

City of Carson City
Agenda Report

Item # 16-1C

Date Submitted: April 6, 2010

Agenda Date Requested: April 15, 2010

To: Board of Supervisors

Time Requested: Consent

From: Joe McCarthy, Office of Business Development

Subject Title: Action to adopt a resolution authorizing the expenditure of \$75,500 from the Revolving Fund for the Redevelopment Agency to support a 15week Curry Street Promenade, including the Summer Concerts 2010, the Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center, as expenses incidental to the carrying out of the redevelopment plan. (Joe McCarthy)

Pursuant to NRS 279.628, this Resolution must be adopted by a two-thirds vote of the Board of Supervisors.

Staff Summary: On April 5, 2010, the Redevelopment Authority Citizens Committee (RACC) recommended approval of funding to expend \$75,500 from the Revolving Fund to support a 15-week Curry Street Promenade, including the Summer Concerts 2010, the Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center, as expenses incidental to the carrying out of the redevelopment plan.

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 adopt a resolution authorizing the expenditure of \$75,500 from the Revolving Fund for the Redevelopment Agency to support a 15week Curry Street Promenade, including the Summer Concerts 2010, the Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center, as expenses incidental to the carrying out of the redevelopment plan.

Pursuant to NRS 279.628, this Resolution must be adopted by a two-thirds vote of the Board of Supervisors.

Explanation for Recommended Board Action: 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 Downtown 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, the 15week Curry Street Promenade, including the Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center and Summer Concerts 2010; music for all ages, attracts thousands to our Downtown during times that are otherwise quiet and inactive. The increased foot traffic generated by the Curry Street Promenade 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. Finally, this funding is incidental to overall cost of implementing the redevelopment plan. 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.

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

Fiscal Impact: \$75,500 has been budgeted this year to support the production and success of this event.

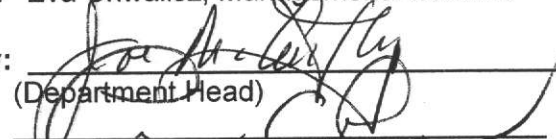


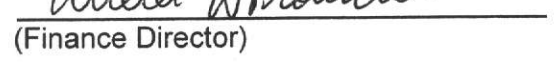
Explanation of Impact: Incidental to redevelopment's overall annual budget

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: 4-6-2010
(Department Head)
 Date: 4/6/2010
(City Manager)
 Date: 4-6-10
(District Attorney)
 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 \$75,500 FROM THE REVOLVING FUND FOR THE REDEVELOPMENT AUTHORITY TO SUPPORT A 15-WEEK CURRY STREET PROMENADE, INCLUDING THE SUMMER CONCERTS 2010, THE SATURDAY MORNING FARMERS' MARKET AND RELATED FAMILY ACTIVITIES ALONG CURRY STREET AND AT THE BREWERY ARTS CENTER.

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 \$75,500 from the Revolving Fund for the Redevelopment Authority for the support a 15-week Curry Street Promenade, including the Summer Concerts 2010, the Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center.

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

Organization Name: Carson City Office of Business Development			Date: April 1, 2010	
Organization Mailing Address: 201 N. Carson St, Suite #2 Carson City, NV 89701				
Organization URL Address: <u>www.carsoncityecondev.com</u>				
Contact Name for Project: Tammy Westergard		Contact Phone Number: 887-2101x2		
Address for Project Contact: 201 N. Carson Street, Suite #2 Carson City, NV 89701		Contact Fax: 887-2286		
		Contact E-mail: <u>twestergard@ci.carson-city.nv.us</u>		
Name of Event Curry Street Promenade 2010		URL of Event: <u>www.downtowncarsoncity.com</u>		
Purpose of Organization: To promote business development.		Fax of Event: same		
		E-mail of Event: same		
Annual Budget of Organization: (see attached)			How event vision complies with objectives of redevelopment agency plan: See attached	
	Last Year	Present Year		Next Year
Income:	\$ _____	\$ _____		\$ _____
Expenses:	\$ _____	\$ _____		\$ _____
Reserves:	\$ _____	\$ _____	\$ _____	Why are redevelopment funds needed? See attached
How long Organization formally organized?				
Event Name: Curry Street Promenade 2010		Project Area: (check one)		
		<ul style="list-style-type: none"> • Area #1 <input checked="" type="checkbox"/> • Area #2 <input type="checkbox"/> 		

		Total	
Total Estimated Event Cost			\$
Total Incentive Funds Requested			\$
Incentive as a % of total project			%
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 checked="" type="checkbox"/> No
If yes, how:			
Will your event increase business in the plan area?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	
If yes, how? Increase foot traffic			
Define, in detail, the marketing and promotional plan: see attached			
What facilities in the Redevelopment Plan Area will be used? Streets & parking lots			
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. See attached	
• 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"> • 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.

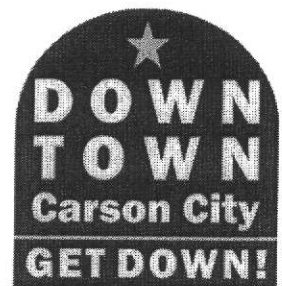
Applicants Signature	Date:
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***Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as 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	

Prepared by:
Carson City Office of Business Development

Curry Street Promenade_2010 Summer Concert Series_2010



The purpose of this application is to secure the annual RDA funding amount of \$75,500 to support the Curry Street Promenade_2010 and the Summer Concert Series_2010. The Office of Business Development will continue to monitor the success of this project via foot traffic counts to downtown, increases in sales tax collections for food services and drinking places and numbers of public safety calls.

What follows describes the activities of the Curry Street Promenade Project and Downtown Carson City Summer Concerts. It also describes the managerial and operational requirements of this events venture which is expected to begin in June, 2010.

The purpose of this request is to support the continued development of street life activities in the downtown redevelopment district of Carson City. The Curry Street Promenade and Downtown Carson City Summer Concerts is a partnership of Saturday Morning Farmer's Market Board, the Carson City Downtown Consortium, the Downtown Business Association, the Nevada Certified Farmers Market Association, the Brewery Arts Center and the City of Carson City, Nevada. As was last year, it is estimated that the overall summer program total costs will be greater than \$443,640.00. The RDA contribution will be 17% of the costs. The Curry Street Promenade and Downtown Carson City Summer Concerts will provide many benefits to the local community including:

- Seasonal access for consumers and businesses to locally grown food
- Increase access to the arts to low income households, seniors, children and residents of Carson City
- More direct marketing opportunities to sustain small family farms
- Support small independent businesses, both established and start-up
- Increase access to affordable locally grown foods to low income households, seniors, children, and residents of Carson City
- Provide a public meeting place for the community
- Strengthen the interdependence of urban and rural communities and sustain the flow of healthy resources between the two
- Strengthen the interdependence of downtown and the rest of the community and sustain the flow of healthy resources between the two

The Curry Street Promenade and Downtown Carson City Summer Concerts will have three main components – an outdoor seasonal Saturday Morning Farmer's Market (SMFM) – in the 3rd Street parking lot, family oriented Pop-Up-Park – located this year in concert with the SMFM, and Downtown Carson City Summer Concerts. The SMFM is also an umbrella for small independent businesses and community outreach and advocacy for Carson City's not for profit entities. Two other activities will also be consolidated in the SMFM, and include gardening demonstrations and a Bike the Blue Line kiosk in the Curry / Proctor Street parking lot. The SMFM activities will launch in tandem. The Downtown Carson City Summer Concerts will launch at coordinated but different days and times.

The Curry Street Promenade and Downtown Carson City Summer Concerts are already regarded as local leaders, supporting independently-owned companies, downtown businesses, restaurants, locally-produced foods and preserving the downtown district. The programs have increased access to the arts and affordable locally grown foods to low income households in the redevelopment district area. The Curry Street Promenade and Downtown Carson City Summer Concerts are actively involved in improving the quality of life in Carson City.

1. Outdoor Seasonal Farmer's Market

- A. To be held at the 3rd Street Parking Lot
- B. Vendor mix will be farmers, prepared and packaged food, arts & crafts, downtown merchants, retail, and nonprofit organizations
- C. Market may include entertainment, children's activities and cooking demonstrations.
- D. Market will be held Saturday mornings from 9-1

2. Family Pop-Up Park

The pop-up park will continue its success in attracting families to downtown. Its features will include:

- A. 6-10 young-person activity centers, 1-3 anchor restaurants, artisans
- B. 3-6 vendor spaces
- C. A common area to be used as a public gathering place.
- D. Special events – food, artisans, and crafts
- E. The Pop Up Park will serve as a central location for community advocacy and resources. Entities will bring their products to the Pop-Up Park for self-distribution and community conversation.
- F. Location – 3rd Street Parking Lot

3. Summer Concert Series

(classical, bluegrass, jazz, blues, bluegrass & contemporary)

The concert series will continue its success in attracting families, artists and visitors (both from our neighboring communities and from afar) to downtown. Its features will include:

- A. 16 shows total
- B. Shows in venues from Fleishmann Ave. to 9th Street (including Telegraph Square, Laxalt Plaza, Proctor Street.
- C. 1-3 anchor restaurants
- D. 3-6 vendor spaces
- E. Common area to be used as a public gathering places.
- C. Special events – food, artisans, and crafts

CRITERIA for STREETLIFE MUST LEAD TO:

- Positive change in consumer behaviors – ie: increase foot traffic to area
- Increase in “local consumer spending”
- Recirculation of money locally
- Use local labor, goods and services
- Retain profits staying in Carson City
- Generate increase in food services and drinking places
- Stabilize local businesses in a down economy

In summary, the Curry Street Promenade and Downtown Carson City Summer Concerts will provide high quality music and products to a niche market that is looking for quality, value, uniqueness, wholesome activity. The Curry Street Promenade will provide high quality products and exceptional customer service. The target market for the Curry Street Promenade and Downtown Carson City

Summer Concerts will be extensive - college-educated consumers, age 25+, environmentally & health conscious, tourists, downtown residents and seniors and low-income recipients.

In partnership with the City of Carson City, the Curry Street Promenade and Downtown Carson City Summer Concerts hope to continue the “*by example*” successes and receive financial assistance from Carson City Redevelopment Authority and from area business partners.

STRUCTURE

The Curry Street Promenade and Downtown Carson City Summer Concerts events will be facilitated and overseen by the City of Carson City’s Office of Business Development. As the primary, the City will be the entity insuring the events, engaging and contracting professional services and executing the promotional plan. It will be affiliated with the Nevada Certified Farmers Market Association (NCFMA), a 501(c)6 nonprofit corporation incorporated in the state of Nevada, the Saturday Morning Farmer’s Market Advisory Board, the Carson City Downtown Consortium a 501(c)6 nonprofit corporation incorporated in the state of Nevada, the Downtown Business Association and the Carson City Convention and Visitor’s Bureau. As the sponsor, the City will have will have responsibility for the Curry Street Promenade and Downtown Summer Concert Series activity.

MANAGEMENT EXPERTISE

The Office of Business Development will rely on its own experience and management expertise as well as that from the Redevelopment Advisory Citizen’s Committee (RACC). As the advisory board to the Redevelopment Authority, RACC’s complexion offers extensive experience in retail sales, business development and special events. They are Carson City residents who are dedicated to preserving the local business and agricultural economy. Additional advice will be gleaned from the CCCVB, CCCC, CC Parks and Recreation Department.

FINANCIAL INFORMATION

Projected sources of cash for 2010 Curry Street Promenade and Downtown Carson City Summer Concerts are provided below. Grants, sponsorships, donations, and merchant investments, if this plan is approved, will begin to be secured immediately, and decisions will be made as funds are committed.