

Mem # 240

**City of Carson City  
Agenda Report**

**Date Submitted:** April 28, 2009

**Agenda Date Requested:** May 7, 2009

**To:** Redevelopment Authority

**Time Requested:** 10 minutes

**From:** Joe McCarthy, Office of Business Development

**Subject Title:** Action to recommend to the Board of Supervisors the approval of the expenditure of \$10,750 from the Revolving Fund for the Redevelopment Agency to support the Wild West Tour, Rendezvous and Taste of Downtown, 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.

**Staff Summary:** This is a request to expend \$10,750 from the Revolving Fund for the Redevelopment Agency to support the Wilde West Tour (\$1,500), Rendezvous (\$4,250) and Taste of Downtown (\$5,000), unique special events occurring in this fiscal year. 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.

The Redevelopment Plan adopted by the Carson City Board of Supervisors provides that a purpose of the Plan is to "encourage and assist in providing 'people oriented areas' in the Redevelopment Project Area for daytime and evening special events and promotional activities," and "establish the highest level of recreational opportunity for residents and visitors of all age levels." Based upon previous years, these long-standing events attract thousands to our Downtown during times that are otherwise quiet and inactive. The increased foot traffic generated within this "people oriented area" has a direct impact on the success of many small businesses and cultural facilities throughout the area. Thus, there is a casual connection between this redevelopment effort and the need for the expenses. Additionally, these expenses are needed to ensure the success of the redevelopment plan, as this funding specifically helps to pay for the production of the events. Finally, this funding is incidental to overall cost of implementing the redevelopment plan. The amount requested, \$10,750 is essential to ensure this programming excellence, but is minor in comparison to the funding required to execute all the objectives of the redevelopment plan.

**Type of Action Requested:**

(check one)

Resolution

Ordinance

Formal Action/Motion

Other (Specify) - None

**Does This Action Require A Business Impact Statement:**       Yes  No

**Recommended Board Action:** I move to recommend to the Board of Supervisors the approval of the expenditure of \$10,750 from the Revolving Fund for the Redevelopment Agency to support the Wild West Tour, Rendezvous and Taste of Downtown, as an expense necessary or 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:** This action would recommend to the Board of Supervisors the approval of the expenditure requested as an expense necessary or incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors and that the Board of Supervisors make the findings required for the expenditure.

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

**Fiscal Impact:** \$11,000 has been budgeted this year to support the production and success of these events.

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

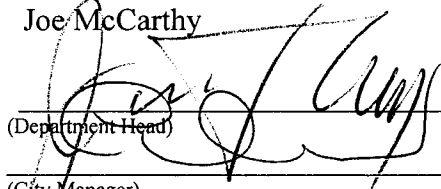
**Funding Source:** Redevelopment's annual budget for special events

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

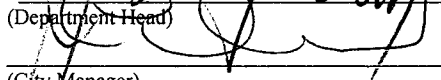
**Supporting Material:** Applications describing each event

**Prepared By:** Joe McCarthy

**Reviewed By:**

  
(Department Head)

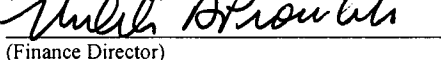
Date: 4-28-09

  
(City Manager)

Date: 4/28/09

  
(District Attorney)

Date: 4-28-09

  
(Finance Director)

Date: 4-28-09

**Board Action Taken:**

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

1) \_\_\_\_\_

Aye/Nay

2) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

**A RESOLUTION CONSENTING TO THE PAYMENT OF \$1,500 IN EXPENSES IN SUPPORT OF THE JOINT PRODUCTION OF THE MAY 2009 WILD WEST TOUR IN DOWNTOWN CARSON CITY, AN EVENT SPONSORED BY THE CARSON CITY CONVENTION AND VISITORS BUREAU AND THE CARSON CITY REDEVELOPMENT AUTHORITY.**

**WHEREAS**, pursuant to the Redevelopment Plan for Redevelopment Project Area No. 1 that 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

**WHEREAS**, this funding is incidental to the overall redevelopment budget; and

**WHEREAS**, there is a casual connection between this redevelopment effort and the need for this expenditure; and

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

**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 Agency for any expenses necessary to the carrying out of the Redevelopment Plan adopted by the Carson City Board of Supervisors.

**NOW, THEREFORE, BE IT RESOLVED** that the Carson City Board of Supervisors hereby gives consent, as required pursuant to NRS 279.486, to the expenditure of \$1,500 in special events support for the production of the Wild West Tour based upon the determination of the Carson City Board of Supervisors that this special event is a benefit to the redevelopment area, has a casual connection between redevelopment efforts and the need for the expense, is minor compared to the overall funding required by the Redevelopment Plan; and

**BE IT FURTHER RESOLVED** that the Carson City Board of Supervisors hereby authorize, pursuant to NRS 279.628, the expenditure of \$1,500 from the Revolving Fund for the Redevelopment Agency for the payment of the redevelopment special event expense for the 2009 Wild West Tour.

Upon motion by Supervisor \_\_\_\_\_, seconded by  
Supervisor \_\_\_\_\_, the foregoing Resolution was passed and  
adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2009 by the following vote:

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

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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

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

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

ATTEST:

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

April 29, 2009

To: Carson City Redevelopment Authority/Board of Supervisors  
From: Candace Duncan, Carson City Convention & Visitor Bureau  
RE: Events Program Application for 2009 Spring Ghost Walk

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 15 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. I have attached the financials for the last two years so that you can see how the funding is spent.

Redevelopment Memo, page 2

Joy Evans, the CCCVB Special Events Manager, was brought in to help coordinate the two walks about 6 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 me□□□□s 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 as you can see from the financials provided. 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 15 years. I have been the Executive Director of the CCCVB for 18 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. This year we are changing the event to a single candle lit evening tour on Saturday May 23. It will begin at the Firkin and Fox and end back downtown, where we will encourage the attendees to enjoy dinner at one of our restaurants. We have asked Mary Bennett to provide a cast of professional actors who will serve as both ghosts and guides for the new "Ghost Walking Tour" We will charge an advance ticket price of \$15, \$20 the day of the tour. The ticket money will go to offset Ms. Bennett's expenses. We are requesting only \$1500 to pay for the cost of printing posters, radio and newspaper advertising costs. If this tour is successful, we will expand it to both Friday and Saturday next year. The collateral material for the new tour is attached.

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 with in 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.

**Financials for Ghost Walk and Wild West Tours  
For 2007 and 2008**

	Wild West Spring 2007	Ghost Walk Fall 2007	Wild West Spring 2008	Ghost Walk 2008
Income:				
NCOT Grant	-	2,500.00	-	2,000.00
Ticket Sales	2,393.00	11,487.72	2,169.79	7,569.90
<b>Total Income</b>	<b>2,393.00</b>	<b>13,987.72</b>	<b>2,169.79</b>	<b>9,569.90</b>
Expenses:				
Actors/Actresses/Costumes	6,255.00	9,390.00	5,960.00	9,295.45
Advertising	10,992.51	11,262.43	9,168.56	9,314.88
Other	926.98	1,639.13	-	2,218.91
<b>Expenses:</b>	<b>18,174.49</b>	<b>22,291.56</b>	<b>15,128.56</b>	<b>20,829.24</b>
<b>Net Income</b>	<b>(15,781.49)</b>	<b>(8,303.84)</b>	<b>(12,958.77)</b>	<b>(11,259.34)</b>

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



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

**A RESOLUTION AUTHORIZING THE EXPENDITURE OF \$4,250 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY FOR THE SUPPORT OF THE JOINT PRODUCTION OF THE JUNE 2009 RENDEZVOUS IN DOWNTOWN CARSON CITY, AN EVENT SPONSORED BY THE CARSON CITY RENDEZVOUS, INC. AND THE CARSON CITY REDEVELOPMENT AUTHORITY.**

**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 Agency 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 casual 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 \$4,250 from the Revolving Fund for the Redevelopment Agency for the support of the production of the Rendezvous in Downtown.

Upon motion by Supervisor \_\_\_\_\_, seconded by Supervisor \_\_\_\_\_, the foregoing Resolution was passed and adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2009 by the following vote:

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

\_\_\_\_\_  
\_\_\_\_\_

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

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

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

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

ATTEST:

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



P.O. Box 4156  
CARSON CITY, NEVADA 89702  
775.887.1294 / 775.887.1896 FAX  
[agEvents@sbcglobal.net](mailto:agEvents@sbcglobal.net)  
[www.EventsNevada.com](http://www.EventsNevada.com)

Redevelopment Agency Board  
Carson City, NV 89701

Dear Director Williamson and fellow Board Members,

The **Carson City Rendezvous**, a non-profit 501(c)(3) organization, is held in historic Mills Park, part of the Redevelopment District Plan Area #1, in Carson City in June. The budgeted amount for Rendezvous has over the years, been \$4,250. Due to the present economic climate and the uncertain future of event funding performance (i.e., some grants may not be fully funded), sponsorships have been drastically reduced. We are therefore asking the Agency for \$7,500 for 2009 and with an eye towards the future of this integral community event.

The Rendezvous, as a free event, attracts a widely diversified audience, in age, culture, income level, and ethnicity. In addition, our participants are from a range of backgrounds, making it a meeting place for all the community. This free event attracts all segments of society. Additionally, newcomers learn about Carson City's backdrop, history and evolution.

The **Carson City Rendezvous** is the premier living history festival in northern Nevada, drawing 30,000 people annually to this area. Through re-enactments, demonstrations, and participation, the public has an opportunity to experience northern Nevada's rich and colorful history. Rendezvous gives **families** an educational and fun opportunity to experience the lifestyles and traditions of a by-gone era. All of the groups that are a part of the **Carson City Rendezvous** take great pride in the accuracy and authenticity of their presentations.

The Carson City Rendezvous is a living history festival that contains the following areas and encampments:

- Native American Village - featuring traditional dances and drumming, including audience participation and demonstrating artisans. The **Sage Spirit Dancers** are a youth exhibition dance group and the **Eagle Wings Pageant Dancers** will bring the Great Basin style of Native American dance to the Rendezvous;
- Dutch Oven Cook-off – demonstrations, classes, and a competition depicting how the pioneers and early settlers prepared food along the trail or in camp;
- Mountain Man Encampment - life in the early 1800's, including contests of skill, music of the era, and trade goods;
- Civil War Encampment - re-enactment of the earliest period of Nevada statehood, both Union and Southern camps, including surgeons, seamstresses, mess hall tents, cavalry, etc., as well as battles and skirmishes. Chautauquans mingle with attendees to chat, answer questions, and explain their life and times;
- Pony Express Riders – a chance to see and learn about the earliest mail service in the west, which actually crossed through Carson City;
- Gunfighters Stage - live action shows by teams of gunfighters representing the end of the 19<sup>th</sup> Century. This area includes Stagecoach rides aboard an *Abbott-Downing stagecoach*;
- Main Stage - a full weekend of country and western music, dance, and comedy, including performances by *David John & the Comstock Cowboys* and *Tom Hiatt & the Sundown Riders*;
- We also have a food court, arts & crafts areas and an original play performed by the **BAC-In-Time Kids**, a project of the Brewery Arts.

The Carson City Rendezvous has been operating this free event open to the public for 26 years. All activities, participation, and demonstrations are family-oriented, living history as prepared and executed by the most appropriate organizations, including Comstock Civil War Re-enactors, Nevada Civil War Volunteers, National Pony Express Association, Sage Spirit Dancers, Eagle Wings Pageant Dancers, Cast Iron Cooks of the West/International Dutch Oven Society, Eagle Valley Muzzle Loaders, etc.

Typically, Rendezvous attracts approximately 25,000 visitors to the event. We also have over 250 participants in the various camps and areas representing the above organizations. Each camp or area brings in members and invited participants to accomplish all the demonstrations, arts, and activities that they commit to. Participants are chosen for their experience, willingness to work with the public, and desire to pass on their knowledge of Nevada history.

This is the twelfth year that Arlington Group Events LLC has managed the Rendezvous. In each year, we have endeavored to add depth and content to this great community event. We have incorporated themes that reflect culturally significant trends, ideas and concepts into the event and its presentation to the public.

Over the past 26 years, the Carson City Rendezvous has grown along with the community and reflects the diversity and dynamic economic expansion of Plan Area #1 of the Redevelopment District. The continued support of the Rendezvous by the Redevelopment Agency is an integral contribution to the continuation of this event in the overall fabric of the community.

Please visit our [www.EventsNevada.com/rendezvous.html](http://www.EventsNevada.com/rendezvous.html) web site for more complete details about the event.

We appreciate having your support for the 2009 **Carson City Rendezvous**.

Regardezvous,

***Fred & Maxine Nietz***  
Arlington Group Events LLC  
775.887.1294  
[www.EventsNevada.com](http://www.EventsNevada.com)  
[agEvents@sbcglobal.net](mailto:agEvents@sbcglobal.net)

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



Events Program Application

Organization Name: Carson City Rendezvous, Inc. Organizational Structure (delineate lines of responsibility)			Date: June 12-14, 2009																										
Organization Mailing Address: PO Box 4156 Carson City, NV 89702  Organization URL Address: <a href="http://www.CarsonCityRendezvous.com">www.CarsonCityRendezvous.com</a>																													
Contact Name for Project: Maxine Nietz			Contact Phone Number: 775-887-1294																										
Address for Project Contact: PO Box 4156 Carson City, NV 89702			Contact Fax: 775-887-1896  Contact E-mail: <a href="mailto:maxine.ag@sbcglobal.net">maxine.ag@sbcglobal.net</a>																										
Name of Event: Carson City Rendezvous			URL of Event: <a href="http://www.CarsonCityRendezvous.com">www.CarsonCityRendezvous.com</a>																										
Purpose of Organization: The Carson City Rendezvous provides a FREE cultural, historic, and family-friendly event to "kick off" the summer season. We bring participants and audience from throughout the west to enjoy the festival and to experience all of Carson City's amenities.			Fax of Event: 775-887-1896  E-mail of Event: <a href="mailto:maxine.ag@sbcglobal.net">maxine.ag@sbcglobal.net</a>																										
Annual Budget of Organization:			How event vision complies with objectives of redevelopment agency plan: To sustain the positive and civic impact in the Redevelopment district by the continuation of the Carson City Rendezvous, we support the following objectives of the Plan: # 301, 318, 319, and 320.  Why are redevelopment funds needed? To supplement event-generated funds to enable the continuation of the Carson City Rendezvous.																										
<table border="0"> <tr> <td></td> <td align="center">Last Year</td> <td align="center">Present Year</td> <td align="center">Next Year</td> <td></td> <td></td> </tr> <tr> <td>Income:</td> <td align="center">\$ <u>57,500</u></td> <td align="center">\$ <u>47,100</u></td> <td align="center">\$ _____</td> <td></td> <td></td> </tr> <tr> <td>Expenses:</td> <td align="center">\$ <u>61,100</u></td> <td align="center">\$ <u>48,400</u></td> <td align="center">\$ _____</td> <td></td> <td></td> </tr> <tr> <td>Reserves:</td> <td align="center">\$ _____</td> <td align="center">\$ _____</td> <td align="center">\$ _____</td> <td></td> <td></td> </tr> </table>		Last Year	Present Year	Next Year			Income:	\$ <u>57,500</u>	\$ <u>47,100</u>	\$ _____			Expenses:	\$ <u>61,100</u>	\$ <u>48,400</u>	\$ _____			Reserves:	\$ _____	\$ _____	\$ _____			How long Organization formally organized? 26 years				
	Last Year	Present Year	Next Year																										
Income:	\$ <u>57,500</u>	\$ <u>47,100</u>	\$ _____																										
Expenses:	\$ <u>61,100</u>	\$ <u>48,400</u>	\$ _____																										
Reserves:	\$ _____	\$ _____	\$ _____																										
Event Name: Carson City Rendezvous			Project Area: (check one) <ul style="list-style-type: none"> <li>• Area #1 <input checked="" type="checkbox"/></li> <li>• Area #2 <input type="checkbox"/></li> </ul>																										
<b>Previous Redevelopment Authority Grant Funding Received, If any:</b>																													
Year: <u>2008</u> , amount: <u>\$4,250</u> Year: _____, amount: _____    Year: _____, amount: _____																													
Year: <u>2007</u> , amount: <u>\$4,250</u> Year: _____, amount: _____    Year: _____, amount: _____																													
Year: <u>2006</u> , amount: <u>\$4,250</u> Year: _____, amount: _____    Year: _____, amount: _____																													
Event Director Name: Joy Evans																													

Event Director Resume: (please attach) N/A	Event Director Address: 1900 S. Carson Street, Carson City, NV 89703		
Event Director Phone: Cell: _____ Land: <u>687-7410</u>	Event Director Email: <u>jevans@visitcarsoncity.com</u>		
<p>Event Description and Brief Objectives:  The Carson City Rendezvous is a living history festival, entering its 26<sup>th</sup> year that provides all families with an opportunity to experience and learn about Nevada history for FREE.</p> <p>Culturally, people interact directly with participants of the same age and become knowledgeable about life in the past.</p> <p>Historically, Rendezvous supports the traditional song, dance, and music of early Nevada, and of the ethnic groups that, from earliest days, made up the population of our state.</p> <p>Artistically, Britain's Department of Culture, Media and Sport's (DCMS) Minister James Purnell has said that excellence in the arts is "to recognise that the very best art and culture is for everyone; that it has the power to change people's lives, regardless of class, education or ethnicity." Sir Brian McMaster has said that "Excellence in culture occurs when an experience affects and changes an individual," and that "artists, practitioners, organisations and funders must have diversity at the core of their work."</p> <p>The Carson City Rendezvous supports these ideas. We strive to have the best and most committed artists interact personally with members of our audience. As you walk through the Rendezvous, you will find children and adults participating in the Friendship Dances with Native Americans, learning how to throw a tomahawk or tan a hide from a Mountain Man, or playing the spoons or a washboard at the Melodeon Hall. This intimate relationship becomes a learning experience for all ages. Feedback tells us that families leave the Rendezvous with a new appreciation for Nevada's wonderful history.</p> <p>The Rendezvous, as a FREE event, attracts a widely diversified audience, in age, culture, income level, and ethnicity. In addition, our participants are from a range of backgrounds, making it a meeting place for all the community.</p>			
Proof entity has authority to conduct special event.	N/A		
List all permits at right:			
Total Event Cost	\$ 7,500	\$ 9,000	\$
Breakdown: (list at right)	\$ 22,000	\$ 9,000	\$
	\$ 9,300	\$ 12,000	\$
	\$ 8,300	\$ 5,500	\$
	\$	\$ 2,500	\$
	\$	\$ 10,400	\$
	<b>Total \$41,400</b>	<b>\$ 48,400</b>	
Pro Forma Profit and Loss statement for Event: (list at right)	Revenue	Expense	Reserves
	Sponsorships	Advertising & Printing	
	Vendor Fees	Encampment Support	

	Sales	Entertainment	
	Grants	Cost of Sale Items	
		Insurance	
		Rentals and Fees	
	<b>Total</b>		
Total Estimated Event Cost		\$ 48,400	
Total Incentive Funds Requested		\$ 7,500	
Incentive as a % of total project		15%	
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: June 15, 2009			
Will your organization benefit from event?		<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, how? We exist to keep the Rendezvous going. If we can keep it going, we can continue to exist.			
Will your event increase business in the plan area?		<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, how? Participants and attendees will stay at local hotels. We work specifically with two DOWNTOWN hotels to provide a "Rendezvous Rate." Many participants and attendees also eat and game at various DOWNTOWN properties during the weekend. Some also visit our museums. Many are return visitors who have come to love Carson City.			
Define, in detail, the marketing and promotional plan: Candace Duncan of the Carson City Convention & Visitors Bureau does our formal marketing. She markets to out-of-state visitors who will come for a day or the weekend, as well as local Northern Nevada/Northern California residents.			
What facilities in the Redevelopment Plan Area will be used? Mills Park			
Are there other events taking place at the same time as your event? If yes, name and define. Not to my knowledge.		Describe all partnerships from other businesses in service of your event.	
• Expected attendance: 20,000 to 30,000	• Name all vendors and associated fees.	Define how event will become totally self funding? As the economy improves, more sponsors and vendors will be able to support this event. Support from our local jurisdictions, such as the state and city, should continue to indicate to private sponsors that this is considered an important part of life in Carson City.	
Name all team members and attach resumes:	*Architect / *Designer	N/A	
	*Contractor(s)	N/A	
	*Attorney	N/A	
	*Accountant	N/A	
	*Project Manager	N/A	

- Your project must conform to all applicable codes, ordinances, and regulations
- Shop drawings must also be submitted for review for all venues and signs prior to beginning work.

**Acknowledgement of Application Provisions:** (please check each that you acknowledge)

- ✓ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ✓ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ✓ 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.
- ✓ 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.

Applicants Signature *Wayne Duff*

Date: April 29, 2009

\*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.

(For Internal Use Only)	Date
Application Approved:	
Event Commenced:	
Event Completed:	
Reimbursement Request submitted to Finance Department	
Reimbursement remitted to Applicant	



## SECTION 300 - REDEVELOPMENT OBJECTIVES

The principal objectives of the City and of this Plan is to improve the 488 acre Redevelopment Project Area economically, physically and aesthetically--making the Area more attractive for private sector development and redevelopment and to protect the substantial public investment in State and City facilities. Further objectives are to correct deficiencies in the Area's aging infrastructure, repair and modify the present street system, provide amenities for the use and enjoyment of the people of Carson City and the many visitors who travel to this capitol city annually for business and recreation reasons. The following more specifically describe the intent, purpose and objectives of this Redevelopment Plan:

301. Strengthen the local economy by attracting new and expanded private investments in the Area, create new employment opportunities, increase the City's tax base, and expand public revenue to be used to improve the quality of life for the people of Carson City;
302. Repair, construct, install, or replace new publicly owned utility systems such as water, storm drains and sanitary sewers where existing systems are nonexistent, inadequate, undersized or substandard.
303. Improve the street, highway, bicycle and pedestrian circulation system to assure safe, convenient and aesthetically pleasing access to and throughout the Area;
304. Develop a physical linkage and an appropriate transportation mode among the Virginia and Truckee (V & T) Roundhouse, the Downtown and the Railroad Museum;
305. Promote the restoration of the V & T Roundhouse;
306. Develop a common theme in the housing, business and government sectors of the Redevelopment Area, to unify the mixture of residential, office, retail, lodging, gaming and government facilities by understanding, respecting and utilizing the City's rich historic past and its roll as Capitol of the State of Nevada;
307. Establish a unifying tree planting program throughout the Redevelopment Area.
308. Develop appropriately designed street lighting, street signage and street furniture systems with a full understanding of the diversity and special character of the several functional and historic use areas within the Project Area;

309. Provide informational and directional kiosks in convenient pedestrian locations to allow visitors an opportunity to become familiar with the locations of the City's historic, business, cultural, gaming, recreational and other places of interest;
310. Develop additional, conveniently located parking facilities--including parking structures where appropriate--together with pleasant, auto-free, pedestrian ways linking business, government and places of historic interest;
311. Improve the appearance of commercial areas through street beautification programs, building rehabilitation and improved development requirements in the areas of sign controls and landscaping;
312. Encourage more intensive landscaping on Downtown properties and parking lots;
313. Encourage and assist in providing "people oriented areas" in the Downtown for daytime and evening special events and promotional activity;
314. Underground present overhead utility systems where feasible and encourage the serving utility companies to assist in the costs thereof;
315. Integrate and protect older existing structures having historic value, with new development;
316. Cooperate and support officially recognized Historic Preservation and Architectural Review groups in their undertaking of the design for the restoration and rehabilitation of historically designated structures and places;
317. Provide informational plaques for on-site display in conjunction with recognized historic structures and places;
318. Accommodate planned population growth in ways which will not damage the social, economic and environmental well being of Carson City;
319. Continue and enhance a land use pattern which creates vitality through diversity in activities and the age of improvements;
320. Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels;

321. Promote greater cooperation between City and School District in the joint use of public land for school-park-recreation purposes;
322. Promote greater cooperation between City and State government in order to achieve harmony in public development;
323. Initiate programs with appropriate public and private groups to develop decent, safe and sanitary housing for persons and families in the Redevelopment Area who are living under substandard conditions; and
324. Where rehabilitation of property may be unfeasible and where clearance and redevelopment may be necessary to eliminate blighting influences; cause such property to be cleared and redeveloped and in the process; assist and encourage the owners of such property to participate in these activities.

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

**A RESOLUTION AUTHORIZING THE EXPENDITURE OF \$5,000 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AGENCY FOR THE SUPPORT OF THE JOINT PRODUCTION OF THE JUNE 2009 TASTE OF DOWNTOWN CARSON CITY, AN EVENT SPONSORED BY THE ADVOCATES TO END DOMESTIC VIOLENCE AND THE CARSON CITY REDEVELOPMENT AUTHORITY.**

**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 Agency 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 casual 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 \$5,000 from the Revolving Fund for the Redevelopment Agency for the support of the production of the Taste of Downtown.

Upon motion by Supervisor \_\_\_\_\_, seconded by Supervisor \_\_\_\_\_, the foregoing Resolution was passed and adopted this \_\_\_\_\_ day of \_\_\_\_\_, 2009 by the following vote:

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

\_\_\_\_\_

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

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

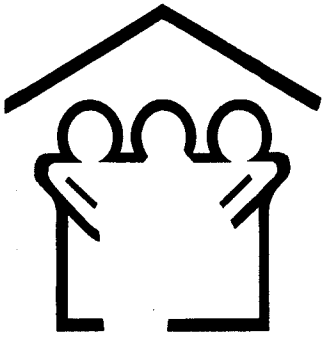
ABSTAIN: \_\_\_\_\_

\_\_\_\_\_

**Robert Crowell, Mayor  
Carson City, Nevada**

**ATTEST:**

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



# Advocates to End Domestic Violence

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

April 28, 2009

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

Dear Joe:

Thank you for the opportunity to apply for continual funding from Redevelopment to host the 16th 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. Back 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 named the Wild Scallion. It was after having lunch there that I began to notice the life that was slowly coming backing into the surrounding streets and had the idea for the Taste. I felt that there needed to be a vehicle in which to entice people downtown again in order to encourage this type of business. The Taste was the perfect venue to get people out of their cars, walking from restaurant to restaurant, appreciating the historic buildings and the opportunity that could be Carson City.

The first Taste hosted seven restaurants, 1 live band, ran from 3<sup>rd</sup> Street to Telegraph Square and was a hit, selling all 500 tickets. Before then, we had done every type of fundraiser from golf tournaments to San Francisco shopping trips to bingo tournaments, but the Taste got people involved and excited in a way that had never been experienced before. Ticket holders enjoyed strolling along Curry Street, discovering new places to eat, finding little shops, and meeting friends and neighbors on every corner.

From those 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, provide 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 of people in a short time frame. The funds we receive from Redevelopment allow us to provide a wider range of entertainment from rock n' roll to blue grass as well as contributes toward the reimbursement paid to restaurants. In order to off-set a portion of the expense that restaurants incur, .50 cents per taste is paid back to the restaurants. This event not only helps to ensure that the shelter doors remain open, but it is also a remarkable marketing tool for local businesses and the City of Carson.

Funding provided through Redevelopment 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 Redevelopment, 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

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



Events Program Application

<b>Organization Name:</b> Advocates To End Domestic Violence			<b>Date:</b> The Taste of DownTown will be Saturday, June 20, 2009		
<b>Organizational Structure</b> (delineate lines of responsibility) Executive Director is responsible for the organization and event					
<b>Organization Mailing Address:</b> Post Office Box 2529, Carson City, Nevada 89702					
<b>Organization URL Address:</b> www.aedv.org					
<b>Contact Name for Project:</b> Lisa Lee, Executive Director			<b>Contact Phone Number:</b> 883-7654		
<b>Address for Project Contact:</b> Same			<b>Contact Fax:</b> 883-0364		
			<b>Contact E-mail:</b> carsonadvocates@aol.com		
<b>Name of Event</b> Taste of DownTown			<b>URL of Event:</b> www.tasteofdowntowncarson.com		
<b>Purpose of Organization:</b> To provide support services and shelter to victims of domestic violence and or sexual assault.			<b>Fax of Event:</b> Same		
			<b>E-mail of Event:</b> Same		
<b>Annual Budget of Organization:</b>			<b>How event vision complies with objectives of redevelopment agency plan:</b> The Taste of DownTown brings attention and focus to the downtown area.		
	Last Year	Present Year	Next Year		
Income:	\$903,500	\$ 880,500	\$870,000		
Expenses:	\$859,581	\$ 851,560	\$849,500		
Reserves:	\$43,919	\$ 28,940	\$20,500		
<b>How long Organization formally organized?</b> Founded in 1979 and incorporated in 1981			<b>Why are redevelopment funds needed?</b> Funding will be used to offset the costs of hosting the event.		
<b>Event Name:</b> Taste of DownTown (first Taste was hosted in 1994)					
Project Area: (check one)					
• Area #1 <input checked="" type="checkbox"/>					
• Area #2 <input type="checkbox"/>					

**Previous Redevelopment Authority Grant Funding Received, If any:**

Year: 2008 , amount: \$2,800 Year: 2005 , amount: \$2,800 Year: 2002 , amount: \$2,800  
 Year: 2007 , amount: \$2,800 Year: 2004 , amount: \$2,800 Year: 2001 , amount: \$2,800  
 Year: 2006 , amount: \$2,800 Year: 2003 , amount: \$2,800 Year: 2000 , amount: \$2,800

**Event Director Name:** Lisa Lee

<b>Event Director Resume:</b> (please attach) N/A	<b>Event Director Address:</b> Same
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<b>Event Director Phone:</b> Cell: <u>745-0174</u> Land: <u>883-7654</u>	<b>Event Director Email:</b> Same
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**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 both funds for the shelter and awareness of the renovated downtown business area.

<p><b>Proof entity has authority to conduct special event.</b></p> <p><b>List all permits at right:</b></p>	<ul style="list-style-type: none"> <li>* A \$2,000,000 insurance policy will be provided through Philadelphia Insurance Company.</li> <li>* 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.</li> <li>* 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.</li> <li>* We will be applying for the Nevada Department of Transportation permit for street closures.</li> </ul> <p><i>These are all permits that we have previously received to host the event.</i></p>

<b>Total Event Cost</b>	\$64,750	\$ 2,800	\$
<b>Breakdown:</b> (list at right)	\$4,300	\$ 600	\$
	\$	\$9,600	\$
	\$	\$2,800	\$



	\$	\$2,300	\$
		\$1,600	
		\$400	
		\$400	
		\$250	
		\$1,450	
		\$85.00	
		\$1,200	
	\$		\$
	<b>Total \$69,050</b>		
<b>Pro Forma Profit and Loss statement for Event: (list at right)</b>	<b>Revenue</b>	<b>Expense</b>	<b>Reserves</b>
	<b>Ticket Sells</b> 1,850 @ \$35 each 150 tickets are given to volunteers	<b>Insurance</b> 2,000,000 policy required to use City & State property	Funds raised are used to provide programs for victims
	<b>Sponsorship</b> Including funding from Redevelopment	<b>Printing</b> Tickets, posters, volunteer information, vendors.	
		<b>Restaurant Reimbursement</b> .50 per taste	
		<b>Bands</b>	
		<b>Advertising</b>	
		<b>T-shirts</b> Given to volunteers	
		<b>Sani - Huts</b>	
		<b>Dumpsters</b>	
		<b>Trolley</b>	
		<b>Supplies</b> Duct tape, trash can, batteries, trash bags, clip boards, gas, water, etc.	
		<b>Permits</b>	
		<b>Clean - up</b> Hired help to empty trash and clean streets	
	<b>Total</b>		
<b>Total Estimated Event Cost</b>		<b>\$23,485</b>	
<b>Total Incentive Funds Requested</b>		<b>\$5,000</b>	
<b>Incentive as a % of total project</b>		<b>7.5%</b>	
<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. N/A</b>			
<b>Identify current banking relationships and major credit</b>			<b>LIST HERE:</b>

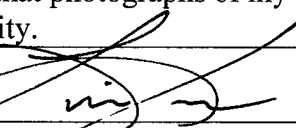
<b>references:</b> Advocates is a 501 c (3) non profit. In accordance with our policies, the agency has an annual independent audit, monthly financial statements and the Standards of Excellence certification from United Way.		
<b>Estimated Event Completion Date:</b> June 20, 2009		
<b>Will your organization benefit from event?</b>		<input checked="" type="checkbox"/> <b>Yes</b> <input type="checkbox"/> <b>No</b>
<b>If yes, how:</b>		
<b>Will your event increase business in the plan area?</b>	<input checked="" type="checkbox"/> <b>Yes</b>	<input type="checkbox"/> <b>No</b>
<b>If yes, how?</b> By brining over 2,000 people into the downtown area.		
<b>Define, in detail, the marketing and promotional plan:</b> Local media will be used along with posters, internet and mailers.		
<b>What facilities in the Redevelopment Plan Area will be used?</b> Telegraph Square, Laxult Park and 3 <sup>rd</sup> Street. Many of the involved restaurants have benefited from Redevelopment funding.		
<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.		<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.
<b>• Expected attendance:</b> 2,000 tickets holders with an additional 2,000+ non-ticket holders attending.	<b>• Name all vendors and associated fees.</b> 33 to 37 restaurants will participate, receiving reimbursement of .50 per taste.	<b>Define how event will become totally self funding?</b> The Taste is limited by the number of tickets the restaurants will allow to be sold and the cost of producing the event. An outside promoter is not hired for the Taste, instead, existing staff is utilized to organize and coordinate the event.
<b>Name all team members and attach resumes:</b>	<b>*Architect / *Designer</b>	N/A
N/A	<b>*Contractor(s)</b>	
	<b>*Attorney</b>	
	<b>*Accountant</b>	
	<b>*Project Manager</b>	

- Your project must conform to all applicable codes, ordinances, and regulations
- Shop drawings must also be submitted for review for all venues and signs prior to beginning work. N/A

**Acknowledgement of Application Provisions:** (please check each that you acknowledge)

- I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- 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.
- 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.

Applicants Signature



Date: April 27, 2009

\*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.

(For Internal Use Only)

**Date**

Application Approved:

Event Commenced:

Event Completed:

Reimbursement Request submitted to Finance Department

Reimbursement remitted to Applicant