

Glass Die on Holcomb Avenue those results were good.

“My unrealistic goal was to sell 100 board games, which is a lot of games in one day—and we sold almost 90,” said owner Jeff Carter. “I would say even with the weather there were still more people all around midtown, probably, that I noticed.”

At Mountain Music Parlor a few blocks west on Center Street, the day was fairly dismal, according to owner Renee Lauderback.

“Last year was really, really small,” she said. “This year was small. ... We barely sold a hundred dollars worth of stuff.”

Lauderback, like others, acknowledged that the inclement weather and construction were likely factors in the slow day but sees a lack of business diversity as another challenge to doing retail in midtown.

“It’d be nice if midtown would get more merchants that actually sell merchandise and not just food, booze and tattoos,” she said. “That’s part of the problem, too, of midtown. There’s a lack of viable, family-friendly stores. Sippee’s is gone. Happy Happy Joy Joy’s gone. ... But I really appreciate what Made in Nevada tried to do. Brad [Scribner],

who’s running it, is really fantastic. He’s a go-getter.”

Other merchants said they appreciated the effort, too.

“The little scavenger hunt thing helped a lot with the foot traffic,” said Allie McReynolds, an associate at the Melting Pot World Emporium. “A couple of people came with that thing and said, ‘Oh, I’ve never even been in here before.’ That was kind of cool, that it brought people into a business they’d never been to before, and then they stayed and kind of browsed.”

“I’m really glad for whoever put that on,” said Carter at the Glass Die. “I don’t even know what nonprofit that is. ... It was really nice of them to even ask.”

According to Scribner, Made in Nevada will likely be asking merchants to participate in something similar again.

“It’s our first time, so there were definitely some kinks in the plan that we plan to hammer out for the next time,” he said. “We hope to do something in the springtime, maybe April or May.” □

**“The perception that midtown is a mess with the construction isn’t true. It’s not that bad right now.”**

**Cat Farotte**  
Owner, Wildwood Trading Post

Learn more about Made in Nevada by visiting [madeinnevada.org](http://madeinnevada.org).

## Fly like an eagle



A golden eagle winged through the Virginia Range north of Carson City on Nov. 11. Golden eagles are among the largest, fastest raptors in North America. Their wingspans tend to range from five-feet-11-inches to more than seven feet.  
PHOTO/JERI DAVIS

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