



ELKO AREA CHAMBER

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# THE VOICE OF BUSINESS

February 2023

Julie Gabrielson

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Valentine's Day.*

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#SHOPLOCAL ❤️

#EATLOCAL ❤️

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## Business After Hours February Raffles

**Businesses:** If you are a member of the Chamber, you may enter our free raffle! Winners will receive a FREE Banner Ad for one month on our website.

**Public:** If this is your first time at Business After Hours you may enter our other free raffle! The winner this month will receive \$25 in Chamber Checks!  
Open to everyone who is new!



**February 16th**  
*High Desert Imaging*  
2110 Idaho Street  
Elko, NV 89801  
5:30-7:00p.m.

# THE VOICE OF BUSINESS



2023 BUSINESS  
AFTER HOURS

JANUARY 19  
Performance Athletic Club

FEBRUARY 16  
High Desert Imaging

MARCH 16  
Evergreen Flower  
& Gift

APRIL 20  
Comparion Insurance  
Agency

MAY 18  
Ameriprise Financial

JUNE 15  
Elko Cancer Network

JULY 20  
Jerritt Canyon  
First Majestic

AUGUST 17  
Morning Star Integrated  
Health Center

SEPTEMBER 21  
Guild Mortgage

OCTOBER 19  
Elko Federal Credit Union

NOVEMBER 16  
Ramada Hotel &  
Stockmen's Casino

DECEMBER 21  
Christmas Party



NEXT BUSINESS  
BEFORE HOURS



February 9  
Elko Hockey Association



## CHRISTINA RICHARDSON I N T E R I O R S

It's not everyday that you come across someone with both a logical engineer brain and wild artistic talent, but that's exactly what you'll find in Christina Richardson, Elko's very own premier interior designer. With her intuitive eye for design, and the ability to architect her ideas into fruition, it's no wonder her company, Christina Richardson Interiors, is in demand all over the U.S. and in Europe.

Fresh to the high desert scene as of 2022, Christina brings with her a worldly repertoire of skills and experience. A Scandinavian native, she grew up on the charming coast of Northern Sweden, in the small town, Skellefteå. After moving to the U.S. with her husband and 2 daughters, Christina earned her interior design degree from the New York Institute of Art and Design. Having previously earned her masters degree in mechanical engineering in Sweden, and with over 20 years of interior design experience under her belt, she's able to capture the best of both worlds and deliver an alluring blend of function and style that is uniquely her own.

A completely female-owned, led, and run business, Christina Richardson Interiors boasts a rich portfolio that includes design elements like Scandinavian, contemporary, coastal, bohemian, and transitional. But Christina doesn't believe in imposing a style onto her clients. Instead, she figures out what their authentic style is, and then works to make it look absolutely amazing.

Christina Richardson, "I want people to feel like they are seen and heard."

The common theme that ties every project together is that each design is created through Christina's beautiful Swedish lens. Her well-balanced style is fresh, warm, functional, and full of light. It's sophisticated with a playful edge to wake you up, and unexpected pockets of humor to keep you on your toes. For example, in a recent Hilton Head home design project, upon a classy Serena and Lily end table, sits a rebellious set of coasters that state, "DON'T F UP THE TABLE". It's little surprises like these that are indicative of a fabulous mind having designed the space.

Speaking of surprises, all of her clients get to experience the treat of her signature design move, "the red thread." In each design project, Christina creates one area that makes a big statement; bolder than the rest of the space. If you've been paying attention, you'll discover she has left little clues, or a "red thread" throughout the rest of the interior, showing you what lies ahead in the big statement area.

To the untrained eye, her signature Scandinavian style may appear modern, but as Christina explains, "there's a big difference between the two. Modern style is colder, minimalistic, and not as functional. Scandi style is all about warmth and light, and very, very functional!"

[christinarichardsoninteriors.com](http://christinarichardsoninteriors.com)

It makes perfect sense that Christina's Scandinavian style combines an abundance of both warmth and light. She grew up in an environment that lacks daylight for a substantial part of the year, so playing up light is a big design focus for her. Also, cold environments like Sweden inspire all things cozy and comfortable, hence the need for generous warmth and function.

**Born to Design:**  
For as long as she can remember, Christina had an interest in houses and architecture. This self-proclaimed introvert with a warm and friendly demeanor, was raised by a single Mom, and didn't grow up with a lot. However, modest means were never going to stop her from achieving her design dreams, because creativity is in her blood.

"My entire extended family are all very artistic," Christina said, "and we always got together and created art." Whether it was printing textiles, dyeing yarn, painting, or making clay, this was the culture Christina was immersed in from a young age. Not only did she gain experience with many different art mediums, but bonding with others through creative endeavors became ingrained in her. And now her clients get to enjoy the soul-warming benefits.

As a Christina Richardson client, you get the treat of having her work to figure you out. "I want to know about their travels, their history, what they like, and how they live," Christina said. She believes getting to know clients really well is the key to having the best project outcome, and guiding them through balancing color, symmetry, and scale is her specialty. For Christina Richardson, every design project is a beautiful journey.

So what's next for Christina? "Leaning into commercial design projects, like restaurants, hair salons, galleries, and spas. I would love to do a boutique hotel." With the hip sense of style boutique hotels are known to exhibit, this goal seems like an inevitable one for her to achieve.

You can follow Christina on Instagram [@christinarichardsoninteriors](https://www.instagram.com/christinarichardsoninteriors) to catch all the updates with her newly renovated Elko home, and be sure to check out her website to figure out your own personal design style by taking her quiz!

Christina Richardson believes, "Your home is the showroom of your soul. You can change people's lives by giving them a beautiful space to live in," and this Scandinavian designer is doing just that.



CHAMBER STAFF

Billie Crapo  
CEO

Meghan Micheli  
Marketing & Program  
Coordinator

TiAnne Steward  
Membership Support  
Coordinator

Katie Bawcom  
Member Services /  
Visitor Center  
Coordinator



**Our History:**

Desert Design was established in November of 1997 in Winnemucca by Daniel and Demetria Gordon, and has since grown to a second location in Elko that opened in 1999 as Desert Design Carpet One. After 24 years of successful remodeling and consulting all over Northern Nevada, Demetria and Daniel decided to move away from the construction industry and focus on their family ranch, making the decision to sell to key employee Kayla Simons.

Kayla was raised in Winnemucca and has several generations of family in Humboldt County. Growing up in a mining and ranching family gave Kayla the first hand opportunity to understand our economy from a consumer perspective along with a working class experience in our school districts and as a young adult. After completing a degree in business at Great Basin College in 2007, Kayla's management career accelerated in the cellular sales industry ending as a Regional Sales Manager with 23 stores in 3 states. In 2014 she started a Photography Business that quickly flourished and remains a successful business in Winnemucca. In 2016 Kayla started as a Design Consultant with Desert Design. After learning about the industry, she became Sales and Advertising Manager where she helped support the Winnemucca and Elko teams as well as company growth. In 2021, Kayla

purchased the company with an interest in preserving its values and ethics, while promoting growth and sustainability for many years to come.

**Our Mission Statement:**

We believe in adding beauty, functionality and style to any space. With our extraordinary level of expertise and service, we can help you find the perfect style for your home or business. We take pride in providing a professional atmosphere with a high level of loyalty, trust and integrity.

**How can we help you?**

Desert Design Carpet One has a wide variety of flooring options, custom tile installation including showers, cabinetry, countertops, window treatments and more! We truly are your one stop shop for everything remodel, focussing on residential, commercial and multi family spaces. All of our consulting professionals are certified, our products have the best warranties, and our in house craftsmen are held to the highest installation standards. With a flawless record at the Nevada State Contractors Board, strong customer reviews, and the strength of the nation's largest flooring cooperative by our side, we are confident in finding you the right solution, at the right price.

220 Idaho Street, Elko, NV 89801

775-777-3705

Monday-Friday 9am-5pm



After spending forty plus years of her life designing and creating beautiful nails for her many clients, Karen Fleck decided to make the move from putting sparkles on their nails to putting sparkles on their fingers.

Karen's passion for jewelry, especially diamonds, became a reality when she opened Juniper Gem Company. She has called Elko home since 1975 and looks forward to serving the community with honesty and integrity and sharing her love of diamond and gemstone jewelry. Rosa Correa, who has over ten years' experience in the industry is also available to help you with all your jewelry needs.

Karen is headed to San Antonio for the Retail Jewelers Organizations Winter Buying Show and is excited to bring back new products and learn more about the industry.

Juniper Gem Company is located at 2560 Mountain City Highway, Suite 103, and is open Monday through Friday, 10 a.m. to 5 p.m., and on Saturday from 10 a.m. to 3 p.m. She is also offering ring sizing, jewelry repair and restoration by local master goldsmith Chip Stone.

Be on the lookout for Valentine's Day specials!

2560 Mountain City Hwy Ste 103

775-753-5506

1405 IDAHO STREET  
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# THE VOICE OF BUSINESS

**EVOLUTION**  
POWERSPORTS  
ELKO, NEVADA

## ELKO SNOW SHOW AND AVALANCHE AWARENESS EXPO

SATURDAY FEBRUARY 11TH 9AM TO 5PM



**BACKCOUNTRY INSTITUTE AVALANCHE  
AWARENESS - FREE**

**THREE - ONE - HOUR  
PRESENTATIONS THROUGHOUT  
THE DAY**



**2023 TURBO SLEDS AND DISPLAYS**

**AVY BAG, PROBE AND  
BEACON DEMOS**



**RAFFLE TICKETS FOR PRIZES**

**Held at the Elko Convention Center  
For more information, call 775.738.8236**

■■■■■■■■■■  
**2023 CHAMBER  
EVENTS**  
■■■■■■■■■■

MAY 13 & 14  
Elko Home Show

JUNE 17  
Beer Festival

JULY 29  
Sherman Dinner

DECEMBER 21  
Christmas Party  
■■■■■■■■■■



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CHAMBER MEMBER  
BENEFITS



Networking

Business Contacts

Referrals

Targeted, Effective, and  
Affordable Advertising

Publicity

Professional Development  
& Training

Discounted Membership  
with NAE

Government Advocacy

Learning Opportunities

Programs & Workshops

Free Graphic Design

Free Webpage &  
Domain Name

Opportunities for Event  
Sponsorship

Chamber Business Directory

Chamber Checks

Ribbon Cuttings

Weekly Events Update

Business After Hours

Business Before Hours

Job Board

Calendar of Events

Printing Discounts

Meeting Room

Notary Services

# THE VOICE OF BUSINESS



## The Elko Health and Fitness Fair is here! This February 25th, 2023 at the Elko Convention Center.



Northeastern Nevada Regional Hospital will provide free lab work including a blood draw and a comprehensive panel of screenings.



At the Health and Fitness Fair, a variety of food trucks lined the streets offering healthy and delicious options for attendees.

**The fair is free to the public  
with fun events.**

**Attention: Health & Wellness  
practitioners, showcase your  
products and services! Reserve  
your booth today.**

**Visit [www.healthandfitnessfair2023.com](http://www.healthandfitnessfair2023.com) for  
more details! Or contact 775-777-1196**



# THE VOICE OF BUSINESS

## February

S

M

T

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TH

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S

			1 Northeastern Nevada Museum Art of the West Reception with Phyllis Schafer 775-738-3418 Western Folklife Center The 38th National Cowboy Poetry Gathering 775-738-7508 California Trail Interpretive Center Nevada Wild Art Exhibit Community Reception 775-738-1849	2 Great Basin College The Importance of Your Voice 775-327-2146 Western Folklife Center The 38th National Cowboy Poetry Gathering 775-738-7508 California Trail Interpretive Center Law & Order During the Western Migration 775-738-1849	3 Northeastern Nevada Museum Tales From the Trail with Samantha Szesciorka 775-738-3418 Nevada Outdoor School Maps & Compass Workshop 775-777-0814 California Trail Interpretive Center History & Legacy of African American out West 775-738-1849 Western Folklife Center The 38th National Cowboy Poetry Gathering 775-738-7508	4 California Trail Interpretive Center Snowshoe Hike: Lamoille Canyon 775-738-1849 Western Folklife Center The 38th National Cowboy Poetry Gathering 775-738-7508
5 California Trail Interpretive Center Bows & Throws: Archery & Atlatl 775-738-1849	6	7	8	9 VFW Auxillary 775-397-5878 <b>Exec. Committee Ambassador Meeting 12pm</b> <b>Business Before Hours: Elko Hockey Association</b>	10 CADV (Committee Against Domestic Violence) Valentine's Bingo Fundraiser 775-738-6524 Family Resource Center Sober Life Peer Support Recovery Activity Night 775-753-7352 CK Connections & Events Singles Mixer CK-connections.com	11 Northeastern Nevada Museum Second Saturday 775-738-3418 Evolution Powersports Snow Show and Avalanche Awareness Expo 775-738-8236
12 California Trail Interpretive Center Pioneer Heating Pads 775-738-1849	13 <b>Government Affairs Meeting</b> Zero Suicides Elko County Peer Grief Support Group Meeting 775-340-3490	14 Valentine's Day	15 Family Resource Center Sober Life Peer Support Recovery Meeting 775-753-7352	16 <b>INSERTS DUE</b> <b>Business After Hours: High Desert Imaging</b>	17 Family Resource Center Sober Life Peer Support Recovery Activity Night 775-753-7352	18 Boys & Girls Clubs of Elko Country Romance with Your Sweetheart 775-738-2759 Nevada Outdoor School Family ATV Safety Institute Hands on Course 775-777-0814 California Trail Interpretive Center Hibernation VS Migration 775-738-1849
19 California Trail Interpretive Center Bows & Throws: Knife & Axe Throwing 775-738-1849	20 Presidents Day	21 <b>Board Meeting</b>	22	23	24 Family Resource Center Sober Life Peer Support Recovery Activity Night 775-753-7352	25 Global One Media Health & Fitness Fair 775-777-1196 California Trail Interpretive Center Green & Mean: Winter in the High Desert 775-738-1849
26 California Trail Center Make Your Own Pioneer Butter 775-738-1849	27	28				



# ELKO AREA CHAMBER

ELKO ■ SPRING CREEK ■ LAMOILLE ■ CARLIN

1405 IDAHO STREET  
ELKO, NEVADA 89801

## BUSINESS AFTER HOURS PERFORMANCE ATHLETIC CLUB



### MISSION STATEMENT

The Elko Area Chamber promotes economic growth, opportunity, and diversity in service for our members. We are the business behind your business.



## BUSINESS BEFORE HOURS ELKO REPLENISH MED SPA



### Business After Hours

February 16, 2023 5:30-7PM

High Desert Imaging

2110 Idaho St

### Business Before Hours

February 9, 2023 8-9AM

Elko Hockey Association

1515 Silver St



# HAPPY Valentine's



**CHERYL HENNING**  
ABR, C2EX, AHWA, REALTOR®  
LICENSE #:B.145256LLC  
MOBILE: 775-934-4660



**KRISTINA GARCIA-DRAKE**  
REALTOR®  
LICENSE #:S.0179014  
MOBILE: 775-934-7278



**HANNAH ACKLEY**  
REALTOR®  
LICENSE #:S.0197563  
MOBILE: 775-299-1407



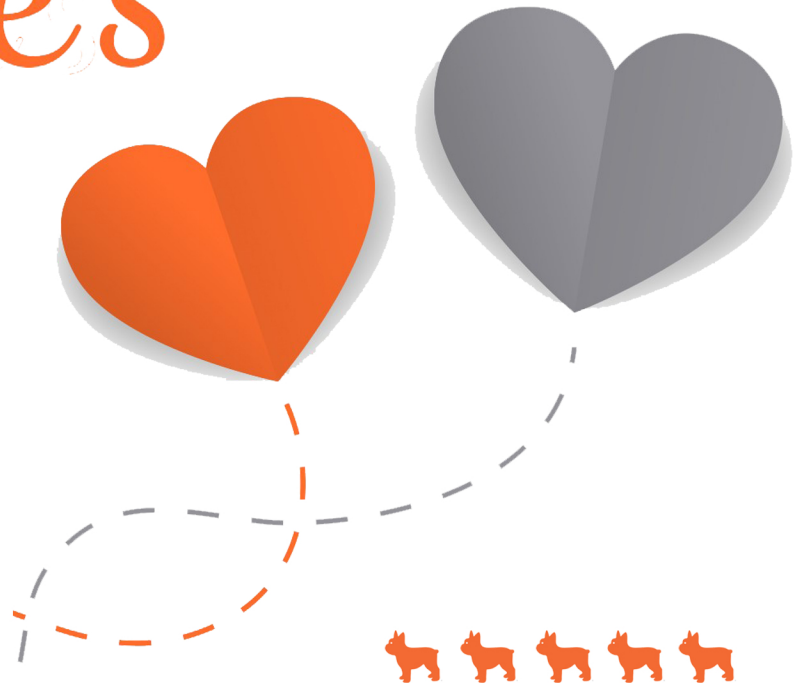
**SANDRA VELAZQUEZ**  
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LICENSE #:S.0191589  
MOBILE: 775-934-0139



**LARINDA WARD**  
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**SHE**

*might tell you she*

**WANTS**

*something simple, nothing extravagant like*

**A DIAMOND**



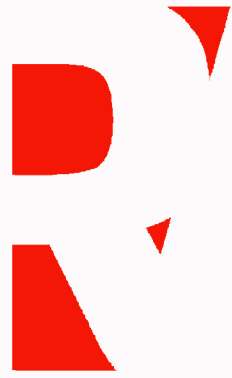
*But you can read between the lines.*



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The Strength  
of Commitment

# TAXES

INDIVIDUAL & BUSINESS

Growth Cash Flow

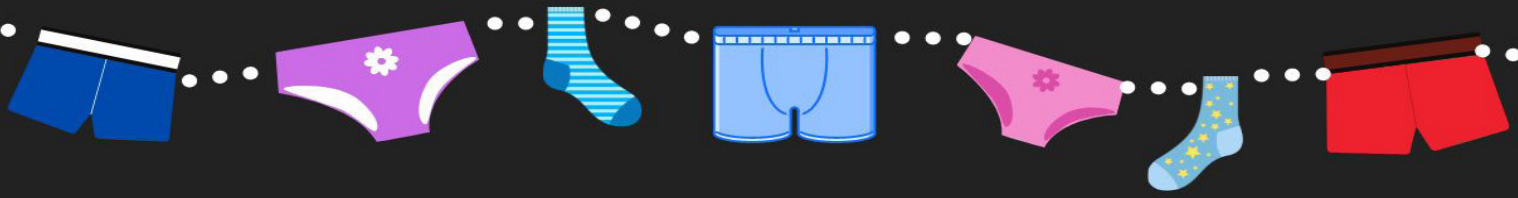
# PAYROLL

# BOOKKEEPING

Profits Quality of Life

# CONSULTING

- Virtual CFO Services.
- Business and Financial consulting services.
- New business start-up or established businesses.
- Strategic business entity tax and exit strategy planning.
  - Corporate/Entity planning and setup.
  - Find us on Facebook and Instagram.
  - We accept Elko Chamber Checks.



**8TH ANNUAL**



**UNDIE  
500**



**FEB. 1-28TH**

**PLEASE DONATE NEW  
PACKAGED SOCKS &  
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FRONT DESK  
SIZES PRE-K THRU 12TH  
GRADE**

**ALL DONATIONS WILL BE GIVEN TO COMMUNITIES IN SCHOOLS TO BE  
DISTRIBUTED TO CHILDREN IN NEED THROUGHOUT OUR COMMUNITY.**



# Cook's Valentine's Pancakes & Minis by Jen Glasgow



FEBRUARY 11TH  
9AM-12PM



# Cook's Steakhouse & Saloon

HAPPY VALENTINE'S

Minis by Jen  
Glasgow

Dinner, Dancing & Pics



February 10th  
5pm-9pm





*Love is in the Air*

# CALLING ALL BRIDES

COME SEE US AT THE RUBY MOUNTAIN BRIDAL FAIR ON FEBRUARY 18<sup>TH</sup>, 2023 FROM 9 A.M. TO 2 P.M. AT THE ELKO CONVENTION CENTER

WE WILL BE SHOWCASING A LARGE SELECTION OF OUR DESIGNER BRIDAL GOWNS

FASHION SHOWS STARTING AT:  
10 A.M. | 11:30 A.M. | 1 P.M.

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---

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you will get one dozen FREE roses to be picked  
up between June-August 2023.

\*Promotion applies to Valentine's Day flowers or gifts only. You will receive a coupon for free roses when you make a qualifying purchase. Promotion includes 12 FREE roses in a handwrapped bouquet. This promotion cannot be applied to delivery orders or custom rose arrangements; must be picked up in our store. Coupon must be used in June, July, or August 2023. Cannot be redeemed for cash; cannot be combined with any other offer. Management reserves all rights.

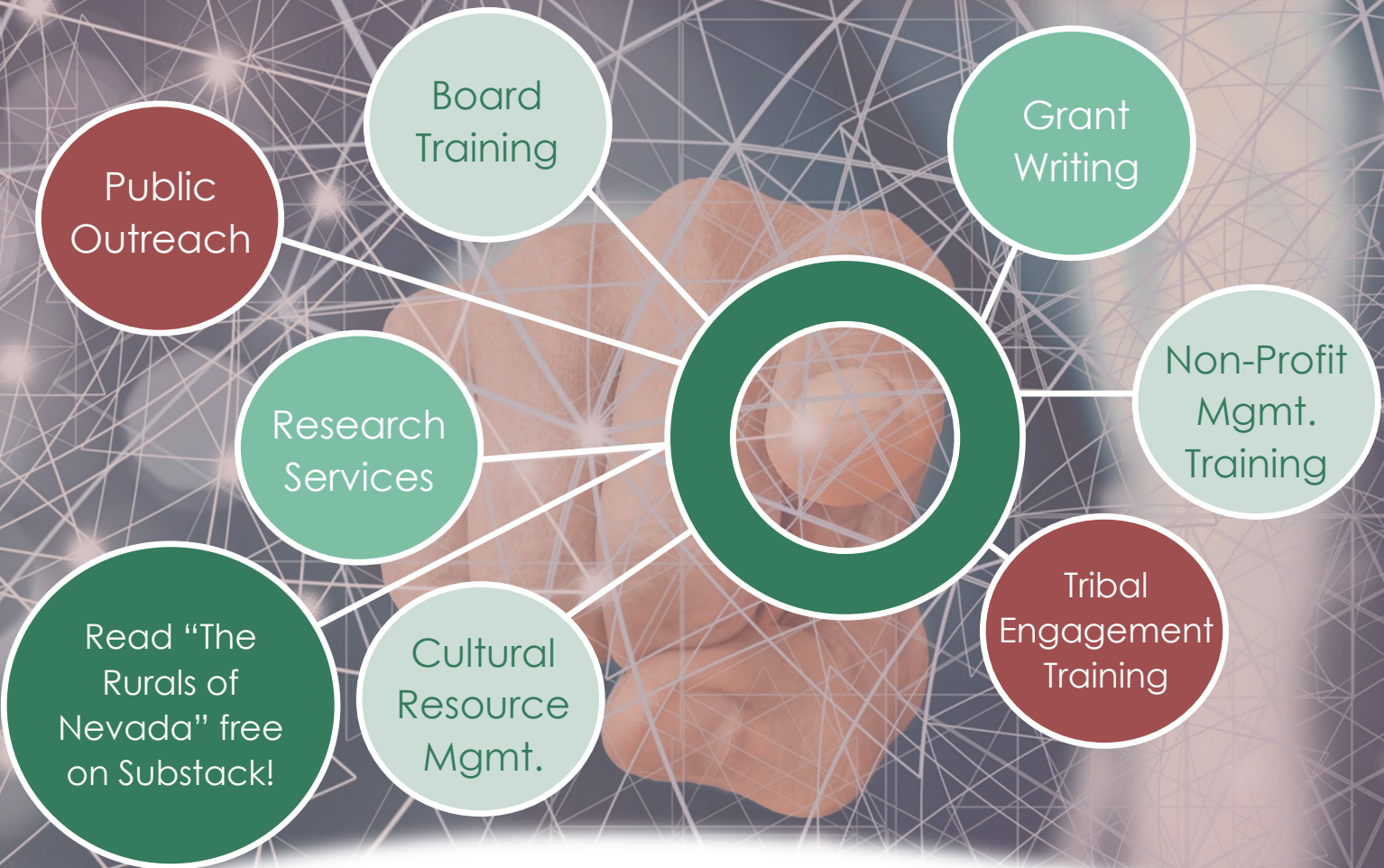
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Order Today!

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# The non-profit world is complex

Don't let a missing piece keep you from making the connections your project needs to prosper



At Gavorsky Consulting, we work with rural non-profits, tribes, and local governments to develop, promote, and manage projects with a constant emphasis on self-sustainability at the community level. Located in Elko, our team has over 10 years' experience working across northeastern Nevada and beyond.



GRANTS, OUTREACH, AND CULTURAL PROJECTS  
WHICH ARE SELF-SUSTAINING AT THE COMMUNITY LEVEL.

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**[ruralsofnevada.substack.com](http://ruralsofnevada.substack.com)**

# OUR VOICE

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LOCAL. *7,550 Paid Subscribers.*



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advertising@elkodaily.com



# YOUR MESSAGE



# Reserve your table or tickets today!

## “Hospice Souper Bowl”

### A Community Event - Please join us!

This is a special invitation to our annual Horizon Hospice Benefit

Benefit: “Hospice Souper Bowl”

Date: April 28<sup>th</sup> 2023

Time: 6:30 p.m. - 9:30 p.m.

Location: Elko Convention Center

Dinner: Hosted by local chefs

Entertainment: Troy Eden and David Lockie

6:30 p.m.-7:00 p.m. No host bar, “Silent Auction Bids” & “raffle ticket sales”

7:00 p.m.-8:30 p.m. Dinner & Entertainment

8:30 p.m. - 9:30 p.m. Heart of Hospice Awards, raffle, and Silent Auction

The Horizon Hospice Benefit will:

- Raise funds for operating costs
- Educate the community regarding end-of-life issues
- Recognize the Horizon Hospice Volunteers
- Recognize corporations for their philanthropy
- Entertain the community

Horizon Hospice is a community hospice and provides all services free of charge. The community funds all operating costs of Horizon Hospice through private, corporate donations and The Newmont Legacy Fund.

**YOU CAN HELP BY SPONSORING THE EVENT OR PURCHASING TICKETS.**

Sponsorship opportunities:

• **Gold Sponsor—a donation of \$10,000**

Your business or corporation will be featured in the media, a **full page** in the hospice benefit program; annual giving reports and receives 10 tickets to the benefit.

• **Silver Sponsor—a donation of \$5,000**

Your business or corporation will receive **three quarters** of a page in the benefit program, recognition in annual giving reports and will receive 8 tickets to the benefit.

• **Bronze Sponsor—a donation of \$3,000**

Your business or corporation will receive **half** a page in the benefit program; will be listed in annual giving reports. And receive 8 tickets to the benefit.

• **Table Sponsor—a donation of \$1,000**

Your business or corporation will receive a name card at a benefit table, will be listed in annual giving reports, and receive tickets to the benefit.

• **Individual Sponsor—a donation of \$50.00/ ticket**

\_\_\_\_\_ Enclosed is my donation for \_\_\_\_\_ tickets.

\_\_\_\_\_ I cannot attend, but please accept my tax-deductible donation.

The benefit “Hospice Souper Bowl” will be entertaining and fun and a great way to say, “Thank you” to your employees. This is a special night to help Horizon Hospice continue providing free care to all dying individuals and their loved ones in Elko County

**For Questions or more information, please contact us at 778-0612 or Fax 777-3648. Or mail ck to P.O. 2284 Elko, NV.**

**89803**

# Enhanced *Beauty*

**Tasha Jacobo**  
**744 S. 5th Street**  
**Elko, NV 89801**  
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**No Anesthesia • Removes Fat Cells Permanently**

**Cellulite Therapy • Tightens Connective Tissue**

# OUR VOICE

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*1,931,945 Page Views. LOUDEST. 185,867 Users.*  
*LOCAL 7,550 Paid Subscribers.*



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# YOUR MESSAGE



Nevada Rural Housing is helping deliver down payment assistance dedicated to get rural Nevada residents into affordable homeownership – this could be YOUR opportunity for homeownership!

Programs by Nevada Rural Housing – Start Building Your Tomorrow Today!



## Home Means Nevada Rural Down Payment Assistance – [BuyRuralNV.org](http://BuyRuralNV.org)

- \$15,000 in forgivable down payment assistance
- Income limit: 300% of Federal Poverty Guidelines
  - Single borrower income limit of \$40,770 (Add \$14,160 for each add'l household member)
- Purchase price limit: \$647,200
- First-time homebuyers only (haven't owned in previous 3 years)
- Must be a Nevada resident for at least six months (at least one borrower)
- Visit [HALMap.org](http://HALMap.org) for eligible areas

## Home At Last – [HomeAtLastNV.org](http://HomeAtLastNV.org)

- Visit [HALRates.org](http://HALRates.org) for the latest home loan rates and assistance options
- Income limits up to \$150,000
- No purchase price limits
- No first-time homebuyer requirement
- Visit [HALMap.org](http://HALMap.org) for eligible areas

## Pair Assistance with a Mortgage Credit Certificate – [HALMCC.org](http://HALMCC.org)

The MCC program provides eligible first-time buyers (haven't owned in the previous 3 years) and qualified veterans with annual tax credits every year for the life of the loan. Plus, the estimated tax credit is considered additional qualifying income to get more Nevadans qualified for affordable homeownership!



Nevada Rural Housing Authority does not originate mortgage loans. Eligibility for the homeownership programs is determined by participating licensed lenders who are responsible to follow all program and loan agency guidelines and reserve rates published with eHousingPlus. Not all applicants will qualify. All MCC holders or applicants should consult their own tax advisor or the Internal Revenue Service for guidance regarding the calculation of the tax credit benefit.