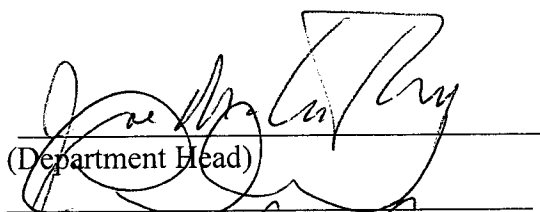
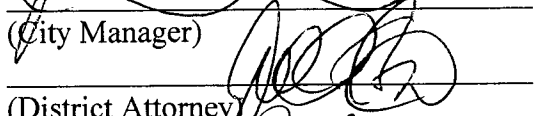


Reviewed By:



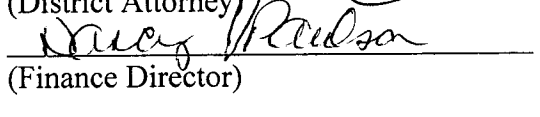
(Department Head)

Date: 5-27-08



(City Manager)

Date: 5/22/08



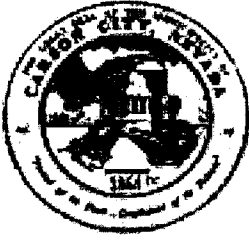
(District Attorney)

Date: 5/27/08



(Finance Director)

Date: 5/27/08



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.