reluctant to come to a community that requires a two hour drive for medical care, particularly urgent or emergency care. Also, as mining activity increases, the mines themselves may be willing to help fund expanded clinic services.

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Resources:

Nevada Health Centers - <http://nevadahealthcenters.org/>

US Health Resources and Services Administration - website <http://bphc.hrsa.gov/>

UNR School of Medicine, Education and Health Services Outreach, Associate Director's Office
775/738-3828

Elko Regional Medical Center - <http://www.nnrhospital.com/>

University of Utah Health Care - <http://healthcare.utah.edu/>

Utah Primary Care and Rural Health Office - <http://health.utah.gov/primarycare/>

Twins Born on the side of I-80 –

<http://www.rgj.com/viewart/20130604/NEWS07/306040028/Twins-born-side-80-near-Wendover-trooper-s-help>

West Wendover Community Assessment 2013 (Revised)

Theme: Medical Services – Tim Mueller

Issues:

Medical services are of great importance and of tremendous need to every community and the residents of the greater Wendover area are no exception. Time and time again no matter if you attended a meeting at the West Wendover Middle/High School or at the other community sessions the message was consistent and well defined. In fact, at one session we heard that 32 people had this as one of their major challenges. This was the most often cited community need. The following quote really sums this up, “In order for us to grow...a medical facility is a necessity.”

Not only were medical services listed as a need but, a large portion of listening session participants want to move forward with improving and/or expanding the medical facilities. This can be accomplished in a variety of ways; oftentimes it was discussed that an urgent care facility would be a good fit for the Wendover area; expanded hours were another possibility. It was sometimes cited that patients would go to the existing facility and not be able to get the care that they need, this could be routine needs i.e. stitches and bone casts.

Often communities list healthcare as something that they pride themselves on. Sometimes it is even listed as a quality of life indicator.

Residents would often travel to the Salt Lake City area to have access to the healthcare they need. Somebody at a listening session said, “Many babies are born on the way to Salt Lake City.” There are a number of choices for healthcare in the Salt Lake area including the University of Utah Health Care System.

The Wendover Community Health Center provides health care to residents between 7-6 Monday through Friday. The clinic offers periodic screening for children and adults, basic diagnostic x-ray, well-child care and vaccination. People have a real concern for their loved ones at a listening session someone said, “Don’t get sick after 5 or on the weekend or you will die.”

Recommendations:

The National Association of Rural Health Clinics (NARHC) is the only national organization dedicated exclusively to improving the delivery of quality, cost-effective health care in rural underserved areas through the Rural Health Clinics (RHC) Program.

The NARHC works with Congress, federal agencies, and rural health allies to promote, expand, and protect the RHC Program. Through the association, NARHC members become actively engaged in the legislative and regulatory process.

Urgent Care facilities are designed to be an alternative to formalized medical care, usually on an unscheduled, walk-in basis. Urgent care centers are primarily used to treat patients who have an injury or illness that requires immediate care but is not serious enough to warrant a visit to an emergency department. Often urgent care centers are not open on a continuous basis, unlike a hospital emergency department which would be open at all times.

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One example of where they have had success in developing a health care vision is Laughlin, Nevada/Bullhead City, Arizona area they have successfully developed two hospitals, three assisted living complexes and one urgent care facility. It however, took quite some time to develop these facilities and began with a group of community leaders coming together to create the Colorado River Valley Community Hospital Association in the early 1980's. On January 23, 1984 their vision led to the opening of the 36-bed Bullhead Community Hospital. It is a success story that could be duplicated in the Wendover Area.

This story would need to begin with a group of community leaders that share a common vision and are able to work together toward the common goal of creating a health care center that would benefit the Wendover region as a whole. It could be done.

Potential Issues

- Medical center
- Basic care
- Better clinic
- No hospital or doctors
- Only a clinic not a hospital (more experienced staff, higher level of care)
- Better clinic have an actual doctor available, 24 hours, affordable

Resources:

Links/Sources:

http://articles.philly.com/2013-04-27/business/38845674_1_urgent-care-centers-main-line-health-doctors-express

<http://www.westwendovercity.com/resguide/medical.php>

<http://www.narhc.org/index.php>

http://www.bullheadcity.com/index.asp?SEC=B51F470D-3AC4-4D99-AF38-DCAF5FB9C615&Type=B_BASIC

<http://www.bullheadchamber.com/health.php>

http://en.wikipedia.org/wiki/Urgent_care

<http://qualityoflifeproject.govt.nz/indicators.htm>

<http://www.rgj.com/viewart/20130604/NEWS07/306040028/Twins-born-side-80-near-Wendover-trooper-s-help>

West Wendover Community Assessment 2013 (Revised)

Theme: Youth and Family Activities – Steve Lewis

Issues:

Listening session participants expressed concern that there is a lack of activities for youth and families. Perhaps the citizens of Wendover/West Wendover aspire to build stronger family ties or want positive activities for youth to keep them out of trouble. People are generally aware that a new recreation center will soon be built but that doesn't seem to fulfill the need. A few suggested activities, or facilities were mentioned such as a bowling alley, a shopping center or mall, another park, indoor basketball, and a new skate park. They are still concerned that even after the new rec center is constructed that the same situation will exist – kids are bored, and families don't have enough to do together. Youth mentioned that there is “nothing to do, need more activities for teens after school, need teen activities that are positive, more family activities, etc.”

The community has many high quality recreation amenities for its size, such as a nice golf course, swimming pool, recreation center, equestrian center, baseball and soccer fields, established hiking trails and a well-used community park. The Recreation District organizes a number of youth and family sports and activities. Wendover has a large amount of recreational opportunity. You are most fortunate.

Teens in urban areas say the same thing – they are bored, there is nothing to do. Now wait a minute – if kids in cities that have four times the amount of things to do than kids in rural settings think the same way, it might not have anything to do with facilities or organized activities. It has everything to do with state of mind. In other words, the lack of things to do or lack of family activities will not be satisfied by more facilities or more organized activities. Providing a list of fun activity ideas won't fix it. Paying someone to run these activities won't fix it. Building a new bowling alley won't fix it. The need is only fulfilled by changing your state of mind. What???

Recommendations:

Curing teen boredom and engaging families in activities that bring them closer together are really the same problem. Both teens and parents must be willing to change their state of mind and invest some cerebral energy. That's right, if we really want to fix the problem, we need to take time to think about it and change the way we think. Change in our thinking is easier said than done but if it really is a priority then enough time will be devoted to make the shift.

First, identify with people that seem to have “found the cure.” These are the people that are not bored, and they create meaningful family activities. There are people in the community that possess these abilities. Next, spend time with them and observe their practices. You might need to make some difficult life choices to adapt to a new way of thinking and acting. If curing teen boredom and creating family activities is a high priority you will find the strength to make the shift. If it is not, be prepared for the status quo and continue to be bored. The solution is to identify people that are not bored, ask them to describe the ways they occupy their time and their strategies to avoid boredom, and apply these activities/approaches to their own lives.

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Resources:

Article on Wendover teen boredom

<http://www.coyote-tv.com/2013/05/03/no-cure-for-teenage-boredom/>

Teens – How to conquer boredom

<http://childdevelopmentinfo.com/child-activities/teens-how-to-conquer-boredom.shtml>

A cure for boredom – mind control

<http://www.effective-mind-control.com/cure-for-boredom.html>

The history of boredom

<http://www.smithsonianmag.com/science-nature/The-History-of-Boredom-180161211.html>

West Wendover Community Assessment 2013 (Revised)

Theme: Youth and Family Services – Tim Mueller

Issues:

The Wendover Area boasts many recreational opportunities from the swimming pool to the Leppy Hills Trail System to the 18-hole Toana Vista Golf Course. For a community of its size it has a lot to offer in terms of recreational pursuits. Many areas twice and even three times the size of the Wendover region often do not boast these amenities. One resident commented that “Wendover is a walkable community.” The area is to be congratulated in creating lots of recreational venues for its residents to enjoy.

We had the wonderful opportunity to listen and talk with many residents over the course of our four day visit. Over the course of these meetings we often heard that there was simply nothing to do. In fact, while at the high school we heard that there were rumors that the movie theater was going to close, almost immediately someone else said that was not the case.

We heard a number of ideas and there is a plan in place to construct a recreation center. This center will serve the Wendover Area for years to come. Many residents complained about being bored and having nothing to do. One resident even commented that “boredom is a problem for kids and seniors.”

The proposed Recreation Center is planned to be a 27,000 square foot multi-purpose facility located adjacent to the Aquatic Facility will greatly reduce the boredom that many people talked about. It is proposed to contain: a full sized gymnasium with stage, a racquetball court, weight and cardio workout room, a walking and jogging track, game room, dance studio, multi-purpose rooms, kitchen, offices, restroom facilities and storage space. It is anticipated that construction will take 16 months to complete.



Proposed Recreation Center

The ball fields are a great asset to the community recently opened in 2010 the fields host both youth and adult baseball and softball teams. The fields contain; restrooms, seating areas, two-story concession stand, scorekeepers area and lights. They are also centrally located in the middle of town. These fields host several youth and adult tournaments with teams traveling from Utah, Idaho, Wyoming and Nevada.

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We heard that is important for the youth in the community to be able to stay away from drugs and alcohol. One potential solution might be to investigate the Drug Abuse Resistance Education (DARE) program. To begin a D.A.R.E. program there is a need to form a cooperative venture between Education and Law Enforcement, it is important that both communities are in agreement regarding the implementation of the program. To demonstrate this partnership a letter signed by the Chief of Police (Chief Constable) or county sheriff and the Superintendent of Schools must be forwarded to D.A.R.E. America stating the mutual desire to implement the D.A.R.E. program and acknowledging that the program will be implemented when the police officers complete their instruction training.

Resources:

Links/Sources:

<http://www.unr.edu/sanford/programs/sos/>

<http://www.nevadaadrc.com/>

<http://www.dare.com/home/default.asp>

COMMENTS

High School Students

Challenges/Problems

- Drop out (multiple)
- Need a middle school
- Something to do (multiple)
- Medical center (multiple)
- Basic care
- Drugs, drinking
- Need activities (multiple) “BORDEM!”
- “More of a place for adults, kids are bored.”
- Town is not growing
- Track needs to be completed
- Need Hospital (multiple)
- Need a DMV for convenience
- Recreation, hospital, DMV
- “If you improve the community center...it would be a place where parents would know where their kids are.”
- Jobs are just in the casinos
- Small community college, Need it locally, satellite campus
- Wrestling equipment
- Improve movie theater
- More recreation (multiple)
- More activities and a better clinic
- Casinos don’t pay adequate wages
- No smoke filled places
- More recreation (multiple)
- People get too comfortable and do not want to try new things i.e. going to a new city for higher education.
- Need internships/career opportunities for new job opportunities
- Nothing to do Boring
- No colleges on either side
- Boring nothing to do
- Boring
- Hard to get noticed to go to college
- Get stuck here can’t find college
- Hard to get out of town
- No hospital or doctors
- Nothing to do
- Hard to get scholarships
- Don’t have as many resources like stores etc.
- Drugs and drinking (multiple)
- Drinking is promoted through the casinos
- Something to do
- Only a clinic not a hospital (more experienced staff, higher level of care)
- It’s boring

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- Nothing to do here (multiple)
- No entertainment for teenagers
- “Small town in the middle of nowhere.”
- Need to drive to shop
- “Salt Lake is better (than Elko).”
- Limited programs for youth
- Hospital
- More activities for everyone
- Education, very limited opportunities
- More activities
- Medical services
- Activities
- Medical
- Youth activities like sports leagues
- Better clinic Have an actual doc, 24 hours, affordable
- Lack of activities
- More sports activities
- Medical
- More physical activities for children
- Bigger shopping center improved retail
- 24 hour urgent care center, many activities after 6 PM when clinic closed
- Nowhere to work except casinos need diversification to strength community
- Drugs
- Finding something to do
- Drugs and drinking
- No hospital only a clinic
- Boring
- Nothing to do here
- No entertainment for tees
- Nowhere to go
- Alcohol 24 hour available
- Nothing to do for teens
- Drugs and alcohol and availability
- Nothing to do
- Have to drive to Salt Lake, no Wal-Mart
- Expensive to go th e Salt Lake
- Remote in Wendover

Strengths/Assets

- Close knit for problem or issue, giving
- United
- Lots of jobs,
- “all contribute when needed”
- “It’s calm.”
- Networking at High School!
- “People come together if there is a need.”
- “Safe and quiet place to grow up.”
- Good support system (lots of multiples)
- Never in harm or alone

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- “Feel at home here.”
- Casinos are an asset...it helps people to know where Wendover is.
- Walkable...easy to get around.
- “Wendover is a walkable community.”
- High school is an asset. More sports, activities, recreation in general.
- Golf course is really nice.
- Concert hall
- Mining will expand the economic base. Won't have to rely on casinos.
- Community helps in time of need i.e. fire
- Community is united (close knit)
- Feels safe
- “Everyone knows everybody; it's safe.”
- Close knit community
- Community does not have strengths
- Supports one another if there is a need
- Safe and Quiet community
- “Casinos provide for our families.”
- “Remoteness is both good and bad.”
- Friends and buddies
- Everyone knows each other and stick up for each other
- School sports keep people doing things
- Sports
- Casinos because they provide jobs
- Everyone know each other
- Our school good education and encourage to go on to education
- Sports
- Everyone close
- Sports people want to stay in, supporting coaches
- Everyone knows each other
- Close knit community
- Small town
- Don't have to go far to find something
- Teachers want you to succeed and not just go to casino jobs
- Can work at jobs to earn money to leave West Wendover
- Casinos
- Good teachers they are supportive
- Can walk to friends
- Salt Flat races...a big event here
- Low crime rate
- 4th of July, parades get together
- “Can find a job here.”
- Scobe Park
- New ball fields
- “Like the way it is.”
- Communication with each other
- Everybody knows everybody
- Easy to get around
- When something goes wrong everybody is willing to help

West Wendover Community Assessment 2013 (Revised)

- Small everybody knows everybody
- People pull together
- Help each other
- Everybody is helpful to everybody
- Calm and quiet
- Building a new rec center
- Concert hall diversifies income by giving people another reason to come out here
- We want you to have your education
- Casinos
- Nothing
- Not much crime
- Teachers are supportive
- Everything is close together
- Salt Flat Races
- Small town not much crime
- Togetherness
- 4th of July parade fireworks get together
- Can find a job here
- Everybody gets together
- Park
- New baseball parks

Projects/Initiatives

- Animal cruelty
- Grocery stores, more choices
- Hospital facility (improved)—multiple!—improve community
- Skate part
- Finish track more sports, involved kids
- More programs to keep kids out of trouble, activities, community involvement for kids under 21- need sports for kids
- Create a community (public) facility. Jobs would get created for kids.
- Bigger rec center, indoor basketball court, gym
- Small mall with some options
- “More shopping a place to go.” This stuff will really change the town.
- Hospital/clinic (multiple)
- “Community needs to listen to the kids...it would make this a place where people want to be. A funner place to live.”
- New park: safer toys for kids, better play sets
- More sports allows for the kids to travel and play sports
- Restaurants i.e. food courts or combo restaurants
- Build a dog park with grass
- Higher education past high school. “People could stay here and have a better quality of life.”
- More apartments create a community college atmosphere
- Craft stores, basic stores, need maybe a variety store
- More selection of items
- Club sports i.e. basketball and volleyball tournaments
- Building a Great basin college would be helpful.
- Need more kid type activities
- Improve job opportunities

West Wendover Community Assessment 2013 (Revised)

- Reconstruct the park it's a Safety Hazard
- Hospital/Medical
- Promote outdoor recreation pursuits
- Youth programs
- Need housing for mine workers
- Improve school communications i.e. teachers to parents' bilingual
- Big rec center with indoor basketball court
- Complete middle school project and library
- Rec center
- Rec center with multiple things to do
- Get a medical center here for immediate attention to needs
- Get kids more activities
- Rec center – clubs for sports and competition
- More doctors medical services
- Rec center
- Medical services
- Medical – lower cost – ambulance owned by someone other than city. Lower costs.
- Need a mall or something Wal-Mart shopping hangout
- Rec center bowling
- Medical help to get help faster
- Rec center more activities
- Arts program along with sports theater, music, arts
- Medical services
- Build a four-wheeling track
- Stuff for animals and vet series
- A better skate park
- New park, improve
- Improved housing all types
- More after school programs i.e. games and dances
- Need 24 hour medical assistance
- Wal-Mart
- Do something with the Palms
- Open gym i.e. basketball inside,
- Hospital (multiple)
- Mall (for entertainment)
- Central arcade/bowling alley
- At least a 24 hour clinic leading to some type of hospital
- More rec center like boys and girls club
- Rec center
- Community center to increase physical activity
- Youth projects
- Clean up parks for kids to use
- Bigger pool and more restaurants not in casino
- 24 hour clinic
- Shopping center here Mall
- Mall & 24 hour clinic
- More restaurants and Wal-Mart
- New elementary school, rec center

West Wendover Community Assessment 2013 (Revised)

- Rec center and school
- Rec center keep kids off street
- More activities like a place to workout indoor sports
- Business want to come in need regulations to encourage them
- Outside investment to increase options
- Someplace to take kids who are visiting
- Make it a destination through more than just gambling, diversified business
- Bowling alleys and skating rinks for something to do outside casinos
- Need DMV access and drivers ed class
- More afterschool programs like games, dances
- 24 hour medical assistance
- Wal-Mart
- Do something with the Rusty Palms
- More activities for kids like a sports center
- Hospital
- Airport for scheduled airline
- Hospital & Wal-Mart
- Mall and Gold's Gym
- Like things the way they are
- Bigger arcade and Bowling

Comments San Filipe

Challenges/Problems

- Kids stay away from drugs (2)
- Education options for kids
- Boredom
- Hospital (32)
- DMV needed (8)
- Welfare
- Larger rec center(2)
- Shelter for domestic violence
- Senior activities (3)
- Additional grocery stores to have more choices
- More industries (2)
- Transportation choices esp. during winter
- Equality for all (opportunities) police not good
- Language classes for both ESL and Spanish translation
- Keep Post Office open
- Cultural schools explore
- Need 24 hour health services (7)
- Hospital, too far to go to Salt Lake (10)
- Ambulance services expensive if you have to use it (2)
- Something for youth to do
- A real rec center with activities for youth (7)
- Can't speak up or get fired – small community
- City Council folks work for the casinos – more services are blocked by the City Council
- Transportation to Las Vegas (2)
- DMV – improve processing time, small office (2)

West Wendover Community Assessment 2013 (Revised)

- “Don’t get sick after 5 or on the weekend or you will die.”
- Real teachers – good teachers, sometimes substitutes (4)
- Elementary not as bad as high school, more students in each class
- Not college prepared – too many substitutes
- Only 3 or 4 real teachers – use money for teachers rather than spend it on a new school
- Another grocery store (2)
- A local boy applied and was rejected for a teaching position
- A place for parents to have fun with family to relax (rec enter will work)
- More police and more fire protection, more security for kids
- Many people don’t have computers and need computer access
- Local college (4) everybody agrees
- 25-32 hours only for employment doesn’t make much money, effects family budget, casinos are doing what they want (3)
- Something for elderly and those who are not healthy
- Kids write their own notes for missing class

Strengths and assets

- Quiet and safe (8)
- Committed community (3)
- Source of jobs
- Close knit community projects kids (2)
- Ask and receive different things
- Safety (8)
- Give and take
- Culture and Religion in Spanish Community
- Schools and Casinos
- Resources are casinos/proximity
- Work ethic (3)
- No racial issues (2)
- Fellowship
- Faith
- “Schools are great!”
- United (3)
- Closeness of community (geography)
- Calm
- Quiet – peace and quiet
- Kids can walk the streets with no problems
- Good work opportunities
- Cheap to live in the town – everything close (4)
- Casino brings people by plane – lots more jobs
- Calm – quiet (6)
- Safety, can walk on the streets late at night – women are safe (5)
- “Got here about 40 years ago – drank the water and never left.”
- Doesn’t lock door
- Everything close
- Could be better with an employee union
- Casino opportunities – Casinos not racist
- Close around community
- We could have more

West Wendover Community Assessment 2013 (Revised)

- Lots of community activities – 4th of July, Cinco De Mayo, Easter egg hunt

Projects and Initiatives

- College (13)
- Clinic (28)
- Hospital (8)
- Improve existing clinic (2)
- Affordable medical services (3)
- Social workers
- Youth activities—stay out of drugs
- Indoor pool (3)
- More business
- School/place for parents to learn
- Expand city services away from casinos
- Improve the flow of information
- Clinic available 24/7
- Health Services (4)
- Hospital with good doctors (19)
- More job opportunities
- Translation at City meetings
- Teachers (next year) (4)
- State sponsored bowling center
- Recreation
- College extension (improved education after high school)
- DMV (4)
- Bigger church
- Transportation around town, need more
- Home Depot
- Assistance for problem gambling
- Entertainment
- Business buildings – for parties
- Community Service Office – maybe in City Hall – there is difficulty in applying for food stamps, servicing documents and answering questions, answer medical questions
- More traffic lights – people don't obey stop signs
- Lights around the city

Other Listening Session Comments

Challenges/Problems

- Second means/plans for emergency
- Medical care 24 hours (4)
- Community resources (more unity between the two cities)
- More activities for family/children
- Open/available retail space
- Indoor playground
- Quality Family (rental) housing (2)
- Leadership Mayor and City Council (previous people)
- Leaders better educated in leadership. Even a few leadership classes.
- Improve outside investment
- “Boredom is a problem for kids and seniors.”

West Wendover Community Assessment 2013 (Revised)

- Medical services 24/7 access (all)
- “Clinic to handle our needs.”
- Specifics to above quote: Urgent Care open 24 hours, providing basic senior citizen needs, limited prescriptions i.e. insulin, they may come to you, open to the public after 5 p.m.
- Challenges related to growth
- Weekend influx of visitors without an adequate medical facility
- Urgent care facility
- “In order for us to grow... a medical facility is a necessity.”
- Recreational facility to improve health of the kids
- Community center containing senior activities, computer classes, community performances
- Utilize the swimming pool year round; cover it
- Basic services are needed
- Health services are keeping us from growing
- Leadership as a challenge; problem between former Mayor and City Council; infighting
- Outside investment from the outside
- More things for kids to do to keep them out of trouble
- Nothing for Elderly folks
- Hospital/Health care (multiple)—Urgent care
- More employers, choices to keep people here
- People need help all the time... services, bill payments (people in need),
- Things are just more expensive in a rural area
- Basic needs to be self-sufficient
- Physical therapy
- Social needs (seniors)
- Need economic diversification
- More activities for kids (multiple)
- Organize as a community to clean up
- More street lights to improve safety (Florence Way/Moriah Way)
- Residential road fixes
- Homeless shelter (Transient housing)—need options (Tooele/Elko Counties)
- Community involvement (volunteers) i.e. PTO/Lack of willingness to help on community
- Gold mine issues/concerns—“How do we make it a smooth transition?” “It (mining) will affect everybody.”
- Kids out of school trailers. This would improve security of the kids
- Second means of access transportation
- Emergency access/transportation plan
- Lack of community communication
- Improve media-flow of information
- Election information
- Nevada/Utah state line
- Need Hospice – no response – state line interferes
- No home care
- No physical therapy
- Hospice care keeps seniors here
- Lots of seniors – need Utah & Nevada senior center
- Get seniors from both states together
- Two schools – need to get them together
- Affordable housing and high construction costs

West Wendover Community Assessment 2013 (Revised)

- Health care – Don't break an arm on the weekend
- No child care for older kids
- Kids drink and do drugs because there is nothing else for them to do
- Transients in the park and on the main road
- There may be a drug problem
- Monday through Thursday town empty – weekends fill up
- No gas for trips from Tooele County, they furnish Van but no gas
- Not enough funding from either Nevada or Utah for senior services
- No meals on wheels
- Need funding for food
- Self-funded senior center
- We have nothing

Strengths/Assets

- Lots of employment choices for a small town
- “Great park...well maintained, safe.”
- “I-80...get on it and get out of town.”
- Sense of community
- Trails
- Quiet
- “Love traffic.”
- Very safe place once you are off Wendover Blvd.
- Small town feel
- Good paying jobs
- Access to Salt Lake
- Concert hall-used for graduations, funerals, etc.
- Recreation district
- People ask me...”Why I moved back to West Wendover? I answer low crime and low traffic.”
- Good t-ball, golf course and soccer facilities
- A community that holds together. We have a good City Manager and Council.”
- Employment opportunities
- “I feel safe. You can go anywhere at any time.”
- “Everybody knows everybody.”
- Business owners take pride in their properties.
- Low crime no traffic
- Employment opportunities
- Pretty relaxed place to work
- “My family loves the outdoors...there is a lot of it and it is close.”
- We are small (multiple)
- Short commute
- Beautiful natural landscaping (peaceful and calming)
- We are there for one another
- Opportunities to play sports
- High School classes for college credit (Utah side)
- Jobs!
- Close locations of school and shopping. “We can get there easily.”
- Vision of West Wendover
- Park and trails
- “Only one stop light.”

West Wendover Community Assessment 2013 (Revised)

- The cemetery is here
- Great basin offers classes at high school
- Wonderful people – pull together in crisis
- People in Wendover are here to help as a community
- Airport strengths
- Families
- Small community
- Good people
- Swimming Pool and sports for kids
- Chiropractor once a week
- We are all together
- Help each other
- Everybody sticks together
- Jump in Van and go some place
- Concert Hall may give tickets to seniors
- Schools getting better
- People stick together
- Everything accomplished
- Cinco De Mayo
- 3 or 4 churches
- Store – Smiths
- Two great mayors who care and they listen

Projects/Initiatives

- OB
- Physical Therapist
- Finish the track at the W. Wendover H.S.
- Expand/Cover pool providing year-round access (5)
- Amtrak (3)
- Library
- More volunteers needed for recreation
- Healthcare for the elderly-24 hours
- Neighborhood clean-up (Wendover) with dumpsters
- Grocery store/shopping options
- “Build on what we have.”
- Better trail system in town
- Apts. Larger for families
- Construct new park
- Fencing by railroad tracks
- Outreach education for anyone
- Anything that would strengthen people in leadership. Helping them to be more cooperative.
- More services
- Entertainment for the kids
- Outside investment-spruce up retail
- Anything that would create growth
- Fill up what is vacant/empty
- Business friendly environment. Would like to see new business.
- Need healthcare

West Wendover Community Assessment 2013 (Revised)

- Transportation choices to go from Smiths to the other end of town. Connect with the Utah side.
- Rural transportation
- Support local business
- Business tax breaks
- Ensure adequate water supply to support growth
- Need leadership training for elected and appointed officials also followership
- Outreach education for anyone that will strengthen leadership
- Shopping
- Things available for kids
- Attract outside investment
- School uniforms would be helpful and good for the kids
- Better roads on both sides
- Meals on Wheels
- More small businesses
- ATV trail
- "I would like to see people use local businesses to show need."
- Improve medical hours (multiple)
- Improve ability to have insurance types taken at the clinic
- Home and Away athletic events i.e. baseball
- Improve the working relationships with counties
- Clean up trailer parks, it would be more inviting
- Lights on the street
- Boys and Girls Club (possibly when the rec. center opens in 2014)
- Hospice and physical therapy
- Age in place, ability to stay in their home as long as possible
- Unify police and fire services
- Get hospice available
- Big recreation area – 3rd community area
- Better transportation
- Share big events
- Used to have American Legion and Lions Club
- Better shopping
- YMCA or Boys and Girls Club
- Activities at school - open gym
- Improve housing
- Having more businesses like dry cleaning
- 4-H activities
- Another park
- Find a builder to build in West Wendover
- Better senior center with more crafts, exercise (3)
- Find resources to fund a Van so seniors can go and do more
- Something for the elderly and disabled

Email and Written Comments

Challenges/Problems

- No hospital.
- No place other than Smiths to shop.
- No Vet here except for once a month

West Wendover Community Assessment 2013 (Revised)

- West Wendover City's "leadership" consistently bows down to the needs and whims of two corporations. Instead of working on diversification of the economy to foster better wages, they work hand-in hand with the two casinos companies to artificially keep the wages low in the town.
- They also suffer from a myopic view of the economy. They don't run the city offices like a real business. They only care to see how much money they can spend. The city manager is an example of typical bloated overpaid government employee. City projects and City worker wages should be paid market value.
- The city does not care about other businesses in town except for the casinos. If any particular business or property owner has an issue, they blow it off or get the city attorney to threaten that business owner.
- There is no 24/7 urgent care, little to no special needs care.
- There also needs to be a store that allows for major shopping if there is no way to get out of town, getting basics helps but having a store that supplies all needs is a must.
- I think that one of the major challenges of our city is the following: The Department of Motor Vehicles Refuses to come to West Wendover. Considering the amount of residence need this service on a regular basis.
- Medical Facility this community could use a medical facility that is opened 24/7 even if it were a limited amount of staff with a doctor and staff that the community can trust and depend on.
- Health Care support
- Community Support
- Retail/Shopping
- Not having adequate health care availability. The clinic that is here now offers sub par care. Most residents would rather take their family members to an emergency room in Salt Lake, Tooele, or Elko than to go to the clinic. We need to offer something that is available 24 hours a day, not a clinic that closes for lunch, and is closed on the weekends. How many people get sick Monday-Friday 8 am to 5 pm?
- Things for the kids to do all year round, that doesn't cost a fortune for your child to do, only to get to have 5 practices and 5 games
- Places to shop so residents don't have to drive an 1 ½
- No Medical clinic, worth going to!
- We have mostly Job's that do not pay more the \$10.00 an hour.
- High rent cost.
- No local Transportation other than the casinos!
- The clinic is not assessable even during regular business hours. They won't work you in. Lacking reliable personnel. Will take only certain insurance companies.
- Facilities for youth, maybe covering swimming pool so it can be used more than a very few months a year.(understand that rec. center is coming in)
- No transportation except casino shuttles and taxi's.
- One major problem is the old timers don't like change.
- Another big problem is that parents don't get involved with their children normally. If we had a more diverse job situation perhaps parents would have more free time to do things with their children. It seems like everyone is so busy working two jobs to make ends meet that they don't have time to spend with their families. I really hope that when the new mine comes in perhaps some better paying jobs will be available and our current residents won't have to work two jobs.
- And of course we need better medical services. It's really hard to take a full day off work just to go to a quick doctor appointment
- Having the proper support agencies, i.e. a competent medical facility, to support business growth within the city

West Wendover Community Assessment 2013 (Revised)

- Health care. Not enough hours and the clinic is very poorly managed.
- High school students are not adequately trained and there seems to be a dropout problem. Not sure why but there seems to be a disconnect. Students - Teachers – Parents
- Lack of housing. Why is there not a reputable builder in town?
- Both West Wendover and Wendover working together.
- Lack of participation by the people in the community. People want events to happen but do not know what it takes to make things happen.
- Lack of businesses in the City or not finding out what type of businesses would do well in the City.
- A major problem is a lack of medical facilities, including doctors and emergency/after- hours care.
- West Wendover needs 24 hour medical care.
- We need to be able to get older and people with special needs to have the care that they need to feel comfortable to stay in West Wendover.
- We need to have apartments for people with special needs so that they can stay in our community and not have to move to a new community.
- Older people would like to stay in our community but with health care, and shopping so far. It is hard to be older and living in West Wendover.
- I like that they have a lot for the young people to do in the community.
- The rec center is nice and will be growing.
- The pool is wonderful.
- They have a lot of activities.
- Major medical facilities are not here for our public. We need to have something for emergencies, not necessarily a hospital, but after hours and weekends. AND a noted, not a crackerjack foreign come as your establishment
- We have nothing for the adults to do other than GAMBLE!! No other entertainment really, a concert hall, but it ties into the CASINOS! Recreation facilities, miniature golfing, BOWLING, batting cages, drive-in movies, etc.
- Nothing for our children to do, a nice recreation facility would be great that could offer them fun things to do, besides playing games
- More shopping
- Lack of health care options such as Doctors, timely service and in town care without having to travel or take an ambulance
- The City needs to replace all three Fire Engines, We lost the motor and water tank in our 1985 Ford Grummin and are not able to fix or replace it. Both of the other Fire Engines have out lived their life span by 13 years on the West States 1992 engine and 10 years on the 1995 Pierce Saber engine. Though the NFPA rates fire engines need to be replaced every 8 years we have been able to make both of our big engines to last twice as long, but needs to be planning to replace them soon
- Lack of good medical services. Current facility has limited hours, they close at lunch, are 8 to 5 and not open on the weekends. No doctors and the service from the staff is poor.
- Ambulance service is too expensive.
- Not enough stores for shopping - would be nice to have another grocery store besides Smiths and other stores to purchase goods.
- Medical services and reliability are lacking. The service is not customer oriented and unfriendly, unhelpful. Medical services are not open to serve the community, closed weekends, banker's hours, etc.
- Eliminating the back-biting among various groups of people when it comes to the community/city. Though I don't think it's possible to eliminate, but there seems to be too much

West Wendover Community Assessment 2013 (Revised)

energy by some put into undermining positive movement forward due to personal vendettas and politics.

- Local transportation is a need for those who do not have vehicles. Bus service was available in the community previously but is no longer available. Transportation to other cities via air or other would be great so that we don't have to drive two hours to get on an airplane to go somewhere.
- Job diversification and lack of energy alternatives. Council recently rejected natural gas... what kind of thinking is that?
- Lack of 24 hour urgent staffed health care. The city needs a small hospital.(10 bed).
- Insufficient police protection - too few officers
- Lack of interest in the community - community is not interested in city sponsored programs
- Lack of scheduled airline or train service
- No reputable automotive repair/parts stores
- No services/programs for senior citizens
- No mental health services.
- No diversified and competitive shopping options.
- Failure of the city to properly prepare for the impending mine's arrival -vs- preparation for heavy population influx. The city's resources are not prepared for the dramatic change.
- No programs or services for elderly citizens
- Wendover Boulevard is getting more dangerous due to heavy truck traffic. Trucks are destroying the local streets
- Understaffed public works department
- Overextending the city's finances & relying on
- Clinic being available 7 days a week,
- More shopping,
- Better school
- Look at the housing for teachers.
- Make sure the mines are doing their fair share in funding community projects and events.
- Fix the existing park especially the basketball hoops and kids play area.
- Everyone goes to SLC to shop resulting in a lack of local business choices.
- 24 hour health care
- Medical
- Healthcare
- Healthcare
- What is best for the town – growth of other industries vs. best for the casinos

Strengths/Assets

- The community is willing to pull together during any crisis, they put all differences aside and focus on what everyone one can do to make it whole again.
- Our assets or advantages to this community are there are a lot of open areas to develop property allowing potential business development
- Low unemployment
- Gaming
- Because we are a small community, many of us know who everyone is, allowing us to support one another when the need arises.
- Water that we will not run out of. (That is if the new mine does not harm the water!)
- New infrastructure.
- Excellent support staff for city and our facilities. Sewer and water leaks are handled immediately.
- Well cared for park and golf course.
- Beautiful city complex with a huge courthouse to handle other court hearings.

West Wendover Community Assessment 2013 (Revised)

- 24 hr. gasoline and restaurants.
- Movie Theater (Lets all support it)
- I think we have strong city leadership. We have a strong, knowledgeable Mayor, an energetic and community minded City Manager, and people within the community who have been here for many years and understand the way the city operates; they are very supportive of that.
- We have a good school system, and a good youth oriented Recreation center. When the new recreation Center is built, I think the community will embrace that and be even more supportive of things that go on within the community.
- Small community, everyone knows everybody
- Tourism
- Low Unemployment
- A major strength is also the people in the community, if there is a crisis people are willing to help.
- The city has a lot of land to grow and is still young enough to build for the future
- We do have a pool, but limited, as it's not covered
- We do have concert hall, but if it's a good concert, the casino gets those tickets fast
- We have a Smiths
- Transportation is a major strength because of the Highways, Railroad and Airport
- Great small town, great place to raise children.
- The area is very pretty.
- It is not hectic and fast, its quiet and good friends can be made and closeness of family and friends.
- We have a good city with good public facilities and people. yes, we can have more and better things but I've seen this little town grow from nothing to what we have today and its great
- Youth availability to participate in sports and other programs where in larger cities they would not qualify for team cuts as an example.
- There is the ability to go after opportunities if you want. The community has many opportunities for small business starts if interested and willing to commit to it.
- Family and friends, the community really pulls together in times of need.
- Unemployment is very low, jobs are there.
- The community has made great progress. It is a much better and broader community today with more opportunity.
- Investments by the city into major upgrades and beautification have been very good. There has been great progress and looking forward to more. Example. a few years ago there was no downtown area. Now we have a beautiful city hall and a downtown area on the rise.
- Mayor Carter and her staff are doing a good job.
- The surroundings are great, clean air, open, It's a beautiful area to live in. Have you ever seen a more beautiful sunrise or sunset
- Professional and capable law enforcement services - although understaffed
- Friendliness of the citizens - welcoming and supportive of new arrivals
- Relatively low crime rate involving serious offenses (rape, assault, murder, etc.) Police department does a good job with the amount of officers they have.
- West Wendover is a good place to raise a family
- Location - at the crossroads of two major roadways (US 93 & Interstate 80)
- Gaming's ability to attract out of state money,
- Golf course
- Low cost of living
- Community involvement (deaths, hardship)

West Wendover Community Assessment 2013 (Revised)

- Casino
- People
- Small unemployment rate
- The casino industry base

Projects/Initiatives

- A hospital
- A Wal-Mart
- Start working to increase a diverse business base. Stop catering to just the casinos.
- A 24/7 urgent care, and special needs assist for all ages.
- A quality "every day needs" shopping center.
- Positive / healthy activities for adults and children
- I think that are city should work hand in hand with any prospective business to provide incentives that may make the difference between growing with us or taking their business elsewhere.
- 24 hour health care facility
- I would like to see an urgent care center become available out here. That way we have access to 24 hour adequate health care. So that when someone in your family is sick in the middle of the night, or the weekend, you don't have to make the decision to drive an 1 1/2 to receive medical care or wait until the morning or weekday and hope that the clinic can fit you in. Also the medical care that you do receive is adequate, and not sub-par.
- I would like to see sports programs that are more similar to what is offered in Elko, and surrounding areas. For the Rec District to be more concerned about offering things for our children, that live here, to do, than worry about the Golf Course, that caters to tourists.
- To have diversity in our choices of shopping, instead of just one grocery store. Somewhere to buy groceries, clothes, shoes, and other day to day necessities. That way there is competition for our hard earned money, and will support our community, by keeping it local.
- Local Transportation.
- Better Jobs.
- More people being involved in the community.
- Rec Center with hand ball courts and things inside it for teenagers. (They seem to get left out.)
- Covering on Swimming Pool. (It would get use all year from all ages.)
- A clinic that will accept walk ins, when you are in pain.
- Diversified eating establishments. Maybe some chains like Denny's or Village Inn, with reasonable prices for meals. Everyone doesn't like to walk miles to get to a restaurant.
- Auditorium with stage for events, plays and entertainment.
- I would like to see more activity in the performing arts by the children. Several years ago there was a performing arts troop that came through and worked with the elementary kids from school and then put on the play.. The kids really enjoyed that and it was a good thing for the community.
- We of course need better medical services. That's something in the future but I think it needs to be worked on.
- I would also like to see a bowling alley go in. I think that would be a good activity for the adults to get together and become a closer knit group
- A better medical facility that would better serve the needs of the community.
- A more well-rounded sports program offered through the rec district that would offer the kids year round sports consisting of more than 5 practices, and 5 games, and a t-shirt.
- A City Council and Rec board that actually has the citizens' best interest in mind, and not their own agendas.
- Better Medical
- Affordable Housing
- Office Space

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- Retail Space
- Short term I would like to see some community groups to help plan for various events and buildings in the future.
- Long term I would like to see a community/library/senior and youth building.
- I would also like to see some type of after hour medical care
- Short term- a full time doctor that stays and that is good. 24 hour health care.
- Long term- More shopping,
- Industry where we make something in West Wendover,
- Housing for the elderly,
- Some type of group or care for people with special needs.
- More activities offered for the community!!
- Get Wal-Mart type store.
- Natural gas availability would give a chance to appeal to different businesses
- Change in clinic would be a high need, I want to be helped not treated like I don't need care.
- More transportation options both inside the town but as well outside to travel to see family and friends who live in other cities. We used to have a local bus but that is no more and the taxi is not a good public service. Some way to get to other places. We don't have airplane service or train only the greyhound bus.
- Some type of family activity facility would be great. We used to have a bowling alley at the old Red Garter but it was removed, that was sad.
- Thank you city for doing this, keep up the good work, keep us moving forward, I know it's not easy.
- Additional transportation options.
- More business diversification.
- Definitely a change at the medical facility, how can you have a good solid community if you have a business operating there that doesn't care or want to improve
- Downtown property availability for new small business to locate. I understand the property is being arranged but not sure when it will be available for businesses to locate.
- Some additional recreation would be great. The community had a bowling alley at one time someone should open up a new business like that and really make some money!
- New recreation center. I was told we might be getting close.
- 24 hour staffed urgent care hospital
- New fire station
- Resurfacing of all city streets
- City wide cleanup of undeveloped land and vacant lots - too much trash
- Bring in more non-gaming industry. Provide jobs in diversified fields & industry
- Enclose the swimming to allow for year round use.
- Invite Wal-Mart of similar store.
- Eliminate the city tying up funds/budget in senseless programs.
- Less indebtedness to USDA and other bonding/loaning sources
- Provide elderly services and programs Advertise and promote them.
- Provide 5 day a week mental health services with 24 hour on-call in-person contact
- Re-route trucks through West Wendover. Lessen the danger & road damage
- A well run clinic open 12 hours a day and 7 days a week.
- Look to do satellite campus w/ Great Basin or UNR.
- A recreation center and programs for the youths 7 days a week.
- Create a tax free zone and bring in an outlet mall and put it where the park is and build a park in the residential area away from main drag that attracts drifters.

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- Look at a convention center to attract week day business and drive room tax for the city.
- Co-op w/ Wendover Utah on building museums and attractions for the Salt Flats and Airport that will be a stopover for tourist traveling on I-80.
- Force motor home parks to get their residents to clean up their trailers and remove eye sores around town with people parking vehicles they use for business in residential areas.
- Look at ways to reduce the government staff. Seems like there is more police on the streets during the day from the state, county and city but not on weekend nights when they are needed
- More jobs, better pay
- More businesses
- Auto parts
- 24 hour emergency care
- Short term an instacare facility
- Long term – shopping
- Retail development (maybe an outlet mall? Rusty Palms?)
- Better medical
- Extension of roadway from Tibbets west & north to Wendover Blvd. or Ola Exit

Additional Resources

Heartland Center for Leadership Development

650 "J" Street, Suite 305-C
Lincoln, Nebraska 68508
402/474-7667

www.heartlandcenter.info

Nevada Arts Council

716 N. Carson Street, Suite A
Carson City, NV 89701
775/687-6680

www.nevadaculture.org/nac

Nevada Department of Conservation and Natural Resources

901 S. Stewart St., Ste. 5001
Carson City, NV 89701
775/684-2700

www.dcnr.nv.gov

Nevada Department of Public Safety

555 Wright Way
Carson City, NV 89711
(775) 684-4808

www.dps.nv.gov

Nevada Fire Safe Council

P.O. Box 2724
Carson City, Nevada 89702
Phone: (775) 884-4455

www.nvfsc.org

Nevada Microenterprise Initiative

113 W. Plumb Lane
Reno, NV 89509
775/ 324-1812

www.4microbiz.org

Nevada Rural Housing Authority

3695 Desatoya Drive
Carson City, Nevada 89701
775/887-1795

www.nvrural.org

Governor's Office of Economic Development

808 West Nye Lane
Carson City, Nevada 89703
775/687-9918

www.diversifynevada.com

Nevada Association of Counties

304 S. Minnesota Street
Carson City, NV 89703
(775) 883-7863

www.nvnaco.org

Nevada Department of Health and Human Service

4126 Technology Way, Suite 100
Carson City, Nevada 89706-2009
775/684-4000

www.dhhs.nv.gov

Nevada Department of Transportation

1263 S. Stewart Street
Carson City, Nevada 89712
775/888-7000

www.nevadadot.com

Nevada League of Cities & Municipalities

310 S. Curry Street
Carson City, NV 89703
775/882-2121

www.nvleague.org

Nevada Rural Development Council

PO Box 3926
Carson City, NV
775/230-0075

www.ruralnevada.org

NV Small Business Development Center

University of Nevada, Reno
Ansari Business Building, Room 411
Reno, NV 89557-0100
775/784-1717

www.nsbdc.org

West Wendover Community Assessment 2013 (Revised)

Nevada State Development Corporation

6572 South McCarran Boulevard
Reno, Nevada 89509
775/770-1240
800/726-2494
www.nsdclloans.com

NevadaWorks

6490 S McCarran BLVD
Building A, Suite 1
Reno, Nevada 89509
775/377-8600
www.Nevadaworks.com

Public Utilities Commission of Nevada

1150 E. William Street
Carson City, NV 89701-3109
(775) 684-6101
<http://puc.nv.gov/>

JOIN, Inc.

Administrative Office
1005 Terminal Way, Suite 202
Reno, NV 89502
(775) 785-6106
www.join.org

Rural Nevada Development Corporation

1320 East Aultman Street
Ely, Nevada 89301
775/289-8519
www.rndcnv.org

Rural Community Assistance Corporation

3120 Freeboard Dr, # 201 - 2nd Floor
West Sacramento, CA 95691
916/447-2854 or
775/323-8882 – Reno
www.rcac.org

USDA Rural Development

1390 South Curry Street
Carson City, Nevada 89703
775/887-1222
www.rurdev.usda.gov/nv

University of Nevada Cooperative Extension

University of Nevada, Reno
Mail Stop 404
Reno, NV 89557-0404
775/784-7070
www.unce.unr.edu

US Forest Service

Humboldt-Toiyabe National Forest
1200 Franklin Way
Sparks, NV 89431
775/331-6444
www.fs.fed.us/r4/htnf/

US Bureau of Land Management

Carson City District Office
5665 Morgan Mill Road
Carson City, NV, 89701
775/885-6000
www.blm.gov/nv/

Western States Arts Federation

1743 Wazee Street, Suite 300
Denver, CO 80202
888/562-7232
303/629-1166
www.westaf.org

US Small Business Administration

Nevada District Office
400 South 4th Street, Suite 250.
Las Vegas, NV 89101
702/388-6611
www.sba.gov

20 Clues to Rural Community Survival

Heartland Center for Rural Leadership Development

<http://www.floor99hosting.com/~heartlan/what-we-do/clues-to-rural-community-survival/>

1. **Evidence of Community Pride** Successful communities are often showplaces of care, attention, history and heritage.
2. **Emphasis on Quality in Business and Community Life** People believe that something worth doing is worth doing right.
3. **Willingness to Invest in the Future** In addition to the brick-and-mortar investments, all decisions are made with an outlook on the future.
4. **Participatory Approach to Community Decision Making** Even the most powerful of opinion leaders seem to work toward building consensus.
5. **Cooperative Community Spirit** The stress is on working together toward a common goal and the focus is on positive results.
6. **Realistic Appraisal of Future Opportunities** Successful communities have learned how to build on strengths and minimize weaknesses.
7. **Awareness of Competitive Positioning** Local loyalty is emphasized, but thriving communities who know who their competitors are and position themselves accordingly.
8. **Knowledge of the Physical Environment** Relative location and available natural resources underscore decision-making.
9. **Active Economic Development Program** There is an organized, public/private approach to economic development.
10. **Deliberate Transition of Power to a Younger Generation of Leaders** People under 40 regularly hold key positions in civic and business affairs.
11. **Celebration of Diversity in Leadership** Women, minorities, youth and newcomers are welcomed into leadership circles where their ideas are treated as opportunities.
12. **Strong Belief in and Support for Education** Good schools are the norm and centers of community activity.
13. **Problem-Solving Approach to Providing Health Care** Health care is considered essential, and smart strategies are in place for diverse methods of delivery.
14. **Strong Multi-Generational Family Orientation** The definition of family is broad, and activities include younger as well as older generations.
15. **Strong Presence of Traditional Institutions that are Integral to Community Life** Churches, schools and service clubs are strong influences on community development and social activities.
16. **Sound and Well-Maintained Infrastructure** Leaders work hard to maintain and improve streets, sidewalks, water systems, and sewage facilities.
17. **Careful Use of Fiscal Resources** Frugality is a way of life and expenditures are considered investments in the future.
18. **Sophisticated Use of Technology Resources** Leaders access information that is beyond the knowledge base available in the community.
19. **Willingness to Seek Help from the Outside** People seek outside help for community needs, and many compete for government grants and contracts for economic and social programs.
20. **Conviction that, in the Long Run, You Have to Do It Yourself** Thriving rural communities believe their destiny is in their own hands. Making their communities good places is a pro-active assignment, and they willingly accept it.

Traits of Good Governance

Governance is the process of making and carrying out decisions.

Effective governance incorporates a variety of decision-making and implementation practices by a wide range of people, organizations, and institutions beyond government. These include non-profit groups, faith-based organizations, community foundations, citizen alliances, community colleges, business associations, and others.

Effective governance incorporates community building-processes that develop leadership, enhance social capital and personal networks, and strengthen a community's capacity for improvement.

It is the hope of the resource team that the community assessment process has provided encouragement and support for your community's pursuit of effective governance.

Nevada Rural Development Council

