



## 2020 FACT SHEET

### LOCATION

Nestled between the grand rise of the Sierra and the treasured beauty of the Pine Nut Mountains, Carson Valley, Nevada, includes the towns of Gardnerville, Genoa, Minden and Topaz Lake all located in Douglas County. Accessed by three main highways (U.S. Highway 395, and State Routes 88 or 207), visitors relish unspoiled views in northern Nevada's most scenic valley.

- 12 miles west to Lake Tahoe, 12 miles north to Carson City, 45 miles to Reno, 140 miles west to Sacramento and 218 miles west to San Francisco
- 751 square miles of scenic territory
- Elevation 4,700+ feet at the valley floor
- Nearby Jobs Peak rises to 10,633 feet
- Minden Airport a 990-acre general aviation facility and host site for the 2018 Aviation Roundup Airshow, returning in 2020

### WEATHER

With an average of 300 days of sunshine, the region has four distinct seasons with temperatures commonly in the 80s and 90s during the summer and typically higher elevation snowcapped peaks in the winter.

### HERITAGE

Carson Valley boasts the oldest town in Nevada – Genoa, which was settled by John Reese in 1851. Within the main town square is the Mormon Station State Historic Park, the Courthouse Museum of Genoa and the Oldest Bar in Nevada. a popular watering hole to this day. Boutique shops, a general store, restaurants, and an art gallery are all found within this quiet, peaceful small town that is Genoa.

Gardnerville got its start in 1879 when Lawrence Gilman purchased the Kent House and had it moved from its location south of Genoa to a seven-acre parcel of land on the east fork of the Carson River. There, near the site of what is today the J.T. Basque Bar and Dining Room, the building was converted to a hotel. A blacksmith shop and saloon were later added. The hotel was the center of the hay and grain producing community that became Gardnerville, named for Gilman's friend John Gardner.

H.F. Dangberg, Jr. established Minden in 1905 to fulfill his vision of a European-style planned community designed around a town square, Minden Park. Minden was named after a German town near the birthplace of Dangberg's father, H.F. Dangberg, Sr., a pioneer in Carson Valley and founder of the Dangberg Land and Livestock Company. The V&T Railroad's extension of a rail line to Carson Valley, with Minden as the terminus, was key to Dangberg's plans for the town's future. The railroad spurred the growth of Carson Valley into a hub of agriculture. Located in the heart of Douglas County, Carson Valley has changed from a small farming community to a must-see on any bucket list.

### OUTDOOR ADVENTURE

Whether to relax, unplug or get outdoors, Carson Valley is one BIG playground. Explore scenic farms, wide open ranches, world class soaring, historic museum discoveries and more. There's more than 50 miles of mountain biking, hiking, and equestrian trails to conquer. Most are dog-friendly and several offer special discovery guides for children. The Bently Heritage Trail along the Carson River winds through a working cattle ranch and the River Fork Ranch Trail System is wheelchair accessible. For those who prefer to explore under power, the area's many ATV and Off Highway Vehicle (OHV) trails range from dirt roads to rocky washes and steep climbs. Get in a few rounds at your choice of four

local golf courses or simply kick back at a hot spring. Located less than 30 minutes away, Lake Tahoe offers reasons to play in any season – hiking, biking and water activities, and snow sports galore. Heavenly Mountain Resort is one of the most recognized and unique destinations around, with skiing, riding and après choices in both Nevada and California.

## CARSON VALLEY MUSEUMS

Carson Valley is rich in the history of the Great American West. Its communities honor those roots today through their museums and many historic sites. In Gardnerville, the Museum and Cultural Center is a marvelous place to spend an afternoon exploring exhibits on Nevada’s Basque and Native American heritage and its modern-day wild mustangs. Learn more about early life in Carson Valley at the Dangberg Home Ranch Historic Park, founded by a family that was here when Nevada began. Take in a guided tour of the ranch house or explore the ranch on foot and through the lens of your camera. In Genoa, the Courthouse Museum offers another rich look back in history.

## LODGING

Carson Valley has 19 lodging properties with one sure to suit any visitor’s preference – which includes 800 hotel rooms. Choices include a casino resort, bed and breakfast establishments, and several hotel and motel options from all-suite to those for the budget-conscious. There are five gaming casinos in Carson Valley. Five different RV resorts provide full services to the campers at heart.

## DINING

With nearly 100 options to please any palate, the food in Carson Valley matches the air: fresh, new and uplifting. Head to Gardnerville for chef driven cuisine at the Overland Restaurant and Pub or traditional Basque fare family-style at the J.T. Both of these popular establishments have been serving-up inspired dishes and fabled Picon Punch in old-time style since around 1900. Genoa’s Pink House was founded in 1885 and is on the National Register of Historic Places. It’s fine French cuisine is served in an interior that matches the style and décor of the late 19<sup>th</sup> century. And yes, it is really pink. Minden’s Bella Vista Farm is a “pick your own” farm perfect for a family outing. Whether you prefer cozy and quiet in Topaz, or a boisterous diner in Minden, one thing you’ll notice is you’re always treated like family.

## EVENTS

- Eagles & Agriculture: Each January visitors can observe eagles and other raptors of all varieties, including Bald Eagles, nesting in Carson Valley during the calving season. Eagles and Ag features exclusive access to ranches for viewing. Tours at multiple ranches give insights to this annual pilgrimage.
- Aviation Roundup: The Minden-Tahoe Airport plays host again to the Aviation Roundup Air Show in October 2020. The Air Show is dedicated to veterans as a way to honor and thank the many fine men and women who have served or are serving our country. This family-friendly event brings national and international performers, military jet performances, warbirds, static aircraft displays and vintage aircraft. There’s also the opportunity to purchase once-in-a-lifetime airborne experiences such as flights in a WWII-era P-51 mustang or B-25 bomber, tandem skydiving, or glider soaring.
- Genoa Candy Dance: The Candy Dance Arts and Crafts Faire dates back to 1919 when it began as a fundraiser for the city’s street lights. Today, the event is a fundraiser for city programs and a mainstay in the life of the Genoa community. Held annually on the last full weekend of September, thousands flock to this community to enjoy over 300 craft and food vendors, live music and, of course, the world-famous candy. 2019 celebrates 100 years for this must-see event.
- Summer Concerts: Throughout the summer, Minden Park hosts an outdoor concert series for the whole family. Nearby, the Carson Valley Inn’s summer concerts at TJ’s Corral feature known entertainers and up-and-comers.

A more laid-back concert experience can be had at the Dangberg Ranch Historic Park in Minden. Or, head out to Genoa for their Concerts on the Green. Select a venue, choose your spot to drop your blanket and take in a concert while the sun dips behind the Sierra.

- Hot August Nights Poker Run: Hundreds of classic cars participate each year in the Hot August Nights Poker Run held the first week of August annually. Minden Park offers the backdrop for the valley and is the official lunch stop for the poker run contestants.

## CONTACT INFORMATION

Visit Carson Valley  
1477 US Highway 395 North, Suite C  
Gardnerville, NV 89410  
775.782.8145  
VisitCarsonValley.org

Jan Vandermade  
Executive Director

Heidi Saucedo  
Marketing Manager

Kim Smallwood  
Visitor Services & Administration

*Carson Valley Visitors Authority is the designated tourism marketing organization for the Carson Valley and surrounding areas offering visitor services, event planning and organizational support to groups, sports organizations, tour companies and independent travelers. Visit <http://www.visitcarsonvalley.org> for more information.*

## MEDIA CONTACT

RAD Strategies Inc.  
775.323.6333  
media@radstrategiesinc.com

###