City of Carson City Agenda Report

Date Submitted: May 27, 2008 Agenda Date Requested: June 5, 2008

To: Redevelopment Authority Time Requested: 15 minutes

From: Joe McCarthy, Office of Business Development

Subject Title: Staff report on Downtown events coordination for 2008-09

Staff Summary: Staff will report to the Redevelopment Authority regarding events coordination activities in the Downtown for this summer and fall. Report will include activity relative to supporting and facilitating downtown's retailers, restaurants and event planners as their 2008's season (between June and October) unfolds. Staff's role is focused on helping coordinate outreach, public relations and advertising, establishing finding tools for parking and pedestrian circulation and supporting downtown events and new activities.

Type of Action Requested: () Resolution () Formal Action/Motion	(check one) () Ordinance (X) Other (Speci	fy) - None	
Applicable Statue, Code, Policy, Rule or Regulation: NRS 279			
Does This Action Require A Business Impact Statement: () Yes (_X) No			
Recommended Board Action: n/a			
Explanation for Recommended Board Action: n/a			

Applicable Statue, Code, Policy, Rule or Regulation: NRS 279

Fiscal Impact: Budget estimate - \$28,000 - \$35,000 allocated for programming support: temporary signage and banners, advertising, publicity and third –party events coordination

Explanation of Impact: These regular expenses are consistent with the type of costs incurred annually by redevelopment thru its events coordination budget.

Funding Source: Annual redevelopment events coordination budget

Alternatives: n/a

Supporting Material: n/a

Prepared By: Joe McCarthy

Reviewed By: Review	Date: 5-27-08
(Department Head)	Date: 5/21/08
(tity Manager)	Date: 5/27/08
(District Attorney)	Date: <u>S/7768</u>
(Finance Director)	



Office of Business Development

201 North Carson Street, Suite 2 Carson City, Nevada 89701

May 28, 2008

To:

Redevelopment Authority

From:

Joe McCarthy

Director, Business Development

Subject:

Downtown Events Coordination

Redevelopment Authority Chairperson, Robin Williamson, will present the on-going coordination efforts related to certain new and existing Downtown Carson City summer events.

- Friday's at 3rd Street, Street Dance Parties, from June 6th thru August 29th:
- Farmers' Market, 3rd and Curry Street parking lot, Saturday mornings 9 am 1 pm, from June 28th thru October 18th
- Community garden demos, family activities, outdoor music & visual art exhibitions, Saturdays
- Development of Downtown "infrastructure" to enhance the events' experience and improve safety and pedestrian and circulation: signage, trash receptacles, barricades branding flags, volunteers, public relations, guerilla marketing, business bringing together

The budget:

- 1. Glossy insert, calendar & map: \$6,456
- 2. Newspaper advertising: \$8,100
- 3. Posters & rack cards: \$3,300
- 4. Farmers' Market coordination: \$4,500
- 5. Family programming coordination: \$4,500
- 6. Total: \$26,856

We estimate that this entire summer events program has a value of more than \$350,000, counting programming costs and our estimate of new business generation. The budget is within redevelopment's annual events coordination budget, offset by savings from the elimination of the Sunday concert series on the Legislative Lawn, as requested by members of the Redevelopment Authority Citizens Committee.