



Reviewed By: *Joe M. [Signature]* Date: 4-6-2010  
 (Department Head)  
*[Signature]* Date: 4/6/2010  
 (City Manager)  
*Melanie [Signature]* Date: 4-6-10  
 (District Attorney)  
*Mike [Signature]* Date: 4/6/10  
 (Finance Director)

**Board Action Taken:**

**Motion:** \_\_\_\_\_

1)	_____	Aye/Nay
2)	_____	_____
		_____
		_____
		_____

\_\_\_\_\_  
 (Vote Recorded By)

**RESOLUTION NO. \_\_\_\_\_**

**A RESOLUTION AUTHORIZING THE EXPENDITURE OF \$7,000 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AUTHORITY TO SUPPORT THE WILD WEST TOUR/EVENINGS OF BLISS TOUR (\$2,000) AND TASTE OF DOWNTOWN (\$5,000)**

**WHEREAS**, pursuant to NRS 279.628, the Carson City Board of Supervisors must approve by resolution, adopted by a two-thirds vote, the expenditure of money from the Revolving Fund for the Redevelopment Authority for any expenses incidental to the carrying out of the Redevelopment Plan adopted by the Carson City Board of Supervisors; and

**WHEREAS**, the Redevelopment Plan for Redevelopment Project Area No. 1 encourages redevelopment assistance for daytime and evening special events and promotional activities and the highest level of recreational opportunities for residents and visitors of all age levels and thus, there is a causal connection between this redevelopment effort and the need for this expenditure; and

**WHEREAS**, this incidental expense is necessary to ensure the Redevelopment Plan's objectives have been met; and

**WHEREAS**, the incidental expense is minor compared to the funds needed for the overall Redevelopment Plan.

**NOW, THEREFORE, BE IT RESOLVED** that the Carson City Board of Supervisors hereby authorizes the expenditure of \$7,000 from the Revolving Fund for the Redevelopment Authority for the support the Wild West Tour/Evenings of Bliss Tour (\$2,000) and Taste of Downtown (\$5,000).

Upon motion by Supervisor \_\_\_\_\_,  
seconded by Supervisor \_\_\_\_\_, the foregoing  
Resolution was passed and adopted this \_\_\_\_ day of  
\_\_\_\_\_, 2010 by the following vote:

AYES: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

NAYS: \_\_\_\_\_

ABSENT: \_\_\_\_\_

ABSTAIN: \_\_\_\_\_

\_\_\_\_\_  
Robert L. Crowell, Mayor  
Carson City, Nevada

ATTEST:

\_\_\_\_\_  
Alan Glover, Clerk  
Carson City, Nevada

**Consolidated Municipality of Carson City  
Office of Business Development**



Events Program Application

<b>Organization Name:</b> Carson City Convention & Vis. Bureau <b>Organizational Structure</b> (delineate lines of responsibility)	<b>Date:</b> 4/1/10																
<b>Organization Mailing Address:</b> 1900 So. Carson St, Suite 100 Carson City, NV 89701  <b>Organization URL Address:</b> <a href="http://visitcarsoncity.com">visitcarsoncity.com</a>																	
<b>Contact Name for Project:</b> Candace Duncan	<b>Contact Phone Number:</b> 775. 687-7410																
<b>Address for Project Contact:</b> Same as above	<b>Contact Fax:</b> 775. 687-7416																
	<b>Contact E-mail:</b>																
<b>Name of Event</b> Summer Ghost Walking Tours	<b>URL of Event:</b>																
<b>Purpose of Organization:</b> To market Carson City as a visitor destination	<b>Fax of Event:</b> same as above																
	<b>E-mail of Event:</b>																
<b>Annual Budget of Organization:</b> See attached  <table border="0"> <thead> <tr> <th></th> <th>Last Year</th> <th>Present Year</th> <th>Next Year</th> </tr> </thead> <tbody> <tr> <td>Income: \$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>Expenses: \$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> <tr> <td>Reserves: \$</td> <td>\$</td> <td>\$</td> <td>\$</td> </tr> </tbody> </table>		Last Year	Present Year	Next Year	Income: \$	\$	\$	\$	Expenses: \$	\$	\$	\$	Reserves: \$	\$	\$	\$	<b>How event vision complies with objectives of redevelopment agency plan:</b> See attached  <b>Why are redevelopment funds needed?</b> See attached
	Last Year	Present Year	Next Year														
Income: \$	\$	\$	\$														
Expenses: \$	\$	\$	\$														
Reserves: \$	\$	\$	\$														
<b>How long Organization formally organized?</b>	<b>Project Area:</b> (check one) <ul style="list-style-type: none"> <li>• Area #1</li> <li>• Area #2</li> </ul>																
<b>Event Name:</b> one) <b>SUMMER GHOST WALKING TOURS</b>																	
<b>Previous Redevelopment Authority Grant Funding Received, If any:</b>  Year: , amount: Year: , amount: Year: , amount: 2009 \$1500.00																	

Year: , amount:    Year: , amount:    Year: , amount:			
Year: , amount:    Year: amount:    Year: , amount:			
Event Director Name:			
Event Director Resume: (please attach)	Event Director Address:		
See attached			
Event Director Phone: Cell: 775 721-6255 Land: 775 687-7410	Event Director Email: <b>candace@visitcarsoncity.com</b>		
Event Description and Brief Objectives:  SEE ATTACHED			
Proof entity has authority to conduct special event.  List all permits at right:	SEE ATTACHED		
Total Event Cost Breakdown: (list at right)	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	<b>Total</b>		
Pro Forma Profit and Loss statement for Event: (list at right)	Revenue	Expense	Reserves
	<b>Total</b>		
Total Estimated Event Cost	\$		
Total Incentive Funds Requested	\$ 2,000.00		
Incentive as a % of total project	%		

**PLEASE SEE ATTACHED**

Attach current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses. Corresponding tax returns should also be included.		
Identify current banking relationships and major credit references:	LIST HERE:	
Estimated Event Completion Date		
Will your organization benefit from event?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, how?		
Will your event increase business in the plan area?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, how?		
Define, in detail, the marketing and promotional plan:		
What facilities in the Redevelopment Plan Area will be used?		
Are there other events taking place at the same time as your event? If yes, name and define.	Describe all partnerships from other businesses in service of your event.	
• Expected attendance:	• Name all vendors and associated fees.	Define how event will become totally self funding?
Name all team members and attach resumes:	*Architect / *Designer	
	*Contractor(s)	
	*Attorney	
	*Accountant	
	*Project Manager	
<ul style="list-style-type: none"> <li>• Your project must conform to all applicable codes, ordinances, and regulations</li> <li>• Shop drawings must also be submitted for review for all venues and signs prior to beginning work.</li> </ul>		
<p align="center"><b>Acknowledgement of Application Provisions:</b> (please check each that you acknowledge)</p> <p><input checked="" type="checkbox"/> I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.</p> <p><input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.</p> <p><input checked="" type="checkbox"/> I affirm that I am in good standing with the Consolidated Municipality of Carson City</p>		

*Gaydace Duncan*

## 2010 Summer Ghost Walking Tours

Tour the historic West side and go back in time with ghosts from the past. Each 90 minute tour will be led by "Madame Curry" portrayed by Mary Bennett of the Bruka Theater Company. Tours will begin at 7pm in front of the former St. Charles Hotel (Firkin & Fox Pub) and features 11 stops highlighted by ghost stories and tales of the Old West. Tours will be held Saturday, May 29, June 26, July 31, August 21 and September 25.

### **Featured Stops**

The Red light District  
The Ferris Mansion  
The Brewery Arts Center  
The Edwards House  
The Krebs-Peterson House  
Bliss Mansion  
Bender House  
Jones House  
The Curry House  
The Old Globe  
The Rinkle Mansion

Tours will be limited to 40 people; tickets will be \$15 in advance and \$20 at the door. Tickets can be purchased at the CCCVB.

Script Writing/Production	\$1000
Props/costumes/refreshments	\$500
Actors/Guides	\$500
Rack Cards, ads, press releases	\$2000

Amount requested from Business Development: \$2000



**WALK THE OLD WEST**  
**A Ghostly Adventure**  
**THURSDAY, SEPTEMBER 11, 2019**  
**11:30 AM**

Experience Carson City's haunted past with a 90-minute walking tour of the historic downtown. Expert guides will lead you through the city's most intriguing sites, including the Old West Museum, the Carson City Jail, and the Carson City Courthouse. Hear shocking tales of ghostly encounters and the city's dark history. The tour includes 11 stops and is suitable for all ages.

The tour begins at the  
 Carson City Jail, 100 N. 3rd St.  
 and ends at the Old West  
 Museum, 100 N. 3rd St.

**TICKET PRICES**

Adults: \$15  
 Children (ages 6-12): \$10  
 Seniors (ages 65+): \$12  
 Free for children under 6

**CARSON CITY**  
 NEVADA

For more information or Tickets,  
 call 800-Nevada1 or 775-687-7410,  
 or visit [www.visitcarsoncity.com](http://www.visitcarsoncity.com)

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CONVENTION & VISITORS BUREAU

March 30, 2010

To: Carson City Office of Business Development /Board of Supervisors  
From: Candace Duncan, Carson City Convention & Visitor Bureau  
RE: Events Program Application for 2010 Summer Ghost Walks

In 1994 Mary Walker, who was Carson City's Finance Director as well as Director of the Redevelopment Authority, and I collaborated to develop the Kit Carson Trail blue line walking and driving tour. We believed this would be an excellent way to showcase Carson City's unique history and to encourage visitors to actually stop in Carson City and enjoy our downtown businesses. Together we worked to produce a full color blue line map patterned after the Freedom Trail in Boston. In June of 1995 we held the inaugural guided walking tour of the Kit Carson Trail, which we named The Wild West Tour. The purpose of the first walk was to promote the new blue line and the map. It was so successful that we decided to make it an annual event. The following year we moved the tour to the Saturday of Memorial Day weekend to provide an activity for visitors and locals alike and keep them in town during the holiday. In October of the following year we produced the first Ghost Walk to take advantage of all the wonderful ghost stories we heard while researching the Kit Carson Trail. Over the years we have enjoyed a strong partnership with the Redevelopment Authority in producing these events.

With Redevelopment's financial help we also developed the Talking House program which later turned into the Talking House CD. You have also taken the responsibility of keeping the blue line painted, of side walk maintenance when needed and providing signage for the historic homes featured on the trail.

Our two agencies have been so uniquely intertwined for the past 16 years in the development and production of the guided walks and marketing that I find it difficult at times to separate our individual contributions and responsibilities. It has been a successful partnership that has resulted in a well known, integral part of Carson City's image. The Kit Carson Trail is now one of our community's most famous attractions.

While several different promoters have been contracted to help with the logistics of the guided walks, it has always been our understanding that the CCCVB would work with the promoter to provide the marketing expertise and staff time to arrange for volunteers, guides, costumes, scripts, maps, routes, themes, etc. We have always charged for tickets and that money has always gone to Redevelopment to help offset the costs of producing the walks. We have relied on Redevelopment funding to pay the balance.

1900 South Carson Street  
Suite 100  
Carson City, NV 89701  
1-800-NEVADA-1  
775-687-7410  
Fax 687-7416  
[www.visitcarsoncity.com](http://www.visitcarsoncity.com)

TOUR. TASTE. PLAY. STAY.

Page two

Joy Evans, the CCCVB Special Events Manager, was brought in to help coordinate the two walks about 7 years ago. She has been with the CCCVB for over 20 years. She also helps produce the Silver Dollar Car Classic and the Carson City Rendezvous. I think it is important to remember that these events were created to promote Carson City as a destination and to bring locals as well as visitors to events that would benefit our local merchants and lodging properties as well as our community in general.

Ms. Evans recruits 25-50 volunteers from the community to serve as guides and docents for the guided walking tours. Mary Bennett, a former Carson City resident and professional actress from the Bruka Theater Company in Reno, provides the actors and the scripts for each walk. She is paid for this service. Kevin Ray has also been on a contract as the representative for the Redevelopment Authority to help Ms. Evans coordinate obtaining permission to tour participating historic homes, provide lunches for the volunteers, and work on planning the routes for each tour. I have served as the oversight for these efforts, I plan and implement all of the marketing, help train guides and I dress up in costume and guide one or two tours twice a year for the past 16 years. I have been the Executive Director of the CCCVB for 19 years.

Our October Ghost Walk has always been very successful and usually sells out. However, the Wild West Tour has struggled over the years. In 2008 we changed the name to the Spring Ghost Walk, hoping that it would draw more attendees, but it did not. In 2009 we changed the event to two lantern lit evening tours, one at 4pm for families and one at 7pm for adults. The tour was called "An Evening of Bliss" and premiered on May 23. We also had tours the first three weekends in August. For the four evenings we sold approximately 120 tickets at \$15-\$20 each.

This summer we plan to have 5 summer Ghost Walks, Saturday, May 29, June 26, July 31, August 21 and September 25. They will start at the Firkin and Fox at 7 pm. The price will be \$15 for adults if purchased in advance, \$20 at the door, expected attendance is between 25 and 40 for each tour. All tours will be led by Mary Bennett in character as "Madame Curry". We plan to have one open historic home per tour. One additional actor may be included.

All tours will be historic and focus on ghostly experiences and stories.

We are requesting \$2000 to be used for marketing, fliers, posters and a web site. Ticket sales will pay for expenses, with any excess to be used for the 2011 season.

I hope that the CCCVB and the Redevelopment Authority can continue our partnership in bringing quality events that showcase our beautiful historic district and our attractive downtown. It would be most beneficial if we could develop a line item within the Redevelopment budget that would allow us to continue our Ghost Walk in October as well as our spring walk and also provide funds for us to use to provide special guided walks to groups and conventions planning to come to Carson City. These activities enhance our image and benefit all of Carson City.

Thank you for your time.

**Consolidated Municipality of Carson City  
Office of Business Development**



Events Program Application

<p><b>Organization Name:</b> Advocates To End Domestic Violence</p> <p><b>Organizational Structure</b> (delineate lines of responsibility) Executive Director is responsible for the agency and the Taste of DownTown event</p>	<p><b>Date:</b> The Taste of DownTown will be Saturday, June 19, 2010</p>																
<p><b>Organization Mailing Address:</b> Post Office Box 2529, Carson City, Nevada 89702</p> <p><b>Organization URL Address:</b> www.aedv.org</p>																	
<p><b>Contact Name for Project:</b> Lisa Lee, Executive Director</p>	<p><b>Contact Phone Number:</b> 883-7654</p>																
<p><b>Address for Project Contact:</b> Same</p>	<p><b>Contact Fax:</b> 883-0364</p> <p><b>Contact E-mail:</b> carsonadvocates@aol.com</p>																
<p><b>Name of Event</b> Taste of DownTown</p>	<p><b>URL of Event:</b> www.tasteofdowntowncarson.com</p>																
<p><b>Purpose of Organization:</b> To provide support services and shelter to victims of domestic violence and or sexual assault.</p>	<p><b>Fax of Event:</b> Same</p> <p><b>E-mail of Event:</b> Same</p>																
<p><b>Annual Budget of Organization:</b></p> <table border="0"> <thead> <tr> <th></th> <th>Last Year</th> <th>Present Year</th> <th>Next Year</th> </tr> </thead> <tbody> <tr> <td>Income:</td> <td>\$966,055</td> <td>\$ 920,000</td> <td>\$920,000</td> </tr> <tr> <td>Expenses:</td> <td>\$683,446</td> <td>\$ 745,000</td> <td>\$750,000</td> </tr> <tr> <td>Reserves:</td> <td>\$282,609</td> <td>\$175,000</td> <td>\$170,000</td> </tr> </tbody> </table> <p><i>Reserve funds are restricted toward the future purchase of shelter facilities – currently Advocates rents five properties for shelter, transitional housing and office space.</i></p> <p><b>How long Organization formally organized?</b> Founded in 1979 and incorporated in 1981</p>		Last Year	Present Year	Next Year	Income:	\$966,055	\$ 920,000	\$920,000	Expenses:	\$683,446	\$ 745,000	\$750,000	Reserves:	\$282,609	\$175,000	\$170,000	<p><b>How event vision complies with objectives of redevelopment agency plan:</b> The Taste of DownTown brings attention and focus to the downtown area.</p> <p><b>Why are redevelopment funds needed?</b> Funding will be used to offset the costs of hosting the event.</p>
	Last Year	Present Year	Next Year														
Income:	\$966,055	\$ 920,000	\$920,000														
Expenses:	\$683,446	\$ 745,000	\$750,000														
Reserves:	\$282,609	\$175,000	\$170,000														

**Event Name:**

Taste of DownTown (first Taste was hosted in 1994)

**Project Area:** (check one)

- Area #1
- Area #2

**Previous Redevelopment Authority Grant Funding Received, If any:**Year: 2009, amount: \$5,000Year: 2008, amount: \$2,800 Year: 2005, amount: \$2,800 Year: 2002, amount: \$2,800Year: 2007, amount: \$2,800 Year: 2004, amount: \$2,800 Year: 2001, amount: \$2,800Year: 2006, amount: \$2,800 Year: 2003, amount: \$2,800 Year: 2000, amount: \$2,800**Event Director Name:** Lisa Lee**Event Director Resume:** (please attach)

N/A

**Event Director Address:**

Same

**Event Director Phone:**Cell: 745-0174Land: 883-7654**Event Director Email:**

Same

**Event Description and Brief Objectives:**

The Taste of DownTown will offer 2,000 ticket holders the opportunity of strolling along historic downtown streets, sampling the faire of 35+ area restaurants, enjoying 8 live bands and participating in a unique community event that raises funds for the emergency shelter, awareness of the renovated downtown area, and a marketing opportunity for local businesses.

<p><b>Proof entity has authority to conduct special event.</b></p> <p><b>List all permits at right:</b></p>		<p>* A \$2,000,000 insurance policy will be provided through Philadelphia Insurance Company.</p> <p>* We will be obtaining a "short-term" permit from the City allowing the event to be held downtown and ticket holders to carry open containers.</p> <p>* We have obtained an "agreement for use" permit required to use the Legislative grounds and will be applying for permits to use the Laxalt Park and Attorney Generals parking lot.</p> <p>* We will be applying for the Nevada Department of Transportation permit for street closures which will also be signed off on by the Carson Sheriff Department.</p> <p><i>These are all permits that we have previously received to host the event.</i></p>	
<p><b>Total Event Cost Breakdown:</b> (list at right)</p>	<p>\$64,750</p> <p>\$6,800</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$1,600</p> <p>\$400</p> <p>\$400</p> <p>\$300</p> <p>\$1,450</p> <p>\$85.00</p> <p>\$1,200</p> <p>\$</p> <p><b>Total \$71,550</b></p>	<p>\$ 3,000 (insurance)</p> <p>\$950 (printing)</p> <p>\$9,600 (restaurants)</p> <p>\$2,800 (bands)</p> <p>\$2,300 (advertising)</p> <p>(t-shirts)</p> <p>(sani-huts)</p> <p>(dumpsters)</p> <p>(trolleys)</p> <p>(supplies)</p> <p>(permits)</p> <p>(clean-up)</p> <p>(electrician)</p>	<p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p> <p>\$</p>
<p><b>Pro Forma Profit and Loss statement for Event:</b> (list at right)</p>	<p><b>Revenue</b></p> <p><b>Ticket Sells</b> 1,850 @ \$35 each 150 tickets are given to volunteers</p> <p><b>Sponsorship</b></p>	<p><b>Expense</b></p> <p><b>Insurance</b> \$2,000,000 policy required to use City &amp; State property</p> <p><b>Printing</b></p>	<p><b>Reserves</b></p> <p>Funds raised are used to provide programs for victims</p>

	Including funding from Redevelopment	Tickets, posters, volunteer information, vendors.	
		<b>Restaurant Reimbursement</b> .50 per taste	
		<b>Bands</b>	
		<b>Advertising</b>	
		<b>T-shirts</b> \$10.66 x 150 volunteers	
		<b>Sani - Huts</b>	
		<b>Dumpsters</b>	
		<b>Trolley</b>	
		<b>Supplies</b> Duct tape, trash can/bags, batteries, clip boards, gas, water, etc.	
		<b>Permits</b>	
		<b>Clean – up</b> Hired help empty trash and clean streets  <b>Electrician</b> Needed to connect outdoor restaurants	
	<b>Total</b>		
<b>Total Estimated Event Cost</b>		<b>\$24,335</b>	
<b>Total Incentive Funds Requested</b>		<b>\$5,000</b>	
<b>Incentive as a % of total project</b>		<b>6.9%</b>	
<p><b>Attach current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses. Corresponding tax returns should also be included.</b> Agency audit and 990's has been provided to the City for consideration during the recent Block Grant hearings.</p>			
<p><b>Identify current banking relationships and major credit references:</b> Advocates is a 501 c (3) non profit. In accordance with our policies, the agency has an annual independent audit, monthly financial statements, and the Standards of Excellence certification from United Way.</p>		<p>LIST HERE:</p>	
<b>Estimated Event Completion Date:</b> June 19, 2010			
<b>Will your organization benefit from event?</b>		<input checked="" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>

<p><b>If yes, how:</b> Revenue raised will enable the shelter to continue to provide safe emergency housing to victims of domestic violence and their children as well as raise awareness to the issues of family violence and the services available in our community to families fleeing abusive homes.</p>		
<p><b>Will your event increase business in the plan area?</b></p>	<p><input checked="" type="checkbox"/> Yes</p>	<p><input type="checkbox"/> No</p>
<p><b>If yes, how?</b> By bringing over 2,000+ people into the downtown area and providing a venue for local businesses, restaurants, and shops to showcase their faire and products.</p>		
<p><b>Define, in detail, the marketing and promotional plan:</b> Local media will be used along with posters, internet, and mailers.</p>		
<p><b>What facilities in the Redevelopment Plan Area will be used?</b> Telegraph Square, Curry Street, Laxult Park, Carson Mall, and 3<sup>rd</sup> Street. Many of the involved restaurants have benefited from Redevelopment funding.</p>		
<p><b>Are there other events taking place at the same time as your event? If yes, name and define.</b> Not that we are aware of.</p>		<p><b>Describe all partnerships from other businesses in service of your event.</b> Over 35 restaurants and 8+ downtown shops will be participating in the Taste of DownTown.</p>
<p>• <b>Expected attendance:</b> 2,000 tickets holders with an additional 2,000+ non-ticket holders attending.</p>	<p>• <b>Name all vendors and associated fees.</b> 33 to 37 restaurants will participate, receiving reimbursement of .50 per taste.</p>	<p><b>Define how event will become totally self funding?</b> The size of the event is limited by the number of ticket holders restaurants can accommodate. Annually, the cost of hosting the event has risen, but the number of tickets sold can not. The cost of tickets needs to remain reasonably priced in order to be able to be sold. To keep the costs down, existing staff and volunteers organize and work the event reducing the need to hire a promoter and work crews.</p>
<p><b>Name all team members and attach resumes:</b></p>	<p>*Architect / *Designer</p>	<p>N/A</p>
<p>N/A</p>	<p>*Contractor(s)</p>	
	<p>*Attorney</p>	
	<p>*Accountant</p>	



	<b>*Project Manager</b>	
<ul style="list-style-type: none"> <li>• <b>Your project must conform to all applicable codes, ordinances, and regulations</b></li> <li>• <b>Shop drawings must also be submitted for review for all venues and signs prior to beginning work. N/A</b></li> </ul>		
<p align="center"><b>Acknowledgement of Application Provisions:</b> (please check each that you acknowledge)</p> <p>X I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.</p> <p>X All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.</p> <p>X I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.</p> <p>X If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.</p>		
Applicants Signature 		Date: March 24, 2010
<p>*Note: ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.</p>		
(For Internal Use Only)		<b>Date</b>
Application Approved:		
Event Commenced:		
Event Completed:		
Reimbursement Request submitted to Finance Department		
Reimbursement remitted to Applicant		



# Advocates to End Domestic Violence

P.O. Box 2529 ■ Carson City, NV 89702 ■ (775) 883-7654 ■ Fax (775) 883-0364

March 28, 2010

Carson City Redevelopment  
Joe McCathy  
201 North Carson Street, Suite #2  
Carson City, NV 89701

Dear Joe:

Thank you for the opportunity to apply for continual funding from the Office of Business Development (OBD) to host the 17th Taste of DownTown. As you may remember, we began the Taste with two goals in mind: to raise needed funds for the shelter and to increase awareness of the changing downtown. In 1994, the downtown area had suffered through years of neglect, with shabby store fronts and vacant buildings. A new restaurant had opened in the back of Mo & Sluggo's called the Wild Scallion. It was after having lunch there that I began to notice the life that was slowly coming back into the surrounding streets, and had the idea for the Taste. I felt that there needed to be a vehicle to entice people downtown again in order to encourage new businesses. The Taste was the perfect venue to get people out of their cars, walking from restaurant to restaurant, and having the time to appreciate the historic buildings and the opportunity that could be Carson City.

That first year, the Taste had seven restaurants, 1 live band, and a horse drawn wagon carting ticket holders from 3<sup>rd</sup> street to Telegraph Square. The event was a hit, selling all 500 tickets. Before that time, we had hosted every type of fundraiser from golf tournaments to craft shows, but the Taste was able to get people involved and excited in a way that we had never experienced with any other event. Ticket holders enjoyed strolling along Curry Street, discovering new places to eat, finding little shops, meeting friends and neighbors on every corner, and dancing in the soft summer breeze.

From these humble beginnings grew the Taste of DownTown, an evening that has become a staple in Carson City's calendar of events. This year, the Taste will host 35+ restaurants, offer 8 live bands, and sell 2,000 tickets. Ticket sales are limited by participating restaurants, which are challenged to prepare food for such a large number in a short time frame. The funds we receive through OBD allow us to provide a wide range of entertainment from rock n' roll to blue glass as well as contributes toward the reimbursement paid to restaurants. In order to off-set a portion of the expense that restaurants incur to participate, \$.50 cents per taste is provided. This event not only helps to ensure that the shelter doors remain open, but it is also a remarkable marketing tools for businesses and the City of Carson.

Funding provided through OBD is essential to maintaining the quality and quantity of live entertainment that is a contributing draw to the success of the Taste of DownTown. Without the support of this funding, it would be necessary to reduce the number of bands, as well as restrict the reimbursement offered to the restaurants which could limit the number of participating establishments.

Sincerely,

Lisa Lee  
Executive Director

