

**Carson City
Agenda Report**

Date Submitted: March 27, 2012

Agenda Date Requested: April 5, 2012

To: Board of Supervisors

Time Requested: 5 min.

From: Office of Business Development

Subject Title: For Possible Action: To adopt a resolution authorizing the expenditure of \$100,000 for Special Event funding from the Redevelopment Revolving Fund for Fiscal Year 2012-13. (Lee Plemel)

Staff Summary: The Redevelopment Authority annually funds special events within the Redevelopment District from a portion of the Revolving Fund. On March 5, 2012, the Redevelopment Authority Citizens Committee (RACC) recommended approval of funding to expend up to \$100,000 from the fiscal year 2012-13 Revolving Fund for certain special events. The Redevelopment Authority has received more requests for funding (\$118,275 total) than expected Redevelopment funds available (approximately \$100,000) to support the requests, leaving a funding shortfall of approximately \$18,275. The requests include \$2,500 for Nutcracker Ballet, \$2,500 for Sierra Nevada Ballet 2012 Peanutracker, \$5,000 for Capital City Arts Initiative, \$15,000 for the Carson City Rendezvous, \$5,000 for the Silver Dollar Car Classic, \$10,000 for Battle Born Days, \$25,000 for RSVP events (4th of July Fair, Nevada Days Fair and Spring Fun Fair), \$15,000 for Farmers Market, \$25,000 for Nevada Day, \$4,000 for Jazz! Carson City 2012 Music Festival, and \$9,275 for Silver & Snowflakes Holiday Tree Lighting.

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

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 Resolution No. 2012-R_____, a resolution authorizing the expenditure up to \$100,000 from the fiscal year 2012-13 Revolving Fund of the Redevelopment Authority to support various special events in Carson City as an expense incidental to the carrying out of the redevelopment plan as recommended by the Redevelopment Authority.

Explanation for Recommended Board Action: See attached staff memo for more information.

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

Fiscal Impact: \$100,000 from FY 2012/13 budget

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

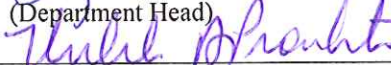
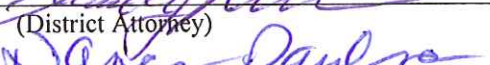
Funding Source: Redevelopment's annual budget for special events

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

Supporting Material:

- 1) Resolution
- 2) Staff memo (refer to the supporting materials for the corresponding Redevelopment Authority agenda item for further information on each application).

Prepared By: Eva Chwalisz, Management Assistant

Reviewed By:	<u></u>	Date: <u>3-26-12</u>
	(Department Head)	
	<u></u>	Date: <u>3/27/12</u>
	(City Manager)	
	<u></u>	Date: <u>3/27/12</u>
	(District Attorney)	
	<u></u>	Date: <u>3/27/12</u>
	(Finance Director)	

Board Action Taken:

Motion: _____	1) _____	Aye/Nay
	2) _____	_____

(Vote Recorded By)

RESOLUTION NO. 2012-R-_____

A RESOLUTION AUTHORIZING THE EXPENDITURE OF UP TO \$100,000 FROM THE FISCAL YEAR 2012/13 REVOLVING FUND OF THE REDEVELOPMENT AUTHORITY TO SUPPORT VARIOUS SPECIAL EVENTS IN CARSON CITY AS AN EXPENSE INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN.

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 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 up to \$100,000 from the Revolving Fund of the Redevelopment Authority for the support of the following special events in Carson City.

Pinkerton Ballet: \$2,500
Sierra Nevada Ballet: \$2,500
Capital City Arts Initiative: \$5,000
RSVP Fairs: \$21,000
Farmers Market: \$14,500
Nevada Day: \$20,500
Mile High Jazz: \$4,000
Arlington Group Events: \$8,000
Nevada Shows (Rendezvous): \$8,000
Nevada Shows (Silver Dollar Car): \$4,000
Nevada Shows (Battle Born Day): \$10,000

Upon motion by Supervisor _____, seconded by Supervisor _____, the foregoing Resolution was passed and adopted this _____ day of _____, 2012 by the following vote:

AYES: _____

NAYS: _____

ABSENT: _____

ABSTAIN: _____

Robert L. Crowell, Mayor
Carson City, Nevada

ATTEST:

Alan Glover, Clerk
Carson City, Nevada



Office of Business Development

108 East Proctor Street
Carson City, Nevada 89701

Date: March 23, 2012

To: Redevelopment Authority and Board of Supervisors
Meeting of April 5, 2012

From: Lee Plemel, Planning Director

Subject: Redevelopment Special Event Funding Requests for FY 2012-13

The Redevelopment Authority established new policies and procedures in 2011 for annually reviewing Redevelopment special event funding requests. Applications for funding are due by February 15 each year, allowing applications for the upcoming summer event season to be reviewed together rather than quarterly throughout the year, as was done previously.

The Redevelopment Authority policies and procedures identify specific application submittal requirements, which have been incorporated into the new application form. The policies and procedures also establish criteria that the Redevelopment Authority shall consider when evaluating applications for special event funding. The following factors are identified for consideration by the RACC and Redevelopment Authority in reviewing and approving the special event funding applications:

- a. The number of participants the event draws compared to the amount of Redevelopment funding and other City support requested for the event.
- b. The amount of City funding requested for the event compared to funding obtained or sought from other sources.
- c. The amount of funding requested in past years compared to funding currently being requested.
- d. The longevity of the event in Carson City and its importance to the community.
- e. The possibility for the event to grow in the future.
- f. Potential conflicts with other special events on the same date as the proposed event.
- g. Other factors as deemed appropriate by the Authority.

It is estimated that \$100,000 will be available in the FY 2012-13 Redevelopment budget to fund special events. No additional incentive funding is planned to be budgeted. Final availability of funds is subject to Board of Supervisors approval of the City Budget.

The Office of Business Development received 11 applications for a total of \$118,275 in requested funding. Attachment A, included with this packet, shows the special event funding requests received, with the funding that the events received from Redevelopment last year for comparison purposes, if applicable. The table also shows the Redevelopment Authority Citizens Committee recommendations for funding, which are identified as Alternative 8 on the spreadsheet. Alternatives 4-7 were offered by RACC members for consideration. (Note: Alternatives 1-3 were originally shown to RACC as examples but were not discussed or considered by RACC and are not included for simplification of the table.)

Following is a summary of the applications received. Refer to the attached application packets for more detail and explanation.

1. Applicant: Pinkerton Ballet Theatre
Event: Nutcracker Ballet 2012
Description: Annual Nutcracker ballet performance over Thanksgiving weekend at the Community Center's Bob Boldrick Theater.
Requested funding: \$2,500
Recommended funding: \$2,500

2. Applicant: Pinkerton Ballet Theatre
Event: Peanutcracker – The Story in a Nutshell
Description: Annual ballet performance designed especially for children and families with young children, performed at the Community Center Bob Boldrick Theater.
Requested funding: \$2,500
Recommended funding: \$2,500

3. Applicant: Capital City Arts Initiative
Event: CCAI 2012-13 Season
Description: A yearlong season of visual arts programs in many non-traditional art sites making arts programming available to many residents, including those who might never chose to visit an arts venue.
Requested funding: \$5,000
Recommended funding: \$5,000

4. Applicant: Nevada Rural Counties RSVP Program
Event: 4th of July, Nevada Day, and Spring Fair events
Description: 4th of July fireworks, carnivals, arts, crafts, novelties, and food vendors during these three events throughout the year.
Requested funding: \$25,000
Recommended funding: \$21,000

5. Applicant: Linda Marrone
Event: 3rd & Curry Street Farmers Market
Description: Downtown farmers market, June 9-September 22.
Requested funding: \$15,000
Recommended funding: \$14,500

6. Applicant: Nevada Day, Inc.
Event: Nevada Day Celebration
Description: Annual Nevada Day Parade and associated events including the Governor's banquet dinner, and rock drilling, beard, and pine derby contests.
Requested funding: \$25,000
Recommended funding: \$20,500

7. Applicant: Mile High Jazz Band Association, Inc.
Event: Jazz! Carson City 2012 Music Festival
Description: Summer music festival consisting of free performances for people of all ages beginning August 5 and culminating in a full weekend of events August 17-19.
Requested funding: \$4,000
Recommended funding: \$4,000

8. Applicant: Arlington Group Events, LLC

Event: Silver & Snowflakes Festival of Lights

Description: Annual Christmas Tree lighting event at the Capitol Building and City Tree, and including special activities in the Downtown.

Requested funding: \$9,275

Recommended funding: \$8,000

9. Applicant: NV Shows, LLC

Event: Carson City Rendezvous

Description: Annual Carson City Rendezvous event at Mills Park, showcasing the great history of our state and of the Old West that was settled by the pioneers who founded this region.

Requested funding: \$15,000

Recommended funding: \$8,000 (for the June 2013 event)

10. Applicant: NV Shows, LLC

Event: Silver Dollar Car Classic

Description: Annual downtown three-day car show, including live music of the 50's, 60's, and 70's, show-n-shines, food, and cruising.

Requested funding: \$5,000

Recommended funding: \$4,000

11. Applicant: NV Shows, LLC

Event: Battle Born Days

Description: A new event added to the Nevada Day celebration, involving an all military themed exposition, show, and salute to the men and women who have diligently served our U.S. Armed Forces for the past 236 years.

Requested funding: \$10,000

Recommended funding: \$10,000

The funding being considered is for the FY 2012-13 budget year, which goes from July 1, 2012, through June 30, 2013. Redevelopment funds from FY 2012-13 cannot be used to fund an event that occurs before July 1, 2012.

There are two events requesting funds that occur or begin before July 1: The Farmers Market (June through September) and the Carson City Rendezvous (June 8-10). The Farmers Market manager has indicated that Redevelopment funds are not needed for activities before July 1, 2012, but are requested for and will only be used for the remainder of the season after July 1. RACC recommends funding a portion (\$8,000) of the request for Rendezvous, but the funding is recommended for the June 2013 Rendezvous event, not the 2012 event.

The Redevelopment Authority and Board of Supervisors may approve the Redevelopment special event funding as recommended by RACC or approve a modified allocation of funding to the various events.

If you have any questions regarding these special event applications, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

Attachments:

- A. RACC Special Event Funding Recommendations
- B. Special Event Funding Request applications