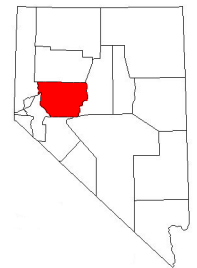


**A STRATEGIC PLAN FOR  
THE CHURCHILL COUNTY MUSEUM  
FOR 2026 THROUGH 2030**



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FOR 2026 THROUGH 2030**

Nathan G. Strong

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# ACKNOWLEDGEMENTS

Approved by the Churchill County Museum Association Board of Trustees on  
January 21, 2026



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Eric Blakey, Churchill County Commissioner

Churchill County Museum Strategic Planning Workshop  
June 26, 2025 and June 27, 2025

*A special thank you to everyone that participated in the strategic planning workshop.*

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# Churchill County Museum Strategic Plan for 2026 through 2030

## Core Values

*Forge Meaningful Relationships with individuals and organizations across generations,  
Stewardship and Preservation of cultural and natural heritage,  
Education about cultural and natural heritage,  
Dedicated Supporters, Continual Improvement, and Integrity*

***Forge Meaningful Relationships with individuals and organizations across generations:***  
Connect on an intellectual and emotional level with organizations and individuals across generations to leverage each other's strengths and support one another.

***Stewardship and Preservation of cultural and natural heritage:*** Preserving objects and knowledge relating to Churchill County's past, present, and future.

***Education about cultural and natural heritage:*** Promoting and providing access to objects and knowledge related to Churchill County's past, present, and future for all.

***Dedicated Supporters:*** Supporting community members and visitors with respect and dedication.

***Continual Improvement:*** Always striving to change and improve in accordance with professional standards and our evolving community.

***Integrity:*** Conducting ourselves with honesty while fulfilling our obligations to others.

## Mission

*To help people forge meaningful connections to Churchill County's natural and cultural heritage, strengthen community ties, and shape our future.*

## Vision

*At the heart of a thriving community, the Churchill County Museum inspires generations to discover and appreciate Churchill County, encourage thoughtful dialogue, exercise creativity, and implement positive change.*

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# Churchill County Museum Strategic Plan for 2026 through 2030

## Strategic Goals

### *Collections and Stewardship*

*Collections and Stewardship Goal No. 1:* Complete collection policy revisions by December 31, 2025.

*Collections and Stewardship Goal No. 2:* Develop Oral History Program by June 30, 2026, and begin conducting four interviews annually.

### *Facilities and Long-Term Planning*

*Facilities and Long-Term Planning Goal No. 1:* Repurpose the museum entryway and store location by June 30, 2030.

*Facilities and Long-Term Planning Goal No. 2:* By June 30, 2030, plot a capital improvement campaign plan including, but not limited to, a needs assessment, a feasibility study, towards an improved campus.

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# Churchill County Museum Strategic Plan for 2026 through 2030

## Strategic Goals

### *Capacity Building and Resource Development*

***Capacity Building and Resource Development Goal No. 1:*** Develop a volunteer program to increase total volunteer hours fivefold by June 30, 2026.

***Capacity Building and Resource Development Goal No. 2:*** Increase Churchill County Museum Association membership by 10 percent annually.

***Capacity Building and Resource Development Goal No. 3:*** Develop tiered donor structure by June 30, 2026.

***Capacity Building and Resource Development Goal No. 4:*** Implement a professional development program for staff and analyze its impact by June 30, 2026.

***Capacity Building and Resource Development Goal No. 5:*** Develop grant program and apply for one grant quarterly by 2028.

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# Churchill County Museum Strategic Plan for 2026 through 2030

## Strategic Goals

### *Marketing and Community Engagement*

*Marketing and Community Engagement Goal No. 1:* Meet with at least twelve unique Community Based Organizations (CBOs) each year.

*Marketing and Community Engagement Goal No. 2:* Develop a marketing strategy and tie it to a defined advertising budget for inclusion in the annual budget cycle.

*Marketing and Community Engagement Goal No. 3:* Increase total museum programming attendance by 10 percent in 2026 through experimenting with schedule formats and improved advertising.

*Marketing and Community Engagement Goal No. 4:* Host one travelling exhibit per year.

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# 1.0 Introduction

## Overview

What is strategy? According to John E. Gamble, Margaret A. Peteraf, and Arthur A. Thompson, in their 2015 book, *Essentials of Strategic Management: The Quest for Competitive Advantage*, “A strategy is a way of describing **how** you are going to get things done. It is less specific than an action plan (which tells the who-what-when); instead, it tries to broadly answer the question, ‘How do we get there from here?’ Do we want to take the train? Fly? Walk?” In short, a strategic plan provides an organization with a fundamental affirmation of the organization’s core values, strategic mission, and strategic vision while outlining the goals, objectives, and implementation measures the organization will attempt to achieve and implement over the strategic planning horizon.

Typically, a strategic plan includes three basic elements. First, the strategic plan is a recognition of the existing barriers an organization faces and the resources the organization has at its disposal to achieve strategic objectives. Second, the strategic plan is generally tied to an overall vision, mission, and a set of clearly defined objectives. And third, the strategic plan provides direction to the organization for the organization’s future planned initiatives focusing on providing information, enhancing support, removing barriers, and providing resources to various parts of the organization and key stakeholders who have an interest in the achievement of the strategic plan.

When evaluating and developing a strategic plan, five basic questions must be answered, including:

- Does the strategic plan give overall direction to the organization? The strategic plan should point out the overall path without dictating a particular narrow approach.
- Does the strategic plan realistically fit available resources with identified opportunities? The strategic plan should take advantage of current resources and assets while embracing new opportunities for growth and success.
- Does the strategic plan minimize existing and future resistance and barriers the organization currently confronts and may have to address in the future? The strategic plan should keep in mind that opposition and resistance to implementation of the strategic plan is inevitable. Good strategic plans should attract allies and deter opponents.
- Does the strategic plan reach those that may be affected, positively and negatively, by implementing the strategic plan? The strategic plan should connect the intervention with

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those who it should benefit while minimizing potential negative impacts to those impacted by the plan.

- Does the strategic plan advance the strategic mission of the organization? The strategy should make a difference on the mission of the organization while enabling the organization to achieve stated goals and objectives.

For museums in particular, strategic planning is essential because museums inherently shape and control narratives of the communities their collections represent. Richard Handler in his 1993 article *An Anthropological Definition of a Museum and its Purpose* defined a museum as “an institution in which social relationships are oriented in terms of a collection of objects which are made meaningful by those relationships...” Carol Duncan stated this interpretive power even more succinctly in her 1993 book *Civilizing Rituals: Inside Public Art Museums*: “To control a museum means precisely to control the representations of a community and its highest values and truths.” As with other public serving institutions, a museum’s strategic plan is not simply an internal roadmap but a framework that guides how a museum represents its community, engages in stewardship, and ensures its narratives remain inclusive, ethical, and grounded in shared values.

In 2025, the Churchill County Museum Association contracted with the University Center for Economic Development, part of the College of Business at the University of Nevada, Reno, to assist in the development of a new five-year organizational strategic plan for the Churchill County Museum designed to guide the museum’s efforts covering the 2026 through 2030 five-year strategic planning horizon. The efforts to develop this new five-year organizational strategic were built upon Churchill County Museum’s many accomplishments in implementing various elements of the museum’s existing organizational strategic plan, *Strategic Directions*, adopted in July 2018. In the time since the Churchill County Museum has faced several challenges, ranging from limited financial and non-financial resources to personnel turnover at every level, all impacting the ability of the Churchill County Museum to meet the rapidly growing and changing needs and wants of residents, visitors, and association members, to the many challenges created by the COVID-19 global pandemic. Across all these challenges, the Churchill County Museum has remained dedicated to its core functions and to advancing the museum’s mission across all of Churchill County, the state of Nevada, and the western United States.

This University Center for Economic Development technical report provides a comprehensive summary of the strategic planning work completed by representatives from Churchill County Museum and the Churchill County Museum Association who participated in strategic planning workshops on June 26, 2025, and June 27, 2025, facilitated by University Center for Economic Development faculty. Section 2.0 of this University Center for Economic Development technical report presents a comprehensive summary of various socio-demographic, economic, and housing characteristics for Churchill County, the city of Fallon, and neighboring Nevada communities. Section 3.0 of this University Center for Economic Development technical report summarizes a comprehensive assessment of various internal and external organizational conditions that will also likely impact future Churchill County Museum activities and the specific strategic goals and objectives the organization will pursue over the next five-year strategic planning horizon. Section 4.0 presents an assessment and evaluation of the existing organizational strategic plan,

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*Strategic Directions*, and Section 5.0 presents a comprehensive overview of the critical elements of the new Churchill County Museum five-year, 2026 through 2030, organizational strategic plan including a new set of core values, a new and updated organizational strategic mission statement and strategic vision statement, and a new set of strategic organizational goals, objectives, and actionable items.

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## 2.0 Socio-Demographic, Economic, and Housing Profile

This section presents a general overview of local and regional socio-demographic, economic, and housing conditions of Churchill County, the city of Fallon, and neighboring Nevada communities. This socio-demographic, economic, and housing data was used by Churchill County Museum and Churchill County Museum Association representatives during the organizational planning workshop held June 26, 2025, and June 27, 2025, as part of a broader assessment of relevant internal and external environmental conditions.

Eleven separate socio-demographic, economic, and housing categories are included in this subsection including total population, median age, school enrollment, educational attainment, households with a computer and broadband Internet subscription, median household income, median family income, per capita income, poverty rates, and total housing units. Year-over-year changes in each of these categories are presented in this sub-section and, when possible, comparison in the change for each category for Churchill County, the city of Fallon, and similar changes at the regional, state, and national levels are presented.

### 2.1 Total Population

Table 2.1 presents the change in total population for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes in total population for individual communities and population centers located throughout neighboring Lyon County and Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

Between 2018 and 2023, the total population for all of Churchill County increased from an estimated 24,010 total individuals to an estimated 25,615 total individuals, a net increase of 1,605 total individuals or by 6.7 percent, and increased by 1,041 total individuals, or by 12.5 percent, in the city of Fallon from an estimated 8,330 total individuals to an estimated 9,371 total individuals.

The total population for Lyon County increased between 2018 and 2023 by 7,475 total individuals, or by 14.1 percent, from an estimated 53,155 total individuals to an estimated 60,630 total individuals. The total population for the city of Fernley increased by 4,058 total individuals, or by 20.7 percent, from an estimated 19,573 total individuals in 2018 to an estimated 23,631 total individuals in 2023, while the total population increased for city of Yerington by just 36 total individuals, or by 1.2 percent, from an estimated 3,103 total individuals in 2018 to an estimated 3,139 total individuals in 2023. For the community of Dayton, total population between 2018 and 2023 increased by 6,365 total individuals, or by 66.9 percent, from and

estimated 9,508 total individuals to an estimated 15,873 total individuals and increased in the community of Silver Springs by 1,009 total individuals, or by 22.4 percent, from an estimated 4,514 total individuals to an estimated 5,523 total individuals.

<b>Table 2.1 – Total Population Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>24,010</b>	<b>25,615</b>	<b>1,605</b>	<b>6.7%</b>
City of Fallon	8,330	9,371	1,041	12.5%
<b>Lyon County</b>	<b>53,155</b>	<b>60,630</b>	<b>7,475</b>	<b>14.1%</b>
City of Fernley	19,573	23,631	4,058	20.7%
City of Yerington	3,103	3,139	36	1.2%
Dayton CDP	9,508	15,873	6,365	66.9%
Silver Springs CDP	4,514	5,523	1,009	22.4%
<b>Nye County</b>	<b>43,705</b>	<b>53,207</b>	<b>9,502</b>	<b>21.7%</b>
Gabbs CDP	155	158	3	1.9%
Fallon Paiute-Shoshone Reservation	745	653	-92	-12.3%
Pyramid Lake Paiute Reservation	1,499	1,522	23	1.5%
Walker River Paiute Reservation	1,209	976	-233	-19.3%
<b>State of Nevada</b>	<b>2,922,849</b>	<b>3,141,000</b>	<b>218,151</b>	<b>7.5%</b>
<b>United States</b>	<b>322,903,030</b>	<b>332,387,540</b>	<b>9,484,510</b>	<b>2.9%</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023

For Nye County the total population increased from an estimated 43,705 total individuals in 2018 to an estimated 53,207 total individuals in 2023, a net increase of 9,502 total individuals or by 21.7 percent and increased by 3 total individuals, or by 1.9 percent, in the community of Gabbs from an estimated 155 total individuals in 2018 to an estimated 158 total individuals in 2023.

The total population across the Fallon Paiute-Shoshone Reservation, decreased between 2018 and 2023 from an estimated 745 total individuals to an estimated 653 total individuals, a net decrease of 92 total individuals or by -12.3 percent, while the total population for Pyramid Lake Paiute Reservation increased from an estimated 1,499 total individuals in 2018 to 1,522 total individuals in 2023, a net increase of 23 total individuals or by 1.5 percent, and the total

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population for Walker River Paiute Reservation decreased from an estimated 1,209 total individuals in 2018 to an estimated 976 total individuals in 2023, a net decrease of 233 total individuals or by -19.3 percent.

Statewide, the total population for the entire state of Nevada increased from an estimated 2.9 million total individuals in 2018 to an estimated 3.1 million total individuals in 2023, a net increase of 218,151 total individuals or by 7.5 percent. Nationwide, the total population for the entire United States increased from an estimated 322.9 million total individuals in 2018 to an estimated 332.4 million total individuals in 2023, a net increase of 9.5 million total individuals or by 2.9 percent.

## 2.2 Median Age

Table 2.2 presents the change in median age for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes in median age for individual communities and population centers located throughout neighboring Lyon County and Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

Between 2018 and 2023, median age for all of Churchill County increased slightly, from an estimated 39.5 years of age to an estimated 39.8 years of age, a net increase of 0.3 years or by 0.8 percent, and increased by for the city of Fallon from an estimated 34.9 years of age to an estimated 35.4 years of age, a net increase of 0.6 years or by 1.4 percent.

The median age for all of Lyon County decreased from an estimated 44.1 years of age in 2018 to an estimated 42.9 years of age in 2023, a net decrease of 1.3 years or by -2.7 percent. In the city of Fernley, the median age decreased between 2018 and 2023 from an estimated 40.0 years of age to an estimated 35.8 years of age, a net decrease of 4.2 years or by -10.5 percent, and increased significantly in city of Yerington from an estimated 38.9 years of age to an estimated 55.4 years of age, a net increase of 17.5 years or by 42.4 percent. For the community of Dayton, the median increased between 2018 and 2023 from an estimated 41.0 years of age to an estimated 44.8 years of age, a net increase of 3.8 years or by 9.3 percent, and decreased slightly for the community of Silver Springs from an estimated 53.3 years of age to an estimated 52.8 years of age, a net decrease of 0.5 years or by -0.9 percent.

The median age for all of Nye County decreased from an estimated 52.7 years of age in 2018 to an estimated 52.4 years of age in 2023, a net decrease of 0.3 years or by -0.6 percent, but increased in the community of Gabbs from an estimated 60.5 years of age to an estimated 71.3 years of age, a net increase of 10.8 years or by 17.9 percent between 2018 and 2023.

The median age for the Fallon Paiute-Shoshone Reservation, increased from an estimated 33.9 years of age in 2018 to an estimated 39.6 years of age in 2023, a net increase of 5.7 years or by 16.8 percent, and median age for the Pyramid Lake Paiute Reservation also increased, from an estimated 35.7 years of age to an estimated 41.8 years of age, a net increase of 6.1 years or by 17.1 percent, while the median age for the Walker River Paiute Reservation increased slightly

from an estimated 31.3 years of age to an estimated 31.5 years of age, a net increase of 0.2 years or by 0.6 percent between 2018 and 2023.

<b>Table 2.2 – Median Age Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>39.5</b>	<b>39.8</b>	<b>0.3</b>	<b>0.8%</b>
City of Fallon	34.9	35.4	0.6	1.4%
<b>Lyon County</b>	<b>44.1</b>	<b>42.9</b>	<b>-1.3</b>	<b>-2.7%</b>
City of Fernley	40.0	35.8	-4.2	-10.5%
City of Yerington	38.9	55.4	17.5	42.4%
Dayton CDP	41.0	44.8	3.8	9.3%
Silver Springs CDP	53.3	52.8	-0.5	-0.9%
<b>Nye County</b>	<b>52.7</b>	<b>52.4</b>	<b>-0.3</b>	<b>-0.6%</b>
Gabbs CDP	60.5	71.3	10.8	17.9%
Fallon Paiute-Shoshone Reservation	33.9	39.6	5.7	16.8%
Pyramid Lake Paiute Reservation	35.7	41.8	6.1	17.1%
Walker River Paiute Reservation	31.3	31.5	0.2	0.6%
<b>State of Nevada</b>	<b>37.9</b>	<b>38.9</b>	<b>1.0</b>	<b>2.6%</b>
<b>United States</b>	<b>37.9</b>	<b>38.7</b>	<b>0.8</b>	<b>2.1%</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023

Statewide, the median age for the entire state of Nevada increased from an estimated 37.9 of age in 2018 to an estimated 38.9 years of age in 2023, a net increase of 1.0 year or by 2.6 percent, while nationwide, the median age for the entire United States increased from an estimated 37.9 years of age to an estimated 38.7 years of age, a net increase of 0.8 years or by 2.1 percent.

### 2.3 School Enrollment

Table 2.3 presents the total population of individuals 3 year of age and older for Churchill County and the city of Fallon by school enrollment in 2023, as well as for Lyon County, Nye County, the cities of Fernley and Yerington, the communities of Dayton, Silver Springs, and Gabbs and for the state of Nevada. The three largest population groups by school enrollment are highlighted for each geographic area presented in Table 2.3.

<b>Table 2.3 – School Enrollment, Population 3 Years of Age and Older Enrolled in School (Part 1) Churchill County, Lyon County, Nye County, State of Nevada 2023</b>					
<b>Enrollment Category</b>	<b>Churchill County</b>	<b>Fallon</b>	<b>Lyon County</b>	<b>Nye County</b>	<b>State of Nevada</b>
Nursery School, Preschool	362	240	648	319	30,492
Kindergarten	244	94	746	621	36,855
Elementary School (grades 1-8)	2,682	892	5,743	3,724	307,684
High School (grades 9-12)	1,196	478	2,902	1,989	162,203
College or Graduate School	1,227	542	2,288	1,160	165,777
<b>Total</b>	<b>5,711</b>	<b>2,246</b>	<b>12,327</b>	<b>7,813</b>	<b>703,011</b>
<b>Enrollment Category</b>	<b>Fernley</b>	<b>Yerington</b>	<b>Dayton</b>	<b>Silver Springs</b>	<b>Gabbs</b>
Nursery School, Preschool	328	19	118	17	0
Kindergarten	341	33	283	38	0
Elementary School (grades 1-8)	2,779	256	1,367	408	0
High School (grades 9-12)	1,308	161	657	217	23
College or Graduate School	1,332	101	454	145	0
<b>Total</b>	<b>6,088</b>	<b>570</b>	<b>2,879</b>	<b>825</b>	<b>23</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2023

In 2023, the three largest population groups by school enrollment for individuals aged 3 years or older for all of Churchill County were Elementary School (grades 1-8) with 2,682 total individuals, College or Graduate School with 1,227 total individuals, and High School (grades 9-12) with 1,196 total individuals. For the city of Fallon, the three largest population groups by school enrollment in 2023 were Elementary School (grades 1-8) with 892 total individuals,

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College or Graduate School with 542 total individuals, and High School (grades 9-12) with 478 total individuals.

For Lyon County, the three largest population groups by school enrollment in 2023 were Elementary School (grades 1-8) with 5,743 total individuals, High School (grades 9-12) with 2,902 total individuals and College or Graduate School with 2,288 total individuals. For the city of Fernley, the three largest population groups by school enrollment in 2023 were Elementary School (grades 1-8) with 2,779 total individuals, College or Graduate School with 1,332 total individuals, and High School (grades 9-12) with 1,308 total individuals, while for the city of Yerington, the three largest population groups were Elementary School (grades 1-8) with 256 total individuals, High School (grades 9-12) with 161 total individuals, and College or Graduate School with 101 total individuals. For the community of Dayton, the three largest population groups by school enrollment in 2023 were Elementary School (grades 1-8) with 1,367 total individuals, High School (grades 9-12) with 657 total individuals, and College or Graduate School with 454 total individuals, while for the community of Silver Springs, the three largest population groups were Elementary School (grades 1-8) with 408 total individuals, High School (grades 9-12) with 217 total individuals, and College or Graduate School with 145 total individuals. For Nye County, the three largest population groups by school enrolled in 2023 were Elementary School (grades 1-8) with 3,724 total individuals, High School (grades 9-12) with 1,989 total individuals, and College or Graduate School with 1,160 total individuals. For the community of Gabbs, the only population group with any enrollment in 2023 was High School (grades 9-12) with 23 total individuals.

For the entire state of Nevada, the three largest population groups by school enrollment in 2023 were Elementary School (grades 1-8) with 307,684 total individuals, College or Graduate School with 165,777 total individuals, and High School (grades 9-12) with 162,203 total individuals.

Table 2.4 presents the total population of individuals 3 year of age and older in 2023 for the Fallon Paiute-Shoshone Reservation, Pyramid Lake Paiute Reservation, and Walker River Paiute Reservation, and for the entire United States. The three largest population groups by school enrollment are highlighted for each geographic area presented in Table 2.4.

For the Fallon Paiute-Shoshone Reservation, the three largest population groups by school enrollment in 2023 were Elementary School (grades 1-8) with 58 total individuals, High School (grades 9-12) with 44 total individuals, and College or Graduate School with 28 total individuals. For the Pyramid Lake Paiute Reservation, the three largest population groups by school enrollment were Elementary School (grades 1-8) with 158 total individuals, College or Graduate School with 63 total individuals, and High School (grades 9-12) with 26 total individuals. For the Walker River Paiute Reservation, the three largest population groups by school enrollment were Elementary School (grades 1-8) with 80 total individual, High School (grades 9-12) with 79 total individuals, and College or Graduate School with 30 total individuals.

Nationwide, the three largest population groups by school enrollment in the United States in 2023 were Elementary School (grades 1-8) with 32.7 million individuals, College or Graduate School 21.4 million individuals, and High School (grades 9-12) with 17.3 million individuals.

<b>Table 2.4 – School Enrollment, Population 3 Years of Age and Older Enrolled in School (Part 2) Fallon Paiute-Shoshone Reservation, Pyramid Lake Paiute Reservation, Walker River Paiute Reservation, United States 2023</b>				
<b>Enrollment Category</b>	<b>Fallon Paiute-Shoshone Reservation</b>	<b>Pyramid Lake Paiute Reservation</b>	<b>Walker River Paiute Reservation</b>	<b>United States</b>
Nursery School, Preschool	7	15	9	4,616,689
Kindergarten	10	12	16	4,047,893
Elementary School (grades 1-8)	58	158	80	32,744,426
High School (grades 9-12)	44	26	79	17,320,402
College or Graduate School	28	63	30	21,391,554
<b>Total</b>	<b>147</b>	<b>274</b>	<b>214</b>	<b>80,120,964</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2023

## 2.4 Educational Attainment

Table 2.5 presents the educational attainment level of individuals aged 25 years and older in 2023 for Churchill County, the city of Fallon, Lyon County, Nye County and their communities. The three largest population groups by educational attainment level are highlighted for each geographic area in Table 2.5.

In 2023, the three largest educational attainment levels for individuals aged 25 years and older for Churchill County were High School Graduate, Equivalency with 5,888 total individuals, Some College, No Degree with 4,859 total individuals, and Bachelor’s Degree with 2,378 total individuals. For the city of Fallon, the largest educational attainment levels in 2023 were High School Graduate, Equivalency with 2,219 total individuals, Some College, No Degree with 2,096 total individuals, and Bachelor’s Degree with 715 total individuals.

For Lyon County, the three largest educational attainment levels for individuals aged 25 years and older in 2023 were High School Graduate, Equivalency with 14,206 total individuals, Some College, No Degree with 12,122 total individuals, and Bachelor’s Degree with 5,459 total individuals. For the city of Fernley, the largest education attainment levels were High School Graduate, Equivalency with 5,753 total individuals, Some College, No Degree with 4,578 total individuals, and Bachelor’s Degree with 1,788 total individuals, and for the city of Yerington the largest levels were High School Graduate, Equivalency with 752 total individuals, Some College, No Degree with 707 total individuals, and Bachelor’s Degree with 283 total individuals.

<b>Table 2.5 – Educational Attainment, Population 25 Years of Age and Older (Part 1) Churchill County, Lyon County, Nye County, State of Nevada 2023</b>					
<b>Educational Attainment Level</b>	<b>Churchill County</b>	<b>Fallon</b>	<b>Lyon County</b>	<b>Nye County</b>	<b>State of Nevada</b>
Less than 9th Grade	347	115	1,775	1,888	117,806
9th to 12th Grade, No Diploma	1,068	374	3,657	3,642	159,583
High School Graduate, Equivalency	5,888	2,219	14,206	14,718	602,478
Some College, No Degree	4,859	2,096	12,122	12,503	523,537
Associate's Degree	2,272	542	4,715	3,437	191,284
Bachelor's Degree	2,378	715	5,459	3,582	390,041
Graduate or Professional Degree	922	347	2,121	1,670	211,352
	<b>Fernley</b>	<b>Yerington</b>	<b>Dayton</b>	<b>Silver Springs</b>	<b>Gabbs</b>
Less than 9th Grade	436	60	574	130	28
9th to 12th Grade, No Diploma	1,036	213	870	726	0
High School Graduate, Equivalency	5,753	752	3,115	1,554	37
Some College, No Degree	4,578	707	3,424	1,122	70
Associate's Degree	1,569	212	1,355	336	0
Bachelor's Degree	1,788	283	1,789	371	0
Graduate or Professional Degree	688	115	680	232	0

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2023

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For the community of Dayton, the three largest population groups by educational attainment levels for individuals aged 25 years and older in 2023 were Some College, No Degree with 3,424 total individuals, High School Graduate, Equivalency with 3,115 total individuals, and Bachelor's Degree with 1,789 total individuals, and for the community of Silver Springs, the three highest educational attainment levels were High School Graduate, Equivalency with 1,554 total individuals, Some College, No Degree with 1,122 total individuals, and 9th to 12th Grade, No Diploma with 726 total individuals.

For all of Nye County, in 2023 the three largest population groups by educational attainment levels for individuals aged 25 years and older were High School Graduate, Equivalency with 14,718 total individuals, Some College, No Degree with 12,503 total individuals, and 9th to 12th Grade, No Diploma with 3,642 total individuals, while for the community of Gabbs, there were only three populated groups for individuals aged 25 years and older with any educational attainment level in 2023 which included Some College, No Degree with 70 total individuals, High School Graduate, Equivalency with 37 total individuals, and Less than 9th Grade with a total of 28 individuals.

Statewide, the three largest population groups by educational attainment levels for individuals aged 25 years and older for the entire state of Nevada in 2023 were High School Graduate, Equivalency with 602,478 total individuals, Some College, No Degree with 523,537 total individuals, and Bachelor's Degree with 390,041 total individuals.

Table 2.6 presents the educational attainment level of individuals aged 25 years and older in 2023 for the Fallon Paiute-Shoshone Reservation, the Pyramid Lake Paiute Reservation, the Walker River Paiute Reservation, and for the entire United States. The three largest populations when grouped by educational attainment level in Table 2.6 are highlighted for each geographic area.

For the Fallon Paiute-Shoshone Reservation, the four largest population groups by educational attainment levels for individuals aged 25 years and older in 2023 were High School Graduate, Equivalency with 173 total individuals, Some College, No Degree with 145 total individuals, and Associate's Degree and Bachelor's Degree each with 35 total individuals. For the Pyramid Lake Paiute Reservation, the three highest educational attainment levels were High School Graduate, Equivalency with 379 total individuals, Some College, No Degree with 367 total individuals, and 9th to 12th Grade, No Diploma with 122 total individuals. For the Walker River Paiute Reservation, the three highest educational attainment levels were High School Graduate, Equivalency with 198 total individuals, Some College, No Degree with 180 total individuals, and Bachelor's Degree with 69 total individuals.

Nationwide, the three largest population groups by educational attainment levels for individuals aged 25 years and older for the entire United States, were High School Graduate, Equivalency with 59.8 million total individuals, Bachelor's Degree with 48.6 million total individuals, and Some College, No Degree with 44.3 million total individuals.

<b>Table 2.6 – Educational Attainment, Population 25 Years of Age and Older (Part 2) Fallon Paiute-Shoshone Reservation, Pyramid Lake Paiute Reservation, Walker River Paiute Reservation, United States 2023</b>				
<b>Educational Attainment Level</b>	<b>Fallon Paiute-Shoshone Reservation</b>	<b>Pyramid Lake Paiute Reservation</b>	<b>Walker River Paiute Reservation</b>	<b>United States</b>
Less than 9th Grade	14	36	9	10,732,389
9th to 12th Grade, No Diploma	30	122	49	13,497,828
High School Graduate, Equivalency	173	379	198	59,836,489
Some College, No Degree	145	367	180	44,354,396
Associate’s Degree	35	93	45	20,059,257
Bachelor's Degree	35	85	69	48,591,540
Graduate or Professional Degree	12	30	19	31,362,762

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2023

**2.5 Households with a Computer and a Broadband Internet Subscription**

Table 2.7 presents the change in percentage of total households with a computer or other similar device for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes for individual communities and population centers located throughout neighboring Lyon County and Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

Between 2018 and 2023 for Churchill County, the percentage of total households with a computer or similar electronic device increased from an estimated 91.0 percent to an estimated 94.6 percent, a net increase of 3.6 percent or by a percentage increase of 4.0 percent while the percentage of total households with a computer in the city of Fallon also increased from an estimated 93.0 percent to an estimated 96.1 percent, a net increase of 3.1 percent or by a percentage increase of 3.3 percent.

The percentage of total households with a computer for Lyon County increased between 2018 and 2023 by 6.5 percent, or by a percentage increase of 7.3 percent, from an estimated 89.2 percent of households to an estimated 95.7 percent of households. The percentage of total households with a computer increased by 7.3 percent, or by a percentage increase of 8.1 percent,

in the city of Fernley from an estimated 90.1 percent of total households in 2018 to an estimated 97.4 percent of total households in 2023, while the percentage total households with a computer also increased for city of Yerington by 9.0 percent, or by a percentage increase of 11.2 percent, from an estimated 80.1 percent to an estimated 89.1 percent. For the community of Dayton, the percentage of total households with a computer between 2018 and 2023 increased by just 1.0 percent, or by a percentage increase also of 1.0 percent, from and estimated 95.7 percent of total households to an estimated 96.7 percent of total households and significantly increased in the community of Silver Springs by 13.4 percent, or by a percentage increase of 16.1 percent, from an estimated 83.0 percent to an estimated 96.4 percent.

<b>Table 2.7 – Percentage of Total Households with a Computer Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>91.0%</b>	<b>94.6%</b>	<b>3.6%</b>	<b>4.0%</b>
City of Fallon	93.0%	96.1%	3.1%	3.3%
<b>Lyon County</b>	<b>89.2%</b>	<b>95.7%</b>	<b>6.5%</b>	<b>7.3%</b>
City of Fernley	90.1%	97.4%	7.3%	8.1%
City of Yerington	80.1%	89.1%	9.0%	11.2%
Dayton CDP	95.7%	96.7%	1.0%	1.0%
Silver Springs CDP	83.0%	96.4%	13.4%	16.1%
<b>Nye County</b>	<b>87.6%</b>	<b>92.5%</b>	<b>4.9%</b>	<b>5.6%</b>
Gabbs CDP	85.6%	-	-	-
Fallon Paiute- Shoshone Reservation	80.1%	87.2%	7.1%	8.9%
Pyramid Lake Paiute Reservation	77.9%	84.0%	6.1%	7.8%
Walker River Paiute Reservation	72.3%	94.7%	22.4%	31.0%
<b>State of Nevada</b>	<b>91.2%</b>	<b>96.1%</b>	<b>4.9%</b>	<b>5.4%</b>
<b>United States</b>	<b>88.8%</b>	<b>94.8%</b>	<b>6.0%</b>	<b>6.8%</b>

*Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023*

The percentage of total households with a computer or similar electronic device for all of Nye County increased from an estimated 87.6 percent in 2018 to an estimated 92.5 percent in 2023, a net increase of 4.9 percent or by a percentage increase of 5.6 percent, while no data existed for the community of Gabbs for 2023 meaning any change from the estimated 85.6 percent of total households with a computer or similar electronic device in 2018 could not be measured.

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The percentage of total households with a computer for the entire Fallon Paiute-Shoshone Reservation increased from an estimated 80.1 percent in 2018 to an estimated 87.2 percent in 2023, a net increase of 7.1 percent or by a percentage increase of 8.9 percent, while the percentage of total households with a computer for the entire Pyramid Lake Paiute Reservation also increased from an estimated 77.9 percent in 2018 to an estimated 84.0 percent in 2023, a net increase of 6.1 percent or by a percentage increase of 7.8 percent, and the percentage of total households with a computer for the entire Walker River Paiute Reservation increased significantly from an estimated 72.3 percent in 2018 to an estimated 94.7 percent in 2023, a net increase of 22.4 or by a percentage increase of 31.0 percent.

Statewide, percentage of total households with a computer or similar electronic device for the entire state of Nevada increased from an estimated 91.2 percent in 2018 to an estimated 96.1 percent in 2023, a net increase of 4.9 or by a percentage increase of 5.4 percent, while nationwide the percentage of total households with a computer or similar electronic device for the entire United States increased from an estimated 88.8 percent in 2018 to an estimated 94.8 percent in 2023, a net increase of 6.0 percent or by a percentage increase of 6.8 percent.

Table 2.8 presents the change in percentage of total households with a broadband Internet subscription for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes for individual communities and population centers located throughout neighboring Lyon County and Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

Between 2018 and 2023, for all of Churchill County the percentage of total households with a broadband Internet subscription increased from an estimated 82.2 percent to an estimated 88.5 percent, a net increase of 6.3 percent or by percentage increase of 7.7 percent, and increased from an estimated 82.1 percent to an estimated 92.5 percent for the city of Fallon, a net increase of 10.4 percent or by a percentage increase of 12.7 percent.

For all of Lyon County, between 2018 and 2023 the percentage of total households with a broadband Internet subscription increased from an estimated 82.4 percent to an estimated 91.1 percent, a net increase of 8.7 percent or by a percentage increase of 10.6 percent. In the city of Fernley, the percentage of total households with a broadband Internet subscription increased from an estimated 84.4 percent to an estimated 89.9 percent, a net increase of 5.5 percent or by a percentage increase of 6.5 percent, and also increased for the city of Yerington from an estimated 75.1 percent in 2018 to an estimated 85.1 percent in 2023, a net increase of 10.0 percent or by a percentage increase of 13.3 percent. Between 2018 and 2023, the percentage of total households with a broadband Internet subscription increased in the community of Dayton by 7.4 percent, or by a percentage increase of 8.4 percent, from an estimated 87.9 percent to an estimated 95.3 percent, and increased significantly in the community of Silver Springs, from an estimated 71.8 percent to an estimated 93.4 percent, a net increase of 21.6 percent or by a percentage increase of 30.1 percent.

The percentage of total households with a broadband Internet subscription for all of Nye County increased from an estimated 73.1 percent in 2018 to an estimated 80.8 percent in 2023, a net increase of 7.7 percent or by a percentage increase of 10.5 percent, while no data existed for the

community of Gabbs for 2023 meaning any change could not be measured from the estimated 36.0 percent of total households with a broadband Internet subscription in 2018.

<b>Table 2.8 – Percentage of Total Households with a Broadband Internet Subscription Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>82.2%</b>	<b>88.5%</b>	<b>6.3%</b>	<b>7.7%</b>
City of Fallon	82.1%	92.5%	10.4%	12.7%
<b>Lyon County</b>	<b>82.4%</b>	<b>91.1%</b>	<b>8.7%</b>	<b>10.6%</b>
City of Fernley	84.4%	89.9%	5.5%	6.5%
City of Yerington	75.1%	85.1%	10.0%	13.3%
Dayton CDP	87.9%	95.3%	7.4%	8.4%
Silver Springs CDP	71.8%	93.4%	21.6%	30.1%
<b>Nye County</b>	<b>73.1%</b>	<b>80.8%</b>	<b>7.7%</b>	<b>10.5%</b>
Gabbs CDP	36.0%	-	-	-
Fallon Paiute- Shoshone Reservation	62.8%	79.6%	16.8%	26.8%
Pyramid Lake Paiute Reservation	56.7%	74.6%	17.9%	31.6%
Walker River Paiute Reservation	57.5%	80.9%	23.4%	40.7%
<b>State of Nevada</b>	<b>81.3%</b>	<b>90.3%</b>	<b>9.0%</b>	<b>11.1%</b>
<b>United States</b>	<b>80.4%</b>	<b>89.7%</b>	<b>9.3%</b>	<b>11.6%</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023

The percentage of total household with a broadband Internet Subscription increased significantly for the entire Fallon Paiute-Shoshone Reservation between 2018 and 2023, from an estimated 62.8 percent to an estimated 79.6 percent, a net increase of 16.8 percent or by a percentage increase of 26.8 percent, increased substantially for the entire Pyramid Lake Paiute Reservation from an estimated 56.7 percent to an estimated 74.6 percent, a net increase of 17.9 percent or by a percentage increase of 31.6 percent, and increased dramatically for the entire Walker River Paiute Reservation, from an estimated 57.5 percent to an estimated 80.9 percent, a net increase of 23.4 percent or by a percentage increase of 40.7 percent.

Statewide, the percentage of total households with a broadband Internet subscription increased for the entire state of Nevada from an estimated 81.3 percent in 2018 to an estimated 90.3 percent in 2023, a net increase of 9.0 percent or by a percentage increase of 11.1 percent.

Nationwide, the percentage of total households with a broadband Internet subscription for the entire United States increased from an estimated 80.4 percent in 2018 to an estimated 89.7 in 2023, a net increase of 9.3 percent or by percentage increase of 11.6 percent.

## 2.6 Median Household Income

Table 2.9 presents the change in median household income for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes in median household income for individual communities and population centers located throughout neighboring Lyon County and Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

<b>Table 2.9 – Median Household Income Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>\$51,514</b>	<b>\$73,268</b>	<b>\$21,754</b>	<b>42.2%</b>
City of Fallon	\$42,934	\$65,699	\$22,765	53.0%
<b>Lyon County</b>	<b>\$55,493</b>	<b>\$73,460</b>	<b>\$17,967</b>	<b>32.4%</b>
City of Fernley	\$63,880	\$87,991	\$24,111	37.7%
City of Yerington	\$36,047	\$44,974	\$8,927	24.8%
Dayton CDP	\$63,278	\$91,221	\$27,943	44.2%
Silver Springs CDP	\$37,939	\$53,105	\$15,166	40.0%
<b>Nye County</b>	<b>\$45,711</b>	<b>\$55,975</b>	<b>\$10,264</b>	<b>22.5%</b>
Gabbs CDP	\$55,847	-	-	-
Fallon Paiute- Shoshone Reservation	\$36,250	\$45,000	\$8,750	24.1%
Pyramid Lake Paiute Reservation	\$40,625	\$58,500	\$17,875	44.0%
Walker River Paiute Reservation	\$25,450	\$39,896	\$14,446	56.8%
<b>State of Nevada</b>	<b>\$57,598</b>	<b>\$75,561</b>	<b>\$17,963</b>	<b>31.2%</b>
<b>United States</b>	<b>\$60,293</b>	<b>\$78,538</b>	<b>\$18,245</b>	<b>30.3%</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023

Between 2018 and 2023, median household income for all of Churchill County increased significantly from an estimated \$51,514 to an estimated \$73,268, a net increase of \$21,758 or by

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42.2 percent, and increased more significantly for the city Fallon, from an estimated \$42,934 to an estimated \$65,699, net increase of \$22,765 or by 53.0 percent.

For all of Lyon County, median household income increased from an estimated \$55,493 in 2018 to an estimated \$73,460 in 2023, a net increase of \$17,967 or by 32.4 percent. For the city of Fernley median household income also increased between 2018 and 2013, from an estimated \$63,880 to an estimated \$87,991, a net increase of \$24,111 or by 37.7 percent, and increased in the city of Yerington from an estimated \$36,047 to an estimated \$44,974, a net increase of \$8,927 or by 24.8 percent. Between 2018 and 2023 median household income increased in the community of Dayton from an estimated \$63,278 to an estimated \$91,221, a net increase of \$27,943 or by 44.2 percent and increased for the community of Silver Springs from an estimated \$37,939 to an estimated \$53,105, a net increase of \$15,166 or by 40.0 percent.

For all of Nye County median household income increased from an estimated \$45,711 in 2018 to an estimated \$55,975 in 2023, a net increase of \$10,264 or by 22.5 percent, while no data for 2023 was available for the community of Gabbs, meaning any change from the estimated median household income of \$55,847 in 2018 could be measured.

For the entire Fallon Paiute-Shoshone Reservation, the median household income increased from an estimated \$36,250 in 2018 to an estimated \$45,000 in 2023, a net increase of \$8,750 or by 24.1 percent. For the Pyramid Lake Paiute Reservation, the median household income increased from an estimated \$40,625 in 2018 to an estimated \$58,500 in 2023, a net increase of \$17,875 or by 44.0 percent. For Walker River Paiute Reservation, the median household income increased from an estimated \$25,450 in 2018 to an estimated \$39,896 in 2023, a net increase of \$14,446 or by 56.8 percent.

Statewide, median household income for the entire state of Nevada increased from an estimated \$57,598 in 2018 to an estimated \$75,561 in 2023, a net increase of \$17,963 or by 31.2 percent. Nationwide, median household income for the entire United States increased from an estimated \$60,293 in 2018 to an estimated \$78,538 in 2023, a net increase of \$18,245 or by 30.3 percent.

## **2.7 Median Family Income**

Table 2.10 presents the change in median family income for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes in median family income for individual communities and population centers located throughout neighboring Lyon County and Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

Between 2018 and 2023, median family income for all of Churchill County increased from an estimated \$66,103 to an estimated \$94,339, a net increase of \$28,236 or by 42.7 percent, and increased for the city of Fallon from an estimated \$49,523 to an estimated \$83,167, a net increase of \$33,644 or by 67.9 percent.

For all of Lyon County, median family income increased from an estimated \$65,817 in 2018 to an estimated \$87,582 in 2023, a net increase of \$21,765 or by 33.1 percent, For the city of Fernley median family income increased between 2018 and 2023, from an estimated \$70,853 to an estimated \$93,248, a net increase of \$22,395 or by 31.6 percent, and increased for the city Yerington from an estimated \$47,694 to an estimated \$56,444, a net increase of \$8,750 or by 18.3 percent. Between 2018 and 2023 median family income increased in the community of Dayton from an estimated \$73,750 to an estimated \$102,060, a net increase of \$28,310 or by 38.4 percent, and increased for community of Silver Springs from an estimated \$52,634 to an estimated \$61,250, a net increase of \$8,616 or by 16.4 percent.

<b>Table 2.10 – Median Family Income Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>\$66,103</b>	<b>\$94,339</b>	<b>\$28,236</b>	<b>42.7%</b>
City of Fallon	\$49,523	\$83,167	\$33,644	67.9%
<b>Lyon County</b>	<b>\$65,817</b>	<b>\$87,582</b>	<b>\$21,765</b>	<b>33.1%</b>
City of Fernley	\$70,853	\$93,248	\$22,395	31.6%
City of Yerington	\$47,694	\$56,444	\$8,750	18.3%
Dayton CDP	\$73,750	\$102,060	\$28,310	38.4%
Silver Springs CDP	\$52,634	\$61,250	\$8,616	16.4%
<b>Nye County</b>	<b>\$56,150</b>	<b>\$67,566</b>	<b>\$11,416</b>	<b>20.3%</b>
Gabbs CDP	-	-	-	-
Fallon Paiute- Shoshone Reservation	\$43,125	\$53,864	\$10,739	24.9%
Pyramid Lake Paiute Reservation	\$50,347	\$70,391	\$20,044	39.8%
Walker River Paiute Reservation	\$30,357	\$46,786	\$16,429	54.1%
<b>State of Nevada</b>	<b>\$68,700</b>	<b>\$89,735</b>	<b>\$21,035</b>	<b>30.6%</b>
<b>United States</b>	<b>\$73,965</b>	<b>\$96,922</b>	<b>\$22,957</b>	<b>31.0%</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023

Median family income for all of Nye County increased from an estimated \$56,150 in 2018 to an estimated \$67,566 in 2023, a net increase of \$11,416 or by 20.3 percent. No data was available for the community of Gabbs for 2018 or 2023.

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For the entire Fallon Paiute-Shoshone Reservation, median family income increased from an estimated \$43,125 in 2018 to an estimated \$53,864 in 2023, a net increase of \$10,739 or by 24.9 percent. For the Pyramid Lake Paiute Reservation, median family income increased from an estimated \$50,357 in 2018 to an estimated \$70,391 in 2023, a net increase of \$20,044 or by 39.8 percent. For the Walker River Paiute Reservation, the median family income increased from an estimated \$30,357 in 2018 to an estimated \$46,786 in 2023, a net increase of \$16,429 or by 54.1 percent.

Statewide, median family income for the entire state of Nevada increased from an estimated \$68,700 in 2018 to an estimated \$89,735 in 2023, a net increase of \$21,035 or by 30.6 percent. Nationwide, median family income for the entire United States increased from an estimated \$73,965 in 2018 to an estimated \$96,922 in 2023, a net increase of \$22,957 or by 31.0 percent.

## 2.8 Per Capita Income

Table 2.11 presents the change in per capita income for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes in per capita income for individual communities and population centers located throughout neighboring Lyon County and Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

For all of Churchill County, per capita income increased between 2018 and 2023, from an estimated \$26,606 to an estimated \$37,304, a net increase of \$10,698 or by 40.2 percent, and increased for the city of Fallon from an estimated \$23,200 to an estimated \$36,408, a net increase of \$13,208 or by 56.9 percent.

For all of Lyon County, per capita income increased from an estimated \$26,855 in 2018 to an estimated \$37,349 in 2023, a net increase of \$10,494 or by 39.1 percent, For the city of Fernley per capita income increased between 2018 and 2023, from an estimated \$26,974 to an estimated \$37,170, a net increase of \$10,196 or by 37.8 percent, and increased for the city Yerington from an estimated \$20,311 to an estimated \$31,227, a net increase of \$10,916 or by 53.7 percent. Between 2018 and 2023 per capita income increased in the community of Dayton from an estimated \$28,474 to an estimated \$39,819, a net increase of \$11,345 or by 39.8 percent, and increased for community of Silver Springs from an estimated \$20,556 to an estimated \$28,572, a net increase of \$8,016 or by 39.0 percent.

Between 2018 and 2023, per capita income for all of Nye County increased from an estimated \$25,092 to an estimated \$32,336, a net increase of \$7,244 or by 28.9 percent, but decreased for the community of Gabbs, from an estimated \$94,654 to an estimated \$32,79, a net decrease of \$57,857 or by -61.1 percent.

Per capita income for the entire Fallon Paiute-Shoshone Reservation increased from an estimated \$15,846 in 2018 to an estimated \$24,063 in 2023, a net increase of \$8,217 or by 51.9 percent. Per capita income for the entire Pyramid Lake Paiute Reservation increased from an estimated \$19,901 in 2018 to an estimated \$26,430 in 2023, a net increase of \$6,529 or by 32.8 percent.

Per capita income for the entire Walker River Paiute Reservation increased from an estimated \$14,538 in 2018 to an estimated \$23,914 in 2023, a net increase of \$9,376 or by 64.5 percent.

<b>Table 2.11 – Per Capita Income Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>\$26,606</b>	<b>\$37,304</b>	<b>\$10,698</b>	<b>40.2%</b>
City of Fallon	\$23,200	\$36,408	\$13,208	56.9%
<b>Lyon County</b>	<b>\$26,855</b>	<b>\$37,349</b>	<b>\$10,494</b>	<b>39.1%</b>
City of Fernley	\$26,974	\$37,170	\$10,196	37.8%
City of Yerington	\$20,311	\$31,227	\$10,916	53.7%
Dayton CDP	\$28,474	\$39,819	\$11,345	39.8%
Silver Springs CDP	\$20,556	\$28,572	\$8,016	39.0%
<b>Nye County</b>	<b>\$25,092</b>	<b>\$32,336</b>	<b>\$7,244</b>	<b>28.9%</b>
Gabbs CDP	\$94,654	\$36,797	-\$57,857	-61.1%
Fallon Paiute- Shoshone Reservation	\$15,846	\$24,063	\$8,217	51.9%
Pyramid Lake Paiute Reservation	\$19,901	\$26,430	\$6,529	32.8%
Walker River Paiute Reservation	\$14,538	\$23,914	\$9,376	64.5%
<b>State of Nevada</b>	<b>\$29,961</b>	<b>\$39,963</b>	<b>\$10,002</b>	<b>33.4%</b>
<b>United States</b>	<b>\$32,621</b>	<b>\$43,289</b>	<b>\$10,668</b>	<b>32.7%</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023

Comparatively, per capita income for the entire state of Nevada increased from an estimated \$29,961 in 2018 to an estimated \$39,963 in 2023, a net increase of \$10,002 or 33.4 percent, and increased nationwide for the entire United States, from an estimated \$32,621 in 2018 to an estimated \$43,289 in 2023, a net increase of \$10,668 or by 32.7 percent.

## 2.9 Poverty Levels

Table 2.12 presents the change in the percentage of total population aged 18 years of age or older whose income in the past 12 months was below the poverty level for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes in poverty rates for individual communities and population centers located throughout neighboring Lyon County and

Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

<b>Table 2.12 - Percentage of Total Population Whose Income in the Past 12 Months is Below the Poverty Level, Individuals 18 Years of Age or Older Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>12.8%</b>	<b>9.4%</b>	<b>-3.4%</b>	<b>-26.6%</b>
City of Fallon	18.7%	13.4%	-5.3%	-28.3%
<b>Lyon County</b>	<b>11.0%</b>	<b>10.9%</b>	<b>-0.1%</b>	<b>-0.9%</b>
City of Fernley	9.0%	10.2%	1.2%	13.3%
City of Yerington	16.8%	15.9%	-0.9%	-5.4%
Dayton CDP	10.8%	5.5%	-5.3%	-49.1%
Silver Springs CDP	16.2%	17.0%	0.8%	4.9%
<b>Nye County</b>	<b>15.0%</b>	<b>14.7%</b>	<b>-0.3%</b>	<b>-2.0%</b>
Gabbs CDP	16.8%	-	-	-
Fallon Paiute-Shoshone Reservation	28.8%	17.9%	-10.9%	-37.8%
Pyramid Lake Paiute Reservation	19.9%	21.2%	1.3%	6.5%
Walker River Paiute Reservation	36.1%	18.2%	-17.9%	-49.6%
<b>State of Nevada</b>	<b>12.0%</b>	<b>10.4%</b>	<b>-1.6%</b>	<b>-13.3%</b>
<b>United States</b>	<b>12.4%</b>	<b>10.4%</b>	<b>-2.0%</b>	<b>-16.1%</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023

Between 2018 and 2023, for all of Churchill County the percentage of the total population aged 18 years of age and older whose income over the past 12 months was below the poverty level decreased from an estimated 12.8 percent to an estimated 9.4 percent, a net decrease of 3.4 percent or by a percentage decrease of 26.6 percent, and decreased in the city of Fallon from an estimated 18.7 percent to an estimated 13.4 percent, a net decrease of 5.3 percent or by a percentage decrease of -28.3 percent.

For all of Lyon County, the percentage of the county’s total population aged 18 years of age or older whose income was below the poverty level decreased from an estimated 11.0 percent in 2018 to an estimated 10.9 percent in 2023, a net decrease of just 0.1 percent or by a percentage decrease of -0.9 percent. For the city of Fernley, the percentage of the city’s total population

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aged 18 years of age or older whose income was below the poverty level increased from an estimated 9.0 percent in 2018 to an estimated 10.2 percent in 2023, a net increase of just 1.2 percent or by a percentage increase of 13.3 percent, but decreased from an estimated 16.8 percent in 2018 to an estimated 15.9 percent in 2023 for the city of Yerington, a net decrease of 0.9 percent or by a percentage decrease of -5.4 percent. Between 2018 and 2023 the percentage of the total population aged 18 years of age or older whose income was below the poverty level decreased substantially for the community of Dayton, from an estimated 10.8 percent to an estimated 5.5 percent, a net decrease of 5.3 percent or by a percentage decrease of -49.1 percent, but increased for the community of Silver Springs, from an estimated 16.2 percent to an estimated 17.0 percent, a net increase of 0.8 percent or by 4.9 percent.

For all of Nye County the percentage of the county's total population aged 18 years of age or older whose income was below the poverty level decreased from an estimated 15.0 percent in 2018 to an estimated 14.7 percent in 2023, a net decrease of 0.3 percent or by percentage decrease of -2.0 percent, while no data for 2023 was available for the community of Gabbs, meaning any change from the estimated 16.8 percent of the county's total population aged 18 years of age or older whose income was below the poverty level in 2018 could be measured.

Between 2018 and 2023, the percentage of the total population of the Fallon Paiute-Shoshone Reservation aged 18 years of age or older whose income was below the poverty level decreased substantially from an estimated 28.8 percent to an estimated 17.9 percent, a net decrease of 10.9 percent or by a percentage decrease of -37.8 percent, increased for the entire Pyramid Lake Paiute Reservation from an estimated 19.9 percent to an estimated 21.2 percent, a net increase of 1.3 percent or by a percentage increase of 6.5 percent, but declined significantly for the entire Walker River Paiute Reservation, from an estimated 36.1 percent to an estimated 18.2, a net decrease of 17.9 percent or by a percentage decrease of -49.6 percent.

Statewide, the percentage of the state of Nevada's total population aged 18 years of age or older whose income was below the poverty level decreased from an estimated 12.0 percent in 2018 to an estimated 10.4 percent in 2023, a net decrease of 1.6 percent or by a percentage decrease of -13.3 percent. Nationwide, the percentage of the nation's total population aged 18 years of age or older whose income was below the poverty level decreased from an estimated 12.4 percent in 2018 to an estimated 10.4 percent in 2023, a net decrease of 2.0 percent or by a percentage decrease of -16.1 percent.

## **2.10 Unemployment Rates**

Table 2.13 presents the change in the estimated annual unemployment rate (civilian labor force only) for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes in the estimated annual unemployment rate for individual communities and population centers located throughout neighboring Lyon County and Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

For Churchill County, the estimated annual unemployment rate decreased from an estimated 7.2 percent in 2018 to an estimated 6.5 percent in 2023, a net decrease of 0.7 percent or by a percentage decrease of -9.7 percent, and decreased even more substantially for the city of Fallon, from an estimated 7.0 percent in 2018 to an estimated 4.8 percent in 2023, a net decrease of 2.2 percent or by a percentage decrease of -31.4 percent.

<b>Table 2.13 – Civilian Labor Force Unemployment Rate Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>7.2%</b>	<b>6.5%</b>	<b>-0.7%</b>	<b>-9.7%</b>
City of Fallon	7.0%	4.8%	-2.2%	-31.4%
<b>Lyon County</b>	<b>8.7%</b>	<b>6.3%</b>	<b>-2.4%</b>	<b>-27.6%</b>
City of Fernley	8.2%	4.4%	-3.8%	-46.3%
City of Yerington	12.6%	3.1%	-9.5%	-75.4%
Dayton CDP	7.7%	7.5%	-0.2%	-2.6%
Silver Springs CDP	13.0%	9.8%	-3.2%	-24.6%
<b>Nye County</b>	<b>9.4%</b>	<b>9.5%</b>	<b>0.1%</b>	<b>1.1%</b>
Gabbs CDP	0.0%	-	-	-
Fallon Paiute- Shoshone Reservation	15.2%	10.9%	-4.3%	-28.3%
Pyramid Lake Paiute Reservation	18.7%	14.0%	-4.7%	-25.1%
Walker River Paiute Reservation	26.7%	11.1%	-15.6%	-58.4%
<b>State of Nevada</b>	<b>6.9%</b>	<b>6.8%</b>	<b>-0.1%</b>	<b>-1.4%</b>
<b>United States</b>	<b>5.9%</b>	<b>5.2%</b>	<b>-0.7%</b>	<b>-11.9%</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023

For Lyon County, the estimated annual unemployment rate decreased from an estimated 8.7 percent in 2018 to an estimated 6.3 percent in 2023, a net decrease of 2.4 percent or by a percentage decrease of -27.6 percent. The estimated annual unemployment rate decreased between 2018 and 2023 for the city of Fernley, from an estimated 8.2 percent to an estimated 4.4 percent, a net decrease of 3.8 percent or by percentage decrease of -46.3 percent, and decreased significantly for the city of Yerington, from an estimated 12.6 percent to an estimated 3.1 percent, a net decrease of 9.5 percent or by a percentage decrease of -75.4 percent. Between 2018 and 2023 the estimated annual unemployment rate decreased for the community of Dayton, from an estimated 7.7 percent to an estimated 7.5 percent, a net decrease of 0.2 percent or by a

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percentage decrease of -2.6 percentage, and decreased significantly for the community of Silver Springs, from an estimated 13.0 percent to an estimated 9.8 percent, a net decrease of 3.2 percent or by percentage decrease of -24.6 percent.

The estimated annual unemployment rate for all of Nye County increased from an estimated 9.4 percent in 2018 to an estimated 9.5 percent in 2023, a net increase of 0.1 percent or by a percentage increase of 1.1 percentage, while the community of Gabbs had an estimated annual unemployment rate of 0.0 percent in 2018 and no data was available for 2023.

The estimated annual unemployment rate for the entire Fallon Paiute-Shoshone Reservation decreased from an estimated 15.2 percent in 2018 to an estimated 10.9 percent in 2023, a net decrease of 4.3 percent or by a percentage decrease of -28.3 percent, decreased for the entire Pyramid Lake Paiute Reservation from an estimated 18.7 percent in 2018 to an estimated 14.0 percent in 2023, a net increase of 4.7 percent or by a percentage decrease of -25.1 percent, and decreased for the entire Walker River Paiute Reservation decreased from an estimated 26.7 percent in 2018 to an estimated 11.1 percent in 2023, a net decrease of 15.6 percent or by a percentage decrease of -58.4 percent.

Comparatively, the estimated annual unemployment rate for the entire state of Nevada decreased from an estimated 6.9 percent in 2018 to an estimated 6.8 percent in 2023, a net decrease of 0.1 percent or by a percentage decrease of -1.4 percent, while nationwide the estimated annual unemployment rate for the entire United States decreased from an estimated 5.9 percent in 2018 to an estimated 5.2 percent in 2023, a net decrease of 0.7 percent or by a percentage decrease of -11.9 percent.

## **2.11 Total Housing Units, Occupied and Vacant**

Table 2.14 presents the change in total number of housing units, occupied and vacant, for Churchill County and the city of Fallon between 2018 and 2023. For comparison, similar changes in the estimated annual unemployment rate for individual communities and population centers located throughout neighboring Lyon County and Nye County, for nearby Indigenous communities, for the state of Nevada, and for the entire United States, are also presented.

Between 2018 and 2023, the total number of housing units for all of Churchill County increased from an estimated 10,908 total housing units to an estimated 10,924 total housing units, a net increase of 16 total units or by 0.1 percent, and increased from an estimated 3,913 total housing units to an estimated 4,609 total housing units in the city of Fallon, a net increase of 696 total units or by 17.8 percent. .

The total number of housing units for all of Lyon County increased from an estimated 23,170 total housing units in 2018 to an estimated 24,998 total housing units in 2023, a net increase of 1,828 total units or by 7.9 percent. In the city of Fernley the total number of housing units increased between 2018 and 2023 from an estimated 7,838 total housing units to an estimated 8,871 total housing units, a net increase of 1,033 total units or by 13.2 percent, but decreased in the city of Yerington, from an estimated 1,582 total housing units to an estimated 1,547 total

housing units, a net decrease of 35 total units or by -2.2 percent. Between 2018 and 2023, the total number of housing units increased for the community of Dayton, from an estimated 3,850 total housing units to an estimated 6,056 total housing units, a net increase of 2,206 total units or by 57.3 percent, and increased from an estimated 2,397 total housing units to an estimated 2,662 total housing units in the community of Silver Spring, a net increase of 265 total housing units or by 11.1 percent.

<b>Table 2.14 – Total Number of Housing Units (Occupied and Vacant) Churchill County, Neighboring Counties and Communities 2018 and 2023</b>				
<b>Community</b>	<b>2018</b>	<b>2023</b>	<b>2018-2023 Actual Change</b>	<b>2018-2023 Percent Change</b>
<b>Churchill County</b>	<b>10,908</b>	<b>10,924</b>	<b>16</b>	<b>0.1%</b>
City of Fallon	3,913	4,609	696	17.8%
<b>Lyon County</b>	<b>23,170</b>	<b>24,998</b>	<b>1,828</b>	<b>7.9%</b>
City of Fernley	7,838	8,871	1,033	13.2%
City of Yerington	1,582	1,547	-35	-2.2%
Dayton CDP	3,850	6,056	2,206	57.3%
Silver Springs CDP	2,397	2,662	265	11.1%
<b>Nye County</b>	<b>22,339</b>	<b>25,186</b>	<b>2,847</b>	<b>12.7%</b>
Gabbs CDP	111	-	-	-
Fallon Paiute- Shoshone Reservation	351	290	-61	-17.4%
Pyramid Lake Paiute Reservation	662	705	43	6.5%
Walker River Paiute Reservation	506	393	-113	-22.3%
<b>State of Nevada</b>	<b>1,235,096</b>	<b>1,307,338</b>	<b>72,242</b>	<b>5.8%</b>
<b>United States</b>	<b>136,384,292</b>	<b>142,332,876</b>	<b>5,948,584</b>	<b>4.4%</b>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2018 and 2023

The total number of housing units for all of Nye County increased from an estimated 22,339 total housing units in 2018 to an estimated 25,186 housing units in 2023, a net increase of 2,847 total units or by 12.7 percent, while the community of Gabbs had an estimated total 111 housing units in 2018 but no data was available for 2023 meaning any change between 2018 and 2023 could not be measured.

Between 2018 and 2023, the total number of housing units for the entire Fallon Paiute-Shoshone Reservation decreased from an estimated 351 total housing units to an estimated 290 total

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housing units, a net decrease of -61 total units or by -17.4 percent, and the total number of housing units for the entire Pyramid Lake Paiute Reservation increased from an estimated 662 total housing units to an estimated 705 total housing units, a net increase of 43 total housing units or by 6.5 percent, while the total number of housing units for Walker River Paiute Reservation decreased from an estimated 506 total housing units to an estimated 393 total housing units, a net decrease of 113 total housing units or by -22.3 percent.

Statewide, the total number of housing units for the entire state of Nevada increased from an estimated 1.2 million total housing units in 2018 to an estimated 1.3 million total housing units in 2023, a net increase of 72,242 total housing units or by 5.8 percent. Nationwide, the total number of housing units for the entire United States increased from an estimated 136.4 million total housing units in 2018 to an estimated 142.3 million total housing units in 2023, a net increase of 5.9 million total housing units or by 4.4 percent.

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## 3.0 Evaluating Internal and External Environmental Conditions

This section presents a general overview of various internal and external environmental conditions used as part of the development of this new five-year, 2026 through 2030, organizational strategic plan for the Churchill County Museum. This comprehensive internal and external environmental assessment of the Churchill County Museum was completed by Churchill County Museum and Churchill County Museum Association representatives during the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, and includes an examination of socio-demographic, economic, and housing data presented in Section 2.0 of this University Center for Economic Development technical report, an examination of the results from the 2025 Nevada Tourism, Hospitality, Arts and Culture Resident Sentiment Survey specific to Churchill County, an examination of relevant organizational and community culture, and a strengths, weaknesses, opportunities, and threats analysis.

### 3.1 Identifying Critical Socio-Demographic, Economic, and Housing Trends

Churchill County Museum and Churchill County Museum Association representatives who participated in the organizational planning workshop held June 26, 2025, and June 27, 2025, were asked to identify a number of socio-demographic, economic, and housing characteristics that could potentially impact the continued development and delivery of existing organizational programs, resources, and services to visitors to the Churchill County Museum and the residents of Churchill County, the city of Fallon, and neighboring communities. Participants identified a specific trend from each of the three categories and then answered the following questions:

- What *condition* does the data describe?
- What *direction* of change does the data describe?
- What is the *intensity* of that change?
- How does my community *compare* with other communities?
- What *overall picture* does the data paint? What specific initiatives or measures could your organization take based upon the conditions, direction, intensity, and comparison completed above?

Workshop participants first observed consistent, communitywide demographic stability. Between 2018 and 2023, median age remained almost unchanged across the community, around 35 years of age in the city of Fallon and near 40 years of age throughout Churchill County. This trend indicates a stable, early middle-aged residential population in the community. The minimal change in median age, comparable with neighboring counties, suggests a stabilized local population representing a wide range of ages. This should provide the museum with a consistent and reliable visitor base supporting family-focused programming and multigenerational

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activities. Demographic stability also benefits membership growth, volunteer recruitment, and long-term strategic planning efforts for the Churchill County Museum.

Workshop participants next observed significant communitywide improvement across most economic indicators, specifically noting a substantial rise in community per capita income between 2018 and 2023. Per capita income increased by nearly 57 percent in the city of Fallon and by just over 40 percent throughout Churchill County, surpassing statewide and nationwide increases and even those recorded in neighboring counties. Economic momentum could impact Churchill County Museum positively through an increase in charitable contributions, targeted fundraising campaigns, and beneficial partnerships with local businesses. However, workshop participants were cautious in evaluating increases in local incomes, noting that several potential factors may have influenced this growth over that span, including minimum wage increases, expansion activities at nearby NAS Fallon, and broader inflationary pressures. Consequently, these economic gains may not fully correspond with parallel increases in the region's cost of living. Because of this, participants highlighted that the Churchill County Museum needs to balance any revenue generating activities with continuing to offer essential programs, resources, and services to the community at minimal to no cost. Workshop participants noted specifically continued free admission to the museum and most events, expanded virtual exhibits online, and research assistance to the public.

Finally, workshop participants observed the increasing high percentage of household broadband Internet subscriptions within the community. In 2018, an estimated 82 percent of total households in both the city of Fallon and Churchill County had broadband Internet access. By 2023, the rate had risen to an estimated 88 percent of households in Churchill County and exceeded 92 percent in the city of Fallon. While the intensity was more pronounced within the city of Fallon, overall broadband Internet subscription levels for the community remained comparable in 2023 to regional, state, and national estimates. Robust and widespread broadband connectivity indicates a strong potential for Churchill County Museum to confidently expand its online engagement. Improved digital reach will not only enhance the delivery of programs, resources, and services, but could potentially stimulate economic activity through new digital revenue streams.

Overall, demographic stability, rising incomes, and robust broadband connectivity suggest the Churchill County and the city of Fallon could reasonably support potential growth in retail, family and professional services, hospitality, and digital industries like telehealth and other remote-work industries, online education, and e-commerce opportunities. The trends identified by workshop participants position the community to leverage its demographic and financial stability with strong digital infrastructure for diversified and sustainable economic growth. For the Churchill County Museum these trends indicate the organization is well-positioned within the community to expand its outreach and engagement, diversify revenue streams, strengthen donor and membership programs, and broaden its digital presence. These conditions support sustainable growth using existing resources through targeted investments in programming and long-term capital improvement planning.

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## 3.2 Identifying Relevant Trends from the 2025 Nevada Tourism, Hospitality, Arts and Culture Resident Sentiment Survey

In late 2024, the Nevada Division of Tourism, along with the broader Nevada Department of Tourism and Cultural Affairs, contracted with the University Center for Economic Development, part of the College of Business at the University of Nevada, Reno, to assist in the development, implementation, and analysis of a statewide Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. According to the U.S. Census Bureau, in 2023 the Arts, Entertainment, Recreation, and Accommodation and Food Services industry sector employed an estimated 297,753 total individuals statewide, responsible for approximately 20.2 percent of the 1.5 million total individuals employed across Nevada throughout its various industry sectors. Comparatively, of the estimated 10,835 total individuals employed within Churchill County in 2023, an estimated 1,061 individuals, or 9.8 percent of those total individuals, were employed in the Arts, Entertainment, Recreation, and Accommodation and Food Services industry sector, including an estimated 487 individuals, or 12.1 percent, of the approximately 4,021 total individuals employed within the city of Fallon. In 2023 in neighboring Lyon County, an estimated 3,540 total individuals, or 13.1 percent of the approximately 27,077 total individuals employed countywide, were employed in the Arts, Entertainment, Recreation, and Accommodation and Food Services industry sector. Statewide across Nevada, within Lyon County, Churchill County, and the city of Fallon, the employment rates were all higher in the Arts, Entertainment, Recreation, and Accommodation and Food Services industry sector than the 8.8 percent of total employment nationwide across the entire United States.

The University Center for Economic Development worked with the Nevada Department of Tourism and Cultural Affairs and designed a statewide Resident Sentiment Survey to collect perspectives and opinions from Nevada-based residents regarding tourism, hospitality, the arts, and culture. The statewide 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey was opened on December 7, 2024, and closed on March 14, 2025, collecting a total of 2,096 individual responses, including both online surveys and hardcopy versions of the survey distributed and collected from across the state. A comprehensive summary of the statewide results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey was published in the University Center for Economic Development Technical Report 2024/25-11, *Statewide Summary Results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey*. The Resident Sentiment Survey was also designed to collect the perspectives and opinions from Nevada-based residents at a community and county level with multiple questions regarding the importance and impact that local museums and associated programs, resources, and services have on the community and on the community's quality of life. From Churchill County, 53 residents completed the statewide survey, while 186 residents from Lyon County completed the survey as well. Detailed results from Churchill County respondents are contained in Appendix A of this University Center for Economic Development technical report, followed by detailed results from Lyon County respondents contained in Appendix B.

Churchill County Museum and Churchill County Museum Association representatives who participated in the organizational strategic planning workshop held June 26, 2025, and June 27,

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2025, analyzed the results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey specific to both Churchill County and Lyon County contained in Appendices A and B. Workshop participants identified three specific trends from the results that could potentially impact the continued development and delivery of existing organizational programs, resources, and services to visitors to the Churchill County Museum and the residents of Churchill County, the city of Fallon, and neighboring communities and answered the following questions:

- What is the most important ‘take away’ or insight from the trend or area that you selected?
- What action(s) could the Churchill County Museum take over the next five years regarding the trend or area that you selected?
- What is (are) the primary lesson(s) that can be learned from the trend or area that you selected?
- What do you want the impacts of any action(s) that the Churchill County Museum might take over the next five years regarding the trend or area that you selected?

From the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey workshop participants first evaluated the responses to Question No. 9, *Which of the following attributes of your community do you think the tourism, hospitality, arts and cultural heritage industries have positively contributed to your community?* Of the 152 total responses to Question No. 9 collected from survey respondents that resided in Churchill County, ‘Friendly/Welcoming Atmosphere and People’ was the top response, selected by 21 total survey respondents, or 39.6 percent of total responses. For survey respondents who resided in Lyon County that was also the top response, selected by 47 total survey respondents, or 13.3 percent of the 352 total responses collected for Question No. 9. From survey respondents that resided in Churchill County other responses which held major positions included ‘Availability and Access to Various Arts and Cultural Experiences’, selected by 18 total survey respondents or by 34.0 percent, ‘Outdoor Recreation Activities’, selected by 16 total survey respondents or by 30.2 percent, ‘Pace of Life’, selected by 15 total survey respondents or by 28.3 percent, and ‘Strong Sense of Community/Multiple Opportunities to be Involved in My Community’, selected by 12 total survey respondents or by 22.6 percent of survey respondents that resided in Churchill County. Workshop participants also noted that other responses selected by survey respondents who resided in Churchill County, specifically ‘Architectural Design/Visual Appeal of City/Town’, which was selected by 11 total survey respondents or by 20.8 percent, and ‘Availability and Access to Arts Education’ which was selected by 10 total survey respondents or by 18.9 percent, ranked lower but still held importance to community residents.

Based upon their analysis of responses recorded for Question No. 9 by survey respondents who resided in Churchill County, and even survey respondents who resided in neighboring Lyon County, workshop participants agreed the current resident sentiment toward tourism, hospitality, arts, and culture was strongly associated with strengthening their community’s atmosphere, involvement, and events. Workshop participants highlighted that while access to educational programming and aesthetic and design attributes were important to the community, resident survey respondents valued community-building through community events and shared experiences overall. Workshop participants noted how community members like options for events and experiences, however, Churchill County Museum and fellow community-based

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organizations in Churchill County risk creating too many options for residents and visitors leading to competition for individual participants in organizational events and experiences.

As part of this new organizational strategic plan workshop participants suggested specific goals, objectives, and actionable items should be included under Marketing and Community Engagement to grow existing partnerships with other community-based organizations to coordinate programming with the goal to reduce competition and increase attendance at shared events. This exercise should have a secondary product of improved self-promotion to raise awareness of Churchill County Museum events and offerings and lead to the development of more community-building activities that highlight local heritage and draw residents through the doors. Because of their conclusion that residents want more experiences, workshop participants noted events that are development need to feel relevant and community-oriented, and coordination between local organizations will not only ensure this but improve the optics as collaborative efforts are guaranteed to be noticed by appreciated by community residents. Increased attendance and stronger resident engagement should create a clear public understanding of the museum's mission as a central hub for community experiences with the visibility and reputation of the Churchill County Museum improved through consistent and strategic promotion.

Workshop participants next evaluated responses Churchill County residents gave to Question No. 14, which asked respondents to *rank each of the following statements on a scale from Strongly Disagree to Strongly Agree regarding your own personal opinion about the overall tourism, hospitality, arts, and cultural heritage "scene" in your community*. Specific to the results from Churchill County residents, 27 of 41 survey respondents, or 65.8 percent of total respondents, Agreed or Strongly Agreed the positive effects of arts and creativity outweigh the potential negative impacts in their community. Similarly, a strong majority, 29 of 41 survey respondents or 70.7 percent of total respondents, also Agreed or Strongly Agreed the positive effects of history and heritage preservation, areas where Churchill County Museum is a recognized leader, outweigh the potential negative impacts in their community. Overall, participants noted that for Churchill County Museum this signals communitywide support and presents opportunity for collaboration with tourism, arts, education, and other community-based organizations. As part of this new organizational strategic plan workshop participant suggested specific goals, objectives, and actionable items should be included under Marketing and Community Engagement to grow existing partnerships with other community-based organizations and allocate within annual budgets resources appropriate for public relations and engagement activities to increase involvement. Workshop participants noted specifically that visibility for Churchill County Museum was key to capitalizing on the community support highlighted by responses recorded for Question No. 14, and agreed increased collaboration and focused marketing should strengthen the organization's position as a community arts and cultural heritage leader leading to increased and sustained public trust in Churchill County Museum.

Finally, workshop participants evaluated the responses provided to Question No. 26 by Churchill County residents from the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey. Question No. 26 was asked in follow-up to Question No. 25, *Do you plan on visiting any of the Nevada State Museums within the next year?* Question No. 26 asked the 19 survey respondents residing in Churchill County who responded 'No' to Question No. 26 to

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*indicate the reason why you do not plan on visiting any of these museums over the next year by selecting any number of responses from a list provided with Question No. 26. Of the 61 total responses to Question No. 26 collect from survey respondents that resided in Churchill County, 'Not located near me.' was the top response, selected by 36 total survey respondents, or 59.0 percent of total responses, followed by 'I have already visited one of the Nevada State Museums.', selected by 12 total survey respondents or 19.7 percent of the total responses. Acknowledging these top responses as representative of the remoteness of Churchill County from the seven official Nevada State Museums, workshop participants focused their analysis on the remaining responses provided by Churchill County residents and specifically the perception-based response 'I do not think that there is anything new to see in these museums.' selected by six total survey respondents, or 9.8 percent of the total responses provided by Churchill County residents for Question No. 26. As part of this new organizational strategic plan, focusing again under Marketing and Community Engagement, workshop participants suggested specific goals, objectives, and actionable items should be included to develop advertising campaigns which not only highlight new, rotating, or updated exhibits, but also encourage repeat visitation thus empowering residents to act in a public relations capacity through their everyday interactions. Participants repeated emphasis upon earlier specific goals, objectives, and actionable items focused on growing new and existing partnerships with other community-based organizations to improve the number of individuals informed about current, updated exhibits and programming occurring at the Churchill County Museum.*

### **3.3 Evaluating Existing Community Culture and Identity**

Understanding existing community and organizational cultural characteristics and identity is critical to the successful implementation of any strategic plan as it provides the underlying common ground and shared purpose that will direct organizational activities over the course of a five-year strategic planning horizon. Organizational goals, objectives, and actionable items that are inconsistent with the expectations that community and organizational cultural characteristics identify with have a far less chance of success than those goals, objectives, and actionable items that are in line with the expectations that community members and organizational representatives have for the organization. Understanding community and organizational culture can establish boundaries for what is possible in terms of any organizational goals, objectives, and actionable items developed as part of this new five-year organizational strategic plan.

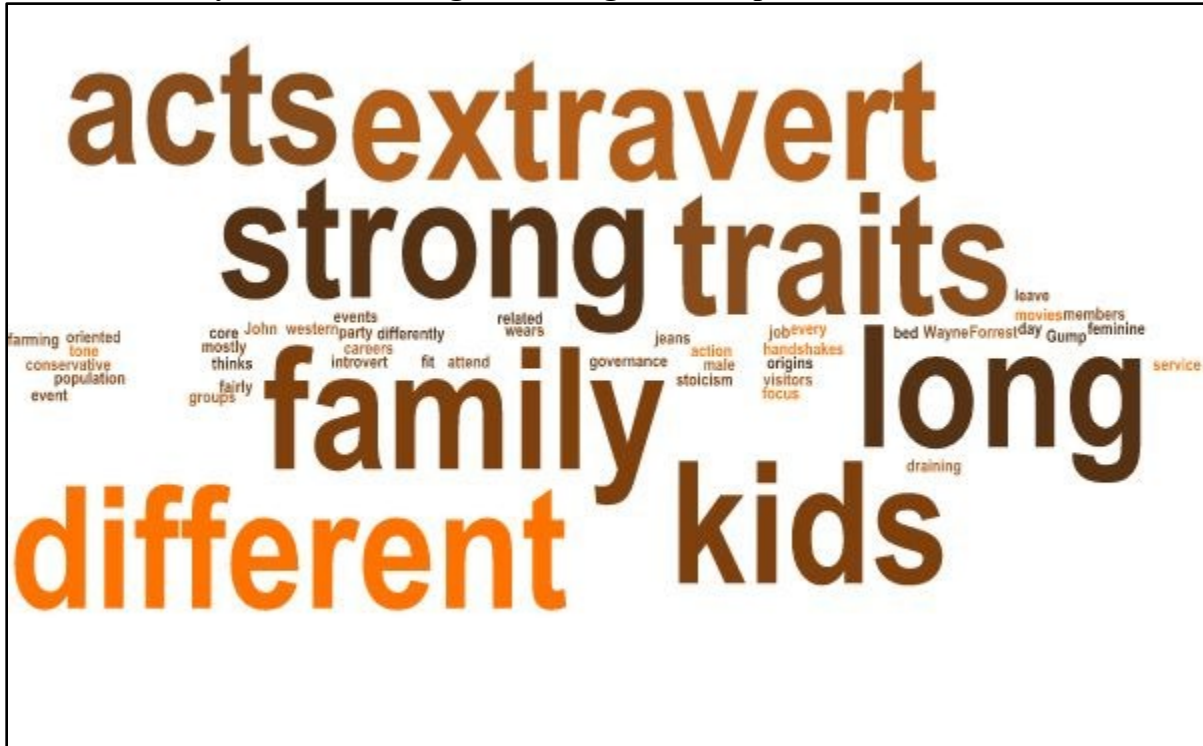
As part of the assessment of existing community and organizational characteristics, representatives from Churchill County Museum and Churchill County Museum Association who participated in the organizational strategic planning workshop held June 26, 2025, and June 27, 2025 were asked to answer three separate questions, including: (1) If your community was a person, what would it be like and why?, (2) If your community was an automobile, what would it be like and why?, and (3) If a musical score was put to the daily activity of your community, what would it sound like and why? This subsection of this University Center for Economic Development technical report provides a summary of the results of this specific strategic planning exercise.

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### 3.3.a Churchill County as a Person

Figure 3.1 presents a word cloud summarizing the responses provided by workshop participants representing the Churchill County Museum and Churchill County Museum Association to the question, *If your community was a person, what would it be like and why?*, as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

**Figure 3.1 – If your community was a person, what would it be like and why?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



Workshop participants representing the Churchill County Museum and Churchill County Museum Association agreed that, if their community could be represented by a single person, this person would have a largely conservative viewpoint while at the same time being a very practical acting individual. Possessing deep agricultural roots and a powerful sense of tradition, this hypothetical and representative person would likely gravitate toward action, western, and family-oriented themed movies, favor wearing jeans over formality, and exhibit other traits associated with strength, stoicism, and a long, service-oriented career. Socially, this hypothetical and representative person would be predominantly introverted, extremely comfortable within their daily routines, but could exhibit extroverted behavior when required, particularly in public settings, although the individual would likely find such engagement to be immensely draining experiences.

This hypothetical and representative person would demonstrate a mixture of both masculine and feminine attributes. Hereditarily grounded in their farming origins, this person would place high

value on direct communication and strong handshakes, however, would receive visitors and newcomers with a measure of warmth. The behavior exhibited by this hypothetical and representative person would shift depending on context; this person would act much more reserved when ‘the kids are around,’ but become more relaxed and expressive once the environment feels safe and familiar with ‘the kids put to bed’. Attendance by this person at events would vary, with participation driven mainly through workplace obligation or stature, meaning this individual may consistently be present with other core community members when most other residents are absent.

### 3.3.b Churchill County as an Automobile

Figure 3.2 presents a word cloud summarizing the responses provided by workshop participants representing the Churchill County Museum and Churchill County Museum Association to the question, *If your community was an automobile, what would it be like and why?*, as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

**Figure 3.2 – If your community was an automobile, what would it be like and why?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



Reflecting the dependable, self-reliant characteristics of the hypothetical and representative person identified by workshop participants in their combined answers to the first question, workshop participants generally agreed, if their community was represented by a single automobile, this automobile would be an old, well-used but sturdy, reliable pickup truck, with upwards of 150,000 miles of use over its lifetime. The vehicle would be quite basic in design but

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equipped with some practical option that reflect a pragmatic use of modern technology. While the car would have air conditioning and power windows, albeit sand pelted from use and age, the vehicle would feature just a cellular phone holder which when utilized would be the only provision of GPS services through use of that phone. Despite its age and mileage, this automobile, representative of the greater Churchill County community, demonstrates durability and longevity, and despite a little dirt and peeling paint, has been well maintained, reflecting community involvement, pride in its ownership, and a commitment to keep essential systems in good working order.

### 3.3.c Churchill County’s Musical Score

Figure 3.3 presents a word cloud summarizing the responses provided by workshop participants representing the Churchill County Museum and Churchill County Museum Association to the question, *If a musical score was put to the daily activity of your community, what would it sound like and why?*, as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

**Figure 3.3 – If a musical score was put to the daily activity of your community, what would it sound like and why?**

**Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



Workshop participants agreed a musical score reflecting the daily activity of their community would have a generally mellow, steady soundtrack, something in the style of Kenny Loggins, Randy Newman, and even Lyle Lovett. The tone would be relaxed and familiar, reflecting an easygoing pace, but with an underlying message of protectiveness and boundary-setting: a clear

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sense that newcomers or changes are welcome only if they respect established norms and do not disrupt the community's equilibrium.

### 3.4 Evaluating Community and Organizational Characteristics

As part of the continued effort to evaluate community and organizational cultural characteristics and identity, workshop participants representing Churchill County Museum and the Churchill County Museum Association were asked to answer a series of questions regarding personal 'likes' and 'dislikes' of the community and the organization as they relate to the ability of the Churchill County Museum to meet resident and visitor expectations for the development and delivery of various programs, resources, and services. This subsection presents a summary of four specific questions posed to workshop participants during the organizational strategic planning workshop held June 26, 2025, and June 27, 2025: (1) What do you like about the organization (Churchill County Museum)?, (2) What do you dislike about the organization (Churchill County Museum)?, (3) What do you like about your community?, and (4) What do you dislike about your community? The second and fourth questions were also framed in terms of specific organizational and community characteristics that require addressing, such as additional financial or non-financial resources or specific resident or visitor needs and wants that are not currently being met through the various programs, resources, and services provided by the Churchill County Museum.

#### 3.4.a Organizational Likes

Figure 3.4 presents a word cloud summarizing the responses provided by workshop participants representing the Churchill County Museum and Churchill County Museum Association to the question, *What do you like about the organization (Churchill County Museum)?*, as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

Numerous strengths of the Churchill County Museum were contained in the responses provided by workshop participants to the question, *What do you like about the organization?* Workshop participants agreed they 'liked' the professionalism and competencies of the existing staff and valued the diversity of skills and experience each has brought to the organization from their employment with museums in other communities. Workshop participants noted how the variety of production equipment the organization possesses onsite at the Churchill County Museum adds to the organization's professional capacity which other cultural institutions of their size or located in similar, small communities do not possess to amplify their outreach efforts and delivery of programs, resources, and services. External to the personnel and physical facilities of the Churchill County Museum, workshop participants noted that functional partnerships in the community, across the region, and within the industry continues to provide the organization with a measure of stability that has fostered and sustained positive relationships with the local community, regional partners, and other entities which provide opportunities for collaboration and shared resources. Finally, workshop participants highlighted how these individual 'likes' allow the Churchill County Museum to consistently update organizational programs, resources,

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services provided to the community. Consistency has ensured the Churchill County Museum has remained relevant and allowed for it to maintain a deep, long-standing connection with the community which it both serves and represents.

**Figure 3.4 – What do you like about the organization (Churchill County Museum)?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



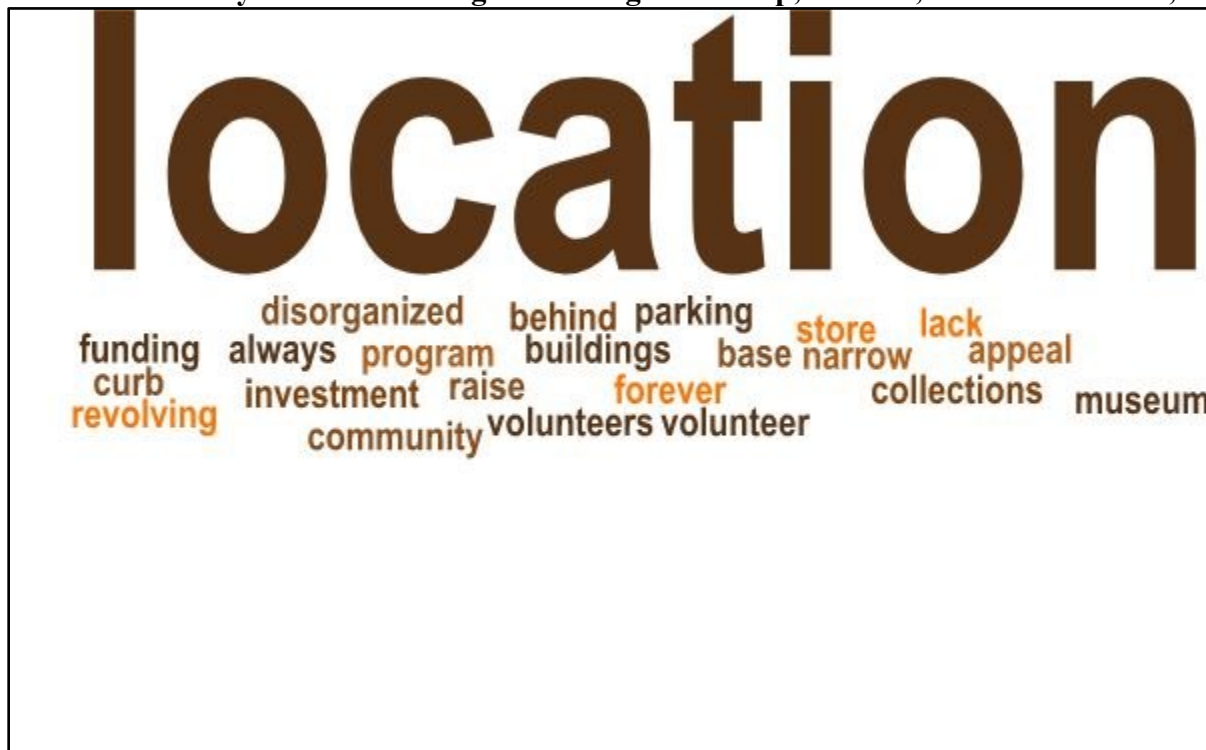
### 3.4.b Organizational Dislikes

Figure 3.5 presents a word cloud summarizing the responses provided by workshop participants representing the Churchill County Museum and Churchill County Museum Association to the question, *What do you dislike about the organization (Churchill County Museum)?*, as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

Within their responses to the question, *What do you dislike about the organization?*, workshop participants were able to identify several organizational characteristics which they believed needed to be addressed as part of a new five-year organizational strategic plan. Although workshop participants had been able to identify numerous operational aspects within the museum they truly ‘liked’, including current employees and production capacity, participants noted that the existing museum facilities are aging and lack a significant amount of curb appeal. Workshop participants regarded the location which Churchill County Museum occupies along Maine Street as unfavorable. In addition to a limited amount parking participants noted the existing layout also limits allows direct access to campus facilities. Among ‘dislikes’ identified by workshop participants physically within the museum were the current location of the museum store and

flow restrictions derived from the original supermarket design of the building. Participants also noted that further limitations have been incurred with subsequent additions to that building and other campus facilities. Operational challenges workshop participants identified as ‘dislikes’ included the current disorganized state of the organization’s volunteer program which is already challenged by the small community’s narrow volunteer base. A current backlog in the proper processing of collections was a major ‘dislike’ for workshop participants who also noted that most financial ‘dislikes’ are perpetual along with the desire to raise overall community investment in the Churchill County Museum.

**Figure 3.5 – What do you dislike about the organization (Churchill County Museum)?**  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025



### 3.4.c Community Likes

Figure 3.6 presents a word cloud summarizing the responses provided by workshop participants representing the Churchill County Museum and Churchill County Museum Association to the question, *What do you like about your community?*, as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

First and foremost, when asked, *What do you like about the community?*, workshop participants agreed unanimously they ‘liked’ that the Churchill County Museum was held as a priority among both community residents and local government. Participants noted how this support has led to multiple opportunities for the organization, including the use of other community facilities for delivery of programs, resources, and services, and formed mutually beneficial partnerships with

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local, regional, and state organizations able to provide supplementary resources to the Churchill County Museum. The community size was something ‘liked’ by workshop participants, many of whom also ‘like’ the central location the city of Fallon occupies relative to most other locations in western Nevada. Stability within the community and a shared value of self-reliance among residents were other key ‘likes’ identified by workshop participants and as key community characteristics that continue to contribute to a supportive environment for operation of the Churchill County Museum.

**Figure 3.6 – What do you like about your community?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



#### 3.4.d Community Dislikes

Figure 3.7 presents a word cloud summarizing the responses provided by workshop participants representing the Churchill County Museum and Churchill County Museum Association to the question, *What do you dislike about your community?*, as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

While workshop participants had identified the size of their community as a shared ‘like’, community size was central to many of the responses provided by participants when asked, *What do you dislike about your community?* Limited population size, as noted by participants, has constrained the local infrastructure and fostered a rather homogenous populace. The shared value of self-reliance amidst community residents, also ‘liked’ by workshop participants, has also perpetuated to a limited local donor culture. Community size limitations have also contributed to

reduced local engagement with cultural institutions, including museums, as participants noted that these places tend to not be widely viewed as destinations by local residents. Also, while Fallon is centrally located at the crossroad of U.S. Highway 95 and U.S. Highway 50, workshop participants ‘disliked’ how distance from the much more heavily travelled U.S. Interstate 80 and remoteness from other regional destinations has limited the draw of visitors from outside the community.

**Figure 3.7 – What do you dislike about your community?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



### 3.5 Evaluating Relevant Community Positions

Workshop participants representing the Churchill County Museums and the Churchill County Museum Association during the organizational strategic planning workshop held on June 26, 2025, and June 27, 2025, were asked to answer eight specific questions regarding community and organizational positions on specific issues and topics. The answers provided by workshop participants to each of these eight specific questions are used to develop a set of strategic goals and objectives as part of this new five-year organizational strategic plan that meets the expectations the community has for both what the organization will focus on and how the Churchill County Museum will pursue policy development and the development and delivery of future programs, resources, and services.

- **Question No. 1:** *Is the community generally supportive or antagonistic toward business interests and growth? Why?* Workshop participants generally agreed in their answer to

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this first question stating that while the community largely appears antagonistic toward growth, community members are extremely supportive of most existing small businesses. Several legacy businesses still exist within the city of Fallon and the wider community, bearing family names such as Berney, Kent, and Louie, whether these families still participate directly in the businesses or not, and dozens of other privately-owned local businesses are recognized and given the same amount of respect as the community legacy businesses. Because of this support and resident pride in locally sourcing so many goods and services, larger corporations have either have never secured a presence in Churchill County, such as Home Depot or Lowes, or have failed following a short-lived launch, including Denny's and Qdoba, with the properties repurposed to serve community needs in other ways. Workshop participants also noted though that the failure of several outside businesses to land a presence in Churchill County has been tied to presentation rather than strict antagonism against growth. Businesses that have sought to locate or expand within the community have been most successful when presenting themselves as complementary to the community rather than using a top-down approach attempting to convince residents the benefits of hosting their company. Participants agreed that while this can communicate Churchill County as a difficult community to do business within, that is not the case if residential buy in can be secured through proper presentation.

- **Question No. 2:** *Is the community generally supportive or antagonistic toward government programs and initiatives? Why?* Like the responses provided by workshop participants to the community's approach to growth in the first question, participants noted the community is often antagonistic toward government programs and initiatives. However, echoing participant responses covering the community's reception of outside business ventures, several workshop participants noted specifically that at times this animosity has resulted from poor messaging regarding certain government programs and initiatives. Reflecting participant conclusions reached in the analysis of results from the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey specific to Churchill County, improved communication, outreach, and engagement with the community will only benefit the Churchill County Museum in fulfilling its mission as a key community stakeholder.
- **Question No. 3:** *What types of programs do residents generally support – redistributive programs or developmental programs? Why?* In general, workshop participants agreed that residents are generally only supportive of programs, whether redistributive or developmental, that already exist within the community. Participants attributed this to the conservative, and agrarian based, character of the community, rather than an outright rejection by community members towards anything new.
- **Question No. 4:** *Does the community have a history of public-private collaboration? Recent examples?* Workshop participants were quick to list several public-private collaborative projects and were just as quick to note as to why projects like these were successful in their community. Churchill County Museum was highlighted first by participants as a quintessential manifestation of public-private collaboration within the community. Dating back to the doors opening in 1968, the museum continues to operate

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as a public-private collaboration, Churchill County owns and maintains the facility, provides funding and staff support, while the Churchill County Museum Association owns and manages the cultural resources contained within the museum facilities. Recent completion of murals on the south side of the museum highlights the institution as an example of public-private community collaboration. Next door to the museum the William N. Pennigton Life Center, completed in June 2017, was a more recent physical example of community collaboration and support cited by workshop participants. The multi-generational facility hosts numerous events and supports essential services for the community, including weekday delivery of hundreds of meals to homebound individuals through Meals-on-Wheels, which are prepared in the facility's commercial kitchen and served onsite as well to visitors at lunch. Workshop participants noted the premium placed upon athletics by the community as a source regular activity in its remote rural setting. Athletic facilities, including soccer, baseball, and softball fields, are maintained by both Churchill County and the city of Fallon, with near annual improvements made through in-kind services from area businesses. Finally, workshop participants highlighted the support given to Churchill Arts Council efforts as evidence of local public-private community support of cultural institutions and activities. Formed in 1986, Churchill Arts Council worked with Churchill County School District to renovate, and eventual acquire, the out-of-service, historic Oats Park School into the Oats Park Art Center which hosts changing art gallery exhibits, an annual concert series, and numerous other community events.

- **Question No. 5:** *Is the community willing to sacrifice some of its quality of life to either promote or curtail growth or change?* Workshop participants emphatically agreed that preserving and protecting the community's quality of life is central to the sense of identity residents have in the city of Fallon and Churchill County. Again, this is directly rooted in the agricultural origins of the community and contributes to the ongoing conservation and management of the natural resources necessary to continue that lifestyle for the agricultural producing residents within the community. Because of this, workshop participants agreed the community would be willing to sacrifice some measure of their quality of life to curtail any growth or change that is viewed collectively as a threat to the community's very existence.
- **Question No. 6:** *Are the elite members of the community willing to share power with others?* Workshop participants had earlier identified community size as both a 'like' and a 'dislike', and this closeknit and intimate nature of the community is viewed by residents as contributing directly to their quality of life. However, among community residents, as workshop participants pointed out, there exists a core few individuals and families able to exert influence exponentially in setting the tone and direction of community change and growth, both constructively and adversely. Because of this, workshop participants highlighted how buy-in by the elite members within the community is necessary for any progressive measure to be implemented. Again, this reflects the importance of clear and consistent communication between major stakeholders, previously highlighted by comments from workshop participants during their analysis of results from the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey specific to

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Churchill County, and in responses to Question No. 1 and Question No. 2 contained in this subsection of this University Center for Economic Development technical report.

- **Question No. 7:** *Are the citizens generally accepting of change, or do they resist it? Examples of both?* Again, workshop participants highlighted the value placed by community members upon quality of life and noted how residents adamantly oppose any change perceived as an interruption or threat to that quality of life. Interestingly, some workshop participants reiterated comments made in responses to Question No. 2, signaling that some rejected past projects may have been successful were they presented in a different light.
- **Question No. 8:** *Where do residents and businesspeople stand on issues of environmental sustainability?* Finally, workshop participants once again highlighted the community's deep agricultural roots, naturally prioritizing the conservation of natural resources for residents and businesses, with sustainable water resource foremost. Participants also noted how the community's place as downstream, end water users characterize in some way Churchill County's statewide and regional relationships and interactions. The ever-present urgency for natural resource conservation has translated to a defensive posture for the community in many ways. Workshop participants also highlighted community pride in development of Churchill County's sustainable, natural resources in both the mining and renewable energy industries. Eight geothermal power plants scattered across Churchill County, some facilities hybridized with solar photovoltaic and solar thermal technology, make the county a net exporter of energy. Local mining operations within the county, contrary to many across Nevada, focus upon non-extractive harvesting of unique local minerals like salts and diatomaceous earth. While not representing the county's largest employers, these sustainable industry businesses do provide continuous, recession proof employment and contribute significant annual tax revenues to the local economy.

The answers to each of these questions indicate a broad range of community and organizational positions, positions that Churchill County Museum will continue to take into consideration as new programs, resources, and services are developed and delivered as part of this new five-year organizational strategic plan. On an annual basis, as annual evaluations and updates to this new five-year, 2026 through 2030, organizational strategic plan for the Churchill County Museum is completed, these community and organizational positions will be reevaluated to ensure that organizational activities continue to align with community expectations.

### **3.6 A Strengths, Weaknesses, Opportunities, and Threats Analysis**

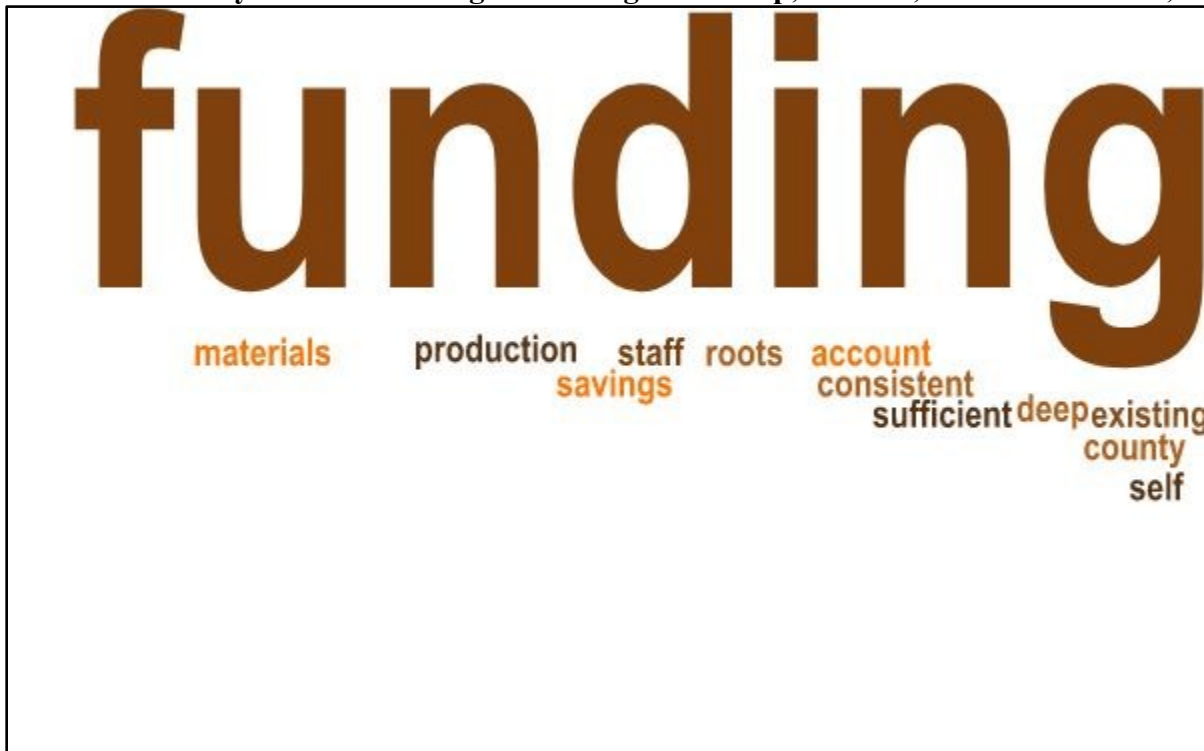
As part of the organizational strategic planning workshop held on June 26, 2025, and June 27, 2025, workshop participants were asked to identify specific and existing organizational strengths and weaknesses, as well as external opportunities and threats that the Churchill County Museum could potentially leverage or may need to mitigate and address as part of this new five-year organizational strategic plan. *Strengths* are defined as existing, internal characteristics that provide the Churchill County Museum with a competitive advantage and enable the organization

to produce value, while *weaknesses* are defined as existing, internal characteristics that place the Churchill County Museum at a disadvantage or limit the organization’s ability to produce value. While organizational strengths and weaknesses are existing and internal characteristics of the Churchill County Museum, opportunities and threats are external conditions that may or may not occur but could be either advantageous or disastrous. *Opportunities* are defined as external environmental conditions that the Churchill County Museum may be able to capitalize on, while *threats* are defined as external environmental factors that could impede Churchill County Museum in its ability to meet resident and visitor educational, entertainment, and recreational needs over the current five-year planning horizon.

### 3.6.a Strengths of the Churchill County Museum

Figure 3.8 presents a word cloud summarizing the existing organizational strengths of the Churchill County Museum as identified by workshop participants representing the Churchill County Museum and Churchill County Museum Association as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

**Figure 3.8 – Organizational Strengths of the Churchill County Museum  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



While identifying organizational strengths workshop participants elaborated upon ‘likes’ they had provided earlier in the workshop, specifically citing staff, equipment, materials, and local support. While existing Churchill County Museum employees had already been highlighted for their courtesy and professionalism, workshop participants elaborated the reservoir of institutional

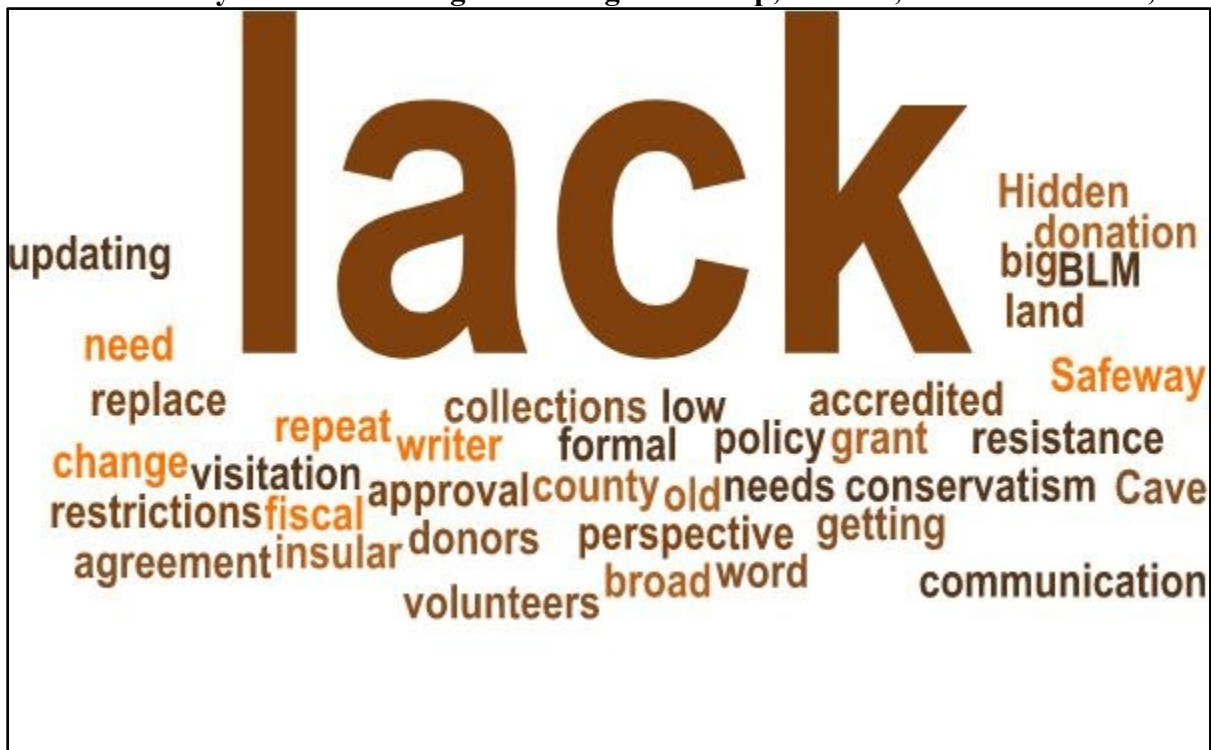
knowledge represented by the team with most holding professional degrees and experience at other cultural institutions. This depth of expertise supports the consistent delivery of high-quality programs, resources, and services. Participants further noted that staggered staff tenure has contributed to organizational continuity, limiting disruptions to daily operations while strengthening the overall self-sufficiency of the Churchill County Museum.

Workshop participants attributed organizational stability and self-sufficiency in part to consistent operational funding provided by Churchill County, which covers overhead expenses and staff compensation. This funding structure reduces vulnerability to economic fluctuations and supports long-term planning efforts such as this new five-year organizational strategic plan. Responsible fiduciary management of donations has also resulted in meaningful organizational reserves. In addition, prior investment in production materials and equipment, already highlighted under organizational likes, bolsters operational efficiency of the Churchill County Museum and enables in-house development of exhibits, programs, and outreach materials.

### 3.6.b Weaknesses of the Churchill County Museum

Figure 3.9 presents a word cloud summarizing the existing organizational weaknesses of the Churchill County Museum as identified by workshop participants representing the Churchill County Museum and Churchill County Museum Association as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

**Figure 3.9 – Organizational Weaknesses of the Churchill County Museum  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



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Many of the organizational weaknesses identified by workshop participants echoed community and organizational ‘dislikes’ noted earlier in the workshop. Participants identified internal limitations that constrain Churchill County Museum’s ability to expand operations, modernize practices, and broaden community impact. Physical limitations of the museum campus and facilities are compounded by the need for county approval prior to major replacements or renovations, restricting long-term capital planning. Workshop participants further noted that restrictions associated with donated land limit flexibility in facility expansion and campus improvements. Participants also noted that limited campus improvements may contribute to low repeated visitation by area residents, a concern that aligns with reasons for non-visitation identified by workshop participants from the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey.

Operational weaknesses were also identified by workshop participants. Lack of accreditation through the American Alliance of Museums, the industry’s standard bearer, was cited as a barrier to institutional advancement. Participants noted the need for updated collections policies, dedicated grant-writing capacity to pursue competitive funding, and sufficient volunteer support to meet labor-intensive needs in programming, events, and collections management. Capacity limitations were further described as contributing to insularity and limited perspectives, which can restrict collaboration and slow adaptation to new challenges. Communication challenges were also identified as reducing public awareness of museum programs, resources, and services, reinforcing a narrow donor base and contributing to a fiscally conservative operational posture. Finally, workshop participants cited constraints associated with Hidden Cave agreement between the organization and the Bureau of Land Management as limiting the use of a cultural resource aligned with the Churchill County Museum’s mission.

### 3.6.c Opportunities for the Churchill County Museum

Figure 3.10 presents a word cloud summarizing the list of potential organizational opportunities for the Churchill County Museum as identified by workshop participants representing the Churchill County Museum and Churchill County Museum Association as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

Workshop participants identified numerous opportunities the Churchill County Museum could pursue by leveraging existing organizational, community, and industry conditions. Participants noted that funding capacity could be expanded through engagement with regional funders, strategic leveraging of existing reserves, and reallocation of **budget** line items aligned with annual work plans that support the goals and objectives of this five-year organizational strategic plan. Expanding grant writing capacity through staff training or external partnerships was also identified as a key opportunity. Training staff in grant writing and compliance was identified as an activity aligned with accreditation requirements through the American Alliance of Museums that complement organizational capacity building opportunities, including formalization of policies and procedures. Expanding human capital through formalization then expansion of the volunteer program was highlighted by workshop participants, as was building other pipelines between professionals. Offering programs with Teacher In-Service credit was noted specifically as an opportunity to align programming with educator and family audiences to grow community

interest. Expanding existing organizational involvement in community events, including the annual communitywide high school reunion, and making incremental changes internally in the museum, such as expansion and activation of the Discovery Room and enhancing interpretation of local collections and narratives were identified as opportunities by workshop participants. Finally, participants highlighted the opportunity to expand Churchill County Museum’s presence beyond its immediate site through new collaborations and strengthening existing partnerships, like that with BLM, and further networking through the Nevada Museums Association membership leading to pamphlet exchanges, wider email lists, and cross-promotion opportunities.

**Figure 3.10 – Organizational Opportunities for the Churchill County Museum  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



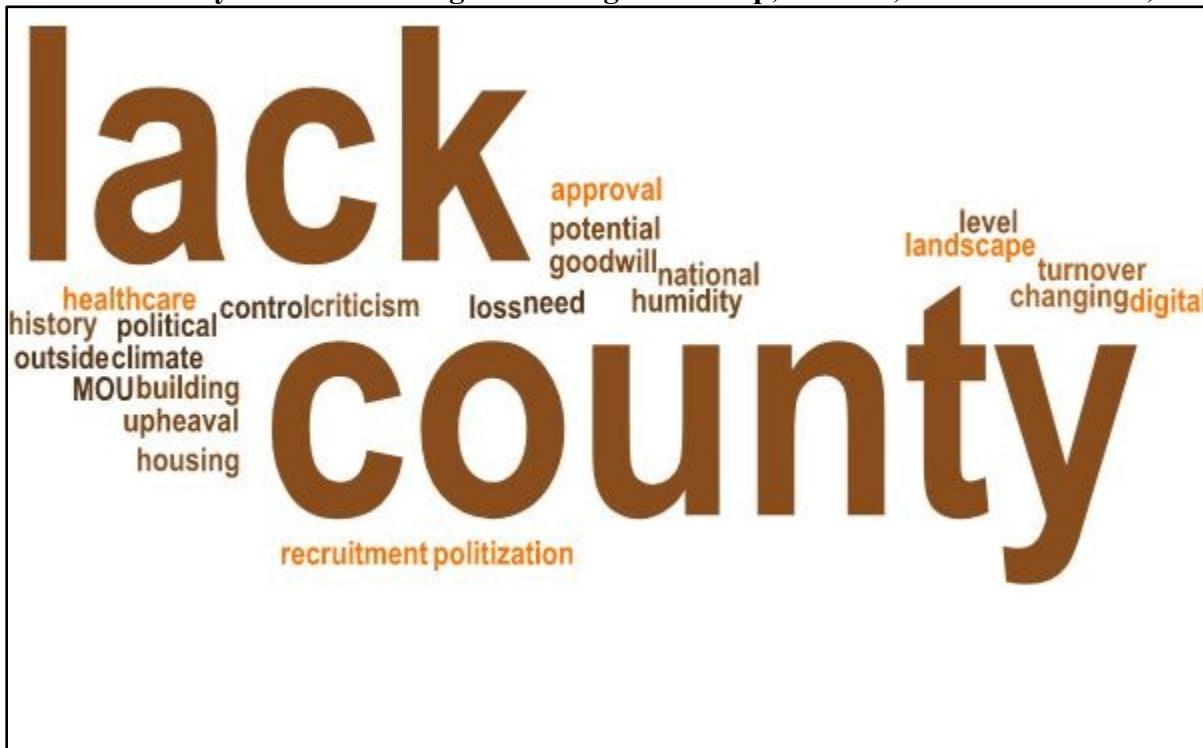
3.6.d Threats Facing the Churchill County Museum

Figure 3.11 presents a word cloud summarizing the list of potential threats facing the Churchill County Museum organization as identified by workshop participants representing the Churchill County Museum and Churchill County Museum Association as part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

Workshop participants were able to identify numerous tangible and even intangible threats currently faced by the Churchill County Museum as an organization. The *General Preservation Assessment* completed and presented to the Churchill County Museum in 2024 contains detailed recommendations addressing threats to the organization’s collections including those identified

by participants like climate control, including humidity as well as temperature, and risk posted by any continued deferment of facility improvements. Facility and infrastructure improvements are already subject to the approval of Churchill County, and participants identified the lack of a formal Memorandum of Understanding (MOU) between Churchill County and the Churchill County Museum Association memorializing that relationship as a potential threat to the Churchill County Museum organization. External political pressures, especially at the federal level, pose risks to funding sources and institutional neutrality in display and exhibit design. Subject to normal industry turnover, recruitment of qualified professionals when necessary is limited by local housing pressures and healthcare limitations as noted by workshop participants who also highlighted the loss of institutional knowledge followed by capacity strain when turnover occurs. Workshop participants also highlighted continuous exposure to outside criticism, specifically noting how the everchanging digital landscape threatens organizational credibility should Churchill County Museum appear out of step with evolving methods to present interpretation and access collections. Monitoring and mitigating most of these conditions through preventive and capacity building measures go a long way to taking advantage of the identified opportunity for receiving accreditation through the American Alliance of Museums.

**Figure 3.11 – Organizational Threats Facing the Churchill County Museum  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



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## 4.0 Review of Elements from the Existing Organizational Strategic Plan

The existing Churchill County Museum strategic plan, *Strategic Directions*, was adopted by the Churchill County Museum Association Board of Trustees in July 2018 and has served as the organization's primary guiding document since then. *Strategic Directions* consists of various assessments, a mission statement, a vision statement, a tag line, and six strategy clusters each associated with a number of accompanying first steps. As part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, workshop participants representing Churchill County Museum and the Churchill County Museum Association were asked to evaluate each individual element of the existing strategic plan. This section of this University Center for Economic Development technical report provides a summary of the results of this specific strategic planning exercise.

### 4.1 Identifying Existing Museum Trends

Churchill County Museum's existing strategic plan, *Strategic Directions*, used an analysis of existing industry trends among museums to focus its analysis of Churchill County Museum's programs, resources, services and administrative and facilities capacities at the time. As part of the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, participants representing Churchill County Museum and the Churchill County Museum Association evaluated the current relevancy of six modern museum trends used in *Strategic Directions* to orient that planning effort. Below is the list of those trends, ranked by workshop participants by relevancy:

1. Embracing storytelling, simultaneously grounding objects in their community context, adding distinction to general interest items, and elevating local circumstances.
2. Partnering with the community, particularly to tell local stories.
3. Actively seeking to spark curiosity, deconstruct learning processes, engage nontraditional audiences.
4. Embracing programming and temporary exhibits as vehicles to attract new audiences, testing new techniques and topics, showcasing ongoing institutional evolution.
5. Relating popular culture and the experience of everyday people.
6. Creating value by fostering participation and facilitating authentic person-to-person connections.

Workshop participants noted the difficulty ranking existing trends by relevance, for instance highlighting that as a leading community cultural institution, Trend 1 and Trend 2 were more complementary than distinct from each other. Participants further elaborated on the relevance of other broader museum trends tied to digital integration and engagement, visitor preferences and

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experience, community and social impact, and other existing or emerging museum trends to be considered as part for this new five-year organizational strategic plan.

Workshop participants elaborated on how Churchill County Museum purposefully leverages technology to enhance the visitor experience with the physical space. After some overcorrection, they are now moving away from less effective digital solutions and attempting to keep with digital trends, which is challenging for the industry overall. Navigating the vast amount of online material relevant to museums and cultural resources can be difficult. Due to organizational capacity restraints noted by participants, Churchill County Museum has struggled to grow or maintain a strong online presence to engage with audiences digitally. However, workshop participants still articulated plenty of ideas and had a strong awareness of the current digital landscape specific to museums. While the Churchill County Museum has maintained an active social media presence, the organization witnessed a boost in online interaction during the COVID-19 pandemic. Concurrently, staffing changes allowed them to add more content, specifically from the Oral History project. Workshop participants agreed that online budget allocations, which are consistently low, could be increased. This would support a stronger presence and public relations campaign, ultimately improving interactions with digitally native audiences.

Workshop participants stated that Churchill County Museum is actively collecting visitor feedback to understand the key reasons motivating visits and inform programming and exhibit design decisions. Reasons noted by participants include residents include local residents visiting to view preserved community cultural heritage assets, including items donated by established community families, tourists passing through the area, and families seeking an activity to do with children. Through partnerships, workshop participants noted the organization is seeking to reach diverse audiences across various age groups and family structures. The museum is now using family scavenger hunts, a refreshed Discovery Room, and creating new tactile, interactive exhibits to encourage imaginative learning and inspire creativity. Participants were able to note where improvements could be made in terms of access, specifically addressing compliance with the Americans with Disabilities Act (ADA) Standards for Accessible Design and introducing bilingual labels and narration to lower existing barriers.

Impacts made by the Churchill County Museum within the community, proudly noted by workshop participants, included the museum's available rental space, outreach lectures and Chautauqua events, participation in the annual Fallon Cantaloupe Festival and County Fair, partnership with the Churchill County School District, and participation in annual community Trunk-or-Treat events. Research assistance with historic newspapers, obituaries, and photographs was cited by workshop participants as exemplifying the museum's strongest community interactions. Participants highlighted how organizational research lecture series and public relations events have helped bring history forward in Churchill County Museum's role as an agent of social change. Moving forward, participants expressed an organizational desire to remain open to changing with the times. While always reevaluating adapting to audience needs, representatives from Churchill County Museum and the Churchill County Museum Association most importantly expressed a desire to see the Churchill County Museum change as people change, to meet them where they are.

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## 4.2 Evaluating the Existing Strategic Mission Statement

A strategic mission statement typically describes the organization's present identity. Key elements of a properly developed strategic mission statement provide direction for day-to-day organizational activity and a foundation for future decision-making. Typical strategic mission statements focus on highlighting what makes the organization unique and competitive relative to other similar organizations. As part of the current five-year organizational strategic plan, the current strategic mission statement of the Churchill County Museum from *Strategic Directions* is:

***To help people forge meaningful connections to Churchill County's natural and cultural heritage, strengthen community ties, and shape its future.***

In order to evaluate the existing mission statement of the Churchill County Museum, workshop participants representing the Churchill County Museum and the Churchill County Museum Association during the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, were asked to answer the three following questions: (1) How does/has the Churchill County Museum help *forge meaningful connections?*, (2) What is Churchill County's *natural and cultural heritage?*, and (3) What are the *ties* that make Churchill County a unique community?

Figure 4.1 presents a word cloud summarizing responses to the question, *How does/has the Churchill County Museum help 'forge meaningful connections'?* as provided by participants at the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

Among the many ways in which workshop participants answered this first question regarding Churchill County Museum's current strategic mission statement, workshop participants emphasized the attention which had been given to the development of innovative programs and resources complemented by more inclusive outreach efforts. Since 2018, Churchill County Museum has approached exhibit and educational resource development with the forethought to be more interactive and therefore more inclusive for individuals who learn and experience in a multitude of ways different from each other. These efforts included the inclusion of more tactile aspects for children and young people to experience both inside the museum and outside as part of ongoing educational outreach efforts. The organization has continued to play a significant role strengthening connections through interpersonal approaches. Specifically, Churchill County Museum has continued to host Chataqua presenters and has begun to reappraise the Churchill County Oral History Project. Churchill County Museum employees and representatives have also worked hard to strengthen the connection between the established community and NAS Fallon, a primary driver of Churchill County's economy and de facto major employer with an estimated 1,000 active service individuals and over 1,000 civilian employees onsite. Workshop participants emphasized that by doing so they are hopeful lifelong connections with the community will be forged with individuals who are residents for the brief time they and their families are stationed at NAS Fallon.

**Figure 4.1 – How does/has the Churchill County Museum help ‘forge meaningful connections’?**

**Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**

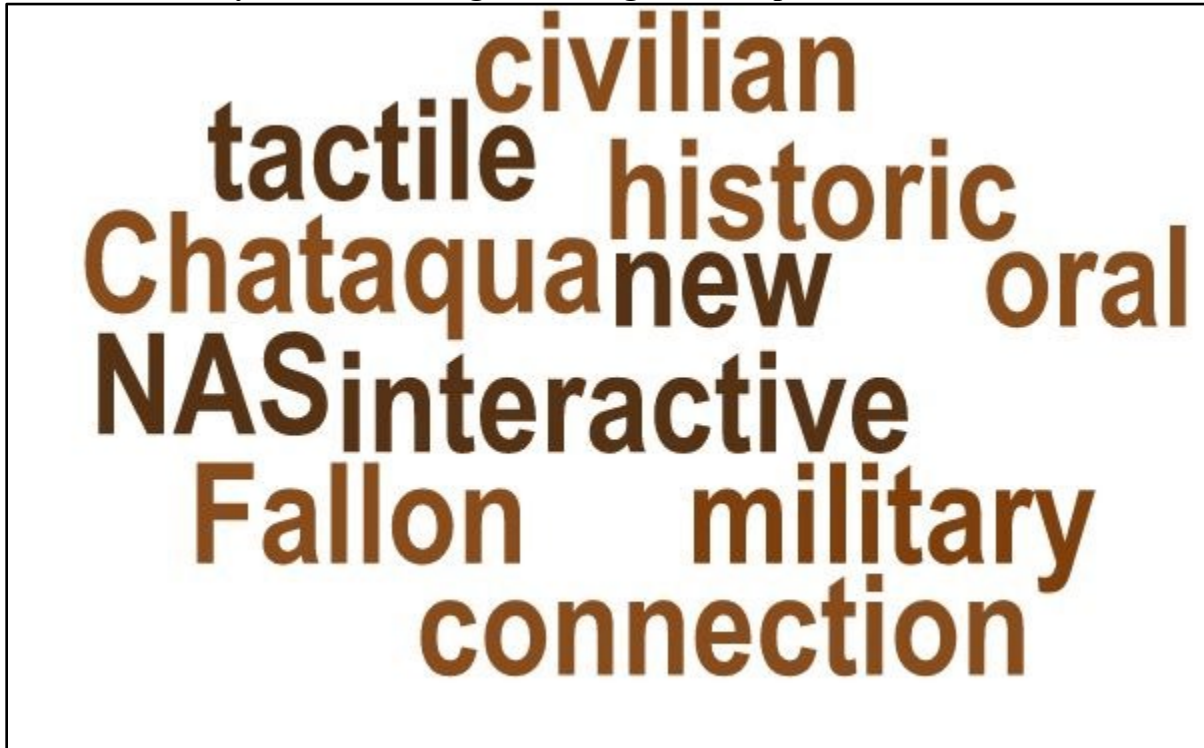


Figure 4.2 presents a word cloud summarizing responses to the question, *What is Churchill County’s ‘natural and cultural heritage’?*, provided by participants at the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

Echoing previous comments regarding the presence and measurable impact of NAS Fallon, workshop participants highlighted the community’s military heritage, noting that the estimated 2,857 veterans residing in Churchill County and accounting for 15.3 percent of county residents aged 18 years of age and older, was nearly twice the rate across the entire state of Nevada at 8.3 percent. Participants stressed that these residents, all of whom served across different military branches, also contribute directly to the community’s military heritage. Other responses provided by workshop participants were representative of the community’s existing deep, agricultural roots. Specifically, they highlighted the Newlands Project, the initial Bureau of Reclamation project which transformed the Lahontan Valley into an agricultural producer and led to it becoming Nevada’s dairy industry cluster, now home to over two-thirds of state’s dairies. Prior to that transformation, workshop participants noted that riparian resources, including Carson Lake and Stillwater Marsh, had provided resources for Indigenous residents since time immemorial. Workshop participants also highlighted the unique geology of the county which is made up of several basins and ranges that constitute the Great Basin. This unique geology is directly responsible for the county’s third largest economic driver, renewable geothermal energy,

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now highlighted as part of the museum’s newest long-term display, *Green Energy in Churchill County*. Each of the elements highlighted by workshop participants indicated the direct connection between Churchill County’s natural and cultural heritage and its economic outputs.

**Figure 4.2 – What is Churchill County’s ‘natural and cultural heritage’?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**

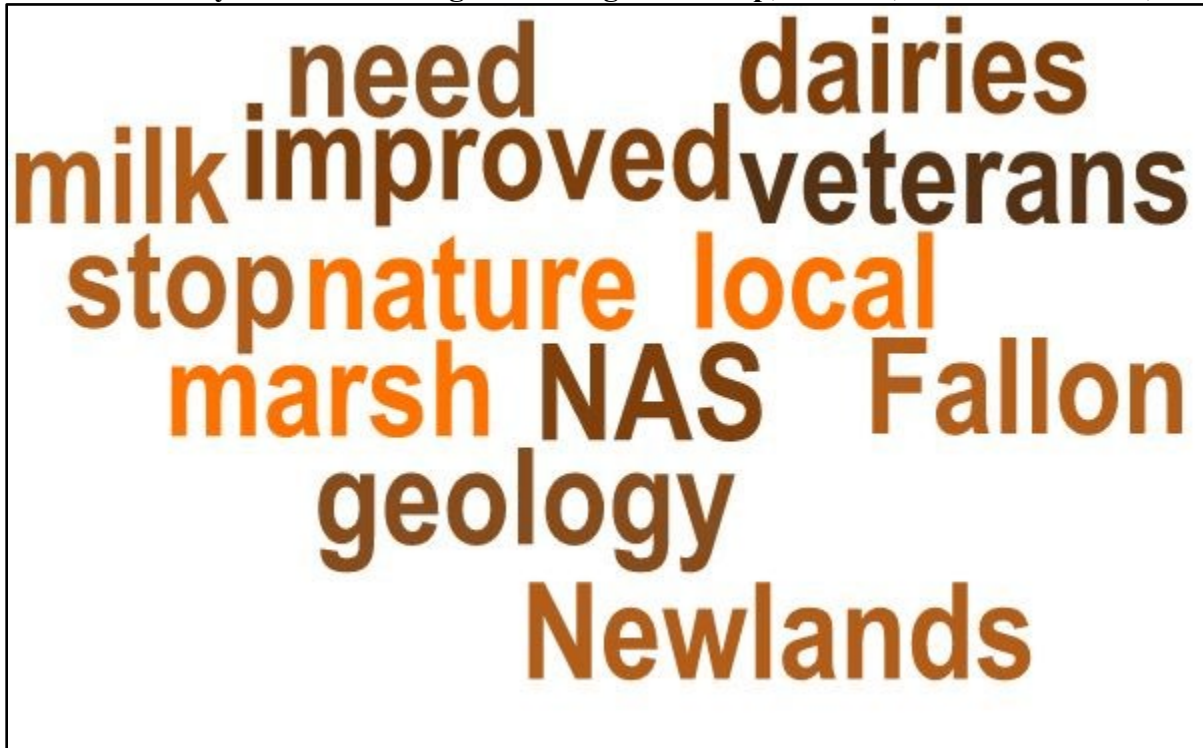


Figure 4.3 presents a word cloud summarizing responses to the question, *What are the ‘ties’ that make Churchill County a unique community?*, provided by participants at the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

Workshop participants highlighted how the informal, approachability of local, knowledgeable community leaders was a unique strength of Churchill County. This included direct ties and access to statewide leaders, ranging from past governors to current state legislators. Participants identified the Fallon Paiute-Shoshone Tribe as uniquely representative of Indigenous residency in Lahontan Valley since time immemorial. Members of the tribe continuously act upon their commitment to preserve their cultural heritage and landmarks, a value that participants stated can be seen across the entire community. Local historic buildings have been saved, renovated, and repurposed, with projects ranging from transforming the previous community hospital in the current Churchill County Administration facility to overhauling the historic Oats Park School into the Oats Park Art Center through the previously highlighted public-private partnerships. Workshop participants also identified examples of how the spirit of volunteerism is woven throughout the community fabric. The Fallon/Churchill Volunteer Fire Department exemplifies this commitment as exhibited in its multigenerational volunteer fire crew while execution of the

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“Big Dig” project, completed through mobilization of mainly local agricultural volunteer labor and equipment, averted potential disastrous flooding from record snowpack in 2017.

**Figure 4.3 – What are the ‘ties’ that make Churchill County a unique community?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



### **4.3 Evaluating the Existing Strategic Vision Statement**

An organizational strategic vision statement should describe the general direction of where the organization is headed and what the organization aims to achieve by the end of the strategic plan’s five-year planning horizon. While falling short of providing day-by-day instruction, the strategic vision statement should provide a general overview of the desired course and direction the organization has charted. An effectively worded strategic vision statement should be graphic, directional, focused, flexible, feasible, desirable, and easy to communicate. The strategic vision statement provides criteria through which day-to-day activities and short-term decisions can be evaluated. Ultimately, day-to-day activities and short-term decisions are evaluated by how they contribute to the achievement of the desired course and direction described in the strategic vision statement. As part of the current five-year organizational strategic plan, the current strategic vision statement of the Churchill County Museum from *Strategic Directions* is:

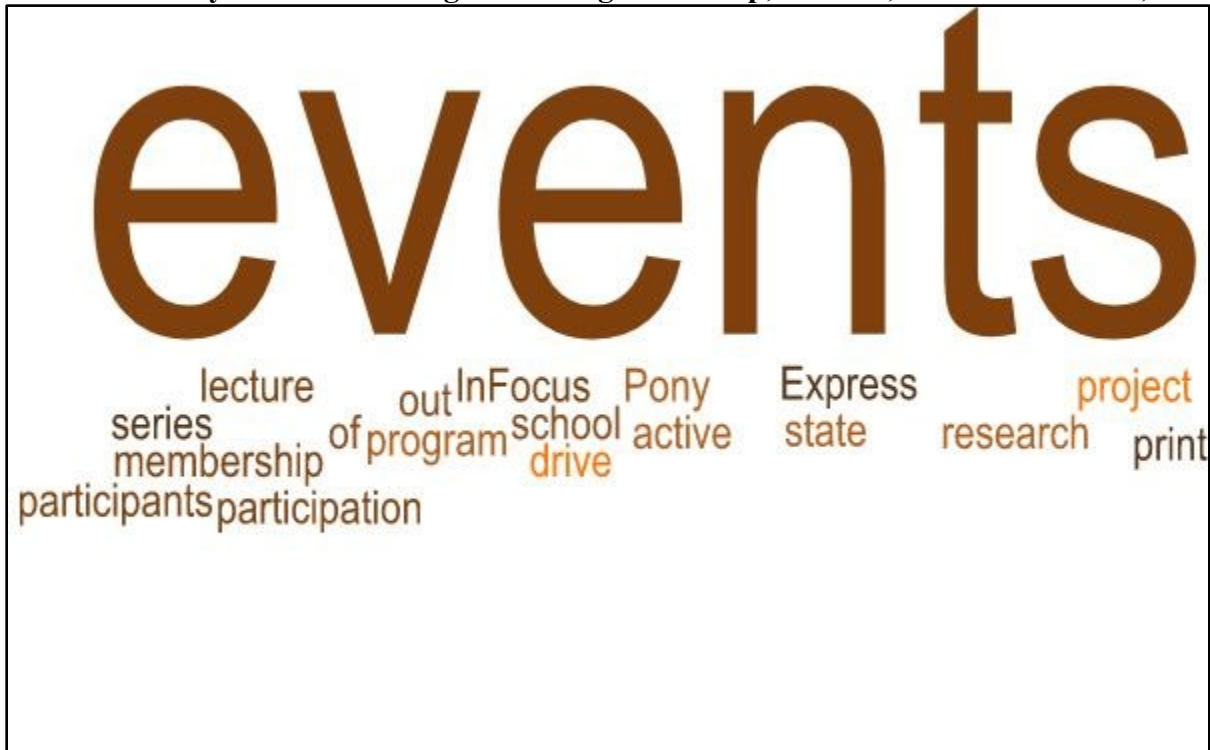
*As the heart of a thriving community, the Churchill County Museum inspires generations to discover and appreciate Churchill County, ask thoughtful questions, exercise creativity, and implement positive change.*

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In evaluating the existing vision statement of the Churchill County Museum, workshop participants representing the Churchill County Museum and Churchill County Museum Association during the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, were asked to answer two questions: (1) List some examples (be specific) of how the Churchill County Museum has helped *inspire* individuals over the past five years, and (2) How do you define *positive change*?

Figure 4.4 presents a word cloud summarizing responses to the prompt, *List some examples of how the Churchill County Museum has helped ‘inspire’ individuals over the past five years*, provided by participants at the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

**Figure 4.4 – List some examples of how the Churchill County Museum has helped ‘inspire’ individuals over the past five years.**  
**Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



Workshop participants identified several specific examples in which the Churchill County Museum has endeavored to inspire individuals to discover and appreciate Churchill County since 2018. Events, including those hosted at the museum or facilitated at a partnering organization’s location, have been the organization’s primary means to encourage thoughtful dialogue within the community. Highlighting the organization’s regular lecture series, workshop participants noted the museum’s treatment of the Pony Express as a specific example. Extremely central to county’s shared heritage, this story still inspires residents and schoolchildren beyond the basic narrative because of the many physical remnants of the pony stations utilized by riders during their rides back and forth across the Churchill County. Workshop participants also highlighted *In*

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*Focus*, a journal of Churchill County history published annually by the organization and furnished to members of the Churchill County Museum Association as a benefit. Since 2018, staff and volunteers have worked to make back issues of *In Focus* and interviews from the Oral History Project available online, allowing digital access to firsthand accounts of local history and inspiring active participation from residents and other individuals with strong ties to the community.

Figure 4.5 presents a word cloud summarizing responses to the question, *How do you define 'positive change'?*, provided by participants at the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Single words mentioned more frequently appear in a larger size.

**Figure 4.5 – How do you define ‘positive change’?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



First and foremost, workshop participants representing Churchill County Museum and the Churchill County Museum Association highlighted the support given constituents primarily through fulfillment research requests. Ranging from requests for historic community newspaper access to requests for historic photos, participants agreed this function represents the organization’s strongest tie to the community and therefore it most relevant impact for positive change. Participants noted that these requests and labor needs for other projects and events serve to energize organizational volunteers and help prevent complacency within the organization. Similarly, enhanced customer service better involve community members and assist Churchill County Museum to remain relevant as the organizations is equipped to meet the revolving needs of its community.

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## 4.4 Evaluating Existing Strategic Areas and Strategies

The current five-year organizational strategic plan, *Strategic Directions*, contains six strategy areas with accompanying first steps. These serve as general organizational goals, each supported by specific objectives, some with specific actionable items. The six strategy areas for the Churchill County Museum, with associated specific strategies, from *Strategic Directions* are as follows:

- **Upgrade Site and Buildings and Improve Physical Connections**
  - Develop a New Site Plan and Building Program.
  - Make Plan to Revamp Museum Facilities.
  - Sequence Improvements to Continue Operations.
  - Coordinate Improvements with Capital Campaign Strategy.
  
- **Integrate Locally Generated Content into Visitor Experiences**
  - Initiate Contributory Projects where People can share Ideas, Opinions, Objects.
  - Initiate Co-Created Projects to Reflect Community Interests and Establish the Churchill County Museum as a Trusted Public Forum.
  
- **Refurbish Exhibits**
  - Devise a Flexible Exhibit Gallery Floorplan.
  - Map the Content.
  - Target Specific Artifacts Needed to tell the Region's Stories.
  - Add Simple Exhibit Upgrades.
  - Add Layers to the Interpretation.
  - Address Missing Subjects.
  
- **Identify New Funding Models**
  - Add a Development Director.
  - Establish Systems and Create Infrastructure.
  - Create Tiered Donation Structures.
  - Work with Churchill County and the City of Fallon.
  - Pursue Grants and Foundations.
  
- **Increase Leadership Capacity**
  - Streamline the Churchill County Museum Association Committee Structure and Deploy Staff Accordingly.
  - Use the Task Force Model and Recruit Talent.
  - Return/Deaccession of Non-Contributing Artifacts.
  - Consider Off-Site Opportunities.
  
- **Engage with Placemaking Activities**
  - Convene Community Conversations on Regional Matters.
  - Work with Area Employers to Preview Churchill County to Job Candidates and the Families.

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- Co-Sponsor or Co-Host Public Events.
  - Support Public Art.

Representatives from the Churchill County Museum and the Churchill County Museum Association who participated in the organizational strategic planning workshop held June 26, a and June 27, 2025 were asked to evaluate each strategy associated with each of the six existing strategy areas by answering two specific questions: (1) Has progress been made toward completing each strategy?, and (2) Is each strategy still relevant to the mission and vision of the Churchill County Museum? The analysis for each strategy listed for each of the six existing strategy areas was used during the organizational strategic planning workshop to develop a new set of strategic goals and objectives and a comprehensive implementation plan as part of the new five-year organizational strategic plan for the Churchill County Museum.

#### 4.4.a Evaluating Progress and Relevancy for Upgrade Site and Buildings and Improve Physical Connections

While no progress has been made toward developing a new site plan and building program, workshop participants clearly stated the objective remains relevant as the physical limitations of current facilities and the existing campus remain unchanged. Conversely, progress had been made toward planning the revamp of existing museum facilities with several steps already implemented. Participants recognized that execution of this plan remains vital to continuation of daily museum operations. Additionally, the museum successfully sequenced improvements at the Churchill County Museum to ensure continued operations, with workshop participants agreeing this approach remains relevant for all future upgrades. Participants noted that efforts are now being coordinated with a capital campaign to align project-focused fundraising with institutional needs.

#### 4.4.b Evaluating Progress and Relevancy for Integrate Locally Generated Content into Visitor Experiences

Workshop participants agreed that integrating locally generated content remains a priority for maintaining community engagement. Since 2018, co-created projects had been successfully executed, participants noting specifically the installation of murals on the museum's south-facing exterior wall. Workshop participants echoed that similar projects which reflect community interest are essential to further establishing Churchill County Museum as a trusted public forum.

#### 4.4.c Evaluating Progress and Relevancy for Refurbish Exhibits

Workshop participants unanimously agreed that refurbishing exhibits remains a core priority for Churchill County Museum in its role as curator of community collections. To this end, a flexible exhibit gallery floorplan has been designed and subject to continuous review. Participants noted that museum campus content has successfully been mapped, and the organizations continues to target specific artifacts essential to regional storytelling. Efforts to implement simple exhibit upgrades and deepen interpretation are ongoing, with participants highlighting the ongoing partnership with the Fallon Paiute-Shoshone Tribe. Finally, Churchill County Museum continues to use the inclusion of previously missing subjects as an opportunity for public outreach.

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#### 4.4.d Evaluating Progress and Relevancy for Identify New Funding Models

Although the Churchill County Museum has yet to hire a Development Director, workshop participants adamantly agreed the goal remains relevant to increasing organizational capacity. The organization has successfully established and maintained core infrastructure and created tiered donation structures, though workshop participants did note the structure needed to be reexamined for improvements. Museum representatives continue to cultivate foundational relationships with Churchill County and the city of Fallon, while the organization actively pursues external grants and foundation funding.

#### 4.4.e Evaluating Progress and Relevancy for Increase Leadership Capacity

Workshop participants indicated progress had been made toward streamlining the Churchill County Museum Association Committee Structure, at this remains relevant as the organization seeks to revitalize its volunteer base. Following several staffing changes since 2018, the organization has utilized the task force model for talent recruitment, a strategy that will remain vital during future transitions. Regarding collections management, the organization has begun deaccessioning non-contributing artifacts, an effort that supports the broader overhaul of collections policies. Finally, Churchill County Museum continues to leverage off-site opportunities expand the organizational influence within the community.

#### 4.4.f Evaluating Progress and Relevancy for Engage with Placemaking Activities

Churchill County Museum has successfully convened community conversations on regional issues and remains committed to allocating appropriate resources to this effort. A 2018 goal to partner with local employers as part of a cohort previewing Churchill County to job candidates and their families was hindered by the COVID-19 pandemic and never fully materialized. However, workshop participants agreed the organization remains open to such regional collaborations. Churchill County Museum continues to co-sponsor and co-host public events and public art opportunities, building on the success of its recent mural project.

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## **5.0 A Strategic Plan for the Churchill County Museum for 2026 through 2030**

Representatives from Churchill County Museum and the Churchill County Museum Association participated in an organizational strategic planning workshop held June 26, 2025, and June 27, 2025, facilitated by University Center for Economic Development faculty designed to develop the final critical elements of the Churchill County Museum’s new five-year organizational strategic plan for the 2026 through 2030 strategic planning horizon. This section of this University Center for Economic Development technical report presents a comprehensive summary of the critical elements of the new five-year organizational strategic plan including a new overarching noble cause and set of priority issues, a new set of core values, a revised five-year organizational strategic mission statement and strategic vision statement, and a set of new organizational strategic goals and objectives with accompanying actionable items. Over the next five years, each of these critical elements will be evaluated on an annual basis and updated as needed.

### **5.1 A Noble Cause and Priority Issues**

The purpose of a noble cause in the context of a five-year strategic plan is to provide underlying motivation to organizational members in the pursuit and accomplishment of organizational strategic goals and to align the organization’s strategic mission, strategic vision, and strategic goals and objectives with the objectives and expectations of organizational representatives. During the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, and as part of this new five-year organizational strategic plan for the Churchill County Museum, workshop participants completed a series of facilitated group exercises designed to articulate the organization’s broader noble cause and to identify a series of priority issues that will be the primary focus of this new five-year organizational strategic plan.

#### 5.1.a A Noble Cause

During the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, workshop participants were asked to answer four separate questions, including: (1) What are your personal hopes and aspirations for the community for the next five years?, (2) What are your personal hopes and aspirations for the Churchill County Museum as an organization for the next five years?, (3) What are your personal hopes and aspirations for the community over the next 20 to 30 years?, and (4) What are your personal hopes and aspirations for the Churchill County Museum as an organization over the next 20 to 30 years? The answers to each of these questions, summarized here, represent a part of Churchill County Museum’s noble cause and were later incorporated into the development of a new set of core values, a revised strategic mission and vision statement, and a new set of strategic goals, objectives, and actionable items

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that will guide Churchill County Museum activities over the next five-year strategic planning horizon.

Figure 5.1 presents a word cloud of the responses provided by representatives of Churchill County Museum and the Churchill County Museum Association that participated in the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, to the question, *What are your personal hopes and aspirations for the community for the next five years?* Single words mentioned more frequently appear in a larger size.

**Figure 5.1 – What are your personal hopes and aspirations for the community for the next five years?**  
**Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



In the short-term, workshop participants envisioned a stronger, healthier community within the next five years. The future shared by participants will prioritize moderate growth supported by robust infrastructure and enhanced local education, thus fostering a more interactive and engaged community.

Figure 5.2 presents a word cloud of the responses provided by representatives of Churchill County Museum and the Churchill County Museum Association that participated in the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, to the question, *What are your personal hopes and aspirations for the Churchill County Museum as an organization for the next five years?* Single words mentioned more frequently appear in a larger size.

**Figure 5.2 – What are your personal hopes and aspirations for the Churchill County Museum as an organization for the next five years?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



Responses given by workshop participants envision the Churchill County Museum as a catalyst for future community engagement activities, leading efforts to connect museum resources with a broader audience through robust volunteer and outreach programs. A key priority is increasing accessibility for residents with varying schedules by expanding programming over diverse days and times, and to other locations in collaboration with community partners.

To enhance local education, workshop participants expressed their desire to see the museum’s Education Curator and other permanent positions funded as full-time employees while ensuring museum staff will always be properly equipped through continuous professional development. Simultaneously, participants envisioned strengthened organizational infrastructure through both physical improvements, such as a renovated entryway and museum store location, and strategic capacity building. These efforts will establish a robust long-term planning framework capable of sustaining and conveying the Churchill County Museum’s vision beyond this five-year strategic planning horizon.

Figure 5.3 presents a word cloud of the responses provided by representatives of Churchill County Museum and the Churchill County Museum Association that participated in the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, to the question, *What are your personal hopes and aspirations for the community over the next 20 to 30 years?* Single words mentioned more frequently appear in a larger size.

**Figure 5.3 – What are your personal hopes and aspirations for the community over the next 20 to 30 years?**  
**Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



Workshop participant long-term vision for their community was a sustainable vision built upon their short-term vision of a bolstered engaged community where appreciation of the arts and humanities has continued to be fostered. Participant comments remained focused on the agrarian existence of Churchill County, seeking the retention of their land base and water resources. Participants also envisioned a larger presence for the Western Nevada College campus located in Fallon, whether it remained associated with that institution or becomes a standalone community college.

Figure 5.4 presents a word cloud of the responses provided by representatives of Churchill County Museum and the Churchill County Museum Association that participated in the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, to the question, *What are your personal hopes and aspirations for the Churchill County Museum as an organization over the next 20 to 30 years?* Single words mentioned more frequently appear in a larger size.

For the next 20 to 30 years workshop participants wished to see a robust volunteer program in place at the Churchill County Museum with all regular staff positions funded for full-time employment. Participants also envisioned an updated museum campus with new buildings, completely integrated with the William H. Pennington Life Center, and fully established as the southern anchor of the emerging civic district within Fallon’s historic downtown commercial corridor. Representatives expressed a long-term desire for the organization to maintain other

historic sites and buildings within the community, having established itself the recognized custodian for those resources in Fallon and Churchill County. Some of those historic resources could even serve as satellite locations for the organization, along with other locations distributed across the community.

**Figure 5.4 – What are your personal hopes and aspirations for the Churchill County Museum as an organization over the next 20 to 30 years?  
Churchill County Museum Strategic Planning Workshop, June 26, 2025 and June 27, 2025**



### 5.1.b Priority Issues

As part of the community and organizational assessment during the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, representatives from the Churchill County Museum and the Churchill County Museum Association were asked to identify and categorize existing organizations and activities, including various public sector entities, private sector firms, and community-based organizations, that Churchill County Museum currently works with or could potentially work with to address specific priority issues that the organization will seek to address as part of this new five-year organizational strategic plan. Workshop participants who participated in the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, were asked to organize these existing activities and organizations using the C.A.R.E. model. C.A.R.E. is an acronym which stands for Creation, Attraction, Retention, and Expansion. Using this model, workshop participants were asked to sort existing organizations and activities into groups that could possibly *create* new resources, *attract* new resources, *retain* existing resources, or *expand* upon existing resources.

**Table 5.1 – Organizations and Activities that the Churchill County Museum Currently or Potentially Engages With  
Creation, Attraction, Retention, and Expansion  
Churchill County Museum Strategic Planning Workshop  
June 26, 2025 and June 27, 2025**

<p><b>CREATION</b></p> <ul style="list-style-type: none"> <li>• Churchill County</li> <li>• City of Fallon</li> <li>• Community support</li> <li>• Donors</li> <li>• Fallon Paiute-Shoshone Tribe (FPST)</li> <li>• Naval Air Station (NAS) Fallon</li> <li>• Truckee-Carson Irrigation District (TCID)</li> </ul>	<p><b>ATTRACTION</b></p> <ul style="list-style-type: none"> <li>• Churchill Arts Council</li> <li>• Churchill Area Regional Transit (CART)</li> <li>• Churchill County</li> <li>• Churchill County Library</li> <li>• Churchill County School District (CCSD)</li> <li>• City of Fallon</li> <li>• Community support</li> <li>• Fallon Cantaloupe Festival &amp; Country Fair</li> <li>• Lahontan Valley News</li> <li>• NAS Fallon</li> <li>• Other museums</li> <li>• The Fallon Post</li> </ul>
<p><b>RETENTION</b></p> <ul style="list-style-type: none"> <li>• Churchill County</li> <li>• Churchill County Library</li> <li>• Churchill County School District (CCSD)</li> <li>• City of Fallon</li> <li>• Community support</li> <li>• Fallon Cantaloupe Festival &amp; Country Fair</li> <li>• Fallon Paiute-Shoshone Tribe (FPST)</li> <li>• Lahontan Valley News</li> <li>• The Fallon Post</li> <li>• Truckee-Carson Irrigation District (TCID)</li> <li>• U.S. Bureau of Reclamation (BOR)</li> <li>• U.S. Bureau of Land Management (BLM)</li> </ul>	<p><b>EXPANSION</b></p> <ul style="list-style-type: none"> <li>• Banner Churchill Community Hospital</li> <li>• Churchill Area Regional Transit (CART)</li> <li>• Churchill County</li> <li>• Churchill County Federal Credit Union (CCFCU)</li> <li>• Churchill County Library</li> <li>• Churchill County School District (CCSD)</li> <li>• Donors</li> <li>• Fallon Paiute-Shoshone Tribe (FPST)</li> <li>• NAS Fallon</li> <li>• Nevada Humanities</li> <li>• Nevada State Historic Preservation Office (SHPO)</li> <li>• Nevada State Museums</li> <li>• Other museums</li> <li>• U.S. Bureau of Land Management (BLM)</li> <li>• Western Nevada College (WNC)</li> </ul>

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Table 5.1 presents a summary of various organizations and activities identified by workshop participants using the C.A.R.E. model during the organizational strategic planning workshop held June 26, 2025, and June 27, 2025. Using the results of this effort, workshop participants then developed a series of priority issues that the Churchill County Museum will focus on as part of this new, 2026 through 2030, five-year organizational strategic plan. These priority issues serve as the foundation upon which are built the revised organizational strategic mission and strategic vision statements along with the new organizational strategic goals. Discussion by workshop participants centered around current assets and activities of the Churchill County Museum. Ultimately, three specific priority issues were agreed upon by workshop participants centered around the organization's assets, specifically its curated collections, and activities carried out both inside and outside of museum facilities. These three focused priority issues serve as foundational guidance for specific actionable items that Churchill County Museum will seek to address over the next five years. These three specific priority issues, ranked in general order of importance, are:

- ***Priority Issue No. 1, 2026 through 2030:*** Sustainable and Responsible Preservation, Protection, and Stewardship of Collections

The Churchill County Museum and its physical collections represent a unique relationship. Museum facilities are owned by Churchill County which also covers operating expenses and directly employs organizational staff. The organization's collections are owned by the Churchill County Museum Association who are also responsible for the accession or deaccession of artifacts contained within organizational collections. As such both entities are essential to this priority. Churchill County needs to maintain levels of funding for staff and building expenses and continue in its commitment of operational resources. The Churchill County Museum Association Board of Trustees remains responsible for providing operational direction and commitment of additional funding and other resources necessary for the development and delivery of organizational programs, resources, and services. Under this priority the community at large remains the source of donations, both monetary and artifact, as well as the source for new and continued membership in the Churchill County Museum Association. Access of collections management expertise, professional development, and certifications through professional organizations, like the American Alliance of Museums, and the execution of new and existing organizational assessment documents, including this strategic plan and the General Preservation Assessment completed in 2024, should be integrated into the goals, objectives, and actionable items contained within this new five-year organizational strategic plan.

- ***Priority Issue No. 2, 2026 through 2030:*** Access and Education

Beyond physical assets housed within Churchill County Museum facilities, workshop participants prioritized the programs, resources, and services developed and facilitated within those facilities next. As highlighted under the prior priority, this priority also is dependent upon the continued funding and other essential support provided by Churchill County and the Churchill County Museum Association for facilities, staff, programming,

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resources and services. An increase funding from individual donors and stakeholder partners, including the city of Fallon, would support capacity growth for access and education. For the delivery of educational programming Churchill County Museum needs to maintain its partnership with the Churchill County School District for facilitating field trips, with outreach tailored to address specific school audiences, and expand into similar partnerships with local private and charter schools. This priority requires supporting continued partnerships with other community-based organizations, with the Fallon Cantaloupe Festival and County Fair mentioned specifically by participants as a prized venue. For content workshop participants highlighted the need for far reaching engagement by Churchill County Museum with people, organizations and other entities to host individuals with content expertise as lecture series speakers and other events. In addition to utilizing professional organizations for trainings, as noted in the prior priority, participants emphasized how growing secure relationships with traveling exhibit companies would provide additional content options for the organization to incorporate. Finally, workshop participants mentioned working toward a partnership with Churchill Area Regional Transportation (CART) in addressing this priority, toward integration of CART services to facilitate onsite access, as an example voicing the potential for a transit stop at the combined Churchill County Museum and William H. Pennington Life Center campus.

- ***Priority Issue No. 3, 2026 through 2030: Outreach and Engagement***

Organizational activities outside of Churchill County Museum facilities, workshop participants agreed must prioritize engagement and outreach. While museum staff do typically work community events, Churchill County Museum Association members, beyond just trustees, should be mobilized to represent the organization at events and gatherings including the Fallon Cantaloupe Festival and County Fair and community Trunk-or-Treat events in which the organization is already engaged. These venues present more than opportunities to share information and educate the public about programs, resources, and services provided by Churchill County Museum, these are opportunities to recruit members into the Churchill County Museum Association, growing its overall capacity to support organizational activities. Partnerships with the Churchill County School District and schools already prioritized could be used to facilitate school and classroom visits, allowing representatives to present Churchill County Museum materials without the necessity of field trips. Focused marketing, a priority already highlighted significantly by workshop participants as part of the overall strategic planning process, present opportunity to engage some outside partners and strategically allocate dedicated resources internally. Local newspapers can provide multiple forms of assistance for public relations while collaboration with other museums could consolidate shared resources and spread the cost of mutual advertisement to benefit multiple organizations. Internally, participants noted existing Churchill County Museum Association funds could be budgeted to allocated staff time toward continue to grow Churchill County Museum's social media presence. Finally, outreach and engagement activities can easily be spread next door at the William H. Pennington Life Center. Growing that beneficial relationship, and those with the Fallon Chamber of Commerce, the city of Fallon, and Churchill County, must remain an organizational priority.

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As with each critical element of this new organizational strategic plan for the Churchill County Museum for the five-year period 2026 through 2030, each of the three priority issues identified by workshop participants will be reviewed and evaluated on an annual basis. Over the next five years, certain priority issues might be revised, replaced, and altogether dropped in favor of new priority issues as Churchill County Museum’s internal and external environmental conditions change over the course of the next five-year strategic planning horizon. These priority issues served as a basis upon which the organizational strategic mission and vision statements and individual strategic goals were developed.

## **5.2 Core Values for the Churchill County Museum for 2026 through 2030**

During the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, workshop participants representing the Churchill County Museum and the Churchill County Museum Association worked on developing and refining a set of new core values as part of this new five-year organizational strategic plan. Core values are defined as the beliefs, traits, and behavioral norms that every single organizational member and representative is expected to display in conducting and carrying out the organization’s functions and in pursuing the organization’s mission, vision, and strategic goals and objectives. The following set of six separate yet interrelated core values for the Churchill County Museum’s new five-year, 2026 through 2030, organizational strategic plan are:

- ***Forge Meaningful Relationships with individuals and organizations across generations:*** Connect on an intellectual and emotional level with organizations and individuals across generations to leverage each other’s strengths and support one another.
- ***Stewardship and Preservation of cultural and natural heritage:*** Preserving objects and knowledge relating to Churchill County’s past, present, and future.
- ***Education about cultural and natural heritage:*** Promoting and providing access to objects and knowledge related to Churchill County’s past, present, and future for all.
- ***Dedicated Supporters:*** Supporting community members and visitors with respect and dedication.
- ***Continual Improvement:*** Always striving to change and improve in accordance with professional standards and our evolving community.
- ***Integrity:*** Conducting ourselves with honesty while fulfilling our obligations to others.

Each of the six new core values underscore the level of dedication that Churchill County Museum representatives have to the organization, to its organizational mission and vision, and to each individual community resident and visitor served by the organization. While organizational representatives will be expected to live up to the expectations outlined in each of these six core

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values over the next five years, the core values were ranked and are listed in order of importance. Over the course of the next five years, each of the individual core values will be reviewed and revised as necessary as part of a series of annual evaluations and updates to the new five-year organizational strategic plan that will be completed on an annual basis.

### **5.3 Mission Statement for the Churchill County Museum for 2026 through 2030**

Based upon the existing organizational strategic mission statement and its subsequent revision during the strategic planning workshop held June 26, 2025, and June 27, 2025, the final organizational strategic mission statement, which will serve as a primary guide for all future organizational activities for Churchill County Museum over the next five-year, 2026 through 2030, strategic planning horizon is:

*To help people forge meaningful connections to Churchill County's natural and cultural heritage, strengthen community ties, and shape our future.*

Over the next five years, Churchill County Museum will seek to complete a series of strategic organizational goals and objectives designed to ensure that it continues to make a positive impact in the lives of community residents and various visitors who depend upon the various programs, resources, and services provided through the organization and its community partners. Continued community engagement and outreach will further assist Churchill County Museum in meeting the clear expectations outlined in the revised five-year organizational strategic mission statement.

### **5.4 Vision Statement for the Churchill County Museum for 2026 through 2030**

Based upon the existing organizational strategic vision statement and its subsequent revision during the strategic planning workshop held June 26, 2025, and June 27, 2025, the final organizational strategic vision statement, which will serve as aspiration and motivation in achieving each of the new strategic goals and objectives for the Churchill County Museum over the next five-year, 2026 through 2030, strategic planning horizon is:

*At the heart of a thriving community, the Churchill County Museum inspires generations to discover and appreciate Churchill County, encourage thoughtful dialogue, exercise creativity, and implement positive change.*

Achievement of the new strategic goals and objectives outlined as part of this new five-year organizational strategic plan and further development and implementation of specific strategic actionable items that Churchill County Museum will pursue will ensure that the Churchill County Museum remains a county-level priority, the southern anchor of the emerging civic district within the revitalized historic downtown corridor and meets long-range objectives as an economic development partner. The Churchill County Museum has committed itself to further

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strengthening its ties to the larger community and this effort will be achieved through continued and expanded marketing and community engagement.

## **5.5 Strategic Goals for the Churchill County Museum for 2026 through 2030**

According to the US Department of Agriculture Rural Development’s Stronger Economies Together (SET) strategic planning curriculum, SMART goals should be specific, measurable, attainable, relevant, and time framed. A *specific* goal clearly states what should be achieved and where efforts will be focused. A *measurable* goal provides a plan to track and assess progress made in achieving the goal and establishes milestones to be achieved during the strategic plan’s implementation. An *attainable* goal considers the availability of needed resources while also recognizing the factors that might prevent the organization from achieving the goal. A *relevant* goal provides an idea as to why it is important for the organization to achieve it by outlining the benefit of achieving the goal. A *time framed* goal is one that has a clearly defined target date for accomplishing the goal.

During the organizational strategic planning workshop held June 26, 2025, and June 27, 2025, representatives from the Churchill County Museum and Churchill County Museum Association developed an eventual set of 13 final separate strategic organizational goals that will guide Churchill County Museum activities over the next five-year, 2026 through 2030, strategic planning horizon. These 13 separate strategic organizational goals are divided into four separate categories, including Marketing and Community Engagement (four separate goals), Capacity Building and Resource Development (five separate goals), Collections and Stewardship (two separate goals), and Facilities and Long-Term Planning (two separate goals).

Each of the new strategic organizational goals for Churchill County Museum presented here also include a description of at least one specific actionable item, along with a corresponding responsible person or organization, a realistic timetable for completion, and regular checkpoints, that will assist in achievement of each individual strategic organizational goal. Each individual new strategic goal also contains a list of assets needed to support achievement of the goal, a list of existing capital resources that could be repurposed or redeployed to support achievement of the goal, at least one identified barrier that could inhibit achievement of the goal and an accompanying contingency element designed to overcome the identified barrier. A set of targeted conditions, behaviors, and associated attitude, knowledge, and skill sets that will be impacted for each individual strategic goal is also included.

### 5.5.a Collections and Stewardship Strategic Organizational Goals

Representatives from the Churchill County Museum and Churchill County Museum Association developed two specific Collections and Stewardship strategic organizational goals that the Churchill County Museum, as an organization, will seek to accomplish over the next five years as part of this new five-year organizational strategic plan. The accompanying actionable item, needed assets, existing capital resources, and potential barriers, as well as identified conditions,

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behaviors, and attitude, knowledge, and skill changes needed to support achievement of each individual Collections and Stewardship strategic goal are listed here.

- ***Collections and Stewardship Goal No. 1:*** Complete collection policy revisions by December 31, 2025.

Over the next five years, Churchill County Museum will prioritize addressing identified shortcomings in existing curatorial practices while proactively managing risks associated with future collections growth and care. Completion and formal adoption of a revised collections management policy by December 31, 2025, will establish a clear institutional framework for collections stewardship moving forward and ensure alignment with current professional standards and best practices. Implementation of the revised policy will require consistent application across staff roles and reinforce shared expectations regarding professional practice, documentation, and ethical decision-making.

This revised policy will comprehensively define procedures and responsibilities related to acquisition, deaccessioning, care, documentation, access, and ethical stewardship of the Churchill County Museum collections. Adoption of the policy will provide a measurable milestone demonstrating commitment to responsible collections stewardship, strengthen institutional capacity, support long-term preservation planning, and advance alignment with nationally recognized museum standards. The revision process will be informed by recognized industry guidance and staff expertise.

- ***Collections and Stewardship Goal No. 2:*** Develop Oral History Program by June 30, 2026, and begin conducting four interviews annually.

Building upon the earlier Churchill County Oral History Project undertaken during the 1990s, Churchill County Museum will develop and implement a formal Oral History Program by June 30, 2026. This program will reestablish and expand Churchill County Museum's role in stewardship of community narratives and lived experiences that are not otherwise captured within the Museum's physical collections. Development of the Oral History Program will require staff training, standardized workflows, and consistent application of professional and ethical interviewing practices.

The program will establish clear procedures governing interview selection, interview consent, recording, documentation, preservation, access, and publication. Following implementation, the organization will schedule and conduct a minimum of four oral history interviews annually, creating a sustainable and measurable contribution to Churchill County Museum's interpretive, research, and educational resources. This initiative supports storytelling stewardship by preserving diverse voices, strengthening community engagement, and reinforcing Churchill County Museum's role as a trusted steward of the community's cultural heritage.

Progress toward the achievement of these Collections and Stewardship strategic organizational goals will be assessed and evaluated on an annual basis along with each of the other strategic

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organizational goals developed as part of this new five-year organizational strategic plan for the Churchill County Museum. As specific Collections and Stewardship strategic organizational goals are completed, new goals might be developed, or existing goals may be modified to fit changing internal conditions, external environments, or emerging professional standards.

#### 5.5.b Facilities and Long-Term Planning Strategic Organizational Goals

Representatives from the Churchill County Museum and Churchill County Museum Association developed two specific Facilities and Long-Term Planning strategic organizational goals that the Churchill County Museum, as an organization, will seek to accomplish over the next five years as part of this new five-year organizational strategic plan. The accompanying actionable item, needed assets, existing capital resources, and potential barriers, as well as identified conditions, behaviors, and attitude, knowledge, and skill changes needed to support achievement of each individual Facilities and Long-Term Planning strategic goal are listed here.

- ***Facilities and Long-Term Planning Goal No. 1:*** Repurpose the museum entryway and store location by June 30, 2030.

Within the next five years, Churchill County Museum will pursue the repurposing of its entryway and museum store areas to improve functionality, visitor flow, and overall appearance and first impressions. This effort will focus on modest, targeted physical redesign and minor remodeling projects intended to enhance the visitor experience while better supporting retail operations and revenue-generating opportunities consistent with the organizational mission.

Completion of the redesigned entryway and store areas by June 30, 2030, will serve as a measurable outcome demonstrating progress in facility improvement. The scope of this effort is intentionally scaled to be attainable within existing constraints, recognizing the need to minimize disruptions to enable continued operations and the need to coordinate with Churchill County through the approval processes. Successful implementation will improve accessibility, wayfinding, and visitor engagement while reinforcing the role of Churchill County Museum as a safe, welcoming, and professionally managed public space. These improvements will also support responsible collections stewardship and operational practices by improving environmental stability, spatial functionality, and alignment with nationally recognized museum facility standards.

- ***Facilities and Long-Term Planning Goal No. 2:*** By June 30, 2030, plot a capital improvement campaign plan including, but not limited to, a needs assessment, a feasibility study, towards an improved campus.

By June 30, 2030, the Churchill County Museum will develop a comprehensive capital improvement campaign plan to guide future infrastructure investment and campus development. This planning effort will include, at a minimum, a facility needs assessment and a feasibility study, along with other research and consultations as appropriate. The

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resulting written plan will establish priorities, identify potential phasing strategies, and clarify the scope and timing of future capital improvements.

This goal emphasizes deliberate, long-range planning rather than immediate construction or fundraising commitments. Completion of the capital improvement campaign plan will provide a measurable outcome supporting informed decision-making, coordination with local government partners, and alignment with broader preservation and community planning efforts. By establishing a clear planning framework during the current five-year planning horizon, Churchill County Museum will ensure future facility improvements align with professional standards, fiscal stewardship, and recognized benchmarks for governance and institutional sustainability.

Progress toward the achievement of these Facilities and Long-Term Planning strategic organizational goals will be assessed and evaluated on an annual basis along with each of the other strategic organizational goals developed as part of this new five-year organizational strategic plan for the Churchill County Museum. As specific Facilities and Long-Term Planning strategic organizational goals are completed, new goals might be developed, or existing goals may be modified to fit changing internal conditions, external environments, or emerging professional standards.

#### 5.5.c Marketing and Community Engagement Strategic Organizational Goals

Representatives from the Churchill County Museum and Churchill County Museum Association developed four specific Marketing and Community Engagement strategic organizational goals that the Churchill County Museum, as an organization, will seek to accomplish over the next five years as part of this new five-year organizational strategic plan. The accompanying actionable item, needed assets, existing capital resources, and potential barriers, as well as identified conditions, behaviors, and attitude, knowledge, and skill changes needed to support achievement of each individual Marketing and Community Engagement strategic goal are listed here.

- ***Marketing and Community Engagement Goal No. 1:*** Meet with at least twelve unique Community Based Organizations (CBOs) each year.

Over the next five years, the Churchill County Museum will prioritize intentional engagement with community-based organizations (CBOs) to strengthen partnerships, improve coordination, and expand outreach efforts. These engagements, averaging approximately one engagement per month will support relationship building across a range of industry sectors and community interests. Tracking annual engagement by the number of unique CBOs engaged will provide a clear and consistent measure of outreach activity and reinforce organizational commitment to collaboration, shared programming opportunities, and a sustained community presence.

- ***Marketing and Community Engagement Goal No. 2:*** Develop a marketing strategy and tie it to a defined advertising budget for inclusion in annual budget cycle.

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The Churchill County Museum will develop and maintain a formal marketing strategy that is tied to a defined advertising budget and incorporated into the organization's annual budget cycle. Establishing a defined strategy supports intentional outreach, coordinated promotion, public communication efforts, and alignment between institutional priorities and available resources. Inclusion of a defined marketing strategy and associated advertising budget will serve as a measurable outcome, improve accountability, planning consistency, and evaluation of outreach effectiveness.

- ***Marketing and Community Engagement Goal No. 3:*** Increase total museum programming attendance by ten percent in 2026 through experimenting with schedule formats and improved advertising.

By the end of calendar year 2026, the Churchill County Museum will increase total attendance at museum programs by ten percent compared to the prior year. In order to expand participation and strengthen community engagement, this goal will focus on experimentation with program scheduling formats, timing, and delivery, as well as through improved and more targeted advertising and promotion. Progress toward this goal will be measured by tracking program attendance and year-over-year comparison which will provide a clear indicator of the effectiveness of outreach strategies and programming adjustments.

- ***Marketing and Community Engagement Goal No. 4:*** Host one travelling exhibit per year.

Over the next five years, the Churchill County Museum will host a minimum of one traveling or prepackaged exhibit each year. Traveling exhibits provide access to new content and diversify programming to encourage repeat visitation while supporting efficient program development within existing staffing and operational capacity. Hosting one traveling exhibit each year will serve as a measurable outcome supporting program development activity, audience engagement, and institutional capacity-building, while remaining attainable within existing staffing and operational constraints.

Progress toward the achievement of these Marketing and Community Engagement strategic organizational goals will be assessed and evaluated on an annual basis along with each of the other strategic organizational goals developed as part of this new five-year organizational strategic plan for the Churchill County Museum. As specific Marketing and Community Engagement strategic organizational goals are completed, new goals might be developed, or existing goals may be modified to fit changing internal conditions, external environments, or emerging professional standards.

#### 5.5.d Capacity Building and Resource Development Strategic Organizational Goals

Representatives from the Churchill County Museum and Churchill County Museum Association developed five specific Capacity Building and Resource Development strategic organizational goals that the Churchill County Museum, as an organization, will seek to accomplish over the

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next five years as part of this new five-year organizational strategic plan. The accompanying actionable item, needed assets, existing capital resources, and potential barriers, as well as identified conditions, behaviors, and attitude, knowledge, and skill changes needed to support achievement of each individual Capacity Building and Resource Development strategic goal are listed here.

- ***Capacity Building and Resource Development Goal No. 1:*** Develop a volunteer program to increase total volunteer hours fivefold by June 30, 2026.

As part of this new five-year organizational strategic plan, the Churchill County Museum will develop and implement a structured volunteer program designed to significantly expand volunteer participation and support organizational operations. A formalized volunteer program will strengthen organizational capacity, enhance community engagement, and support program delivery across multiple functional areas. Progress toward this goal will be measured by increasing total volunteer hours by a factor of five compared to the prior year by June 30, 2026.

- ***Capacity Building and Resource Development Goal No. 2:*** Increase Churchill County Museum Association membership by ten percent annually.

The Churchill County Museum will support efforts to grow membership in the Churchill County Museum Association as a means of strengthening organizational capacity, advocacy, and community investment. Sustained membership growth contributes to financial stability, volunteer recruitment, and broader community awareness of the organization's mission and activities. Progress toward this goal will be measured by achieving a ten percent increase in Association membership on a year-over-year basis and provide a consistent indicator of the effectiveness of recruitment, outreach and engagement efforts, and community support.

- ***Capacity Building and Resource Development Goal No. 3:*** Develop tiered donor structure by June 30, 2026.

By June 30, 2026, the Churchill County Museum will develop and implement a tiered donor structure that establishes defined giving levels and associated recognition opportunities. Completion and adoption of this structure will serve as a measurable outcome and support enhanced fundraising capacity, improved donor engagement, and long-term financial sustainability.

- ***Capacity Building and Resource Development Goal No. 4:*** Implement a professional development program for staff and analyze its impact by June 30, 2026.

The Churchill County Museum will implement a professional development program to support staff skill development, knowledge acquisition, and alignment with evolving professional standards. Investment in staff development strengthens institutional capacity,

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improves service delivery, and supports organizational resilience. Implementation by June 30, 2026, of the program with an established means of evaluating its impact, will inform future training priorities and support continuous improvement in organizational performance and capacity.

- ***Capacity Building and Resource Development Goal No. 5:*** Develop grant program and apply for one grant quarterly by 2028.

By 2028, the Churchill County Museum will develop a structured grant development program to diversify and leverage funding sources. Establishing a consistent approach to grant identification, application, and management will strengthen financial resilience and support programmatic and operational priorities. Implementation of a grant development program and the submission of at least one grant application per quarter will provide a measurable indicator of increased fundraising capacity and institutional readiness.

Progress toward the achievement of these Capacity Building and Resource Development strategic organizational goals will be assessed and evaluated on an annual basis along with each of the other strategic organizational goals developed as part of this new five-year organizational strategic plan for the Churchill County Museum. As specific Capacity Building and Resource Development strategic organizational goals are completed, new goals might be developed, or existing goals may be modified to fit changing internal conditions, external environments, or emerging professional standards.



**Appendix A – Churchill County**

**Results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident  
Sentiment Survey  
Nevada Department of Tourism and Cultural Affairs, Travel Nevada**

<b>Question No. 1: Are you a resident of the state of Nevada for <u>6 or more months</u> out of the year?</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
No	2	3.8%
Yes	51	96.2%
<b>Total</b>	<b>53</b>	<b>100.0%</b>

<b>Question No. 2: If you answered “<u>No</u>” to Question No. 1, indicating that you do not reside in the state of Nevada for 6 or more months out of the year, do you consider yourself a ‘Snowbird’, defined as someone who migrates from colder parts of North America to warmer southern locations, typically during the winter months?</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
No	13	100.0%
Yes	0	0.0%
<b>Total</b>	<b>13</b>	<b>100.0%</b>

<b>Question No. 3: Regardless of your answer to Question No. 1, how many years have you lived in Nevada either full-time or part-time?</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Less than 1 Year	0	0.0%
Between 1 Year and less than 5 Years	5	9.4%
Between 5 Years and less than 10 Years	6	11.3%
Between 10 Years and Less than 15 Years	1	1.9%
Between 15 Years and less than 20 Years	4	7.5%
<b>20 Years or More</b>	<b>37</b>	<b>69.8%</b>
<b>Total</b>	<b>53</b>	<b>100.0%</b>

**Question No. 4: Please write in your county and community of your primary residence (i.e. where you typically reside for 6 or more months out of the year), and the applicable zip code (for example, Nye County, Tonopah, 89049).**

- NOTE: Results not reported for Question No. 4 as the accompanying zip code provided by survey respondents were used to ‘sort’ the full results of the 2025 Resident Sentiment Survey.

<b>Question No. 5: Please write in the county, community and the applicable zip code of your primary employment (for example, Nye County, Tonopah, 89049). Churchill County Results</b>		
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Carson City	467	26.0%
<b>Churchill County</b>	<b>34</b>	<b>1.9%</b>
Clark County	535	29.8%
Douglas County	55	3.1%
Elko County	45	2.5%
Esmeralda County	4	0.2%
Eureka County	18	1.0%
Humboldt County	7	0.4%
Lander County	22	1.2%
Lincoln County	6	0.3%
Lyon County	52	2.9%
Mineral County	13	0.7%
Nye County	29	1.6%
Pershing County	20	1.1%
Storey County	10	0.6%
Washoe County	325	18.1%
White Pine County	11	0.6%
Other/Unknown	142	7.9%
<b>Total</b>	<b>1,795</b>	<b>100.0%</b>

<b>Question No. 6: How many years have you lived in the town, city, or community that you currently reside in (i.e. the town, city, or community you identified in Question No. 4): Churchill County Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Less than 1 Year	1	1.9%
Between 1 Year and less than 5 Years	6	11.5%
Between 5 Years and less than 10 Years	8	15.4%
Between 10 Years and less than 15 Years	4	7.7%
Between 15 Years and less than 20 Years	4	7.7%
<b>20 Years or More</b>	<b>29</b>	<b>55.7%</b>
<b>Total</b>	<b>53</b>	<b>100.0%</b>

<b>Question No. 7: What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in? Select all that apply.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Pace of Life	41	77.4%
Local Weather Conditions	26	49.1%
Landscape/Natural Features	27	50.9%
Architectural Design/Visual Appeal of City/Town	3	5.7%
Friendly/Welcoming Atmosphere and People	34	64.2%
Job/Career Opportunities	6	11.3%
Outdoor Recreation Activities	27	50.9%
Close Proximity to existing Family and Friends	25	47.2%
Affordability of Goods and Services (i.e. gas, groceries, retail services etc.)	15	28.3%
Availability of Goods and Services (i.e. gas, groceries, retail services, etc.)	16	30.2%
Affordability and Availability of Housing	9	17.0%
Quality of Education (primary, Kindergarten through 12th Grade)	7	13.2%
Availability and Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	6	11.3%
Good Access to Healthcare (physical and mental, basic emergency to more advanced care such as hospitals)	6	11.3%
Good Access to Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	3	5.7%
Availability and Access to Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)	20	37.7%
Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	11	20.8%

<b>Cont'd Question No. 7: What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in? Select all that apply.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	3	5.7%
Variety of Shopping, Stores, and Retail Options	5	9.4%
Variety of Restaurants and Dining Options (away from home)	11	20.8%
<b>Overall Safety of the Community</b>	<b>33</b>	<b>62.3%</b>
Close Proximity and Access to Major Transportation Infrastructure (airport, freeway, highway, Interstate, etc.)	14	26.4%
Close Proximity to a Major Urban Area	17	32.1%
<b>Strong Sense of Community/Multiple Opportunities be Involved in My Community</b>	<b>33</b>	<b>62.3%</b>
Other, Please Specify:	0	0.0%
<b>Total</b>	<b>398</b>	<b>-</b>

**Responses for “Other, Please Specify”:**

- None Provided

<b>Question No. 8: What are the primary challenges that the town, city, or community that you primarily reside in currently faces? Select all that apply.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Affordability and Availability of Housing	33	62.3%
High Cost of Goods and Services (i.e. gas, groceries, retail services etc.)	16	30.2%
Lack of Availability of Goods and Services (i.e. gas, groceries, retail services etc.)	17	32.1%
Homelessness/Unhoused Population	11	20.8%
Public Safety/Growing or High Crime Rate	2	3.8%
Too Many People/Overcrowding	7	13.2%
High Traffic Levels/Congestion on Major Roadways and Transportation Corridors	12	22.6%
Lack of Public Transportation Options	14	26.4%
Outdated or Unattractive Architecture	9	17.0%
Unfriendly/Unwelcoming Atmosphere	3	5.7%
Rising Mental Health Issues	7	13.2%
Low Quality of Education (primary, Kindergarten through 12th Grade)	20	37.7%
Lack of Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	15	28.3%
Lack of Affordable and/or Available Healthcare Services (physical and mental, basic emergency to more advanced care such as hospitals)	25	47.20%
Lack of Affordable and/or Available Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	5	9.4%
High Unemployment/Lack of Available Employment Opportunities	8	15.1%
Low, Stagnant, or Declining Wages	8	15.1%
Availability of Water	6	11.3%

<b>Cont'd Question No. 8: What are the primary challenges that the town, city, or community that you primarily reside in currently faces? Select all that apply.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Growing Levels of Illicit and Illegal Drug Use/Addiction	18	34.0%
Lack of Outdoor Recreation Opportunities/Public Space	4	7.5%
Lack of Various Arts and Cultural Experiences (music concerts / festivals, art galleries, art museums, history museums, public art, visual / performance literary experiences, etc.)	11	20.8%
Lack of Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	2	3.8%
Too Much Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	5	9.4%
Lack of Shopping Availability/Stores and Retail Options	28	52.8%
Lack of Restaurants and Dining Options (away from home)	25	47.2%
Lack of General Municipal Services (police, fire protection, parks, emergency medical services, social services, etc.)	1	1.9%
Lack of Sufficient and/or Dependable Public Infrastructure (roads, sewer, water, telecommunications, power, etc.)	4	7.5%
Community is Developing Too Quickly/Too Much Building and/or "Urban-Suburban Sprawl"	10	18.9%
Frequency and/or Severity of Natural Disasters (floods, wildfires, draught, storms, etc.)	1	1.9%
Growing Political 'Polarization'	11	20.8%
Other, Please Specify:	0	0.0%
<b>Total</b>	<b>338</b>	<b>-</b>

**Responses for "Other, Please Specify":**

- None Provided

<b>Question No. 9: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to your community? Select all that apply.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Pace of Life	15	28.3%
Architectural Design/Visual Appeal of City/Town	11	20.8%
Friendly/Welcoming Atmosphere and People	21	39.6%
Job/Career Opportunities	3	5.7%
Outdoor Recreation Activities	16	30.2%
Affordability of Goods and Services (i.e. gas, groceries, retail services etc.)	1	1.9%
Availability of Goods and Services (i.e. gas, groceries, retail services, etc.)	2	3.8%
Affordability and Availability of Housing	2	3.8%
Quality of Education (primary, Kindergarten through 12th Grade)	1	1.9%
Availability and Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	10	18.9%
Access to Healthcare (physical and mental, basic emergency to more advanced care such as hospitals)	3	5.7%
Access to Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	2	3.8%
Availability and Access to Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)	18	34.0%
Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	7	13.2%
Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	1	1.9%
Variety of Shopping, Stores, and Retail Options	2	3.8%
Variety of Restaurants and Dining Options (away from home)	7	13.2%

**Cont'd Question No. 9: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to your community? Select all that apply.**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Overall Safety of the Community	9	17.0%
Close Proximity and Access to Major Transportation Infrastructure (airport, freeway, highway, Interstate, etc.)	3	5.7%
Close Proximity to a Major Urban Area	6	11.3%
<b>Strong Sense of Community/Multiple Opportunities to be Involved in My Community</b>	<b>12</b>	<b>22.6%</b>
Other, Please Specify:	0	0.0%
<b>Total</b>	<b>152</b>	<b>-</b>

**Responses for “Other, Please Specify”:**

- None Provided

**Question No. 10: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply.**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Affordability and Availability of Housing	10	18.9%
High Cost of Goods and Services (i.e. gas, groceries, retail services etc.)	8	15.1%
Lack of Availability of Goods and Services (i.e. gas, groceries, retail services etc.)	4	7.5%
Homelessness/Unhoused Population	7	13.2%
Public Safety/Growing or High Crime Rate	3	5.7%
Too Many People/Overcrowding	4	7.5%
High Traffic Levels/Congestion on Major Roadways and Transportation Corridors	8	15.1%
Strain on Public Transportation Services	4	7.5%
Outdated or Unattractive Architecture	4	7.5%
Mental Health Issues	5	9.4%
Low Quality of Education (primary, Kindergarten through 12th Grade)	20	37.7%
Lack of Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	15	28.3%
Lack of Affordable and/or Available Healthcare Services (physical and mental, basic emergency to more advanced care such as hospitals)	25	47.2%
Lack of Affordable and/or Available Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	5	9.4%
High Unemployment/Lack of Available Employment Opportunities	8	15.1%
Low, Stagnant, or Declining Wages	8	15.1%
Availability of Water	6	11.3%

<b>Cont'd Question No. 10: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Growing Levels of Illicit and Illegal Drug Use/Addiction	18	34.0%
Lack of Outdoor Recreation Opportunities/Public Space	4	7.5%
Lack of Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)	11	20.8%
Lack of Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	2	3.8%
Too much Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	5	9.4%
Lack of Shopping Availability/Stores and Retail Options	28	53.0%
Lack of Restaurants and Dining Options (away from home)	25	47.2%
Lack of or Strain on General Municipal Services (police, fire protection, parks, emergency medical services, social services, etc.)	1	1.9%
Lack of or Strain on Sufficient and/or Dependable Public Infrastructure (roads, sewer, water, telecommunications, power, etc.)	1	1.9%
Community is Developing Too Quickly/Too Much Building and/or "Urban-Suburban Sprawl"	10	18.9%
Frequency and/or Severity of Natural Disasters (floods, wildfires, draught, storms, etc.)	0	0.0%
Growing Political 'Polarization'	4	7.5%
Other, Please Specify:	0	0.0%
<b>Total</b>	<b>253</b>	<b>-</b>

**Responses for "Other, Please Specify":**

- None Provided

**Question No. 11: Have you or anyone in your household been personally impacted by any of the potential negative impacts of the tourism, hospitality, arts, and cultural heritage industries in your community?**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
No	35	87.5%
Yes	5	12.5%
<b>Total</b>	<b>40</b>	<b>100.0%</b>

**Question No. 12: If you answered “Yes” to Question No. 11, please describe the ways in which you or someone in your household has been personally impacted by any of the potential negative impacts of the tourism, hospitality, arts, and cultural industries in your community using the space provided below.**

- During events we try to stay home to avoid the traffic, crowds and potential dangers of people who do not live in our community. In essence they don't care about the impact of their actions and attitudes on our children or property.
- overwhelming request for assistance from outside our area.
- tourism, hospitality, arts, and cultural industries does not exist.
- Traffic is awful.

**Question No. 13: On a scale of 1 to 10 with 1 being “Very Poor” and 10 being “Excellent”, how would you rank your overall personal assessment of local tourism, hospitality, arts, and cultural heritage opportunities in your community:**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Category</b>	<b>Average Ranking</b>	<b>Total Number of Responses</b>
Tourism and Hospitality Attractions (hotels, casinos, special events, convention facilities, etc.)	5.5	39
Outdoor Recreation Opportunities (trails, parks, non-professional sports facilities, etc.)	6.8	40
Overall Art Community (music concerts/festivals, art galleries, art museums, public art, visual/performance literary experiences, etc.)	6.1	39
Overall History and Heritage Community (including marked historical sites, history museums, etc.)	6.7	40
Live Sporting Events (youth sports, collegiate sports, professional sports, etc.)	5.5	37

**Question No. 14: Tourism, hospitality, arts, and culture can have both positive and negative impacts on a community. These activities can create employment opportunities, result in increased business for directly and indirectly related businesses, and generate additional property, sales, and business license revenue for a community (in 2023, visitors to Nevada generated a total economic impact of \$83.7 billion). But, they can also lead to increased traffic, increased noise, negative impacts on natural resources, and require increased spending on public services. With these and other possible impacts in mind, please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree regarding your own personal opinion about the overall tourism, hospitality, arts, and cultural heritage “scene” in your community.**

**Churchill County Results**  
**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
The positive effects of tourism and hospitality outweigh the negatives.	1	1	2	7	8	16	6
The positive effects of arts and creativity outweigh the potential negative impacts in my community.	1	1	0	6	6	13	14
The positive effects of history and heritage preservation outweigh the potential negative impacts in my community.	1	1	3	3	4	10	19

Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.								
Churchill County Results								
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey								
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree	
I am proud to live in Nevada.	1	0	1	2	4	11	21	
The tourism, hospitality, arts, and cultural heritage industry in my local area enhances the community's overall quality of life.	1	1	0	4	5	18	12	
Tourism creates jobs for people who live in my community.	2	0	4	6	8	16	5	
The tourism, hospitality, arts, and cultural heritage industry is essential in shaping, preserving, and promoting the identity of my community.	1	2	0	8	6	12	12	

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
I have a meaningful voice in the community decision-making efforts of the tourism and hospitality industry.	6	4	5	16	5	2	3
I have a meaningful voice in the community decision-making efforts regarding the development of my local arts 'scene' (i.e. financial support of local artists, performers, and organizations, attending arts events and experiences, development of galleries, etc.).	6	4	5	12	8	2	3

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>							
<b>Churchill County Results</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
I have a meaningful voice in the community decision-making efforts to preserve, protect, and promote local culture and history (i.e. opening and funding of museums, selection of historical markers, preservation of historical structures and places, etc.).	5	4	6	10	6	5	4
Community culture and heritage sites (parks, museums, historical structures, etc.) are accessible and affordable for locals and visitors alike.	1	2	0	3	9	12	14

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>								
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>								
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	
Developing tourism and hospitality amenities and attractions is an area that my local community should improve upon.	0	0	1	8	9	16	6	
Promoting tourism opportunities is an area that my local community should improve upon.	1	0	2	10	12	10	5	
I feel that my community is welcoming and safe to visitors.	2	0	1	2	8	16	12	
Tourism in my local area provides opportunities for small businesses.	2	1	2	6	8	12	9	

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>								
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree	
Tourism reduces the amount of taxes needed from the local residential population to support various public services and improvements.	2	4	5	14	4	8	3	
Access to arts and culture experiences and opportunities in my community is important to me.	0	0	1	3	11	9	17	
The tourism industry values the stewardship of our natural resources.	2	3	5	8	11	7	5	
Tourists and visitors to my community are generally respectful of my community's natural and cultural resources.	1	1	6	10	8	9	5	

Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.								
Churchill County Results								
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey								
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree	
I support initiatives that promote environmental sustainability.	0	0	0	6	9	6	20	
I support building new tourism and hospitality amenities, attractions, and/or facilities that will attract visitors to my local area.	0	2	4	6	8	13	7	
I am proud of my community's culture and heritage and feel that it is worth preserving and sharing.	1	0	1	4	6	14	15	

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
Visitors to our community show respect for our natural spaces by recreating responsibly (staying on trail, not littering, avoiding closed areas, etc.).	3	6	7	5	13	3	3
I support initiatives that promote Diversity, Equity and Inclusion (DEI).	9	4	0	0	0	0	0

<b>Question No. 16: Using the scale provided, please rate your perception of how balanced your community is in terms of being 'resident-focused' or 'tourism-focused' in the <u>present</u> moment (at the time of you completing this survey).</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
Scale	Total Number of Responses	Percent of Total Responses
-5, More Resident Focused	1	2.4%
-4	2	4.9%
-3	6	14.6%
-2	11	26.8%
-1	8	19.5%
0	9	22.0%
1	2	4.9%
2	1	2.4%
3	1	2.4%
4	0	0.0%
5, More Tourism Focused	0	0.0%
<b>Total</b>	<b>41</b>	<b>100.0%</b>

<b>Question No. 17: Using the scale provided, please rate your perception of how you would like your community to balance being 'resident-focused' or 'tourism-focused' in the <u>future</u> (over the next five years).</b> <b>Statewide Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
Scale	Total Number of Responses	Percent of Total Responses
-5, More Resident Focused	0	0.0%
-4	0	0.0%
-3	2	0.0%
-2	4	9.3%
-1	5	11.6%
0	23	53.5%
1	3	7.0%
2	3	7.0%
3	1	0.0%
4	0	0.0%
5, More Tourism Focused	0	0.0%
<b>Total</b>	<b>41</b>	<b>100.0%</b>

<p><b>Question No. 18: “Public Lands” are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state’s broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.</b></p> <p style="text-align: center;"><b>Churchill County Results</b></p> <p style="text-align: center;"><b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b></p>							
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
It is important to protect public lands in Nevada from additional private development.	0	0	2	2	8	12	17
It is important to protect public access to public lands in Nevada.	1	0	1	1	6	12	20
Steps should be taken to limit the amount of access to public lands in Nevada.	8	10	7	5	3	5	2
It is important to protect public lands in Nevada from additional private development.	0	0	2	2	8	12	17

**Cont'd Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**  
**Churchill County Results**

Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
I support the transfer (or disposal) of public lands in Nevada to the state government, local governments within the state, or private interests to support future economic development and growth.	14	9	3	6	5	3	1

<p><b>Cont'd Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.</b></p> <p style="text-align: center;"><b>Churchill County Results</b></p> <p style="text-align: center;"><b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b></p>							
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
When considering the transfer (or disposal) of public lands in Nevada, additional steps should be taken to assess and address the potential impacts on sensitive environmental habitats and species.	0	1	1	2	9	9	18

<p><b>Cont'd Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.</b></p> <p style="text-align: center;"><b>Churchill County Results</b></p> <p style="text-align: center;"><b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b></p>							
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
When considering the transfer (or disposal) of public lands in Nevada, additional steps should be taken to assess and address the potential impacts on areas of cultural significance, including land that has been the historical homelands of Native American and Indigenous populations that have sacred cultural significance.	0	0	2	2	9	13	15

**Part 1, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

Activity	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
Astronomy, Stargazing	15	36.6%	26	63.4%	41
Bicycling, Mountain Biking	34	82.9%	7	17.1%	41
Bicycling, Road Cycling	31	77.5%	9	22.5%	40
Bicycling, Gravel Biking	38	95.0%	2	5.0%	40
Boating	31	77.5%	9	22.5%	40
Camping	18	45.0%	22	55.0%	40
Fishing	28	70.0%	12	30.0%	40
General Fitness/Exercise	14	34.1%	27	65.9%	41
Ghost Town Exploring	24	58.5%	17	41.5%	41
Hiking	16	40.0%	24	60.0%	40
Horseback Riding	30	75.0%	10	25.0%	40
Hot Springing	34	87.2%	5	12.8%	39
Hunting	33	84.6%	6	15.4%	39
Jogging/Running	37	97.4%	1	2.6%	38
Off-Highway Vehicle Travel (ATV, Dirt Bikes, Rock Crawling, Overlanding)	29	70.7%	12	29.3%	41
Outdoor Photography, Painting, Drawing	19	47.5%	21	52.5%	40

**Cont'd Part 1, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

Activity	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
Paddle Sports (Canoe, Kayak, Paddleboard)	31	75.6%	10	24.4%	41
Picnicking and Family Gatherings	16	40.0%	24	60.0%	40
Rock Climbing, Bouldering, Mountaineering	36	92.3%	3	7.7%	39
Rock Hounding	31	77.5%	9	22.5%	40
Organized Sports	33	84.6%	6	15.4%	39
Swimming	28	71.8%	11	28.2%	39
Walking	5	12.2%	36	87.8%	41
Water Sports (kayaking, wakeboarding, etc.)	30	75.0%	10	25.0%	40
Wildlife Viewing/Birdwatching	15	37.5%	25	62.5%	40
Other Winter Snow Sports (Sledding, Snowmobiling, etc.)	35	87.5%	5	12.5%	40
Snow Shoeing, etc.)	36	90.0%	4	10.0%	40
Other, Please Specify:	0	0.0%	0	0.0%	0

**Responses for “Other, Please Specify”:**

- None Provided

**Part 2, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.**

2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey Churchill County Results									
Activity	1 Time Per Year	2 to 4 Times Per Year	5 to 7 Times Per Year	8 to 10 Times Per Year	11 to 15 Times Per Year	16 to 20 Times Per Year	21 or More Times Per Year		
Astronomy, Stargazing	2	9	5	4	1	0	5		
Bicycling, Mountain Biking	1	1	2	1	1	0	1		
Bicycling, Road Cycling	0	1	1	2	0	3	2		
Bicycling, Gravel Biking	1	0	0	0	0	1	0		
Boating	0	3	1	1	2	1	1		
Camping	0	10	4	1	3	4	0		
Fishing	1	5	1	1	0	3	1		
General Fitness/Exercise	0	3	3	5	0	2	13		
Ghost Town Exploring	4	7	3	0	1	0	2		
Hiking	0	8	3	5	5	1	2		
Horseback Riding	2	2	1	1	2	0	2		
Hot Springing	1	1	1	1	0	0	0		
Hunting	0	4	1	0	0	0	1		
Jogging/Running	0	0	0	0	1	0	0		

<b>Cont'd Part 2, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.</b>							
<b>Churchill County Results</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
Activity	1 Time Per Year	2 to 4 Times Per Year	5 to 7 Times Per Year	8 to 10 Times Per Year	11 to 15 Times Per Year	16 to 20 Times Per Year	21 or More Times Per Year
Off-Highway Vehicle Travel (ATV, Dirt Bikes, Rock Crawling, Overlanding)	0	3	1	2	1	0	5
Outdoor Photography, Painting, Drawing	0	6	2	3	1	3	5
Paddle Sports (Canoe, Kayak, Paddleboard)	0	6	2	0	2	0	0
Picnicking and Family Gatherings	0	12	5	4	0	2	1
Rock Climbing, Bouldering, Mountaineering	1	2	0	0	0	0	0
Rock Hounding	2	1	2	2	1	0	1
Organized Sports	0	2	0	1	0	1	2
Swimming	0	3	2	1	2	3	0
Walking	0	3	5	4	1	1	22
Water Sports (kayaking, wakeboarding, etc.)	0	4	2	1	1	2	0
Wildlife Viewing/Birdwatching	1	7	1	5	4	0	7
Other Winter Snow Sports (Sledding, Snowmobiling)	2	2	1	0	0	0	0
Snow Shoeing, etc.)	0	1	2	1	0	0	0

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**Question No. 20: Using the space provided below, please provide any additional comments, concerns, or suggestions that you have regarding the broader Tourism and Hospitality industry sector in Nevada or in your local community.**

- A lack of shade in the summer leads to our cities becoming concrete wastelands. Incorporating shade elements to our city sidewalks and gathering places would help bring people out of the air conditioning.
- city needs better infrastructure
- It's important that we ensure our treasured public lands remain accessible to as many people as possible, while at the same time mitigating the effects of over-utilization through conservation education and guiding travelers and recreation activities to areas that can support them. Allowing people to spread out naturally minimizes the impacts on some areas. Regarding DEI measures, our State should focus on tourism and recreation activities for EVERYONE, regardless of DEI-centric groups. It's not wise and poorly received to focus on supporting or promoting certain groups while ignoring or excluding others because of any particular reason. Just help everyone enjoy our outdoor spaces equally!
- Rural Nevada towns NEED the tourism and hospitality industry to keep our local restaurants and businesses open and thriving. We need help finding more ways to draw people in so they can see what a fantastic find our rural towns are. It's like stepping back in time, and people need that right now.
- There should be a "No Drugs/Alcohol" on community events. Especially where children may be attending or involved.
- This is also the same for Nevada, more specifically the northern area: I would like to see some more budget friendly activities that were family friendly especially for families with young children. Nevada has weather extremes, and it would be nice to be able to do things that out of the house but still protected from the elements for young children and the elderly.
- We have cattle that graze and people need to realize how to shut gates and respect the cattle and leave them alone especially in the late winter early spring calving season.

**Question No. 21: How often do you regularly attend various arts and/or cultural activities, amenities, or experiences (i.e. music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.) in your local community? Select only one answer.**

**Churchill County Results  
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
At least once per week.	1	2.4%
At least once per month.	13	31.7%
At least once per quarter (every three months).	15	36.6%
At least once per year.	10	24.4%
I generally do not attend various arts and/or cultural activities, amenities, or experiences.	2	4.9%
<b>Total</b>	<b>41</b>	<b>100.0%</b>

**Question No. 22: How often do you regularly attend various arts and/or cultural activities, amenities, or experiences (i.e. music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.) in your local community? Select only one answer.**

**Churchill County Results  
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
At least once per week.	13	31.7%
At least once per month.	15	36.6%
At least once per quarter (every three months).	1	2.4%
At least once per year.	10	24.4%
I generally do not attend various arts and/or cultural activities, amenities, or experiences.	2	4.9%
<b>Total</b>	<b>41</b>	<b>100.0%</b>

**Question No. 23: Within the past year, approximately how much money have you spent on attending various arts and/or cultural activities, amenities, or experiences in your local community (including ticket prices for admission, merchandise, food and beverage expenses directly related to the experience, childcare, clothing, hotel/lodging if applicable etc.)?**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Less than \$100.00	13	17.6%
Between \$100.00 and \$499.00	19	25.7%
Between \$500.00 and \$999.00	5	6.8%
Between \$1,000.00 and \$1,999.00	1	0.1%
Between \$2,000.00 and \$4,999.00	3	4.1%
Between \$5,000.00 and \$9,999.00	24	32.4%
\$10,000.00 or More	9	12.2%
<b>Total</b>	<b>74</b>	<b>100.0%</b>

**Part 1, Question No. 24: The state of Nevada has seven official Nevada State Museums (<https://nvmuseums.org/>), each of which are listed below. Please indicate whether or not you have visited any of these museums in the past year and the approximate number of times you have visited the museum over the last year.**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

Facility/Location	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
<b>Nevada State Museum (Carson City)</b> 600 N Carson Street, Carson City, NV 89701	24	58.5%	17	41.5%	41
<b>Nevada State Museum (Las Vegas)</b> 309 S Valley View Boulevard, Las Vegas, NV 89107	40	97.6%	1	2.4%	41
<b>Nevada State Railroad Museum (Carson City)</b> 2180 S Carson Street, Carson City, NV 89701	26	65.0%	14	35.0%	40
<b>Nevada State Railroad Museum (Boulder City)</b> 601 Yucca Street, Boulder City, NV 89005	40	97.6%	1	2.4%	41
<b>East Ely Railroad Depot Museum (Ely)</b> 1100 Avenue A, Ely, NV 89301	38	92.7%	3	7.3%	41
<b>Lost City Museum (Overton)</b> 721 S Moapa Valley Boulevard, Overton, NV 89040	41	100.0%	0	0.0%	41
<b>Nevada Historical Society (Reno)</b> 1650 N Virginia Street, Reno, NV 89503	36	87.8%	5	12.2%	41

<b>Part 2, Question No. 24: The state of Nevada has seven official Nevada State Museums (<a href="https://nv museums.org/">https://nv museums.org/</a>), each of which are listed below. Please indicate whether or not you have visited any of these museums in the past year and the approximate number of times you have visited the museum over the last year.</b>									
<b>Churchill County Results</b>									
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>									
Facility/Location	1 Time Per Year	2 to 4 Times Per Year	5 to 7 Times Per Year	8 to 10 Times Per Year	11 to 15 Times Per Year	16 to 20 Times Per Year	21 or More Times Per Year		
Nevada State Museum (Carson City) 600 N Carson Street, Carson City, NV 89701	14	2	1	0	0	0	0	0	
Nevada State Museum (Las Vegas) 309 S Valley View Boulevard, Las Vegas, NV 89107	1	0	0	0	0	0	0	0	
Nevada State Railroad Museum (Carson City) 2180 S Carson Street, Carson City, NV 89701	8	4	1	0	0	0	0	0	
Nevada State Railroad Museum (Boulder City) 601 Yucca Street, Boulder City, NV 89005	1	0	0	0	0	0	0	0	
East Ely Railroad Depot Museum (Ely) 1100 Avenue A, Ely, NV 89301	1	1	0	0	0	0	0	0	
Lost City Museum (Overton) 721 S Moapa Valley Boulevard, Overton, NV 89040	0	0	0	0	0	0	0	0	1
Nevada Historical Society (Reno) 1650 N Virginia Street, Reno, NV 89503	2	2	0	0	0	0	0	0	0

**Question No. 25: Do you plan on visiting any of the Nevada State Museums within the next year?**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

Facility/Location	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
<b>Nevada State Museum (Carson City)</b> 600 N Carson Street, Carson City, NV 89701	19	46.3%	22	53.7%	41
<b>Nevada State Museum (Las Vegas)</b> 309 S Valley View Boulevard, Las Vegas, NV 89107	0	0.0%	0	0.0%	0
<b>Nevada State Railroad Museum (Carson City)</b> 2180 S Carson Street, Carson City, NV 89701	0	0.0%	0	0.0%	0
<b>Nevada State Railroad Museum (Boulder City)</b> 601 Yucca Street, Boulder City, NV 89005	0	0.0%	0	0.0%	0
<b>East Ely Railroad Depot Museum (Ely)</b> 1100 Avenue A, Ely, NV 89301	0	0.0%	0	0.0%	0
<b>Lost City Museum (Overton)</b> 721 S Moapa Valley Boulevard, Overton, NV 89040	0	0.0%	0	0.0%	0
<b>Nevada Historical Society (Reno)</b> 1650 N Virginia Street, Reno, NV 89503	0	0.0%	0	0.0%	0

<b>Question No. 26: If you answered “No” for any of the museums listed in Question No. 24, please indicate the reason why you do not plan on visiting any of these museums over the next year. Select all that apply.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
I have already visited one of the Nevada State Museums.	12	19.7%
I do not think that there is anything new to see in these museums.	6	9.8%
I am not interested in visiting museums.	1	1.6%
Not located near me.	36	59.0%
I do not have the time to visit a museum.	6	9.8%
The cost of admission is too high.	0	0.0%
I was not aware of these Nevada State Museums.	0	0.0%
Other, Please Specify:	0	0.0%
<b>Total</b>	<b>61</b>	<b>-</b>

**Responses for “Other, Please Specify”:**

- None Provided

**Question No. 27: The state of Nevada Department of Tourism and Cultural Affairs consists of the Nevada Division of Tourism (Travel Nevada), the Nevada Arts Council, and the Nevada Division of Museums and History. In Fiscal Year 2024, including only money from the room tax and from state General Fund allocations, the Division of Tourism’s budget was approximately \$24.0 million, the Division of Museums and History budget was approximately \$6.5 million, and the Nevada Arts Council budget was just over \$2.0 million. In Fiscal Year 2024, the (adjusted) legislatively approved General Fund budget for the state of Nevada amounted to about \$5.4 billion. This means that the Division of Tourism’s budget amounted to about 0.4% of the state’s General Fund, the Division of Museums and History’s budget amounted to about 0.1% of the state’s General Fund, and the Nevada Arts Council’s budget amounted to less than 0.1% of the state’s General Fund. With this information, using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements.**

**Churchill County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
Additional funding should be allocated to the Nevada Division of Tourism (Travel Nevada).	0	3	1	8	11	13	5
Additional funding should be allocated to the Nevada Division of Museums and History.	0	0	3	3	12	11	12
Additional funding should be allocated to the Nevada Arts Council.	0	0	1	6	12	11	10

<b>Question No. 28: Prior to this survey, were you aware of the existence of any the state divisions within the Nevada Department of Tourism and Cultural Affairs?</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>					
Division	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
<b>Nevada Division of Tourism</b> <b>(Travel Nevada)</b> <a href="https://travelnevada.com/">https://travelnevada.com/</a>	9	22.0%	32	78.0%	41
<b>Nevada Arts Council</b> <a href="https://www.nvartscouncil.org/">https://www.nvartscouncil.org/</a>	10	24.4%	31	75.6%	41
<b>Nevada Division of Museums and History</b> <a href="https://nvmuseums.org/">https://nvmuseums.org/</a>	12	29.3%	29	70.7%	41

<b>Question No. 29: Please indicate your gender. Select only one answer.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
Response	Total Number of Responses	Percent of Total Responses
Prefer Not to Answer	1	2.4%
Female	29	70.7%
Male	11	26.8%
Other, Please Specify:	0	0.0%
<b>Total</b>	<b>41</b>	<b>100.0%</b>

**Responses for “Other, Please Specify”:**

- None Provided

<b>Question No. 30: Do you identify as part of the LGBTQ+ community?</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
No	37	90.2%
Yes	3	7.3%
Prefer Not to Answer	1	2.4%
<b>Total</b>	<b>41</b>	<b>100.0%</b>

<b>Question No. 31: Please indicate your current age group. Select only one answer.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
19 Years of Age or Younger	0	0.0%
Between 20 to 24 Years of Age	1	2.4%
Between 25 to 29 Years of Age	0	0.0%
Between 30 to 34 Years of Age	2	4.9%
Between 35 to 39 Years of Age	1	2.4%
Between 40 to 44 Years of Age	4	9.8%
Between 45 to 49 Years of Age	3	7.3%
Between 50 to 54 Years of Age	6	14.6%
Between 55 to 59 Years of Age	7	17.1%
Between 60 to 64 Years of Age	8	19.5%
Between 65 to 69 Years of Age	5	12.2%
Between 70 to 74 Years of Age	3	7.3%
Between 75 to 79 Years of Age	1	2.4%
Between 80 to 84 Years of Age	1	2.4%
85 Years of Age or Older	1	2.4%
<b>Total</b>	<b>41</b>	<b>100.0%</b>

<b>Question No. 32: Including yourself, please indicate the number of people living in your household in the following age ranges:</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>			
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>	<b>Average Number per Household</b>
6 Year of Age or Younger:	3	5.5%	0.09
Between 7 and 12 Years of Age:	3	5.5%	0.05
Between 13 and 17 Years of Age:	3	5.5%	0.05
Between 18 and 24 Years of Age:	2	3.6%	0.04
Between 25 and 34 Years of Age:	4	7.3%	0.09
Between 35 and 44 years of Age:	5	9.1%	0.12
Between 45 and 54 Years of Age:	6	10.9%	0.15
Between 55 and 64 Years of Age:	7	12.7%	0.17
Between 65 and 74 Years of Age:	6	10.9%	0.15
75 Years or Older:	5	9.1%	0.12
<b>Total</b>	<b>44</b>	<b>-</b>	<b>-</b>

<b>Question No. 33: What is your current employment status? Select only one answer.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Self-employed, full-time (36 hours a week or more)	2	5.1%
Self-employed, part-time (less than 36 hours a week)	0	0.0%
Employed, full-time (36 hours a week or more)	17	43.6%
Employed, part-time (less than 36 hours a week)	5	12.8%
Unemployed, seeking employment	1	2.6%
Unemployed, not seeking employment	0	0.0%
Retired	14	35.9%
<b>Total</b>	<b>39</b>	<b>100.0%</b>

<b>Question No. 34: What is your household's total annual income before taxes?</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Less than \$10,000	0	0.0%
\$10,000 to \$24,999	0	0.0%
\$25,000 to \$49,999	6	15.8%
\$50,000 to \$74,999	8	21.1%
\$75,000 to \$99,999	7	18.4%
\$100,000 to \$149,999	9	23.7%
\$150,000 to \$199,999	4	10.5%
\$200,000 or More	4	10.5%
<b>Total</b>	<b>38</b>	<b>100.0%</b>

<b>Question No. 35: Do you or anyone in your household currently work in the Tourism and Hospitality industry sector or rely on income generated from tourists and visitors to your community?</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
No	38	92.7%
Yes	3	7.3%
<b>Total</b>	<b>41</b>	<b>100.0%</b>

<b>Question No. 36: What is the highest level of education that you have completed? Select only one answer.</b> <b>Churchill County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Less than High School	0	0.0%
High School Diploma or GED	0	0.0%
Some College, No Degree	11	27.5%
Vocational Certificate	2	5.0%
Associates Degree, Graduated	4	10.0%
Bachelor's Degree, Graduated	15	37.5%
Master's Degree, Graduated	5	12.5%
PhD, Doctorate, or Equivalent, Graduated	1	2.5%
Post-Graduate Degree, Graduated/Completed	0	0.0%
<b>Total</b>	<b>38</b>	<b>100.0%</b>

**Question No. 37: Which of the following groups describes your ethnic background? Select all that apply.**

**Churchill County Results  
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
White/Caucasian Alone	37	97.4%
Black/African American	0	0.0%
Asian or Pacific Islander	2	5.3%
Hispanic/Latino	1	2.6%
American Indian, Alaskan Native/Aleut Eskimo	2	5.3%
Other, Please Specify:	0	0.0%
<b>Total</b>	<b>38</b>	<b>100.0%</b>

**Responses for “Other, Please Specify”:**

- None Provided

<b>Question No. 38: What best describes your political affiliation? Select only one answer.</b>		
<b>Churchill County Results</b>		
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Democrat	12	30.8%
Republican	19	48.7%
Independent	5	12.8%
Not Enrolled	1	2.6%
Not Sure	0	0.0%
Other, Please Specify:	0	0.0%
<b>Total</b>	<b>39</b>	<b>100.0%</b>



**Appendix B – Lyon County**

**Results of the 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident  
Sentiment Survey  
Nevada Department of Tourism and Cultural Affairs, Travel Nevada**

<b>Question No. 1: Are you a resident of the state of Nevada for <u>6 or more months</u> out of the year?</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
No	12	4.5%
Yes	254	95.5%
<b>Total</b>	<b>266</b>	<b>100.0%</b>

<b>Question No. 2: If you answered “<u>No</u>” to Question No. 1, indicating that you do not reside in the state of Nevada for 6 or more months out of the year, do you consider yourself a ‘Snowbird’, defined as someone who migrates from colder parts of North America to warmer southern locations, typically during the winter months?</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
No	46	93.9%
Yes	3	6.1%
<b>Total</b>	<b>49</b>	<b>100.0%</b>

<b>Question No. 3: Regardless of your answer to Question No. 1, how many years have you lived in Nevada either full-time or part-time?</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Less than 1 Year	4	2.2%
Between 1 Year and less than 5 Years	17	9.3%
Between 5 Years and less than 10 Years	20	10.9%
Between 10 Years and Less than 15 Years	12	6.6%
Between 15 Years and less than 20 Years	16	8.7%
20 Years or More	114	62.3%
<b>Total</b>	<b>183</b>	<b>100.0%</b>

**Question No. 4: Please write in your county and community of your primary residence (i.e. where you typically reside for 6 or more months out of the year), and the applicable zip code (for example, Nye County, Tonopah, 89049).**

- NOTE: Results not reported for Question No. 4 as the accompanying zip code provided by survey respondents were used to ‘sort’ the full results of the 2025 Resident Sentiment Survey. Zip codes included for ‘Lyon County’ (and the results reported here for) include:
  - 89403
  - 89408
  - 89428
  - 89429
  - 89430
  - 89440
  - 89444
  - 89447
  - 89706

**Question No. 5: Please write in the county, community and the applicable zip code of your primary employment (for example, Nye County, Tonopah, 89049).**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Carson City	467	26.0%
Churchill County	34	1.9%
Clark County	535	29.8%
Douglas County	55	3.1%
Elko County	45	2.5%
Esmeralda County	4	0.2%
Eureka County	18	1.0%
Humboldt County	7	0.4%
Lander County	22	1.2%
Lincoln County	6	0.3%
<b>Lyon County</b>	<b>52</b>	<b>2.9%</b>
Mineral County	13	0.7%
Nye County	29	1.6%
Pershing County	20	1.1%
Storey County	10	0.6%
Washoe County	325	18.1%
White Pine County	11	0.6%
Other/Unknown	142	7.9%
<b>Total</b>	<b>1,795</b>	<b>100.0%</b>

<b>Question No. 6: How many years have you lived in the town, city, or community that you currently reside in (i.e. the town, city, or community you identified in Question No. 4): Lyon County Results 2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Less than 1 Year	52	28.4%
Between 1 Year and less than 5 Years	42	22.9%
Between 5 Years and less than 10 Years	18	9.8%
Between 10 Years and less than 15 Years	17	9.2%
Between 15 Years and less than 20 Years	41	22.4%
20 Years or More	13	7.1%
<b>Total</b>	<b>183</b>	<b>100.0%</b>

<b>Question No. 7: What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in? Select all that apply.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Pace of Life	120	12.3%
Local Weather Conditions	57	5.8%
Landscape/Natural Features	86	8.8%
Architectural Design/Visual Appeal of City/Town	13	1.3%
Friendly/Welcoming Atmosphere and People	68	6.9%
Job/Career Opportunities	11	1.1%
Outdoor Recreation Activities	76	7.8%
Close Proximity to existing Family and Friends	62	6.3%
Affordability of Goods and Services (i.e. gas, groceries, retail services etc.)	41	4.2%
Availability of Goods and Services (i.e. gas, groceries, retail services, etc.)	17	1.7%
Affordability and Availability of Housing	76	7.8%
Quality of Education (primary, Kindergarten through 12th Grade)	14	1.4%
Availability and Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	2	0.2%
Good Access to Healthcare (physical and mental, basic emergency to more advanced care such as hospitals)	19	1.9%
Good Access to Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	6	0.6%
Availability and Access to Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)	23	2.3%
Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	8	0.8%

<b>Cont'd Question No. 7: What are the specific attributes that you enjoy about the town, city, or community that you primarily reside in? Select all that apply.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	12	1.2%
Variety of Shopping, Stores, and Retail Options	3	0.3%
Variety of Restaurants and Dining Options (away from home)	14	1.4%
<b>Overall Safety of the Community</b>	<b>90</b>	<b>9.2%</b>
Close Proximity and Access to Major Transportation Infrastructure (airport, freeway, highway, Interstate, etc.)	34	3.4%
<b>Close Proximity to a Major Urban Area</b>	<b>42</b>	<b>4.3%</b>
<b>Strong Sense of Community/Multiple Opportunities be Involved in My Community</b>	<b>46</b>	<b>4.7%</b>
Other, Please Specify:	33	3.3%
<b>Total</b>	<b>973</b>	<b>-</b>

**Responses for “Other, Please Specify”:**

- Access to walking and hiking trails (5th Street in Carson City along the Carson River trail; Walking along the bicycle trail along Lake Tahoe at Incline Village), access to nature, Johnson Lane in Minden for horseback riding.
- As a suburb of Reno, Fernley has less traffic issues. Homes and fuel are cheaper than Reno/Sparks
- Close to work
- Cost of housing
- Dayton's only real benefit is being a suburb to Carson City or to factories on USA parkway. Not really a great independent community. The major issue is that they are still considered an unincorporated community despite having the population and infrastructure to be a small city.
- Had to move here to afford house to raise 3 grandchildren.
- Historic downtown Dayton
- I dont believe my community offers any of these things.
- I don't enjoy Fernley. Everything I need is in Reno

- 
- I enjoy the Sierra Mtn range and though in a very small, remote area, access to the mountains is the biggest benefit. I would love to live closer within Gardnerville but the cost of living far exceeds my income, and in this way, I can have a few fruit trees and small garden to feed my large family.
  - I enjoy the wildlife... horses, coyotes, rabbits, lizards and even the occasional bobcat.
  - I was born and raised in Reno. We moved away from Reno because the prices for housing were getting too high for our family. We still spend a significant amount of time in Reno for shopping, visiting family, and just hanging out.
  - It's a great place. There's a lot going on, but you don't have to participate in order to enjoy it.
  - It's the only place to afford housing that is somewhat close to a larger city and recreational areas.
  - Large acre lots. Not living in close proximity to others. No HOA. Can have farmland, chickens, horses, etc. Live next to river and lake year-round. Have access to hiking, motorcross, 4-wheeler activity. Dirt roads.
  - Living in such an historic area. Our home is the oldest private dwelling in NV
  - none, really
  - Nothing. Wish we hadn't moved here. Very boring. The WIND is destructive. The drivers on the 50 are dangerous.
  - Only stayed in this area at the time due to affordable housing. However, that is no longer the case and HWY 50 is a death trap, and absolutely miserable road to travel on due to the lack of road infrastructure and patrols. It's like the Wild West on this stretch of highway and people regularly in accidents and many have died. We want to leave the area because of this but the housing costs make it near impossible.
  - Overall I do not like living in Dayton.
  - Peace and Quiet
  - Peace and quiet and open skies (especially not influenced by 'city' lights and tall buildings)
  - Quiet neighborhood
  - Rural lifestyle and the history of Dayton, NV
  - Slow and simple pace, close enough to Reno or Fallon or the 80 corridor to Elko.
  - Small population. Open space. Simple
  - Small town feel
  - Smaller town. Less traffic. Easier to get to work and around town.
  - State Park access
  - The opportunity to live rurally while being within an hour of urban centers for groceries/other amenities, as well as close proximity to wild and open spaces for recreational opportunities.
  - The view from my house
  - Virtually none of the above.
  - We can't afford to move outside the area.

<b>Question No. 8: What are the primary challenges that the town, city, or community that you primarily reside in currently faces? Select all that apply.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Affordability and Availability of Housing	74	4.4%
High Cost of Goods and Services (i.e. gas, groceries, retail services etc.)	74	4.4%
Lack of Availability of Goods and Services (i.e. gas, groceries, retail services etc.)	111	6.7%
Homelessness/Unhoused Population	20	1.2%
Public Safety/Growing or High Crime Rate	26	1.5%
Too Many People/Overcrowding	32	1.9%
High Traffic Levels/Congestion on Major Roadways and Transportation Corridors	90	5.4%
Lack of Public Transportation Options	98	5.9%
Outdated or Unattractive Architecture	44	2.6%
Unfriendly/Unwelcoming Atmosphere	28	1.6%
Rising Mental Health Issues	27	1.6%
Low Quality of Education (primary, Kindergarten through 12th Grade)	67	4.0%
Lack of Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	60	3.6%
Lack of Affordable and/or Available Healthcare Services (physical and mental, basic emergency to more advanced care such as hospitals)	97	5.8%
Lack of Affordable and/or Available Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	30	1.8%
High Unemployment/Lack of Available Employment Opportunities	34	2.0%
Low, Stagnant, or Declining Wages	33	2.0%
Availability of Water	36	2.1%

<b>Cont'd Question No. 8: What are the primary challenges that the town, city, or community that you primarily reside in currently faces? Select all that apply.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Growing Levels of Illicit and Illegal Drug Use/Addiction	42	2.5%
Lack of Outdoor Recreation Opportunities/Public Space	22	1.3%
Lack of Various Arts and Cultural Experiences (music concerts / festivals, art galleries, art museums, history museums, public art, visual / performance literary experiences, etc.)	82	4.9%
Lack of Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	30	1.8%
Too Much Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	28	1.6%
Lack of Shopping Availability/Stores and Retail Options	120	7.2%
Lack of Restaurants and Dining Options (away from home)	113	6.8%
Lack of General Municipal Services (police, fire protection, parks, emergency medical services, social services, etc.)	36	2.1%
Lack of Sufficient and/or Dependable Public Infrastructure (roads, sewer, water, telecommunications, power, etc.)	51	3.0%
Community is Developing Too Quickly/Too Much Building and/or "Urban-Suburban Sprawl"	64	3.8%
Frequency and/or Severity of Natural Disasters (floods, wildfires, draught, storms, etc.)	3	0.1%
Growing Political 'Polarization'	54	3.2%
Other, Please Specify:	26	1.5%
<b>Total</b>	<b>1,652</b>	<b>-</b>

**Responses for "Other, Please Specify":**

- Amount of fatal crashes on HWY 50, causing community uproar frequently.
- biggest town I've lived in, but has the smallest, most under-supported library :(
- Dayton suffers from many of the same issues that other suburbanized rural areas do, where the growing need for affordable housing has created a huge growth in residential

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population for which the original infrastructure is not available, and the persons who are serving in official capacities are generally making decisions based on a rural living outlook which no longer applies to the new population.

- Fernley seems to be biasing it's future in the direction of higher density living. This bring more people (and tax base) quickly but degrades long term, overall property values (hence future tax base is lower). IMHO This is not visionary thinking. Do we want to be a Sun Valley (Felony Flats) or a Skyline type neighborhood?
- Growing pains. Flux of people moving out towards Dayton. Traffic
- Hwy 50 in Dayton is VERY unsafe. Multiple fatal accidents have happened. We need a permanent solution. A light needs to be added soon and traffic needs to slow down. From Smiths grocery store to Stagecoach, but specifically the intersection at Maverick and Hwy 50 I have witnessed Multiple Fatal collisions to the point that I don't drive through there anymore due to being afraid. I drive through the back road on River Road, but when there is weather like rain or snow it floods and the road closes and I don't come to work or Carson City. It has become a huge problem for me after the semi crash last year. Thank you!
- I live in a county where we do not have enough roads, there is one main roundabout and at traffic hour this area gets incredibly congested. We need to create another opening. we also do not have any areas to shop at besides Walmart for clothing and or other supplies. We need more things to come into our growing town for families to enjoy together.
- I'd like to see more good restaurants and bakeries - fewer fast-food places.
- Lack of entertainment for children/families. Lack of community relations due to all the above-mentioned items.
- Lack of options for grocery/ clothes shopping, Lack of traffic signals on such a busy, fast-moving highway, and too many homes being built for such a small community.
- Lack of road maintenance within subdivisions. We have lived here 25 years and our roads within our subdivision haven't been maintained since the town incorporated.
- Local politicians not including the public in major changes to the city. Making deals behind closed doors. Making changes to agreements and not informing the public.
- Lyon county is terrible about moving Dayton forward. There is very few options for food beyond fast food, no retail (have to go to Carson), practically nothing for kids or families to do, most kids end up becoming involved with juvenile services because there is nothing to do besides get in trouble and on top of that juvenile services expect children to just keep coming back and do nothing to promote a positive environment or give them an opportunity to move past the trouble. If the kids have no home support, they do not get it from the community other than the few one offs like teachers that can only do so much. Dayton is failing the youth of the community.
- My little town is perfect for my type of people, which are those who do not want to change what we already have. Keep our town small.
- no commercial lodging
- Only 1 pharmacy, no hospital or emergency rooms open after 5 p.m., no hotel or motel, no recreational facilities (bowling alley, theaters), no clothing or department stores, not enough policing of traffic (so so many deaths on highway 50 in Dayton).
- Poorly led local government.

- 
- slow to develop
  - the best thing here is the contributions to the Boys and Girls Club. Some people here won't talk to you if you are not of their political persuasion. Our neighborhood is quiet other than the blatant political divide. Good fishing and hunting.
  - The businesses in Fernley NV are very complacent and don't seem to care about their products or customer service while sometimes charging outrageous prices because there aren't many other options in town. The town has grown tremendously in the last 5 years and would benefit greatly from more competition within retail and restaurant businesses. While i don't have children at home I have still noticed a severe lack of activities available to kids that are indoors. A lot of residents in Fernley spend most of their time in other towns because we don't have much to do where we live.
  - The current residential growth is exceeding the supporting services of the community. Infrastructure is becoming a problem.
  - too many people moving here to escape the bad policies of their state and then vote in the same people/polices here. Californication.
  - Too much 'Sacramento attitude'! The town I've lived in for 30 years is gaining RUDE people.
  - Total lack of North South rail service. Why hasn't rail gone from Reno to Vegas with spur lines to the interior communities of Nevada. The trains should be two deckers and vista top deck (all glass windows and roof? Onboard Wi-Fi and Music Channels with available history channel explaining the local history of the line the train is currently traversing.
  - When there is an emergency the priority is always inside the town/city of the county, but remote areas rely on electricity to get water for drinking, hygiene, and livestock which is a primary source of food. Every year, the last to be attended to are the highest at risk--the remote areas, and there seems to be longer and longer periods of time before an outage is addressed. Additionally, to afford living in the county, I have to travel to a state job in Carson City, the availability of employment opportunities that will sustain a family are extremely limited and highly "good-old-boy" integrated, making it hard for anyone who was not born in the area to be considered despite very high qualifying credentials. AND the biggest problem, lack of medical care that is affordable, without long waiting lists, and covered by state insurance!
  - With so much traffic coming through everyday just to go to work and the 4 lane 35mph zone are being overrun with road rage. Need to reroute the road starting in Mark Twain and go up and over the mountain

<b>Question No. 9: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to your community? Select all that apply.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Pace of Life	40	11.3%
Architectural Design/Visual Appeal of City/Town	23	6.5%
Friendly/Welcoming Atmosphere and People	47	13.3%
Job/Career Opportunities	10	2.8%
Outdoor Recreation Activities	47	13.3%
Affordability of Goods and Services (i.e. gas, groceries, retail services etc.)	9	2.5%
Availability of Goods and Services (i.e. gas, groceries, retail services, etc.)	7	1.9%
Affordability and Availability of Housing	14	3.9%
Quality of Education (primary, Kindergarten through 12th Grade)	5	1.4%
Availability and Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	6	1.7%
Access to Healthcare (physical and mental, basic emergency to more advanced care such as hospitals)	4	1.1%
Access to Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	4	1.1%
Availability and Access to Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)	12	3.4%
Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	4	1.1%
Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	10	2.8%
Variety of Shopping, Stores, and Retail Options	0	0.0%
Variety of Restaurants and Dining Options (away from home)	5	1.4%

**Cont'd Question No. 9: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have positively contributed to your community? Select all that apply.**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Overall Safety of the Community	26	7.3%
Close Proximity and Access to Major Transportation Infrastructure (airport, freeway, highway, Interstate, etc.)	11	3.1%
Close Proximity to a Major Urban Area	17	4.8%
Strong Sense of Community/Multiple Opportunities to be Involved in My Community	25	7.1%
Other, Please Specify:	26	7.3%
<b>Total</b>	<b>352</b>	<b>-</b>

**Responses for “Other, Please Specify”:**

- 1. Events involving the public. Examples: Dayton Valley Days, the sheep crossing highway 50 onto Dayton Valley Road, car shows, food trucks. 2. Small establishments owned by local residences: Larrys coffee shop, the ice cream shop, the donut shop, the taqueria 3. Parks: having a safe place to go camping and walk our dogs as well as enjoy picnics in the summer
- Because there are limited areas to go for dining, the benefit it that tourism has sustained casinos that offer the entertainment--not always gaming related--and restaurants with better hours for working families. The Casinos in Douglas are actually very attractive in a classic type of way to accentuate that they are not the BIG CITY too. They stand out for options like Conferences and trainings, lodging etc., but they blend in to make them appear welcoming of the atmosphere that is appropriate for the area.
- Being a Silver City, Nevada native, we cherish saving Dayton's history that began with the state's first gold discovery in July 1849 and that the original immigrant trail of the 1840s was also the Pony Express Trail, then the Lincoln Highway and today's Pike Street.
- DO NOT CHANGE US!!
- Except for the tourism associated with Night in the Country, those industries don't have a strong existence in Yerington.
- I don't think it attributes to attracting any of the items listed. It's a small town trying to grow.
- I don't know that there has been much contribution other than some outdoor recreation options

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- I think there will more contributions in the future to dining, shopping, etc., as we develop historic attractions more
  - I would need a check box for "Little" contribution. IMHO there is little Tourism, Hospitality, Arts, or Culture happening in Fernley. There is a poorly represented group called ACES that tries to bring culture to the area on a shoestring (I applaud their efforts). Fernley is not really big enough for major artistic events. Those are available, however, nearby in Reno or Tahoe.
  - Most people just pass through Dayton. Maybe stop in Old Town Dayton or ride ATVs
  - N/a
  - None
  - None
  - None
  - none
  - None of the above!
  - none that i can think of. not much to attract tourism. Our city makes it almost impossible to get a business started, especially downtown. Their requirements make it prohibitive for those who wish to do business downtown, and other areas.
  - None, everything they do fails as improvement. Putting lipstick on a pig
  - None, this area is overlooked for all of the items mentioned above.
  - Not nearly enough pimping of local draws.
  - Nothing actually comes to mind at all.
  - Nothing actually. We have extremely limited access to anything that the tourism, hospitality, arts, and cultural heritage industries have any contribution towards. Our teachers work double duty to provide some limited arts/culture type activities for the local students, grants/funding for anything extra is extremely hard to come by and/or inaccessible to folks that work full time (how are we supposed to carve out time for lengthy/complex applications and requirements in order to find/apply for the very limited available funding). The only two 'creative' things that I'm aware of in the Dayton area have extremely limited attendance as they are not publicized. 1) The high school (Dayton HS) has a tiny theatre program with teacher in charge of it that doesn't seem to be very skilled in theatre (production value is rather unfortunate for basically an entire semester worth of class and after school rehearsal time. This may be partly due to lack of skilled professional development, or lack of funding to bring that into the classroom for the students to learn. Additionally, attendance to their productions is extremely limited. We have a student involved and I can say from first-hand experience that there are maybe 20-40 audience members for each showtime. All of which are just the theater kids' parents/siblings with an occasional few 'grandparent' type folks as well. The community (and beyond) should be supporting these activities in a variety of ways: monetarily so they have better props/backgrounds, to get teaching artists in for residencies, get skilled instructions, butts in the seats for productions, a snack vendor for show times, etc. 2) The senior center has a teaching artist that does theatre residencies, which seem to be pretty neat and great for the seniors, but the impact seems incredibly small. The seniors involved seem to always be the same ones (perhaps someone stops/starts attending occasionally), and I'd be curious if anyone outside of the senior center is invited to/attends their little productions.

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- There is no arts or culture in Fernley.
  - Town does have the Night in the Country Festival and a decent fair (fair could be even better with more marketing and promotion). The Boys and Girls Club is amazing for the community.
  - very very slow progress in the town becoming diverse, visually appealing and having slightly more unique business options to visit
  - we are such a small community I don't think there is any tourism in our area. There certainly isn't any hotels or motels for tourists to stay.

**Question No. 10: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply.**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Affordability and Availability of Housing	29	4.7%
High Cost of Goods and Services (i.e. gas, groceries, retail services etc.)	34	5.5%
Lack of Availability of Goods and Services (i.e. gas, groceries, retail services etc.)	41	6.6%
Homelessness/Unhoused Population	16	2.6%
Public Safety/Growing or High Crime Rate	20	3.2%
Too Many People/Overcrowding	25	4.0%
High Traffic Levels/Congestion on Major Roadways and Transportation Corridors	41	6.6%
Strain on Public Transportation Services	12	1.9%
Outdated or Unattractive Architecture	15	2.4%
Mental Health Issues	11	1.7%
Low Quality of Education (primary, Kindergarten through 12th Grade)	18	2.9%
Lack of Access to Arts Education (Kindergarten through 12th Grade and Lifelong Learning) along with Therapeutic Arts	17	2.7%
Lack of Affordable and/or Available Healthcare Services (physical and mental, basic emergency to more advanced care such as hospitals)	18	2.9%
Lack of Affordable and/or Available Childcare Services (daycare, afterschool care, youth-oriented recreation, etc.)	6	0.9%
High Unemployment/Lack of Available Employment Opportunities	16	2.6%
Low, Stagnant, or Declining Wages	15	2.4%
Availability of Water	16	2.6%

<b>Cont'd Question No. 10: Which of the following attributes of your community do you think the tourism, hospitality, arts, and cultural heritage industries have negatively contributed to your community? Select all that apply.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
Growing Levels of Illicit and Illegal Drug Use/Addiction	23	3.7%
Lack of Outdoor Recreation Opportunities/Public Space	6	0.9%
Lack of Various Arts and Cultural Experiences (music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.)	28	4.5%
Lack of Availability and Access to Various Live Sports (youth sports, collegiate sports, professional sports, etc.)	15	2.4%
Too much Availability and Access to Gaming Options (casinos, sports betting, slot machines, etc.)	12	1.9%
Lack of Shopping Availability/Stores and Retail Options	30	4.8%
Lack of Restaurants and Dining Options (away from home)	28	4.5%
Lack of or Strain on General Municipal Services (police, fire protection, parks, emergency medical services, social services, etc.)	22	3.5%
Lack of or Strain on Sufficient and/or Dependable Public Infrastructure (roads, sewer, water, telecommunications, power, etc.)	22	3.5%
Community is Developing Too Quickly/Too Much Building and/or "Urban-Suburban Sprawl"	27	4.4%
Frequency and/or Severity of Natural Disasters (floods, wildfires, draught, storms, etc.)	3	0.4%
Growing Political 'Polarization'	23	3.7%
Other, Please Specify:	24	3.9%
<b>Total</b>	<b>613</b>	<b>-</b>

**Responses for "Other, Please Specify":**

- As in my last statement box. IMHO there is little influence by these institutions that drastically effect Fernley's lifestyle. That's OK. Fernley's small and still growing.

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- growing diversity and social expansion of the town is increasing the level of social peace, as the townspeople are incredibly averse to newcomers and people who are different than them.
  - I believe the casino industry in Carson City has contributed, in part, to a lack of dining options in Dayton and the industry in general has contributed, in part, to too much smoking and drinking. If someday we have lodging and attract real tourism that may change.
  - I don't think there has been any one way or the other.
  - I don't think we have tourists that even stop in our area unless it is for gas.
  - Lyon County/State of Nevada needs to construct a 2nd bridge across the Carson River in Dayton to accommodate traffic flow in a major emergency. One crossing will result in loss of life due to the population that lives south of the Carson River and Highway 50. with only one exit (Dayton Valley Road & Highway 50).
  - none
  - None
  - None
  - None of the above
  - None of the above
  - not a fan of most of the murals painted various places. Most looks like graffiti. Definitely do not think appropriate for public buildings, like firehouse. There's no continuity to these murals. And the murals on one of our only historic buildings is tragic and looks bad. There are a handful of really tasteful and nice murals.
  - Our area has a drug problem.
  - See previous question
  - The community suffers from a lack of diversified thinking.
  - The industries don't have much impact on the community of Dayton
  - The main reason people have moved to this area is only because housing tends to be more affordable than other more urban areas. Otherwise this county is seriously lacking in many other aspects.
  - The severe lack of tourism in Virginia City is devastating to our business. We rely on tourism to operate our shop.
  - This question is a joke, right.
  - Traffic on US 50 West and East is more like San Francisco or L.A. Slow down the growth now!
  - unknown how it could negatively affect Dayton
  - Water keeps going up, motorcycles, when things are going on up in Virginia City, why can't they be taking the truck route????
  - We are the biggest city in our county yet we have NO absolutely police station. How is that? the only thing Yerington does is try to send more of their officers over but we need a station here in town of some sort. Our safety matters the more we grow. We also have no public transportation like maybe we need a small bus or something. We are a community with many seniors who find it difficult to grocery shop, I've actually stopped on the side of the road to offer a struggling senior a ride to the store because we have a

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very tall bridge that they have to cross to get to our major grocery stores like Walmart, Raley's or Grocery Outlet.

- Yerington needs an onion festival and more hotels. The town could host a lot more events but lack of places to stay in the town makes it hard to pull off. Also, State Parks does not have a community presence in events around town and the county but, has potential to drive tourism and recreation. The state also needs to work towards assisting in paving E. Walker up to the park area. The road is rough for RV's and OHV trailers, the dirt road makes it rough on smaller cars and is occasionally impassible after snowstorms and rain. The farmer's market doesn't sell food either, it's a craft fair if anything.

**Question No. 11: Have you or anyone in your household been personally impacted by any of the potential negative impacts of the tourism, hospitality, arts, and cultural heritage industries in your community?**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total</b>
No	35	87.5%
Yes	5	12.5%
<b>Total</b>	<b>40</b>	<b>100.0%</b>

**Question No. 12: If you answered “Yes” to Question No. 11, please describe the ways in which you or someone in your household has been personally impacted by any of the potential negative impacts of the tourism, hospitality, arts, and cultural industries in your community using the space provided below.**

- Although I augmented my children's education, the lack of fine arts education, automotive classes, language classes, and high achiever education was not available in the education system. This holds Nevada students back from gaining a quality college education, and by NOT PREPARING THEM FOR LIFE in general. So sad.
- Any small events or town activities has crowds or themes of events becoming political in nature or focused politically.
- As a kid there was nothing to do and as a result started getting into trouble. I was able to move past it with family support but other kids I know were not able to.
- Burners leave a mess, and cause road congestion
- Burning man-bottled water unavailable in local stores, piles of trash left behind.
- Due to the influx of people from different states ie, California, they are bringing their problems to our little city. Vandalism, murders and driving habits.
- Homes not selling in the area due to lack of everything.
- Housing costs have skyrocketed to the extent that none of my children can expect to purchase a home within 60 miles of their employment.
- I grew up in Carson Valley and lived there 45 years but moved out five years ago due to growth and changing political climate and attitudes.
- I live on Cemetery Road which is highly impacted by off road type vehicles. Many have zero respect for those of us residing and drive at high speeds. I’ve had peacocks killed by them.
- increasing feeling of unrest and less safety for self-expression that does not match the majority of the townspeople's "views" politically and socially.
- Increasing water and sewer rates. They just keep going up.
- It is the severe lack of tourism in Virginia City that has negatively affected us.

- 
- It's not necessarily from the arts or tourism, but this question is presented in a way that makes it seem it is questioning anything negative. Lack of employment with livable wages, beyond mindless warehouse work, and lack of affordable rentals.
  - It's often hard for historic preservation to be funded if it isn't an obvious benefit to the casino industry and our family cares deeply about history and historic preservation. And outside our community I'm still mad about the loss of the V&T shops and the recent loss of the Sparks railroad machine shops.
  - lack of adequate healthcare, no hospital, lack of adequate shopping/restaurants
  - Lack of education. Community growing fast but not more shopping, any public safety or road infrastructure.
  - Life is expensive as it is and having to travel outside of Fernley just to find a pair of jeans or a decent pair of shoes is inconvenient. Not only for clothing must I leave Fernley, I can't award my son or my daughter with simple entertainment after seeing their hard work in school (hence a good report card). There is one bowling alley in Fernley that is extremely outdated; however, it is the best we have.
  - Motorcycles!!! So noisy, water keeps going up and isn't accurate on usage
  - My dog did not like the coyotes that were depicted on the storefront downtown. He barked every time we passed that store.
  - My husband and I drive to Reno every two weeks to grocery shop because it is more affordable at grocery stores such as WinCo and Sams Club. There are only so many options available in Dayton. We love supporting small businesses and wish more mom-and-pop restaurants would open in Dayton. Sometimes it is hard to find regular grocery items such as eggs, chicken, veggies, and cheese.
  - N/A
  - Off road vehicles coming because of Dayton Chamber putting us on their trail map!!!
  - Political atmosphere is entirely too partisan.
  - PRICE OF GROCERIES, GOODS & HOUSING
  - roads are full of potholes, traffic is getting worst
  - Street Vibrations with people who are abash in their driving abilities or lack toward local drivers.
  - The Boys and Girls Club forcing teen employees to work at Night in the Country, working night shifts in the commissary (my daughter was 14 at the time and was scheduled to work until midnight), working clean-up after the event, they had to pick up trash in the heat (including used condoms) and were only offered soda to drink. I believe that practice was halted after myself and several other parents complained.
  - The city staff is increasingly focused more on "self" than improvements or residents, particularly the building/planning department.
  - The higher costs of food, low options for affordable food, higher costs of internet/phone service and lower service quality--eliminating options for hybrid options or remote options for employment outside of the county, neighboring counties and even the state, the availability of respectable paying employment for anyone not First Responder trained and educated is severely low forcing longer and longer commutes with horribly unreliable busing transportation or options for families with younger children.

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- The roadways are crowded and crash prone. The retail cannot keep up with the crowds of tourists. And the flow of visitors causes gas prices to skyrocket.
  - There are no draws to our rural area: Business are not drawn to us as a place they want to open shop (provide goods/services, job opportunities, income to our area, attraction to anyone to visit/spend time/money). People are not drawn to our area because there is nothing to do, there's no fun events (low cost would be essential as most of the rural population is lower income), for instance even our parks are hardly used (we've been in our home for over 15 years, with kids in several age ranges and we generally enjoy visiting parks and playing outside, but at the parks in Dayton specifically the bathrooms are NEVER unlocked, so it's difficult to take kids to the park to play as there is nowhere to potty). There are NO arts in our rural areas for anyone. Not just k-12 and the elderly... No One.
  - Tourism without appropriate infrastructure (i.e. roads, bike lanes, pedestrian safety, turn out lanes) causes traffic accidents and snarls in my community.
  - We have no local (less than 20 miles away) grocery stores. We have two dollar stores which have minimal items at a huge premium. They cater to the people camping at the Parks around us who often buy all goods during busy seasons so locals have to travel longer to get food or just deal without. There are two gas stations that are INSANELY overpriced and also are catering to the camping/ATV community. For the most part, these corporations are the only spots that the tourists go to (not local shops/restaurants). Those individuals (tourists) destroy our local landscape and then go home far away while we deal with the destroyed vegetation, hurt livestock/wildlife, the effects of them breaking the law such as being terrified from hearing gunshots and car chases at different recreation areas/ setting fireworks off in our tinder box of a valley, and the ridiculous amount of trash left behind (literally watched someone throw tissues out their window to the side of the road just this last weekend when dropping the water check off at the MWC). The tourists don't care about our area, we are considered an "armpit" by most other Nevadans I talk to, and it feels like our community comes last to most outsiders.
  - We have to travel a greater distance to shop, dine and enjoy cultural events.
  - When the "Night in the Country" starts you have two weeks of no normal groceries since we only have Raleys here. Then you get one week of crazy drivers who think they can ignore the laws.

**Question No. 13: On a scale of 1 to 10 with 1 being “Very Poor” and 10 being “Excellent”, how would you rank your overall personal assessment of local tourism, hospitality, arts, and cultural heritage opportunities in your community:**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Category</b>	<b>Average Ranking</b>	<b>Total Number of Responses</b>
Tourism and Hospitality Attractions (hotels, casinos, special events, convention facilities, etc.)	3.64	134
Outdoor Recreation Opportunities (trails, parks, non-professional sports facilities, etc.)	5.75	135
Overall Art Community (music concerts/festivals, art galleries, art museums, public art, visual/performance literary experiences, etc.)	3.49	134
Overall History and Heritage Community (including marked historical sites, history museums, etc.)	4.97	133
Live Sporting Events (youth sports, collegiate sports, professional sports, etc.)	3.81	131

<p><b>Question No. 14: Tourism, hospitality, arts, and culture can have both positive and negative impacts on a community. These activities can create employment opportunities, result in increased business for directly and indirectly related businesses, and generate additional property, sales, and business license revenue for a community (in 2023, visitors to Nevada generated a total economic impact of \$83.7 billion). But, they can also lead to increased traffic, increased noise, negative impacts on natural resources, and require increased spending on public services. With these and other possible impacts in mind, please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree regarding your own personal opinion about the overall tourism, hospitality, arts, and cultural heritage “scene” in your community.</b></p> <p style="text-align: center;"><b>Lyon County Results</b></p> <p style="text-align: center;"><b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b></p>							
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
The positive effects of tourism and hospitality outweigh the negatives.	9	12	12	22	25	31	22
The positive effects of arts and creativity outweigh the potential negative impacts in my community.	10	9	7	22	21	27	37
The positive effects of history and heritage preservation outweigh the potential negative impacts in my community.	4	4	6	23	21	31	44

Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.							
Lyon County Results							
2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey							
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
I am proud to live in Nevada.	3	2	2	10	12	43	61
The tourism, hospitality, arts, and cultural heritage industry in my local area enhances the community's overall quality of life.	11	17	10	28	21	23	23
Tourism creates jobs for people who live in my community.	13	20	13	18	18	32	20
The tourism, hospitality, arts, and cultural heritage industry is essential in shaping, preserving, and promoting the identity of my community.	14	14	6	24	20	28	27

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>							
<b>Lyon County Results</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
I have a meaningful voice in the community decision-making efforts of the tourism and hospitality industry.	21	38	15	32	13	5	9
I have a meaningful voice in the community decision-making efforts regarding the development of my local arts 'scene' (i.e. financial support of local artists, performers, and organizations, attending arts events and experiences, development of galleries, etc.).	24	33	18	28	18	4	9

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>							
<b>Lyon County Results</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
I have a meaningful voice in the community decision-making efforts to preserve, protect, and promote local culture and history (i.e. opening and funding of museums, selection of historical markers, preservation of historical structures and places, etc.).	23	35	14	33	16	7	6
Community culture and heritage sites (parks, museums, historical structures, etc.) are accessible and affordable for locals and visitors alike.	8	14	16	19	28	35	13

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>								
<b>Lyon County Results</b>								
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>								
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	
Developing tourism and hospitality amenities and attractions is an area that my local community should improve upon.	8	6	2	19	20	29	49	
Promoting tourism opportunities is an area that my local community should improve upon.	7	6	6	16	21	31	46	
I feel that my community is welcoming and safe to visitors.	4	10	8	18	19	46	28	
Tourism in my local area provides opportunities for small businesses.	8	14	11	24	22	28	25	

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>							
<b>Lyon County Results</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
Tourism reduces the amount of taxes needed from the local residential population to support various public services and improvements.	8	9	15	38	18	26	18
Access to arts and culture experiences and opportunities in my community is important to me.	3	4	10	13	21	31	51
The tourism industry values the stewardship of our natural resources.	11	6	15	36	25	28	11
Tourists and visitors to my community are generally respectful of my community's natural and cultural resources.	10	11	17	36	21	22	14

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>							
<b>Lyon County Results</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
I support initiatives that promote environmental sustainability.	3	1	5	20	15	29	58
I support building new tourism and hospitality amenities, attractions, and/or facilities that will attract visitors to my local area.	8	8	10	16	19	23	49
I am proud of my community's culture and heritage and feel that it is worth preserving and sharing.	1	3	6	23	27	30	43

<b>Cont'd Question No. 15: Please rank each of the following statements on a scale from Strongly Disagree to Strongly Agree.</b>							
<b>Lyon County Results</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
Visitors to our community show respect for our natural spaces by recreating responsibly (staying on trail, not littering, avoiding closed areas, etc.).	15	20	27	26	17	18	9
I support initiatives that promote Diversity, Equity and Inclusion (DEI).	31	7	3	15	8	14	51

<b>Question No. 16: Using the scale provided, please rate your perception of how balanced your community is in terms of being 'resident-focused' or 'tourism-focused' in the <u>present</u> moment (at the time of you completing this survey).</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
Scale	Total Number of Responses	Percent of Total Responses
-5, More Resident Focused	29	21.9%
-4	16	12.1%
-3	15	11.3%
-2	24	18.1%
-1	12	9.0%
0	19	14.3%
1	5	3.7%
2	6	4.5%
3	1	0.7%
4	3	2.2%
5, More Tourism Focused	2	1.5%
<b>Total</b>	<b>132</b>	<b>100.0%</b>

<b>Question No. 17: Using the scale provided, please rate your perception of how you would like your community to balance being 'resident-focused' or 'tourism-focused' in the <u>future</u> (over the next five years).</b> <b>Statewide Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
Scale	Total Number of Responses	Percent of Total Responses
-5, More Resident Focused	13	9.8%
-4	2	1.5%
-3	9	6.8%
-2	14	10.6%
-1	14	10.6%
0	44	33.3%
1	11	8.3%
2	15	11.3%
3	7	5.3%
4	1	0.7%
5, More Tourism Focused	2	1.5%
<b>Total</b>	<b>132</b>	<b>100.0%</b>

<p><b>Question No. 18: “Public Lands” are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state’s broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.</b></p> <p style="text-align: center;"><b>Lyon County Results</b></p> <p style="text-align: center;"><b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b></p>							
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
It is important to protect public lands in Nevada from additional private development.	2	1	6	8	15	35	66
It is important to protect public access to public lands in Nevada.	1	1	4	7	14	31	75
Steps should be taken to limit the amount of access to public lands in Nevada.	31	24	28	22	17	7	3

**Cont'd Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.**

**Lyon County Results**

<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
I support the transfer (or disposal) of public lands in Nevada to the state government, local governments within the state, or private interests to support future economic development and growth.	32	13	23	22	24	15	4

<p><b>Cont'd Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.</b></p> <p style="text-align: center;"><b>Lyon County Results</b></p> <p style="text-align: center;"><b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b></p>							
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
When considering the transfer (or disposal) of public lands in Nevada, additional steps should be taken to assess and address the potential impacts on sensitive environmental habitats and species.	3	5	6	13	12	36	58

<p><b>Cont'd Question No. 18: "Public Lands" are generally defined as areas of land that are directly managed by the federal government as differentiated from private lands that are owned by private individuals, businesses, or other non-governmental organizations. In Nevada, public lands are typically used for conservation, public recreation, and resource utilization including grazing and mining and natural resource extraction. These public lands also play an important role in the state's broader tourism and hospitality industry sector as a major contributor to outdoor recreation activities. Using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements regarding public lands in Nevada.</b></p> <p style="text-align: center;"><b>Lyon County Results</b></p> <p style="text-align: center;"><b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b></p>							
Statement	Strongly Disagree	Disagree	Mildly Disagree	Neutral	Mildly Agree	Agree	Strongly Agree
When considering the transfer (or disposal) of public lands in Nevada, additional steps should be taken to assess and address the potential impacts on areas of cultural significance, including land that has been the historical homelands of Native American and Indigenous populations that have sacred cultural significance.	2	0	4	12	18	24	73

**Part 1, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

Activity	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
Astronomy, Stargazing	50	40.3%	74	59.7%	124
Bicycling, Mountain Biking	97	78.2%	24	19.4%	121
Bicycling, Road Cycling	98	79.0%	21	16.9%	119
Bicycling, Gravel Biking	99	79.8%	19	15.3%	118
Boating	78	62.9%	44	35.5%	122
Camping	47	37.9%	77	62.1%	124
Fishing	67	54.0%	56	45.2%	123
General Fitness/Exercise	39	31.5%	84	67.7%	123
Ghost Town Exploring	52	41.9%	72	58.1%	124
Hiking	37	29.8%	87	70.2%	124
Horseback Riding	107	86.3%	14	11.3%	121
Hot Springing	82	66.1%	39	31.5%	121
Hunting	94	75.8%	25	20.2%	119
Jogging/Running	93	75.0%	24	19.4%	117
Off-Highway Vehicle Travel (ATV, Dirt Bikes, Rock Crawling, Overlanding)	61	49.2%	64	51.6%	125
Outdoor Photography, Painting, Drawing	63	50.8%	60	48.4%	123

**Cont'd Part 1, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

Activity	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
Paddle Sports (Canoe, Kayak, Paddleboard)	82	67.8%	39	32.2%	121
Picnicking and Family Gatherings	43	35.5%	79	65.3%	122
Rock Climbing, Bouldering, Mountaineering	112	92.6%	5	4.1%	117
Rock Hounding	72	59.5%	46	38.0%	118
Organized Sports	104	86.0%	17	14.0%	121
Swimming	64	52.9%	54	44.6%	118
Walking	17	14.0%	105	86.8%	122
Water Sports (kayaking, wakeboarding, etc.)	90	74.4%	30	24.8%	120
Wildlife Viewing/Birdwatching	50	41.3%	75	62.0%	125
Other Winter Snow Sports (Sledding, Snowmobiling, etc.)	94	77.7%	26	21.5%	120
Snow Shoeing, etc.)	101	83.5%	18	14.9%	119
Other, Please Specify:	0	0.0%	0	0.0%	13

**Responses for “Other, Please Specify”:**

- None Provided

<b>Part 2, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.</b>							
<b>Lyon County Results</b>							
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
Activity	1 Time Per Year	2 to 4 Times Per Year	5 to 7 Times Per Year	8 to 10 Times Per Year	11 to 15 Times Per Year	16 to 20 Times Per Year	21 or More Times Per Year
Astronomy, Stargazing	5	24	11	1	4	7	16
Bicycling, Mountain Biking	3	7	3	1	3	3	3
Bicycling, Road Cycling	0	3	3	1	2	3	8
Bicycling, Gravel Biking	2	5	2	4	1	2	1
Boating	8	18	3	8	0	1	0
Camping	7	30	11	8	7	2	3
Fishing	4	13	12	8	5	1	5
General Fitness/Exercise	0	6	7	5	5	4	51
Ghost Town Exploring	12	25	13	9	2	0	7
Hiking	1	20	14	7	6	6	22
Horseback Riding	2	3	1	0	0	0	6
Hot Springing	8	15	6	2	1	1	0
Hunting	4	7	3	0	0	0	5
Jogging/Running	0	2	2	1	3	2	13

<b>Cont'd Part 2, Question No. 19: Over the past year, please indicate whether or not you have used designated public lands in Nevada for engagement in the specific outdoor recreation activities listed and the approximate number of individual times you have engaged in each activity over the past year.</b>									
<b>Lyon County Results</b>									
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>									
Activity	1 Time Per Year	2 to 4 Times Per Year	5 to 7 Times Per Year	8 to 10 Times Per Year	11 to 15 Times Per Year	16 to 20 Times Per Year	21 or More Times Per Year		
Off-Highway Vehicle Travel (ATV, Dirt Bikes, Rock Crawling, Overlanding)	3	14	9	6	7	4	14		
Outdoor Photography, Painting, Drawing	1	11	6	10	6	4	15		
Paddle Sports (Canoe, Kayak, Paddleboard)	8	13	6	3	1	1	1		
Picnicking and Family Gatherings	4	29	17	7	7	0	9		
Rock Climbing, Bouldering, Mountaineering	2	2	0	0	0	0	1		
Rock Hounding	3	11	6	4	4	5	8		
Organized Sports	0	3	1	3	1	2	7		
Swimming	2	19	12	5	5	2	6		
Walking	0	6	7	7	5	7	60		
Water Sports (kayaking, wakeboarding, etc.)	5	11	4	3	1	0	1		
Wildlife Viewing/Birdwatching	2	11	9	8	4	4	27		
Other Winter Snow Sports (Sledding, Snowmobiling)	3	16	1	3	0	0	1		
Snow Shoeing, etc.)	2	7	3	2	0	0	1		

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**Question No. 20: Using the space provided below, please provide any additional comments, concerns, or suggestions that you have regarding the broader Tourism and Hospitality industry sector in Nevada or in your local community.**

- 1.Music in the Park Summer Series 2.Cultural Exchange Programs with Paiute Tribe 3.Onion Festival 4.Walker River Outdoor Expo 5.Western Ghost Town & Paranormal Tours 6.Yerington Cowboy Heritage Days 7.Yerington Film & Photography Festival 8.Native American Cultural Center 9.Artists' Residency Program 10.Public Art Installations & Murals 11.Yerington Culinary Experience 12.Cultural & Heritage Tourism Marketing Campaign 13.Glamping Sites within Walker River State Recreation Area in addition to the cabins for example Yurts, Old Wagons, etc. 14.Boutique Hotel or Themed B&B 15.Outdoor Adventure Hub 16.Agritourism & Farm Stays 17.Yerington Historic Walking Tour
- add some attractions and more importantly, visitors to Virginia City. More events and more awareness
- Art Contests for youngsters
- Artwork from indigenous Indian tribes
- Arts education programs for people of all ages
- As a retiree from the entertainment industry, I have, of course, strong opinions on this subject. I would love to see a theater program dedicated to performing arts BUT I realize Fernley is a small community and priorities need be much more pragmatic. I guess I feel they should fix the traffic lights and roads before building a theater :).
- Being able to somehow connect old town Dayton to the Sutro Tunnel area, maybe via small steam engine once the Depot is rebuilt. Gives tourists an opportunity to see both areas while reducing unnecessary traffic and creating a more cohesive historic district.
- Bringing more organized birdwatching groups with leaders. Bringing more outdoor music festivals.
- City of Fernley should focus on instilling a functioning leadership team focused on improving Fernley first
- Dayton doesn't necessarily need more tourism/history initiatives, we just need to improve what we do have. I would like to see better access to information/museums/etc for historic downtown Dayton, mining history/gold discovery/ Sutro tunnel
- Dayton has no hotels and very few cultural projects/programs. I would be great to have all
- Dayton should have outdoor concerts like our neighboring communities.
- Development of the Fernley art park
- Education
- Expansion of historical interest opportunities. Expansion of hotel/motel industry
- Family friendly activities, solo activities, and group activities
- Fernley ACES
- Fernley needs a Buc'ees. A road trip destination. Close to Reno, close to CA. I'll like to see more attractions brought to town. Movie theater, more golf, motor sports, give people a reason to stay in Fernley.
- Good question don't know why tourists would come here
- Grow the July 4th event into something regional.

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- Historic preservation/restoration/rebuilding in Old Town Dayton. Develop a history park in Old Town. Have a farm-to-table restaurant in Old Town. Once depot is rebuilt, focus on area-wide railroad tourism.
  - Historic reenactments
  - Historical locations such as Old Town Dayton. Much of it has been lost to fire, torn down or sold to private individuals.
  - Historical tours, Paranormal tours
  - history of area settlement and railroad
  - I just want some roads. There is ONE way in and out of Dayton. We need alternatives when we have an accident or snow.
  - I would like more restaurants and cultural events such as theatre, art shows, etc.
  - I would love for my community to have some sort of help with transportation, i would also like for more well-known places to come into my community as there is often nothing to do.
  - I would love to see Dayton expand with things to do. Retail, places to eat beyond fast food, swimming pool, more recreational sports, ultimately things for kids to do.
  - I would love to see more arts and culture in Fernley. The Fernley ACES do their best, but there doesn't seem to be much enthusiasm among the general population for arts and cultural events. Moving here from a vibrant college town has been rough.
  - I would love to see more options for entertainment for those who do not like to gamble in Dayton, whether that is more retail or more family friendly third spaces such as libraries, parks, etc.
  - I would love to see support for the schools having creative engagement, artist residencies, perhaps discounts negotiated with arts organizations like maybe the Pioneer in Reno. Our area is largely lower income, and lower income folks have significantly less access and means to professional productions. A simple 'use it when you can' coupon (within maybe a 3- or 6-month timeframe) for the family/household to have half cost tickets to a showing (any showing that fits into their schedule, not just a school night showing that would be highly unlikely for families with children to be able to attend) would be incredible. Star gazing nights at multiple state parks would be really fun. There's a location that does do this, but we never hear about it until it's only a couple days' notice AND its hours away. So a rotating schedule that includes multiple public space venues would be great and likely attract more people (and advertising for it would be beneficial)
  - It would be nice to have a real park in our community, but we're really just a pass through, and I don't know if Fernley could sustain more than it has now, especially with the states boom and bust cycle. I have wanted to move from this area since the pandemic, which really brought out the meanness and anger of a lot of residents.
  - Literally anything. Something that would give our children a bit more of a desire to want to live in their community. Something to award them with.
  - Local artisan art and foods
  - Maintain the few historical building still standing, education and tours of mining industry on the Comstock.
  - More activities at park
  - More advertising of the opportunities already in our area will be very important.

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- More concerts and more convention opportunities in Northern NV would be appreciated, especially in regard to pop culture and media sources.
  - More emphasis on historic sites, museums, developing historic trails, more general music and arts.
  - More focus on the history of mining and how it has impacted, influenced the area of the years.
  - more history of Nevada mining towns. areas like the Monitor Valley. Mason Valley is awesome
  - More involvement with community celebrations on holidays. Advertisement of the museum. History events.
  - More local events in Dayton, such as: car shows, local bake sales, food truck days, vendors, bands downtown. More locally owned restaurants and museums in Dayton.
  - More Music Festivals geared towards older generations, maybe classic country, bluegrass, etc.
  - More Off-roading/OHV activities
  - More outdoor space, more attractions, more dining options/hospitality options.
  - more parks with updated play structures, more library activities for children, more hiking trails, public pool
  - More self-guided tours
  - More things for the kids to be involved with. More family friendly activities that can be inexpensive both indoor and outdoor.
  - Movie theatre, ice skating, minigolf.
  - N/A
  - N/A
  - Need more volunteers to help preserve our Nevada history, funds for landscaping the historic buildings saved by the Historical Society of Dayton Valley and the Sutro Tunnel alliance. And Dayton Preservation Committee needs funding to continue to save the Dayton Community Center == the first building here was in 1861 when Dayton was the Lyon County Seat -- it burned in 1909 and the county seat was moved to Yerington. The building was reconstructed and by 1918, a Dayton High School State of the Art high school opened but was closed in 1959 when the State closed the 1865 original Dayton Public School due to unsanitary conditions and closed the Dayton High School, and moved the elementary students there and bussed the DHS students to Carson City High School! A new Dayton High opened in 1982 off of Dayton Valley Road.
  - None
  - None
  - None
  - None
  - Off highway biking opportunities
  - OHV Opportunities - Dayton is the Portal to the Pine Nut Mountains
  - rail line established to Yerington through the Churchill range
  - Regular tours of Sutro Tunnel.
  - Reserved trails and markings for more in-town to out-of-town options that do not cycle around building communities and noise. Paths, paved and specially designed for disabled

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enthusiasts using special cycling or walking equipment to enjoy areas that also do not force the person to cycle through noisy, crowded new communities.

- Rodeo
- Something not based only on motorized recreation (ATV/UTV, Boats, etc.). It is becoming more difficult to ride horses on our trails because of motorized recreation becoming so popular (or new residents coming here solely for that reason and destroying our landscape. Go to the designated locations like Sand Mountain for that please).
- Street dances
- Sutro tunnel site, outdoor amenities/trailheads, use the rodeo grounds more, access to the Carson River
- The community I live in does not have any developed hiking/mountain biking trails.
- Tourism needs to be more inclusive at various sites --the Farmers market and Brewery Arts Center in Carson City are a good start. More outreach could be done with the Museum, the Ghost Walk in the Fall--more assistance to the Museum in Reno to even provide transportation between Carson City and Reno to reduce traffic would be helpful.
- Travelling museums would be nice
- Viewing area (restaurant, shops, etc.) on top of a mountain with a tram to the top.

**Question No. 21: How often do you regularly attend various arts and/or cultural activities, amenities, or experiences (i.e. music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.) in your local community? Select only one answer.**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
At least once per week.	3	2.4%
At least once per month.	28	22.2%
At least once per quarter (every three months).	34	27.0%
At least once per year.	42	33.3%
I generally do not attend various arts and/or cultural activities, amenities, or experiences.	19	15.1%
<b>Total</b>	<b>126</b>	<b>100.0%</b>

**Question No. 22: How often do you regularly attend various arts and/or cultural activities, amenities, or experiences (i.e. music concerts/festivals, art galleries, art museums, history museums, public art, visual/performance literary experiences, etc.) in your local community? Select only one answer.**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
At least once per week.	3	2.3%
At least once per month.	28	22.2%
At least once per quarter (every three months).	34	26.9%
At least once per year.	42	33.3%
I generally do not attend various arts and/or cultural activities, amenities, or experiences.	19	15.0%
<b>Total</b>	<b>126</b>	<b>100.0%</b>

**Question No. 23: Within the past year, approximately how much money have you spent on attending various arts and/or cultural activities, amenities, or experiences in your local community (including ticket prices for admission, merchandise, food and beverage expenses directly related to the experience, childcare, clothing, hotel/lodging if applicable etc.)?**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Less than \$100.00	46	36.2%
Between \$100.00 and \$499.00	50	39.3%
Between \$500.00 and \$999.00	17	13.3%
Between \$1,000.00 and \$1,999.00	8	6.3%
Between \$2,000.00 and \$4,999.00	5	3.9%
Between \$5,000.00 and \$9,999.00	1	0.8%
\$10,000.00 or More	0	0.0%
<b>Total</b>	<b>127</b>	<b>100.0%</b>

<b>Part 1, Question No. 24: The state of Nevada has seven official Nevada State Museums (<a href="https://nvmuseums.org/">https://nvmuseums.org/</a>), each of which are listed below. Please indicate whether or not you have visited any of these museums in the past year and the approximate number of times you have visited the museum over the last year.</b>					
<b>Lyon County Results</b>					
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>					
<b>Facility/Location</b>	<b>No</b>		<b>Yes</b>		<b>Total Responses</b>
	<b>Number of Responses</b>	<b>Percent of Total</b>	<b>Number of Responses</b>	<b>Percent of Total</b>	
<b>Nevada State Museum (Carson City)</b> 600 N Carson Street, Carson City, NV 89701	70	56.9%	53	43.1%	123
<b>Nevada State Museum (Las Vegas)</b> 309 S Valley View Boulevard, Las Vegas, NV 89107	116	94.3%	6	4.9%	122
<b>Nevada State Railroad Museum (Carson City)</b> 2180 S Carson Street, Carson City, NV 89701	66	53.7%	58	47.2%	124
<b>Nevada State Railroad Museum (Boulder City)</b> 601 Yucca Street, Boulder City, NV 89005	113	91.9%	8	6.5%	121
<b>East Ely Railroad Depot Museum (Ely)</b> 1100 Avenue A, Ely, NV 89301	108	87.8%	13	10.6%	121
<b>Lost City Museum (Overton)</b> 721 S Moapa Valley Boulevard, Overton, NV 89040	118	95.9%	3	2.4%	121
<b>Nevada Historical Society (Reno)</b> 1650 N Virginia Street, Reno, NV 89503	103	83.7%	19	15.4%	122

<b>Part 2, Question No. 24: The state of Nevada has seven official Nevada State Museums (<a href="https://nvmuseums.org/">https://nvmuseums.org/</a>), each of which are listed below. Please indicate whether or not you have visited any of these museums in the past year and the approximate number of times you have visited the museum over the last year.</b>									
<b>Lyon County Results</b>									
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>									
Facility/Location	1 Time Per Year	2 to 4 Times Per Year	5 to 7 Times Per Year	8 to 10 Times Per Year	11 to 15 Times Per Year	16 to 20 Times Per Year	21 or More Times Per Year		
Nevada State Museum (Carson City) 600 N Carson Street, Carson City, NV 89701	32	15	2	0	0	0	0	0	
Nevada State Museum (Las Vegas) 309 S Valley View Boulevard, Las Vegas, NV 89107	5	1	0	0	0	0	0	0	
Nevada State Railroad Museum (Carson City) 2180 S Carson Street, Carson City, NV 89701	33	14	3	0	0	0	0	0	
Nevada State Railroad Museum (Boulder City) 601 Yucca Street, Boulder City, NV 89005	7	0	0	0	0	0	0	0	
East Ely Railroad Depot Museum (Ely) 1100 Avenue A, Ely, NV 89301	12	1	0	0	0	0	0	0	
Lost City Museum (Overton) 721 S Moapa Valley Boulevard, Overton, NV 89040	1	1	0	0	0	0	0	0	
Nevada Historical Society (Reno) 1650 N Virginia Street, Reno, NV 89503	10	8	1	0	0	0	0	0	

**Question No. 25: Do you plan on visiting any of the Nevada State Museums within the next year?**

**Lyon County Results**

**2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey**

Facility/Location	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
<b>Nevada State Museum (Carson City)</b> 600 N Carson Street, Carson City, NV 89701	46	37.7%	76	62.3%	122
<b>Nevada State Museum (Las Vegas)</b> 309 S Valley View Boulevard, Las Vegas, NV 89107	108	88.5%	7	5.7%	115
<b>Nevada State Railroad Museum (Carson City)</b> 2180 S Carson Street, Carson City, NV 89701	54	44.3%	66	54.1%	120
<b>Nevada State Railroad Museum (Boulder City)</b> 601 Yucca Street, Boulder City, NV 89005	111	91.0%	3	2.5%	114
<b>East Ely Railroad Depot Museum (Ely)</b> 1100 Avenue A, Ely, NV 89301	93	76.2%	22	18.0%	115
<b>Lost City Museum (Overton)</b> 721 S Moapa Valley Boulevard, Overton, NV 89040	101	82.8%	12	9.8%	113
<b>Nevada Historical Society (Reno)</b> 1650 N Virginia Street, Reno, NV 89503	72	59.0%	48	39.3%	120

<b>Question No. 26: If you answered “No” for any of the museums listed in Question No. 24, please indicate the reason why you do not plan on visiting any of these museums over the next year. Select all that apply.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
I have already visited one of the Nevada State Museums.	34	16.8%
I do not think that there is anything new to see in these museums.	17	8.4%
I am not interested in visiting museums.	11	5.4%
Not located near me.	95	47.0%
I do not have the time to visit a museum.	9	4.4%
The cost of admission is too high.	6	2.9%
I was not aware of these Nevada State Museums.	12	5.9%
Other, Please Specify:	18	8.9%
<b>Total</b>	<b>202</b>	<b>-</b>

**Responses for “Other, Please Specify”:**

- Also please note that for questions 22 and 23, if there were "various arts and/or cultural activities, amenities, or experiences" in my area we'd attend as many as we possibly could and would spend good money to do so.
- Distance to our southern end of the state as well as southeastern portion and no limited public transportation.
- I am physically impaired. It is very Hard for me to walk long distances. I read more about Nevada. My husband’s family homesteaded Barley Creek ranch so his history is quite long. Also, Belmont was he family home for a long time.
- I don't plan on traveling to southern Nevada this year.
- I have not had the opportunity to travel to those locations and visit those Museums.
- I have visited most in the past and unless I am already in the area and without an agenda, I probably will not take the time to revisit them.
- I have visited most of them in the past. Given the time, I will revisit them, but museums change slowly (a revisit every 10 - 20 years or so seems about right). There are of course areas and things possibly missed on initial visits. This requires a revisit sooner. IMHO the

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1-year timeline is too short. Ask that question with a 5 - 10-year limitation and your responses will be more useful.

- I knew of some of these museums and other i had not heard of. I would like to visit them but i have no immediate plans.
- I may in the future visit the Nevada State Museum. Maybe, not within the year. However, these Museums are not near where I live. If you asked me if I have visited Fort Churchill or Bucklin Station, I would have said yes. I have visited these museums several times within my past. I have also been to the Railroad Museums when my kids were younger. I like and will continue to support the Museums we currently have.
- I would love to visit all of them -- I have when attending a Nevada State Convention there.
- I'm handicapped and have trouble getting around. I don't have transportation farther than Carson City. I've been to all of these other than Overton in the past, many times in some cases, and I'd love to go back.
- Just never think about it. Out of site/mind.
- Love museums, but not into railroads
- Nevada Art Museum is not listed. Visited twice this year
- Taking a different route on vacation this year.
- The context of these museums is just not of interest to me
- The specific subject of the museum does not interest me.
- We have not been visiting museums on our travels as we are trying to see more of NV and enjoy staying in the state parks.

**Question No. 27: The state of Nevada Department of Tourism and Cultural Affairs consists of the Nevada Division of Tourism (Travel Nevada), the Nevada Arts Council, and the Nevada Division of Museums and History. In Fiscal Year 2024, including only money from the room tax and from state General Fund allocations, the Division of Tourism’s budget was approximately \$24.0 million, the Division of Museums and History budget was approximately \$6.5 million, and the Nevada Arts Council budget was just over \$2.0 million. In Fiscal Year 2024, the (adjusted) legislatively approved General Fund budget for the state of Nevada amounted to about \$5.4 billion. This means that the Division of Tourism’s budget amounted to about 0.4% of the state’s General Fund, the Division of Museums and History’s budget amounted to about 0.1% of the state’s General Fund, and the Nevada Arts Council’s budget amounted to less than 0.1% of the state’s General Fund. With this information, using a scale from Strongly Disagree to Strongly Agree, please rank your level of agreement with each of the following statements.**

**Lyon County Results**

<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>							
<b>Statement</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Mildly Disagree</b>	<b>Neutral</b>	<b>Mildly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
Additional funding should be allocated to the Nevada Division of Tourism (Travel Nevada).	7	5	5	37	29	25	20
Additional funding should be allocated to the Nevada Division of Museums and History.	3	7	4	29	32	24	28
Additional funding should be allocated to the Nevada Arts Council.	6	6	4	45	24	16	27

<b>Question No. 28: Prior to this survey, were you aware of the existence of any the state divisions within the Nevada Department of Tourism and Cultural Affairs?</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>					
Division	No		Yes		Total Responses
	Number of Responses	Percent of Total	Number of Responses	Percent of Total	
<b>Nevada Division of Tourism</b> <b>(Travel Nevada)</b> <a href="https://travelnevada.com/">https://travelnevada.com/</a>	21	16.5%	106	83.5%	127
<b>Nevada Arts Council</b> <a href="https://www.nvartscouncil.org/">https://www.nvartscouncil.org/</a>	48	37.8%	79	62.2%	127
<b>Nevada Division of Museums and History</b> <a href="https://nvmuseums.org/">https://nvmuseums.org/</a>	35	27.6%	92	72.4%	127

<b>Question No. 29: Please indicate your gender. Select only one answer.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Prefer Not to Answer	4	3.1%
<b>Female</b>	<b>86</b>	<b>67.7%</b>
Male	34	26.7%
Other, Please Specify:	3	2.3%
<b>Total</b>	<b>127</b>	<b>100.0%</b>

**Responses for “Other, Please Specify”:**

- nonbinary
- Really?
- Stop pretending in your make-believe world. God made two genders, and no wishful thinking or surgery will change that. Because of that this survey isn't a true reflection of your community involvement. You have skewed your survey and hope for increased budget allocations. It is also insulting to be asked to buy in to a complete fantasy by answering such a stupid question/choices. Done with this survey.

<b>Question No. 30: Do you identify as part of the LGBTQ+ community?</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
<b>No</b>	<b>111</b>	<b>87.4%</b>
Yes	11	8.7%
Prefer Not to Answer	5	3.9%
<b>Total</b>	<b>127</b>	<b>100.0%</b>

<b>Question No. 31: Please indicate your current age group. Select only one answer.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
19 Years of Age or Younger	0	0.0%
Between 20 to 24 Years of Age	3	2.4%
Between 25 to 29 Years of Age	4	3.2%
Between 30 to 34 Years of Age	11	8.8%
Between 35 to 39 Years of Age	10	8.0%
Between 40 to 44 Years of Age	12	9.6%
Between 45 to 49 Years of Age	5	4.0%
Between 50 to 54 Years of Age	13	10.4%
Between 55 to 59 Years of Age	17	13.6%
Between 60 to 64 Years of Age	18	14.4%
Between 65 to 69 Years of Age	8	6.4%
Between 70 to 74 Years of Age	13	10.4%
Between 75 to 79 Years of Age	6	4.8%
Between 80 to 84 Years of Age	4	3.2%
85 Years of Age or Older	1	0.8%
<b>Total</b>	<b>125</b>	<b>100.0%</b>

<b>Question No. 32: Including yourself, please indicate the number of people living in your household in the following age ranges:</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>			
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>	<b>Average Number per Household</b>
6 Year of Age or Younger:	39	8.4%	0.38
Between 7 and 12 Years of Age:	45	9.7%	0.47
Between 13 and 17 Years of Age:	41	8.8%	0.41
Between 18 and 24 Years of Age:	42	9.1%	0.40
Between 25 and 34 Years of Age:	45	9.7%	0.64
Between 35 and 44 years of Age:	57	12.3%	0.89
Between 45 and 54 Years of Age:	47	10.2%	0.62
Between 55 and 64 Years of Age:	47	10.2%	0.91
Between 65 and 74 Years of Age:	51	11.0%	0.69
75 Years or Older:	47	10.2%	0.62
<b>Total</b>	<b>461</b>	<b>-</b>	<b>-</b>

<b>Question No. 33: What is your current employment status? Select only one answer.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Self-employed, full-time (36 hours a week or more)	8	6.3%
Self-employed, part-time (less than 36 hours a week)	5	3.9%
Employed, full-time (36 hours a week or more)	82	64.5%
Employed, part-time (less than 36 hours a week)	5	3.9%
Unemployed, seeking employment	1	0.7%
Unemployed, not seeking employment	1	0.7%
Retired	25	19.6%
<b>Total</b>	<b>127</b>	<b>100.0%</b>

<b>Question No. 34: What is your household's total annual income before taxes?</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Less than \$10,000	1	0.8%
\$10,000 to \$24,999	3	2.5%
\$25,000 to \$49,999	6	5.1%
\$50,000 to \$74,999	25	21.3%
\$75,000 to \$99,999	17	14.5%
\$100,000 to \$149,999	41	35.0%
\$150,000 to \$199,999	16	13.6%
\$200,000 or More	8	6.8%
<b>Total</b>	<b>117</b>	<b>100.0%</b>

<b>Question No. 35: Do you or anyone in your household currently work in the Tourism and Hospitality industry sector or rely on income generated from tourists and visitors to your community?</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
No	109	86.5%
Yes	17	13.5%
<b>Total</b>	<b>126</b>	<b>100.0%</b>

<b>Question No. 36: What is the highest level of education that you have completed? Select only one answer.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Less than High School	0	0.0%
High School Diploma or GED	5	3.9%
Some College, No Degree	36	28.5%
Vocational Certificate	5	3.9%
Associates Degree, Graduated	18	14.2%
Bachelor's Degree, Graduated	41	32.5%
Master's Degree, Graduated	20	15.8%
PhD, Doctorate, or Equivalent, Graduated	1	0.7%
Post-Graduate Degree, Graduated/Completed	0	0.0%
<b>Total</b>	<b>126</b>	<b>100.0%</b>

<b>Question No. 37: Which of the following groups describes your ethnic background? Select all that apply.</b> <b>Lyon County Results</b> <b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
White/Caucasian Alone	106	77.3%
Black/African American	2	1.4%
Asian or Pacific Islander	1	0.7%
Hispanic/Latino	15	10.9%
American Indian, Alaskan Native/Aleut Eskimo	7	5.1%
Other, Please Specify:	6	4.3%
<b>Total</b>	<b>137</b>	<b>100.0%</b>

**Responses for “Other, Please Specify”:**

- Czech/Filipina
- French/European decent
- Native Hawaiian, Caucasian
- prefer not to answer
- Prefer not to say.
- Why is this important?

<b>Question No. 38: What best describes your political affiliation? Select only one answer.</b>		
<b>Lyon County Results</b>		
<b>2025 Nevada Tourism, Hospitality, Arts, and Culture Resident Sentiment Survey</b>		
<b>Response</b>	<b>Total Number of Responses</b>	<b>Percent of Total Responses</b>
Democrat	30	24.7%
Republican	40	33.0%
Independent	36	29.7%
Not Enrolled	2	1.6%
Not Sure	3	2.4%
Other, Please Specify:	10	8.2%
<b>Total</b>	<b>121</b>	<b>100.0%</b>