



# Office of Business Development

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**BOS 2-7-13**

**LATE MATERIAL—ITEM 23**

Date: February 5, 2013

To: Redevelopment Authority  
Meeting of February 7, 2013

**RACC RECOMMENDATIONS**

From: Lee Plemel, Planning Director

Subject: Special Event funding application deadline policy modification

The RACC (Redevelopment Authority Citizens Committee) reviewed the proposed amendments on February 4, 2013, and made the following recommended amendments to the policy (portions modified by the RACC are noted in bold text within the Track Changes formatting):

### **Section 3.2 Financial Assistance for Special Events**

#### *3.21 Financial Assistance for Special Events Application Process*

*The deadline for filing an application for financial assistance for a special event is April 15 each year. If excess funding is available after the initial application review process has been concluded, the Redevelopment Authority, at its sole discretion, may decide to entertain additional applications for financial assistance. All applications for financial assistance for a special event must be complete and must be submitted to the Redevelopment Authority Director prior to the application deadline. If an application is deemed to be incomplete it may lose its eligibility for consideration.*

*The Redevelopment Authority Citizens Committee must review any application for financial assistance for a special event and make a recommendation to the Redevelopment Authority on the application **at its regular meeting in May**. The Redevelopment Authority must review any application for financial assistance for a special event within 30 days after the Redevelopment Authority Citizens Committee makes its recommendation. In order to recommend that financial assistance for a special event be granted, the Redevelopment Authority must determine that the financial assistance for the special event is necessary or incidental to the carrying out of the Redevelopment Plan which has been adopted by the Board of Supervisors. If the Redevelopment Authority does not recommend the approval of the application for financial assistance for a special event, the applicant cannot appeal the Redevelopment Authority's decision.*

*If, after determination by the Redevelopment Authority that financial assistance for a special event should be given, it must submit the application request to the Board of Supervisors with its findings. The Board of Supervisors must consider the application within 30 days from receipt of the Redevelopment Authority. The consent of the Board of Supervisors must be made by a resolution of the Board of Supervisors consenting to the payment of financial assistance for the special event and authorizing the expenditure*

*from the Revolving Fund for the Redevelopment Authority for the payment of the financial assistance for the special event. The resolution of the Board of Supervisors must be passed by the applicable number of votes required for an expenditure from the Revolving Fund as set forth in Section 6.3.*

*The determinations by the Redevelopment Authority and the Board of Supervisors are final and conclusive.*

### *3.22 Materials to Be Submitted in Conjunction with Application for Financial Assistance for a Special Event*

*In order for the Redevelopment Authority to properly assess an application for financial assistance for a special event and analyze conformance with the standards for granting financial assistance for a special event, the applicant must submit to the Redevelopment Authority, at the time the application is submitted, the following materials:*

- (a) A narrative description of the proposed special event, including the estimated number of local and out-of-town participants.*
- (b) A history of the entity conducting the special event.*
- (c) Resumes for all principals and key individuals in the entity conducting the special event.*
- (d) Organizational structure of the entity conducting the special event including delineation of lines of responsibility.*
- (e) A narrative history of the event in Carson City (if applicable), including the event's longevity and importance to the community.*
- (f) Proof that the entity conducting the special event has or has a plan to acquire the authority to conduct the special event, including control of the property on which the special event will be conducted and all necessary and proper permits, licenses or certifications required by any governmental entity.*
- (g) A breakdown of the sources and use of funds for the special event, including efforts made to obtain funding from other sources.*
- (h) A pro-forma profit and loss statement for the special event.*
- (i) Current financial statements including a balance sheet and profit and loss statement **for the organization** .*
- (j) Demonstration of why Redevelopment Authority funds are required for the special event.*
- (k) Explanation of how the special event complies with the objectives of the Redevelopment Authority plan.*
- (l) Explanation of how the special event may be able to be expanded in the future.*
- (m) Explanation of how the special event will be able to transition away from City funding support in the future.*

### *3.23 Review Criteria in Considering an Application for Financial Assistance for a Special Event*

*The Redevelopment Authority shall consider the following factors when evaluating applications for Special Event funding:*



- (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.*

The RACC changed Section 3.21 to reflect the actual date on which RACC will review Special Event applications rather than setting a time limit from the time the application is received in order to avoid time conflicts where applications are submitted early or at other times.

Regarding Section 3.22 (i) and (j), the RACC felt that it is important to have basic financial information regarding the organization when reviewing requests for special event funding, but did not find it necessary to have detailed tax return information. The requirement for financial relationships carried over from Section 3.1 regarding incentives where repayment of the grant could be required, but is not necessary for special events. Staff will work with RACC members with financial expertise to modify the Special Event application to request appropriate financial information from applicants.

Also note that the staff memo directed to RACC was inadvertently included in the Redevelopment Authority packet. However, the content of the memo was the same as the appropriate memo directed to the Redevelopment Authority would have been.

Contact Lee Plemel at 283-7075 or [lplemel@carson.org](mailto:lplemel@carson.org) if you have any questions regarding this item.