

**Carson City  
Agenda Report**

**Date Submitted:** March 24, 2015

**Agenda Date Requested:** April 2, 2015

**To:** Redevelopment Authority

**Time Requested:** 30 minutes

**From:** Community Development Department – Redevelopment

**Subject Title:** For Possible Action: To provide direction to staff regarding policies related to Redevelopment funding for Special Events, and discussion regarding priorities for consideration by the Redevelopment Authority Citizens Committee (RACC) for FY 2015-16. (Lee Plemel)

**Staff Summary:** Members of the Redevelopment Authority and City staff have previously discussed allocating a portion of the available Redevelopment Special Event funding to the Cultural Commission to allocate for “arts and culture” events within the Redevelopment Areas. Redevelopment staff plans on bringing this issue to the RACC on April 6 for a recommendation to change Redevelopment Authority Policies and Procedures accordingly. Staff would like direction from the Redevelopment Authority regarding this proposed change as well as other guidance regarding priorities for RACC to consider in the next year.

**Type of Action Requested:**

(check one)

Resolution

Ordinance

Formal Action/Motion

Other (Direction to staff)

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

**Recommended Board Action:** I move to direct staff to obtain recommendations from RACC regarding changes to the Redevelopment Authority Policies and Procedures to allocate a portion of the available special event funding to the Cultural Commission for arts and culture events within the Redevelopment Areas.

**Explanation for Recommended Board Action:** Members of the Redevelopment Authority have previously discussed the possibility of allocating a portion of the available Redevelopment Special Event funding to the Cultural Commission to allocate for “arts and culture” events within the Redevelopment Areas. Redevelopment staff plans on bringing this issue to the RACC on April 6 for a recommendation to change Redevelopment Authority Policies and Procedures regarding special event funding. Staff would like direction from the Redevelopment Authority regarding this proposed change—i.e. whether or not this is something the Redevelopment Authority would like to consider—to facilitate the discussion with RACC and recommendations from that committee.

In addition to the specific issue of special event funding policies, the Redevelopment Authority may also provide other guidance regarding priorities for RACC to consider in the next year, which may include the scheduling of future Redevelopment Authority meetings to discuss matters further. RACC previously developed a recommended prioritization list of Redevelopment programs and projects. The item was scheduled for review by the Redevelopment Authority but was pulled from the agenda for more information. Staff believes

that some policy direction from the Redevelopment Authority is necessary to focus staff's and RACC's efforts regarding the Redevelopment work plan and priorities.

For more information regarding special event funding and Redevelopment Authority Policies and Procedures, contact Lee Plemel ([lplemel@carson.org](mailto:lplemel@carson.org)) in the Community Development Department.

**Applicable State, Code, Policy, Rule or Regulation:** NRS 279 (Redevelopment of Communities)

**Fiscal Impact:** TBD each year for Special Event funding.

**Explanation of Impact:** A portion of funds are allocated each year for special events in the City's Redevelopment budget.



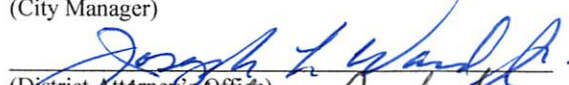
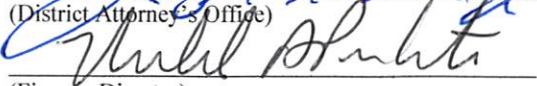
**Funding Source:** Redevelopment Revolving Fund.

**Alternatives:** Provide other direction to staff.

**Supporting Material:**

- 1) Current Redevelopment Special Event Policies
- 2) Five-Year Redevelopment Special Event Funding History

**Prepared By:** Lee Plemel, AICP, Community Development Director

<b>Reviewed By:</b> <u></u>	Date: <u>3.24.15</u>
(Community Development Director)	
<u></u>	Date: <u>3/24/15</u>
(City Manager)	
<u></u>	Date: <u>3/24/15</u>
(District Attorney's Office)	
<u></u>	Date: <u>3/24/15</u>
(Finance Director)	

**Board Action Taken:**

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

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

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

Following are the Redevelopment Authority Policies and Procedures related to Redevelopment financial assistance for special events. Draft recommended changes to implement policies allocating a portion of Special Event funding to Arts and Culture events are shown in Track Changes format for discussion purposes.

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

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

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

Upon submittal of an application to the Redevelopment office, the Director or designee shall determine if the application is for an Arts and Culture special event or other Redevelopment special event. Arts and Culture special events shall be reviewed by the Cultural Commission for a recommendation to the Redevelopment Authority, and all other Redevelopment special event permits shall be reviewed by the Redevelopment Authority Citizens Committee for a recommendation to the Redevelopment Authority. Arts and Culture special events include performing arts, visual arts, and literary arts, and are generally events such as:

- (a) Theatrical productions;
- (b) Music festivals or music event series involving coordination among multiple event sites or organized through an arts organization;
- (c) Art displays; or
- (d) Other events deemed to be Arts and Culture events as determined by the Director.

It is the policy of the Redevelopment Authority to allocate \_\_\_ % of the total amount of Redevelopment Special Event funding, as determined in the annual Redevelopment budget, to Arts and Culture special events.

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

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

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

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

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

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

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

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

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

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

Five-Year Redevelopment Special Event Funding History

Event	Organization	Approved 2010-11(\$)	Approved 2011-12 (\$)	Approved 2012-13 (\$)	Approved 2013-14 (\$)	Approved 2014-15 (\$)	
<b>ARTS &amp; CULTURE</b>							
Nutcracker Ballet	Pinkerton Ballet Theater	3,000	2,125	2,500	2,000	2,500	
Peanutcracker Ballet	Sierra Nevada Ballet	1,500	2,125	2,500	2,000	2,500	
Les Miserables	WNC Musical Theatre Co.	0	0	0	6,500	0	
Phantom of the Opera	WNC Musical Theatre Co.	0	12,000	0	0	0	
Duke's Place	Sierra Nevada Ballet	0	0	0	0	9,000	
Summer Concerts	Brewery Arts Center	43,000	0	0	0	0	
Jazz & Beyond Music Festival	Mile High Jazz Bamd Assoc.	2,500	3,000	4,000	6,000	8,000	
CCAI Season	Capital City Arts Initiative	5,000	4,250	5,000	5,000	6,000	
	Subtotal:	55,000	23,500	14,000	21,500	28,000	Avg.
	Percentage of Total:	58%	40%	23%	33%	43%	39%
<b>REDEVELOPMENT EVENTS</b>							
Silver Dollar Car Classic	Silver Dollar Car Classic	1,200	0	5,000	5,000	2,500	
Spring Fun Fair	RSVP Program	0	3,350	8,333	8,333	5,000	
4th of July Celebration	RSVP Program	1,500	3,350	8,333	8,333	8,000	
Nevada Day Celebration	RSVP Program	0	3,350	8,334	8,334	5,000	
Taste of Downtown	Advo. to End Dom. Violence	5,000	5,000	0	6,500	6,500	
Wild West	Advo. to End Dom. Violence	2,000	0	0	0	0	
MOW Classic Car Show & Concert	Carson City Senior Center	2,000	0	0	2,000	0	
Nevada Sesquicentennial Fair	City of Carson City	0	0	0	0	10,000	
Ghost Walk/Cemetery Tour	CCCVB / Mary Bennett	22,500	12,000	0	5,000	0	
Battle Born Days	NV Show, LLC	0	0	10,000	0	0	
Carson City Rendezvous	CCCVB/NV Show, LLC	6,000		8,000	0	0	
Firkin & Fox Concert	Firkin Pubs	0	7,125	0	0	0	
Cove Café Concert	Mom & Pop's	0	1,700	0	0	0	
	Subtotal:	40,200	35,875	48,000	43,500	37,000	Avg.
	Percentage of Total:	42%	60%	77%	67%	57%	61%
		<b>95,200</b>	<b>59,375</b>	<b>62,000</b>	<b>65,000</b>	<b>65,000</b>	