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New Wayfinding Signage Greet Visitors in Carson Valley *5-year Project Completed in May 2021*

CARSON VALLEY, Nev. (June 2, 2021) – The way visitors, and residents, navigate around the communities of Minden, Gardnerville, Genoa and Topaz Lake just got a little easier thanks to the efforts of a collaborative project to provide directional signage to some of the area’s trails, parks, golf courses and landmarks. Twenty-one wayfinding signs showcase the available services including picnic areas or whether the area provides access for museums or historic sites, hiking, biking, horseback riding, water sports, or other recreation opportunities.

“One of the primary messages we use when speaking to potential visitors is to encourage them to ‘drive to it, not through it,’ and having this vital component complete helps in further paying off that statement,” said Jan Vandermade, executive director for the Carson Valley Visitors Authority, Visit Carson Valley. “What makes our community so rich are the gems that are off the beaten path. Numerous groups came together and worked closely on this effort to ensure that the experience and offerings were being promoted responsibly. This is a huge win for our community, as well as anyone who visits.”



Photos courtesy Yesco

Originally initiated in 2015, the five-year project was completed in May 2021. The signs were not just placed but were researched, reviewed, planned and tested to bring a well-guided experience to visitors and locals to locations off the main roadways. In total, 21 signs were placed primarily on Highway 395, Highway 88, the valley side of State Route 207 (Mottsville Lane) and State Route 757 (Genoa Lane and Jacks Valley Road).

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The project initially started with support from Travel Nevada's infrastructure grant program and included multiple steps to identify needs and additional funding sources. The Carson Valley Visitors Authority spearheaded the effort that was only made possible through strong community teamwork.

The collaborative effort and wayfinding project was supported in both planning and often with financial support by valued stakeholders including experts from Douglas County, representatives from Genoa, Minden and Gardnerville, community service and recreation departments, the Carson Valley Trails Association and several other groups and individuals from throughout the valley. The contributions of Design Workshop were engaged from the start of the project and focused on creating directional signage with simplicity and purpose. Over the past 16 months, a contract with Yesco's fabrication and sign installation experts brought the vision and priorities fully to life.

"While this isn't the only way we educate and tell our visitors and locals about our incredible area, it's the payoff to all our other marketing efforts," said Vandermade. "This is where travelers come to visit our towns and know that we are committed to promoting the resilience and sustainability that our area depends on."

For more information about Visit Carson Valley, visit [online](#).

About Carson Valley: *Nestled at the base of the Sierra, Carson Valley begs visitors to not just drive through it, but to it. Located 45 miles south of Reno-Tahoe International Airport and 12 miles east of South Lake Tahoe, the region's natural beauty is legendary: wide-open farms, ranches, bands of wild horses and birds of prey dot the landscape. Outdoor recreation enthusiasts follow all points of the compass with more than 50+ miles of hiking, mountain biking, or walking trails along with world-class road biking. The valley's museums, arts, antiquing, Basque dining, historic watering holes and more add to the destination's authentic culture. The region includes the communities of Minden, Gardnerville, Topaz Lake and Genoa, Nevada's first settlement dating back to 1851. Explore the land of everyday legends at VisitCarsonValley.org.*

About YESCO: *YESCO specializes in the manufacture of custom electric signs, sign maintenance and out-of-home advertising. In addition, YESCO operates sign and lighting service repair stores throughout North America as well as a sign financing business. Thomas Young founded the company in Ogden, Utah, in 1920 after borrowing \$300 from his father. YESCO began by offering wall painted advertisements, gold-leaf window lettering and coffin plates. Today, helmed by the second, third and fourth generations of the founder's family, YESCO creates, services and maintains award-winning displays for some of the most prestigious brands. For more information, go to www.YESCO.com.*

About Design Workshop:

For over 50 years Design Workshop has been dedicated to creating quality landscapes that meet today's needs and endure for future generations. We use landscape architecture, urban design, planning and strategic services to create a resilient legacy for our clients, our communities and the well-being of our planet. For more information, go to www.designworkshop.com.

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