

**City of Carson City
Agenda Report**

Date Submitted: November 8, 2010

Agenda Date Requested: November 16, 2010

To: Redevelopment Authority

Time Requested: 5 min.

From: Office of Business Development

Subject Title: Action to consider and make a recommendation to the Board of Supervisors regarding a request for the expenditure of \$7,550 from the Revolving Fund of the Redevelopment Agency to support the Silver & Snowflakes Holiday Tree Lighting and Ornament Program, as an expense incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan. (Lee Plemel)

Staff Summary: On November 1, 2010, the Redevelopment Authority Citizens Committee (RACC) recommended approval of funding to expend \$5,050 from the Revolving Fund from the Redevelopment Agency to support the Silver & Snowflakes Holiday Tree Lighting. The applicant requested \$7,550 in special events funding. Based upon past precedent the Committee disagreed with the request total and excluded \$2,500 for Ornament Coordination. The year previous, 2009, Arlington Group Events LLC received a grant of \$4,500.

NRS 279.628 permits the expenditure of money from the redevelopment revolving fund for the purpose of any expenses necessary or incidental to the carrying out of the redevelopment plan adopted by the Carson City Board of Supervisors. Prior to approving the expenditure, the Board of Supervisors must make the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan. The action requested of the Redevelopment Authority is to recommend to the Board of Supervisors the approval of this expenditure.

Type of Action Requested: (check one)
 Resolution Ordinance
 Formal Action/Motion Other (Specify)

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: I move to approve and recommend to the Board of Supervisors the approval of the expenditure of \$5,050 from the Revolving Fund for the Redevelopment Agency to support the Silver & Snowflakes Holiday Tree Lighting and Ornament Program, as an expense incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan.

Explanation for Recommended Board Action: See Staff Summary.

Applicable State, Code, Policy, Rule or Regulation: NRS 279.382 – 279.685

Fiscal Impact: \$5,050 has been budgeted this year to support the production and success of this event.

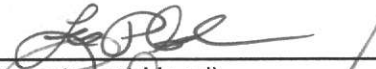
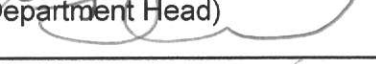


Explanation of Impact: Incidental to redevelopment's overall annual budget

Funding Source: Redevelopment's annual budget for special events

Alternatives: Not approve the funding program, whole or in part

Supporting Material: Application

Prepared By: Eva Chwalisz, Management Assistant

Reviewed By:  _____ Date: 11-8-10
(Department Head)
 _____ Date: 11/8/10
(City Manager)
 _____ Date: 11/8/10
(District Attorney)
 _____ Date: 11/8/10
(Finance Director)

Board Action Taken:

Motion: _____

| | | |
|----|-------|---------|
| 1) | _____ | Aye/Nay |
| 2) | _____ | _____ |
| | | _____ |
| | | _____ |
| | | _____ |

(Vote Recorded By)

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



Events Program Application

| | | | |
|--|--|--|---|
| Organization Name: Arlington Group Events LLC Organizational Structure (delineate lines of responsibility) | | | Date: 08/11/2010 |
| Organization Mailing Address: PO Box 4156 Carson City, NV 89702 Organization URL Address: www.EventsNevada.com | | | |
| Contact Name for Project: Maxine Nietz | | Contact Phone Number: 887-1294 | |
| Address for Project Contact: PO Box 4156 Carson City, NV 89702 | | Contact Fax: 887-1896 Contact E-mail: maxine@eventsnevada.com | |
| Name of Event Silver & Snowflakes Holiday Tree Lighting and Ornament Program | | URL of Event: www.EventsNevada.com/treelighting.html | |
| Purpose of Organization: Events production | | Fax of Event: 887-1896 E-mail of Event: maxine@eventsnevada.com | |
| Annual Budget of Organization: Not Applicable | | How event vision complies with objectives of redevelopment agency plan: Improve the quality of life; Encourage "people oriented areas" in the Downtown for evening special events; Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels; Promote greater cooperation between City and School District; Promote greater cooperation between City and State government. | |
| Last Year Income: \$ _____ Expenses: \$ _____ Reserves: \$ _____ | Present Year \$ _____ \$ _____ \$ _____ | Next Year \$ _____ \$ _____ \$ _____ | Why are redevelopment funds needed? This event is a City event. It has been funded by Redevelopment for many years. |
| How long Organization formally organized? 13 yrs | | Event Name: Silver & Snowflakes Holiday Tree Lighting and Ornament Program | |
| Previous Redevelopment Authority Grant Funding Received, If any: Year: This event is a City event. It has been funded by Redevelopment for many Year: years. Year: | | Project Area: (check one) • Area #1 <input checked="" type="checkbox"/> • Area #2 _____ | |

| | | | |
|---|----------------------------|--|----------------|
| Event Director Name: Maxine Nietz | | | |
| Event Director Resume: (please attach) Attached as page 6 | | Event Director Address:: PO Box 4156 Carson City, NV 89702 | |
| Event Director Phone: Cell: 691-6355 Land: 887-1294 | | Event Director Email: maxine@eventsnevada.com | |
| Event Description and Brief Objectives: Tree lightings, Santa arrives, CC school children sing and play bells, dignitaries speak, placement of willow reindeer created by school children. Annual ornament in a series representing historic CC buildings are sold to benefit Redevelopment. To bring people downtown on a weekday evening to experience a great family-friendly event and acquaint them with the amenities of downtown. | | | |
| Proof entity has authority to conduct special event. List all permits at right: | | | |
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| Total Event Cost Breakdown: (list at right) | \$ 100 - Programs | \$ 1,000 - Sound system | \$ |
| | \$ 150 - Carolers | \$ 350 - Hoofbeats | \$ |
| | \$ 150 - CMS Bell Choir | \$ 2,500 - Management | \$ |
| | \$ 200 - Coffee, etc. | \$ 2,500 - Ornament Coord | \$ |
| | \$ 100 - Photography | \$ | \$ |
| | \$ 500 - Reindeer supplies | \$ | \$ |
| | Total | \$7,550.00 | |
| Pro Forma Profit and Loss statement for Event: (list at right) | Revenue | Expense | Reserves |
| | Not Applicable | Not Applicable | Not Applicable |
| | | | |
| | | | |
| | | | |
| | | | |
| | Total | | |
| Total Estimated Event Cost | \$ 7,550.00 | | |
| Total Incentive Funds Requested | \$ 7,550.00 | | |
| Incentive as a % of total project | % 100 | | |