

**Carson City  
Agenda Report**

**Date Submitted:** May 3, 2013

**Agenda Date Requested:** May 16, 2013

**To:** Redevelopment Authority

**Time Requested:** 60 min.

**From:** Office of Business Development

**Subject Title:** For Possible Action: To recommend to the Board of Supervisors the approval of the expenditure of \$65,000 for Special Event funding from the Redevelopment Revolving Fund for Fiscal Year 2013-14. (Lee Plemel)

**Staff Summary:** Redevelopment annually funds special events within the Redevelopment District from a portion of the Revolving Fund. The Redevelopment Agency has received more requests for funding (\$85,325 total) than budgeted Redevelopment funds available to support the requests, leaving a funding shortfall of \$20,325. The requests include \$12,000 for Western Nevada Musical Theatre Company of WNC (Les Miserables), \$2,500 for Pinkerton Ballet Theatre (Nutcracker Ballet), \$2,500 for Sierra Nevada Ballet (Peanutcracker), \$6,000 for Mile High Jazz Band Association, Inc. (Jazz & Beyond Music Festival), \$6,500 for Advocates To End Domestic Violence (Taste of Down Town), \$7,000 for the Silver Dollar Car Classic, \$10,000 for Carson City Ghost Walk, \$10,000 for NV Rural Counties RSVP Program, Inc. (Spring Fun Fair), \$10,000 for NV Rural Counties RSVP Program, Inc. (4<sup>th</sup> of July Celebration), \$10,000 for NV Rural Counties RSVP Program, Inc. (Nevada Days Celebration), \$3,825 for the Carson City Senior Center (Fight Hunger Classic Car & Boxing Show), and \$5,000 for Capital City Arts Initiative.

**Type of Action Requested:**

(check one)

Resolution

Ordinance

Formal Action/Motion

Other (Specify)

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

**RACC (Redevelopment Authority Citizens Committee) Recommendation:** The recommendations from RACC from their meeting on May 6, 2013, are included in the attached spreadsheet.

**Recommended Board Action:** I move to approve and recommend to the Board of Supervisors the approval of the expenditure of \$65,000 for Special Event funding from the Redevelopment Revolving Fund for Fiscal Year 2013-14 for the special events as recommended by the Redevelopment Authority Citizens Committee.

**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:** \$65,000 from FY 2013/14 Redevelopment budget.

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

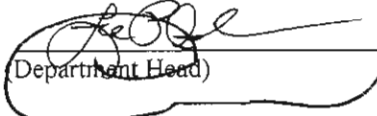


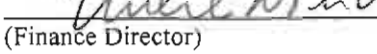
**Funding Source:** Redevelopment’s annual budget for special events and incentives.

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

**Supporting Material:**

- 1) RACC recommendations spreadsheet
- 2) Staff report to RACC
- 3) Applications

**Prepared By:** Eva Chwalisz, Management Assistant

**Reviewed By:**  Date: 5.7.13  
(Department Head)  
 Date: 5/2/13  
(City Manager)  
 Date: 5/7/13  
(District Attorney)  
 Date: 5/7/13  
(Finance Director)

**Board Action Taken:**

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

1) _____	Aye/Nay
2) _____	_____
	_____
	_____
	_____

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

**Redevelopment Special Event Funding Requests FY 2013-14**

<b>Organization</b>	<b>Event</b>	<b>Event Date(s)</b>	<b>Requested 2013-14 (\$)</b>	<b>Approved last year 2012-13 (\$)</b>	<b>RACC Recomm.</b>
Pinkerton Ballet Theater	Nutcracker Ballet	Nov. 29-30, Dec. 1, 2013	2,500	2,500	2000
Sierra Nevada Ballet	Peanutcracker Ballet	Dec. 6-7, 2013	2,500	2,500	2000
Mile High Jazz Bamd Association	Jazz & Beyond Music Festival	Aug. 2-18, 2013	6,000	4,000	6000
Capital City Arts Initiative	CCAI Season	July 1, 2013 - June 30, 2014	5,000	5,000	5000
Silver Dollar Car Classic	Silver Dollar Car Classic	Aug. 2-4, 2013	7,000	5,000	5000
RSVP Program*	Spring Fun Fair *	May 8-11, 2014	10,000	8,333	8333
RSVP Program*	4th of July Celebration *	July 3-7, 2013	10,000	8,333	8333
RSVP Program*	Nevada Day Celebration *	Oct. 24-27, 2013	10,000	8,334	8334
Advocates to End Domestic Violence	Taste of Downtown	Jun. 21, 2014	6,500	0	6500
WNC Musical Theatre Co.	Les Miserables	Nov. 9-11, 2013	12,000	0	6500
Carson City Ghost Walk	Carson City Ghost Walk	Once Monthly, May-Oct. 2013	10,000	0	5000
Carson City Senior Center	Fight Hunger Classic Car & Boxing	Aug. 31-Sept. 1, 2013	3,825	0	2000
		<b>Totals:</b>	<b>85,325</b>	<b>44,000</b>	<b>65,000</b>
		<b>2013-14 Budgeted Amount:</b>	<b>65,000</b>		<b>65,000</b>
		<b>Remainder/Deficit:</b>	<b>-20,325</b>		<b>0</b>
* RSVP awarded \$25,000 for the three events combined in 2012-13.					



# Office of Business Development

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2101 – Hearing Impaired: 711  
[www.carson.org/obd](http://www.carson.org/obd)

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Memorandum for RACC Meeting of May 6, 2013  
(Corrected for Board of Supervisors meeting of May 16, 2013)

Date: April 29, 2013  
To: Redevelopment Citizens Advisory Committee  
From: Lee Plemel, Planning Director  
Subject: Special Event Funding Requests for FY 2013-14

**RECOMMENDED RACC MOTION:** I move to recommend to the Redevelopment Authority approval of the expenditure of \$65,000 from the FY 2013-14 Revolving Fund for the Redevelopment Agency to support the special event requests, distributed to the applicants as identified in Alternative \_\_\_ as approved by RACC, as an expense incidental to the carrying out of the redevelopment plan that 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.

## **DISCUSSION:**

The adopted Redevelopment Authority Policies and Procedures provide for the process and criteria for reviewing Special Event funding requests. Applications for funding are due by April 15 each year and are reviewed by RACC in May. Staff anticipates that the RDA and Board of Supervisors will make the final special event funding allocations on May 16, 2013.

The policies and procedures identify specific application submittal requirements and establish criteria that the RACC and Redevelopment Authority shall consider when evaluating applications for special event funding. The following factors are identified for consideration:

- 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 FY 2013-14 Redevelopment Tentative Budget, presented to the Board of Supervisors on April 25, 2013, allocates \$65,000 for special events. To date, no modifications to the budget

affecting the special event funding have been recommended by the board of Supervisors. The Board of Supervisors is scheduled to take final action on the budget on May 21, 2013.

Of particular note to RACC regarding the budget for special event funding, three annual events have been budgeted separately from general events for FY 2013-14: Nevada Day (\$25,000), the Farmers Market (\$15,000), and the Christmas tree lighting event (\$10,000), for a total of \$50,000. These events are recurring events that have annually been granted Redevelopment special event funding. They are being assigned specific funding for the next fiscal year as events sponsored by the City to be contracted through the Office of Business Development. A total of \$118,275 was approved for special events last year, and a total of \$115,000 is approved for events this year including the three events noted above (\$65,000 + \$50,000 = \$115,000).

### **SPECIAL EVENT APPLICATIONS:**

The Office of Business Development received 12 applications for a total of \$85,325 in requested funding, which exceeds the \$65,000 allocated for special events. Attachment A is a table showing the special event funding requests received, with the dates of the events, the requested funding, and funding that the events received from Redevelopment last year for comparison purposes, if applicable.

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**

**Requested funding (% of event budget): \$2,500 (6%)**

Description: Annual Nutcracker ballet performance over Thanksgiving weekend at the Community Center's Bob Boldrick Theater.

Total event budget: \$39,600

Prior year funding: \$2,500

Estimated number of participants (local/out-of-town): 1,000

Dollars of City funding per participant: \$2.50

**2. Applicant: Sierra Nevada Ballet Theatre**

**Event: Peanutcraacker – The Story in a Nutshell**

**Requested funding (% of event budget): \$2,500 (9%)**

Description: Annual ballet performance designed especially for children and families with young children, performed at the Community Center Bob Boldrick Theater.

Total event budget: \$29,000

Prior year funding: \$2,500

Estimated number of participants (local/out-of-town): 1,400 (1,300 / 100)

Dollars of City funding per participant: \$1.79

**3. Applicant: Mile High Jazz Band Association, Inc.**

**Event: Jazz & Beyond – Carson City 2013 Music Festival**

**Requested funding (% of event budget): \$6,000 (30%)**

Description: Summer music festival consisting of free performances for people of all ages beginning August 2 and culminating in a full weekend of events August 16-18.

Total event budget: \$19,850

Prior year funding: \$4,000

Estimated number of participants (local/out-of-town): 3,475 (2,500 / 975)

Dollars of City funding per participant: \$1.73

**4. Applicant: Capital City Arts Initiative**

**Event: CCAI 2013-14 Season**

**Requested funding (% of event budget): \$5,000 (8%)**

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.

Total event budget: \$62,500

Prior year funding: \$5,000

Estimated number of participants (local/out-of-town): 41,800 (35,000 / 6,800)

Dollars of City funding per participant: \$0.12

**5. Applicant: Silver Dollar Car Classic/Joy Evans**

**Event: Silver Dollar Car Classic**

**Requested funding (% of event budget): \$7,000 (31%)**

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.

Total event budget: \$22,643

Prior year funding: \$5,000

Estimated number of participants (local/out-of-town): 11,600 (11,000 / 600)

Dollars of City funding per participant: \$0.60

**6. Applicant: Nevada Rural Counties RSVP Program**

**Event: Spring Fun Fair (2014)**

**Requested funding (% of event budget): \$10,000 (43%\*)**

Description: Carnival, food, drinks, and crafts vendors.

Total event budget: \$23,000 (\*individual budget items add to \$20,000)

Prior year funding: \$8,333 (\$25,000 granted for three RSVP events combined)

Estimated number of participants (local/out-of-town): 34,000 (25,000 / 9,000)

Dollars of City funding per participant: \$0.29

**7. Applicant: Nevada Rural Counties RSVP Program**

**Event: 4<sup>th</sup> of July Celebration**

**Requested funding (% of event budget): \$10,000 (28%)**

Description: 4<sup>th</sup> of July fireworks, carnival, food, drinks, and crafts vendors.

Total event budget: \$36,000

Prior year funding: \$8,333 (\$25,000 granted for three RSVP events combined)

Estimated number of participants (local/out-of-town): 40,000 (30,000 / 10,000)

Dollars of City funding per participant: \$0.25

**8. Applicant: Nevada Rural Counties RSVP Program**

**Event: Nevada Days Celebration**

**Requested funding (% of event budget): \$10,000 (43%\*)**

Description: Carnival, food, drinks, and crafts vendors.

Total event budget: \$23,000 (\*individual budget items add to \$20,000)

Prior year funding: \$8,333 (\$25,000 granted for three RSVP events combined)

Estimated number of participants (local/out-of-town): 40,000 (30,000 / 10,000)

Dollars of City funding per participant: \$0.25

**9. Applicant: Advocates to End Domestic Violence**

**Event: Taste of Downtown**

**Requested funding (% of event budget): \$6,500 (22%)**

Description: Outdoor festival and live music with food sampling from local restaurants.

Total event budget: \$29,400

Prior year funding: \$0 (No funding requested last year; \$5,000 was awarded in FY 2011-12.)

Estimated number of participants (local/out-of-town): 2,000 (1,200 / 800)

Dollars of City funding per participant: \$3.25

**10. Applicant: Western Nevada Musical Theater Company (of WNC)**

**Event: Les Misérables**

**Requested funding (% of event budget): \$12,000 (8%)**

Description: Three-week run of the longest running musical in the world, Les Misérables, performed at the Community Center Bob Boldrick Theater.

Total event budget: \$149,976

Prior year funding: \$0 (No funding requested last year; \$12,000 was awarded for Phantom of the Opera in FY 2011-12.)

Estimated number of participants (local/out-of-town): 7,000 (2,000 / 5,000)

Dollars of City funding per participant: \$1.71

**11. Applicant: Mary Bennett**

**Event: Carson City Ghost Walk/Ghost Walking Tours**

**Requested funding (% of event budget): \$10,000 (47%)**

Description: Monthly "Ghost Walk" tours of downtown historic properties to showcase Carson City's history.

Total event budget: \$21,500

Prior year funding: \$0 (No funding requested last year; \$12,000 was awarded for the Ghost Walk in FY 2011-12.)

Estimated number of participants (local/out-of-town): 1,250 (50 / 1,200)

Dollars of City funding per participant: \$8.00

**12. Applicant: Carson City Senior Center/Carson City Boxing Club**

**Event: Fight Hunger Classic Car & Boxing Show**

**Requested funding (% of event budget): \$3,825 (64%)**

Description: Car show and boxing bouts at Mills Park.

Total event budget: \$5,965

Prior year funding: \$0 (No funding requested last year.)

Estimated number of participants (local/out-of-town): 1,900 (1,500 / 400)

Dollars of City funding per participant: \$2.00

Attachment B shows the requested funding by each applicant, the amount of funding awarded for the event(s) last year, and offers two alternative funding scenarios for the purpose of discussion and reference. The "76%" Alternative would cut all application requests equally to stay under the \$65,000 budget. The "Continued funding" alternative would continue funding last year's applicants at the same amount as last year and reduce funding for the other applicants to arrive at the budgeted amount. These are not staff recommendations but are provided to give the RACC an idea of how much needs to be cut from the requested amounts to stay under budget. Staff will use the table at the RACC meeting to input RACC's alternatives for consideration and a recommendation to the Board of Supervisors.

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

Attachments:

- A. Redevelopment Special Event Requests Table
- B. Funding Alternatives Table
- C. Special Event Funding Request applications



Redevelopment Special Event Funding Requests FY 2013-14

ATTACHMENT A

Organization	Event	Event Date(s)	Requested 2013-14 (\$)	Approved last year 2012-13 (\$)	RACC Recomm.
Pinkerton Ballet Theater	Nutcracker Ballet	Nov. 29-30, Dec. 1, 2013	2,500	2,500	
Sierra Nevada Ballet	Peanutcracker Ballet	Dec. 6-7, 2013	2,500	2,500	
Mile High Jazz Bamd Association	Jazz & Beyond Music Festival	Aug. 2-18, 2013	6,000	4,000	
Capital City Arts Initiative	CCAI Season	July 1, 2013 - June 30, 2014	5,000	5,000	
Silver Dollar Car Classic	Silver Dollar Car Classic	Aug. 2-4, 2013	7,000	5,000	
RSVP Program*	Spring Fun Fair *	May 8-11, 2014	10,000	8,333	
RSVP Program*	4th of July Celebration *	July 3-7, 2013	10,000	8,333	
RSVP Program*	Nevada Day Celebration *	Oct. 24-27, 2013	10,000	8,334	
Advocates to End Domestic Violence	Taste of Downtown	Jun. 21, 2014	6,500	0	
WNC Musical Theatre Co.	Les Miserables	Nov. 9-11, 2013	12,000	0	
Carson City Ghost Walk	Carson City Ghost Walk	Once Monthly, May-Oct. 2013	10,000	0	
Carson City Senior Center	Fight Hunger Classic Car & Boxing	Sept. 21, 2013	3,825	0	
		<b>Totals:</b>	<b>85,325</b>	<b>44,000</b>	<b>0</b>
		<b>2013-14 Budgeted Amount:</b>	<b>65,000</b>		<b>65,000</b>
		<b>Remainder/Deficit:</b>	<b>-20,325</b>		<b>65,000</b>
* RSVP awarded \$25,000 for the three events combined in 2012-13.					

**FY 2013-14 Redevelopment Special Events  
Funding Alternatives**

**ATTACHMENT B**

<b>Event</b>	<b>Requested 2013-14 (\$)</b>	<b>Approved last year 2012-13 (\$)</b>	<b>76% Alt.</b>	<b>Cont'd funding Alt.</b>	<b>Alt. 1</b>	<b>Alt. 2</b>	<b>Alt. 3</b>	<b>Alt. 4</b>	<b>Alt. 5</b>
Nutcracker Ballet	2,500	2,500	1,904	2,500					
Peanutcracker Ballet	2,500	2,500	1,904	2,500					
Jazz & Beyond Music Festival	6,000	4,000	4,571	4,000					
CCAI Season	5,000	5,000	3,809	5,000					
Silver Dollar Car Classic	7,000	5,000	5,333	5,000					
Spring Fun Fair *	10,000	8,333	7,618	8,333					
4th of July Celebration *	10,000	8,333	7,618	8,333					
Nevada Day Celebration *	10,000	8,334	7,618	8,334					
Taste of Downtown	6,500	0	4,952	4,000					
Les Miserables	12,000	0	9,142	8,000					
Carson City Ghost Walk	10,000	0	7,618	6,500					
Fight Hunger Classic Car & Boxing	3,825	0	2,914	2,500					
<b>Totals:</b>	<b>85,325</b>	<b>44,000</b>	<b>65,000</b>	<b>65,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>2013-14 Budgeted Amount:</b>	<b>65,000</b>		<b>65,000</b>	<b>65,000</b>	<b>65,000</b>	<b>65,000</b>	<b>65,000</b>	<b>65,000</b>	<b>65,000</b>
<b>Remainder/Deficit:</b>	<b>-20,325</b>		<b>0</b>	<b>0</b>	<b>65,000</b>	<b>65,000</b>	<b>65,000</b>	<b>65,000</b>	<b>65,000</b>
* RSVP awarded \$25,000 for the three events combined in 2012-13.									

# Redevelopment Special Event Applications

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**Carson City**  
**Office of Business Development**  
108 East Proctor Street  
Carson City, NV 89701



### Special Event Funding Request Form

Pinkerton Ballet Theatre

ORGANIZATION NAME / APPLICANT

PO Box 2792 Carson City, NV 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-230-1915

PHONE #

WEBSITE URL

Denise Gillott

CONTACT / EVENT DIRECTOR NAME

1300 Fremont Carson City, NV 89701

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-230-1915

jdgillott@charter.net

PHONE #

EMAIL

Nutcracker Ballet

NAME OF EVENT

2500.00

\$

TOTAL FUNDING REQUEST

Event Dates: 11/29, 11/30 and 12/1 2013

Project Area (check one):

Redevelopment Area #1

Redevelopment Area #2

Event Description and Objectives

Include history of the event and importance to the community (use additional pages as needed):

EVENT DESCRIPTION: Nutcracker Ballet 2012 Please see attached letter.

OBJECTIVES: 1. Dance Education

2 Provide dancers opportunities to perform and enhance the arts in Carson City

3 Provides opportunities for local children to dance and learn from professional dancers.

Estimated number of local participants: 1000 Estimated number of out-of-town participants: Unk

Number of years event has taken place in Carson City: 25

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Facilities Rental	\$ 2125	\$ 4150	\$ 6650
Advertising	\$	\$ 3200	\$ 3200
Choreography	\$	\$ 5650	\$ 5650
Performers Fees and Expenses	\$	\$ 11600	\$ 11600
Show Expenses: Costumes & Props	\$	\$ 5200	\$ 5200
Operating Expenses: Postage, Printing, Fund Raising	\$	\$ 7300	\$ 7300
	\$	\$	\$
Totals:	\$ 2500	\$ 37100	\$ 39,600
Redevelopment Funds as a % of total Event costs:	6.3 %	37400	39,600
Projected Revenues:			\$40,000
Projected Net Profit/Loss:			\$400
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$27,252	\$40,000	\$42,000
Expenses:	\$30,737	\$39,600	\$42,000
Reserves:	\$(3485)	\$400	\$0
Redevelopment funding your organization received for this event in prior years, if any:			
2011: \$ 2125			
2010: \$ 2500			
2009: \$ 3000			
2008: \$			
Number of years your organization has existed: 25			
Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
If yes, what organization(s) and how much funding?			
Describe any efforts to obtain funding from other sources:			
Fund raisers, private donations, event video and merchandise sales			
Describe why Redevelopment funds are required for the special event: To assist with rebuilding audience attendance.			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):			
As per the attached letter, the Nutcracker performances attract approximately 1000 people to downtown Carson City during the Thanksgiving holiday as well as supporting local restaurants and retail stores throughout the rehearsal period, September through November. The end of production cast and crew celebration is held at a local restaurant or casino.			
List other organizations and businesses partnering or participating in the event:			
Not Applicable			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:			
The Nutcracker is performed at the Bob Boldrick Theater. No street closures are required.			

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
 If not, what approvals are still pending?  
 Permits are applied for closer to the event dates.

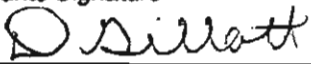
How do plan to market and advertise the event?  
 Radio, Print, TV and Internet Marketing

Explain how the special event may be able to be expanded in the future:  
 By attracting new talent through expanded auditioning will create a larger cast and larger audiences.

Explain how the special event will be able to transition away from City funding support in the future:  
 We brought in choreographers from a variety of studios last year which will in turn bring in additional dancers and increase attendance. We will continue this strategy this year.

**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.

**I affirm, this application and all attachments are true and accurate to the best of my knowledge.**

Applicants Signature 	Date: 4/15/2013
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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.

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility SEE ATTACHED LETTER
- Resumes of the key individuals in the organization conducting the special event SEE ATTACHED
- 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.

# Pinkerton Ballet Theatre

P.O. Box 2792  
Carson City, Nevada 89702

April 15, 2013

To: Carson City Redevelopment Authority Board of Supervisors  
From: Denise Gillott, Pinkerton Ballet Theatre  
Re: 2013 Nutcracker Ballet

Pinkerton Ballet Theatre's annual performance of the traditional Nutcracker Ballet has been a Thanksgiving weekend tradition in Carson City for 24 years. Pinkerton Ballet Theatre is proud to announce its 25<sup>th</sup> Anniversary of the Nutcracker in 2013. Pinkerton Ballet Theatre is dedicated to providing opportunities for dancers to perform and establishing outreach programs for special constituencies with the goal of generation public appreciation of dance in the Carson City area.

The 2013 Nutcracker performances are scheduled Friday and Saturday, November 29<sup>th</sup> and 30<sup>th</sup> and Sunday, December 1<sup>st</sup> at the Community Center's Boldrick Theater. The cast of over 80 members consists of children and adults from Northern Nevada and featured professional guest performers that will travel to Carson City from around the nation. Our performances are enjoyed by audiences of all ages.

The Nutcracker vision complies with the objectives of the redevelopment agency plan by furthering the arts as an attraction to the downtown area. Based on our 25 years of experience, the Nutcracker attracts hundreds of attendees and performers to Carson City. We support local restaurants and retail stores throughout the extensive rehearsal period (September through November), during and after performances and with our end of performance cast and crew celebration which is held at a local restaurant or casino. The redevelopment funds are needed to help produce the highest level of performing art entertainment for residents and visitors of all ages. To help celebrate our 25<sup>th</sup> Anniversary, we are hoping to raise fund to entertain the audience with a live orchestra. The orchestra will cost \$12,000.00 to play at all 3 performances. We have a donation of \$3,000.00 that has been given to our organization to help pay for the orchestra. We would be using the redevelopment grant to help pay for the cost of the orchestra.

As a non-profit organized under Internal Revenue Code Section 501(c)(3), Pinkerton Ballet Theatre also has an extremely active volunteer board of directors consisting of several local professionals and Nutcracker veterans.

I hope that the Carson City Redevelopment Authority will consider approving our request for financial assistance to help us celebrate our 25<sup>th</sup> Anniversary. With the continued economic downturn, our ability to raise funds to support a quality production has continued to be a challenge. We appreciate your time and attention to our request.

Sincerely,



Denise Gillott  
Vice President  
Pinkerton Ballet Theatre

5:12 PM  
04/15/13  
Accrual Basis

**PINKERTON BALLET THEATRE**  
**Balance Sheet**  
As of March 31, 2013

	<u>Mar 31, 13</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
US Bank 4137	19,300.60
Total Checking/Savings	<u>19,300.60</u>
Total Current Assets	19,300.60
Other Assets	
Scholarships	-200.00
Total Other Assets	<u>-200.00</u>
<b>TOTAL ASSETS</b>	<b><u>19,100.60</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Opening Balance Equity	11,205.00
Unrestricted Net Assets	13,498.75
Net Income	<u>-5,603.15</u>
Total Equity	<u>19,100.60</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>19,100.60</u></b>

01



5:11 PM  
04/15/13  
Accrual Basis

**PINKERTON BALLET THEATRE**  
**Profit & Loss**  
January through March 2013

	<u>Jan - Mar 13</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Miscellaneous Revenue	1,025.00
<b>Total Income</b>	<u>1,025.00</u>
<b>Gross Profit</b>	1,025.00
<b>Expense</b>	
Advertising	644.04
Bank Charges	29.86
Cast Party Expense	2,518.10
<b>Contract Services</b>	
Accounting Fees	150.00
<b>Total Contract Services</b>	<u>150.00</u>
<b>Costume Expense</b>	309.79
<b>Facilities and Equipment</b>	
Equip Rental and Maintenance	2,962.41
Facilities and Equipment - Other	200.00
<b>Total Facilities and Equipment</b>	<u>3,162.41</u>
<b>Merchandise Expense</b>	524.45
<b>Merchant Fees</b>	-762.95
<b>Operations</b>	
Printing and Copying	11.49
<b>Total Operations</b>	<u>11.49</u>
<b>Show Expenses</b>	<u>40.96</u>
<b>Total Expense</b>	<u>6,628.15</u>
<b>Net Ordinary Income</b>	<u>-5,603.15</u>
<b>Net Income</b>	<u><u>-5,603.15</u></u>

0

5:10 PM  
04/16/13  
Accrual Basis

**PINKERTON BALLET THEATRE**  
**Profit & Loss**  
**July 2012 through March 2013**

	<u>Jul '12 - Mar 13</u>
Ordinary Income/Expense	
Income	
Cast Party Revenue	1,698.00
City Redevelopment Revenue	2,500.00
Concessions Revenue	996.21
Direct Public Support	
Corporate Contributions	500.00
Total Direct Public Support	500.00
EScrip Revenue	6.57
Merchandise Revenue	3,509.97
Miscellaneous Revenue	1,040.00
Nutcracker Income	415.00
Other Types of Income	50.00
Performer Fees Revenue	8,435.00
Raffle Prizes Revenue	293.28
Silent Auction Revenue	35.00
Ticket Sales - CC	19,094.48
Tights Revenue	1,507.00
Wine Tasting Fundraiser Revenue	1,905.79
Total Income	41,986.30
Gross Profit	41,986.30
Expense	
Advertising	3,222.10
Bank Charges	76.01
Cast Party Expense	2,581.34
Choreography Fees	5,650.00
Concessions Expenses	382.32
Contract Services	
Accounting Fees	510.00
Total Contract Services	510.00
Costume Expense	1,900.15
Facilities and Equipment	
Equip Rental and Maintenance	3,005.01
Rent, Parking, Utilities	3,206.46
Facilities and Equipment - Other	200.00
Total Facilities and Equipment	6,411.47
Memberships	50.00
Merchandise Expense	2,535.73
Merchant Fees	7.08

7

5:10 PM  
04/15/13  
Accrual Basis

**PINKERTON BALLET THEATRE**  
**Profit & Loss**  
July 2012 through March 2013

	<u>Jul '12 - Mar 13</u>
<b>Operations</b>	
Postage, Mailing Service	135.00
Printing and Copying	1,758.37
Supplies	141.08
<b>Total Operations</b>	<u>2,034.45</u>
<b>Other Types of Expenses</b>	
Other Costs	164.48
<b>Total Other Types of Expenses</b>	<u>164.48</u>
<b>Performer Fees Expense</b>	8,145.00
<b>Performer Per Diem</b>	700.00
<b>Performer Travel Expense</b>	2,749.90
<b>Show Expenses</b>	40.96
<b>Storage Rent</b>	805.50
<b>Tights Expense</b>	1,221.68
<b>Website Development &amp; Design</b>	589.88
<b>Wine Tasting Fundraiser Expense</b>	185.05
<b>Total Expense</b>	<u>39,963.10</u>
<b>Net Ordinary Income</b>	2,023.20
<b>Other Income/Expense</b>	
Other Expense	
Ask My Accountant	0.00
<b>Total Other Expense</b>	<u>0.00</u>
<b>Net Other Income</b>	<u>0.00</u>
<b>Net Income</b>	<u><u>2,023.20</u></u>

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## **Pinkerton Ballet Theatre**

### **2013 List Of Officers**

President: Molly Walt  
Director: Denise Gillott  
Treasurer: Darsi Casey  
Secretary: Susie Giurlani

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## **DARSI J. CASEY, CPA, MST**

**Position:** Managing Partner  
Casey, Neilon & Associates, LLC

**Education:** Bachelor of Science Degree in Business Administration,  
University of Nevada, Reno  
Masters of Science Degree in Taxation,  
Golden Gate University

**Licenses:** Certified Public Accountant – Nevada  
Certified Public Accountant – California  
FINRA – Series 7  
FINRA – Series 66  
Life and Health Agent – Nevada

**Professional Affiliations:** Member - American Institute of Certified Public Accountants  
Member - Nevada Society of Certified Public Accountants

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Ms. Casey is the managing partner of the public accounting firm of Casey, Neilon & Associates, LLC, which was founded in October 2006.

From 2001 to 2006, Ms. Casey was a managing partner at the public accounting firm of KBCA, LLC, and prior to that a shareholder in the statewide accounting firm of Kafoury, Armstrong & Co. From 1988 through 1997, she was a staff accountant with the Roger E. Hildahl, CPA firm in Reno, Nevada.

Ms. Casey has over twenty-three years of experience in the public accounting field, and during that time has provided strategic growth and technical tax strategies for closely held businesses and business owners. Darsi is also experienced in litigation support, having served numerous times as an expert witness on behalf of the State of Nevada. Her success is a direct result of her unique ability to evaluate complex situations, formulate creative alternatives and implement successful solutions.

Ms. Casey strongly believes in giving back to her profession and the community. Darsi currently serves on the Board of Directors for the Pinkerton Ballet Theatre and on the Advisory Board of Alliot Group North America. She has previously been a board member for Volunteer Attorneys for Rural Nevada, and the Curriculum Advisory Board of Western Nevada College. Ms. Casey has been associated with the Nevada Taxpayers Association for over fifteen years. In addition, her firm has provided financial support to area high school seniors to assist them in their goal of attending college.

# Molly Walt

900 Crain St. | Carson City, NV 89703 | 775-883-0342 (H), 775-297-5007(C) | [kmkcwalt@charter.net](mailto:kmkcwalt@charter.net)

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## Administrator Summary

Skilled in developing curriculum and documenting policies and procedures; active participant in developing and implementing innovative programs and products and services; building and retaining exceptional staffs and creating excellent work environments; leading organizations and departments through periods of substantial growth and transition; event management, business development, and sponsor recruitment and a track record of revolutionizing events profitability, popularity, and performance; proactive in promoting team progress toward event success; strong drive to help others grow professionally, coupled with a personal conviction of life-long learning.

## Area of Expertise

Project management  
Negotiations expert  
Self-motivated  
Employee relations  
Event Management and Promotion  
Leadership/communication skills

Staff/Teacher Training  
Special Events Planning  
Performance Analysis  
Budgeting expertise  
Human resources  
Instructional Strategies

## Professional Experience

CARSON CITY SCHOOL DISTRICT, Carson City, NV  
Educator

1994-Present

### As an Educator

- Plan, prepare and deliver instructional activities that facilitate active learning experiences.
- Prepare materials for courses of study and help in developing curriculum.
- Design and implement lesson plans for students at different learning levels.
- Utilize a variety of lesson methods including cooperative learning, projects, discussion, games, and discovery.
- Establish and communicate clear objectives for all learning activities.
- Update all necessary records accurately and completely as required by laws, district policies and school regulations.
- Prepare required reports on students and activities.
- Manage student behavior in the classroom by establishing and enforcing rules and procedures.
- Maintain discipline in accordance with the rules and disciplinary systems of the school.
- Perform certain pastoral duties including but not limited to student support, counseling students with academic problems and providing student encouragement.
- Participate in extracurricular activities such as social activities, sporting activities, clubs and student organizations.
- Participate in department and school meetings, parent meetings.
- Helped students to overcome math anxiety by critiquing math lessons, and collaborating with teachers to design and implement math units with an emphasis on encouraging students to build a strong foundation, explore the topics, and enjoy math.
- Coordinated projects and activities to strengthen the classroom community and the relationship between the class, parents, and greater community.
- Communicate necessary information regularly to students, colleagues and parents regarding student progress and student needs.

CARSON CITY SUPERVISOR, Carson City, NV  
Elected Official

2009-2012

### As an Elected Official of Carson City

- Direct or coordinate organization's financial and budget activities to fund operations, maximize investments, or increase efficiency.

- Implemented “Carson City Convention and Visitors Bureau (CCCVB) Strategic Plan,” a comprehensive plan to manage and evaluate the CCCVB and determine ways to generate, revitalize, and sustain tourism and businesses.
- Review and analyze legislation, laws, and public policy, and recommend changes to promote and support interests of both the general population and special groups.
- Make presentations to legislative or other government committees regarding policies, programs, or budgets.
- Confer with board members, organization officials, or staff members to discuss issues, coordinate activities, or resolve problems.
- Review reports submitted by staff members to recommend approval or to suggest changes.
- Direct, plan, or implement policies, objectives, or activities of organizations or businesses to ensure continuing operations, to maximize returns on investments, or to increase productivity.
- Analyze operations to evaluate performance of a company or its staff in meeting objectives or to determine areas of potential cost reduction, program improvement, or policy change.
- Direct or coordinate an organization's financial or budget activities to fund operations, maximize investments, or increase efficiency.
- Implement corrective action plans to solve organizational or departmental problems.
- Negotiate or approve contracts or agreements with suppliers, distributors, federal or state agencies, or other organizational entities.
- Deliver speeches or present information at meetings or conventions to promote services, exchange ideas, or accomplish objectives.
- Serve as liaisons between organizations, shareholders, and outside organizations.

## Education

Master of Arts in Education/Administration and Supervision, 2001  
UNIVERSITY OF PHOENIX, Reno Nevada

Bachelor of Elementary Education, 1994  
Bachelor of History and Social Science, 1994  
UNIVERSITY OF MONTANA WESTERN, Dillon, Montana

## Professional Affiliations

- BOARD MEMBER OF REDEVELOPMENT AUTHORITY
- BOARD MEMBER CARSON CITY HEALTH BOARD
- BOARD MEMBER OF CARSON CITY LIQUOR AND ENTERTAINMENT BOARD
- BOARD OF DIRECTORS OF PARTNERSHIP CARSON CITY
- VICE-CHAIRMAN OF CARSON CITY CONVENTION AND VISITORS BUREAU
- COMMISSIONER OF CARSON CITY PARKS AND RECREATION COMMISSION
- VICE-PRESIDENT OF NACO (NEVADA ASSOCIATION OF COUNTIES)

## Community Service Organization

- 2011 – Present AMERICAN YOUTH SOCCER ORGANIZATION REGION 140 – Regional Commissioner
- 2011 – Present NEVADA PERFORMANCE ACADEMY – Board of Directors
- 2010 – Present FOOD FOR THOUGHT NON-PROFIT ORGANIZATION - Board of Directors
- 2008 – Present PINKERTON BALLET THEATRE – President
- 2002 – 2010 WIDE SMILES CLASSIC YOUTH BASKETBALL TOURNAMENT DIRECTOR

## Awards/Recognitions

Elected as Vice-President of NACO, January 2011  
Appointed by Governor Brian Sandoval to Nevada Out-of School Time Task Force, January 2011  
Appointed by Governor Brian Sandoval to the Board of Trustees of the Fund for Hospital Care to Indigent Persons, January 2011  
Rotary Teacher of the Month, March 1999  
Eagle Valley Middle School PTSA Teacher of the Year, 1998-99  
Eagle Valley Middle School Staff Appreciation Award, 1997-98

## Denise Gillott

1300 Fremont Street  
Carson City, NV 89701

Cell: (775) 230-1915  
email:jdgillott@charter.net

State of Nevada Licensed Appraiser License # A.0005661-RES

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### Personal Assets

- Licensed Residential Fee Appraiser with 12+ years appraisal experience, including field review and desk quality assurance experience
- Proven provider of prompt and accurate residential mortgage collateral underwriting services to internal and external clients

### Experience:

#### June 2011- Present

PNC Bank  
Collateral Reviewer II  
2650 Warrenville Rd  
Downers Grove, IL 60515

- Responsible for review and analysis of residential real estate appraisal reports used to support lending decisions and determine if the appraisal meets bank, Agency, and other professional appraisal standards and represents a valid estimate of property value to meet PNC Mortgage lending guidelines.

#### 2006-2011

Denise Gillott Appraisals LLC  
Owner/Appraiser  
Carson City, NV 89701

- Provider of valuation services of 1-4 family units
- Extensive fraud and forensic as well as desk and field review experience
- Responsible for identifying appraisal deficiencies for FNMA repurchase requests as well as validating data for possible MI recissions

#### 2001-2006

Secrest, Inc  
Licensed Residential Appraiser  
892 Brooksprings Drive  
Reno, NV 89509

- Apprenticed as an appraiser trainee for the first year, producing 523 1-4 family reports

### Education:

1992-1995 Virginia City High School, Virginia City, Nevada  
1995-1995 Truckee Meadows Community College, Reno, Nevada  
1998-1999 Western Nevada College, Carson City, Nevada  
Lincoln Graduate School, Chicopee Group, Appraisal Institute  
Mc Kissock Real Estate and Appraisal School, Pioneer School of Real Estate

### Accolades:

- Real estate valuation, collateral underwriting, credit analysis and mortgage servicing
- Committed, team player with proven ability to meet and exceed goals
- Excellent written and verbal communication skills
- Proficient in Microsoft Office and Windows interfaces, including Windows 2007, Windows XP, Quickbooks, SAP and Lotus

*References Furnished Upon Request*



**RECEIVED**

FEB 5 2013

OFFICE OF  
BUSINESS DEVELOPMENT



**Carson City**  
**Office of Business Development**  
108 East Proctor Street  
Carson City, NV 89701

**Special Event Funding Request Form**

Sierra Nevada Ballet  
ORGANIZATION NAME / APPLICANT  
  
21 Heath Circle, Reno, NV 89509  
MAILING ADDRESS, CITY, STATE, ZIP CODE  
  
PHONE # 775-737-91-01  
WEBSITE URL [sierranevadaballet.org](http://sierranevadaballet.org)

Peanutcracker-The Story In A Nutshell  
NAME OF EVENT  
  
\$ 2,500.00  
TOTAL FUNDING REQUEST  
  
Event Dates: Dec. 6 and 7, 2013  
  
Project Area (check one):

Rosine Bena  
CONTACT / EVENT DIRECTOR NAME  
  
21 Heath Circle, Reno, NV 89509  
MAILING ADDRESS, CITY, STATE, ZIP CODE  
  
PHONE # 775-720-5204  
EMAIL [rosineb@hotmail.com](mailto:rosineb@hotmail.com)

Redevelopment Area #1   
Redevelopment Area #2

Event Description and Objectives  
Include history of the event and importance to the community (use additional pages as needed):

Based on the original NUTCRACKER, The Peanutcracker-The Story In A Nutshell is a 45-minute narrated version of the Nutcracker Ballet, especially designed to introduce young children (age 3 through grade 4) to the wonderful world of ballet.

This exciting version of the ballet was inspired by and written for young audiences by Sierra Nevada Ballet's Artistic Director, Rosine Bena. Ms. Bena, a professional ballerina, danced throughout the USA and Europe with the Stuttgart Ballet, the Washington Ballet, and Peninsula Ballet Theater. Ms. Bena danced the role of the Sugarplum Fairy professionally for twenty-five years. During that time, she had the opportunity to speak with many young fans about their ballet experience. Nutcracker is often a child's first introduction to ballet, and Ms. Bena found a way of making this a more personal, enjoyable, and educational experience for young people, while maintaining the professional quality, by shortening it and including narration throughout the production.

This production has proven to be not only popular but extremely valuable. Peanutcracker has educated young audiences in the art form of ballet and inspired them to attend more ballet events by Sierra Nevada Ballet and other dance organizations for twenty years.

Rosine Bena produced her first miniature version of the Nutcracker with narration in the San Francisco Bay Area in 1993. The short ballet, with its growing Christmas tree and animated story telling, proved to be very popular. She continued to present this (as the Artistic Director of Perspectives Dance Theatre and The Reno Ballet) to audiences in the San Francisco Bay Area every year through December of 2000 until Rosine moved permanently to Nevada and started the professional ballet

company, Sierra Nevada Ballet.

Ms. Bena then added the educational packet for teachers, and SNB started to offer this specially designed program for elementary schools in Northern Nevada. This free pre-performance educational packet is provided to teachers and interested families to make this a "hands on" experience for all concerned.

Ms. Bena begins the program by explaining a little about the art of ballet in an age appropriate manner. After the performance, audience members are invited to meet the dancers and have photos taken with their favorite characters.

Estimated number of local participants: 1300 Estimated number of out-of-town participants: 100

Number of years event has taken place in Carson City: 9

Event Costs (Attach additional sheets, if necessary)

Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Contract Staff	\$	\$ 3,000.00	\$ 3,000.00
Contract Artists	\$	\$ 14,000.00	\$ 14,000.00
Costumes/Sets/Props	\$	\$ 2,500.00	\$ 2,500.00
Misc. (housing, travel, per diem)	\$	\$ 1,000.00	\$ 1,000.00
Marketing/PR/Choreography/printing	\$	\$ 2,900.00	\$ 2,900.00
Venue/Sound/light/crew	\$ 2,500.00	\$ 800.00	\$ 3,300.00
Studio rental/insurance	\$	\$ 2,300.00	\$ 2,300.00
Totals:	\$ 2,500.00	\$ 26,500.00	\$ 29,000.00
Redevelopment Funds as a % of total Event costs:	____%		
Projected Revenues:			\$ 26,500.00
Projected Net Profit/Loss:			\$ 0

Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any:	
	Last Year	Present Year	Next Year		
Income:	\$231,608	\$315,988	\$328,739		2011: \$ 2,500
Expenses:	\$231,608	\$315,988	\$328,739		2010: \$ 2,500
Reserves:	\$30,000	\$31,000	\$34,000	2009: \$ 1,900	
				2008: \$ 4,000	

Number of years your organization has existed: 12

Have other organizations besides yours committed funding for this event?  Yes  No  
If yes, what organization(s) and how much funding?

The Nevada Arts Council-\$3,000; E.L. Cord-\$4,000; Buck Foundation-\$5,000  
Fernley Physical Therapy-\$500, the Parasol Community Foundation-\$200, Western Supply and Western Nevada Performing Arts Center -\$600; new sponsors, Fascinating Rhythms School of Performing Arts -\$600; the Brewery Arts Center, UNR Dance Program in Reno- IN KIND and the Siena Hotel and Casino in Reno-\$500.

Describe any efforts to obtain funding from other sources:

The SNB Board and staff work to obtain yearly funding from the following sponsors: The Nevada Arts Council, the E.L. Cord Foundation, the Carol Franc Buck Foundation, Fernley Physical

Therapy, the Parasol Community Foundation, Western Supply, and Western Nevada Performing Arts Center. SNB is proud to include new sponsors, Fascinating Rhythms School of Performing Arts in Reno, the Brewery Arts Center in Carson City, the UNR Dance Program in Reno and the Siena Hotel and Casino in Reno. In addition, the SNB volunteers shall make an effort to obtain additional funding from local businesses in the area.

Event will be promoted on the SNB website and Facebook, at all other SNB performances and SNB events, through posters and flyers and by the BAC, CCACC, Western Nevada Performing Arts Center, Fascinating Rhythms Performing Arts and by some of the local businesses, through the public school and library systems, and through a media plan developed by our Marketing Consultant which includes newspapers, TV, and radio.

Describe why Redevelopment funds are required for the special event:

Funds are needed to offset the venue expenses and help make it possible for SNB to offer this production at a reduced rate to the community. Due to a decrease in funding from donors and the NAC, it is becoming more and more important for SNB to have help from the community.

Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):

The Arts Events bring families to Downtown Carson City. PEANUTCRACKER is part of a plan to make a large Holiday Celebration Downtown a tradition. This is a 45-minute narrated version of the Nutcracker Ballet and is especially designed to introduce young children (age 3 through grade 4) to the wonderful world of ballet.

Through this event, SNB has grown in popularity through the years with more and more families attending. SNB is able to offer this production at a greatly reduced rate for families in the community and annually provides FREE tickets for 1,000 AT RISK children in an effort to support the arts and arts education in the community.

List other organizations and businesses partnering or participating in the event:

Partners include: Western Nevada Performing Arts Center, Fascinating Rhythms School of Performing Arts, UNR School of the Arts, the Nevada Arts Council, the Carson City Community Center, the Carol Franc Buck Foundation, the E.L. Cord Foundation, Healing Health Care Systems, the Siena Hotel/Casino, Carson City TV Video, the CCACC, the Reno Arts Consortium, the Parasol Community Collaboration, the BAC, Arts4Nevada, Western Supply, Fernley P.T. and many individual donors and sponsors partner together to help produce this wonderful event.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:

The Carson City Community Center.

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
If not, what approvals are still pending?

How do plan to market and advertise the event?

Peanutcracker will be promoted on the SNB website and Facebook page; at all other SNB performances and SNB events including SNB performances in March, May, and June in Reno and Carson City; at SNB performances in summer at Wingfield Park and Nightingale Concert Hall in Reno as part of the Artown Festival; and at the Trepp Amphitheatre in Sand Harbor as part of the Lake Tahoe Shakespeare Festival. This event will be promoted by Western Nevada Performing Arts Center, Fascinating Rhythms School of Performing Arts, UNR School of the Arts, the Nevada Arts Council, the Carson City Community Center, the BAC, the CCACC, the Reno Arts Consortium, the Parasol Community Collaboration, Arts4Nevada, and by some of the local businesses; through the public school system and library system; and through a media plan developed by our Marketing Consultant which includes newspapers, TV, and radio.

Explain how the special event may be able to be expanded in the future:

This event has started to become a Carson City tradition. As our reputation grows, our audiences increase. Recently SNB has acquired funding to offer FREE busing to the local public schools. It is hoped that this will enable SNB to add more performances for public school children.

Explain how the special event will be able to transition away from City funding support in the future:

As our reputation grows, our audiences increase; we are able to attract more funding; we inspire more interest within the community; and our revenue shall continue to increase.

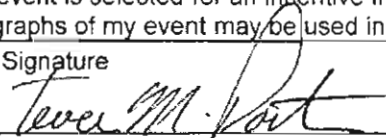
List current banking relationships and major credit references:

Wells Fargo Bank; Western Nevada Performing Arts Center; Fascinating Rhythms School of Performing Arts.

**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:

2-4-2013

**\*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.

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- 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.

# SIERRA NEVADA BALLET

## Chart Structure

**Artistic Director-Rosine Bena**  
**Acting Interim Executive Director-Rosine Bena**  
**Company Coordinator-Elizabeth Cuff**

### ARTISTS

**SAM WEBER ANANDA BENA –WEBER DOMINGO RUBIO**  
**ALEXANDER BIBER CHLOE HORNE MOLLY ARBOGAST**  
 Jessie Lesar, Debbie Albers, Kiara Riske,  
 Shaynee Copple, Natalie Gray, Stasia Warren, Daniel Miller, Michael Kaskie

Clara Bachman, Ryan Walker, Kaitlin Vairo, Callie Cuff, Paris Regan, Carlee Bertero,  
 Adreanna Polimeni, Marshall Johnson

Students from Western Nevada Performing Arts Center; Fascinating Rhythms School of Performing Arts

<b>SNB</b> <b>Board of</b> <b>Directors</b>  Steve Porter(President / Treasurer)	Joe Lesar
Jim Walker	Laurie Berero Andrea Wiess
Stewart Cheifer	Vickie MacMasters Elizabeth Cuff
Rosine Bena(Executive Director) Lee Koch(Executive Assistant)	Barbara Land (Board Adviser)

**SIERRA NEVADA BALLET STAFF**

Artistic Director- Rosine Bena

Executive Advisor/PR-Lee Koch

Company Coordinator- Elizabeth Cuff

Assistant Choreographer and Stage Manager- Gina Kaskie Davis

Technical/Lighting Design- Gary Guberman

**PEANUTCRACKER ADDITIONAL STAFF**

Set- Ziggy/Sew What?

Growing Tree- Ryan and Jim Walker.

Costumes- Vicki McMasters, Alicia Goddard, Jeanette Owlett, Laura Lunde

Props/Heads-Jim Walker

Program—Dave Riske

## SNB's DANCER ARTISTS

### ROSINE BENA- Sierra Nevada Ballet Artistic Director

Rosine Bena was a professional ballerina who danced throughout the US and Europe with the Stuttgart Ballet under John Cranko, The Washington Ballet, and Peninsula Ballet Theatre. She received critical acclaim as a "Prima" for principal roles in ballets such as Giselle, Swan Lake, The Nutcracker, Cinderella, Sleeping Beauty, Romeo & Juliet, Coppelia, La Fille Mal Gardee and contemporary works by choreographers such as John Cranko, Jiri Kylian and many others. In addition to guest performing with various ballet companies, Bena danced opposite Patrick DuPond of the Paris Opera in the movie, She Dances Alone. The recipient of numerous grant awards, Rosine was given the title of "Outstanding Individual Artist 1992" by the San Mateo County Arts Council and honored by the US Congress and the Ca. State Legislature for her work in the arts. Bena is the former Artistic Director of two professional ballet companies (The Reno Ballet and Perspectives Dance Theatre), and the internationally known, Peninsula Ballet Theatre School. She has choreographed and directed over 60 professional productions and numerous non- professional productions and her choreography has been favorably compared to the work of choreographers such as George Balanchine, John Cranko, Kurt Joos and Michael Smuin. Ms. Bena is the former director/founder of the dance program for Kollage Community School for the Arts which serves over 8,000 students in the SF Bay area and the former Arts Education Specialist for the Arts Council of San Mateo County. Having taught ballet for over 35 years, Rosine, presently, directs the professional ballet company for Northern Nevada, the Sierra Nevada Ballet, and is the Director of Ballet at Western Nevada Performing Arts Center in Carson City, Nevada. She is a guest master teacher for the Regional Dance America Ballet Festivals, and was elected as RDA Adjudicator for the national festival in Montreal for 2012 and will act as Adjudicator for the Pacific Regional RDA Festival in 2013. Bena is a certified grant writer with an excellent track record and a member of the International Association for Dance Medicine and Science lecturing and teaching ballet and injury prevention throughout the US and Europe. As a former graduate of the Academy of the Washington School of Ballet, Rosine was one of the alumni honored at the Kennedy Center and the White House by the Clintons and in Who's Who in America in the category of Outstanding Americans. Rosine was invited by American Ballet Theatre Artistic Director, Kevin McKenzie, to take part in the ABT Alumni Curriculum training and was one of the first master teachers to be fully certified to teach all levels of the curriculum and act as ambassador. Bena joined the staff of ABT in 2010 teaching in two of their five national ballet summer programs. In 2008, Bena was awarded an Endowment from the Sierra Arts Foundation and a Fellowship from The Nevada State Arts Council for her outstanding artistic work as a choreographer and director. She continues to lecture and guest teach throughout the USA and Europe.

### SAM WEBER – First Permanent Guest Artist

Sam Weber is SNB's first Permanent Guest Artist and is a founding member of the Company. He was one of the first permanent guest artists of The Reno Ballet under the direction of Rosine Bena. Weber danced with the Joffery Ballet, San Francisco Ballet, Sacramento Ballet, Peninsula Ballet Theatre and The Jazz Tap Ensemble. Besides being a fine ballet dancer, Weber is considered one of the greatest Tap dancers in the world. He is known as "the fastest feet in tap". He dances all over the USA and Europe and receives standing ovations and rave reviews wherever he performs. He has done numerous TV appearances (including Mr. Rodgers Neighborhood) and starred in the German film, TWO IN TAILS. He is one of the few tap artists to perform Morton Gould's Concerto for Tap Dancer and Orchestra throughout the US and Europe. Weber has performed with SNB since 2001. Sam appears regularly with Sierra Nevada Ballet and the Jazz Tap Ensemble and guest performs as a master tap dancer throughout the USA and Europe.

### DOMINGO RUBIO- Second Permanent Guest Artist

Domingo Rubio is SNB's second Permanent Guest Artist as of May 2005. He has danced professionally for some 20 years. Domingo has danced with the Joffrey Ballet and Ballet Hispanico and was featured in the Robert Altman film, THE COMPANY. Rubio danced the role of Maxfield Parrish in A PAINTER'S LOVE STORY and was a featured artist in SNB's Dancing By the River and A Celebration Of Gershwin. Mr. Rubio has choreographed several works for SNB including the audience favorite, PRELUDE, a pas des deux for himself and SNB principal, Ananda Bena-Weber which premiered in Reno in July of 2005. In addition to performing as a ballet dancer, he is a concert pianist, composer, choreographer and visual artist. He has illustrated several books on ballet and exhibits his sculpture art work throughout the USA. In addition to his work with SNB, Mr. Rubio teaches ballet and guest performs with dance companies throughout the USA.



### **ANANDA BENA-WEBER - Dance Artist/ Ballerina/Principal**

#### **Dancer**

Ananda Bena-Weber is principal dancer artist with the Sierra Nevada Ballet and a founding member. She has danced professionally as a soloist with the Reno Ballet when it was formed in 1994/95 and 1996. She danced with Perspectives Dance Theatre and Fascinating Rhythm Productions. She has appeared as featured soloist with Sam Weber performing in Morton Gould's "Concerto for Tap Dancer and Orchestra" throughout the SF Bay Area. She has appeared in principal roles in several original dance works such as Dreams, Take Me To The River, Dancing In The New Millennium, GSR, Back Street, Laura, Blue Rondo, Armando's Rumba and classics such as The Nutcracker, Les Sylphides, Romeo and Juliet and Paquita. Ms Bena-Weber is an award winning artist and has performed acting, singing and dancing featured roles in over 30 theater productions in the SF Bay Area. A gifted choreographer, Ananda has choreographed several works for the professional ballet company, Sierra Nevada Ballet, and for the San Francisco State Drama Department, Peninsula Ballet Theater School Performing Group and San Mateo High School performing arts program. Bena-Weber is a Magna cum Laude graduate of San Francisco State University, has attended Columbia University Masters Program in Drama and studies acting at the Linklater Center in New York City. She has taught at Mary Mount College and guest teaches all levels of ballet and related dance classes and acting (without words) throughout the US. She has performed leading acting roles with Nevada Shakespeare Company and has been featured as a Principal dancer with the Sierra Nevada Ballet company since 2001. In addition to SNB, Ananda is a member of the Jazz Tap Ensemble.

### **ERICA CHIPP –SNB Principal**

A native to Nevada, Erica trained with Rosine Bena and other teachers in the northern Nevada community. As she advanced, she continued to train at The Harid Conservatory in Boca Raton, FL. In 2004, she began her professional career at Festival Ballet Providence, under the direction of Mihailo Djuric, where she had the privilege to perform featured roles in ballets such as Balanchine's *Rubies*, *Donizetti Variations* and *Tarantella*, Agnes DeMille's *Rodeo*, Anthony Tudor's *The Leaves Are Fading*, Eldar Aliev's *1001 Nights*, and several world premieres by Gianni Dimarco and Viktor Plotnikov. Some of her favorite roles have included a stepsister in Plotnikov's *Cinderella*, the Cowgirl in DeMille's *Rodeo*, and Pippi Longstockings in Colleen Cavanaugh's *Pippi*. After six seasons with Festival Ballet Providence, Erica moved back to the West Coast to join Smuin Ballet in San Francisco where she currently dances. Erica has performed for several years with SNB dancing many featured roles in ballets

such as *PERCUSSIVELUND*, *MOZARTINA* and *TAKE ME TO THE RIVER*. She has performed in *Le Corsaire* and *Raymonda* with Petrov Ballet, and the Sugar Plum Fairy in her hometown *Nutcracker* with Pinkerton Ballet Theater. She is overjoyed to be back in her home community working once again with Rosine Bena and SNB on the beloved role of *Giselle*.

**MAYKEL SOLAS – SNB Principal** This is Maykel Solas second appearance as a principal dancer with Sierra Nevada Ballet. He Solas began his ballet training at the Escuela Provincial de Arte in his homeland of Pinar del Rio, Cuba and then continued in the Escuela Nacional de Arte in Havana where he graduated in 1998. As a student he received classes with many greats such as Alicia Alonso, toured the Dominican Republic and won a silver medal in the 1997 Ballet Competition in Havana. After graduation he joined the Ballet Nacional de Cuba and later danced with the Compañia Nacional de Danza in Mexico City. In 2001, he was awarded the silver medal in the twelfth International Ballet competition of Trujillo, Peru.

He was a principal dancer with the Ballet Municipal de Lima and is presently a principal with Ballet San Jose. He has danced principal roles in *Giselle*, *Swan Lake*, *La Bayadere*, *Le Corsaire*, *The Nutcracker* and other classical and neoclassical repertoire.

### **RACHEL SPEIDEL LITTLE-SNB Principal**

This marks Rachel Speidel Little's fourth season with Sierra Nevada Ballet. A native of Michigan, Rachel Speidel Little received her training at the Flint School of Performing Arts, the Joffrey Ballet School, and the Rock School of the Pennsylvania Ballet.

Currently, in addition to her work with SNB, Rachel is a member of both Oakland Ballet and Menlowe Ballet, and is in her first season with the San Francisco Opera. She has appeared with numerous other companies spanning her career, including Amy Seiwert's Imagery, Les Grands Ballets Canadiens de Montreal, Sacramento Ballet, Ballet de Teatres Generalitat Valenciana in Valencia, Spain, Channel Islands Ballet, Milwaukee Ballet, and Milwaukee Ballet II.

In addition to the classical repertoire, some of her performance highlights include principal and soloist roles in works by George Balanchine, Graham Lustig, Yves de Bouteiller, and Phillippe Trehet. She has also performed in numerous pieces by such notable choreographers as Amy Seiwert, Dwight Rhoden, Peter Quanz, Jean-Paul Comelin, Michael Lowe, Ron Cunningham, and Sonja Delwaide.

### **ALEXANDER BIBER- SNB Principal**

Alexander has performed with SNB since 2003. He was trained exclusively with Rosine Bena at Western Nevada Performing Arts Center in Carson and at In Motion Studio in Reno. Alex was taken into the SNB Apprentice Program and appeared with the Apprentice Company and the professional Company since. Biber was raised to the company in 2006, to soloist in 2008 and to principal in 2010. He created the role of the Wolf in Peter and The Wolf and was featured in Tarentella For Three and SNB's A Celebration of Gershwin, Take Five, Mozartina and Take Me To The River. He has danced the roles of the Russian Prince, Snow Prince, Rat King, Flower Prince, Lead Father and Chinese Prince in the Peanutcraacker-The Story In A Nutshell. He created roles of the Count and the Gorgon in the SNB 2007 production of The Unicorn, The Gorgon and The Manticore. Alexander was also featured in After The Ball Is Over, West Side Story Medley and SNB's work, LOSS, created by Rosine Bena in 2008 through the NAC Performing Arts Fellowship. Besides his work with SNB, Alex is a member of Sacramento Ballet, performs with the Bruka Theater and teaches all levels of ballet at schools in the community.

### **LAURA LUNDE- Dance Artist/Soloist**

Laura joined SNB as an apprentice in the summer of 2007 and was raised to the company in September of that year. She was raised to soloist in 2009. Laura's early training was in Washington DC. at the Knov Academy. She trained with Rosine Bena in Reno and in Carson City since 2007. She has performed in SNB's summer series in 2007 and 2008 and was featured as a Snow Flurry and The Doll in Peanutcraacker, in America (West Side Story Medley) and as the Cat in Peter and The Wolf.

### **COURTNEY JANKOVIC –Dance Artist/Soloist**

Courtney Jankovic joined SNB as a soloist in June of 2007. She is a native of Cleveland Ohio and received the majority of her dance training at the School of Cleveland San Jose Ballet. She spent the years of 2000-2002 as a member of their youth ballet company under the direction of Gladisa Guadalupe. Her early training included summer intensives at Pittsburgh Ballet Theatre, North Carolina Dance Theatre and Cleveland San Jose Ballet as a scholarship recipient. She danced professionally with the Minnesota Ballet touring and performing ballets such as Cinderella, Coppelia, The Nutcracker, George Balanchine's Valse Fantaisie and numerous other repertoire works. Jankovic was a member of the Ohio Dance Theatre and performed multiple soloist roles in Sleeping Beauty, Snow White, The Nutcracker, Swan Lake and more. It was there that she began teaching all levels of ballet, tap, pilates, and choreographing. Courtney was featured in Top Hat, Gershwin Concerto and Percussivelund in 2007 and 2008 and in America ( West Side Story Medley).

### **Anastasia Warren –SNB Company Artist**

Anastasia Warren joined Sierra Nevada Ballet as a full company member in June of 2012. Stasia grew up in Missoula, MT and trained with Ballet Arts Academy and was a member of Garden City Ballet in Missoula. She has also performed with Boston Ballet School, Point Park University, Summer Dance Lab in Washington and A.V.A. Ballet in Reno. Presently, she is studying Journalism as a student at the University of Nevada, where she is a member of Kappa Alpha Theta. Stasia was featured as one of Giselle's Friends in SNB's recent production of GISELLE and will be featured as a Spanish Princess in SNB's PEANUTCRACKER and as Gabriella ZaZa in SNB's production of The Nutcracker-According To The Duke and Count.

### **Natalie Gray-SNB Company Artist**

Natalie Gray joined Sierra Nevada ballet in 2012 performing as one of Giselle's Friends in SNB's Sand Harbor production of GISELLE. Natalie began her ballet training under the direction of Lynda Yourth at Dance Arts Academy in Reno, NV and attended summer programs at Nevada Performing Arts, Atlanta Ballet, The Joffrey Ballet, Sacramento Ballet, and Oregon Ballet Theater. In 2009 she danced with Oregon Ballet Theater in Portland, OR. In addition to her work with SNB, Natalie is currently studying dance at the University Of Nevada-Reno and is pursuing a career in the field of liberal arts. Natalie will be featured as a Spanish Princess in SNB's PEANUTCRACKER and as Lana Russell in SNB's The Nutcracker-According To The Duke and Count with the Reno Jazz Orchestra.

### **Debbie Albers –SNB Company Artist**

Debbie Albers joined SNB in 2012 and was immediately featured as one of Giselle's friends in SNB's production of GISELLE in July. Debbie started dancing in Reno at the age of seven when her family moved to the area from Merced, California. Debbie trained for several years under the tutelage of Miriam Allen and Barbara Land at the Conservatory of Movement in Reno and with former ballet dancer and teacher Cheryl Bruce. Debbie has performed in productions of *The Nutcracker*, *The Secret Garden*, *Beauty and the Beast*, and as part of Reno's annual Artown summer Festival of the arts. While studying at the University of Nevada, Reno, Debbie performed many different dance styles of dance in the university's dance concerts working with artists such as Kristen Avansino, Barbara Land, Jon Lehrer, Jennie Pitts, Rob Schultz, and Martina Young. Debbie performed one of the leading roles in the world premiere of *Shanghai'd* and also performed at Jacob's Pillow with Cari Cunningham's Bellè Contemporary Dance Company. This is Debbie's first season with SNB as a company member and she is delighted to be part of such a talented and wonderful group of dancers.

### **Destiny Gillin –SNB Company Artist**

Destiny Gillin is one of the newest members of SNB.

She appeared for the first time with SNB in the 2012 production of GISELLE. Destiny is presently a junior at the University of Nevada and halfway through her Business Marketing degree with a Dance minor. She has been dancing since childhood at The Dance Zone in Las Vegas, NV. Destiny was a member of a competitive dance company for over 5 years traveling throughout the U.S. and enjoys all genres of dance. She believes that dance is a part of her soul and feels blessed to perform on stage with Sierra Nevada Ballet and share her passion with the audience.

### **Daniel Miller- SNB Company Artist**

Daniel Miller started his performance career as a member of his high school color guard in Sparks, NV. After graduating he went on to be a member in a couple of professional color guard's that traveled around the country performing for thousands of audience members. He discovered his love for dance while in those groups and started to focus his training on dance technique. He joined the Wing and a Prayer Modern Dance Company based in Reno, NV in 2009 where he started to learn the basics of modern technique. He enrolled in the University of Nevada - Reno dance program also in 2009 where he performed in various ballet, jazz, and modern pieces choreographed by faculty and guest artists. He has also danced in programs around the Reno area including OPUS Reprise (2010) and Dancing in the Park: Four Rooms Dance Collective (2011).

Daniel joined SNB in July of 2012 and performed in SNB's Dancing By The River and Giselle. Daniel will be featured as the lead father and the Spanish Prince in SNB's Peanutracker and as Clark Flynn in the Nutcracker-According To The Duke and Count.

### **Shaynee Cople-SNB Company Artist,**

Shaynee Cople was born and raised in Reno and has danced since the age of nine. She has trained in classical ballet, jazz, tap and hip hop and has taught ballet classes to young students at Ballet Nevada. She graduated from Truckee Meadows Community College High School and joined SNB in June of 2012, performing in Giselle and SNB's Dancing By The River. Shaynee will be featured as the Mechanical Doll, a Chinese Princess and in Waltz of the Flowers in SNB's PEANUTCRACKER and as Joan Loco in the Nutcracker-According To The Duke and Count. In addition to her work with SNB is currently seeking a degree in elementary school education at TMCC.

### **Jessie Lesar- SNB Company Artist**

Jessie Lesar is a long time member of SNB. She started her ballet training at the age of six at Nevada Festival Ballet and continued training at Ballet Nevada/Nevada Performing Arts. In 2004 Jessie began training with Rosine Bena in Sierra Nevada Ballet. She also trained with summer intensives offered by

Ballet Nevada/Nevada Performing Arts, Sierra Nevada Ballet, and spent two summers in Alabama at the American Ballet Theater Summer Intensive. She has performed with Nevada Festival Ballet, Ballet Nevada/Nevada Performing Arts, Nevada Ballet Theater, Oakland Ballet and Garden City Ballet. Jessie has appeared in numerous Sierra Nevada Ballet productions including *Peanutracker: The Story in a Nutshell*, *A Painter's Love Story*, *Dancing By The River*, *The Unicorn*, *the Gorgon*, and *the Manticore* and *Giselle*. She is currently studying to be a dance major at the University of Montana where she performed in six productions and performed in the final gala concert at the American College Dance Festival Northwest Regional conference. Jessie joined SNB as a trainee in 2004 and has been a full company member since 2009.

### **Kiara Riske –SNB Company Artist**

Kiara Riske began dancing when she was three years old, joining Gina Davis at WNPAC when she was five. She has been studying ballet with Rosine Bena for 10 years. She joined SNB four years ago as an apprentice and was raised to a first year company member in September of 2012. She has performed in numerous SNB performances including; *A Tribute to Roy Orbison*, *A Painters Love Story*, *The Unicorn the Gorgon and the Manticore*, *Giselle* and various roles in SNB productions of *The Peanutracker- The Story in a Nutshell* including soldier, Clara, Flowers, Chinese Princess and Snow Flurry. Kiara has also appeared with Western Nevada Musical Theater Company in their acclaimed 2011 production of *Phantom of the Opera*. She will appear in SNB's 2012 PEANUTCRACKER in Snow Flurries and Flowers and will be featured as 'Rachel Ribbon' and the 'Grandmother' in the *Nutcracker-According To The Duke and Count*. When not dancing, Kiara is an honors student with plans to study physics and engineering.

### **Kaitlin Vairo- SNB Apprentice**

Kaitlin Vairo has danced since the age of three at Western Nevada Performing Arts Center directed by Gina Kaskie-Davis. In addition to studying ballet, Kaitlin has trained in Jazz, Tap, and Musical Theater dance and has performed in a variety of productions such as *Alice in Wonderland*, *Peter Pan*, *Cinderella*, *Oliver*, and *Hairspray*. As she matured, Kaitlin began to study ballet more seriously under the guidance of Rosine Bena and was made an SNB trainee in 2010 and raised to apprentice in 2012.

Kaitlin has performed in numerous SNB productions including various roles in *Peanutracker- The Story in a Nutshell*, and *A Painter's Love Story*, various year's productions of *Dancing By The River*, *The Nutcracker- According to the Duke and the Count* and *Giselle*. Vairo enjoys writing and playing piano and guitar. She will appear as one of the Flurries and in Flowers in SNB's 2012 *Peanutracker-The Story In A Nutshell* and as Bonnie Bow in *The Nutcracker-According to the Duke and Count* with the Reno Jazz Orchestra.

### **Callie Cuff- SNB Apprentice**

Callie Cuff began dancing at the age of three with the Ballet Conservatory of Saddleback Valley in Aliso Viejo, CA . At age 8 and a year after moving to Reno, Callie started training in ballet with Rosine Bena at In Motion Studio of Dance in Reno and became part of the performance dance team, training also in jazz, hip hop, lyrical and modern. In 2009 Callie joined SNB as a trainee, performing with the company on their Artown and Lake Tahoe Shakespeare Festival Programs. In 2010 she moved her training with Rosine Bena to Western Nevada Performing Arts Center where she continued with ballet and joined the Performance team in Jazz and Lyrical. Callie first performed in the PEANUTCRACKER in 2011 and will perform this year in both Flurries and in Flowers. Callie was raised to Apprentice in July of 2012 and performed in SNB's production of GISELLE at Sand Harbor and will perform for the first time in SNB's The Nutcracker -According To the Duke and Count dancing the part of Rosie Roulette. Callie plans to compete in the Youth America Grand Prix in February of 2013.

### **Ryan Walker- SNB Apprentice**

Ryan Walker began life as a gymnast. Soon after, he realized it was more fun to perform on stage than swing from a bar, and he began performing in local children's theater and taking singing, acting, and dancing lessons. He became entranced with ballet when he was cast as a soldier in SNB's "Peanutcracker, the Story in a Nutshell". After seeing the ABT II Company when SNB brought the company to perform in Reno, he decided to specialize in ballet. He has trained extensively under the mentorship of Rosine Bena and under her advisement has attended the American Ballet Theater's Summer Intensive for the last two years, allowing him to train under Alaine Haubert, Ted Kivett, Warren Conover, Samantha Shelton, and Robert LaFosse. He has had the pleasure to be included in several of SNB's summer productions; "Peanutcracker, the Story in a Nutshell"; "The Nutcracker According to the Duke and Count", and most recently in "Giselle". He is also honored to have placed in the top twelve in the Youth American Grand Prix Semi Final regional competitions for the last two years. Ryan was invited to join SNB as a Trainee in 2010 and was raised to Apprentice in 2012.

### **Carlee Bertero -SNB Apprentice.**

Carlee Bertero began working with SNB as an Apprentice in 2012 but her love of ballet started at the age of three when she first began studying dance. Carlee trained in all styles of dance including Modern, Jazz and Musical Theater at Fascinating Rhythm's School of Performing Arts and, in addition to her present work with the SNB apprentice program has trained in ballet with Cheryl Bruce and Anette Eichler.

A talented singer, Carlee performed in the WCSD Honor Choir and in the Concert Choir with Kris Engstrom where she appeared in the musicals Oklahoma and Suessical at the Billingshurst Theater. Other productions include The Snowman, Jungle Book and The Night Before Christmas. Carlee performed for the first time with SNB in the 2012 summer production of GISELLE and will appear in the SNB 2012 Holiday productions of PEANUTCRACKER and The Nutcracker -According To The Duke and Count with the Reno Jazz Orchestra.

### **Clara Bachman-SNB Apprentice.**

Clara Bachman has been dancing since she was four years old. She began serious ballet training with Rosine Bena at age eight and has performed various children's roles in SNB's Peanutcracker (including the lead child role of Clara) and the role of the young Jean Parrish in A Painter's Love Story. In addition, she has danced in SNB's Giselle; the Unicorn, Gorgon and the Manticore; The Nutcracker -According To the Duke and Count and in Flurries and Flowers in the Peanutcracker. She has competed in the Youth American Grand Prix in San Francisco for the past two years. Clara officially joined SNB as a Trainee in 2010 and was raised to apprentice in 2012

### **Marshall Johnson-SNB Apprentice.**

Marshall Johnson trained in ballet with Barbara Land. He is a senior at the University of Nevada, Reno, working towards a BFA in Theatre. He was recently seen in Nevada Repertory Company's production of *Anything Goes* and in Tahoe Player's production of *Thoroughly Modern Millie*. He is excited for his life in theatre and dance to grow. Marshall first appeared with SNB in 2012 as the Duke in GISELLE and was featured as Mr. C. Cane in The Nutcracker -According To The Duke and Count with the Reno Jazz Orchestra.

Sierra Nevada Ballet

Additional Budget Information not reflected in the financial statement for 2012

Each year the SNB Board, Staff and Volunteers work to get donations from within the community to help cover some of the company expenses. While these items are reflected in the overall yearly budget, they are not reflected in the financial statement. The amount of budget items covered through donations differs from year to year as some years are better than others.

In 2012, the total donations not reflected in the financial statement equaled approximately \$130,000.00.

## Sierra Nevada Ballet Profit & Loss

January - December 2012

	Total
<b>Income</b>	
Contributions	100.00
Contributions Income	
Restricted	500.00
Unrestricted	7,000.00
Total Contributions Income	7,500.00
Grants	42,602.00
Miscellaneous Income	1,955.46
NAC grant	9,050.00
Porter	5,000.00
ticket sales	37,085.48
Uncategorized Income	113.49
<b>Total Income</b>	<b>\$103,406.43</b>
<b>Expenses</b>	
accounting software	159.80
ADVERTISING	1,634.58
Automobile Expense	362.22
bank charge	3.00
Contract Labor	74,935.93
Costume / alterations	2,960.26
donation	610.98
Dues and Subscriptions	110.00
Equipment Rental	89.46
Insurance	
Liability Insurance	1,326.00
Total Insurance	1,326.00
INTUIT	34.94
Licenses and Permits	197.00
Marketing Sculptures	2,700.00
MEDIA MARKETING	942.14
Miscellaneous	1,810.25
Office Supplies	105.14
performance fee	-405.00
Printing and Reproduction	1,761.06
Professional Fees	
Accounting	650.00
Total Professional Fees	650.00
Reimbursed Expenses	4,793.52
Rent	14,473.25
shoe allowance	44.81
Supplies	1,181.51
Marketing	750.00

	<u>Total</u>
Office	84.85
<b>Total Supplies</b>	<b>2,016.36</b>
Travel & Ent	3,166.66
<b>LODGING</b>	331.25
<b>Meals</b>	473.95
Travel	958.83
<b>Total Travel &amp; Ent</b>	<b>4,930.69</b>
void	2.00
<b>WEB SITE</b>	<b>411.99</b>
<b>Total Expenses</b>	<b>\$116,660.38</b>
<b>Net Operating Income</b>	<b>\$ -13,253.95</b>
<b>Other Income</b>	
Interest Income	229.86
refund	250.00
<b>Total Other Income</b>	<b>\$479.86</b>
<b>Net Other Income</b>	<b>\$479.86</b>
<b>Net Income</b>	<b>\$ -12,774.09</b>

Thursday, Jan 31, 2013 08:13:21 PM PST GMT-8 - Accrual Basis

## Sierra Nevada Ballet Balance Sheet

As of December 31, 2012

	Total
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
Bank America checking (deleted)	0.00
Savings	40,124.63
Sierra Nevada Ballet (deleted)	0.00
transfer	12,313.55
Wells Fargo checking	71,647.63
Wells Fargo Savings	25,837.22
Total Bank Accounts	<b>\$149,923.03</b>
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	<b>\$0.00</b>
Other current assets	
Bank Bal Adj Temp Acct	0.00
INVENTORY	0.00
Undeposited Funds	0.00
Total Other current assets	<b>\$0.00</b>
Total Current Assets	<b>\$149,923.03</b>
Fixed Assets	
ballet bars	1,122.00
costumes	32,168.43
dance floor	5,884.19
office equipment	1,060.09
production sets	4,800.00
props	3,679.24
Depreciation	-76,768.52
Original Cost	100.00
Total props	-72,989.28
small mirrors	400.00
sound tapes	10,750.00
video tapes	21,490.00
Total Fixed Assets	<b>\$4,685.43</b>
<b>TOTAL ASSETS</b>	<b>\$154,608.46</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Total Liabilities	
Equity	
Opening Bal Equity	527.02
Retained Earnings	175,943.24
Net Income	-21,861.80
Total Equity	<b>\$154,608.46</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$154,608.46</b>

Thursday, Jan 31, 2013 08:14:13 PM PST GMT-8 - Accrual Basis



\* Note: Tax 990 for 2011 should  
be completed next week and  
we would be happy to bring it  
by if needed.

Thank you --  
Enclosed is the 990 for 2010.

RECEIVED

APR 15 2013

Carson City  
Office of Business Development  
108 East Proctor Street  
Carson City, NV 89701

CARSON CITY  
PLANNING DIVISION



**Special Event Funding Request Form**

Mile High Jazz Band Association, Inc.  
ORGANIZATION NAME / APPLICANT

191 Heidi Circle, Carson City, NV 89701-6532  
MAILING ADDRESS, CITY, STATE, ZIP CODE

775-883-4154                      http://JazzCarsonCity.com  
PHONE #                              WEBSITE URL

Jazz & Beyond - Carson City Music Festival  
NAME OF EVENT

\$ 6,000  
TOTAL FUNDING REQUEST

Event Dates: Aug. 2-18, 2013

David Bugli  
CONTACT / EVENT DIRECTOR NAME

191 Heidi Circle, Carson City, NV 89701-6532  
MAILING ADDRESS, CITY, STATE, ZIP CODE

775-883-4154                      ehbugli@aol.com  
PHONE #                              EMAIL

Project Area (check one):  
Redevelopment Area #1   
Redevelopment Area #2

Event Description and Objectives

Include history of the event and importance to the community (use additional pages as needed):

*please see supplemental  
sheets for narrative  
questions JHB*

Mile High Jazz Band Association (MHJB) began a multi-day jazz festival in August 2004 on the Brewery Arts Cer

Estimated number of local participants: 2,500 Estimated number of out-of-town participants: 975

Number of years event has taken place in Carson City: 9

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Musicians' fees	\$4,000	\$8,500	\$12,500
Technicians' fees/Other services	\$800	\$1,500	\$2,300
Insurance (prorated)	\$	\$250	\$250
Space rental	\$	\$500	\$500
Advertising/Marketing/Web/mailing	\$700	\$1,300	\$2,000
Graphics/Printing	\$500	\$900	\$1,400
Supplies/Other operating expenses	\$	\$900	\$900
Totals:	\$6,000	\$	\$
Redevelopment Funds as a % of total Event costs:	30 %	13,850	19,850
Projected Revenues:			\$19,850
Projected Net Profit/Loss:			\$0
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$29,572	\$31,500	\$36,420
Expenses:	\$29,785	\$31,500	\$36,420
Reserves:	\$11,311	\$11,134	\$11,134
Redevelopment funding your organization received for this event in prior years, if any:			
2011: \$ 4000 ('12)			
2010: \$ 3000 ('11)			
2009: \$ 2500 ('10)			
2008: \$ 0 ('09)			
Number of years your organization has existed: 12			
Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, what organization(s) and how much funding? NCOT \$1,500 (matching grant) for marketing outside the area; CCCVB \$1,500 (in-kind); FTLOJ \$500 (anticipated);			
Describe any efforts to obtain funding from other sources:			
We solicit sponsorships from businesses and individuals, sell advertising in the festival program book, apply for gra			
Describe why Redevelopment funds are required for the special event: The funds enable us pay musicians; to market the festival; and to keep most events admission free, encouraging attendance by low- and moderate-income individuals and families. In addition to funds, the City supplies staging and technical support at the Third St. venue and helps with permitting and liability insurance certification at the Legislative Plaza/Capitol Amphitheater.			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):			
The annual jazz festival employs many musicians on a short-term basis; draws visitors who also frequent shops, re			
List other organizations and businesses partnering or participating in the event:			
Last year, more than two dozen organizations and businesses partnered, supported, or participated in the event as			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:			
Last year, performances were held at 22 venues. See list and map on p. 32-33 of 2012 festival program (attached)			

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
If not, what approvals are still pending?

We plan to obtain a contract with Carson City for Aug. 4, 11, and 18 for "Sunday in the Park" performances at the L  
How do plan to market and advertise the event?

We send news releases to local newspapers, radio and television stations, and magazines. More than 70 email ad  
Explain how the special event may be able to be expanded in the future:

It might be possible to add arts and crafts vendors and food booths to the Sunday events, present additional educa  
Explain how the special event will be able to transition away from City funding support in the future:

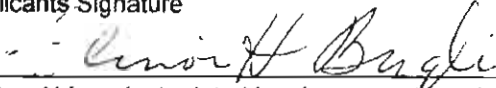
MHJB Assoc. operates the festival by a committee of its nine-member board of trustees—a mix of Mile High Jazz B

**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.

**I affirm, this application and all attachments are true and accurate to the best of my knowledge.**

Applicants Signature



Date:

April 15, 2013

**\*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.

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- 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.

Office of Business Development  
Special Event Request Form  
Mile High Jazz Band Association, Inc.

SUPPLEMENTAL SHEETS - NARRATIVE

Event Description and Objectives

Include history of the event and importance to the community (use additional pages as needed):

Mile High Jazz Band Association (MHJB) began a multi-day jazz festival in August 2004 as a one-time event on the Brewery Arts Center (BAC) campus, to honor the 100th anniversary of the birth of jazz legend William "Count" Basie. In response to its success, the festival became an annual event. From 2005 to 2008, BAC ran the festival and MHJB provided planning and liaison with local performers. In 2009, Mile High Jazz Band Assoc. took it to town, with numerous venues, and more performing groups than ever. With support of the City and the community, the festival - now named "Jazz & Beyond - Carson City Music Festival" - has continued to grow.

Jazz & Beyond is a summer music festival consisting of performances, mostly admission free, for people of all ages. The goal is to present live music, entertain and educate the community about jazz and other music genres, provide performance opportunities for local and regional musicians, and to collaborate with businesses and other arts organizations for the benefit of the community. The tenth year of Jazz & Beyond will take place during August 2013, with performances beginning August 2, culminating in a full weekend of events August 16-18, and the traditional closer at the Legislative Plaza/Capitol Amphitheater on August 18. The festival is attended by about 2,500 people, involves more than 100 musicians in over 40 performances—from solos to big bands; from concerts to forums, workshops, and jam sessions—and is like nothing else in Carson City and surrounding rural areas.

It's is the 10th year of this event, so we want it to be extra special. It demonstrates that Carson City is a thriving arts community. It brings musicians and their followers to our city and garners support from organizations within and beyond our borders. The festival benefits local businesses by operating in the core of the city, and it provides activities for youth and families during the summer.

Have other organizations besides yours committed funding for this event?  Yes  No  
If yes, what organization(s) and how much funding?

NCOT \$1,500 (matching grant) for marketing outside the area; CCCVB \$1,500 (in-kind); FTLOJ \$500 (anticipated); Carson City Downtown Business Association, \$500 (anticipated). Mile High Jazz Band Association also anticipates funding from the Nevada Arts Council that can be used, in part, for the festival, but due to limits in NEA funding and increased competition for support, it is likely to be less than in the past.

Describe any efforts to obtain funding from other sources:

We solicit sponsorships from businesses and individuals, sell advertising in the festival program book, apply for grants (Nevada Arts Council, NCOT, FTLOJ), and develop partnerships with other organizations and businesses, such as the Farmers Market, Carrington Co. (Carson Mall), Brewery Arts Center, and Downtown Business Assoc. We also collect contributions from event attendees.

Describe why Redevelopment funds are required for the special event:

The funds enable us pay musicians; to market the festival; and to keep most events admission free, encouraging attendance by low- and moderate-income individuals and families. In addition to funds, the City supplies staging and technical support at the Third St. venue and helps with permitting and liability insurance certification at the Legislative Plaza/Capitol Amphitheater.

Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):

The annual jazz festival employs many musicians on a short-term basis; draws visitors who also frequent shops, restaurants, gas stations, hotels, and other attractions; and creates a buzz about the cultural vibrancy of Carson City.

List other organizations and businesses partnering or participating in the event:

Last year, more than two dozen organizations and businesses partnered, supported, or participated in the event as sponsors, program advertisers, or venues. See p. 36 in the 2012 festival program (attached) and ads throughout the program. We anticipate similar participation in 2013.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:

Last year, performances were held at 22 venues. See list and map on p. 32-33 of 2012 festival program (attached). We anticipate similar locations in 2013, including Third Street between Carson and Curry Streets on Fri. evening and on Sat., Aug. 16-17.

No Have you obtained all necessary approvals and/or permits for the event? Yes  
If not, what approvals are still pending?

We plan to obtain a contract with Carson City for Aug. 4, 11, and 18 for "Sunday in the Park" performances at the Legislative Plaza and Capitol Amphitheater, and a permit for closure of Third Street between Carson and Curry Streets for Fri. evening and Sat., Aug. 16-17.

How do plan to market and advertise the event?

We send news releases to local newspapers, radio and television stations, and magazines. More than 70 email addresses are on our media distribution list. Events are announced on public radio stations (KUNR in Reno and northern Nevada, and KKTO in Sacramento and the Lake Tahoe area). The web sites JazzCarsonCity.com and MileHighJazz.com give information on performers and schedules. Information is sent via e-mail or regular mail to a list of more than 850 addresses. We use social media (Facebook and Google accounts) to promote activities. Performances are listed in the calendar on the Carson City Convention and Visitors Bureau website visitcarsoncity.com, the statewide calendar arts4nevada.org, and in Carson City Chamber of Commerce communications. We have been approved for a banner across Carson Street July 29-August 4, and an ad at the Galaxy movie theaters for the month of July. The festival director will be interviewed on the public access television program, It's Your City. Flyers will be printed, posted, and distributed. They will be posted at Western Nevada College and at the senior center and handed out at the Third & Curry Street Farmers Market. We will promote the jazz festival beyond 100 miles of Carson City with help of a matching grant awarded by the Nevada Commission on Tourism.

Explain how the special event may be able to be expanded in the future:

It might be possible to add arts and crafts vendors and food booths to the Sunday events, present

additional educational workshops, and promote tourist packages with local lodging partners. We could further expand music varieties and book headliner groups.

Explain how the special event will be able to transition away from City funding support in the future:

MHJB Assoc. operates the festival by a committee of its nine-member board of trustees—a mix of Mile High Jazz Band musicians and community members—and other volunteers. Therefore, overhead costs are minimal and unlikely to be reduced. We plan to charge admission for two events this year. When the festival is more widely known, we may begin to charge admission to more events without losing audience, thereby increasing revenue.

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## Full Year, FY2012 Profit & Loss

7/1/11 through 6/30/12

Category	7/1/11- 6/30/12
<b>Inflows</b>	
I01 - Admissions	6,190.00
I02 - Contracted services	5,560.00
I03 - Other:	
I03d - Ads	1,817.50
I03i - Interest earned	17.07
I03m - Membership:	
I03m-b - Board membership	805.00
I03m - Membership - Other	1,260.00
	2,065.00
Total I03m - Membership	2,065.00
I03s - Sales	2,116.00
	6,015.57
Total I03 - Other	6,015.57
I04 - Corporate	300.00
I06 - Other Private	3,315.50
I08 - State Gov't	5,191.00
I09 - Local Gov't	3,000.00
	29,572.07
<b>Total Inflows</b>	<b>29,572.07</b>
<b>Outflows</b>	
E04 - Artistic fees:	
E04a - Musicians' Fees	18,050.00
E04b - Poets' Fees	125.00
E04s - Scholarships	1,172.50
	19,347.50
Total E04 - Artistic fees	19,347.50
E05 - Fees & Services:	
E05a - Technical fees	541.92
E05b - Services	1,991.50
	2,533.42
Total E05 - Fees & Services	2,533.42
E06 - Space rental	1,104.03
E08 - Marketing :	
E08a - Advertising	1,489.56
E08g - Graphics, design	650.00
E08m - Mailing, postage	303.93
E08p - Printing	1,092.40
	3,535.89
Total E08 - Marketing	3,535.89
E09 - Operating Expenses:	
E09i - Insurance	425.00
E09o - Supplies & other	1,919.36
E09p - Postage & PO Box	40.40
E09q - Donations, Memberships	475.00
E09u - Utilities	314.39
	3,174.15
Total E09 - Operating Expenses	3,174.15
E10 - Equipment	89.99
	29,784.98
<b>Total Outflows</b>	<b>29,784.98</b>
	-212.91
<b>Net Inflows/Outflows</b>	<b>-212.91</b>

Mile High Jazz Band Association  
Financial Report

Profit & Loss FY2013 to date (July 1, 2012 to April 14, 2013)

<b>Inflows</b>	
101 - Admissions	4,832.78
102 - Contracted services	3,045.00
103 - Other:	
103d - Ads	3,585.00
103i - Interest earned	11.78
103m - Membership:	
103m-b - Board membership	385.00
103m - Membership - Other	1,380.00
	<hr/>
Total 103m - Membership	1,765.00
103s - Sales	1,604.72
	<hr/>
Total 103 - Other	6,966.50
106 - Other Private	1,526.26
108 - State Gov't	4,686.00
109 - Local Gov't	4,000.00
	<hr/>
<b>Total Inflows</b>	<b>31,056.51</b>
<b>Outflows</b>	
E04 - Artistic fees:	
E04a - Musicians' Fees	19,840.00
E04b - Poets' Fees	50.00
E04s - Scholarships	1,192.00
	<hr/>
Total E04 - Artistic fees	21,082.00
E05 - Fees & Services	
E05a - Technical fees	500.00
E05b - Services	1,680.00
E05 - Fees & Services - Other	654.00
	<hr/>
Total E05 - Fees & Services	2,834.00
E06 - Space rental	525.00
E07 - Travel & training	65.00
E08 - Marketing:	
E08a - Advertising	218.00
E08b - Graphics, design	775.00
E08m - Mailing, postage	204.61
E08p - Printing	453.50
E08 - Marketing - Other	500.00
	<hr/>
Total E08 - Marketing	2,151.11
E09 - Operating Expenses:	
E09a - Programs	815.00
E09 - Insurance	425.00
E09m - Music charts	61.15
E09b - Supplies & other	28.80
E09p - Postage & PO Box	45.00
E09c - Donations, Memberships	150.00
E09u - Utilities	280.14
	<hr/>
Total E09 - Operating Expenses	1,805.09
	<hr/>
<b>Total Outflows</b>	<b>28,462.20</b>
	<hr/>
<b>Net Inflows/Outflows</b>	<b>2,594.31</b>
	<hr/> <hr/>

Bank balance: \$13,728

Assets: Music library \$5,000

Banners & Signs \$1,000

## Resumes of Key Individuals

### 2013 Steering Committee, *Jazz & Beyond* - Carson Music Festival

**David Bugli** is founder and an organizer of *Jazz & Beyond* since its inception as *Basie@100* in 2004. He also has organized the annual Capitol Tree Lighting on the steps of the Nevada State Capitol in Carson City, which featured performances by the Holiday Brass Ensemble (generally about two dozen players) and about two hundred elementary school singers. He brought the annual TubaChristmas event to Reno, managed it for several years, and continues to perform in and MC the event. He is President of Mile High Jazz Band Assoc., President of the Foundation for the Betterment of Carson City Parks and Recreation, and a Vice-President of the Carson City Historical Society.

Bugli founded, leads, and plays keyboard in the Mile High Jazz Band, conducts the Carson City Symphony, and has been Assistant Conductor of the Foundation Orchestra in Reno and guest conductor of the Ruby Mountain Symphony in Elko. A recipient of the 2007 Nevada Governor's Arts Award for Distinguished Service to the Arts, Bugli earned a Bachelor of Science Degree in music education from Ithaca College, N.Y., where he studied composition for four years with Karel Husa, and a Master of Music Degree from the University of Massachusetts. He has participated in Conductors Workshops of the American Symphony Orchestra League in San Francisco and St. Louis. In addition to conducting, he plays classical and jazz piano, tuba, and trombone, and he composes and arranges music. Bugli retired from employment as a programmer/analyst with the State of Nevada in 2010 and currently teaches piano at Western Nevada College.

Website: [DavidBugli.com](http://DavidBugli.com)

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**Tom Stryker** has participated as an organizer and performer with *Jazz & Beyond* for several years, and was on the Steering Committee and Chair of the Performance and Promotion Committees in 2011. He served on the Mile High Jazz Band Board of Trustees 2005-07. Stryker is immediate Past President of SPAH, the Society for the Preservation and Advancement of the Harmonica, recognized world wide. As president, he organized several annual conferences for the organization's membership of more than 850.

Stryker plays jazz, pop, and contemporary music on the harmonica. He began playing professionally in San Francisco with world-famous "Harmonica Rascal" Johnny Puleo and went on to perform as a soloist and with symphonies, harmonica trios, and jazz bands. He has appeared on television and radio shows, and was lead player with the Harmonica Express (quartet) in the 1980s World Harmonica Championships.

Tom Stryker has performed all over the world, from China to Hawaii to Germany; from Miami to London; and from jazz clubs in Reno to cruise ships in South America. His group "2 Plus" has been featured in several *Jazz & Beyond* music festivals each August. He has soloed with the Mile High Jazz Band, and was guest soloist with Carson City Symphony in 2005, 2006, and 2010.

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**Elinor Bugli** has participated in organization and management of *Jazz & Beyond* since its inception in 2004, and served on the Steering Committee and as Chair of the Finance Committee in 2011 and 2012. She is Treasurer of the Mile High Jazz Band Association, President of the Carson City Symphony Assoc., Treasurer of the Carson City Arts and Culture Coalition, a past president of the Brewery Arts Center, and has been docent chair and member of the Volunteers in Art executive committee at the Nevada Museum of Art. She is a 2001 graduate of Leadership Carson City.

Bugli earned B.A. and M.A. degrees in geology (University of Minnesota and Wesleyan University, Conn.) and retired as a hydrologist from the U.S. Geological Survey. She plays violin in the Carson City Symphony, Ruby Mountain Symphony, Carson Valley Pops Orchestra, and Silver Strings Quartet.



## Organizational Structure

MILE HIGH JAZZ BAND ASSOCIATION, INC.  
 191 Heidi Circle, Carson City, NV 89701-6532  
 BOARD OF TRUSTEES, 2012-13 - FY2013

Term Ends	Name, Position on Board, Affiliation	Phone, Cell phone, Fax, Email	Address
2013	<b>David Bugli</b> President, Band Leader Programmer Analyst, State of Nevada, retired	(H) 775-883-4154 ((Cell) 775-720-1741 (F) 775-883-4371 (E) dcbugli@aol.com	191 Heidi Circle Carson City, NV 89701-6532
2014	<b>Steve Hayes</b> Vice President, Nominations Chair, Band Liaison, Guitarist Programmer/technical director, retired	(H) 775-781-3655 (E) iseeyou@fastmail.com	291 Five Creek Rd. Gardnerville, NV 89460
2013	<b>Bob Sullivan</b> Recording Secretary, Audit Chair, Nominations Committee Retired	(H) 775-882-7742 (E) rtsully1@aol.com	1853 Pyrenees St. Carson City, NV 89703-2332
2014	<b>Elinor Bugli</b> Corresponding Secretary-Treasurer, Grants Committee, Publicity Hydrologist, U.S. Geological Survey, retired	(H) 775-883-4154 (C) 775-721-6302 (F) 775-883-4371 (E) ehbugli@aol.com	191 Heidi Circle Carson City, NV 89701-6532
2014	<b>Susan Crowell</b> Volunteer Coordinator Educator, retired	(H) 775-883-1136 (E) sacrowell@charter.net	4 E. Sunset Way Carson City, NV 89703-3754
2015	<b>Gail Black</b> Membership Chair Office administrator, CVOIL	(H) 775-461-0520 (E) blackgoose44@hotmail.com	105 Yellow Jacket Lane Carson City, NV 89706
2015	<b>Betty Young</b> Volunteer Committee Nurse, retired	(H) 775-885-6830 (E) Elizabeth_young@sbcglobal.net	1110 W. Bonanza Carson City, NV 89706
2013	<b>Dean Carter</b> Grants Committee, Band Liaison, Trombonist Senior Software Engineer, Bally's	(H) 775-882-8342 (E) dean@tenorbone.com	3586 Arcadia Ave. Carson City, NV 89705
2015	<b>Kelly Dodge</b> Trustee, Audio Tech IT-GPS Technician, Campbell Construction	(C) 775-772-6011 (W) 775-677-9111 (E) kellyedodge@sbcglobal.net	4949 Edmonds Dr. Carson City, NV 89701

Tax Exempt FEI No. 80-0027719

Web site: MileHighJazz.com

printed 4/15/13

# FREE Summer Concert Series

**Jazz**  
**AND BEYOND**  
Carson City Music Festival  
AUGUST 2012

START YOUR FRIDAY NIGHT AT THE CARSON MALL  
WITH A SPECIAL FREE PERFORMANCE BY

## Super Stereo

Friday, August 17 • 5:00 - 7:00pm

COOL OFF WITH  
HOT MUSIC ON SATURDAYS  
FREE INSIDE THE CARSON MALL

Saturday, 11am - 1pm

## Pat Esters Band

August 4

## Two Plus Quintet

August 11

## Latisha Lewis Band

August 18

JOIN US FOR SUNDAY BRUNCH ON  
THE PATIO IN AUGUST WITH FREE  
OUTDOOR CONCERTS

Sunday, 11am - 1pm

## Bluegrass Brunch featuring the Back Forty Band

August 5

## Jazz Brunch featuring the Impromptu Quintet

August 12

## Latin Brunch featuring Alta Frekuencia

August 19

oud to support the Music and Arts of Carson City

The  
Carson Mall  
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**Carson City**  
**Office of Business Development**  
108 East Proctor Street  
Carson City, NV 89701

**CARSON CITY**  
**PLANNING DIVISION**



**Special Event Funding Request Form**

**Capital City Arts Initiative**

ORGANIZATION NAME / APPLICANT

PO Box 1333, Carson City NV 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

775.267.3295

arts-initiative.org

PHONE #

WEBSITE URL

Sharon Rosse, Executive Director

CONTACT / EVENT DIRECTOR NAME

PO Box 1333, Carson City NV 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

775.267.3295

sharonrosse2001@yahoo.com

PHONE #

EMAIL

NAME OF EVENT

\$ 5,000.

TOTAL FUNDING REQUEST

Event Dates: July 1, 2013 - June 30, 2014

Project Area (check one):

Redevelopment Area #1

Redevelopment Area #2

**Event Description and Objectives**

Include history of the event and importance to the community (use additional pages as needed):

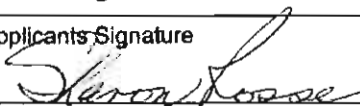
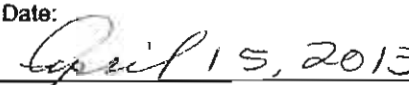
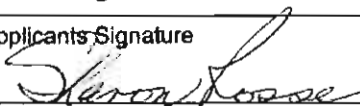
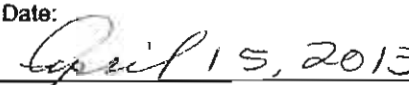
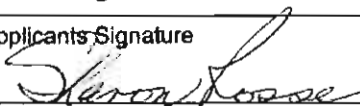
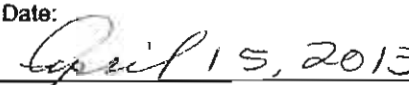
Please see the answer on attached pages.

Estimated number of local participants: 35,000 Estimated number of out-of-town participants: 6,800

Number of years event has taken place in Carson City: 10



Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
CCAI staff to produce and coordinate programs	\$ 5,000.	\$ 28,000.	\$ 33,000.
Artists' honoraria	\$	\$ 14,050.	\$ 14,050.
Artists' travel	\$	\$ 4,500.	\$ 4,500.
Marketing	\$	\$ 5,850.	\$ 5,850.
Remaining Operating [insurance, web server,	\$	\$ 5,100.	\$ 5,100.
po box rent, ink, Secty of State annual fee,	\$	\$	\$
postage, etc]	\$	\$	\$
Totals:	\$ 5,000.	\$	\$
Redevelopment Funds as a % of total Event costs:	8 %		
Projected Revenues:			\$ 62,500.
Projected Net Profit/Loss:			\$ 0
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ 61,000.	\$ 58,550.	\$ 62,500.
Expenses:	\$ 59,000.	\$ 58,550.	\$ 62,500.
Reserves:	\$ 2,400.	\$ 2,400.	\$ 3,000.
Redevelopment funding your organization received for this event in prior years, if any:			
<del>2011</del> \$ 5,000.			2012
<del>2010</del> \$ 4,250.			2011
<del>2009</del> \$ 5,000.			2010
2008: \$			
Number of years your organization has existed: 10			
Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, what organization(s) and how much funding? Please see answer on attached pages.			
Describe any efforts to obtain funding from other sources:  Please see answer on attached pages.			
Describe why Redevelopment funds are required for the special event:  Please see answer on attached pages.			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):  Please see answer on attached pages.			
List other organizations and businesses partnering or participating in the event: Please see answer on attached pages.			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:  Please see answer on attached pages.			

<p>Have you obtained all necessary approvals and/or permits for the event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No          If not, what approvals are still pending?          Please see answer on attached pages.</p>		
<p>How do plan to market and advertise the event?          Please see answer on attached pages.</p>		
<p>Explain how the special event may be able to be expanded in the future:           Please see answer on attached pages.</p>		
<p>Explain how the special event will be able to transition away from City funding support in the future:           Please see answer on attached pages.</p>		
<p><b>Acknowledgement of Application Provisions: (please check each that you acknowledge)</b>  <input checked="" type="checkbox"/> I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.  <input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.  <input checked="" type="checkbox"/> 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.  <input checked="" type="checkbox"/> 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.</p>		
<p><b>I affirm, this application and all attachments are true and accurate to the best of my knowledge.</b></p>		
<table border="1"> <tr> <td>Applicants Signature </td> <td>Date: </td> </tr> </table>	Applicants Signature 	Date: 
Applicants Signature 	Date: 	
<p><b>*Note:</b> 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.</p>		

<p><b>Application submittal checklist:</b></p> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Complete, signed Special Event Funding Request Form</li> <li><input checked="" type="checkbox"/> Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility</li> <li><input checked="" type="checkbox"/> Resumes of the key individuals in the organization conducting the special event</li> <li><input checked="" type="checkbox"/> 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.</li> </ul>
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Carson City  
Office of Business Development  
108 E Proctor St  
Carson City NV 89701

Special Event Funding Request Form

**Capital City Arts Initiative [CCAI]**

*CCAI "see attached" answers from the application's page one*

**Event Description and Objectives: Include the history of the event and importance to the community.**

• CCAI Mission Statement

The Capital City Arts Initiative [CCAI] is an artist-centered organization committed to the encouragement and support of artists and the arts and culture of Carson City and the surrounding region. The Initiative is committed to community building for the area's diverse adult and youth populations through art exhibitions, live events, arts education programs, artist residencies, and online projects.

• Objectives/Importance to the Community and Event Descriptions

The Initiative is committed to enhancing the area's cultural environment and widening cultural ties throughout the community. CCAI programs sustain and increase arts programming in Carson City. To build awareness of and audiences for the arts, the Initiative presents a yearlong season of programs in many non-traditional sites making cultural programming available to many residents, including those who might never chose to visit an arts venue.

CCAI presents exhibitions by local and national artists in the CCAI Courthouse Gallery and in the City's Business Resource Innovation Center [BRIC]. To interpret exhibitions for the public, CCAI commissions writers to write essays for the Courthouse Gallery exhibitions; the Initiative makes these essays available to the public in the gallery and online.

Through its Artists In Education program, local and visiting artists give art enrichment workshops to students at Carson Middle School and Mark Twain Elementary School.

CCAI's Nevada Neighbors series of public talks brings artists, curators, and scholars to town for four events annually. CCAI's Books & Writers series presents readings and writing workshops by four published writers each year. Both series are co-sponsored with and presented at the Carson City Library.

• CCAI History

CCAI was founded in 2002 to fill a void for contemporary visual arts programs in the area and in response to a citywide 2001 Carson City arts assessment that requested more art by visiting artists from outside the area and additional exhibition venues for local artists. CCAI programming began in 2003.

CCAI has presented exhibitions in the CCAI Courthouse Gallery [since 2004] and in the City's BRIC business resource/engineering building [since 2010]; both of these venues have brought art into the workplace for the buildings' staff and the visiting public. CCAI has commissioned exhibition essays by arts writers for the Courthouse Gallery shows since 2004. CCAI has presented an annual exhibit in the lobby of the Carson City Library for the past seven years. Since 2008, CCAI has had numerous Artists-In-Residence for its annual residency/exhibition project at St. Mary's Art Center in Virginia City. In years past, CCAI presented exhibitions in a local thrift store and in an empty commercial property and commissioned public murals for a pedestrian alley and a commercial building.

Through its Artists In Education program [since 2004], local and visiting artists have given workshops and talks at Carson City School District schools, at Douglas High School in Minden, and at Sierra Nevada College in Incline Village. This program enriches students' education, expands standard curricula, and provides informal In-Service opportunities for attending faculty.

CCAI began its Nevada Neighbors series of public talks in 2003. The series has brought artists, curators, and scholars to town for four events annually at the Carson City Library and has presented 42 speakers from neighboring areas [i.e. Arizona, California, Oregon, Utah] and from further away [i.e. Canada, Croatia, New York, Singapore]. The speakers also have given their talks at local schools and colleges.

CCAI launched its Books & Writers series in co-sponsorship with the Carson City Library to present readings and workshops by literary artists. Artists from Carson City, Reno, and Columbia SA have participated since the program began in 2010.

Financial history highlights are the two multi-year grants CCAI received from The Andy Warhol Foundation for the Visual Arts for program support in 2006 & 2007 and 2010 & 2011. CCAI was the first recipient in Nevada of the prestigious Warhol Foundation grants. In 2012 and 2013, CCAI received Challenge America grants from the National Endowment for the Arts for its Courthouse Gallery exhibitions.

- Please see the attached program list for CCAI's 2013 - 2014 season.

Estimated number of local participants: 35,000

Estimated number of out-of-town participants: 6,800

- CCAI Artists In Education program will serve an estimated 285 students [3<sup>rd</sup> grade - 8<sup>th</sup> grade], 5 faculty members, and 10 artists at Carson Middle and Mark Twain Elementary in Carson City.
- The Nevada Neighbors and Books & Writers programs will serve an estimated 300 members of the public.
- Through its Exhibitions, CCAI will serve an estimated 34,400 members of the public: 40 people daily at the BRIC [10, 400] and 100 people daily at the CCAI Courthouse Gallery [24,000]. City staff at each of these venues tracks public attendance.

*CCAI "see attached" answers from the application's page two, continued*

**Have other organizations besides yours committed funding for this event? If yes, what organizations and how much funding?**

The following partners have confirmed their participation and support for 2013 - 2014.

CCAI will receive fees for services from:

Carson City Library, \$300.

Carson City School District, \$3,035.

Douglas County School District, \$500.

Healthy Communities Coalition, \$400.

Sierra Nevada College, \$800.

St. Mary's Art Center, \$50.

**Describe any efforts to obtain funding from other sources:**

CCAI has grant applications pending with:

John and Grace Naumann Foundation [appl. invited, due May 1, \$4,000 request]

John Ben Snow Memorial Trust [letter of intent accepted, appl. submitted April 1, \$10,000 request]

**funding from other sources, continued:**

US Bancorp Foundation [application due August 1, \$2,000. request]  
National Endowment for the Arts [application due May 23, \$10,000. request]  
Nevada Arts Council [application submitted March 15, \$7,000. request]  
Nevada Humanities [application submitted March 10, \$3,000. request]  
CCAI receives donations from board dues, memberships from individuals and businesses, and donations to support specific programs.  
CCAI receives significant in-kind support from the Carson City Courthouse, Carson City Library, City of Carson City [BRIC], Steele & Associates LLC, and partner schools.

**Describe why Redevelopment funds are required for the special event:**

CCAI respectfully requests \$5,000. in Redevelopment funds to support program production for art events throughout the Redevelopment District 1 for 2013 – 2014. The City's funding is crucial to ensure CCAI program production/coordination and to help leverage funding from other public and private sources.

CCAI programs enhance the City's cultural life for all residents and visitors during the year. All CCAI programs are free to the public.

**Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue [Downtown Redevelopment Area 1]:**

The Initiative's 2013 - 2014 programs both sustain and increase arts programming in Carson City and the region. CCAI plays a critical leadership role in Carson City's development as a center of arts and culture. CCAI presents strong programs designed to encourage participation in and discussion of the arts in our community's evolving cultural life. The Initiative works toward these goals through all its program activities.

A strong arts and culture environment helps Carson City as it works to diversify and expand its business base. When businesses consider moving their facilities to a new community, the first two questions asked are: 1. How are the schools in your community, and 2. What is there to do in your community? CCAI helps the City provide positive answers to both of those questions. CCAI provides enrichment programs at the schools and has a strong record of providing visual and literary arts programs distinguished by excellence and innovation to residents throughout the community.

CCAI actively markets its programs to Carson City residents and to Douglas, Lyon, Storey, and Washoe county residents to encourage them to come to Carson City and participate in the town's cultural activities. Many audience members and gallery visitors travel from outside Carson City to attend CCAI events and programs, and in the process, augment the local tax base through restaurant meals and gasoline purchases.

**List other organizations and businesses partnering or participating in the event:**

CCAI community partners include the Carson City Courthouse, Carson City Library, Carson Nugget, Carson City School District, Data Graphics, Douglas County School District, Healthy Communities Coalition with Lyon County School District, Sierra Nevada College, Western Nevada College, Steele & Associates CPA LLC, St. Mary's Art Center in Virginia City, and the University of Nevada Reno.

**Describe the facilities and/or area in which the events will occur. Include any proposed street closures.**

CCAI will produce three exhibitions and companion artists' receptions at the Carson City Courthouse during the year and one exhibition/artist reception at the BRIC in the fall. The four Nevada Neighbors talks and the four Books & Writers readings/workshops will take place in the Carson City Library auditorium. Numerous Artists In Education workshops will take place in the participating schools. CCAI will not request any street closures during 2013 – 2014.

*CCAI "see attached" answers from the application's page three*

**Have you obtained all the necessary approvals and/or permits for the event?**

CCAI submits the required event permit applications for its art receptions at the Courthouse and the BRIC in a timely manner prior to each event. The estimated dates for the upcoming special event permits will be September and November 2013, February and May 2014.

**How do you plan to market and advertise the events?**

CCAI widely distributes press releases to area print and electronic media and distributes public information via social media [CCAI website blog and Facebook event page].

CCAI produces and prints fliers for its fall and spring programs with print runs of 5,000 for each item. The board and staff widely distribute the fliers to the public through: Carson City and Douglas County libraries; its partner schools including Sierra Nevada College, University of Nevada Reno, Western Nevada College; area arts organizations; art workshop students, and to CCAI funders and members. Please see the 2012 - 2013 bookmarks/fliers in the CCAI supplemental folder.

The Carson City Library lists the Books & Writers and Nevada Neighbors events on its electronic Roop Street reader board for up to a week before each event.

The board and staff are in active collaboration with individuals, local organizations, and businesses and its Advisory Board who all help to spread-the-word about CCAI events.

**Explain how the special event may be able to be expandable in the future:**

CCAI looks to expand its Artists In Education outreach and plans to maintain its current schedule for the Exhibition, Nevada Neighbors, and Books & Writers programs.

**Explain how the special event will be able to transition away from City funding support in the future:**

CCAI will continue its annual funding requests to private, state, and federal public agencies. The City's support is a valuable tool in leveraging these outside funds.



CAPITAL CITY  
ARTS INITIATIVE

## Organizational Chart

The Board supervises the staff and participates in fundraising, curatorial research and decisions, event production, and program evaluation.

The staff works for and reports to the Board of Directors. Staff coordinates and organizes program production, public information, and grants writing.

### Board of Directors

**Cyndy Brenneman**

608 Elizabeth Street  
Carson City Nevada 89703  
Artist

**Glenn Clemmer, Ph.D., President**

1718 N Division Street, Carson City, Nevada 89703  
Biologist, retired

**J.P. Giovacchini, Treasurer**

73 Arrowhead Road, Carson City, Nevada 89706  
Internal Auditor, Department of Public Safety, State of Nevada

**Leona Kockenmeister, Vice-President**

4335 Wild Eagle Terrace, Reno, Nevada 89511  
Artist

**Sharon Rosse**

478 Bavarian Drive, Carson City, Nevada 89705  
Artist; Arts Administrator

**Karen Michael, Secretary**

PO Box 4777, Carson City, Nevada 89702  
Administrator for Silverflume, Nevada's Business Portal  
with the Nevada Secretary of State

### Staff

**Sharon Rosse**

Executive Director  
Artist; Arts Administrator

**Christel Passink**

Artists In Education Program Manager  
Graphic Designer; Arts Administrator

**CHRISTEL PASSINK**

2761 Fuller Avenue  
Minden, NV 89423  
775-267-3857  
cpassink@gmail.com

**PROFESSIONAL EXPERIENCE**

**Artists In Education Program Manager** – Capital City Arts Initiative, Carson City, Nevada  
2009 - present

Responsibilities include coordinating the Artists In Education program including coordinate workshops with schools and artists, attend workshops and assisting the artists; assist with all program production; distribute public information.

2013 – present

Create graphic designs for CCAI exhibition fliers, program bookmarks, and essay brochures.

2010 - present

Teach CCAI art workshops at various Carson City School District schools and for Partnership Carson City, a social service agency.

**ADDITIONAL PROFESSIONAL EXPERIENCE**

2013

**Guest Juror** – Carson Middle School PTA Annual Art Contest, Carson City

**WORK EXPERIENCE**

**Sales Representative** – Nevada Magazine, Carson City

2008 - 2009

Nevada Magazine, a non-profit agency and division of the Nevada Commission on Tourism. Responsibilities included: selling ads to the community that would be featured in the Tour Around Nevada article.

**Administrative Assistant** - The Market Place, The Ridge Resorts, Stateline, Nevada

2006 to 2008

Responsibilities included creating flyers in Publisher, annual newsletters, and weekly information guides, process invoices, and contact vendors

**Executive Assistant to President** - RAM Builders, LLC/Suds Shine Car Wash, Minden, Nevada  
2003-2006

Ram Builders, LLC

Administered all aspects of a construction business which included meeting with clients and vendors, managed and maintained deadlines, prepared and submitted invoices, and coordinated with the escrow companies to close homes

**Suds and Shine Car Detailing**

Created pricing menus, invoices, business cards, and coupon booklets, processed payroll and paid invoices



***Executive Assistant - Resorts West, Stateline, Nevada***

2002 - 2003

Assisted the President, Vice President, Chief Financial Officer and the General Manager in the day-to-day operations of four upscale resorts. The positions responsibilities changed daily and included such tasks as creating newsletters, processing ballots, proxies, and owner survey information for four Homeowner Associations

**OTHER EXPERIENCE AND AWARDS**

From Ridge Resorts: Superior Achievement Recognition Award, Employee of the Year, Associate Management Preparation Program graduate,

**EDUCATION**

A.A.S. Graphic Communications, cum laude, Western Nevada College, Carson City, 2012

**Sharon Rosse**

478 Bavarian Drive, Carson City, Nevada 89705  
775.267.3295 phone  
775.721.7424 mobile  
sharonrosse2001@yahoo.com

**Resume**

**Professional Experience**

**2002 – present Executive Director, Capital City Arts Initiative [CCAI], Carson City, Nevada**  
Founding Executive Director. Responsibilities include: organizational leadership; chief financial officer/grants manager/development; staff and board management; coordinating collaborations with community organizations; participation on board curatorial committee; program oversight: exhibition programs at CCAI Courthouse Gallery, BRIC, St. Mary's Art Center in Virginia City, and at community sites; Nevada Neighbors and Books & Writers public events series; and the Artists In Education program.

A partial list of participating artists, speakers, and writers includes: Lexi Boeger, Matthew Coolidge, Joseph DeLappe, William L. Fox, Lorraine Gilbert, Ellie Honl, Chris Lanier, Aaron Moulton, Jenny Robinson, Katie Grace McGowan, Scott MacLeod, Robert Morrison, and Elaine Tin-Nyo.

**2003 – present Board Member, Capital City Arts Initiative [CCAI]**

**2002 – 2008 Consultant, Homer & Associates Consulting Group, Carson City.**  
Consulting services for northern Nevada non-profit organizations included Nevada Hispanic Services-Carson City and Nevada Shakespeare Company, Reno, Nevada.

**1992 - 2001 Nevada Arts Council, a State of Nevada agency.**

**• Artists' Services Program Coordinator, 1995 - 2001**

Responsibilities included: addressing the needs of individual artists through grants technical assistance, ongoing programs, statewide initiatives, conferences, and networking opportunities. Provided program administration, development, and fiscal administration for the following programs:

- Artists' Fellowships [public and private funding]
- Artists' Professional Development
- Tumblewords, a literary arts touring program
- Visual arts: exhibitions, tours, annual artists' Governor's Arts Awards commissions, LXS at the State Legislature, established and administered OXS [Office eXhibition Series]; touring exhibitions: *LXS On The Road, night*; Save Outdoor Sculpture, Women's Health Conference exhibition.

◦ Artists' Services' intern | volunteer program

**• Director of Services, 1992 - 1995**

Responsibilities included: administration and development of Artists Fellowships, LXS at the State Legislature; Arts in Education Program: Artists-In-Residence, Teacher In-Service Conferences, Special Project Grants for Teachers, Arts Organizations and Schools; Community Arts Development programs: Nevada Presenters' Network, NPN conferences; NAC public information.

**1985 – 2001 Director, LXS, Legislative eXhibition Series, Carson City.**

Co-founder | co-curator of the biennial visual arts exhibition program at the Nevada State Legislature, Carson City. Presented ninety exhibits during nine biennial legislative sessions. Presented in various legislative sessions through the Nevada Arts Council and Western Nevada Community College-Carson City.

**1984 – 1992 Director, XS Gallery, Western Nevada Community College, Carson City**  
Co-founder. Responsibilities included: administration for nine exhibition per year, the visiting artists program, arts writing program in conjunction with the exhibition program, development and administration of LXS Gallery at the Nevada State Legislature, grants writing and management; coordination of publicity and graphic design, public relations, fund-raising. Participating artists and writers included: Karen Atkinson, Nancy Barton, John Beech, Nayland Blake, Mark Durant, Jeanne Finley, René DeGuzman, Caryl Henry, Jin Lee, Rita McBride, Wendy Oberlander, Robert Morrison, Maria Porges, Valerie Soe and Christine Tamblyn.

**1988 – 1990 Director, DICE, Truckee Meadows Community College, Reno, Nevada**  
Co-founder. Responsibilities included administration and management of visual arts exhibition program.

### **Additional Professional Activities**

2013

- **Guest Juror**, Carson Middle School annual PTA Art Contest
- **CCAI representative**, Carson City Arts & Culture Coalition, 2006 - present

2012

- **Guest Participant**, Graduate Student Open Critiques, Art Department, University of Nevada Reno [UNR]

2011

- **Guest Participant**, Graduate Student Open Critiques, Art Department, UNR
- **Member**, Advisory Board, United Latino Community

2010

- **Member**, Capital City Reads Committee, Carson City Library, 2009 – 2010

2009

- **Member**, Advisory Committee, Carson City Library

2008

- **Speaker** for *Sine Cera*, Galen Brown exhibition at Nevada Arts Council OXS Gallery

2007

- **Guest Participant**, Graduate Student Open Critiques, Department of Art, UNR
- **Steering Committee | general membership**, Carson City Arts & Culture Coalition, [2006-2007]

2006

- **Participant**, Community Committee with Outside Review Team, Department of Art, UNR

2003

- **Panelist**, "Becoming A Professional Artist," Sierra Nevada College
- **Radio interview**, KUNR, Artist-in-Residence Program, with on-air host Terry Joy
- **Juror**, "8th Annual Recycled Art(icles)," College Gallery, WNCC-Carson
- **Community Member**, UNR Art Department Scholarship Committee

2002

- **LXS Curatorial Committee** for 2003 LXS at Nevada Legislative Building, Nevada Arts Council

2001

- **Author**, catalog essay for "Great Basin Points of View" exhibit; Mary Lee Fulkerson, curator; exhibition sponsored by the Racial Justice Institute of the Truckee Meadows
- **Juror**, Scholastic Art Competition, Nevada Museum of Art, Reno [high school art, all media]

1991

- **Guest Curator**, Nevada Museum of Art, Reno *Nevada Country Christmas/Holiday Traditions*; designed and installed exhibit, juried and coordinated performing arts events
- **Juror**, Scholastic Art Competition, Nevada Museum of Art, Reno [high school art, all media]
- **Juror**, Carson City High School annual PTA art contest
- **Juror**, Carson City Junior High School annual PTA art contest

1990

- **Juror**, Nevada Day Show, Nevada Artists' Association, Brewery Arts Center, Carson City

1989

- **Presenter** at "Creative Programming for Visual Arts Centers" session, Southwest Arts Conference, Scottsdale, Arizona

1987

- **Exhibition Assistant**, Nevada State Museum, Carson City

1986

- **Juror**, Student, Faculty & Staff Show, Manville Gallery, University of Nevada, Reno

1985

- **Juror**, Great Balloon Poster Contest, Sierra Arts, Reno

1984 - 1985

- **Member**, Board of Directors, Brewery Arts Center, Carson City

1984

- **Juror**, Olympics of the Mind, State Finals, Nevada State Department of Education

1983

- **Juror**, *Listen*, University of Nevada, Reno Arts Festival, Student Competition

1982

- **Evaluator** of *Nevada Contemporary*, Sierra Nevada Museum of Art exhibition for Nevada Arts Council grant

### Teaching Experience

2008 – 2009 **Artist in Education** for CCAI with Carson City School District: Carson High School ECHO Club, Mark Twain Elementary School [PTA Reflections project], Empire Elementary School X-Factor.

1984 - 1989/1991/2001 **Artist in Residence** at twenty-one residencies in northern Nevada for the Nevada Arts Council; Sierra Arts, Reno; and the Lake Foundation, Incline Village.

1984 - 1991 **Instructor**, visual arts studio and arts administration classes, Western Nevada Community College, Carson City. Courses included Beg. and Advanced Sculpture, Beg. and Advanced Ceramics, Beg. and Advanced Drawing, Gallery Management, and summer workshops.

1981 - 1987/1991 **Instructor** for various art classes and workshops at schools for Washoe County School District; Brewery Arts Center; Sierra Nevada Museum of Art; and Very Special Arts Nevada in Reno and Elko.

### Education

B.A. University of Nevada Reno, major: Studio Art, 1981

	A	B	C	D	E
1	<b>Capital City Arts Initiative Grant Application Request to</b>	<b>FY14 Budget</b>		<b>FY13 Budget</b>	<b>FY13 Budget</b>
2	<b>The City of Carson City • Special Events</b>	<b>projected</b>		<b>projected</b>	<b>to date</b>
3	<b>July 1, 2013 - June 30, 2014 • FY14</b>				
4					
5	CCAI operates on a cash basis.				
6	<b>CCAI Expenses</b>				
7	CCAI Staff				
8	Executive Director	18,000		18,000	15,000
9	AIE Program Manager	15,000		15,000	12,500
10	staff subtotal	33,000		33,000	27,500
11					
12	<b>Program Expenses</b>				
13	Artist Honoraria: visiting artists, speakers, writers	14,050		13,250	9,350
14	AIE & NVN: fy14: 5,300. fy13: 5,650.				
15	Exhibition artists: fy14: 4,750. fy13: 3,600				
16	exhibition essay writers: fy14: 2,400. fy13: 2,400.				
17	Books & Writers: fy14: 1,600. fy13: 1,600.				
18	Travel for visiting artists	4,500		3,300	1,400
19	Remaining Operating				
20	artists' supplies	750		300	300
21	artists' shipping	1,000		500	500
22	exhibition supplies	600		600	600
23	hosting, receptions, event permits	500		500	500
24	office supplies   misc	2,250		2,000	2,000
25	[po box rent, web server, ink, copies, misc postage, Secty of State annual fee,				
26	Workmans Comp ins 632. and liability ins 275.]				
27	program expenses subtotal	23,650		20,450	14,650
28	<b>Marketing</b>				
29	advertising: web maintenance	500		0	0
30	design: Exhibition fliers, Nevada Neighbors and Books & Writers bookmarks	1,250		1,250	900
31	printing: Exhibition fliers, Nevada Neighbors and Books & Writers bookmarks	2,200		2,150	2,150
32	mailing: bulk mail postage and mailing service	1,900		1,700	1,200
33	marketing subtotal	5,850		5,100	4,250
34	<b>Total Expenses</b>	<b>62,500</b>		<b>58,550</b>	<b>46,400</b>

	A	B	C	D	E
35	<b>CCAI Income</b>	<b>FY14 Budget</b>		<b>FY13 Budget</b>	<b>FY13 Budget</b>
36	<b>Earned Income</b>	<b>projected</b>		<b>projected</b>	<b>to date</b>
37	Event Donation Box	300		355	300
38	donations by artists for art work sales	100		450	450
39	Fees for Services				
40	Carson City Library: for Nevada Neighbors lectures, 4 @ \$75. ea	300		300	300
41	Carson City School District for Carson Middle School [13 workshops]	2,070		2,070	1,105
42	Carson City School District for Mark Twain Elementary [6 workshops]	965		965	965
43	Douglas County School District for Douglas High School	500		500	500
44	Healthy Communities Coalition for Lyon Cty School Dist / Dayton HS, Silver Stage HS	350		350	350
45	Partnership Carson City [FY14 confirmation pending]	500		500	500
46	Sierra Nevada College: for Nevada Neighbors lectures @ \$200. ea	800		800	600
47	St. Mary's Art Center	50		50	0
48	subtotal	5,935		6,340	5,070
49	<b>Foundation Support</b>				
50	John & Grace Naumann Foundation [appl due May 1]	4,000		3,000	3,000
51	John Ben Snow Memorial Trust [letter of intent accepted, appl submitted April 1]	10,000		10,000	10,000
52	US Bancorp Foundation [appl due August 1]	2,000			
53	subtotal	16,000		13,000	13,000
54	<b>Local Support</b>				
55	Board of Directors [annual dues \$350. minimum per board member]	2,650		2,650	2,650
56	Memberships: individuals and businesses	5,000		6,500	4,220
57	targeted program donations	5,915		5,000	2,500
58	subtotal	13,565		14,150	9,370
59	<b>Public Support: Federal/State</b>				
60	National Endowment for the Arts: Challenge American Grant [appl due May 23]	10,000		10,000	10,000
61	Nevada Arts Council Partners in Excellence & Arts Ed Grants [submitted March 15]	7,000		5,110	5,110
62	Nevada Arts Council Artists Residency Express grants [Books & Writers, appl ongoing]	2,000		2,000	2,000
63	Nevada Humanities [appl submitted March 10]	3,000		2,950	2,950
64	subtotal	22,000		20,060	20,060
65	Income Subtotal	57,500		53,550	47,500
66	City of Carson City / Special Events request	5,000		5,000	5,000
67	<b>Total Income</b>	<b>62,500</b>		<b>58,550</b>	<b>52,500</b>

	A	B	C	D
68	<b>CCAI FY14 • In-Kind Contributions</b>	<b>FY14 Budget</b>		<b>AIE</b>
69	<b>Site Coordinators   Teachers</b>	<b>In-Kind</b>		<b>In-Kind</b>
70	Steele & Associates, LLC, CPA/accountant [annual IRS 990 form preparation]	2,060		
71	Courthouse staff: 52 weeks @ \$150. per week	7,800		
72	includes security, gallery maintenance/janitorial, gallery prep, staff liaison			
73	CCSD site coordinators, two schools, 10 hours each @ 35. per	750		750
74	Douglas HS site coordinator, 10 hours @ 35. per	350		350
75	Lyon Couty high school coordinators, 5 hours @ 35. per	175		175
76	Sierra Nevada College site coordinator, 5 hours @ 35. per	175		175
77	subtotal	11,310		1,450
78	<b>Space Rental</b>			
79	Bliss Mansion: artist meeting space August & December @ \$150. each	300		
80	BRIC office space @ \$100. per month, July 2012 - June 2013	1,200		400
81	BRIC exhibition space, \$500. per month, Sept 2012 - August 2013	6,000		
82	Carson City Courthouse: gallery space 52 weeks @ \$350. each, includes utilities	18,200		
83	Carson City Library: auditorium for NVN, 4 @ \$75. ea.	300		
84	Carson City Library: auditorium for Books & Writers' workshops-readings, 6 @ \$75. ea.	450		
85	Carson Middle School: space for 10 workshops @ \$100. each	1,000		1,000
86	Dayton High School:			
87	Douglas High School: media center for 6 artist talks @ \$100. per	600		600
88	Lyon Couty high schools classrooms, workshop space @ \$100. per	400		400
89	Sierra Nevada College: classroom lecture space for 4 guest artists @ \$150. ea.	600		600
90	2 part-time staff consultants' office space 12 months, 1 for 9 months = 333. per mon:	8,400		2,100
91	subtotal	29,950		4,700
92	<b>Travel</b>			
93	local area travel by CCAI board/staff: local driving for visiting artists, flier hand-delivery:	750		100
94	residency lodging at St Mary's Art Center, two weeks @ \$100. per night	1,400		
95	subtotal	2,150		100
96	<b>Remaining Operating Expenses</b>			
97	<b>General Administration</b>			
98	City of Carson City: insurance for four CCAI exhibitions @ \$500. ea	2,000		
99	[Courthouse and BRIC exhibits]			
100	landline & mobile telephones for 2 staff, est. \$75 per mth per person	1,800		900
101	computers/technology for 2 part-time staff, est. \$100. per mth per person	2,400		1,200
102	subtotal	6,200		2,100
103	<b>AIE supplies</b>			
104	CCSD for Carson Middle School, art supplies	200		200
105	CCSD for Mark Twain Elementary, art supplies	150		150
106	subtotal	350		350
107	<b>Hosting Receptions</b>			
108	Board members prep/donated hors d'oeuvres for Holiday party reception	200		
109	Board member donation one case wine for receptions	75		
110				
111	subtotal	275		
112	<b>In-kind Total</b>	<b>50,235</b>		<b>8,700</b>
113	<b>Total Cash Expenses + Total In-Kind = Total Project Costs</b>	<b>112,735</b>		



CAPITAL CITY  
ARTS INITIATIVE

## CCAI's Eleventh Year Programs July 2013 – June 2014

### Exhibitions

#### At the CCAI Courthouse Gallery

CCAI's art gallery located on the second floor atrium in the high-traffic downtown Carson City Courthouse, 885 E Musser St, Carson City, Nevada.

- *The Cartesian Medium*, solo exhibition of mathematical digital images by Ben Hoffman, Reno; September 2013 – January 2014; essay writer Chris Lanier, Reno
- *Drawings*; solo exhibition by Suzanne Kanatsis, Dubai and Salt Lake City, Utah; February – May 2014; essay writer tba
- *18 Months*; solo exhibition by Karl Schwiesow, Richmond, Virginia and Tahoe City, California; May – September 2014; essay writer tba

#### Other Exhibition Venues

- *Mark Twain's Suicide Table Ponderosa Ranch Ghost Adventures Bonanza!*, artist residency and exhibition by Justin Favela, Las Vegas, Nevada; at St. Mary's Art Center, Virginia City, Nevada; residency May 1 – 16, 2013/exhibition May 16 – August 30, 2013; essay writer tba
- *BRIC Art 4*; group exhibition in Carson City's Business Resource Innovation Center [BRIC], 108 E Proctor St, Carson City Nevada; September 2012 – August 2013; curatorial selection in progress

CCAI commissions an exhibition essay for most of its exhibitions. Essays are published online, posted in the gallery, and available as a handout for gallery visitors.

### Nevada Neighbors public talks

CCAI hosts four Nevada Neighbors events annually bringing artists, curators, and scholars to Carson City to discuss their work in a public presentation at the Carson City Library. During their visit, the speakers also give their talks for art students and faculty at Sierra Nevada College in Incline Village and Douglas High School in Minden. Since spring 2003, CCAI has presented 42 Nevada Neighbors speakers, from near-by [Arizona, California, Montana, Oregon] and some from further away [Canada, Croatia, New York]. These events are free and co-sponsored with the Carson City Library.

#### Fall 2013

- Nevada Neighbors XLIII: *Exhibition Profiles: Boise Art Museum* with Melanie Fales, Boise Idaho; October 2013
- Nevada Neighbors XLIV: *Land Art and Land Use in Contemporary Art: Nevada and Beyond* with Paul Paret, PhD, Salt Lake City, Utah; November 6, 2013

#### Spring 2014

- Nevada Neighbors XLV: *Self-Help Paintings* with Julia Schwadron, South Lake Tahoe, California
- Nevada Neighbors XLVI: *We Might Should Could*, artist talk by Justin Favela; companion talk to CCAI's 2014 St. Mary's Art Center residency|exhibition



## **Artists In Education**

CCAI artists present artists' talks and art workshops for students at the sites listed below. Professional artists from the CCAI Artists In Education Roster and visiting artists teach the classes. Participating artists, teachers, and students fill out evaluation forms for the activities.

- Carson Middle School, Carson City School District; ten workshops
- Mark Twain Elementary School, Carson City School District; six workshops
- Dayton High School, Lyon County School District; two artist talks and two workshops
- Douglas High School, Minden, Douglas County School District; two visiting artist talks and four Nevada Neighbors speakers
- Sierra Nevada College, Incline Village; four Nevada Neighbors speakers and two visiting artist talks
- Silver Stage High School, Silver Springs, Lyon County School District; two artist talks

## **Books & Writers**

The Books & Writers series includes public readings, book signings, and workshops given by professional writers for area writers, students, and the public. The 2013 – 2014 edition will feature writers from the Nevada Arts Council's Tumblewords roster reading from their poetry and prose works. CCAI will present two writers in fall 2013 and two writers in spring 2014. These events are free and co-sponsored with the Carson City Library.

## **CCAI Online**

- CCAI Website: [www.arts-initiative.org](http://www.arts-initiative.org) with announcements of upcoming CCAI events, programs, program history, commissioned essays, and more.
- CCAI Facebook Page  
<http://www.facebook.com/pages/Capital-City-Arts-Initiative/96391381287>

**Carson City**  
**Office of Business Development**  
108 East Proctor Street  
Carson City, NV 89701



**Special Event Funding Request Form**

Silver Dollar Car Classic/Joy Evans  
ORGANIZATION NAME / APPLICANT

1900 S, Carson St, 100, CC, NV 89701  
MAILING ADDRESS, CITY, STATE, ZIP CODE

775. 687-7410 silverdollarcarrclassic  
PHONE # WEBSITE URL

CONTACT / EVENT DIRECTOR NAME

Joy Evans  
MAILING ADDRESS, CITY, STATE, ZIP CODE

1900 S, Carson St. #100, CC, NV 89701  
PHONE # 687-7410 EMAIL jevans@visitcarsoncity.com

Silver Dollar Car Classic  
NAME OF EVENT

\$ 7,000.00  
TOTAL FUNDING REQUEST

Event Dates: Aug 2, 3 & 4, 2013

Project Area (check one):

Redevelopment Area #1

Redevelopment Area #2

Event Description and Objectives

Include history of the event and importance to the community (use additional pages as needed):

*- SEE ATTACHMENT -*

**RECEIVED**

APR 15 2013

CARSON CITY  
PLANNING DIVISION

Estimated number of local participants: 11,000 Estimated number of out-of-town participants: 600

Number of years event has taken place in Carson City: 18

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
	\$	\$	\$
<i>SEE ATTACHMENT</i>	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals:	\$	\$	\$
Redevelopment Funds as a % of total Event costs:		%	
Projected Revenues:			\$
Projected Net Profit/Loss:			\$

Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any:	
	Last Year	Present Year	Next Year	2011:	\$ <i>5,000 (2012) ?</i>
Income:	\$	\$	\$	2010:	\$
Expenses:	\$	\$	\$	2009:	\$
Reserves:	\$	\$	\$	2008:	\$
Number of years your organization has existed:				<i>NOT KNOWN</i>	

Have other organizations besides yours committed funding for this event?  Yes  No  
If yes, what organization(s) and how much funding?

Describe any efforts to obtain funding from other sources:  
*SEE ATTACHMENT*

Describe why Redevelopment funds are required for the special event:  
*SEE ATTACHMENT*

Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):  
*SEE ATTACHMENT*

List other organizations and businesses partnering or participating in the event:  
*SEE ATTACHMENT*

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:  
*SEE ATTACHMENT*

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
If not, what approvals are still pending?  
*SEE ATTACHMENT*

How do plan to market and advertise the event?  
*SEE ATTACHMENT*

Explain how the special event may be able to be expanded in the future:  
*SEE ATTACHMENT*

Explain how the special event will be able to transition away from City funding support in the future:  
*SEE ATTACHMENT*

**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.

**I affirm, this application and all attachments are true and accurate to the best of my knowledge.**

Applicants Signature  
*S. J. Stevens*

Date:  
*4-12-2013*

**\*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.

- Application submittal checklist:**
- Complete, signed Special Event Funding Request Form
  - Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
  - Resumes of the key individuals in the organization conducting the special event
  - 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.

## **SILVER DOLLAR CAR CLASSIC – CAR SHOW**

### **EVENT DESCRIPTION & OBJECTIVES:**

***This event was created 18 years ago through the CCCVB to capture visitors a week before the Hot August Nights event in Reno. The theory was to have visitors come to Carson City first for our car show then venture on to Reno for HAN.***

***Once word got out that Carson City offered a small-town personal show it increasingly became popular. This is a show which is held under the cottonwood trees for shade and in a beautiful park on the grass not like Reno where it's very hot and the shows are on asphalt with no shade.***

***Over the years the committee has fine-tuned the show to include "Cruise Nights" which take place every Thursday evening from 6 – 8pm, ten (10) weeks before the actual show.***

**WHO BENEFITS FROM A CRUISE NIGHT? – *Our local business and restaurants do. Anywhere from 40 – 90 vehicles will participate and take advantage of the businesses. The sponsor is encouraged to offer special rates for food and to supply the attendees with coupons or any printed materials that showcase their business. They are also encouraged to supply SDCC with printed materials that will be placed in all Welcome Packets. We supply an outstanding DJ for the evening and most cars stay well past the 8pm close.***

***WHO BENEFITS FROM THE SILVER DOLLAR CAR CLASSIC EVENT?***

*PARKS & RECREATION: Silver Dollar pays a fee to rent the park for the weekend*

*DAYTON KIWANIS: They serve breakfast Saturday and Sunday morning. All proceeds go directly to the Kiwanis.*

*THE SHERIFF'S VOLUNTEERS: We make a \$200 donation to the department to lead our cruise Saturday evening*

*ALL CRUISE NIGHT PARTICIPANTS: To each Cruise Night we bring 40 – 80 vehicles to their property from 6 – 8pm on a Thursday evening. This is to showcase their business.*

*This year's Cruise Night Sponsors:*

*Bully's Sports Bar & Grill - Last year they brought in extra help as it's always been one of the busiest evenings they have. This is their 3<sup>rd</sup> year in participating.*

*Courtyard Marriott/Casino Fandango- This brings in business to the casino. This is their 2<sup>nd</sup> year in participating.*

*Carson Station Hotel Casino - The National T-Bucket Convention will be in Carson City during a cruise night for Silver Dollar and they are planning on attending this Cruise Night. This is their 3<sup>rd</sup> year in participating*

*Carson Mall - They have 2 Cruise Nights. This greatly impacts their restaurants on the property. This is their 4<sup>th</sup> year in participating.*

*Wing's Stop - This is a new business and they are thrilled at having a Cruise Night to introduce their product to the community.*

*Carson Lanes & Retail Center - This will show the community the variety of food outlets they have. Johnny Rocket's is a favorite with the car people. This is their 3<sup>rd</sup> year in participating.*

*Concours Parts & Auto Accessories - They have participated every year. This gives them the opportunity to let the public know about their auto parts available.*

*AWARD ZONE - We continue to order our trophies from them as they have always provided outstanding work.*

**Carson City Lodging properties - With so many out of state attendees we know that they are staying in Carson City. All lodging properties, however, must agree and work together to provide the number of their guests that came to Carson City for this car show. A simple question of “Are you here for an event – if so, which one”? would clearly show that this event benefits the lodging properties.**

**Restaurants - The Silver Dollar Car Show attendees are in a higher financial class. They don’t go to Taco Bell or McDonalds. These older guest like upscale restaurants such as Glenn Eagles, Adel’s and Red’s Old 395 Grill.(to name a few)**

**WHO BENEFITS WITH OUR POKER RUN? The Poker Run is held Sunday morning from 8am – 12pm before the Awards Ceremony. The purpose of the Poker Run is to showcase Carson City and the beauty of our area. Last year the route took the guest to 5 different golf courses in the valley. Many participants were overheard saying “what a beautiful area this is”.**

**WHO BENEFITS THE FRIDAY NIGHT STREET DANCE?**

**The Friday night street dance is held in the west parking lot of the Nugget and FREE to the public. We estimate 2 – 3,000 people attend this outdoor free concert. The Nugget Casino will sell drinks and will retain all proceeds.**

**A. Estimate number of local participants –**

*Including all the Cruise Nights , The free street dance and the actual show- I would estimate about 11,000 people. The Cruise Nights alone have 50 – 80 cars per Cruise Night with 2 – 4 people per vehicle. At the actual Car Show we draw a large crowd of locals that love viewing these vehicles and spending the day at Mills Park.*

**B. Estimate number of out of town participants - *Because quite a few out of town participants bring their cars to this event – We have about 200 with 2 – 4 people in each car.***

**C. Number of year’s event has taken place in Carson City – *We are on our 19<sup>th</sup> year.***

<b>D. <u>Event Cost: Rental of Mills Park</u> -</b>	<b>\$1,000</b>
<i>Insurance</i>	<i>800.00</i>
<i>Photographer</i>	<i>500.00</i>
<i>Santi Huts</i>	<i>275.00</i>
<i>Holding Tank</i>	<i>300,00</i>
<i>Overnight Security</i>	<i>600.00</i>
<i>Portable Office</i>	<i>300.00</i>
<i>Dash Plaques</i>	<i>350.00</i>
<i>Cruise Nights (DJ)</i>	<i>650.00</i>
<i>Awards &amp; Trophies</i>	<i>1,500.00</i>
<i>Graphics</i>	<i>600.00</i>
<i>New web site</i>	<i>300.00</i>



<i>Printed Materials</i>	<b>2,000.00</b>
<i>Sheriff's Office</i>	<b>200.00</b>
<i>T-Shirts</i>	<b>3,500.00</b>
<i>Miscellaneous</i>	<b>300.00</b>
<i>Breakfast –(participants)</i>	<b>1,418.00</b>
<i>Permits – (City)</i>	<b>300.00</b>
<i>Talent Cost (Route 66)</i>	<b>1,200.00</b>
<i>DJ</i>	<b>400.00</b>
<i>Radio Advertising</i>	<b>1,500.00</b>
<i>Distribution of fliers</i>	<b>600.00</b>
<i>Beer (Capitol Beverage)</i>	<b>1,000.00</b>
<i>Soft Drinks</i>	<b>100.00</b>
<i>Ice</i>	<b>250.00</b>
<i>Sunday BBQ</i>	<b>1,500.00</b>
<i>Dayton Kiwanis</i>	<b>1,200.00</b>
	<hr/>
<b>Total</b>	<b>22,643.00</b>

**E. Have other organizations besides yours committed funding for this event? The Cruise Night Sponsors contribute \$250.00 to host a cruise night.**

***The Carson Nugget contributes \$1,500 to pay for the Friday night band.***

**F. What organizations and how much funding: -**

<b><i>Carson Nugget Casino</i></b>	<b><i>1,200.00</i></b>
<b><i>Courtyard By Marriott (Cruise Night)</i></b>	<b><i>\$250.00</i></b>
<b><i>Carson Mall (2 Cruise Nights)</i></b>	<b><i>500.00</i></b>
<b><i>Carson Station Hotel</i></b>	<b><i>250.00</i></b>
<b><i>Bully's Sports Bar</i></b>	<b><i>250.00</i></b>
<b><i>Wing Stop (NEW SPONSOR)</i></b>	<b><i>250.00</i></b>
<b><i>Carson Lanes (Johnny Rockets)</i></b>	<b><i>250.00</i></b>
<b><i>Concours Auto Parts</i></b>	<b><i><u>250.00</u></i></b>
<b><i>Total:</i></b>	<b><i>3,200.00</i></b>

**G. Have other organizations besides yours committed funding for this event? None**

***H. Describe efforts to obtain funding from other sources - Due to the economy obtaining funding from other sponsors is quite difficult, however, next year we will be looking at major sponsors such as Summit Racing, Concours Auto Parts, and anything to do with auto related businesses.***

***I. Describe why Redevelopment funds are required for this special event?***

***Silver Dollar Car Classic was started by the Carson City Convention & Visitors Bureau 18 years ago to bring in out of town guests a week before Hot August Nights in Reno. Participants stay here, play here and utilize our local businesses such as gas, dining and gaming. Once word got out that this is a small town personal show it increasingly became popular. This is a show that is held under the cottonwood trees for shade and in a beautiful park on the grass not like Reno where it's very hot and held on asphalt with no shade.***

***In the past, the Silver Dollar Car Classic Car Show was under the umbrella of the CCCVB. Due to a new board they feel this event should be on its own and no longer is offering their help such as printing, postage, web site, envelopes, etc. etc.***

***Over the years the committee has fine-tuned the show to include “cruise nights” which take place every Thursday evening from 6 – 8pm ten (10) weeks before the actual event. This showcases businesses in our city some new and some established. The Cruise Night sponsors are encouraged to supply SDCC with printed materials that will be placed in all welcome packets to entice the participants to visit their place of business. We supply an outstanding DJ for the evening and most cars stay well past 8pm. Bully’s has found that they need to put extra staff on during a Cruise Night.***

***J. Describe how the event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the area. Once again, the Cruise Nights introduce out of town and local participants to the diverse businesses Carson City has to offer. We have Cruise Nights as far north as Bully’s Sport’s Bar and Grill and as far south as Carson Lanes.***

***K. List other organizations and businesses partnering or participating in this event:***

***Dayton Kiwanis (they keep all proceeds)***

***Carson City Sheriffs Volunteers (They are given \$200 for their program in assisting with a controlled cruise Saturday evening.)***

***Carson City Parks & Recreation (We pay a rental fee of the park)***

***Carson City Nugget Casino (Our Friday night street dance is held in their west parking lot and FREE to the public – We have been told many people go to the Nugget once the dance is over)***

***All the Cruise Night Sponsors. Courtyard by Marriott, Carson Mall, Carson Station Hotel/Casino, Bully's Sport Bar, Wing Stop, Carson Lanes, Concours Auto Parts and Plaza Convention Center.***

***Any non-profit organization is welcome to have booth space (no charge) at the park during the event. Some that have attended are Costco & the Red Cross organization.***

***Hotel/Motels & RV Parks – Our participants utilize our lodging properties during this event.***

***All the Poker Run stops on Sunday. This gives us a chance to showcase the beauty of our area. Last year we visited 5 golf courses in our area.***

***L. Describe the facilities and/or area in which the event will occur.***

***Include proposed street closures.***

***The Silver Dollar Car Show takes place at Mills Park in Carson City. The Poker Run will take the participants throughout the city and showcase the beauty we have to offer. Street closures will take place on Friday evening from 4 – 10pm across from the Nugget in their west parking lot. A permit will be submitted for approval. We have had these side streets closed for the past 18 years. We do not close any main streets for this event.***

**M. Have you obtained all necessary approvals and/or permits for this event?** *We have already secured Mills Park. All necessary permits will be obtained 1 month before the actual event. We are aware of who needs to be notified for street closures and which permits are needed.*

**N. How do you plan to market and advertise this event?** *Quite a few of the committee members are actual "car people" and travel to other car shows throughout the region. They will be taking our "rack cards" with them and distributing them at out of area car shows. We now have our own web site which gives information on the show in Carson City. We have two publications which advertise our show at no cost to us. What we found, however, is that word of mouth is one of the most important and successful advertising devices we have. We will place our show and all information in the local newspaper.*

**O. Explain how this special event may be able to expand in the future?**

*This event has increased in participants over the years. This is a quality event and ran professionally and most important..very friendly. We have found that the participants tell their friends and they bring them to the following years show. We now have a little over 220 vehicles that show up. We can easily accommodate up to 500 cars in the future.*

**P. Explain how the event will be able to transition away from City Funding support in the future. There is no doubt that the Silver Dollar Car Classic will eventually be able to support itself financially in the future. Without the support financially of the CCCVB we need to basically start over. We sincerely hope to NOT come before the Redevelopment Board in the next few years.**

## **WHERE ARE THE PARTICIPANTS FROM?**

<b>OREGON, MILWAUKIE</b>	<b>GRANGEVILLE, IDAHO</b>
<b>BEND, OREGON</b>	<b>PORTLAND, OREGON</b>
<b>HELENA, MT</b>	<b>SUMMERLAND, BC, CANADA</b>
<b>BUFFALO, MN</b>	<b>PLYMOUTH, CA</b>
<b>MARTINEZ, CA</b>	<b>COLFAX, CA</b>
<b>CERES, CA</b>	<b>MODESTO, CA</b>
<b>OREGON HOUSE, CA</b>	<b>HALF MOON BAY, CA</b>
<b>SUTTER CREEK, CA</b>	<b>JACKSON, CA</b>
<b>ORANGEVALE, CA</b>	<b>LA MESA, CA</b>
<b>BISHOP, CA</b>	<b>TURLOCK, CA</b>
<b>RIVERBANK, CA</b>	<b>MT. SHASTA, CA</b>
<b>ANDERSON, CA</b>	<b>SANTA ROSA, CA</b>
<b>PARADISE, CA</b>	<b>GREELEY HILL, CA</b>
<b>MANTON, CA</b>	<b>FOLSOM, CA</b>
<b>WISHON, CA</b>	<b>COARSEGOLD, CA</b>
<b>PINE GOVE, CA</b>	<b>NORTH EDEWARDS, CA</b>
<b>HAMMIL VALLEY, CA</b>	<b>COTTONWOOD, CA</b>
<b>SUSANVILLE, CA</b>	<b>SAN JOSE, CA</b>
<b>FAIR OAKS, CA</b>	<b>ANTIOCH, CA</b>
<b>WATSONVILLE, CA</b>	



**NEVADA:**

**CARSON CITY**

**GARDNERVILLE**

**RENO**

**DAYTON**

**WASHOE VALLEY**

**SPARKS**

**STAGECOACH**

**MOUNDHOUSE**

**WELLINGTON**

**FALLON**

**MINDEN**

**June 6**  
**Courtyard By Marriott**  
 3870 S. Carson St

**June 13**  
**Carson Mall (East Side)**  
 1313 Carson St

**June 20**  
**Carson Station Hotel/Casino**  
 900 S. Carson St

**June 27**  
**Carson Mall (East Side)**  
 1313 Carson St

**July 4**  
**Bully's Sports Bar & Grill**  
 3530 N. Carson St

**July 11**  
**Wing Stop**  
 3965 S. Carson St

**July 18**  
**Carson Lanes / Johnny Rockets**  
 4600 Snyder

**July 25**  
**Concours Parts**  
 3655 Arrowhead Drive

**Aug 1**  
**Plaza Conference Center**  
 801 S. Carson St



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

**Events Sponsors**



**2013 Cruise Nights**  
 6-8 pm for the Cruise Nights



**CARSON CITY, NEVADA**

**Event Schedule**

**Thursday - August 1, 2013**

6PM **SCDD Cruise Night, Show 'n Shine, Music & Spirits**  
 hosted by The Plaza Hotel & Conference Center,  
 805 S. Carson St.

**Friday - August 2, 2013**

4PM - 7PM **Welcome Reception and Registration** ~ Car  
 Participants only - Carson Nugget Ballroom

5PM - 11PM **Carson Nugget Street Dance & Show 'n Shine**  
 with Route 66 - Public Welcome - West Parking Lot

**Saturday - August 3, 2013**

8AM - 10:30AM **Kiwanis Pancake Breakfast**

8AM - 11AM **Registration at Mills Park**

8AM - 4PM **Show 'n Shine, Music, Food, Vendors**

10AM - 4PM **Judging**

5:30PM **Cruise from Mills Park to Carson Nugget**

6PM - 10PM **Sock Hop** -- Carson Nugget Ballroom

**Sunday - August 4, 2013**

8AM - 10:30AM **Kiwanis Pancake Breakfast**

8AM - 12PM **SDCC Poker Run**

8AM - 3PM **Show N Shine, Music, Food, Vendors**

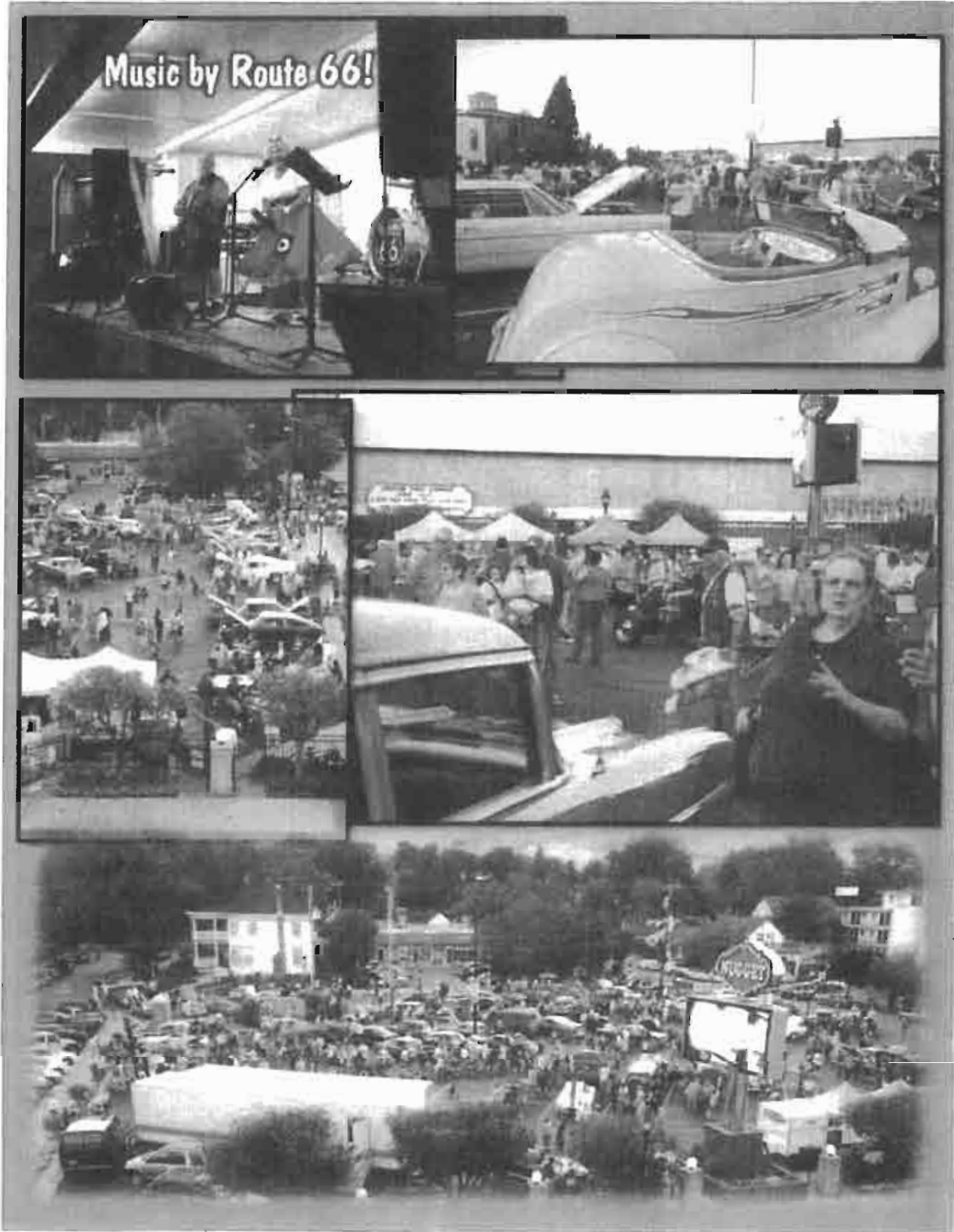
11AM - 1PM **Great Fixins' BBQ**

1PM **SDCC Awards Ceremony**

3PM **Event ends**

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





# Random Shots

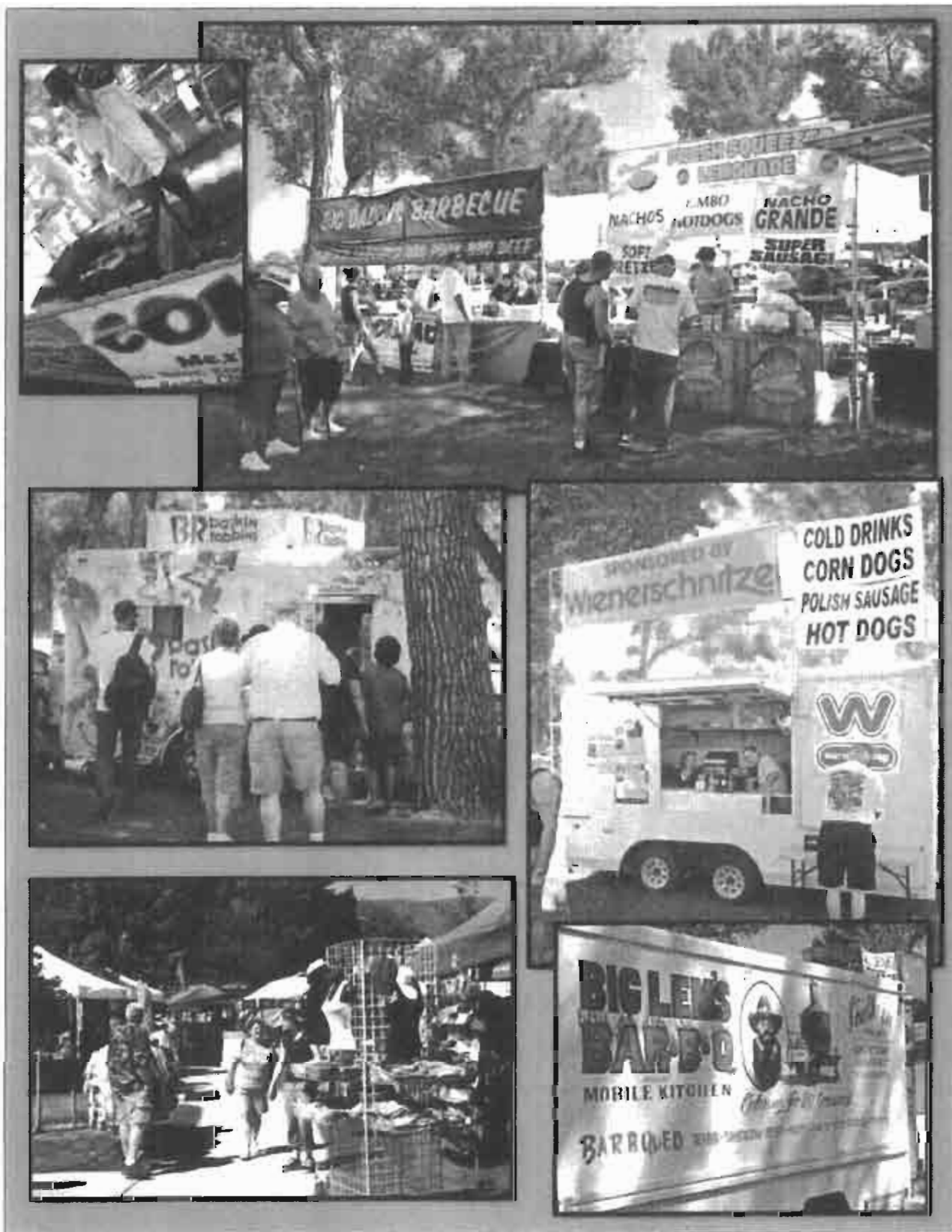


# Participant Pancake Breakfast and BBQ



Tri-Tip, Pulled Pork, Ranch Beans, Cole Slaw, Rolls, Salad







Friday August 5, 2011

7:00pm - 11:00pm Carson Nugget Street Dance & Show 'n Shine With Route 66  
Public Welcome - West Parking Lot



# Street Closure Map

85





# Classic cars from the region attract crowds to Mills Park

86

BY JOHN BARRETTE

jbarrette@nevadaappeal.com

Classic cars galore filled Mills Park and the streets of Carson City Saturday, some from down the block and others hailing from across the Sierra Nevada.

Norton Pickett, a retired Nevada state administrator for mine safety, said his 1957 Ford Retractable Skyliner Fairlane 500, replete with fold-up hardtop that goes in the trunk, was a pristine replica of its original state.

"I did everything back to original," he said, smiling when asked if even the burnished two-tone blue and white paint job was the same color. It is.

Pickett said he has owned the car six years and took three years to restore.

Halfway across the park sat John and Anita Rhoades, a couple from Pine Grove, Calif., near Jackson and Sutter Creek. They were showing off



**Wally and Bob Myers talk about Wally's 1932 Ford Roadster on Saturday at Mills Park during the Silver Dollar Car Classic.**

their 1936 Ford five-window coupe. Their five-window reference distinguished the sunburst copper-colored car from three-window variety.

Rhoades said he did all the work after the body, which was riddled with bullets on the driver's side, sat

for years on a flatbed truck under and oak tree.

He said he has had it nearly a decade and has been restoring classic cars or working on vehicles since he was 14. He is a retired diesel truck mechanic.



PHOTOS BY SHANNON LITZ/NEVADA APPEAL

**Frank King of Morgan Hill, Calif., talks with Bill Newman of Pleasanton, Calif., near at 1952 Chevrolet pickup 3600 at the Silver Dollar Car Classic at Mills Park on Saturday.**

They said they love coming to the Silver Dollar Classic Car Show in Carson City because Mills Park is pleasant. "It's our favorite car show," said Anita Rhoades.

The couple said they used to go to Reno's Hot August Nights later in the month each year, but don't now.

Not far away were Mo Sciaroni, who has homes in Pacifica and near Jackson in California, and Tom Pawloski, now from Jackson, both

retired firefighters.

Sciaroni said he might attend Hot August Nights this year, but wouldn't take his car because the entry fee is up to \$175.

Pawloski who will go to Reno for the event, said he wouldn't enter there either, though he has previously.

"This is the first year in probably six years we haven't planned on taking our car," said Pawloski.

**S. JOY EVANS**

4491 Morgan Mill Road  
Carson City, NV 89701

(Hm) 775.882-2262  
(Cell) 775.230-6750

*Self motivated. Well organized with extensive experience interacting with the public on all levels, maximizing company goals and profitability. Demonstrates expertise in customer service, marketing, training, management, human resource and recruiting. High energy with ability to multi-task and prioritize, achieving effective results. Strong initiative, communication and follow through skills. Adamant about details.*

**EXPERIENCE:**

Carson City Convention & Visitors' Bureau  
1969 – Present

Administrative Assistant/Event Coordinator

- *Carson City Rendezvous – Responsible for booking entertainment and scheduling same. Oversee all encampments such as the Mountain Man Encampment, Native American Village, Civil War Re-enactors and encampment, Nevada Gunfighters and dealing with problems when they occur.*
- *Carson City Wild West Tour - Contacting and scheduling all volunteers to work the event. Selecting homes, tour guides and docents. Selecting the tour route contacting the home owners. Setting up the event site for ticket sales and departure. Thanking the volunteers after the event.*
- *Carson City Ghost Walk – Contacting and scheduling all volunteers to work the event. Selecting historic homes, contacting the home owners and scheduling the tour guides and docents for the homes. Design the tour route keeping with a time frame. Setting up the event site for ticket sales and departures. Thanking the volunteers for their time after the event.*
- *Silver Dollar Car Classic Car Show – Sending out registration forms to previous attendees. Placing ads in publications that pertain to the event. Accept the registration forms issuing registration numbers and sending confirmation notifications. Work the event responsible for the sales of merchandise. Schedule volunteers to work the merchandise booth, Cruise Nights and Friday night street dance.*
- *Responsible for two storage units (off site). Coordinate with the shipping company delivery of brochures and printed materials. Making sure they have a lift gate and pallet jack for delivery. Keep both storage units neat and orderly. Delivery of printed materials to the CCCVB office when needed.*
- *Visitors Center – Working with the public educating them of what to see and what to do while visiting Carson City. Recommending restaurants and lodging properties pertaining to their budget and needs.*

- *Assisted with designing collateral materials such as Dining Guide, Lodging Guide, Events Brochure and proof read all materials for print.*
- *Attended service club meetings educating them on new things in Carson City and informing them of upcoming events and ways they could be involved with sponsorship*
- *Designed the historic home tour to groups and lead the tours providing historic information pertaining to the home and history.*
- *Provide a historic tour for yearly Carson City Leadership members*

*Ormsby House Hotel Casino  
1985-1986*

*Front Desk Hotel Reservations/Banquets*

- *Front desk reservations, NCR Posting. Assisted visitors with checking in and out of the hotel. Provided information as to what to see and do. Assisted with banquet reservations, scheduling of food service personnel, room set-up and tear down.*

*European Club Management Directorate, Frankfurt, Germany  
1981 – 1984*

*Personnel Staffing Specialist*

- *Staffing specialist for the Hanau Area Club System/Both Officers and NCO*
- *Responsible for 13 clubs located in Buedengen, Gelenhausen and Hanau*
- *Maintained all submitted employment applications, personnel files and records on all civilians and German nationals.*
- *Insured all applications were filled out properly, in processed new hires.*
- *Conducted seminars for all Military club managers on proper procedures, employee benefits and rights.*
- *Worked as liaison between the Army Club Managers and Civilian Personnel Office*

*Sears, Roebuck and Company – Lake Tahoe, California  
1975 – 1981*

*Telephone (Catalogue) Sales  
Manager*

- *Hired and trained six telephone operators*
- *Trained operators in taking catalogue orders*
- *Presented monthly sales percentage report*

*Muntz Stereo Corporation – Van Nuys, California  
1972 – 1975*

*Personnel Director/Assistant Manager*

- *Hired and trained personnel for the sales department*
- *Opened Muntz franchise stores in six (6) states with Mr. Muntz. Hired the sales staff and ordered the music library.*
- *Attended Japanese language course to converse in Japan regarding the modifications of the stereo units.*
- *Assisted Mr. Muntz with promotions and marketing*

RECEIVED

APR 15 2013

OFFICE OF BUSINESS DEVELOPMENT

Carson City  
Office of Business Development  
108 East Proctor Street  
Carson City, NV 89701



**Special Event Funding Request Form**

NV Rural Counties RSVP Program, Inc.

ORGANIZATION NAME / APPLICANT  
2621 Northgate Lane, Ste. 6 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE  
(775) 687-4680 x 2      www.nevadaruralrsvp.org

PHONE #      WEBSITE URL

Janice Ayres

CONTACT / EVENT DIRECTOR NAME  
2621 Northgate Lane, Ste. 6 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE  
(775) 687-4680 x2      branded@rsvp.carson-city.nv.us

PHONE #      EMAIL

NAME OF EVENT: Spring Fun Fair

\$ 10,000  
TOTAL FUNDING REQUEST  
May 8, 2014 – May 11, 2014  
Event Dates:

Project Area (check one):  
Redevelopment Area #1   
Redevelopment Area #2

**Event Description and Objectives**

Include history of the event and importance to the community (use additional pages as needed):

RSVP observed that Spring in Carson City didn't really feature any special events for local residents and tourists to have some entertainment in the beautiful capital city outdoors. The Spring Fun Fair and Mother's Day 4 day fair began in 1983 featuring "mom's ride free, all rides on Mother's Day, making them "Queen for a Day".

We provide a reason for locals and tourists to come to Carson City by offering family fun carnival rides, midway games, food, drink and craft vendors and an opportunity to spend time enjoying Carson City and Mills Park. RSVP promoted this event in all media and it has become a favorite.

RSVP started offering the event in 1983 realizing that Carson City had never promoted a carnival along with food, drinks, and craft vendors to enhance celebrating Spring and Mother's Day and it became a successful multi-day event. It has grown in popularity over the years and is now an event which allows local residents and tourists the opportunity to join in on the fun. The Celebration draws thousands of tourists from Reno, Virginia City, Lake Tahoe, Fallon, Douglas and other counties as well as people from California. They are drawn to Carson City because they can come for the parade, and also enjoy time at Mills Park with their families having fun. Admission is free and families can spend as much time as they wish at the carnival, enjoy the food and craft vendors on site or experience Carson City's local restaurants, businesses, casinos, and hotels at their discretion. A \$5 discount coupon is offered for the carnival rides on line and in ads as well as mothers ride free on Mother's Day. Additionally, the event draws about 26 vendors from out of state. These out of state vendors set up booths and sell food and crafts. The vendors hale from other states and find it worthwhile to attend the event as they are able to make a profit all the while contributing to our local economy because they stay at motels and frequent casinos as well as the other businesses where they purchase goods and gifts to take home.

This event brings sales tax revenue into our community where it is needed. We cannot express enough that the benefits to Carson City from the Spring Fun Fair event are really two fold. While it is a fund raiser to keep seniors at home and out of costly institutions, it is also an event that brings "heads in beds" to motel/hotel operators and revenue to other businesses such as casinos, restaurants, etc and since vendors are out of state and have 3 or 4 staff that stay in hotels, motels and eat out and enjoy gaming. This adds up to over 100 persons. Also, some vendors hire extra temporary workers upon arrival which is of significant benefit to Carson City.

As an added incentive, not only does the community benefit from the entertainment that they can enjoy for free, proceeds from the Spring Fun Fair help to fund RSVP's Independent Living programs which are of great benefit and assistance to seniors because they help keep them independent and in their own homes. Seniors are enabled to live with dignity and avoid premature institutionalization. These Independent Living Programs are provided by volunteers who assist seniors with their every day basic needs which many of us take for granted. Such as transportation. Many seniors can no longer see well enough to drive or may have some confusion or fear about going out alone. RSVP provides escorted transportation so that seniors will have access to the goods and services that they need to be able to continue to live at home where they want to be. Studies show that seniors fear institutionalization more than death. Transportation to the doctor, dental appointments, for vision appointments, grocery shopping and to pick up prescriptions is paramount to seniors remaining at home. Additionally, the emotional support that seniors receive is imperative as the homebound elderly need reassurance that their needs will be met so that they can remain at home in safety. Other programs of assistance include the Lifeline Personal Emergency Response System which sends for help if a senior falls or is injured or just needs assistance, the Home Companion Program which provides seniors with companionship and emotional support. Seniors are able to feel that they are still members of society and the community with the support provided to them by RSVP volunteers. Unfortunately, Nevada has the highest suicide rate in the nation, and with many people having little or no family support, these programs keep seniors from being isolated and alone which leads to depression. RSVP's Resistance Exercise program provides seniors with light weights training; which is a proven method to build muscle mass and therefore, helps to develop strength, balance, and cognitive awareness. It also helps to prevent falls and helps to prevent depression. Our Carson and Rural Elder Law Program (CARE Law Program) provides pro-bono legal services for low-income seniors helping with wills, estate planning, elder abuse issues, guardianships, and social security and Medicaid/Medicare issues. The RSVP Respite Care program provides regular breaks to caregivers (family members or loved ones) taking care of a loved one at home. These essential breaks to 24/7 caregivers saves lives and provides the caregiver with some free time. They can return to their care giving refreshed and able to continue their unselfish care of their loved one. If not given a break, caregivers pre-decease their loved ones 64% of the time and the loved one has no alternative to institutionalized care. RSVP volunteers assist with Farmer's Market Coupons which provides seniors access to healthy fresh fruits and vegetables. All RSVP programs work to match the talents of volunteers with the needs of the community and assist seniors to live independently with dignity at home for as long as possible. RSVP does an exit survey of all vendors to ascertain their involvement in Carson City while they are at our event.

Estimated number of local participants: 25,000 Estimated number of out-of-town participants: 9,000  
Number of years event has taken place in Carson City: 30

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Park Permits	\$ 2,200	\$	\$2,200
Dumpster/Toilets/Park Clean-Up/Security	\$ 3,640	\$	\$3,640
RSVP Staff Promoter/Coordinator/Set-up/Oversight	\$	\$ 5,000	\$5,000
Advertising/Marketing	\$ 3,055	\$ 5,000	\$ 8,055
Admin (copies, postage, supplies, equipment rental)	\$ 1,105	\$	\$ 1,105
	\$	\$	\$
	\$	\$	\$
Totals:	\$ 10,000	\$10,000	\$ 23,000
Redevelopment Funds as a % of total Event costs:	43%		
Projected Revenues:			\$44,200
Projected Net Profit/Loss:			\$21,200
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$1,546,200	\$1,458,184	\$1,450,300
Expenses:	\$1,526,200	\$1,448,184	\$1,440,000
Reserves:	\$ 200,800	\$ 180,000	\$ 200,000
Number of years your organization has existed: 40			Redevelopment funding your organization received for this event in prior years, if any:
			2011: \$ 8,333
			2010: \$ 3,350
			2009: \$ _____
			2008: \$ _____
Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
If yes, what organization(s) and how much funding?			
Describe any efforts to obtain funding from other sources:			
<p>RSVP works to find funding from local businesses. In these uncertain economic times, coming out of a recession, we have had difficulty obtaining funding for the event. Businesses have been dealing with an uncertain economic climate for many years and although things have started to turn around for many, they have not been able to commit to sponsoring the event.</p>			
Describe why Redevelopment funds are required for the special event:			
<p>Redevelopment funds are required in order for RSVP to be able to provide the event. RSVP needs to promote Spring Fun Fair and Mother's Day Celebration to a wider audience and as a multi day event, not just a one day event for the parade. RSVP would like to bring more vendors and tourists into Carson City to enjoy the celebration and to contribute to the economy of Carson City. We would like to create more awareness of the events featured in Carson City to locals, tourists, and Nevadans in the surrounding counties.</p>			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):			
<p>The local economy is strengthened when citizens and tourists participate in special events in Carson City. The Spring Fun Fair &amp; Mother's Day Event contributes significantly to the overall economic health and vitality of the city and provides a 4 day event to draw consumers to Carson City. This keeps the dollars in our community over the course of the event. Motels, restaurants, local businesses, casinos, gas stations, and grocery stores all benefit from the influx of people who are consumers of the goods and services that they provide. Auto dealers such as Toyota and Michael Hohl display their vehicles at the event, enhancing their sales efforts and creating more awareness of their dealerships located in Carson City.</p>			

The carnival and some of the vendors also hire local people to help with set-up and tear-down. This event strengthens the local economy with the sales tax revenues it receives from the goods and services the people purchase when they come to Carson City for the event as well as providing some employment opportunities here locally. RSVP collects sales taxes from the vendors.

List other organizations and businesses partnering or participating in the event:

Carson City Toyota-Scion, Michael Hohl, CCCVB, Carson Chamber of Commerce and Adele's for support of the Spring Fun Fair and Mother's Day event.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:

The event is held at Mills Park. There will be no street closures.

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
If not, what approvals are still pending?

How do plan to market and advertise the event?

We plan to market the event on TV utilizing Charter Cable zones, display ads in the Nevada Appeal, feature articles in area newspapers, word of mouth, RSVP website, informational flyers, as well as Carnival and vendor websites.

Explain how the special event may be able to be expanded in the future:

With support from the Redevelopment funds RSVP will be able to continue to offer the event and to attract a wider range of vendors, tourists, as well as additional attractions and entertainment options to enhance the event and to help boost attendance. In the future we are looking at expanding the attractions and to include live music and dancing to draw more people into the park.

Explain how the special event will be able to transition away from City funding support in the future:

RSVP continually seeks funding and we work in an ongoing manner to find new revenue streams. Historically the RSVP Nevada Day Fairs have been self-funded and self-sustaining and until recently we have not asked for assistance with Redevelopment Funds. Times are tough and RSVP needs assistance now. Park fees were raised and the costs of Marketing the event has raised and the general costs of doing business are higher. Without help with marketing and funding assistance we won't be able to draw as well from the surrounding counties. Those we attract will spend money here in Carson City. Gas prices are much higher and people have many venues to choose from. We have to work harder to attract and retain our clientele, find new people to attend the Spring Fun Fair and Mother's Day Celebration, and keep them in Carson City where their dollars help to support our local economy.

**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.

**I affirm, this application and all attachments are true and accurate to the best of my knowledge.**

Applicants Signature

*Jessie L. Ayres*

Date:

*4/12/13*

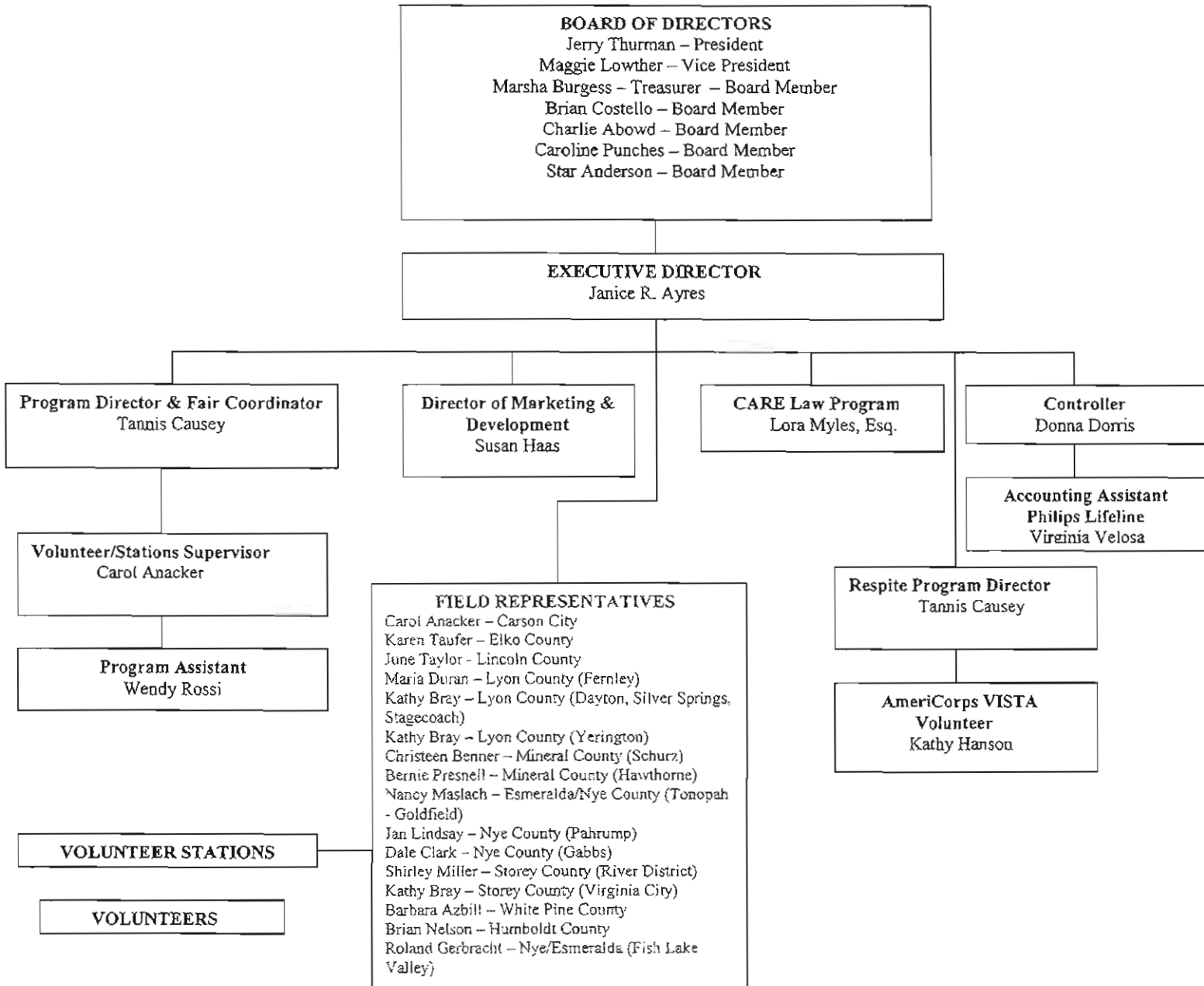
\*Note: ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- 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.



**Nevada Rural Counties RSVP Program, Inc.  
Organizational Chart**



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**JANICE R. AYRES**  
1762 Montelena Court  
Carson City, NV 89703  
Home (775) 883-8950  
Work (775) 687-4680

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**EMPLOYMENT HISTORY**

**EXECUTIVE DIRECTOR and CEO**  
**Nevada Rural Counties Retired and Senior Volunteer Program**  
**Carson City, NV**  
**1979 - Present**

Executive Director for a 15 rural county, government funded social services program. Responsible for program development and developing long range goals and objectives, fund raising; grant proposals from federal, state and local funds. Public/media relations and fiscal management. Supervise up to 2,600 volunteers, paid and volunteer staff of 25.

**STATE PROGRAM DIRECTOR**  
**Inter-Tribal Council of Nevada**  
**Reno, NV**  
**1977 - 1979**

Served 17 counties, 24 reservations. Planned, organized and managed all senior citizens' programs. Wrote all grant proposals at State and local levels. Supervised subordinate staff of 22. Interpreted and applied Federal guidelines, prepared and controlled program proposals and budgets. Responsible for national and state legislative support. Was successful in lobbying Congress for Title VI nutrition programs for reservation programs.

**ASSOCIATE / CONSULTANT**  
**Don Luke and Associates**  
**Phoenix, AZ**  
**1976 - 1977**

Managed political campaigns, public relations, marketing and financial development. Assisted in goal setting, proposal writing, direct mail campaigns and media coverage, preparation of drafts for legislation of health care improvements. Wrote several technical publications on research being accomplished at the Navajo Nation. Lobbied successfully for state and federal funding for research and additional services.

**STATE EXECUTIVE DIRECTOR**  
**Nevada Association for Retarded Citizens**  
**Las Vegas, NV**  
**1974 - 1976**

Executive Officer for 17 counties, 7 local centers and 11 developmental disability committees throughout the state. Assisted centers in marketing their agencies' goals, planning, management and identifying public needs. Supervised staff of 25, and 300 volunteers. Responsible for fiscal management, grant proposals, public and media relations. Spokesperson for the State Association on legislative matters. Successfully lobbied for additional funding for sheltered workshops and programs for developmentally disabled.

**MARKETING DIRECTOR. PUBLIC INFORMATION/FINANCIAL OFFICER**  
**Southern Nevada Drug Abuse Council**  
**Las Vegas, NV**  
**1973 - 1974**

Planned and implemented funds for 14 public education programs. Responsible for image building, fund raising and all grant proposals. Developed direct mail solicitation program for both business and industry. Supervised 200 volunteers and 10 staff members. Spokesperson for all media and legislative matters, which were considerable. Successfully lobbied for increased funding for rehabilitation programs and educational programs.

# Tannis L. Andrews-Causey

1115 Kennedy Drive  
Carson City, NV 89706  
775.220-4065 or 884-4019

## QUALIFICATIONS

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I am self-directed, well organized, and have many years of direct customer service, complex project management and successful event planning experience, both professionally and personally. The traits I possess which suit the executive assistant position include my communication skills, professionalism and flexibility. I am a team player who takes pride in helping others to achieve their goals, while consistently seeking to provide quality in all that I do.

## WORK HISTORY

---

- November 2011 - Current* **Retired and Senior Volunteer Program**  
*AmeriCorps VISTA, then Program Director (July 2012 forward)*  
In my role of Program Director, I am responsible for management and expansion of our programs designed to help keep Nevada seniors living independently. These exist in 15 counties statewide and are run by a team of Field Representatives that report to me and the Executive Director. In an adjacent role, I act as manager for the multiple fairs used as a fundraiser for RSVP's programs including vendor selection and management.
- March 2004 - March 2010* **GE Energy**  
*Marketing Communications Manager*  
My role involved providing service to 3 different areas of our business. I coordinate an extremely diverse offering of marketing related products and services for 12 different internal clients, and act as a project manager between them and the creative team, both locally and globally. I led a major product launch for our flagship software product, coordinated trade publication advertisement, and executed multiple global events.
- August 2000 - March 2004* **Bentley Nevada**  
*Customer Information Coordinator/Executive Assistant to the Marketing Manager*  
I was the primary contact within the Marketing Communications Department for both internal and external customer requests. These were product or service related and required me to establish a deep knowledge of the company's global resources to match the right answerer with the requestor. I also managed a \$1MM budget for the department.
- March 1994 - August 2000* **Horizon USA, Inc.**  
*Training Coordinator, March 1999 - August 2000*  
Responsible for the product, systems and procedure training for all new sales people joining the firm as well as continuing improvement monitoring for an active sales force of 25. I also sought to analyze and implement ways to increase profitability through higher margin sales.
- Territory Manager, June 1996 - March 1999*  
Directed the sales of merchandise to college bookstores nationwide as well as the 18 northeastern states. My team achieved quota goals consistently and increased our ordering population more than any other regional group.
- Buyer, March 1994 - June 1996*  
Managed an inventory of approximately \$5 MM of computer supplies. The company was achieving annual sales in excess of \$50 MM but has grown substantially since. My responsibilities included sourcing, raw materials management, and timely production scheduling as well as new item selection for a mail order catalogue.
- 1992-1994* **Soul Industries Design and Production Manager**  
*1988-1992* **Production Manager, Allison Rose**

## EDUCATION

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Bachelor of Science Curriculum, University of Phoenix, Reno, NV, Current student  
Associate of Arts Degree in Fashion Design, Brooks College, Long Beach, CA. 1986  
Bachelor of Arts Curriculum, University of Manitoba, Winnipeg, MB. 1981-1983

2014 Projected Budget

Category	Budget
Salaries	\$ 410,500
Retirement	\$ 18,716
PR Taxes	\$ 35,900
Advertising	\$ 32,495
Bank Fees	\$ 4,315
Contract Labor	\$ 50,381
Cache Pension	\$ 4,225
Dues/Lic/Misc	\$ 4,327
NonCap Equip	\$ 505
Lifeline Rentals	\$ 132,140
Equip Rentals	\$ 7,000
Group Ins	\$ 68,820
Prof Lia Ins	\$ 2,487
Building Ins	\$ 9,892
Contributions	\$ 116
Postage/Box ren	\$ 11,383
Printing/Promo	\$ 22,652
Accounting	\$ 16,500
Contractual-IT	\$ 3,000
Software Update	\$ 2,000
Equip Maint	\$ 500
Bldg Maint	\$ 5,549
Staff Travel	\$ 29,065
Supplies & LL	\$ 18,747
Telephone	\$ 19,607
Utilities	\$ 6,270
Vehicle	\$ 39,981
Fundraising	\$ 41,676
<b>Subtotal</b>	<b>\$ 998,749</b>

**VOLUNTEERS**

Vol Recog &Awar	\$ 12,500
Backgrd Checks	\$ 2,500
Vol Insur	\$ 3,600
Lodging	\$ 700
Meals	\$ 500
Mileage	\$ 71,320
Recruitment	\$ 1,000
Cards, Flowers	\$ 500
Stipends	\$ 243,600
Training	\$ 27,043
<b>Subtotal</b>	<b>\$ 363,263</b>
<b>Total Cash</b>	<b>\$ 1,362,012</b>

**FOOD SECURITY**

Senior Farmers Market	\$ 140,000
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**DONATED PROF FEES**  
(estimated)

Subtotal Food and Prof Fees	\$ 615,000
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<b>Total</b>	<b>\$ 1,977,012</b>
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**SPRING FUN FAIR – Exit Survey**  
**RSVP (Retired and Senior Volunteer Program)**  
**May 10-13, 2012**

Vendor Name: \_\_\_\_\_ City of Residence: \_\_\_\_\_

Vendor Category: Carnival \_\_\_\_ Food or Beverage \_\_\_\_ Craft \_\_\_\_ Other \_\_\_\_

Items Sold: \_\_\_\_\_

We are interested in knowing how your visit to our Carson City Fair at Mills Park will impact this community. Please help us by answering the following questions:

Will you rent a hotel or motel room during your stay? Yes \_\_\_\_ No \_\_\_\_

How many nights will you stay? \_\_\_\_\_ Name of the hotel/motel: \_\_\_\_\_

Have you stayed there before? Yes \_\_\_\_ No \_\_\_\_ Number in your party: \_\_\_\_\_

Will you camp in Mills Park? Yes \_\_\_\_ No \_\_\_\_ Camp at other location? Yes \_\_\_\_ No \_\_\_\_ Name \_\_\_\_\_

Did you stay with friends living in the area? Yes \_\_\_\_ No \_\_\_\_

While in Carson City, will you do any of the following?

Eat in a local restaurant? Yes \_\_\_\_ No \_\_\_\_ How many times? \_\_\_\_\_

Visit a casino? Yes \_\_\_\_ No \_\_\_\_ How many times? \_\_\_\_\_

Other: \_\_\_\_\_

We'd like to thank you for participating in our Fair and offer you this opportunity to provide any other thoughts or feedback you feel would help us serve you better in the future. Thank you!

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

It has been a pleasure to work with you on this event. Many thanks for exhibiting with us. 2013 contacts will be mailed in February for the May show. Please place this form in the same lock box as your tax form envelope or fax to (775) 687-4494 Attn: Tannis.

RECEIVED

APR 15 2013

OFFICE OF BUSINESS DEVELOPMENT

Carson City Office of Business Development 108 East Proctor Street Carson City, NV 89701



Special Event Funding Request Form

Organization information fields: ORGANIZATION NAME / APPLICANT, MAILING ADDRESS, CITY, STATE, ZIP CODE, PHONE #, WEBSITE URL, CONTACT / EVENT DIRECTOR NAME, MAILING ADDRESS, CITY, STATE, ZIP CODE, PHONE #, EMAIL

Event details fields: NAME OF EVENT, TOTAL FUNDING REQUEST, Event Dates

Project Area (check one): Redevelopment Area #1 [x], Redevelopment Area #2 [ ]

Event Description and Objectives
Include history of the event and importance to the community (use additional pages as needed):
The NV Rural Counties RSVP Program requests funding assistance for the 21st annual Fourth of July Event. This event is a five day special event that brings the community together to celebrate family, friends, fun, patriotism and civic pride expressed throughout the five days and culminates at the grand finale of the spectacular fireworks display on July 4th. This special event brings thousands of tourists to Carson City. These are people who chose to come to Carson City when there is a vast array of other venues to choose from which are available throughout the region and are within driving distance. They choose to stay close to home because they know that there is a world class pyrotechnic display for them to enjoy free with their family and friends as well as a fun family carnival and midway games which, after of 21 years, has come to be a tradition for many families. Over the years, some have even bought vehicles in Carson City and retired here as a good place to live.
RSVP took over the operation in 1992, realizing that Carson City had never promoted the 4th of July Celebration into a five day event. The Celebration draws thousands of tourists from Reno, Virginia City, Lake Tahoe, Fallon, Douglas and other counties as well as people from California because they can come to Mills Park with their families to picnic and enjoy the fun. Admission is free and families can spend as much time as they wish at the carnival, enjoy the food and craft vendors on site or experience local restaurants, businesses and hotels at their discretion, and still enjoy the spectacular fireworks display for free. A \$5 discount coupon is offered on line and in ads. Additionally, the event draws about 30 vendors from out of state. These out of state vendors set up booths and sell food and crafts. The vendors hale from other states and find it worthwhile to attend the event as they are able to make a profit all the while contributing to our local economy because they stay at motels and frequent casinos as well as the other businesses where they purchase goods and gifts to take home.
This event brings sales tax revenue into our community where it is needed. We cannot express enough that the benefits to Carson City from the 4th of July event are really two fold. While it is a fund raiser to keep seniors at home and out of costly institutions, it is also an event that brings "heads in beds" to motel/hotel operators and revenue to other businesses such as casinos, restaurants, etc and since vendors are out of state and have 3 or 4 staff that stay in hotels, motels and eat out and enjoy gaming. This adds up to over 100 persons. Also, some vendors hire extra temporary workers upon arrival which is of significant benefit to Carson City.
As an added incentive, not only does the community benefit from the entertainment that they can enjoy for free, proceeds from the 4th of July Celebration help to fund RSVP's Independent Living programs which are of great benefit and assistance to seniors because they help keep them independent and in their own homes. Seniors

Additionally, the emotional support that seniors receive is imperative as the homebound elderly need reassurance that their needs will be met so that they can remain at home in safety. Other programs of assistance include the Lifeline Personal Emergency Response System which sends for help if a senior falls or is injured or just needs assistance, the Home Companion Program which provides seniors with companionship and emotional support. Seniors are able to feel that they are still members of society and the community with the support provided to them by RSVP volunteers. Unfortunately, Nevada has the highest suicide rate in the nation, and with many people having little or no family support, these programs keep seniors from being isolated and alone which leads to depression, RSVP's Resistance Exercise program provides seniors with light weights training which is a proven method to build muscle mass and therefore helps to develop strength, balance, and helps with cognitive awareness. It also helps to prevent falls and helps to prevent depression, Our Carson and Rural Elder Law Program (CARE Law Program) provides pro-bono legal services for low-income seniors helping with wills, estate planning, elder abuse issues, guardianships, and social security and Medicaid/Medicare issues. The RSVP Respite Care program provides regular breaks to caregivers (family members or loved ones) taking care of a loved one at home. These essential breaks to 24/7 caregivers saves lives and provides the caregiver with some free time. They can return to their care giving refreshed and able to continue their unselfish care of their loved one. If not given a break, caregivers pre-decease their loved ones 64% of the time and the loved one has no alternative to institutionalized care. RSVP volunteers assist with Farmer's Market Coupons which provides seniors access to healthy fresh fruits and vegetables. All RSVP programs work to match the talents of volunteers with the needs of the community and assist seniors to live independently with dignity at home for as long as possible. RSVP does an exit survey of all vendors to ascertain their involvement in Carson City while they are at our event.

Estimated number of local participants: 30,000 Estimated number of out-of-town participants: 10,000  
 Number of years event has taken place in Carson City: 25 years – 21 years under RSVP's supervision

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Park Permits	\$2,200	\$	\$ 2,200
Dumpster/Toilets/Park Clean-up/Security	\$3,640	\$	\$ 3,640
4 <sup>th</sup> of July Fireworks	\$	\$ 18,000	\$ 18,000
RSVP Staff Promoter/Coordinator/Set-up/Oversight	\$	\$ 5,000	\$ 5,000
Advertising/Marketing	\$3,055	\$ 3,000	\$ 6,055
Admin (copies, postage, supplies, equipment rental)	\$1,105	\$	\$ 1,105
	\$	\$	\$
Totals:	\$ 10,000	\$26,000	\$ 36,000
Redevelopment Funds as a % of total Event costs:	28%		
Projected Revenues:			\$ 58,000
Projected Net Profit/Loss:			\$ 22,000

Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any: 2011: \$ 8,333 2010: \$ 3,350 2009: \$ _____ 2008: \$ _____
	Last Year	Present Year	Next Year	
Income:	\$1,546,200	\$1,458,184	\$1,450,300	
Expenses:	\$1,526,200	\$1,448,184	\$1,440,000	
Reserves:	\$ 200,800	\$ 180,000	\$ 200,000	
Number of years your organization has existed: <u>40</u>				

Have other organizations besides yours committed funding for this event?  Yes  No  
 If yes, what organization(s) and how much funding?

Describe any efforts to obtain funding from other sources: RSVP works to find funding from local businesses. In these uncertain economic times, coming out of a recession, we have had difficulty obtaining funding for the event. Businesses have been dealing with an uncertain economic climate for many years and although things have started to turn around for many, they have not been able to commit to sponsoring the event; however,

Have other organizations besides yours committed funding for this event?  Yes  No  
If yes, what organization(s) and how much funding?

Describe any efforts to obtain funding from other sources:

RSVP works to find funding from local businesses. In these uncertain economic times, coming out of a recession, we have had difficulty obtaining funding for the event. Businesses have been dealing with an uncertain economic climate for many years and although things have started to turn around for many, they have not been able to commit to sponsoring the event; however, RSVP does receive assistance from some local businesses to fund the cost of the pyrotechnics portion of the 4<sup>th</sup> of July event which helps tremendously.

Describe why Redevelopment funds are required for the special event:

Redevelopment funds are required in order for RSVP to be able to provide the event. RSVP needs to promote the 4<sup>th</sup> of July Celebration to a wider audience. RSVP would like to bring more vendors and tourists into Carson City to enjoy the celebration and to contribute to the economy of Carson City. We would like to create more awareness of the events featured in Carson City to locals, tourists, and Nevadans in the surrounding counties.

Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):

The local economy is strengthened when citizens and tourists participate in special events in Carson City. The 4<sup>th</sup> of July Celebration contributes to the overall economic health and vitality of the city. Motels, restaurants, local businesses, casinos, gas stations, and grocery stores all benefit from the influx of people who are consumers of the goods and services that they provide. Auto dealers such as Toyota and Michael Hohl display their vehicles at the event, enhancing their sales efforts and creating more awareness of their dealerships located in Carson City.

The carnival and some of the vendors also hire local people to help with set-up and tear-down. This event strengthens the local economy with the sales tax revenues it receives from the goods and services the people purchase when they come to Carson City for the event as well as providing some employment opportunities here locally. RSVP collects sales taxes from the vendors.

List other organizations and businesses partnering or participating in the event: Carson City Toyota-Scion, Michael Hohl, Wells Fargo, NV Energy, CCCVB, Carson Nugget, Gold Dust West, Carson Chamber of Commerce and Adele's for support of the 4<sup>th</sup> of July Event Only.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:

The event is held at Mills Park. There will be no street closures.

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
If not, what approvals are still pending?

How do plan to market and advertise the event? We plan to market the event on TV utilizing Charter Cable zones, display ads in the Nevada Appeal, feature articles in area newspapers, word of mouth, RSVP website, informational flyers, and Carnival and vendor websites.



Explain how the special event may be able to be expanded in the future:

With support from the Redevelopment funds RSVP will be able to continue to offer the event and to attract a wider range of vendors, tourists, additional attractions and entertainment options to enhance the event and to help boost attendance.

Explain how the special event will be able to transition away from City funding support in the future:

RSVP continually seeks funding and we work in an ongoing manner to find new revenue streams. Historically the RSVP Fairs have been self-funded and self-sustaining and until recently we have not asked for assistance with Redevelopment Funds. Times are tough and RSVP needs assistance now. Park fees were raised and the costs of Marketing the event has raised and the general costs of doing business are higher. Without help with marketing and funding assistance we won't be able to draw as well from the surrounding counties. Those we attract will spend money here in Carson City. Gas prices are much higher and people have many venues to choose from so we have to work harder to attract and retain our clientele, find new people to attend and keep them in Carson City.

**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.

**I affirm, this application and all attachments are true and accurate to the best of my knowledge.**

Applicants Signature

*Jeanie L. Ayres*

Date:

*4/3/13*

\*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.

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- 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.

# Tannis L. Andrews-Causey

1115 Kennedy Drive  
Carson City, NV 89706  
775.220-4065 or 884-4019

## QUALIFICATIONS

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I am self-directed, well organized, and have many years of direct customer service, complex project management and successful event planning experience, both professionally and personally. The traits I possess which suit the executive assistant position include my communication skills, professionalism and flexibility. I am a team player who takes pride in helping others to achieve their goals, while consistently seeking to provide quality in all that I do.

## WORK HISTORY

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November 2011 *Retired and Senior Volunteer Program*

- Current *AmeriCorps VISTA, then Program Director (July 2012 forward)*

In my role of Program Director, I am responsible for management and expansion of our programs designed to help keep Nevada seniors living independently. These exist in 15 counties statewide and are run by a team of Field Representatives that report to me and the Executive Director. In an adjacent role, I act as manager for the multiple fairs used as a fundraiser for RSVP's programs including vendor selection and management.

March 2004 *GE Energy*

-March 2010 *Marketing Communications Manager*

My role involved providing service to 3 different areas of our business. I coordinate an extremely diverse offering of marketing related products and services for 12 different internal clients, and act as a project manager between them and the creative team, both locally and globally. I led a major product launch for our flagship software product, coordinated trade publication advertisement, and executed multiple global events.

August 2000 *Bently Nevada*

-March 2004 *Customer Information Coordinator/Executive Assistant to the Marketing Manager*

I was the primary contact within the Marketing Communications Department for both internal and external customer requests. These were product or service related and required me to establish a deep knowledge of the company's global resources to match the right answerer with the requestor. I also managed a \$1MM budget for the department.

March 1994 *Horizon USA, Inc.*

- August 2000 *Training Coordinator, March 1999 - August 2000*

Responsible for the product, systems and procedure training for all new sales people joining the firm as well as continuing improvement monitoring for an active sales force of 25. I also sought to analyze and implement ways to increase profitability through higher margin sales.

*Territory Manager, June 1996 - March 1999*

Directed the sales of merchandise to college bookstores nationwide as well as the 18 northeastern states. My team achieved quota goals consistently and increased our ordering population more than any other regional group.

*Buyer, March 1994 - June 1996*

Managed an inventory of approximately \$5 MM of computer supplies. The company was achieving annual sales in excess of \$50 MM but has grown substantially since. My responsibilities included sourcing, raw materials management, and timely production scheduling as well as new item selection for a mail order catalogue.

1992-1994 *Soul Industries Design and Production Manager*

1988-1992 *Production Manager, Allison Rose*

## EDUCATION

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Bachelor of Science Curriculum, University of Phoenix, Reno, NV, Current student  
Associate of Arts Degree in Fashion Design, Brooks College, Long Beach, CA. 1986  
Bachelor of Arts Curriculum, University of Manitoba, Winnipeg, MB. 1981-1983

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**JANICE R. AYRES**  
1762 Montelena Court  
Carson City, NV 89703  
Home (775) 883-8950  
Work (775) 687-4680

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**EMPLOYMENT HISTORY**

**EXECUTIVE DIRECTOR and CEO**  
**Nevada Rural Counties Retired and Senior Volunteer Program**  
**Carson City, NV**  
**1979 - Present**

Executive Director for a 15 rural county, government funded social services program. Responsible for program development and developing long range goals and objectives, fund raising; grant proposals from federal, state and local funds. Public/media relations and fiscal management. Supervise up to 2,600 volunteers, paid and volunteer staff of 25.

**STATE PROGRAM DIRECTOR**  
**Inter-Tribal Council of Nevada**  
**Reno, NV**  
**1977 - 1979**

Served 17 counties, 24 reservations. Planned, organized and managed all senior citizens' programs. Wrote all grant proposals at State and local levels. Supervised subordinate staff of 22. Interpreted and applied Federal guidelines, prepared and controlled program proposals and budgets. Responsible for national and state legislative support. Was successful in lobbying Congress for Title VI nutrition programs for reservation programs.

**ASSOCIATE / CONSULTANT**  
**Don Luke and Associates**  
**Phoenix, AZ**  
**1976 - 1977**

Managed political campaigns, public relations, marketing and financial development. Assisted in goal setting, proposal writing, direct mail campaigns and media coverage, preparation of drafts for legislation of health care improvements. Wrote several technical publications on research being accomplished at the Navajo Nation. Lobbied successfully for state and federal funding for research and additional services.

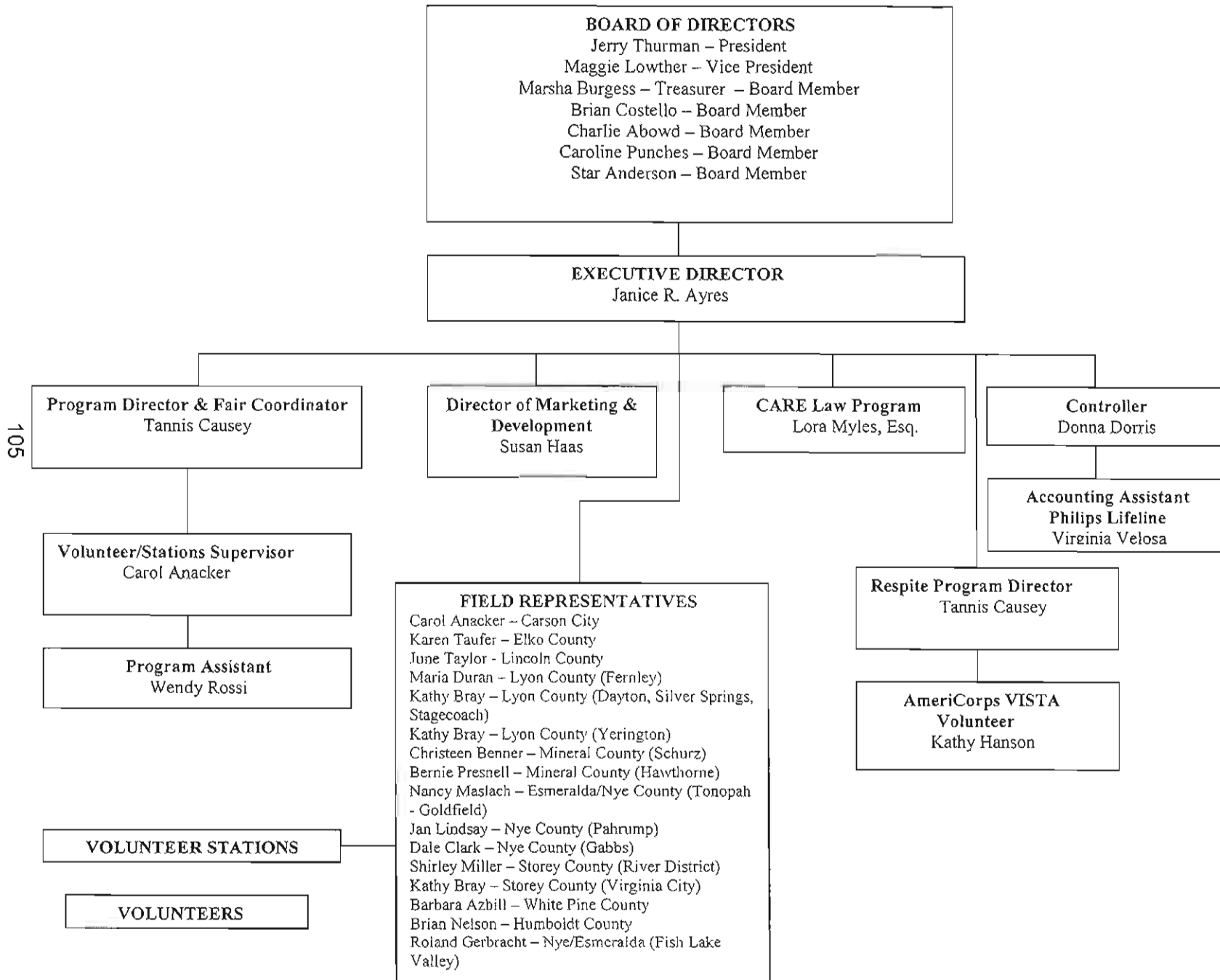
**STATE EXECUTIVE DIRECTOR**  
**Nevada Association for Retarded Citizens**  
**Las Vegas, NV**  
**1974 - 1976**

Executive Officer for 17 counties, 7 local centers and 11 developmental disability committees throughout the state. Assisted centers in marketing their agencies' goals, planning, management and identifying public needs. Supervised staff of 25, and 300 volunteers. Responsible for fiscal management, grant proposals, public and media relations. Spokesperson for the State Association on legislative matters. Successfully lobbied for additional funding for sheltered workshops and programs for developmentally disabled.

**MARKETING DIRECTOR. PUBLIC INFORMATION/FINANCIAL OFFICER**  
**Southern Nevada Drug Abuse Council**  
**Las Vegas, NV**  
**1973 - 1974**

Planned and implemented funds for 14 public education programs. Responsible for image building, fund raising and all grant proposals. Developed direct mail solicitation program for both business and industry. Supervised 200 volunteers and 10 staff members. Spokesperson for all media and legislative matters, which were considerable. Successfully lobbied for increased funding for rehabilitation programs and educational programs.

**Nevada Rural Counties RSVP Program, Inc.  
Organizational Chart**



105

2014 Projected Budget

Category	Budget
Salaries	\$ 410,500
Retirement	\$ 18,716
PR Taxes	\$ 35,900
Advertising	\$ 32,495
Bank Fees	\$ 4,315
Contract Labor	\$ 50,381
Cache Pension	\$ 4,225
Dues/Lic/Misc	\$ 4,327
NonCap Equip	\$ 505
Lifeline Rentals	\$ 132,140
Equip Rentals	\$ 7,000
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Vol Recog &Awar	\$ 12,500
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Training	\$ 27,043
<b>Subtotal</b>	<b>\$ 363,263</b>
<b>Total Cash</b>	<b>\$ 1,362,012</b>

**FOOD SECURITY**

Senior Farmers Market	\$ 140,000
<b>DONATED PROF FEES</b> (estimated)	<b>\$ 475,000</b>
<b>Subtotal Food and Prof Fees</b>	<b>\$ 615,000</b>

<b>Total</b>	<b>\$ 1,977,012</b>
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**WE'RE HERE FOR YOU.**

April 4, 2012

Ms. Janice Ayers  
Executive Director & CEO  
Nevada Rural Counties RSVP, Program, Inc.  
2621 Northgate Lane, Suite 6  
Carson City, NV 89706

Dear Janice,

This letter is in support of holding the RSVP July 4<sup>th</sup> fireworks show here in Carson City.

As you are aware the Carson Nugget has supported and donated money to this cause every year that I have been here, since 2008.

The fireworks are not only a great family outing, but they keep our citizens here in Carson City. This results in economic stimulation as they spend their money in Carson City, rather than making a trip to Reno or to Lake Tahoe.

As usual Janice, it is always a pleasure to work with you.

Warm Regards,

A handwritten signature in cursive script that reads "Star Anderson".

Star Anderson  
General Manager  
Carson Nugget Casino



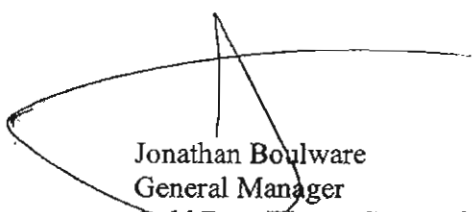
# Gold Dust West

April 3, 2012

Janice Ayers  
R.S.V.P  
2621 Northgate Lane, Suite 6  
Carson City 89706

Dear Janice,

I am very happy to inform you that the Gold Dust West will once again be a sponsor for the Fourth of July Fireworks show. This will be our fourth year as a sponsor and we are very pleased to contribute to this event. Our property is very privileged to have a great view of the fireworks show and as a result, each year, many Carson City residents visit our facility prior to and during the show. Thank you Janice for your leadership in ensuring that this event occurs each year; it is truly a wonderful community event for which our property is truly grateful to be able to support.



Jonathan Boulware  
General Manager  
Gold Dust West – Carson City  
O.775.671.3410  
C.702.300.0954

## Carson City

2171 Highway 50 East  
Carson City, NV 89701

775.885.9000

Toll Free: 877.519.5567

Fax: 775.888.8018

**Fourth of July Celebration – Exit Survey  
RSVP (Retired and Senior Volunteer Program)  
June 30 – July 4, 2012**

Vendor Name: \_\_\_\_\_ City of Residence: \_\_\_\_\_

Vendor Category: Carnival \_\_\_\_\_ Food or Beverage \_\_\_\_\_ Craft \_\_\_\_\_ Other \_\_\_\_\_

Items Sold: \_\_\_\_\_

We are interested in knowing how your visit to our Carson City Fair at Mills Park will impact this community. Please help us by answering the following questions:

Will you rent a hotel or motel room during your stay? Yes \_\_\_\_\_ No \_\_\_\_\_

How many nights will you stay? \_\_\_\_\_ Name of the hotel/motel: \_\_\_\_\_

Have you stayed there before? Yes \_\_\_\_\_ No \_\_\_\_\_ Number in your party: \_\_\_\_\_

Will you camp in Mills Park? Yes \_\_\_\_\_ No \_\_\_\_\_ Camp at other location? Yes \_\_\_\_\_ No \_\_\_\_\_ Name \_\_\_\_\_

Did you stay with friends living in the area? Yes \_\_\_\_\_ No \_\_\_\_\_

While in Carson City, will you do any of the following?

Eat in a local restaurant? Yes \_\_\_\_\_ No \_\_\_\_\_ How many times? \_\_\_\_\_

Visit a casino? Yes \_\_\_\_\_ No \_\_\_\_\_ How many times? \_\_\_\_\_

Other: \_\_\_\_\_

We'd like to thank you for participating in our Fair and offer you this opportunity to provide any other thoughts or feedback you feel would help us serve you better in the future. Thank you!

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

It has been a pleasure to work with you on this event. Many thanks for exhibiting with us. 2013 contacts will be mailed in February for the May show. Please place this form in the same lock box as your tax form envelope or fax to (775) 687-4494 Attn: Tannis.



RECEIVED

APR 15 2013

OFFICE OF BUSINESS DEVELOPMENT



**Carson City**  
**Office of Business Development**  
108 East Proctor Street  
Carson City, NV 89701

**Special Event Funding Request Form**

NV Rural Counties RSVP Program, Inc.	NAME OF EVENT: Nevada Days Celebration
ORGANIZATION NAME / APPLICANT 2621 Northgate Lane, Ste. 6 Carson City, NV 89706	\$ 10,000 TOTAL FUNDING REQUEST
MAILING ADDRESS, CITY, STATE, ZIP CODE (775) 687-4680 x 2      www.nevadaruralrsvp.org	October 24, 2013 – October 27, 2013 Event Dates:
PHONE #      WEBSITE URL	Project Area (check one):
Janice Ayres	Redevelopment Area #1 <input checked="" type="checkbox"/>
CONTACT / EVENT DIRECTOR NAME 2621 Northgate Lane, Ste. 6 Carson City, NV 89706	Redevelopment Area #2 <input type="checkbox"/>
MAILING ADDRESS, CITY, STATE, ZIP CODE (775) 687-4680 x2      branded@rsvp.carson-city.nv.us	
PHONE #      EMAIL	

**Event Description and Objectives**

Include history of the event and importance to the community (use additional pages as needed):

Before RSVP promoted Nevada Days as a 4 day special event it was a 1 day event which was primarily a parade. RSVP was told at least 60,000 people came to Carson City for the parade and then left. We provide a reason for them to stay beyond the parade by offering family fun carnival rides, midway games, food, drink and craft vendors and an opportunity to spend time enjoying Carson City and Mills Park. RSVP promoted this event in all media and it has become a favorite.

RSVP started offering the event in 1985 realizing that Carson City had never promoted a carnival along with food, drinks, and craft vendors to enhance the Nevada Day Parade and it became a successful a multi-day event. It has grown in popularity over the years and is now a 4 day event which allows local residents and tourists the opportunity to join in on the fun and activities surrounding Nevada Day. The Celebration, which is only held in Carson City, draws thousands of tourists from Reno, Virginia City, Lake Tahoe, Fallon, Douglas and other counties as well as people from California. They are drawn to Carson City because they can come for the parade, and also enjoy time at Mills Park with their families having fun. Admission is free and families can spend as much time as they wish at the carnival, enjoy the food and craft vendors on site or experience Carson City's local restaurants, businesses, casinos, and hotels at their discretion and still enjoy the traditional and fun Nevada Day Parade. A \$5 discount coupon is offered for the carnival rides on line and in ads. Additionally, the event draws about 30 vendors from out of state. These out of state vendors set up booths and sell food and crafts. The vendors hale from other states and find it worthwhile to attend the event as they are able to make a profit all the while contributing to our local economy because they stay at motels and frequent casinos as well as the other businesses where they purchase goods and gifts to take home.

This event brings sales tax revenue into our community where it is needed. We cannot express enough that the benefits to Carson City from the Nevada Day event are really two fold. While it is a fund raiser to keep seniors at home and out of costly institutions, it is also an event that brings "heads in beds" to motel/hotel operators and revenue to other businesses such as casinos, restaurants, etc and since vendors are out of state and have 3 or 4 staff that stay in hotels, motels and eat out and enjoy gaming. This adds up to over 100 persons. Also, some vendors hire extra temporary workers upon arrival which is of significant benefit to Carson City.

As an added incentive, not only does the community benefit from the entertainment that they can enjoy for free, proceeds from the 4<sup>th</sup> of July Celebration help to fund RSVP's Independent Living programs which are of great benefit and assistance to seniors because they help keep them independent and in their own homes. Seniors are enabled to live with dignity and avoid premature institutionalization. These Independent Living Programs are provided by volunteers who assist seniors with their every day basic needs which many of us take for granted. Such as transportation. Many seniors can no longer see well enough to drive or may have some confusion or fear about going out alone. RSVP provides escorted transportation so that seniors will have access to the goods and services that they need to be able to continue to live at home where they want to be. Studies show that seniors fear institutionalization more than death. Transportation to the doctor, dental appointments, for vision appointments, grocery shopping and to pick up prescriptions is paramount to seniors remaining at home. Additionally, the emotional support that seniors receive is imperative as the homebound elderly need reassurance that their needs will be met so that they can remain at home in safety. Other programs of assistance include the Lifeline Personal Emergency Response System which sends for help if a senior falls or is injured or just needs assistance, the Home Companion Program which provides seniors with companionship and emotional support. Seniors are able to feel that they are still members of society and the community with the support provided to them by RSVP volunteers. Unfortunately, Nevada has the highest suicide rate in the nation, and with many people having little or no family support, these programs keep seniors from being isolated and alone which leads to depression. RSVP's Resistance Exercise program provides seniors with light weights training; which is a proven method to build muscle mass and therefore, helps to develop strength, balance, and cognitive awareness. It also helps to prevent falls and helps to prevent depression. Our Carson and Rural Elder Law Program (CARE Law Program) provides pro-bono legal services for low-income seniors helping with wills, estate planning, elder abuse issues, guardianships, and social security and Medicaid/Medicare issues. The RSVP Respite Care program provides regular breaks to caregivers (family members or loved ones) taking care of a loved one at home. These essential breaks to 24/7 caregivers saves lives and provides the caregiver with some free time. They can return to their care giving refreshed and able to continue their unselfish care of their loved one. If not given a break, caregivers pre-decease their loved ones 64% of the time and the loved one has no alternative to institutionalized care. RSVP volunteers assist with Farmer's Market Coupons which provides seniors access to healthy fresh fruits and vegetables. All RSVP programs work to match the talents of volunteers with the needs of the community and assist seniors to live independently with dignity at home for as long as possible. RSVP does an exit survey of all vendors to ascertain their involvement in Carson City while they are at our event.

Estimated number of local participants: 30,000 Estimated number of out-of-town participants: 10,000  
Number of years event has taken place in Carson City: 28

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Park Permits	\$ 2,200	\$	\$2,200
Dumpster/Toilets/Park Clean-Up/Security	\$ 3,640	\$	\$3,640
RSVP Staff Promoter/Coordinator/Set-up/Oversight	\$	\$ 5,000	\$5,000
Advertising/Marketing	\$ 3,055	\$ 5,000	\$ 8,055
Admin (copies, postage, supplies, equipment rental)	\$ 1,105	\$	\$ 1,105
	\$	\$	\$
	\$	\$	\$
Totals:	\$ 10,000	\$10,000	\$ 23,000
Redevelopment Funds as a % of total Event costs:	43%		
Projected Revenues:			\$41,000
Projected Net Profit/Loss:			\$18,000
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$1,546,200	\$1,458,184	\$1,450,300
Expenses:	\$1,526,200	\$1,448,184	\$1,440,000
Reserves:	\$ 200,800	\$ 180,000	\$ 200,000
Number of years your organization has existed: 40			Redevelopment funding your organization received for this event in prior years, if any:
			2011: \$ 8,333
			2010: \$ 3,350
			2009: \$ _____
			2008: \$ _____
Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
If yes, what organization(s) and how much funding?			
Describe any efforts to obtain funding from other sources:			
<p>RSVP works to find funding from local businesses. In these uncertain economic times, coming out of a recession, we have had difficulty obtaining funding for the event. Businesses have been dealing with an uncertain economic climate for many years and although things have started to turn around for many, they have not been able to commit to sponsoring the event.</p>			
Describe why Redevelopment funds are required for the special event:			
<p>Redevelopment funds are required in order for RSVP to be able to provide the event. RSVP needs to promote the Nevada Day Celebration to a wider audience and as a multi day event, not just a one day event for the parade. RSVP would like to bring more vendors and tourists into Carson City to enjoy the celebration and to contribute to the economy of Carson City. We would like to create more awareness of the events featured in Carson City to locals, tourists, and Nevadans in the surrounding counties.</p>			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):			
<p>The local economy is strengthened when citizens and tourists participate in special events in Carson City. The Nevada Day Celebration contributes significantly to the overall economic health and vitality of the city and provides a 4 day event to accentuate the Nevada Day Parade. This keeps the dollars in our community over the course of the event – not just the one day that the parade is held. Motels, restaurants, local businesses, casinos, gas stations, and grocery stores all benefit from the influx of people who are consumers of the goods and services that they provide. Auto dealers such as Toyota and Michael Hohl display their vehicles at the event,</p>			

enhancing their sales efforts and creating more awareness of their dealerships located in Carson City.

The carnival and some of the vendors also hire local people to help with set-up and tear-down. This event strengthens the local economy with the sales tax revenues it receives from the goods and services the people purchase when they come to Carson City for the event as well as providing some employment opportunities here locally. RSVP collects sales taxes from the vendors.

List other organizations and businesses partnering or participating in the event:

Carson City Toyota-Scion, Michael Hohl, CCCVB, Carson Chamber of Commerce and Adele's for support of the Nevada Day Celebration. The Carnival provides assistance with advertizing.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:

The event is held at Mills Park. There will be no street closures.

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
If not, what approvals are still pending?

How do plan to market and advertise the event?

We plan to market the event on TV utilizing Charter Cable zones, display ads in the Nevada Appeal, feature articles in area newspapers, word of mouth, RSVP website, informational flyers, as well as Carnival and vendor websites.

Explain how the special event may be able to be expanded in the future:

With support from the Redevelopment funds RSVP will be able to continue to offer the event and to attract a wider range of vendors, tourists, as well as additional attractions and entertainment options to enhance the event and to help boost attendance. Last year we included the Battle Born Days patriotic displays at Mills park. In the future we are looking at expanding the attractions and to include live music and dancing to draw more people into the park.

Explain how the special event will be able to transition away from City funding support in the future:

RSVP continually seeks funding and we work in an ongoing manner to find new revenue streams. Historically the RSVP Nevada Day Fairs have been self-funded and self-sustaining and until recently we have not asked for assistance with Redevelopment Funds. Times are tough and RSVP needs assistance now. Park fees were raised and the costs of Marketing the event has raised and the general costs of doing business are higher. Without help with marketing and funding assistance we won't be able to draw as well from the surrounding counties. Those we attract will spend money here in Carson City. Gas prices are much higher and people have many venues to choose from. We have to work harder to attract and retain our clientele, find new people to attend the Nevada Day Celebration, and keep them in Carson City where their dollars help to support our local economy.

**I affirm, this application and all attachments are true and accurate to the best of my knowledge.**

Applicants Signature

*Jamie G. Cooper*

Date:

*4/4/13*

**\*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.

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- 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.

2014 Projected Budget

Category	Budget
Salaries	\$ 410,500
Retirement	\$ 18,716
PR Taxes	\$ 35,900
Advertising	\$ 32,495
Bank Fees	\$ 4,315
Contract Labor	\$ 50,381
Cache Pension	\$ 4,225
Dues/Llc/Misc	\$ 4,327
NonCap Equip	\$ 505
Lifeline Rentals	\$ 132,140
Equip Rentals	\$ 7,000
Group Ins	\$ 68,820
Prof Lia Ins	\$ 2,487
Building Ins	\$ 9,892
Contributions	\$ 116
Postage/Box ren	\$ 11,383
Printing/Promo	\$ 22,652
Accounting	\$ 16,500
Contractual-IT	\$ 3,000
Software Update	\$ 2,000
Equip Maint	\$ 500
Bldg Maint	\$ 5,549
Staff Travel	\$ 29,065
Supplies & LL	\$ 18,747
Telephone	\$ 19,607
Utilities	\$ 6,270
Vehicle	\$ 39,981
Fundraising	\$ 41,676
<b>Subtotal</b>	<b>\$ 998,749</b>

**VOLUNTEERS**

Vol Recog &Awar	\$ 12,500
Backgrd Checks	\$ 2,500
Vol Insur	\$ 3,600
Lodging	\$ 700
Meals	\$ 500
Mileage	\$ 71,320
Recruitment	\$ 1,000
Cards, Flowers	\$ 500
Stipends	\$ 243,600
Training	\$ 27,043

<b>Subtotal</b>	<b>\$ 363,263</b>
<b>Total Cash</b>	<b>\$ 1,362,012</b>

**FOOD SECURITY**

Senior Farmers Market	\$ 140,000
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**DONATED PROF FEES**

(estimated)	\$ 475,000
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<b>Subtotal Food and Prof Fees</b>	<b>\$ 615,000</b>
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<b>Total</b>	<b>\$ 1,977,012</b>
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**JANICE R. AYRES**  
1762 Montelena Court  
Carson City, NV 89703  
Home (775) 883-8950  
Work (775) 687-4680

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**EMPLOYMENT HISTORY**

**EXECUTIVE DIRECTOR and CEO**  
**Nevada Rural Counties Retired and Senior Volunteer Program**  
**Carson City, NV**  
**1979 - Present**

Executive Director for a 15 rural county, government funded social services program. Responsible for program development and developing long range goals and objectives, fund raising; grant proposals from federal, state and local funds. Public/media relations and fiscal management. Supervise up to 2,600 volunteers, paid and volunteer staff of 25.

**STATE PROGRAM DIRECTOR**  
**Inter-Tribal Council of Nevada**  
**Reno, NV**  
**1977 - 1979**

Served 17 counties, 24 reservations. Planned, organized and managed all senior citizens' programs. Wrote all grant proposals at State and local levels. Supervised subordinate staff of 22. Interpreted and applied Federal guidelines, prepared and controlled program proposals and budgets. Responsible for national and state legislative support. Was successful in lobbying Congress for Title VI nutrition programs for reservation programs.

**ASSOCIATE / CONSULTANT**  
**Don Luke and Associates**  
**Phoenix, AZ**  
**1976 - 1977**

Managed political campaigns, public relations, marketing and financial development. Assisted in goal setting, proposal writing, direct mail campaigns and media coverage, preparation of drafts for legislation of health care improvements. Wrote several technical publications on research being accomplished at the Navajo Nation. Lobbied successfully for state and federal funding for research and additional services.

**STATE EXECUTIVE DIRECTOR**  
**Nevada Association for Retarded Citizens**  
**Las Vegas, NV**  
**1974 - 1976**

Executive Officer for 17 counties, 7 local centers and 11 developmental disability committees throughout the state. Assisted centers in marketing their agencies' goals, planning, management and identifying public needs. Supervised staff of 25, and 300 volunteers. Responsible for fiscal management, grant proposals, public and media relations. Spokesperson for the State Association on legislative matters. Successfully lobbied for additional funding for sheltered workshops and programs for developmentally disabled.

**MARKETING DIRECTOR. PUBLIC INFORMATION/FINANCIAL OFFICER**  
**Southern Nevada Drug Abuse Council**  
**Las Vegas, NV**  
**1973 - 1974**

Planned and implemented funds for 14 public education programs. Responsible for image building, fund raising and all grant proposals. Developed direct mail solicitation program for both business and industry. Supervised 200 volunteers and 10 staff members. Spokesperson for all media and legislative matters, which were considerable. Successfully lobbied for increased funding for rehabilitation programs and educational programs.

# Tannis L. Andrews-Causey

1115 Kennedy Drive  
Carson City, NV 89706  
775.220-4065 or 884-4019

## QUALIFICATIONS

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I am self-directed, well organized, and have many years of direct customer service, complex project management and successful event planning experience, both professionally and personally. The traits I possess which suit the executive assistant position include my communication skills, professionalism and flexibility. I am a team player who takes pride in helping others to achieve their goals, while consistently seeking to provide quality in all that I do.

## WORK HISTORY

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- November 2011 - Current*     **Retired and Senior Volunteer Program**  
*AmeriCorps VISTA, then Program Director (July 2012 forward)*  
In my role of Program Director, I am responsible for management and expansion of our programs designed to help keep Nevada seniors living independently. These exist in 15 counties statewide and are run by a team of Field Representatives that report to me and the Executive Director. In an adjacent role, I act as manager for the multiple fairs used as a fundraiser for RSVP's programs including vendor selection and management.
- March 2004 - March 2010*     **GE Energy**  
*Marketing Communications Manager*  
My role involved providing service to 3 different areas of our business. I coordinate an extremely diverse offering of marketing related products and services for 12 different internal clients, and act as a project manager between them and the creative team, both locally and globally. I led a major product launch for our flagship software product, coordinated trade publication advertisement, and executed multiple global events.
- August 2000 - March 2004*     **Bentley Nevada**  
*Customer Information Coordinator/Executive Assistant to the Marketing Manager*  
I was the primary contact within the Marketing Communications Department for both internal and external customer requests. These were product or service related and required me to establish a deep knowledge of the company's global resources to match the right answerer with the requestor. I also managed a \$1MM budget for the department.
- March 1994 - August 2000*     **Horizon USA, Inc.**  
*Training Coordinator, March 1999 - August 2000*  
Responsible for the product, systems and procedure training for all new sales people joining the firm as well as continuing improvement monitoring for an active sales force of 25. I also sought to analyze and implement ways to increase profitability through higher margin sales.
- Territory Manager, June 1996 - March 1999*  
Directed the sales of merchandise to college bookstores nationwide as well as the 18 northeastern states. My team achieved quota goals consistently and increased our ordering population more than any other regional group.
- Buyer, March 1994 - June 1996*  
Managed an inventory of approximately \$5 MM of computer supplies. The company was achieving annual sales in excess of \$50 MM but has grown substantially since. My responsibilities included sourcing, raw materials management, and timely production scheduling as well as new item selection for a mail order catalogue.
- 1992-1994*     **Soul Industries Design and Production Manager**  
*1988-1992*     **Production Manager, Allison Rose**

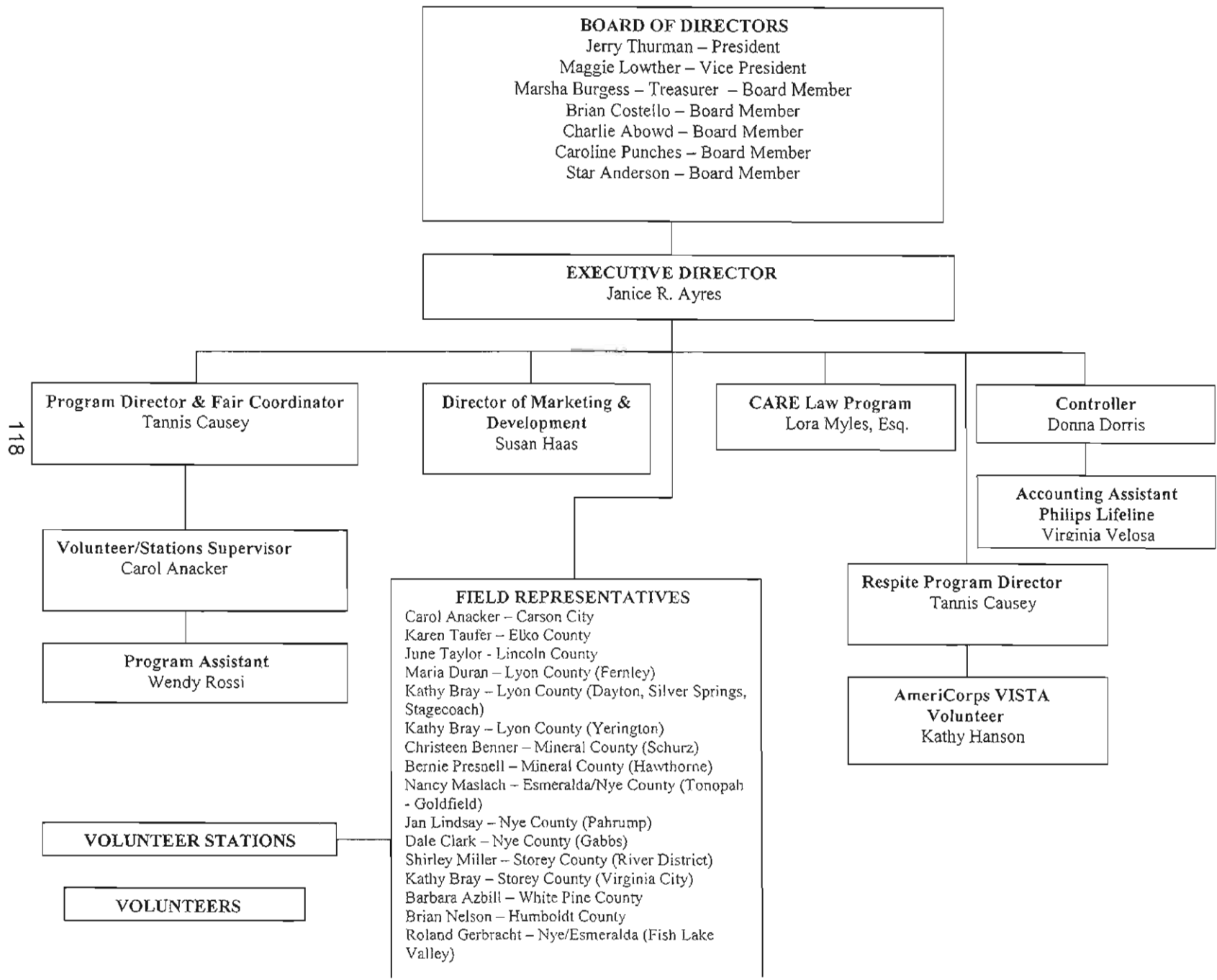
## EDUCATION

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Bachelor of Science Curriculum, University of Phoenix, Reno, NV, Current student  
Associate of Arts Degree in Fashion Design, Brooks College, Long Beach, CA. 1986  
Bachelor of Arts Curriculum, University of Manitoba, Winnipeg, MB. 1981-1983



**Nevada Rural Counties RSVP Program, Inc.  
Organizational Chart**



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**NEVADA DAYS FAIR – Exit Survey**  
**RSVP (Retired and Senior Volunteer Program)**  
**Oct. 25 – 28, 2012**

Vendor Name: \_\_\_\_\_ City of Residence: \_\_\_\_\_

Vendor Category: Carnival \_\_\_\_\_ Food or Beverage \_\_\_\_\_ Craft \_\_\_\_\_ Other \_\_\_\_\_

Items Sold: \_\_\_\_\_

We are interested in knowing how your visit to our Carson City Fair at Mills Park will impact this community. Please help us by answering the following questions:

Will you rent a hotel or motel room during your stay? Yes \_\_\_\_\_ No \_\_\_\_\_

How many nights will you stay? \_\_\_\_\_ Name of the hotel/motel: \_\_\_\_\_

Have you stayed there before? Yes \_\_\_\_\_ No \_\_\_\_\_ Number in your party: \_\_\_\_\_

Will you camp in Mills Park? Yes \_\_\_\_\_ No \_\_\_\_\_ Camp at other location? Yes \_\_\_\_\_ No \_\_\_\_\_ Name \_\_\_\_\_

Did you stay with friends living in the area? Yes \_\_\_\_\_ No \_\_\_\_\_

While in Carson City, will you do any of the following?

Eat in a local restaurant? Yes \_\_\_\_\_ No \_\_\_\_\_ How many times? \_\_\_\_\_

Visit a casino? Yes \_\_\_\_\_ No \_\_\_\_\_ How many times? \_\_\_\_\_

Other: \_\_\_\_\_

We'd like to thank you for participating in our Fair and offer you this opportunity to provide any other thoughts or feedback you feel would help us serve you better in the future. Thank you!

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

It has been a pleasure to work with you on this event. Many thanks for exhibiting with us. 2013 contacts will be mailed in February for the May show. Please place this form in the same lock box as your tax form envelope or fax to (775) 687-4494 Attn: Tannis.

RECEIVED

FEB 4 2013

OFFICE OF BUSINESS DEVELOPMENT

Carson City  
Office of Business Development  
108 East Proctor Street  
Carson City, NV 89701



**Special Event Funding Request Form**

Advocates To End Domestic Violence  
ORGANIZATION NAME / APPLICANT

Post Office Box 2529, Carson City, Nevada 89702  
MAILING ADDRESS, CITY, STATE, ZIP CODE

883-7654 aedv.org  
PHONE # WEBSITE URL

Taste Of DownTown  
NAME OF EVENT

\$ 6,500  
TOTAL FUNDING REQUEST

Event Dates: June 21, 2014 (June 15, 2013)

Lisa Lee  
CONTACT / EVENT DIRECTOR NAME

Post Office Box 2529, Carson City, Nevada 89702  
MAILING ADDRESS, CITY, STATE, ZIP CODE

883-7654 carsonadvocates@aol.com  
PHONE # EMAIL

Project Area (check one):

- Redevelopment Area #1
- Redevelopment Area #2

**Event Description and Objectives**

Include history of the event and importance to the community (use additional pages as needed):

By the 1990's, downtown Carson City had become shabby and run down, giving few people any incentive to stop and patronize the businesses located there. Among the neglected properties were several restaurants that mostly went unnoticed and only managed to survive because of word of mouth. One of these was the Wild Scallion, a new establishment located in the backroom of Mo and Sluggo's Bar on Telegraph Street. Discovering this restaurant that boasted an unexpectedly trendy menu brought on a "light bulb" moment from which the first Taste of DownTown was born. The concept involved hosting an event that would meet three goals: provide exposure for area restaurants to increase awareness and business; encourage people to stroll the historic streets and discover shops and the forgotten beauty of the capital city; and generate funds for the shelter. No one could have predicted how well received the Taste of DownTown would be or how it would grown from seven participating restaurants in its first year to forty -three last year and six live bands.

The Taste of DownTown offers 2,000 ticket holders the opportunity to stroll along tree-lined streets, sampling the fare of 30+ area restaurants, enjoying music from live bands, and discovering local shops, all the while participating in a one-of-a-kind event that brings the community together and fosters awareness of the renovated downtown and area businesses. In addition, an estimated 2,000+ non-ticket holders are drawn to the outdoor festival and live music, often eating at the downtown restaurants, purchasing beverages from street vendors, and browsing participating shops and galleries.

Generated revenue covers the expense of paying participating restaurants \$.50 per taste, advertising, entertainment, volunteers, sani-huts, insurance, electrician, trash removal, clean-up crews, and supplies. Support for this community event demonstrates Carson City's efforts to promote downtown development and increase awareness of locally owned businesses. The Taste of DownTown attracts a wide demographic of locals and out-of-the-area people to downtown, providing long-reaching financial benefits to the economy that are difficult to measure. The Taste of DownTown has grown, not necessarily out of support for awareness of domestic violence and sexual assault, but because the event is able to attract people who have an interest in food and live bands, and a desire to dance in the streets, meet old and new friends, and enjoy a summer evening under the sky in the capital city.

Estimated number of local participants: 1,200 Estimated number of out-of-town participants: 800

Number of years event has taken place in Carson City: 19

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Restaurant reimbursement	\$ 4,000	\$ 8,000	\$ 12,000
Trolley/Waste Management/Sani-huts/Volunteers t-shirts	\$	\$ 2,900	\$ 2,900
Bands/Entertainment	\$ 1,500	\$ 2,200	\$ 3,700
Advertising	\$ 1,000	\$ 2,300	\$ 3,300
Wristband tickets/Printing/Equipment Rental/Electrician	\$	\$ 3,800	\$ 3,800
Supplies/Insurance/Postage	\$	\$ 1,900	\$ 1,900
Clean Up Crew	\$	\$ 1,800	\$ 1,800
Totals:	\$ 6,500	\$ 22,900	\$ 29,400
Redevelopment Funds as a % of total Event costs:	22%		
Projected Revenues:			\$ 63,000
Projected Net Profit/Loss:			\$ 33,600
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ 975,934	\$ 960,500	\$ 970,000
Expenses:	\$ 870,700	\$ 898,700	\$ 898,700
Reserves:	\$ 105,234	\$ 61,800	\$ 71,300
Redevelopment funding your organization received for this event in prior years, if any:			
2011:			\$
2010:			\$ 5,00
2009:			\$ 5,000
2008:			\$ 2,800
Number of years your organization has existed:			
Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
If yes, what organization(s) and how much funding?			
As the event gets closer, we will be soliciting sponsorship			
Describe any efforts to obtain funding from other sources: We have a committee of volunteers who solicit sponsorships from local businesses to off set the cost of producing the event.			
Describe why Redevelopment funds are required for the special event: As a non-profit agency providing services to victims of domestic violence and sexual assault, it is critical that additional resources are utilized to offset the expense of promoting and hosting the Taste of DownTown. Past financial support through Redevelopment has permitted restaurants to receive payment for participation and the booking of more live entertainment.			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2): The Taste of DownTown showcases the historic downtown area and local businesses. This event has developed into a strong marketing tool that attracts roughly 4,000 people to the downtown area where businesses have the opportunity to capture the interest of potential customers and increase awareness of their merchandise, menu, and location.			
List other organizations and businesses partnering or participating in the event: We will partner with 35+ restaurants and several live bands for the event, as well as a minimum of 10 shops. The CCSO provides security and the Nevada Appeal donates a portion of the advertising.			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: The Taste of DownTown will take over 13 blocks ranging from West Spear Street to the Carson Mall. It is anticipated we will seek permission to close the following streets: Third, Curry from King to Spear, Telegraph Square, West Telegraph Street, and East Proctor Street.			

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
 If not, what approvals are still pending?  
 We have secured the permit for the banner over Carson Street and will apply for the necessary permits as the date of the event draws nearer. We have always worked well with the city.

How do plan to market and advertise the event?  
 It is anticipated that ads will be purchased in the Nevada Appeal, Record Courier, and the Reno Gazette Journal. Carson Now, posters, and social media will be utilized as well.

Explain how the special event may be able to be expanded in the future:  
 The Taste of DownTown has steadily grown to the point that it is the largest event held in downtown Carson City outside of Nevada Day. The event is limited only by the number of ticket holders that the restaurants can accommodate.

Explain how the special event will be able to transition away from City funding support in the future:  
 Revenue from the event is limited to a maximum of 2,000 tickets due the difficulties in feeding large crowds. Annually, the cost of producing the event has increased even though agency staff, board members, and volunteers provide the organization and labor in order to reduce the need to hire a promoter and support staff. As sponsorship increases, Advocates will be able to rely less on City funding.

List current banking relationships and major credit references:	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.

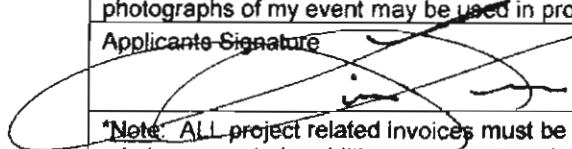
**Acknowledgement of Application Provisions: (please check each that you acknowledge)**

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.

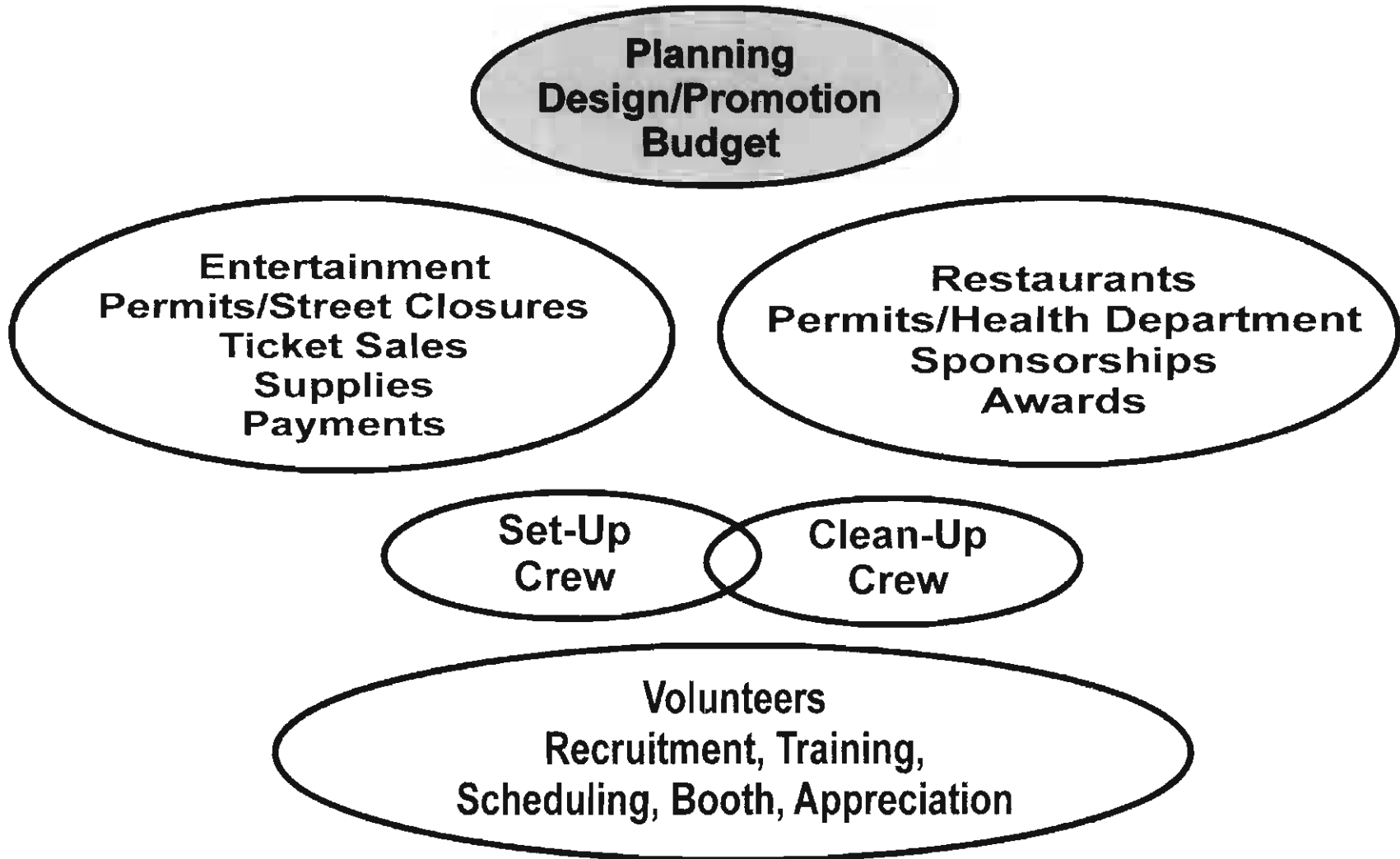
Applicant Signature 	Date: 1/30/13
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**\*Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- 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. *spoke with EVA, fine not to include*

# Advocates to End Domestic Violence Taste of DownTown



Board members, staff and volunteers work together to produce the Taste of DownTown

10:31 AM  
01/08/13

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)

Profit & Loss

November 2012

	<u>Nov 12</u>
Income	
Income	
Advocate Deposits	32,177.79
AEDV Deposits	3,899.96
Classy Deposits	41,136.85
Total Income	77,214.60
Interest/Dividend	
Checking Interest	0.36
Investment Earnings	4.49
Savings Interest	93.79
Total Interest/Dividend	98.64
Total Income	77,313.24
Expense	
AEDV	
Bank Service	26.50
Facilities/Parking	133.65
Utilities	218.32
Total AEDV	378.47
Bank Service	
Merchant Card Fees	39.00
Bank Service - Other	43.80
Total Bank Service	82.80
Board Expense	141.28
Classy Seconds	
Bank Charges	86.11
Equipment Repairs/Maintena...	75.90
Merchant Card Fees	311.36
Office Expense	442.85
Operating	801.51
Postage/Mailing	674.90
Rent	2,900.00
Supplies	105.88
Trash	351.12
Utilities	436.63
Vehicle	1,168.40
Total Classy Seconds	7,354.66
Equipment Repairs/Maintenance	2,482.50
General Fundraising	4,425.50
Insurance	
Liability	1,597.50
Medical	1,743.99
Total Insurance	3,341.49
Legal/Accounting	250.00

10:31 AM  
01/08/13

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)

Profit & Loss

November 2012

	<u>Nov 12</u>
Office Expense	
Computer Repair	15.00
Internet	197.94
Staff Misc	812.49
Supplies	1,958.84
Total Office Expense	<u>2,984.27</u>
Payroll	
Expense	192.04
Salaries/Wages	34,161.61
Tax Deposits	8,353.42
Total Payroll	<u>42,707.07</u>
Shelter Expenses	
Operating Supplies	1,257.14
Repairs/Maint.	4,107.87
Total Shelter Expenses	<u>5,365.01</u>
Telecommunications	
Telephone	523.48
Total Telecommunications	<u>523.48</u>
Utilities	
Refuse	309.67
Utilities - Other	447.44
Total Utilities	<u>757.11</u>
Volunteer Expenses	<u>246.96</u>
Total Expense	<u>71,040.60</u>
Net Income	<u><u>6,272.64</u></u>



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FEB 20 2013

OFFICE OF BUSINESS DEVELOPMENT

Carson City  
Office of Business Development  
108 East Proctor Street  
Carson City, NV 89701



**Special Event Funding Request Form**

Western Nevada Musical Theatre Company (of WNC) <hr/> ORGANIZATION NAME / APPLICANT 2201 W. College Pkwy, Carson city, NV 89703 <hr/> MAILING ADDRESS, CITY, STATE, ZIP CODE 775-445-4250      www.wnmtc.com <hr/> PHONE #      WEBSITE URL	Les Misérables <hr/> NAME OF EVENT \$ 12,000 TOTAL FUNDING REQUEST <hr/> Event Dates: 11/9-11/24/2013
Stephanie Arrigotti <hr/> CONTACT / EVENT DIRECTOR NAME 2201 W. College Pkwy, Carson city, NV 89703 <hr/> MAILING ADDRESS, CITY, STATE, ZIP CODE 775-445-4250      stephanie.arrigotti@wnc.edu <hr/> PHONE #      EMAIL	Project Area (check one): Redevelopment Area #1 <input checked="" type="checkbox"/> Redevelopment Area #2 <input type="checkbox"/>

**Event Description and Objectives**

Include history of the event and importance to the community (use additional pages as needed):

The Western Nevada Musical Theatre Company is applying for Redevelopment Assistance to help pay the rent at the Carson City Community Center Bob Boldrick Theater for a three-week run of Les Misérables from November 9 through the 24th.

Les Misérables is the longest running musical in the world. The rights to the show have been carefully guarded by the royalty company since its opening in 1985 and, aside from brief national tours passing through Reno, have only recently become available for live performance in this area. It is a powerful, poignant soul-stirring work of love, redemption and selflessness with a magnificent Tony award-winning score that has been consistently drawing enthusiastic theatre-goers for generations.

The Western Nevada Musical Theatre Company demonstrated its ability to turn out professional quality work and draw massive crowds with its 2011 production of *The Phantom of the Opera*. The extraordinarily difficult mega-musical drew 7,200 people to Carson City, who responded with buckets of fan mail and critical raves, some of which have already been submitted to the Redevelopment Authority. But creating these productions is costly. In spite of the huge turnout, the company would have lost money on the production if the Redevelopment Authority hadn't awarded us a \$12,000 grant, which paid part of the theater rent.

Presenting these monumental shows well enough to draw massive crowds is profoundly expensive, as well as extraordinarily labor intensive. We are willing to invest the energy and skill necessary to create a Broadway quality production. We are willing to take the huge financial risk of paying these high royalties, building the sets, creating the costumes, and hiring a professional staff and large, professional orchestra. We are asking Carson City to share in this expense by funding this grant to help us pay our rent.

Should advance ticket sales warrant, we have made arrangements to extend our run at the theater by an additional week-end, but we hesitate to incur this additional expense of theater rental, orchestra salaries, royalties and advertising unless we are sure the ticket sales will cover it.

Estimated number of local participants: 2,000      Estimated number of out-of-town participants: 5,000  
 Number of years event has taken place in Carson City: for 23 years.      We have been creating shows at the Community Center

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Royalties	\$0	\$ 17,205	\$ 17,205
Community Center rental	\$12,000	\$ 2,725	\$ 14,725
Professional contracts(choreographer, orchestra, staff, etc.)	\$0	\$ 78,246	\$ 78,246
Costumes and Props	\$0	\$ 17,000	\$ 17,000
Advertising/Ticketing	\$0	\$ 18,000	\$ 18,000
Publications	\$0	\$ 4,800	\$ 4,800
	\$	\$	\$
Totals:	\$12,000	\$ 137,976	\$ 149,976
Redevelopment Funds as a % of total Event costs:	.08 %		
Projected Revenues:			\$ 138,000
Projected Net Profit/Loss:			\$ -11,976
<b>Annual Budget of Organization:</b>			
	Last Year	Present Year	Next Year
Income:	\$ 175,433.81	\$ 170,000	\$ 140,000
Expenses:	\$ 163,100.06	\$ 190,000	\$ 162,000
Reserves:	\$ 91,208.48	\$ 71,208.48	\$ 49,208.48
Redevelopment funding your organization received for this event in prior years, if any: 2011: \$ 12,000 2010: \$ _____ 2009: \$ _____ 2008: \$ _____			
Number of years your organization has existed: 23			
Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, what organization(s) and how much funding? WNC pays for the portion of Stephanie Arrigotti's contract that will cover her work in the show as well as supplying rehearsal space, buildings and grounds assistance, utilities, computer resources and costume stock, approximately \$70,000.			
Describe any efforts to obtain funding from other sources: Cafe at Adele's responded to requests for assistance by providing a \$500 donation.			
Describe why Redevelopment funds are required for the special event: While producing these megamusicals is deeply beneficial to the community, creating them is so expensive that assistance is needed to fund them.			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2): Not only does WNMTC hire area artists and use local business for materials and services, but our shows regularly attract out-of-town business. Assuming at least 50% of our audience dines or drinks before or after the show (during our production of <i>Phantom</i> , it appeared much higher than this), we estimate stimulating a minimum of \$200,000 for restaurants. Assuming 10% of our audience requires hotels, we further estimate stimulating \$30,000 for hotels. Additionally, we team with several tour groups from Sacramento to attract individuals to the area. Lastly, such highly visible events help support the perception of Carson City as an active and exciting community.			
List other organizations and businesses partnering or participating in the event: The Hampton Inn and Suites is building tours to come to the show. Cafe at Adele's is a show sponsor.			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: We are using the Bob Boldrick Theater. Street closures are unnecessary.			

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
 If not, what approvals are still pending?  
 CCCC procures necessary wine permits.

How do plan to market and advertise the event?  
 Newspaper advertising in the Appeal and RGJ, Internet advertising, Direct mail, Billboards, banners on the street poles down Carson Street, ads at the Galaxy Theater

Explain how the special event may be able to be expanded in the future:  
 We've been producing shows for 23 years and always aim for bigger and better! We'd like more hotels to bring tour buses, like the Hampton Inn.

Explain how the special event will be able to transition away from City funding support in the future:  
 We only apply for Redevelopment funds when creating a blockbuster with extraordinary expenses.

List current banking relationships and major credit references:	Accounts handled by Western Nevada College foundation

**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.

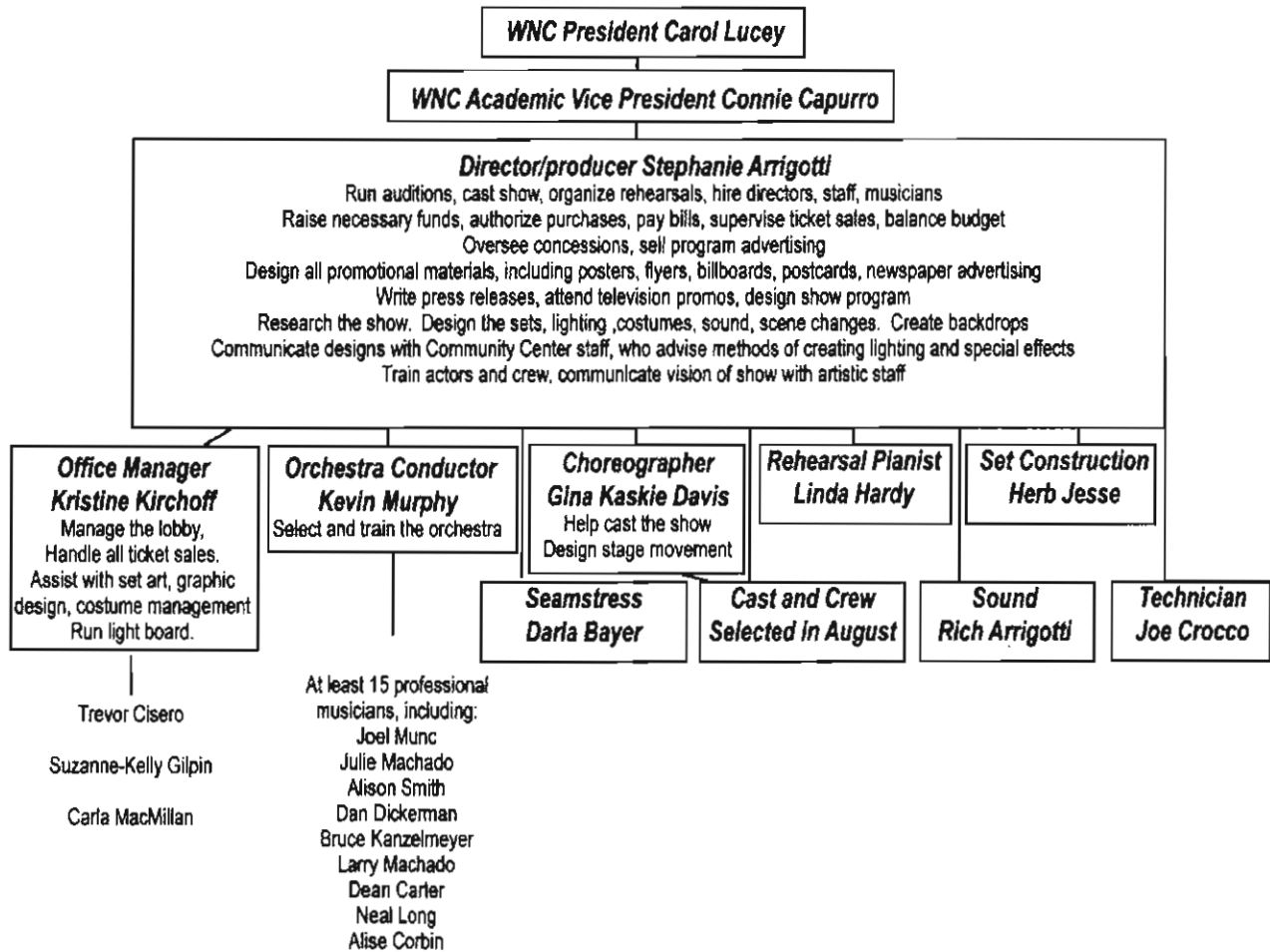
If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

Applicants Signature <i>Scott ...</i>	Date: <i>2/15/12</i>
--	-------------------------

\*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.

- Application submittal checklist:**
- Complete, signed Special Event Funding Request Form
  - Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
  - Resumes of the key individuals in the organization conducting the special event
  - 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.

**Organizational chart/structure for this event**





In the fall of 2011, WNMTC brought Andrew Lloyd Webber's *The Phantom of the Opera* to Carson City. It was an event passionately received by audiences who traveled from several states to our capitol city, breaking all previously held attendance records at the Carson City Community Center. Although the production was triple the price of our previous productions, we were able to make ends meet with the help of a Redevelopment Grant.

We have now been granted the rights to perform *Les Misérables*, the longest running musical in the world. Again, this project will be costly for us, but if you can help, we can deliver this monumental work to our community.

#### **Benefit to Community and Organization**

Many people in the area have never had the opportunity to experience a live performance of this incredible work, and we are bringing it to them at a price that they can afford. Many performers will be challenged to new artistic levels by undertaking this project. Our community will savor the prestige and economic stimulus of hosting this event.

- The production will take place at the Carson City Community Center in the Bob Boldrick Theater, 851 E. William St., Carson City, NV.
- There will be at least nine performances in November
- Should advance ticket sales warrant, an additional weekend of performances will be programmed

#### **About the Company and Organizational Structure**

The Western Nevada Musical Theatre Company is the self-reliant theatre company of Western Nevada College. Run by Stephanie Arrigotti, the head of the musical theatre department, it is the largest regional theatre company in this area and one of the largest musical theatre companies in the state. It regularly attracts patrons from several California and Nevada communities, including Reno, Carson City, Sparks, Douglas County, Lake Tahoe, Fallon, Yerington and Susanville. Some season ticket holders commute to the company's shows from as far away as San Jose.

WNMTC presents large-scale Broadway productions accompanied by live orchestras that have drawn as many as 7,200 people. The company presents two productions a year, offering economical ticket prices as well as discounted season passes.

#### **Purpose of Organization**

It is our job to create, to inspire, and to lift the imagination of our community. We fulfill this mission in two ways: presenting quality musical theatre in Northern Nevada, and educating and training students.

The success of the company has led to the development of a comprehensive musical theatre program at Western Nevada College. Students in the program enroll in coursework to develop skills in acting, singing, dancing and technical theatre. These apprentice actors participate in the productions along with seasoned performers.

In a new collaboration with the Nevada Performance Academy, a charter school for the performing arts spearheaded by Dr. Eugene Paslov, the company will also be mentoring some younger students in the community.

#### **How the Event Vision Complies with the Objectives of Redevelopment Agency Planning**

A full-scale production of *Les Misérables* will attract attention and tourism to the Carson City area. We are working with several organizations throughout Carson City, including the Convention and Visitor's Bureau, the Nevada Appeal, several hotels, and numerous vendors, to ensure this production is a success and a memorable moment in Carson City's artistic growth.

#### **Why Are Redevelopment Funds Needed?**

Creating these mega-musicals is profoundly expensive.

- Royalties alone are \$1,700 per performance
- The costumes are definitive for this show: period wear and military costumes for the men will be expensive.
- Developing sets, props and necessary lighting will be costly.
- The massive score requires a professional orchestra
- People who hear about mega-musicals, come to mega-musicals. Advertising is critical. The more advertising, the larger the audience.

For this reason, we are seeking further funding to ensure the production's success and continue to remain a sturdy and soluble company.

## How Do You Plan to Fund the Event?

We plan to fund this event with ticket sales and program advertising.

### Operating Budget

While WNMTC's financial accounts are operated by the Western Nevada College Foundation, the company's expenses, including the hiring of the office staff, choreographer, musicians, technicians, rental of the community center, costumes, sets, and other costs, are entirely compensated by ticket sales, private donations and program advertising. On rare occasion, the company seeks funding from the city to help with its larger scale productions.

### Increasing Business in Area

Not only does WNMTC hire area artists, they use local business for materials and services. They heavily support:

JoAnn Fabrics	Saveon Cleaners
Mill End Fabrics	Costco
Home Depot	Nevada Appeal for both program printing and advertising
Lowe's	Sign Pro
Meeks	Sherwin Williams
Walmart	Kohls
	Multiple local restaurants, including B'Sghettis and Firkin and Fox

### Marketing and Promotion Plan

WNMTC plans the following marketing:

- Print ads in the Nevada Appeal, the Reno Gazette-Journal, and the Reno News & Review
- Billboards in Reno and possibly in Northern California
- Posters and flyers
- Galaxy theater ads
- Banner over Carson Street, possible projected logo outside Community Center
- Banners on street poles down Carson Street
- Direct mail of postcards
- WNMTC.com and College website

### The Directors



Stephanie Arrigotti, producer, artistic director, graduated from the University of California, Davis with a bachelor's degree in English and worked in public relations before completing her master of music degree from the University of Nevada, Reno. She started the music program at Western Nevada College in 1977, where she serves as the only full-time performing arts professor, coordinating 12 part-time instructors in music, dance and theatre. She has directed dozens of huge WNMTC productions, including *The Phantom of the Opera*, *The Sound of Music*, *The King and I*, *Joseph and the Amazing Technicolor Dreamcoat*, *Beauty and the Beast* and *West Side Story*, and has produced more than 90 shows for the company. Stephanie was named Outstanding Faculty Member of the Year at Western Nevada College in 2007.

Gina Kaskie-Davis, choreographer, began her training in England where she danced semi-professionally from the age of 13. She was a professional dancer for 20 years in London, Paris and the United States. Gina has been dancing and choreographing shows for 20 years, and operates her own studio, the Western Nevada Performing Arts Center, which has won many outstanding high point and choreography awards. She has choreographed dozens of WNMTC productions, including *The Phantom of the Opera*, *Crazy For You*, *White Christmas*, *The Sound of Music*, *The King and I*, *Joseph and the Amazing Technicolor Dreamcoat*, *Beauty and the Beast* and *West Side Story*.



Kevin Murphy, Conductor, has been involved with numerous shows with WNMTC both as a percussionist and conductor, including the massive task of conducting *The Phantom of the Opera*. As a musician he has conducted the TMCC band, worked as a church organist, and has performed with several groups in the Reno area. Currently, Kevin works as web developer for the office of Integrated Marketing at the University of Nevada, Reno.

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APR 15 2013

OFFICE OF BUSINESS DEVELOPMENT

Carson City  
Office of Business Development  
108 East Proctor Street  
Carson City, NV 89701



**Special Event Funding Request Form**

Carson City Ghost Walk/Mary Bennett  
ORGANIZATION NAME / APPLICANT  
  
Riverside Artists Lofts 17 S. Virginia Street #403, Reno 89504  
MAILING ADDRESS, CITY, STATE, ZIP CODE  
  
(775) 348-6279      www.carsoncityghostwalk.com  
PHONE #              WEBSITE URL

Carson City Ghost Walk/ Ghost Walking Tours  
NAME OF EVENT  
  
\$ 10,000  
TOTAL FUNDING REQUEST  
  
Event Dates: 5/25, 6/29, 7/20, 8/18, 9/21, 10/19

Mary Bennett  
CONTACT / EVENT DIRECTOR NAME  
  
Same as above  
MAILING ADDRESS, CITY, STATE, ZIP CODE  
  
(775) 848-2115      ghostwalkingtour@gmail.com  
PHONE #              EMAIL

Project Area (check one):  
Redevelopment Area #1   
Redevelopment Area #2

**Event Description and Objectives**  
Include history of the event and importance to the community (use additional pages as needed):  
In 1994 Mary Walker, who was Carson City's Finance Director as well as the Director of the Redevelopment Authority collaborated with Candy Duncan to develop the Kit Carson Trail Blue Line Walking Tour. The goal being an excellent way to showcase Carson City's unique history and to encourage visitors to make time to stop in Carson City to enjoy the rich history and enjoy the downtown businesses. Work ensued to produce a full color blue line map patterned after the Freedom Trail in Boston, Mass. In June of 1995 the inaugural-guided walking tour was held, named the Wild West Tour with the purpose to promote the new blue line and the map. The event was so successful that it was decided to make it an annual event. The following year the tour was moved to Memorial Day weekend to provide activity for visitors and locals alike to keep them in town during the holiday weekend. 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 the Ghost Walk, Wild West Walk and Ghost Walking Tours have enjoyed a strong partnership with the Redevelopment Authority, local business and residents in producing these events.  
  
With the financial support of Redevelopment The Talking House CD's were also produced. Redevelopment has also taken on the responsibility of keeping the Blue Line painted, of sidewalk maintenance when needed and providing signage for the historic homes featured on the trail.  
  
The agencies involved had been uniquely intertwined for the past 15 years in the development and production of the guided walks and marketing aided by Mary Bennett, local producer and Theatre Artist. These partnerships have resulted in a well-known, integral part of Carson City's image and culture. The Kit Carson Trail, boosted by these tours, is now one of our community's most famous attractions.  
  
While different promoters have been contracted in the past to help with the logistics of the guided walks, the CCVB has in the past worked with the promoters. This year Mary Bennett will be the main producer, utilizing relationships with businesses and volunteers from past walks and drawing from her 15 years of experience with

Estimated number of local participants: 50      Estimated number of out-of-town participants: 1200  
Number of years event has taken place in Carson City: 20

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Advertising	\$ 7,500	\$	\$ 7,500
Printing & Marketing (Including Video, Prof. Photograph)	\$ 2,000	\$ 1,000	\$ 3,000
Web Site Maintenance/Renewal	\$ 500	\$	\$
Actors	\$	\$ 5,000	\$ 5,000
Management	\$	\$ 2,500	\$ 2,500
Costuming/Props	\$	\$ 2,000	\$ 2,000
Volunteer Support	\$	\$ 1,500	\$ 1,500
<b>Totals:</b>	<b>\$ 10,000</b>	<b>\$ 11,000</b>	<b>\$ 21,500</b>
Redevelopment Funds as a % of total Event costs:	47%		
Projected Revenues:			\$ 8,000
Projected Net Profit/Loss:			\$ 0
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ _____	\$ _____	\$ _____
Expenses:	\$ _____	\$ _____	\$ _____
Reserves:	\$ _____	\$ _____	\$ _____
Redevelopment funding your organization received for this event in prior years, if any:			
2011: \$ 0			
2010: \$ 11,000			
2009: \$ 15,000			
2008: \$ _____			
Number of years your organization has existed: _____			
Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
If yes, what organization(s) and how much funding?			
Describe any efforts to obtain funding from other sources: We have advertising opportunities in our program, and are in the process of writing a humanities grant for ongoing research and character/			
Describe why Redevelopment funds are required for the special event: Without these funds, we are unable to invest in advertising which benefits not only the event, but truly highlights the city and the unique, entertaining, historical and artistic ventures that are ongoing in Carson City and will continue to bring tourists, scholars, families and locals to events in this community.			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2): The Ghost Walk provides work for over 15 artists a year. It expands the opportunities for these artists and the west side to enjoy and explores possibilities for "niche" artisans in historical performance, visual arts and small businesses.			
List other organizations and businesses partnering or participating in the event: Firkin & Fox, The Brewery Arts Center, The Nevada Press Association - The Rinckle Mansion (Barry Smith), the Bliss Mansion (The Brenneman's), other local home owners The Bruka Theatre of The Sierra, Inc.			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: We meet on the corner of Third and Curry Streets. The Firkin & Fox (Jim Phalen) has been kind enough to let us use his back parking lot to set up our ticket table in October and sells tickets for us in the establishment. During the summer tours we are simpler with our set-up. There are no road closures.			



<p>Have you obtained all necessary approvals and/or permits for the event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No          If not, what approvals are still pending?</p>	
<p>How do plan to market and advertise the event?          We utilize street marketing and distributing postcards/posters within local businesses , a mailing list of past participants, press releases and public service announcements. We have an email newsletter from the emails          Explain how the special event may be able to be expanded in the future:          We are exploring school tours, participation in The Nevada Day Parade, Special events like "The Women's History Tour" and ways to tie in with local businesses, artists and organizations (like the Wild Horse Children's Theatre) in a more collaborative way.</p>	
<p>Explain how the special event will be able to transition away from City funding support in the future:          We hope we can be included in the local marketing that already takes place with tourism and local entertainment and have our advertising placed in local hotels/motels. It is my hope that through program advertising and special offers for the Ghost Walkers that we can eventually balance out the funding for advertising.</p>	
<p>List current banking relationships and major credit references:</p>	<p>Wells Fargo Bank. Checking &amp; Savings Account</p>
<p><b>Acknowledgement of Application Provisions: (please check each that you acknowledge)</b></p> <p><input checked="" type="checkbox"/> I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.</p> <p><input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.</p> <p><input checked="" type="checkbox"/> 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.</p> <p><input checked="" type="checkbox"/> 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.</p>	
<p>Applicants Signature</p>	<p>Date:</p>
<p><b>*Note:</b> 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.</p>	

<p><b>Application submittal checklist:</b></p> <p><input type="checkbox"/> Complete, signed Special Event Funding Request Form</p> <p><input type="checkbox"/> Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility</p> <p><input type="checkbox"/> Resumes of the key individuals in the organization conducting the special event</p> <p><input type="checkbox"/> 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.</p>
---

## Carson City Ghost Walk 2012

### **Business Structure**

#### **Producing Artistic Director - Mary Bennett**

- \* Plans yearly events and tours.
- \* Leads evening Ghost Walks as “Madame Curry”.
- \* Constructs scripts & scenes.
- \* Works with local businesses and organizations.
- \* Creates marketing materials (Press/Posters).
- \* Sends postcards/letters of invitations for volunteers/characters.
- Hires and places actors and volunteers.
- Works with Stage Manager and other consultants to continue to develop and direct The Ghost Walk.

#### **Stage Manager - Baylee Biber**

- \* Organizes features for tours.
- \* Organizes actors & volunteers for performances.
- \* Acts as box office for evening tours.
- \* Delivers marketing to local businesses.
- \* Arranges open houses for tours.

#### **Paid Actors**

- \* Develop characters with Producing Artistic Director. \*
- Perform for Ghost Walk events.

#### **Volunteers**

- \* Act as tour guides and create atmosphere for Ghost Walks.

## **GHOST WALK TRANSITION PLAN 2011**

Submitted by Mary Bennett

August 8, 2011

### **TRANSITION PLAN OBJECTIVES**

1. Retain the talent, history, core artistry and design of the Carson City Ghost Walk while continuing to create an event that will attract out of town visitors and the pride and participation of the community.
2. Allow the CCVB and Redevelopment agency to offer expertise and suggestions and to council to the organization of the Ghost Walk without taxing the time or employees of the afore mentioned organizations. A one-hour meeting should be sufficient. It is also the goal of to maintain communication between The Carson City Ghost Walk and community agencies in Carson City to assure promotion, collaboration and success for all parties.
3. Transition from RDA/City Funds so that the Ghost Walk can support itself. In 2012 Ghost Walk will work to secure business support in the form of advertising to offset the costs of the walk. Also as the walk is transitioned, the costs and budget are being accessed to create a walk that is independent of city funds. It is our hope to utilize community calendars, Public Service Announcements and word of mouth to offset any lost marketing and advertising funding.

### **TRANSITION SCHEDULE**

The transition of the Carson City Ghost Walk to Mary Bennett is active immediately. Bennett is currently working on the October 22, 2011 walk.

A meeting is scheduled the third week of August with The Brewery Arts Center (John and Tami Castillo Shelton) to explore partnering possibilities.

Volunteer lists from past walks will be shared with Bennett via Joy Evans at CCVB.

### **OUTSTANDING ISSUES**

**Ticketing** – Tickets for the Ghost Walks will now be available online through [Brownpapertickets.com](http://Brownpapertickets.com). CCVB has offered to sell tickets through their office as they do for other downtown events and make the information available to the public.

**Website** – Mary Bennett has purchased [carsoncityghostwalk.com](http://carsoncityghostwalk.com), org and net. The website is currently being set up. Links will be provided to the CCVB, Chamber of Commerce and The CCVB.

Contact number. A new contact number has been established for the Carson City Ghost Walk. (775.324.0776)

Publicity – Bennett will continue to work with Weidinger Public Relations on marketing and publicity.

### **GHOST WALK TRANSITION PLAN 2011 (Continued)**

#### **BUDGET**

Signage: \$500

Printing

Rack Cards for event: \$500

Posters: \$700

Souvenir Programs: \$1,000

Mailing of Rack Cards: \$400

Publicity/Marketing \$5000

Phone/Printing of Scripts, contracts/Other Mailing Office Misc.: \$600

Website: Domain and set-up \$600

Costuming/Props: \$700

Insurance: \$500

Management/Artistic Director \$1500

Actors: (Paid from Ticket Sales)

Total Request: \$12,000

#### **ROLES & RESPONSIBILITIES**

Mary Bennett will assume responsibility of directing the Ghost Walk and Ghost Walking Events in Carson City.

#### **PERFORMANCE MEASURES AND REPORTING**

Questionnaires will be given to all walkers, volunteers and performers to continue to create the best experience for all involved. Data will also be collected on the patrons in terms of age, where they are from, how long they stayed, what other events and destinations were visited while attending the Ghost Walk.

# Wells Fargo Combined Statement of Accounts

Primary account number: **8405128003** ■ March 1, 2013 - March 31, 2013 ■ Page 1 of 5



031272 1 AV 0.360 70146



**MARY E BENNETT**  
 DBA GHOST WALK  
 17 S VIRGINIA ST APT 403  
 RENO NV 89501-2910

## Questions?

Available by phone 24 hours a day, 7 days a week:

**1-800-CALL-WELLS** (1-800-225-5935)

TTY: 1-800-877-4833

En español: 1-877-337-7454

Online: [wellsfargo.com/biz](http://wellsfargo.com/biz)

Write: Wells Fargo Bank, N.A. (825)

P.O. Box 6995

Portland, OR 97228-6995

## Your Business and Wells Fargo

Start the year with a new outlook on your business finances. It's a great time to talk with a banker about financial options tailored to your current priorities. To find out how we can help, stop by any Wells Fargo location or call us at the number at the top of your statement.

## Account options

A check mark in the box indicates you have these convenient services with your account. Go to [wellsfargo.com/biz](http://wellsfargo.com/biz) or call the number above if you have questions or if you would like to add new services.

- Business Online Banking
- Online Statements
- Business Bill Pay
- Business Spending Report
- Overdraft Protection

## Summary of accounts

### Checking and Savings

Account	Page	Account number	Ending balance last statement	Ending balance this statement
Advantage Business Package Checking	2	8405128003	250.39	250.39
Business Market Rate Savings	3	7321136207	882.55	882.60
<b>Total deposit accounts</b>			<b>\$1,132.94</b>	<b>\$1,132.99</b>

ODDA11UTFS 031272 NNNNNNNNNN NNN NNNJ001 003 826 171777 10530318 2

Account | Reports | Box Office | Agents

**BROWN PAPER TICKETS** The fair-trade ticketing company.

View site in English, Español, or Français

Logged in as ghostwalkingtours@gmail.com | Log Out

Find An Event | Create Your Event | Help | Search events...

Reports Menu

- Account Lists
- Event Reports
- Event Journals
- Account Reports
- Account Journal
- Marketing Reports

Marketing Reports Filter

From Aug 8, 2011 To Apr 18, 2013

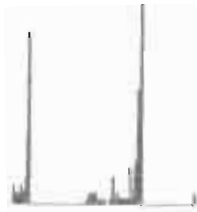
Events

- All
- CARSON CITY'S GHOST WALKING TOUR - Sep... Sep 21, 2013 8:30 PM
- CARSON CITY'S GHOST WALKING TOUR - Aug... Aug 17, 2013 8:30 PM
- CARSON CITY'S GHOST WALKING TOUR - Jul... Jul 20, 2013 8:30 PM
- CARSON CITY'S GHOST WALKING TOUR - Jun... Jun 28, 2013 8:30 PM
- CARSON CITY'S GHOST WALKING TOUR - MAY... May 25, 2013 8:30 PM

Generate Report

Marketing Reports

Sales by Date



Rank	Date	Qty	Pct
1.	Oct 19, 2012	70	11.82%
2.	Oct 21, 2011	60	10.14%
3.	Oct 08, 2012	40	6.78%
4.	Oct 18, 2012	36	6.06%
6.	Oct 18, 2011	24	4.05%
8.	Oct 18, 2012	24	4.05%
7.	Oct 20, 2011	22	3.72%
8.	Oct 17, 2012	20	3.38%
9.	Oct 19, 2011	18	3.04%
10.	Oct 01, 2012	18	2.93%

Sales by Location



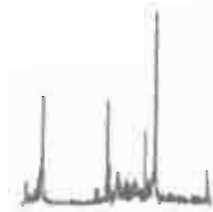
Rank	Location	Qty	Pct
1.	Carson City, NV	196	33.11%
2.	Reno, NV	111	18.75%
3.	Sparks, NV	37	6.25%
4.	Dayton, NV	32	5.41%
5.	San Antonio, TX	25	4.22%
6.	Minden, NV	23	3.89%
7.	Fallon, NV	21	3.55%
8.	Wellington, NV	14	2.38%
9.	Sun Valley, NV	13	2.20%
10.	South Lake Tahoe, CA	11	1.88%
11.	Washoe Valley, NV	9	1.52%
12.	Zephyr Cove, NV	8	1.35%
13.	Portola, CA	8	1.35%
14.	Chicago, IL	8	1.35%
15.	Unknown	6	1.01%

Sales by Tracker



Rank	Referrer	Qty	Pct
1.	None	312	100.00%

Traffic by Date



Rank	Date	Qty	Pct
1.	Oct 19, 2012	174	3.58%

Traffic by Location



Rank	Location	Qty	Pct
1.	Unknown	1154	23.73%

Traffic by Tracker



Rank	Referrer	Qty	Pct
1.	Unknown	3833	75.74%



The fair-trade ticketing company.

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Account Menu

- Account Status
- My Profile
- Account Settings
- Financial Settings
- Account Functions
- Messages

Events

- Create an Event
- Manage Your Events

# Manage your events

Your Current Events

Event	Start Date	End Date	Quantity	Price	Status
Go! CARSON CITY'S GHOST W...	May 25, 2013 6:30 PM	May 25, 2013 8:00 PM	4	\$60.00	Active
Go! CARSON CITY'S GHOST W...	Jun 29, 2013 6:30 PM	Jun 29, 2013 8:00 PM	0	\$0.00	Active
Go! CARSON CITY'S GHOST W...	Jul 20, 2013 6:30 PM	Jul 20, 2013 8:00 PM	0	\$0.00	Active
Go! CARSON CITY'S GHOST W...	Aug 17, 2013 6:30 PM	Aug 17, 2013 8:00 PM	0	\$0.00	Active
Go! CARSON CITY'S GHOST W...	Sep 21, 2013 6:30 PM	Sep 21, 2013 8:00 PM	0	\$0.00	Active
<b>TOTAL</b>			<b>4</b>	<b>\$60.00</b>	

Your Past Events

Event	Start Date	End Date	Quantity	Price	Status
Go! Carson City Ghost Wal...	Oct 22, 2011 10:00 AM	Oct 22, 2011 2:00 PM	221	\$3315.00	Sales Ended
Go! Ghost Walking Tour la...	May 26, 2012 1:00 PM	May 26, 2012 3:00 PM	18	\$240.00	Sales Ended
Go! Ghost Walking Tour la...	Jun 16, 2012 8:00 PM	Jun 16, 2012 8:00 PM	2	\$30.00	Sales Ended
Go! Ghost Walking Tour WL...	Jul 21, 2012 6:30 PM	Jul 21, 2012 8:00 PM	18	\$270.00	Sales Ended
Go! Ghost Walking Tour WL...	Aug 18, 2012 6:30 PM	Aug 18, 2012 8:00 PM	11	\$165.00	Sales Ended
Go! Ghost Walking Tour WL...	Sep 15, 2012 6:30 PM	Sep 15, 2012 8:00 PM	30	\$450.00	Sales Ended
Go! Carson City Ghost Wal...	Oct 20, 2012 10:00 AM	Oct 20, 2012 2:30 PM	280	\$4350.00	Sales Ended
<b>TOTAL</b>			<b>588</b>	<b>\$8920.00</b>	

Your Incomplete Events

Event	Created	Last Modified
Go!		April 02, 2013 3:37 PM

Contact us

Email  
 support@brownpapertickets.com  
 24/7 Customer Service  
 1-800-838-3006 US, Canada, Puerto Rico

Resources

Ticket Buyers

- Track Your Order
- Browse Events
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Event Producers

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Join the mailing list

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Logged in as ghostwalkingtour@gmail.com | Log Out

BROWN PAPER TICKETS The fair-trade ticketing company.

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### Carson City Ghost Walk 2012

Ghost Walk Corner  
Carson City, NV

#### Get Tickets

There are no active dates for this event.

Share this event:

#### Location

Ghost Walk Corner (New)  
The Corner of Third and Curry Streets  
Carson City, NV 89701  
United States



Not Available



#### Event

Carson City Ghost Walk 2012

Carson City's rich and intriguing history is explored and theatrically relived in the 20th annual Ghost Walk: LEGENDS OF THE PAST. The Carson City Ghost Walk is a delightfully spooky and enjoyable way to experience Carson City's Victorian Era and diverse past. Meet lingering spirits of the past, including McAvoy Layne as Mark Twain, with many haunted and paranormal stories to take in. Some of our spirits even lead the guided walking tours of the downtown district's historic homes. Tours will visit inside at least five different houses and locals.

Tours depart every hour on October 20, 2012 beginning at 10 a.m. from behind the Firkin & Fox Pub on 3rd and Curry Streets. The last tour leaves at 2:30 p.m. This is a 90-minute guided walking tour. Rain or shine.

**Tickets:**  
All tickets \$15 in advance, \$20 at the door. Under 4 Free. Tickets are available online. Tours are limited in size so we suggest getting your tickets as soon as possible. There will be a few tickets available at on the day of the walk.

**Location:**  
Tours depart from 3rd & Carson Street next to the St. Charles Hotel (Firkin & Fox Pub)

The first tour leaves at 10 am. Tours leave every hour. Last tour leaves at 2 pm.

Some of the stops along the tour include:  
The Bliss Mansion - Built by Duane Bliss is a three story, 8,500 sq ft. mansion that was completed in 1879, built by millionaire Duane L. Bliss, to become his dream home. This 15 room Victorian was built in the Italianate style, and was the biggest and most elaborate home in Nevada at the time.  
Ferris Mansion - Home of George Ferris, Jr., inventor of the Ferris Wheel for the Chicago World Columbian Exposition in 1893.  
Rinckel Mansion - Built by the fortune of Mathias Rinckel, a forward-looking meat magnate who struck it rich supplying Gold Rushers and Lake Tahoe lumbermen.

The Carson City Ghost Walk 2012 partners include The Brûka Theatre, The Firkin & Fox Pub and The Brewery Arts Center and the Carson City Convention & Visitors Bureau.

#### Categories

- Arts > Other
- Arts > Performance
- Arts > Theatre
- Education > Tours
- Other > Family-Friendly
- Other > Paranormal

**Dog Friendly:** No  
**Non-Smoking:** Yes!

#### Contact

**Owner:** Carson City Ghost Walk  
**On BPT Since:** Aug 09, 2011

**Carson City Ghost Walk**  
775.346.8279  
ghostwalkingtour@gmail.com  
http://www.carsoncityghostwalk.com

facebook

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Ask a question...

#### Discussion

Showing 0 comments

Sort by oldest first

Add New Comment

Type your comment here.

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Track Your Order



# Carson City Ghost Walk

Information: 775 348-6279

email: [ghostwalkingtour@gmail.com](mailto:ghostwalkingtour@gmail.com)

GHOST WALK 2011 **INVOICE**

CARSON CITY RE-DEVELOPMENT

## **PRINTING (\$2600)**

POSTERS/POSTCARDS	\$433
CARDS	\$420
ENVELOPES	\$209
PROGRAM	\$195
BUSINESS CARDS	\$360
POSTCARDS (2 <sup>ND</sup> PRINT)	\$280
STICKERS	\$380
KINKO'S	\$374 (\$2651 = \$51 over)

## **SIGNS (\$500)**

HOUSE SIGNS	\$50.75
BANNER	\$144.00
WOODEN GHOST SIGN	\$300 (LIPPERT)

## **WEBSITE DESIGN/SET UP (\$600)**

SQUARESPACE & NETWORK SOLUTIONS (CARSONCITYGHOSTWALK.COM)	\$256.
Go Daddy	\$119.
WEB SITE DESIGNER FEES (Michael Grimm)	\$225.

## **COSTUMING/PROPS \$700**

(See attached receipts	\$570.27)
DRY CLEANING	\$90
Costume Rental (Large Coat - Ben Merrell)	\$40

**INSURANCE \$500** (Enclosed Certificate)

## **PUBLICITY/MARKETING**

### **ADVERTISING (\$5000)**

NV APPEAL	\$1000
NEWS & REVIEW	\$2200
CLEAR CHANNEL	\$475
ARTS PROGRAM	\$525
DESIGN OF LOGO/BANNER	\$313
POSTAGE:	\$487

### **PHONE/INHOUSE PRINTING/OFFICE (\$600)**

(See attached receipts	\$239.25)
Phone line/Internet 775.348.6279	\$320
In house printing	\$40.75

**MARY BENNETT (Management/Artistic Direction) \$1500**

**Total Request: \$12,000 (Please make check payable to Mary Bennett)**

## Mary Bennett ~ Theatre Artist

Riverside Artist Lofts ~ 17 South Virginia Street, Reno, NV 89501

(775) 324-0776 (775) 846-2115

[mebennett66@charter.net](mailto:mebennett66@charter.net)

- 2000 - Present      **Producing Artistic Director/Theatre Artist - Brūka Theatre**  
8 shows a season for 12 years including: Director - *Angry Housewives* 2011, *History of America (abridged)* 2011, *Trafiler Park The Musical* 2010, *Amadeus* 2005, Director/Co-Writer/Costumer - *Young Beethoven*, Director: *An Evening of Durang* - 2004, *The Rocky Horror Show* - 2003, *Three Penny Opera* - 2001, *Under Milkwood* - 1999, Producer/Creator - *Readings In the Gallery*, *Eight at Eight*, *Critical Mask*, *Vampire Lesbians of Sodom*, *The Hobbit*, *Freakers Ball* seasons 2000 - 2003. Co - Producer Seasons: 2000 - 2006.
- 1995 - 2000      **Artistic Director/Executive Producer ~ Renaissance Projects**  
Productions: *Merry Wives*, *Moonblood* (SF Fringe Festival 1996), *Comedy Of Errors*, *As You Like It*, *Songs About The Devil*, *Much Ado About Nothing*, *Shakespeare sonnets on public radio*, *The Women*, *True West*, *No Exit*, *Dorothy Parker . . . shivering and sighing* (SF Fringe Festival - Winner 1998 Best Of SF Fringe), *SEAMS*, *Hurly Burly*, *Goodnight Desdemona*, *Good morning Juliet*. *Freakers Ball* 1998 - 1999.
- 1995 - present      **Artist In Residence ~**  
Nevada Arts Council, Kennedy Center Teaching Artist, Idaho Arts Council, William James Association (Santa Cruz, CA) Resource Artist - Eastern Oregon Council on The Arts, Brewery Arts Center (Carson City, NV) Sierra Arts Foundation (Reno, NV) Individual residencies available upon request. Emphasis - Integrating Art into the classroom. Teacher Workshops. Improvisation, Student and community based stories and performance, dramatic literature and poetry adaptations, Theater games and movement, Shakespeare, Mask- making and movement, Arts alternatives programs.
- 1990 - present      **Freelance Workshops**  
*Weight is Over . . . still life from my gallery* - solo piece (Honorable mention Nevada Arts Fellowships 1997) Workshopped at University of Berkeley Director's workshop. TALA - Teaching and Learning the Arts. Other workshops include Mask, Improv, movement, audition technique, playwrighting. Teaching Teachers to integrate Art in the classroom. Full workshop resume available upon request.
- 1984 - present      **Freelance Acting**  
*Clara - The Buttcracker 1, 2 & 3*, *Woman In Mind - Susan - As Bees In Honey Drown - Alexa Vere De Vere*, *Shirley Valentine - Shirley*, *Wanda's Visit - Wanda*, *A Christmas Carol - Various 15 Characters*, *On The Verge - Mary*, *Scarlet Letter - Hester Prynne*, *Sister Mary Ignatius Explains It All For You - Sister Mary*, *Othello - Emelia*, *Ghosts - Mrs. Alving*, *Merry Wives - Mistress Page*, *Hurly Burly - Bonnie*, *No Exit - Inez*, *Much Ado About Nothing - Beatrice*, *Lion In Winter - Alais*, *Uncommon Women - Rita*, *Sylvia - Kate*, *Romeo & Juliet - Nurse*, *Lovers & Other Strangers - Wilma*, *Voice Of The Prairie - Susie/Ensemble*, Various Roles - Carson City Ghoset Walks, *Wild Oats - Jane*, *Crimes Of The Heart - Babe*, *Sweet Charity - Ursula*, *Biloxi Blues - Rowena*, *The Lesson - Student*, Berkeley Improvisers - ensemble, *Comedy Of Errors* - voice representing all roles.
- 1989 - present      **Educational Theater and Tours**  
*The Giving Tree - The Tree* 2005/2006, *Fantasy Theater (Fantasy Festival VIII, Journey to the Center of the Earth* adaptation with James McClure), Brūka Theater for Children - *Mid Summer Night's Dream*, *The Three Wishes (Co-Wrote)*, *Art Dog*, *Jack and The Beanstalk*, Characters in My Case, Historical Characters created and organized for communities and schools. Storybook Theater - *Gift of the Magi*. Ghost Walk and The Wild West Walk - Carson City Nevada 1995 - present.
- 1990 - present      **Play making**  
*Dorothy Parker . . . shivering and sighing*, *The Weight is over . . . still life from my gallery*, *Moonblood*, *Marjorie Daw* (adaptation), *Parlor Games*, *SEAMS*, and Numerous Murder Mysteries. Grimm's Fairy Tale Adaptations - Brūka - 1999, Comstock Arts Council - 2002, Journey To The Center of the Arts: *Gilgamesh* - 2001, *Tommelise* - 2002. Carson City Ghost Walk 1995 - 2010

## Mary Bennett ~ Theatre Artist

Page 2

1994 - present

### Special Training

Kennedy Center - Artists Teaching Teachers program 2002 - present. Bali, Indonesia - dance, mask, and culture, 2000. Improvisation with Bay Area Theater Sports (BATS) summer training workshops 1999 - 2009. Dell Arte' International School Of Physical Theater 1996 - 2004. American Conservatory Theater - SF summer training congress 1994. B Street Theater Apprentice Program 1993-94. New York Stage & Film Apprenticeship at Vassar College. Berkeley Improvisers, 1995.

### Special Others

Mezzo Soprano, Stage Combat/Movement trained, Stage readings, Voice Overs, Ice Skating, Horseback Riding, Mask Work, Shakespeare, Developing new works, Hosted a radio talk show for two years, Producing. Has received 4 jackpot grants from the Nevada Arts Council, and is the recipient of the Sierra Arts Foundation Artist Fellowship, 1999. Chairperson - Theaters In The Round 1995 - 2000. Board Member Sierra Arts Foundation since 1999.

### Recommendations

Jill Berryman ~ Executive Director  
Sierra Arts Foundation, Reno, Nevada  
(775) 329-2787

Carolyn Wray ~ TMCC  
Professor of Theater  
775 789 5674  
cwray@tmcc.edu

Mary Barker, Program Director  
VSA arts of Nevada, 250 Court St., Reno, NV 89501  
Ph: 826-6100 Fax: 337-6107 e-mail: marybarker2@juno.com

Individual Resumes Available upon Request: Acting, Directing, Producing, Voice-overs, Artist in Residencies, Commercial Projects.

# Mary Bennett

(775) 846-2115 \*AEA Candidate babygirlsherman@hotmail.com

## THEATRE

*Metamorphoses*

*Italian American Reconciliation*

*Cloud Nine*

*Dirty Blonde*

*As Bees In Honey Drown*

*Shirley Valentine*

*Titus Andronicus*

*Wanda's Visit (An Evening of Durang)*

*Christmas Carol*

*On The Verge*

*Sister Mary Ignatius Explains It All*

*Dorothy Parker . . . Shivering and Sighing*

*Cricket On the Hearth*

*Lovers and Other Strangers*

*Voice of the Prairie*

*Othello*

*Uncommon Women*

*Romeo and Juliet*

*Clue*

*Little Murders*

*Ghosts*

*Macbeth*

*Merry Wives of Windsor*

*Hurlyburly*

*No Exit*

*The Weight Is Over*

*Much Ado About Nothing*

*Sylvia*

*Moonblood*

*Berkeley Improvisors*

*Guilty Creatures*

*Wild Oats*

*Crimes of the Heart*

*Sweet Charity*

*Biloxi Blues*

*The Lesson*

Laundress/Psychiatrist/Ensemble

May

Ellen/Betty

Mae/Jo

Alexa Vere de Vree

Shirley

Tamora

Wanda

Ensemble

Mary

Sister Mary

Dorothy Parker

Tilly

Wilma

Susie

Emelia

Rita

Nurse

Miss Scarlet

Marjorie Newquist

Mrs. Alving

Lady Macbeth

Mistress Page

Bonnie

Inez

Solo show

Beatrice

Kate

Ensemble

Ensemble

Kate

Jane

Babe

Ursula

Rowena

Student

Brüka Theatre

Brüka Theatre

Brüka Theatre

Brüka Theatre

Brüka Theatre

Brüka Theatre & Tour

Brüka Theatre

Brüka Theatre

Brüka Theatre & Tour

Brüka Theatre

Brüka Theatre

Regional and Fringe Tour

"B" Street Theater

"B" Street Theatre

"B" Street Theatre

Brüka Theatre

New York Stage and Film

New York Stage and Film

Brüka Theatre

Brüka Theatre

Brüka Theater

Brüka Theater

Northern Nevada - RP

Northern Nevada - RP

Northern Nevada - RP

Toured to NYC, West Coast

Northern Nevada - RP

Proscentium Players

Weird Sisters (Fringed)

Berkeley Ensemble

Freshly Squeezed Productions - Bindlestiff

Proscentium Players

Proscentium Players

Nevada Repertory Company

Brewery Arts Center

Nevada One Act Competition

## EDUCATIONAL THEATER AND TOURS

*Grimm's FairyTales*

*The Giving Tree*

*Jack and the Beanstalk, The Three Wishes, Mid-Summer Night's Dream, Various Roles*

*Fantasy Festival VIII*

*Journey to the Center of the Earth*

*Pinnocchio*

*Touring Melo-drama's*

Various (2007 - 2011)

The Giving Tree

Various Roles

Various Roles

Gertrude

The Cat

Various

Brüka/Pioneer Theatre Youth Programs

Brüka Theatre

Brüka Productions

The Fantasy Theatre

The Fantasy Theatre

Missoula Children's Theatre

Great Basin Players

## FILM/TELEVISION

*Sister Act*

*Secret Vows*

RSTV

COMMERCIALS - Voice-over list and tape - available upon request

Policewoman

Policewoman

Ensemble

Disney

A-Shane Productions

Pisces Entertainment

## TRAINING

BATS Summer School, San Francisco: 2009, 2006, 2005, 2004, 1999 (Keith Johnstone, Improvisation), Dell Arte' International Theater Company - Summer Workshops, 1997, 1998, 1999 (Joan Schirle), Bali, Indonesia. Indonesian Dance, Mask making, Culture, lantern making, Carving. 1999. SIT1 - Anne Bogart Viewpoints Training 1995. New York Stage and Film Apprenticeship 1995, Vassar College. American Conservatory Theatre 1994 Summer Training Congress. "B" Street Theatre 1993-94 Apprentice Company.

## SPECIAL SKILLS

Mezzo Soprano, Stage Combat, Ice Skating, Horseback Riding, Playwriting, Developing New Works, Artist In Residence - West Coast. Winner of 1998 "Best Of San Francisco Fringe Festival". Received 1999 Sierra Arts Fellowship for Theater. Mask Work. Winner of "Best Actor" - Reno News & Review: 8 times since 2002.



CONVENTION & VISITORS BUREAU

August 11, 2011

To: Carson City Board of Supervisors  
Re: Transition of Fall Ghost Walk to Mary Bennett

Dear Board:

This is to confirm that the Carson City Convention and Visitors Bureau is fully supportive of transitioning the operation and production of the 2011 Fall Ghost Walk to Mary Bennett.

As one of the founding members of the Ghost Walk, Ms. Bennett has been an intrinsic part of the event since its beginnings in the early 1990's.

My staff and I will be available to Ms. Bennett to provide our lists of volunteer docents and guides and any other information that she might require to make this transition go smoothly.

As we do with any other Carson City event that appeals to visitors, we will include the Ghost Walk listing on our events calendar and we will have our PR firm produce and distribute a press release.

Any time that my staff and I spend on Ghost Walk other than the above will be on a volunteer basis on our own time outside of regular working hours.

We are very excited about turning this event over to the very capable hands of Ms. Bennett as this will ensure the future of Ghost Walk, keeping it one of Carson City's signature events.

Please feel free to contact me if you have any questions or concerns.

Sincerely,

Candace Duncan  
Executive Director

TOUR. TASTE. PLAY. STAY.

1900 South Carson Street  
Suite 100  
Carson City, NV 89701  
1-800-NEVADA-1  
775-687-7410  
Fax 687-7416  
[www.visitcarsoncity.com](http://www.visitcarsoncity.com)

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- [Issuu](#)
- [Yahoo!](#)
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- [Yellow Pages](#)



**CLICK HERE TO READ >>>>**

# EVENTS & SHOWS

Two event posters are shown on the right side of the banner. The first poster features a person in a costume, and the second poster features a large 'V' shape with lights.

[Nevada Magazine](#) » [Issues](#) » [Web Extras](#) » [Haunted Nevada](#)

## Haunted Nevada

These five guided tours explore the supernatural side of the Silver State.

By STEFF GREEN | September/October 2012

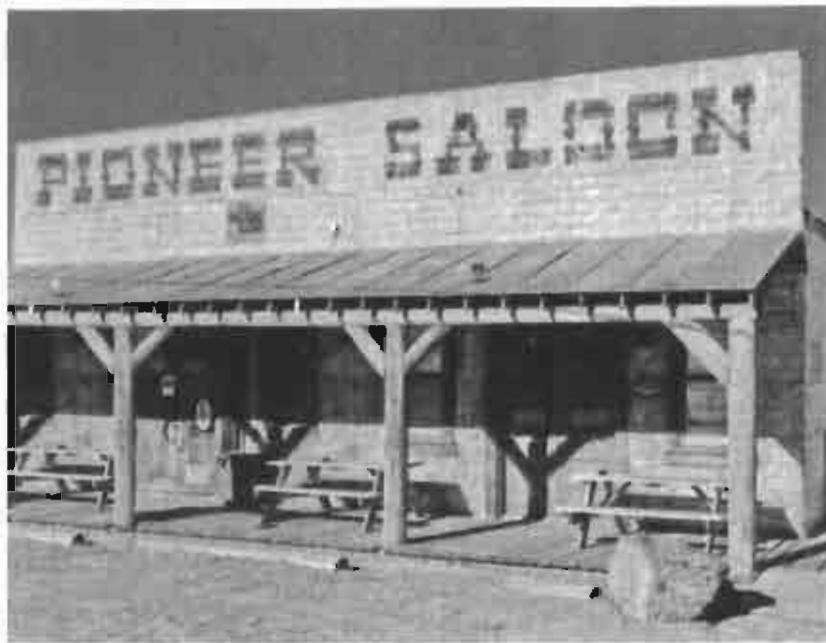


Photo: The Pioneer Saloon in Goodsprings dates to 1913.

Unsolved murders, mysterious happenings, and unexplained visions—sounds like the makings of a B-grade horror film. But with Halloween approaching, fearless tourists can experience the ghosts of Nevada’s haunted past on one of the many award-winning ghost tours conducted around the state.

Led by local historians and paranormal experts, Nevada’s ghost tours promise experiences like no other. Guests are led down dark alleys and invited to explore old, crumbling mansions and forlorn cemeteries housing some of Nevada’s most restless and eerie spirits.

### HAUNTED VEGAS TOURS

Hosted by celebrated actor, hypnotist, and ghost hunter Robert George Allen, this spirited and spooky ghost tour takes visitors to the haunting grounds of Bugsy Siegel, Liberace, Redd Foxx, and Elvis. The Haunted Vegas tour explores some of the most notorious sights in Sin City and is considered by many to be one of the best ghost tours in the world.

Allen claims that many of his guests encounter real ghosts while on the tour—one of the most terrifying was a woman who saw two ghostly feet near a park bench. The feet belonged to two young brothers who were murdered there. “Their ghosts appear and play pranks on people,” Allen says. “Many people say they have been touched on the neck or arm while standing near the area where their bodies were found. We visit Liberace’s old dressing room at the Liberace Museum, which is haunted by the Maestro.”

Allen relates a story of a cleaning woman who was working after hours when she saw a man sitting in a chair. She went to tell the man to leave, but when she entered the room, he disappeared. She looked up at the wall and screamed as she recognized a photograph of the man she’d seen. It was Liberace, who had been dead for years.

#### *FOR MORE INFORMATION*

##### Haunted Vegas Tours

Tours depart from Royal Resort, 99 Convention Center Dr., Las Vegas, NV 89109

[hauntedvegastours.com](http://hauntedvegastours.com)

866-218-4935

Age Restrictions: 13 and older

Tickets: \$69.25

### GOODSPRINGS GHOST HUNT

Goodsprings is a more than 100-year-old mining town that is home to the Pioneer Saloon, one of the oldest saloons in the state and a popular backdrop for movies and television shows. The saloon is also the focus of Allen's newest ghost tour: the Goodsprings Ghost Hunt.

"One of the stories involves the ghost of Clark Gable's famous wife Carol Lombard," Allen says. "She died in a plane crash in 1942 on [nearby] Mount Potosi. Her husband Clark Gable spent three long days in the saloon waiting [for news from the crash]. These days, her ghost haunts the ladies room in the saloon. On many occasions guests of the bar hear a woman crying in the bathroom. When someone goes into the room to [investigate], no one is there. Shortly after they leave, the crying starts again."

On the Goodsprings tour, Allen gives participants a taste of real-life ghost hunting. Guests are issued lanterns and ghost-hunting equipment and readied to hit the darkened streets in search of wandering spirits. While exploring an old cemetery, miners' cabins, and deserted buildings, guests are shown how to use the equipment and may catch a glimpse of orbs, ectoplasm, anomalies, and maybe even an apparition.

#### FOR MORE INFORMATION

Goodsprings Ghost Hunt  
Tours depart from Royal Resort, 99 Convention Center Dr., Las Vegas, NV 89109  
[goodspringsghosthunt.com](http://goodspringsghosthunt.com)  
866-218-4935  
Age Restrictions: 18 and older  
Tickets: \$79.95

### BATS IN THE BELFRY: VIRGINIA CITY GHOST TOURS



Virginia City more or less appeared overnight in 1859 following the discovery of the Comstock Lode. With the miners came saloons, gunfights, and the ghosts of disgruntled and forgotten spirits. Debbie Bender spent a year compiling stories of local hauntings, consulting with historians and performing paranormal investigations at the sites to create a tour rich in spooky history and tales of paranormal experiences.

"One of the spirits we meet on the tour is Rosie at the Silver Queen Hotel," Bender says. "Rosie was a young prostitute who fell in love and got pregnant. When she realized her love was not reciprocated, she killed herself. Rosie now wanders the hallways and the rooms at the Silver Queen checking on guests and sometimes playing pranks on them."

"Another spirit is the Shadow Man; he hangs out around the Mackay Mansion," Bender continues. "He is a dark spirit that likes to scare people. Those that have seen him close up report that he has glowing eyes."



Bats in the Belfry is offering special Halloween ghost tours and paranormal investigation tours Sunday, October 28 through Wednesday, October 31 at 5:30 and 8 p.m. nightly.

**FOR MORE INFORMATION**

Bats in the Belfry: Virginia City Ghost Tours  
Tours depart from the Silver Queen Hotel, 28 N. C St., Virginia City, NV 89440  
[virginiacityghosttours.com](http://virginiacityghosttours.com)  
775-815-1050  
Age Restrictions: Not recommended for children 12 and younger  
Tickets: \$20

**GENOA HISTORIC GHOST TOURS**



As one of Nevada's oldest settlements, Genoa has its share of unexplained happenings. Kim Copel (left), a local historian and paranormal investigator, created Genoa Historic Ghost Tours to teach tourists about the fascinating story of this historic town and the spirits that reside there.

Years of research have gone into collecting the stories from local sources and paranormal investigations. Copel offers two tours daily, plus one-hour cemetery and two-hour evening tours on Fridays. Guests learn about the town's original Mormon settlers, the riders of the Pony Express, and visit the Dake Hawkins house, considered one of the most haunted places in Northern Nevada.

Copel says that some guests have reported paranormal experiences. "Two guests had their clothing tugged [while] on an upstairs floor of the historic Dake Hawkins house," she says. "Another experience happened in front of the Genoa Country Store, which used to be a saloon and brothel in Carson City years before it was moved to Genoa. As I was telling the history of the building, a guest smelled heavy perfume right next to her and felt her arm being stroked by an unseen hand."

On October 13, Genoa Historic Ghost Tours will conduct an Interactive Haunted Cemetery Tour, and the Dake Hawkins house, along with the White House B&B, will offer dinner and a chance to investigate these haunted places with the Thin Veil Investigators.

**FOR MORE INFORMATION**

Genoa Historic Ghost Tours  
PO Box 622, Genoa, NV, 89411  
[genoahistoricghosttours.com](http://genoahistoricghosttours.com)

775-220-0605

Age Restrictions: Friday evening tours are for adults only

Tickets: \$20, \$10 for children 6-12

### CARSON CITY GHOST WALKING TOUR

The October 20 Carson City Ghost Walking Tour is the result of almost 20 years of research and work amassed from local historians, city leaders, reporters, museum employees, and volunteers that have worked on the walk over the years.

The Ghost Walk's organizer, Mary Bennett, shares their stories and others during the special one-day event. Her favorite specter story comes courtesy of a mysterious woman in black. "She was reported to knock on the doors in Carson City [residents] in late 1800s," Bennett says. "When the person answering the door didn't recognize her, they would shut the door, sometimes locking it behind them. Upon turning around, they would find the woman inside their home without knowing how she could have entered."

If you have further questions, e-mail Bennett at [ghostwalkingtour@gmail.com](mailto:ghostwalkingtour@gmail.com). She also does a monthly Ghost Walk in Carson City, May through October on Saturday evenings.—*Charlie Johnston*

#### FOR MORE INFORMATION

Carson City Ghost Walking Tour

[carsoncityghostwalk.com](http://carsoncityghostwalk.com)

775-348-6279

## Comments

1 Janice Oberding August 31 2012

Nice article on all the fun and informative tours Nevada has to offer. Looks like some fun Halloween events will be presented too. Another Halloween event that merits mention is that being presented by Bats in the Belfry.

2 Kim Copel August 29 2012

Here is more information on the Dake Hawkins House/ White House B&B event in Genoa on October 20th. There will be an option to tour both haunted houses with the Thin Veil Investigators, or the tour can include dinner at an additional price...or you can stay over at the haunted B&B at a very special package price. Contact Martha at 775-782-4951 or e-mail her at [antipus11@hotmail.com](mailto:antipus11@hotmail.com)!

3 Sandie La Nae August 28 2012

Hello Nevada Magazine,

I very much enjoy your magazine, and the Haunted Nevada is a great section for things to do come October. Another fabulous event is the "Haunts On The Hill" — a tour in three of Virginia City's noted historic buildings (Fourth Ward School, Chapin - Cavanaugh House, St. Mary's Hospital) hosted by St. Mary's Hospital property manager Angela Zelasko on October 26-28. Thank you.

## Leave a Comment

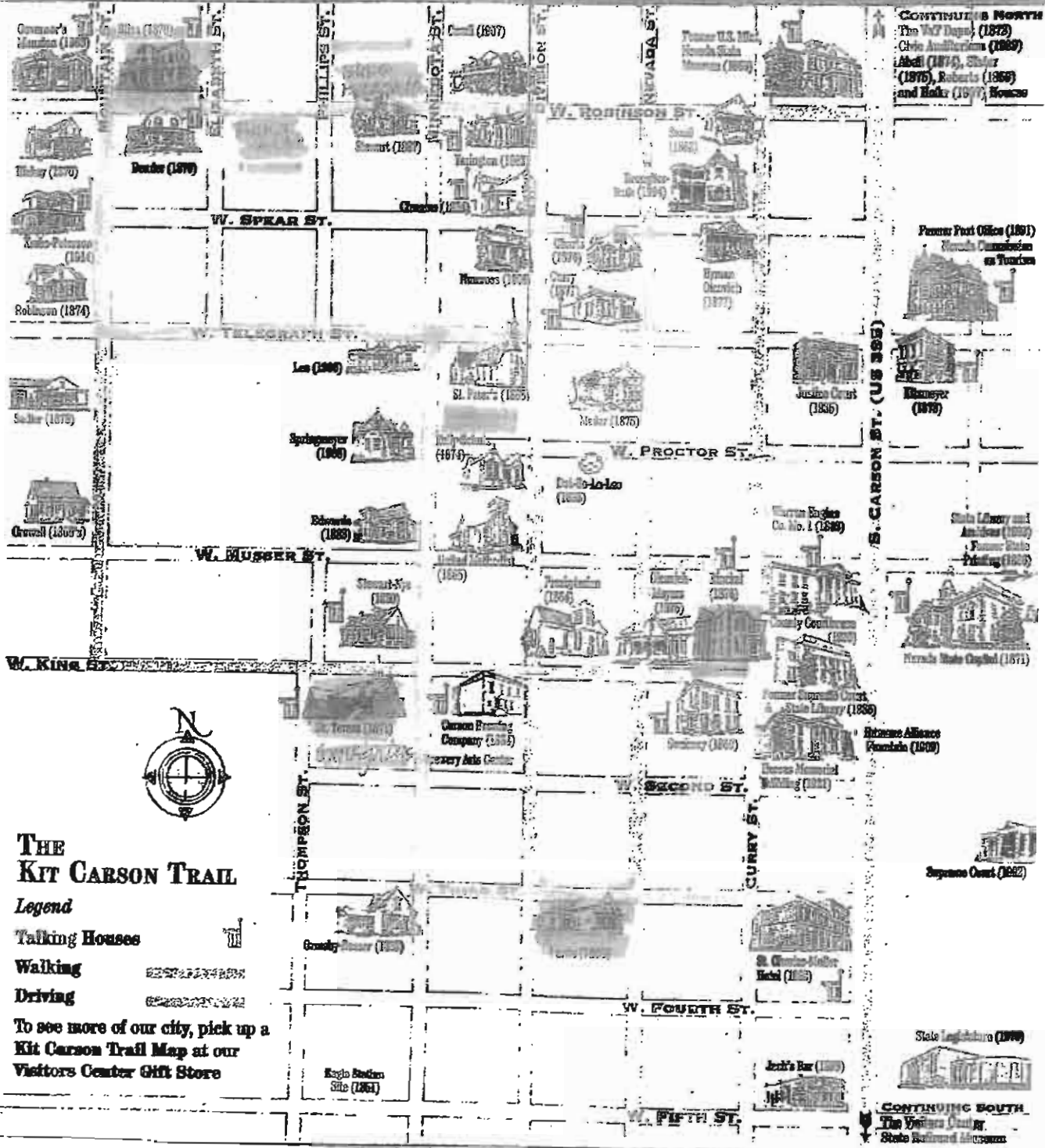
### Allowed / Required

Only these elements are allowed in submitted comments:

- `<a href="http://www.mysite.com/">my site</a>`

2011 Historic Walk Map

TOUR TOUR



Fern's mansion  
St. Theresa's  
Bliss mansion  
Prang House  
Bliss Burial

NEVADA 1

VISITCARSONCITY.COM

5

Set volunteer meeting  
for  
reconstruction - September 24



GHOST PARTNERS

brewery arts center

449 W. KING ST. CARSON CITY, NV 89703  
WWW.BREWERYARTS.ORG  
775.883.1976



19 Years \* Live Theatre  
Downtown Reno  
www.brüka.org  
775.323.3221



310 S. CARSON ST.  
CARSON CITY, NV 89701  
775.883.1369  
WWW.THEFIRKINANDFOX.COM

# GHOST WALK



Supernatural Entertainment and Historical Folly

CARSONCITYGHOSTWALK.COM

775.348.6279

## GHOST TOURS 2012

OCTOBER 20, 2012 - 90 Minute DAY TOURS Leaving Between 10 AM & 2 PM

SATURDAY EVENING WALKS - START AT 6:30 PM

MAY 26 \* JUNE 16 \* JULY 21 \* AUGUST 18 \* SEPTEMBER 15 - 2012

ALL WALKS MEET AT THE CORNER OF 3RD & CURRY ST - CARSON CITY, NEVADA

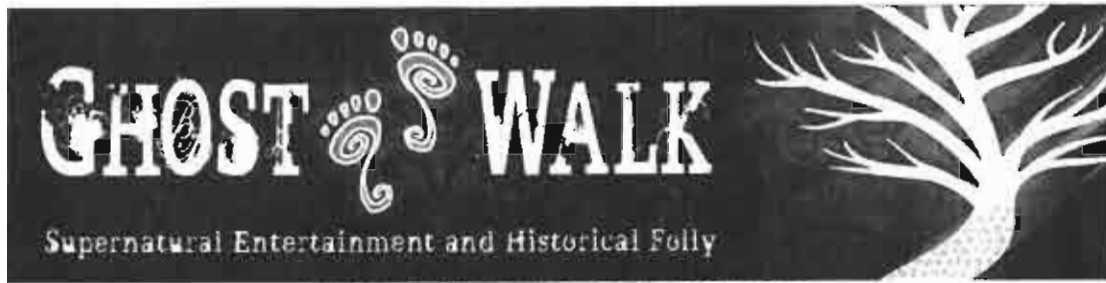
Private TOURS Available

ADMISSION: \$1 \* Pre-Reservation: \$20 \* At The Walk -- GET INTO THE SPIRIT!

# GHOST WALK

Supernatural Entertainment and Historical Folly

PARTNERS



**GHOST WALK "LEGENDS" 2012**

**TOUR GUIDES**

Joy Evans \* Liza McIlwee \* Tami Buzick \* Mikey Wiencek \* Seth Fitzgerald \*  
Mary Royce \* Tom Jacobs

**COURTYARD**

**Box Office** - Sandra Woodruff

**HISTORY OF THE CURRY'S IN 5 MINUTES**

Abe Curry - Adam Whitney \* Mary Curry - Mary Bennett

**GHOSTS**

Staci Madrigal \* Bree Morley \* Anna Pidlypchak \* Kira Fuqua \* Rachel Gorbet \*  
Tyler Kazarian \* Zoe Swenson \* Penny Lane \* Aspen Kloehn \* John Hall  
Addie Eykelbosh \* Rosie Gully \* Megan Rankin \* Brianne Sterzinar  
Elizabeth Wait \* Ada Smith \* Erin Dunn \* Lilia Garcia Rojas

**FERRIS MANSION ~ THE BRIDE GHOST**

\* Bride Ghost - Isabella Hicks

**NV GUNFIGHTERS**

**BREWERY ARTS CENTER PERFORMANCE HALL ~**

**GARMEN COMES TO CARSON**

Mark Twain - McAvoy Layne  
Docent - Tabitha Keeling \* Technical - Grayson Stipe

**BLISS MANSION**

Elizabeth Bliss - Sandra Neace

**PRANG HOUSE**

**BLISS BUNGALO ~ THE PEERING STONE**

Eilley Orrum Bowers ~ Hannah Neace  
Docent ~

**THE CRISLER HOUSE**

Silver Bill - Tom Strekal  
Docents - Marla German, Kathleen Davies, Julie S. Maxwell

**RINCKLE MANSION**

Marchella Rinckle - La Ronda Etheridge

**THANK YOU'S**

Barry Smith - NV Press Association \* Cindy & Steve Brenneman \* Joyce Harrington & The Bliss Bungalow \*  
Sheryl McLaughlin \* Ferris Mansion People \* Brewery Arts Center - Tami & John Sheiton \* Firkin & Fox \* City  
of Carson & Re-Development & CCVB \* Booth Street Players - Reno High School \* Joel Lippert \* David Simpson  
\* Carson City CCVB & Staff

*Kit Carson  
TED NEAL*

*AT Gonzales  
Floater*

**RECEIVED**  
 APR 12 2013  
 OFFICE OF  
 BUSINESS DEVELOPMENT

**Carson City**  
**Office of Business Development**  
 108 East Proctor Street  
 Carson City, NV 89701



**Special Event Funding Request Form**

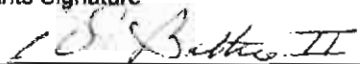
<p>Carson City Senior Center/Carson City Boxing Club</p> <hr/> <p>ORGANIZATION NAME / APPLICANT</p> <p>911 Beverly Drive Carson City NV 89406</p> <hr/> <p>MAILING ADDRESS, CITY, STATE, ZIP CODE</p> <p>775 883-0703 x103</p> <hr/> <p>PHONE # _____ WEBSITE URL _____</p>	<p>Fight Hunger Classic Car &amp; Boxing Show</p> <hr/> <p>NAME OF EVENT</p> <p>3,825</p> <hr/> <p>\$ TOTAL FUNDING REQUEST</p> <p>Event Dates: Saturday September 21, 2013</p>
<p>Warren Bottino, Social Work Program Manger</p> <hr/> <p>CONTACT / EVENT DIRECTOR NAME</p> <p>911 Beverly Drive Carson City NV 89706</p> <hr/> <p>MAILING ADDRESS, CITY, STATE, ZIP CODE</p> <p>775 883-0703 x 103    ccscmanager@gbis.com</p> <hr/> <p>PHONE # _____ EMAIL _____</p>	<p>Project Area (check one):</p> <p>Redevelopment Area #1 <input checked="" type="checkbox"/></p> <p>Redevelopment Area #2 <input checked="" type="checkbox"/></p>

**Event Description and Objectives**  
 Include history of the event and importance to the community (use additional pages as needed):

Classic Car & Boxing show to generate funds for Carson City Meals on Wheels \*Please see attached document.

Estimated number of local participants: 1,500    Estimated number of out-of-town participants: 400  
 Number of years event has taken place in Carson City: 0

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Car Show Expenses	\$ 3,300	\$	\$3,300
Boxing Show Expenses	\$ 525	\$	\$525
Facility, Food, Staffing	\$	\$2,140	\$2,140
	\$	\$	\$
*Please see attached for greater detail	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals:	\$3,825	\$	\$
Redevelopment Funds as a % of total Event costs:	64 %	2,140	5,965
Projected Revenues:			\$
Projected Net Profit/Loss:			\$
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$203,102	\$268,311	\$N/A
Expenses:	\$202,799	\$270,655	\$N/A
Reserves:	\$303.42	\$(56,689)	\$N/A
Redevelopment funding your organization received for this event in prior years, if any:			
2011:			\$ 0
2010:			\$ 0
2009:			\$ 0
2008:			\$ 0
Number of years your organization has existed:			
Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, what organization(s) and how much funding?			
Describe any efforts to obtain funding from other sources:			
Carson City \$640 facility space, Carson Elks Lodge #2177 food donation			
Describe why Redevelopment funds are required for the special event:			
Initial support to establish a credible and consistent program. Redevelopment funds would provide the necessary means to ensure all standard essentials could associated with a successful car show fund raising event could be provided; and start up equipment and supplies could be secured to allow for future marketing and program development.			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):			
Meals on Wheels services both areas; Event takes place in area # 1. * Please see attached.			
List other organizations and businesses partnering or participating in the event:			
Carson City Senior Center, Boxing Club, Elks #2177, Parks & Recreation, Carson-Tahoe Health System			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:			
Mills Park (Oxoby Loop), Pony Express Pavilion. No street closures necessary.			

<p>Have you obtained all necessary approvals and/or permits for the event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No          If not, what approvals are still pending?</p>	
<p>How do plan to market and advertise the event?          Extensive marketing plan. * Please see attached narrative and Marketing check list.</p>	
<p>Explain how the special event may be able to be expanded in the future:           Consistent program, year round promotion, increased sponsorship, service club involvement. *See attached.</p>	
<p>Explain how the special event will be able to transition away from City funding support in the future:           Brand recognition, acceptance in community, increased participation and program offerings. *See attached.</p>	
<p><b>Acknowledgement of Application Provisions: (please check each that you acknowledge)</b></p> <p><input checked="" type="checkbox"/> I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.</p> <p><input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.</p> <p><input checked="" type="checkbox"/> 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.</p> <p><input checked="" type="checkbox"/> 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.</p>	
<p><b>I affirm, this application and all attachments are true and accurate to the best of my knowledge.</b></p>	
<p>Applicants Signature  </p>	<p>Date:          April 11, 2013</p>
<p><b>*Note:</b> 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.</p>	

<p><b>Application submittal checklist:</b></p> <p><input checked="" type="checkbox"/> Complete, signed Special Event Funding Request Form</p> <p><input checked="" type="checkbox"/> Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility</p> <p><input checked="" type="checkbox"/> Resumes of the key individuals in the organization conducting the special event</p> <p><input checked="" type="checkbox"/> 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.</p>
--



Special Event Funding Request Form

Carson City Senior Citizens Center

911 Beverly Drive Carson City NV 89706

(775) 783-0708 x103

Warren Bottino / Social Work Program Manager

911 Beverly Drive Carson City NV 89706

(775) 883-0703 x 103 [ccsccmanager@gbis.com](mailto:ccsccmanager@gbis.com)

**Event Description and Objectives**

**Include history of the event and importance to the community**

The Carson City Senior Citizens Center will be conducting the inaugural "Fight Hunger" Classic Car & Boxing Show to benefit Meals on Wheels, Saturday September 21, 2013 at Mills Park. There are multiple goals and objectives related to the successful implementation of this first time fund raising event.

The primary objective is to generate funds for homebound nutrition; but within that objective are a number of goals. The Meals on Wheels program is structured to provide nutrition to people 60 years of age or older, residing in Carson City, who are homebound due to a disabling condition or illness, and are physically incapacitated. Meals on Wheels programs have been shown to significantly improve the nutritional status of older people, particularly those who have difficulties shopping for food or cooking meals as a result of mobility problems, reduced income or loss of appetite.

The Meals on Wheels program provides an important social contact as well. Research has highlighted how the sudden absence of a companion through bereavement can have a significant impact on older adults. Loneliness and loss of status following retirement may lead to depression, a loss of interest in food, and disruption in the patterns of food procurement and consumption. Socio-economic status, social isolation and disability can also increase the prevalence of food insecurity, and can lead to related problems, such as the onset of mental health problems, particularly where social supports are limited.

Meals on Wheels staff are an important point of contact with meal recipients, and are often the first to find out about the recipients declining health, or to arrive on the scene after a fall or emergency. Knowing they will receive a regular visit can help an older person to feel more secure and less socially isolated.

Meals on Wheels services act as an important instrument to provide further help and support for isolated seniors through access to social assessment and vital resources. Relationships created through the program, and daily welfare checks have resulted in numerous instances of addressing elder abuse, or providing further social, medical, nutrition, housing, legal and home care resources that help to keep our senior community in their homes, and living independently. It's been reported that for each senior citizen we can keep out of long term care, Carson City will experience a savings of \$30,000 to \$ 60,000 annually.

The "Fight Hunger" Classic Car and Boxing Show will serve to promote an awareness of senior related issues before the community; and provide the community, local businesses, senior participants, and their families an opportunity to interact and create a communication with community leaders and valuable community resources.

Two years ago, we had 125 homebound seniors on the Meals on Wheels program; presently, we have over 200, or a 68% growth in homebound nutrition. The Meals on Wheels program is on course to provide nearly 70,000 meals this year to homebound seniors.

Government funding covers about 44% of costs, and the possible impact of funding reduction through sequestration is still to be determined; so it is our hope to generate additional income to meet demand; and not have to decline service to anyone, reduce service to outlying areas, or establish a waiting list; while also making the event a positive and rewarding experience for our car owners and the public.

The Carson City Boxing club will provide bouts at the conclusion of the car show. The club was created to provide a positive alternative to young people; utilizing the art of boxing to develop fitness and principled stability.

An objective of the Carson City Boxing club is to attract and involve more young people in amateur sports. To provide positive choices for the youth; which will then have a positive effect on the community; to encourage sport participation, physical activity, and health and wellness among the area youth, boys and girls alike. Promote healthier lifestyles, self-esteem, fair play and good citizenship, and to encourage children and youth to live healthier and more focused lives. Participants are encouraged to participate in community activities and organize events for the youth in Carson City.

Estimated number of local participants:	<u>1,500</u>
Estimated number of out-of-town participants	<u>400</u>
Number of year's event has taken place in Carson City	<u>First time event</u>

**Event Costs**

Activity	Re-Development Funds	Other Funds	Total
<b>Car Show Expenses</b>			
T-Shirts	\$800		\$800
Dash Plaques	\$150		\$150
Promotional Banners	\$600		\$600
Trophies	\$500		\$500
Sponsor Certificates	\$150		\$150
Youth Activities	\$400		\$400
Music	\$500		\$500
Marketing	\$200		\$200
Food		<i>Courtesy Carson City Elks Club #2177</i>	\$500
Facility Rental		<i>Courtesy Carson City non-profit donation</i>	\$640
Staffing Costs		<i>Carson City Senior Citizens Center</i>	\$1,000
<b>Boxing Expenses</b>			
USA Boxing Sanction	\$275		\$275
Trophies	\$200		\$200
Medical Attendance	\$ 50		\$ 50
	<b>Totals</b>	<b>\$3,825</b>	<b>\$5,965</b>

**Projected Revenues:**

Car Show	\$3,300
Boxing	<u>\$1,200</u>
<b>Total</b>	<b>\$4,500</b>

**Projected Net Profit/Loss: +\$675**

Redevelopment Funds as a % of total Event costs: 64%

**Annual Budget of Organization:**

Meals On Wheels

	Last Year	Present Year	Next Year
Income:	\$203,102.08	\$268,311 - Budgeted Revenue	Not determined
Expenses:	\$202,798.66	\$270,655	
Reserves:	\$ 303.42	(\$56,689.38) - Year to Date	

**Redevelopment funding your organization received for this event in prior years, if any:**

2011: \$ N/A  
2010: \$ N/A  
2009: \$ N/A  
2008: \$ N/A

Number of years your organization has existed: 38 years

Have other organization besides yours committed funding for this event? X Yes  
If yes, what organization (s) and how much funding?

The City of Carson has provided facility space at a savings of \$640 and the Carson City Elks Club has agreed to handle food concessions; with the intent of donating 20% back to the program.

Describe efforts to obtain funding from other sources:

Upon the decision to move forward with a Car Show fundraiser, the Social Work Program Manager approached the Karson Kruzers car club for direction. In an effort to make the show appealing to car enthusiasts, it was determined that an entrance fee of \$25 per participant would be most desirable. After event costs are applied there will be a remaining \$3.50 of profit per participant.

Understanding that it is important to establish a desirable event that will provide for car owner participation and create a unique environment that will make the car show stand out and create foot traffic to the event; it's understood that initial fundraising profits may be limited, but will set the framework for future development.

In this same manner, any initial fundraising profit would need to be generated through the pursuit of event sponsorship. Over 200 request for sponsorship letters were sent in March; to date, (2) two businesses have agreed to provide a total of \$600 to help offset costs. Further phone and personal visit solicitation will be pursued to attempt to secure additional funding.

**Describe why Redevelopment funds are required for the special event:**

Redevelopment funds help to establish a brand.

The "Fight Hunger" Classic Car and Boxing show is a first time event, without an established budget to guarantee facilitation. Optimistically, the necessary funds would be generated through sponsorship and car owner entry fees.

The challenges are that it was suggested by local car clubs to keep the registration fee modest, as to encourage first time participation. Additionally, as a new event, we have not yet established a dependable sponsorship group to ensure program stability and growth.

Redevelopment funds would provide the necessary means to ensure all standard essentials associated with a successful car show fundraising event could be provided; and start up equipment and supplies could be secured to allow for future marketing and program development.

Funds would provide the initial support necessary to establish consistency and credibility within the community for a first time program; and to give the program every opportunity to generate vital funds in the first year to assist in building the foundation to allow for growth both, as an event of interest to the community, but more importantly, as a robust fundraising event for our young adults and the elderly frail.

**Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1) or to promote south Carson Street as an auto purchase destination for the region (Redevelopment Area #2):**

The Carson City Senior Center meals on Wheels program operates throughout all of Carson City, and provides meals and care to senior participants in both redevelopment areas, including outlying areas not normally serviced by public or elder care providers.

These efforts help to expand public revenue by keeping elderly Americans in their homes, with their families, and out of long term care. As previously mentioned, for each individual our program keeps as a tax paying contributing member of our community, the city will experience a tremendous savings on long term care costs and allow valuable dollars to be put back into the local economy through purchases at local businesses.

Additionally, the program will be conducted at Mills Park which lies within Redevelopment area #2. The event will bring consumers from out of town to stay in local hotels and generate revenue in area businesses and restaurants. It will provide a new type of activity to help highlight and promote the availability of the Pony Express Pavilion.

Lastly, the preponderance of attendees will be car enthusiasts and young families. Local auto sales professionals could utilize the event to provide static displays of available automobiles and set up areas to meet with prospective buyers and discuss new car purchasing opportunities.

By providing social and recreational services to senior and youth we help to:

- Promote family values by helping to create strong and supportive families and reduce the need for social services.
- Promote ethnic and cultural harmony by providing a cross cultural and intergenerational program.
- Reduces alienation and isolation. Shut in live-alone elderly and many youth are disconnected from the community. Daily visitations from homebound nutrition, and programs targeting youth and senior involvement serve to reduce loneliness and increases intergenerational understanding.
- Promotes understanding for the disadvantaged – Providing programming and for the physically and economically disadvantaged, and providing community resources to them, brings these individuals into contact with society and encourages the entire community to participate and support the those in need.
- Shared community involvement – By generating funds and providing for community involvement and education through the collective energies of intergenerational and cross cultural demographics, service providers, local businesses and community leaders the event would create pride in community, provide educational resources, focus on quality of life in Carson City, and create a foundation for future program growth and awareness.
- Reduces anti-social behavior – Reducing alienation and loneliness, increasing understanding between cultures, instilling pride in ones community , and providing a purpose for being; all serve to reduce the likelihood of anti-social behavior.

**List other organizations and businesses partnering or participating in the event:**

Currently, the Carson City Senior Citizens Center, Carson City Boxing Club, Karson Kruzers Car Club, Carson City Elks Club #277, Carson City Parks and Recreation, and Carson Tahoe Health System have provided input, involvement and financial support. We are optimistic that as the program progresses more community leaders will provide involvement and direction.

**Describe the facilities and/or area in which the event will occur. Include any proposed street closures.**

The Car Show is to be held at Mills Park, within the Oxoby loop. The boxing show will be conducted in the Pony Express Pavilion. No street closures will be necessary.

**Have you obtained all necessary approvals and/or permits for the event?**       Yes      No

How do you plan to market and advertise the event?

- The event has already been placed on two leading publications within the car show community, Ken's Car Show Calendar 2013 and the Cool Cruisin' & Car Events 2013 calendar.
- Submit program information and registrations to Car Clubs
- Direct Mail to car show participants
- Visitation of area car shows to distribution information
- Consistent contact and input with the Karson Kruzers Car Club
- Website marketing with the Carson City Website, Convention and Visitors Bureau Calendar, Carson City Parks and Recreation (Flyers, Internet & Facebook), Nevada Magazine online and UNR's Nevada Sagebrush.
- Newspapers to include Nevada Appeal, Record Courier, Reno Gazette Journal, Mason Valley News, Fernley Leader, Dayton Courier, North Lake Tahoe Bonanza, Tahoe Daily Tribune, Sparks Tribune and the Reno News and Review.
- Pursue photo opportunity with Nevada Appeal
- News Release to television stations KOLO, KNRV, KTNV and Carson City Community Access.
- New Release to local radio stations.
- School Flyer Distribution
- Community Flyer Postings
- Promotional Banners placed in high traffic areas of the community
- Public speaking opportunities
- Daily announcements at the Senior Center.
- Information disbursement through USA Boxing in Nevada, California and Oregon.

**Explain how the event may be able to be expanded in the future:**

In previous car show experience, the event began with a modest turnout of cars. In subsequent years the show grew to 200 annual participants and generates \$8,000 annually. More service clubs and service groups became involved and more offerings became possible for dining, flea market and youth activities. A consistent program and T-Shirt distribution created name awareness of the event, a dependable base of participants and visitors, and year round marketing. The addition of youth boxing provides greater opportunities for growth with families and young adults in outlying areas and neighboring states.

**Explain how the special event will be able to transition away from City funding support in the future:**

Once established; with startup equipment and supplies secured and a first year positive fundraising total realized the program will be able to function independently and experience annual growth.

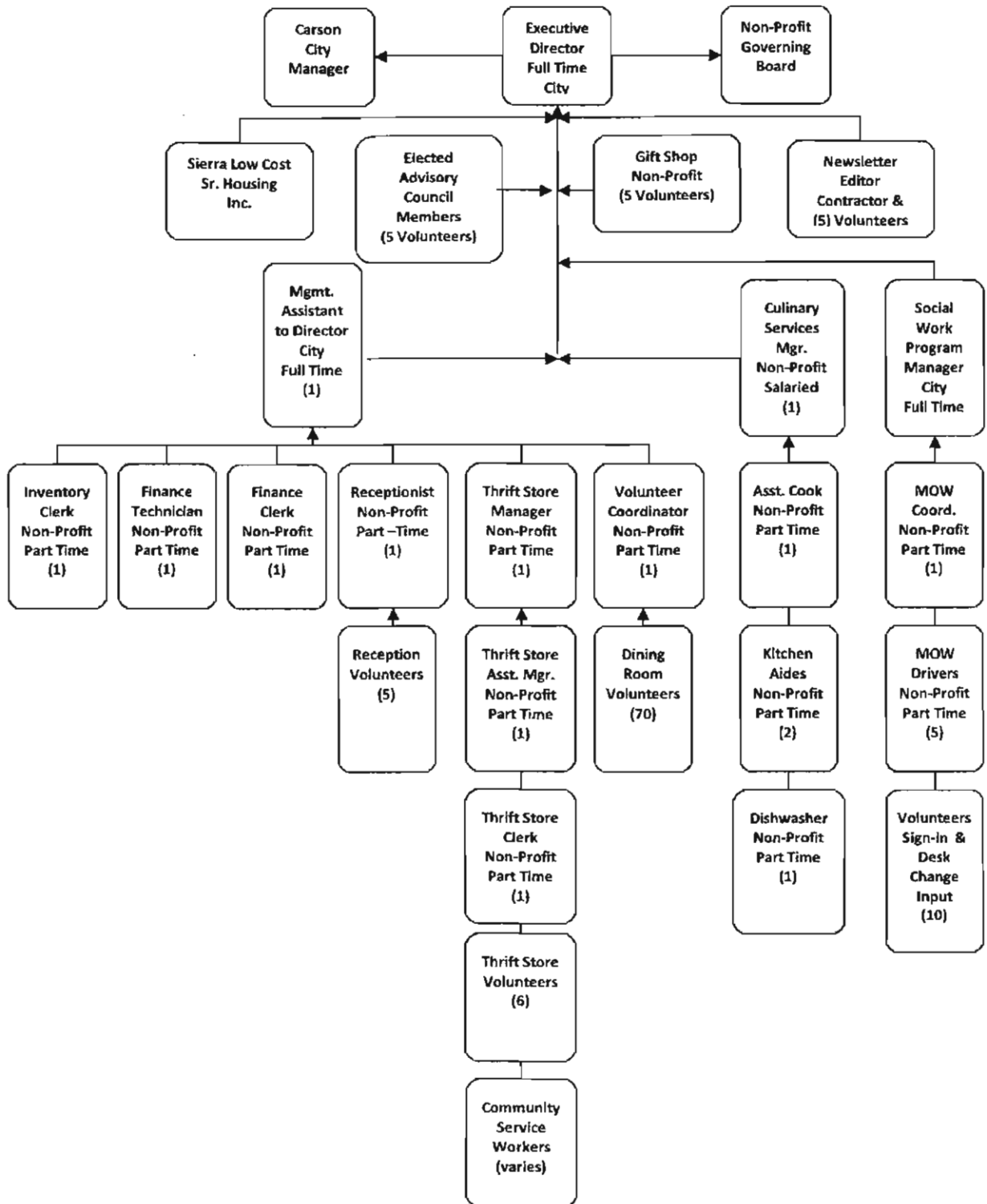
Program brand recognition and word of mouth with in car club, youth sports and local business communities will serve to provide greater awareness and support, and most importantly, increased registration and participation.

We will be able to establish a strong and dependable sponsorship program and increase community service group involvement that will allow for security in operations and support, as well as, expanded program offerings.

With consistency and success we will be able to re-evaluate fee structures and cost analysis to maximize profit and growth, while still providing an affordable and educational community based program.



**CARSON CITY SENIOR CITIZENS CENTER, INC.**  
**ORGANIZATION CHART**  
**February 25, 2013**



A BRIEF HISTORY  
OF  
CARSON CITY SENIOR CITIZENS CENTER  
CARSON CITY, NEVADA

1972 – 1974	Carson City Kiwanis Club in response to their international theme. “Enrich the Lives of those in the Golden Years,” secured the first two buildings and had them moved onto the city property. A great deal of community involvement resulted in the remodeling and furnishing of the building. Many local businesses contributed time, services, equipment, materials and money.
7/01/74	Kiwanis sponsored the first federal grant for the senior center.
10/75	First Kiwanis sponsored nutrition program.
8/27/76	Carson City Senior Citizens Center, Inc. was formed as a non-profit corporation of active Kiwanians and other community leaders to sponsor senior programs.
1977	Program growth required addition to existing facility, again accomplished with community support from clubs and businesses.
1980	Recreation hall added.
1983	Kitchen storage/workroom added. Senior Transportation program transferred to Senior Center. Carson Rotary sponsored two vehicles. Citizens supported a tax override for construction and operation of a new senior center, effective 85/86 fiscal year.
1984-87	Preliminary planning for design and funding of new building, including restructuring design to accommodate available funding.
1988-90	Planning and construction of new building.
7/90	Grand Opening of new senior center (14,000 sq. ft.).
1/91	Grand Opening of remodeled original center which is used as a Thrift and Gift Shop as well as for programs.
2000-2003	Planning for expansion of existing center.
2/2003	Expansion started – kitchen floor replaced.\
8/03	Construction start of new senior center building east of existing senior center and remodel/expansion of existing building.
4/2004	Applied for income tax credits in partnership with Community Development, Inc. for affordable senior housing.
5/04	Notified by the State of NV Housing Division that we were awarded tax credits for the affordable senior housing project.
6/30/04	Construction complete on new/remodeled/expanded senior center.
7/1/04	Grand Opening of new/remodeled/expanded senior center (total sq. ft. = 33,000).
2005	Construction of Autumn Village I, 48 affordable sr. housing apts. started
1/3/06	Share the Day Adult Day Center opened
2006	Autumn Village I Senior apts. opened – 47 - affordable units
2006	Autumn Village II Senior apts. started – 42 affordable units
2007	Autumn Village II Senior apts. opened – 42 affordable units
2009	Sierra Ridge Senior apts. tax credits awarded
2010	Sierra Ridge Senior apts. ground breaking June 2, 2010
2010	Sierra Ridge Senior apts. construction started – 42 affordable units
2010	Application for Christina Court Apts. started – 42 affordable units
9/14/11	Sierra Ridge Senior apts. opening/ribbon cutting
10/1/11	Christina Court Construction starts

## Marketing Carson City

### Website

_____ Carson City Parks and Recreation (Flyers, Internet, Facebook) Megan Soracco	887-2662      x 7428
_____ Carson City Website Janet Busey	283-7124 <a href="mailto:jbussy@carson.org">jbussy@carson.org</a>
_____ Convention and Visitors Bureau Calendar 1900 S. Carson St.	687-7410 <a href="http://www.visitcarsoncity.com">www.visitcarsoncity.com</a>
_____ Nevada Magazine Online	<a href="mailto:kwikander@unr.edu">kwikander@unr.edu</a>
_____ Nevada Sagebrush (UNR) Ben Miller – Editor Emma Shaffer – Online Copy Editor	<a href="mailto:editor@nevadasagebrush.com">editor@nevadasagebrush.com</a> <a href="mailto:eshaffer@nevadasagebrush.com">eshaffer@nevadasagebrush.com</a>

### Newspapers

_____ Nevada Appeal Adam Trumble	882-2111 <a href="mailto:Editor@nevadaappeal.com">Editor@nevadaappeal.com</a>
_____ Record Courier Kurt Hildebrand	782-5121 <a href="mailto:Editor@recordcourier.com">Editor@recordcourier.com</a>
_____ Reno Gazette Journal Kathleen Eagan  Calendar	788-6397 <a href="mailto:keagan@rgj.com">keagan@rgj.com</a> <a href="mailto:News@rgj.com">News@rgj.com</a> <a href="http://rgj.com/submitevent">rgj.com/submitevent</a>
_____ Mason Valley News/Fernley Leader/Dayton Courier  Kathy	463-4242 463-2856      Yerington <a href="mailto:dsanford@masonvalleynews.com">dsanford@masonvalleynews.com</a>
_____ Tahoe Daily Tribune Peggy	(530) 541-3880
_____ North Lake Tahoe Bonanza Kevin Macmillan	831-4666 <a href="mailto:kmacmillan@tahoebonanza.com">kmacmillan@tahoebonanza.com</a>
_____ Sparks Tribune Dan Eckles	358-8061 <a href="mailto:deckles@dailysparkstribune.com">deckles@dailysparkstribune.com</a>
_____ Reno News & Review	Calendar: <a href="http://www.newsreview.com/calendar">www.newsreview.com/calendar</a>

## Television Stations

_____ KOLO Channel 8 Doug Tepe	<a href="mailto:news@kolotv.com">news@kolotv.com</a> <a href="mailto:doug.tepe@kolotv.com">doug.tepe@kolotv.com</a>
_____ KRNV Channel 4 Patti Olmstead	<a href="mailto:polmstead@mynews4.com">polmstead@mynews4.com</a>
_____ KTNV Channel 2	<a href="mailto:producers@ktvn.com">producers@ktvn.com</a>
_____ Carson City Community Access	<u>Production Coordinator-Darla Bayer</u> <a href="mailto:dbayer@bactv.org">dbayer@bactv.org</a> Cel-775-830-7939

## Radio Stations

_____ KCMY/KKFT – Cowboy County & FM Talk	884-8000 <a href="mailto:prod@991fntalk.com">prod@991fntalk.com</a>
_____ Citadel Broadcasting KBUL, KKOH, KNEV, KWYL Monica Jaye	789-6700 <a href="mailto:monica.jaye@cumulus.com">monica.jaye@cumulus.com</a>
_____ Cub Country	793-2822 Cubcountry945.com
_____ KDOT – Rock 104.5	793-1045
_____ Alice 96.5, River, Sunny, SWAG, CBS, KKFK Bill Shulz	829-1964 <a href="mailto:webmaster@alice965.com">webmaster@alice965.com</a>
_____ KOZZ – FM 105	793-1057
_____ KSVL92 - Yerington	463-7923 KSVL92.com
_____ KRLT/KOWL Cherry Creek Radio (Stateline) Steve ~ Program Manager	580-7130 <a href="mailto:Steve@krltfm.com">Steve@krltfm.com</a>
_____ School Flyers	
_____ Banners	
_____ Direct Mail	
_____ Daily Senior Center Announcements	

**CARSON CITY SENIOR CITIZENS CENTER**  
**2012/2013 BUDGET YEAR**  
**C2**

50.00%

Revenue	Mar 13	YTD	Budget	% of Budget	(Over)/Under Budget
Bingo-Weekend	489.93	4,693.75	11,148.00	42.10%	6,454.25
ADSD	11,164.00	66,984.00	133,970.00	50.00%	66,986.00
Donations	755.91	17,853.13	27,000.00	66.12%	9,146.87
Miscellaneous /Fund Raised other	10.19	34.60	50.00	69.20%	15.40
NSIP		0.00	32,287.00	0.00%	32,287.00
Program Revenue	2,261.50	13,438.25	32,000.00	41.99%	18,561.75
Senior Follies		0.00	4,788.00	0.00%	4,788.00
Murder Mystery		342.00	855.00	40.00%	513.00
Car Show		0.00	570.00	0.00%	570.00
Designer Purse Sale		0.00	1,630.00	0.00%	1,630.00
Gleeson-Otten Trust		0.00	24,012.00	0.00%	24,012.00
ADSD allocated for MOW Ford	31,620.00	31,620.00	1.00	3162000.00%	(31,619.00)
<b>Total Revenue</b>	<b>46,301.53</b>	<b>134,965.73</b>	<b>268,311.00</b>	<b>50.30%</b>	<b>133,345.27</b>

Expenses	Mar 13	YTD	Budget	% of Budget	(Over)/Under Budget
C2 Wages	17,087.65	74,451.76	110,300.00	67.50%	35,848.24
Insurance	295.11	1,725.36	20,085.00	8.59%	18,359.64
Miscellaneous	6.00	8.50	125.00	6.80%	116.50
Raw Food	9,839.62	54,654.78	110,300.00	49.55%	55,645.22
Kitchen Supplies	441.18	11,134.90	19,000.00	58.60%	7,865.10
Vehicle - Fuel	927.99	4,003.44	8,000.00	50.04%	3,996.56
Vehicle - Maintenance	43.95	2,393.02	2,500.00	95.72%	106.98
Dues and Subscription		0.00	342.00	0.00%	342.00
Bank Charges		0.00	1.00	0.00%	1.00
Cash Over/Short		0.00	1.00	0.00%	1.00
Travel and Training	131.10	131.10	1.00	0.00%	(130.10)
Asset: MOW Ford Truck	43,152.25	43,152.25	0.00	0.00%	(43,152.25)
		0.00	0.00	0.00%	0.00
<b>Total Expenses</b>	<b>71,924.85</b>	<b>191,655.11</b>	<b>270,655.00</b>	<b>70.81%</b>	<b>78,999.89</b>

<b>Profit/(Loss)</b>	<b>(25,623.32)</b>	<b>(56,689.38)</b>
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<b>Temp Trans of Funds from Advisory</b>		<b>29,990.55</b>	<b>1.00</b>	<b>2999055.00%</b>	<b>(29,989.55)</b>
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# **WARREN BOTTINO**

**1306 Jackie  
Lane  
Minden, NV  
89423**

775-267-4763  
[Warrenbottino@aol.com](mailto:Warrenbottino@aol.com)

## **Objective**

To secure a position that would allow for continued personal and professional growth. To be a part of a program that will provide significance within the community.

## **Work Experience**

### **Social Work Program Manager Carson City Senior Citizens Center March 2011 – Present**

- Plan, direct, manage and oversee the Meals on Wheels program at the Carson City Senior Center. Duties include staff supervision, vehicle maintenance and personnel actions.
- Acts as an advocate to offer guidance and counseling to seniors in crisis. Make available valuable resources to the senior community. Duties include home visitations, assessments and detailed case notes. Resource and care provider networking and client interaction.
- Provide leadership in the planning, coordination, and evaluation of large-scale fund raising events. Duties include program development and implementation, sponsorship development and marketing.
- Supervisorial duties related to Senior Center operations. Duties include volunteer coordination, facility management, writing monthly resource article for newsletter and assuming responsibilities of Director in the event of absence.
- Ability to work with diverse language, ethnic, age and economic populations; and handle each interaction with concern, compassion and empathy.

### **Case Manager Lyon County Human Services March 2009 – March 2011**

- Case manage clients for Independent Living, (homebound seniors 60 years of age and older), through assessment of physical, psychological, and social needs. Activities include assessing needs, developing care plans, identifying available providers, follow-up and reassessment. Act as advocate on behalf of the client/client's family with agencies and service providers. Duties include development of care plans and coordination and delivery of services to senior clients. Consult with public officials, agency representatives and health care professionals to determine and secure resource care and services. Resource programs include Energy Assistance, Medicaid, Medicare, Nevada Rural Housing and Development, Home Delivered Meals, Senior RX, Nevada Legal Services and Alzheimer's care among others. Cases are followed long-term with bi-annual assessments.
- Agent for the Representative Payee program through Social Security Administration assisting seniors in money management with the goal of remaining independent and out of long term care facilities.

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## **Manager of Senior Services Douglas County Senior Services July 2000 – October 2008**

- Manage all aspects of Senior Center operations to include: Preparation and administration of a \$ 1.6 million budget, Division for Aging Services and Nevada Department of Transportation grant writing, operation of daily services, personnel management overseeing 24 employees, development and administration of policies and procedures, representation of the County before the public and the recruitment and administration of over 100 volunteers.

- Oversee services to include: Class instruction, Congregate Dining, Congregate Transportation, fitness and wellness instruction, Homebound Nutrition, Home Companion Services, Homemaker Services, Medic Alert, Nevada Legal Aid, Medical Transportation, social and recreational activities, special events and various support groups. Work cooperatively with the Douglas County Board of Commissioners, Division for Aging Services, (AARP) American Association of Retired Persons, AVID (Active Volunteers in Douglas), Douglas County Community Partnership, County Health Nurse, (RSVP) Retired and Senior Volunteer Program, various service clubs, (SHIP) Senior Health Insurance Program, Social Services, various support groups, TRIAD (Sheriff, Fire Department and Senior Services) , the Senior Advisory Board and the Young at Heart Senior Citizens Club.

## **Manager of Transportation Douglas Area Rural Transit (DART) Alpine Mountain Transportation**

- Manage all operations associated with Public Transportation in Douglas County and a contractual agreement with Alpine County. Services include operation of a deviated fixed route throughout Douglas County, which connects with JAC (Carson City) and RTC (Reno), Congregate Transportation, Nutritional Transportation and Medical Transportation.

- Oversee staff operations. Supervise drivers, dispatch and clerical personnel. Ensure the safe operation of vehicles, coordinate driver training, and ensure all vehicle records, trip schedules, driver schedules and other record systems are accurately maintained. Prepare and implement a \$ 682,000 annual budget, which includes \$ 255,000 grant funds, and monitor expenditures in accordance with the Nevada Division of Transportation and the Division for Aging Services. Direct advertising and marketing operations. Work cooperatively with the Transportation Advisory Committee, Northwest Regional Transportation Coalition, Division for Aging Services and Nevada Department of Transportation. Serve on State Advisory Committee for Transit Economic Development with Statewide Advisory Committee for Transit (ACT).

## **Recreation Supervisor Douglas County Parks and Recreation October 1996 – July 2000**

- Work cooperatively with Community Service Director to oversee all aspects of recreational services in the Carson Valley and at Lake Tahoe. Duties included personnel and volunteer management, contract classes for pre-kinder, youth, teens and adults, Adventure Camp and Kid's Club after school programs, youth and adult sports, and various special events. Additional duties included marketing, a monthly newspaper column and brochure development.

**Recreation Supervisor**  
**City of Lompoc Parks and Recreation**  
**Youth and Teen Programs and Services**  
**November 1992 – October 1996**

- Duties include management of Contract Instructed Classes, Excursions, Special Events, Summer Camps, Child Care, Brochure Development, Budget Analysis, Fundraising, Grant Writing, Volunteer Organizational and Community Services.

- Developed and oversaw the most successful after school program in the state of California, averaging over 90 students daily. The after school program was the catalyst in acquiring a four year, five million dollar Juvenile Justice Grant for the City of Lompoc.

**Recreation Coordinator**  
**Pacific Lodge Boys Home**  
**Woodland Hills, California**  
**June 1992 – November 1992**

- Assisted the recreational Therapist in developing and implementing all activities for the residents of the facility. Responsibilities included organizing and facilitating numerous Intramural Sports Programs, Coaching a wide array of traveling competitive teams, preparing evaluation and treatment summaries for the residents, implementing special events and excursions, fundraising, and resident counseling.

**Recreation Leader**  
**Conejo Valley Park and Recreation District**  
**Thousand Oaks, California**  
**Teen Center Facility**  
**December 1988 – June 1992**

- Designed and administered extensive educational and vocational programs in addition to social and recreational events, managed reservation book and weekly schedules, formulated literature now serving as reference for future excursions. Supervised facilitation of Teen Center orchestrated major fundraising events and communicated and interacted with the teen population of Conejo Valley.

**Recreation Leader**  
**City of Moorpark Parks and Recreation**  
**1986 – 1988**

- Oversaw the city adult sports leagues and assisted with the children's after school daycare. In addition, I acted as Interim Director of Recreation during a transition period of Directors.

**Athletic Director and Coach**  
**Lutheran High School of Ventura County**  
**Simi Valley, California**  
**1986 – 1989**

- Duties included scheduling, transportation and coach selection. Coached Football and Girls Softball. Coach of the Year, 1986, 1987 and 1988. League Champion; 1986, 1987 and 1988. 1989 Heritage League Sportsmanship Award

**Education**

- Bachelor of Science, Leisure Studies and Recreational Services  
California State University at Northridge: December 1990

- Associate of Arts Degree in Liberal Studies, Moorpark College 1986



## References

Cathy Steed  
Aging and Disability Resource Specialist  
(775) 688-2964 x 275  
csteed@adsd.nv.gov

Maria Dent  
AARP Director of Community Outreach  
(702) 938-3238  
mdent@aarp.org

Kathy Bradshaw  
Accountant / Comptroller  
Douglas County, Nevada  
(775) 782-9859  
kbradshaw@co.douglas.nv.us

Becky Boatwright  
Resource Development Specialist (Retired)  
Division of Aging Services  
Carson City, Nevada  
(775) 781-2284