

**Carson City  
Agenda Report**

**Date Submitted:** May 26, 2015

**Agenda Date Requested:** June 4, 2015

**To:** Redevelopment Authority

**Time Requested:** 1 hour

**From:** Community Development – Redevelopment

**Subject Title:** For Possible Action: To prioritize and make a recommendation to the Board of Supervisors regarding the expenditure of up to \$65,000 from the Fiscal Year 2015-16 Redevelopment Revolving Fund to support various special events in support of the Redevelopment District. (Lee Plemel)

**Staff Summary:** Redevelopment annually funds special events from a portion of the Revolving Fund. The Redevelopment office has received a total of \$34,870 in Arts and Culture Special Event funding requests and \$48,500 in other Special Event funding requests. A total of \$26,000 has tentatively been allocated in the FY 2015-16 budget for Arts and Culture Special Events and \$39,000 has tentatively been allocated for other Special Events.

**Type of Action Requested:** (check one)  
 Resolution                                 Ordinance  
 Formal Action/Motion                         Other (Specify)

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

**Cultural Commission and RACC Recommendations:** See attached spreadsheets for final recommendations approved by the Cultural Commission by a vote of 5-0 and approved by the RACC by a vote of 5-0

**Recommended Board Action:** I move to approve and recommend that the Board of Supervisors authorize the expenditure of \$26,000 from the Fiscal Year 2015-16 Redevelopment Revolving Fund to support various Arts and Culture special as recommended by the Cultural Commission, and authorize \$35,000 to support various other special events as recommended by RACC in support of the Redevelopment District.

**Explanation for Recommended Board Action:** Arts and Culture Special Event funding requests include: \$2,000 for Brewery Arts Center (Summer Concert Series), \$4,500 for CC Arts Initiative (CCAI Season Events), \$6,000 for Mile High Jazz Band (Jazz & Beyond Music), \$1,875 for Pinkerton Ballet (Nutcracker Ballet), \$1,875 for Sierra Nevada Ballet (Peanutcracker Ballet), \$9,750 for Western Nevada College (Mary Poppins).

Other Special Event funding requests include: \$2,000 for NV Rural Counties RSVP Program, Inc. (Spring Fun Fair), \$2,500 for NV Rural Counties RSVP Program, Inc. (4<sup>th</sup> of July Celebration), \$2,000 for NV Rural Counties RSVP Program, Inc. (Nevada Days Celebration), \$6,500 for Advocates To End Domestic Violence (Taste of Downtown), \$15,000 for Carson City (Nevada Sesquicentennial Fair), and \$7,000 for Carson Victory Rollers (the Portable Sport Court Track purchase).

See the attached staff memos to the Cultural Commission and RACC and the special event applications for more information.

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

**Fiscal Impact:** Up to \$65,000 from FY 2015-16 budget.

**Explanation of Impact:** \$65,000 has been tentatively budgeted into the FY 2015-16 Redevelopment budget.

**Funding Source:** Redevelopment annual budget.

**Alternatives:**

- 1) Do not approve use of the funds or modify the amount of funding for various events.

**Supporting Material:**

- 1) RACC and CCCC recommendations spreadsheet
- 2) Staff memo to RACC
- 3) Staff memo to Cultural Commission
- 4) Special Event applications

**Prepared By:** Eva Chwalisz, Community Development

<b>Reviewed By:</b> 	Date: <u>5.26.15</u>
(Community Development Director)	
	Date: <u>5/26/15</u>
(City Manager)	
	Date: <u>5/26/15</u>
(District Attorney)	
	Date: <u>5/26/15</u>
(Finance Director)	

**Board Action Taken:**

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

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

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

**FY 2014-15 Redevelopment Special Events  
CCCC Recommendations**

<b>Organization</b>	<b>Event</b>	<b>Event Date(s)</b>	<b>Requested 2015-16 (\$)</b>	<b>Approved last year 2014-15 (\$)</b>	<b>CCCC Recom.</b>
Brewery Arts Center	Summer Concert Series	June - August, 2015	2,870	0	2,000
CC Arts Initiative	CCAI Season Events	7/1/15 to 6/30/16	6,000	6,000	4,500
Mile High Jazz Band	Jazz & Beyond Music	August 7 to 23, 2015	8,000	8,000	6,000
Pinkerton Ballet	Nutcracker Ballet	Nov. 27 to 29, 2015	2,500	2,500	1,875
Sierra Nevada Ballet	Peanutcracker Ballet	Dec. 4 & 5, 2015	2,500	2,500	1,875
Western Nev. College	Mary Poppins	Nov. 6 to 22, 2015	13,000	0	9,750
<b>Totals:</b>			<b>34,870</b>	<b>19,000</b>	<b>26,000</b>
<b>2015-16 Budgeted:</b>			<b>39,000</b>		<b>39,000</b>
<b>Remainder/Deficit:</b>			<b>4,130</b>		<b>13,000</b>

**FY 2014-15 Redevelopment Special Events  
RACC Recommendations**

<b>Organization</b>	<b>Event</b>	<b>Event Date(s)</b>	<b>Requested 2015-16 (\$)</b>	<b>Approved last year 2014-15 (\$)</b>	<b>RACC Recom.</b>
RSVP Program	Spring Fun Fair	May 5-8, 2016	5,000	5,000	2,000
RSVP Program	4th of July Celebration	July 2-5, 2015	10,000	8,000	2,500
RSVP Program	Nevada Day Celebration	Oct. 29-Nov. 1, 2015	5,000	5,000	2,000
Advocates EDV	Taste of Downtown	Jun. 19, 2016	6,500	6,500	6,500
Carson City	Nevada Fair	July 30-Aug. 2, 2015	15,000	10,000	15,000
Carson Victory Rollers	The Portable Sport Track	Ongoing	7,000	0	7,000
<b>Totals:</b>			<b>48,500</b>	<b>34,500</b>	<b>35,000</b>
<b>2015-16 Budgeted:</b>			<b>39,000</b>		<b>39,000</b>
<b>Remainder/Deficit:</b>			<b>-9,500</b>		<b>4,000</b>

Carson Victory Rollers will receive funding when 3 bout dates are secured within the Redevelopment District.



## 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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Date: April 28, 2015  
To: Redevelopment Authority Citizens Committee  
Meeting of May 4, 2015  
From: Lee Plemel, Director  
Subject: Special Event Funding Requests for FY 2015-16

**RECOMMENDED RACC MOTION:** I move to recommend to the Redevelopment Authority approval of the expenditure of \$29,000 from the Fiscal Year 2015-16 Revolving Fund 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 Redevelopment Authority and Board of Supervisors will make the final special event funding allocations on June 4, 2015.

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 2015-16 Redevelopment Tentative Budget is not scheduled to be reviewed by the Board of Supervisors until May 7, 2015. However, it is anticipated that the total Special Event funding allocation for FY 2015-16 will be the same as the last couple of years at a total of

\$65,000. On April 16, 2015, the Redevelopment Authority approved an amendment to the Special Event policies to allocate 40% of the total amount of the Redevelopment Special Event funding for “arts and culture” events, and applications for these events have been directed to the Cultural Commission for its review and recommendations to the Redevelopment Authority. The funding-split for arts and culture Special Events and other Special Events is \$26,000 and \$39,000, respectively. RACC is only responsible for making recommendations regarding the funding for the non-arts and culture events, as described below.

### **SPECIAL EVENT APPLICATIONS:**

The Redevelopment office received six applications for a total of \$48,500 in requested funding, which exceeds the \$39,000 allocated to these types of events by \$9,500. 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 with information included that pertains to the review criteria noted above. Refer to the attached application packets for more detail and explanation.

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

**Event: Spring Fun Fair (2016)**

**Requested funding (% of event budget): \$5,000 (40%)**

Description: Carnival, food, drinks, and crafts vendors to raise money for RSVP programs.

Total event budget: \$12,400

Prior year funding: \$5,000

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

Dollars of City funding per participant: \$0.15

Number of years event held in Carson City: 33

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

**Event: Fourth of July Celebration**

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

Description: Fourth of July fireworks, carnival, food, drinks, and crafts vendors to raise money for RSVP programs.

Total event budget: \$35,600

Prior year funding: \$8,000

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

Dollars of City funding per participant: \$0.25

Number of years event held in Carson City: 27

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

**Event: Nevada Days Celebration**

**Requested funding (% of event budget): \$5,000 (40%)**

Description: Carnival, food, drinks, and crafts vendors to raise money for RSVP programs.

Total event budget: \$12,400

Prior year funding: \$5,000

Estimated number of participants (local/out-of-town): 26,000 (20,000 / 6,000)

Dollars of City funding per participant: \$0.19

Number of years event held in Carson City: 30

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

**Event: Taste of Downtown**

**Requested funding (% of event budget): \$6,500 (14%)**

Description: Outdoor festival and live music with food sampling from local restaurants to raise money for Advocates to End Domestic Violence.

Total event budget: \$45,450

Prior year funding: \$6,500

Estimated number of participants (local/out-of-town): 2,000 (1,600 / 400)

Dollars of City funding per participant: \$3.25

Number of years event held in Carson City: 21

**5. Applicant: Carson City**

**Event: Nevada Sesquicentennial Fair**

**Requested funding (% of event budget): \$10,000 (6%)**

Description: Nevada Fair at the Fairgrounds/Fuji Park

Total event budget: \$165,110

Prior year funding: \$10,000

Estimated number of participants (local/out-of-town): 50,000 (30,000 / 20,000)

Dollars of City funding per participant: \$0.06

Number of years event held in Carson City: 2

**6. Applicant: Carson Victory Rollers**

**Event: Family Skate Nights**

**Requested funding (% of event budget): \$7,000 (37-70%) \***

Description: Portable sport court track for roller derby events, demos, and family skate nights

Total event budget: \$10,000-\$19,000

Prior year funding: N/A

Estimated number of participants (local/out-of-town): 230-650 (200-600 / 30-50)

Dollars of City funding per participant: \$11-\$30 (One-year use; track can be used multiple years)

Number of years event held in Carson City: 3

\* Note that the Carson Victory Rollers have offered in their application to take the funding as a loan and payback the \$7,000 within three years using a percentage of their proceeds. Should the RACC choose to fund this request, the RACC may wish condition the funding on the Carson Victory Rollers paying back all or a portion of the money. Should RACC make such a recommendation, staff will forward the recommendation to the Redevelopment Authority and Board of Supervisors and, should they approved it, would prepare any appropriate agreements deemed necessary to facilitate the loan terms to bring back to the Redevelopment Authority and Board of Supervisors.

As noted previously, there is a total of \$48,500 in funding requests, which exceeds the \$39,000 allocated for special events by \$9,500. The RACC needs to consider the application review factors noted above and make a recommendation for funding the special events within the given budget. Redevelopment staff will provide a spreadsheet at the meeting to assist RACC in developing alternative funding scenarios for consideration and recommendation.

For reference, the following Arts and Culture Special Event applications were received by the Redevelopment office and forwarded to the Cultural Commission for its review and recommendations to the Redevelopment Authority.

Organization	Event	Request
Brewery Arts Center	Summer Concert Series	\$2,870
Carson City Arts Initiative	CCAI Season Events	\$6,000
Mile High Jazz	Jazz & Beyond Music Festival	\$8,000
Pinkerton Ballet Theater	Nutcracker Ballet	\$2,500
Sierra Nevada Ballet	Peanutcracker Ballet	\$2,500
Western Nevada College Theater	Mary Poppins	\$13,000
	Total:	\$34,870
	Available:	\$26,000

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. Special Event Funding Request applications

## CULTURAL COMMISSION STAFF REPORT

**MEETING DATE:** May 6, 2015

**AGENDA ITEM NUMBER:** 3B

**STAFF:** Vern L. Krahn, Senior Park Planner

**REQUEST:**

**For Possible Action:** To recommend to the Redevelopment Authority approval of the expenditure of \$26,000 from the Fiscal Year 2015-16 Revolving Fund to support the special event requests, distributed to the applicants as identified in Alternative \_\_\_ as approved by the Cultural Commission, 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.

**GENERAL DISCUSSION:**

The adopted Redevelopment Authority Policies and Procedures provide for the process and criteria for reviewing Special Event funding requests (Refer to Exhibit A). Applications for funding are due by April 15th each year and for the first time are being reviewed by the Cultural Commission. Staff anticipates that the Redevelopment Authority and Board of Supervisors will make the final special event funding allocations on June 4, 2015.

The policies and procedures identify specific application submittal requirements and establish criteria that the Cultural Commission 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.



3. Applicant: Mile High Jazz Band Association, Inc.  
Event: Jazz & Beyond - Carson City Music Festival  
Requested funding (29.5% of event budget): \$8,000  
Description: Jazz and Beyond 2015 is not one event, but a series of dozen individual events held over a 17-day period. The funding request will help offset musicians/technicians fees, advertising, and printing costs.  
Total event budget: \$27,150  
Prior year funding: \$8,000  
Estimated number of participants (local/out-of-town): 3,500 (2,500 /1,000)  
Dollars of City funding per participant: \$2.29  
Number of years event held in Carson City: 11

4. Applicant: Pinkerton Ballet Theater  
Event: Nutcracker Ballet - 2015  
Requested funding (6.1 % of event budget): \$2,500  
Description: Annual performance of the traditional Nutcracker Ballet on Thanksgiving Weekend. The funding request would help offset facility rental costs.  
Total event budget: \$40,950  
Prior year funding: \$2,500  
Estimated number of participants (local/out-of-town): 1,000 (1,000 / Unknown)  
Dollars of City funding per participant: \$2.50  
Number of years event held in Carson City: 26

5. Applicant: Sierra Nevada Ballet  
Event: Peanutracker – The Story in a Nutshell  
Requested funding (7.5 % of event budget): \$2,500  
Description: Annual performance of the Peanutracker. The funding request would help offset stage crew and theater rental costs.  
Total event budget: \$33,500  
Prior year funding: \$11,500  
Estimated number of participants (local/out-of-town): 1,900 (1,800 / 100)  
Dollars of City funding per participant: \$1.32  
Number of years event held in Carson City: 13

6. Applicant: Western Nevada College  
Event: Mary Poppins  
Requested funding (.098% of event budget): \$13,000  
Description: Western Nevada Musical Theater Portable has secured the rights to the huge Broadway blockbuster, Mary Poppins. The funding request would help offset facility rental of venue (rehearsal, performance and storage) costs.  
Total event budget: \$131,500  
Prior year funding: \$0  
Estimated number of participants (local/out-of-town): 5,000 (2,000 / 3,000)  
Dollars of City funding per participant: \$2.60  
Number of years event held in Carson City: 25<sup>th</sup> Anniversary of the Company

As noted previously, there is a total of \$34,870 in funding requests, which exceeds the \$26,000 allocated for special events by \$8,870. The Cultural Commission needs to consider the application review factors noted above and make a recommendation for funding the special

events within the given budget. Parks and Recreation Department staff has proposed a +/- 25% reduction to all grant funding requests in order to give all the applicants some funding for their event and still stay within the budget (Refer to Chart #1/ Alternative A on next page). However, staff will provide a spreadsheet at the meeting to assist the Cultural Commission in developing different alternative funding scenarios for consideration and recommendations.

**Chart #1**

Alternative A

Organization	Event	Request	+/- 25% Reduction
Brewery Arts Center	Summer Concert Series	\$2,870	\$ 2,000
Carson City Arts Initiative	CCAI Season Events	\$6,000	\$ 4,500
Mile High Jazz	Jazz & Beyond Music Festival	\$8,000	\$ 6,000
Pinkerton Ballet Theater	Nutcracker Ballet	\$2,500	\$ 1,875
Sierra Nevada Ballet	Peanutcracker Ballet	\$2,500	\$ 1,875
Western Nevada College Theater	Mary Poppins	\$13,000	\$ 9,750
	Total:	\$34,870	\$26,000
	Available:	\$26,000	

For reference, the following other “non” arts and cultural event applications were received by the Redevelopment Office (Chart #2) and will be forwarded to the Redevelopment Authority Citizen Committee on May 4, 2015 for its review and recommendations to the Redevelopment Authority.

**Chart #2**

Organization	Event	Request
Nevada Rural Counties (RSVP)	Spring Fair	\$ 5,000
Nevada Rural Counties (RSVP)	Fourth of July Celebration	\$10,000
Nevada Rural Counties (RSVP)	Nevada Days Celebration	\$ 5,000
Advocates to End Domestic Violence	Taste of Downtown	\$10,500
Carson City	Nevada Fair	\$10,000
Carson Victory Rollers	Family Skate Night	\$ 7,000
	Total:	\$43,500
	Available:	\$39,000

**RECOMMENDED ACTION:**

I move to recommend to the Redevelopment Authority approval of the expenditure of \$26,000 from the Fiscal Year 2015-16 Revolving Fund to support the special event requests, distributed to the applicants as identified in Alternative \_\_\_ as approved by the Cultural Commission, 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.