



STAFF REPORT

Report To: Redevelopment Authority

Meeting Date: June 2, 2016

Staff Contact: Lee Plemel, Community Development Director

Agenda Title: For Possible Action: To make a recommendation to the Board of Supervisors regarding the expenditure of up to \$60,000 from the Fiscal Year 2016-17 Redevelopment Revolving Fund to support various special events in support of the Redevelopment District.

Staff Summary: Redevelopment annually funds special events from a portion of the Revolving Fund. The Redevelopment office has received a total of \$40,800 in Arts and Culture Special Event funding requests and \$9,000 in other Special Event funding requests. A total of \$24,000 has tentatively been allocated in the FY 2016-17 budget for Arts and Culture Special Events and \$36,000 has tentatively been allocated for other Special Events. (Lee Plemel, lplemel@carson.org)

Agenda Action: Formal Action/Motion

Time Requested: 20 minutes

Proposed Motion

I move to approve and recommend that the Board of Supervisors authorize the expenditure of \$24,000 from the Fiscal Year 2016-17 Redevelopment Revolving Fund to support various Arts and Culture special events as recommended by the Cultural Commission, and authorize \$9,000 to support other special events as recommended 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.

Board's Strategic Goal

Economic Development

Previous Action

On May 2, 2016, the Redevelopment Authority Citizens Committee voted 7-0 to authorize \$9,000 for the RSVP 4th of July fireworks display. On May 3, 2016, the Cultural Commission voted 5-0 (1 absent, 1 abstention) to authorize \$24,000 in funding to the applicants as described below and in the attached spreadsheet.

Background/Issues & Analysis

A total of \$60,000 has been allocated in the FY 2016-17 Redevelopment budget for special events. Per Redevelopment Authority policy, 40% (\$24,000) of the total funding is allocated to "Arts and Culture" special events, with the remaining 60% (\$36,000) allocated to other special events. The Redevelopment policies state that 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.

Arts and Culture Special Event funding requests include: \$5,500 from Brewery Arts Center (Levitt Amp Summer Concert Series), \$6,000 from Carson City Arts Initiative (CCAI Season Events), \$8,000 from Mile High Jazz Band (Jazz & Beyond Music), and \$21,300 from La Ke Lel Be Pow Wow Committee (La Ke Lel Be Pow Wow).

Other Special Event funding requests include only one application: \$9,000 from NV Rural Counties RSVP Program, Inc. (4th of July Celebration). In past years, RSVP has submitted applications for three events throughout the year. This year, they have only requested funding for the one event, which is a primary reason the RACC recommends funding the full requested amount. The RACC also recommended that the applicant seek additional sponsorship funding, and suggested that the City should consider taking over the annual 4th of July fireworks display.

The La Ke Lel Be Pow Wow application was initially categorized by staff as a Redevelopment special event and was directed to the RACC for review. However, the RACC referred the application to the Cultural Commission as an "Arts and Culture" special event and the Cultural Commission agreed and took action to recommend funding for the event from the Arts and Culture funding allocation.

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

Applicable Statute, Code, Policy, Rule or Regulation

NRS 279.382 – 279.685

Financial Information

Is there a fiscal impact? Yes No

If yes, account name/number: 603 Redevelopment Revolving Fund

Is it currently budgeted? Yes No

Explanation of Fiscal Impact: The funds are budgeted in the FY 2016-17 Redevelopment budget.

Alternatives

Modify the recommended funding for events.

Attachments:

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

Board Action Taken:

Motion: _____

1) _____	Aye/Nay
2) _____	_____

(Vote Recorded By)

**FY 2016-17 Arts & Culture Special Events
CCCC Recommendations**

Organization	Event	Event Date(s)	Requested 2016-17 (\$)	Approved last year 2015-16 (\$)	CCCC Recom.
Brewery Arts Center	Levitt Amp Carson City	June 4-Aug. 6, 2016	5,500	2,000	5,500
CC Arts Initiative	CCAI Season Events	July 2016-June 2017	6,000	4,500	5,500
Mile High Jazz Band	Jazz & Beyond Music	Aug. 5-21, 2016	8,000	6,000	7,000
La Ke Lel Be Pow Wow	La Ke Lel Be Pow Wow **	Oct. 28-30, 2016	21,300	N/A	6,000
Totals:			40,800	12,500	24,000
2015-16 Budgeted:			24,000		24,000
Remainder/Deficit:			-16,800		0

**FY 2016-17 Redevelopment Special Events
RACC Recommendations**

Organization	Event	Event Date(s)	Requested 2016-17 (\$)	Approved last year 2015-16 (\$)	RACC Recom.
RSVP Program	4th of July Celebration	Jul. 4, 2016	9,000	2,500	9,000
La Ke Lel Be Pow Wow	La Ke Lel Be Pow Wow **	Oct. 28-30, 2016	21,300	N/A	**
Totals:			30,300	2,500	9,000
2015-16 Budgeted:			36,000		36,000
Remainder/Deficit:			5,700		27,000

** Referred to Cultural Commission by RACC

Total: 33,000
Total Budgeted: 60,000

CULTURAL COMMISSION STAFF REPORT

MEETING DATE: May 3, 2016

AGENDA ITEM NUMBER: 3B

STAFF: Vern L. Krahn, Senior Park Planner

REQUEST: **For Possible Action:** To prioritize and recommend to the Redevelopment Authority approval of the expenditure of \$24,000 for Arts and Culture Special Event funding from the Redevelopment Revolving Fund for Fiscal Year 2016-17.

GENERAL DISCUSSION:

The adopted Redevelopment Authority Policies and Procedures provide for the process and criteria for reviewing special event funding requests (Exhibit A). Applications for these funding requests are due by April 15th each year. Staff anticipates that the Redevelopment Authority and Board of Supervisors will make the final special event funding allocations on June 2, 2016.

The policies and procedures identify specific application submittal requirements and establish criteria that the Cultural Commission shall consider when evaluating the applications for Arts and Culture 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 funding-split for Arts and Culture Special Events and other Special Events are \$24,000 and \$36,000, respectively. The Cultural Commission is only responsible for making recommendations regarding the funding for “Arts and Culture Special Events.”

SPECIAL EVENT APPLICATIONS:

This year the Redevelopment Office received only three applications for a total of \$19,500 in requested funding. This amount is under the \$24,000 allocated to these types of events by \$4,500. The following is a summary of the applications received with information that pertains to the review criteria as noted above. Please refer to the attached application packets for more detail and explanation on the organization’s events.

1. Applicant: Brewery Arts Center
Event: Levitt Amp Carson City
Requested funding (8.6% of event budget): \$5,500.00
Description: The outdoor concert series will occur on Minnesota Street. The funding request will help offset the costs for equipment/sound engineer fees, custodial services, and security.
Total event budget: \$64,120
Prior year funding: \$2,000
Estimated number of participants (local/out-of-town): 10,000 (8,000 / 2,000)
Dollars of City funding per participant: \$0.55
Number of years event held in Carson City: 0

2. Applicant: Carson City Arts Initiative
Event: CCAI 2016/17 Season
Requested funding (9% of event budget): \$6,000
Description: Develop sustaining artist programs and increasing awareness of the varied arts programs offered in Carson City. The funding request will help offset staff costs to produce and coordinate programs, including artist's honoraria/travel, marketing, and operating items/supplies.
Total event budget: \$61,650
Prior year funding: \$4,500
Estimated number of participants (local/out-of-town): 18,600 (17,600 / 1,000)
Dollars of City funding per participant: \$0.32
Number of years event held in Carson City: 13

3. Applicant: Mile High Jazz Band Association, Inc.
Event: Jazz & Beyond – Carson City Music Festival
Requested funding (31% of event budget): \$8,000
Description: Jazz and Beyond 2016 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 and other advertising and printing costs.
Total event budget: \$25,900
Prior year funding: \$6,000
Estimated number of participants (local/out-of-town): 4,000 (3,000 / 1,000)
Dollars of City funding per participant: \$2.00
Number of years event held in Carson City: 12

All the applicants have been notified by email and have confirmed that they will be present at this meeting to present their event funding requests to the Commission. Each applicant will be given 5 to 10 minutes for their presentation with follow up questions by the Commission after the applicant's presentation.

RECOMMENDED ACTION:

I move to recommend to the Redevelopment Authority approval of the expenditure of \$24,000 from the Fiscal Year 2016-17 Revolving Fund to support the Art and Culture Special Event requests, distributed to the applicants as follows:

- | | |
|--|---------|
| 1) Brewery Arts Center | \$5,500 |
| 2) Carson City Arts Initiative | \$6,000 |
| 3) Mile High Jazz Band Association, Inc. | \$8,000 |

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 is minor in comparison to the money required for the overall redevelopment plan **AND** to set aside \$4,500 from the Fiscal Year 2016-17 Revolving Fund to support new and unanticipated Arts and Culture Special Events in either of the redevelopment districts.

Exhibit A

REDEVELOPMENT AUTHORITY POLICIES AND PROCEDURES

FOREWORD

Nevada state law regarding Redevelopment of Communities is set forth in Nevada Revised Statute (NRS) Chapter 279. In 1984, pursuant to NRS 279.428, the Carson City Board of Supervisors declared that there was a need for a redevelopment agency to function in Carson City, and the Board of Supervisors established the Carson City Redevelopment Authority in Ordinance No. 1986-10. The Carson City Redevelopment Authority is a public body, corporate and politic of Carson City. The Carson City Redevelopment Authority may transact any business or exercise any powers set forth in NRS 279.382 to 279.685, inclusive.

In an effort to perpetuate the redevelopment of Carson City, the Carson City Redevelopment Authority has approved and published Policies and Procedures for the Carson City Redevelopment Authority. The policies and procedures are intended as guidelines for the fair administration of the Carson City Redevelopment Authority funds and the projects under the jurisdiction of the Carson City Redevelopment Authority.

It is expected that as the state law changes or as circumstances change in the Carson City Redevelopment District, the policies and procedures will also change to reflect the declarations of state policy regarding redevelopment of communities. These Redevelopment Authority Policies and Procedures replace and supersede the Policies and Procedures adopted on May 7, 2009.

Adopted by the Carson City Redevelopment Authority on December 1, 2011.

3.17 Employment Plan

As appropriate for a particular project, each proposal for a redevelopment project must include an employment plan. The employment plan must include:

1. A description of the existing opportunities for employment within the area;
2. A projection of the effect that the redevelopment project will have on opportunities for employment within the area; and
3. A description of the manner in which an employer relocating his business into the area plans to employ persons living within the area of operation who:
 - (a) Are economically disadvantaged;
 - (b) Have a physical disability;
 - (c) Are members of racial minorities;
 - (d) Are veterans; or
 - (e) Are women.

3.18 Deed of Trust or Lien to Secure Incentive Funding

If the Redevelopment Authority approves, with the consent of the Board of Supervisors, a financial incentive, the person to whom the financial incentive is paid shall agree to execute a Deed of Trust or other appropriate lien to secure the performance of the person to who the financial incentive is paid. The Deed of Trust or other lien shall have the amount of the financial incentive as the principal amount secured by the Deed of Trust or other lien. The Deed of Trust or other lien shall provide that the principal amount secured will be reduced annually by equal amounts over a period of 7 years. Any financial incentive approved by the Redevelopment Authority, and consented to by the Board of Supervisors, shall not be paid until the appropriate Deed of Trust of other lien has been executed.

Section 3.2 Financial Assistance for Special Events

3.21 Financial Assistance for Special Events Application Process

The deadline for filing an application for financial assistance for a special event is April 15 each year. If excess funding is available after the initial application review process has been concluded, the Redevelopment Authority, at its sole discretion, may decide to entertain additional applications for financial assistance. All applications for financial assistance for a special event must be complete and must be submitted to the Redevelopment Authority Director prior to the application deadline. If an application is deemed to be incomplete it shall 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 40% 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 or 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 the application filing deadline. The Redevelopment Authority or Cultural Commission, as applicable, 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.



Community Development Department

108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2180 – Hearing Impaired: 711

Date: May 3, 2016
To: Carson City Cultural Commission
From: Lee Plemel, Director
Subject: Redevelopment Special Event Application – LATE INFORMATION

The Community Development Department received an application for Redevelopment special event funding from La Ke Lel Be Pow Wow before the application deadline. Pursuant to the Redevelopment Authority Policies and Procedures section 3.21, which defines “arts and culture” special events (see attached), staff determined that the Pow Wow did not fall under the arts and culture special event definition and directed the application to the RACC (Redevelopment Authority Citizens Committee).

At their May 2 meeting, the RACC voted to deny any funding for the Pow Wow from the regular special event funding allocation and determined that the event is an “arts and culture” event that should be reviewed by the Cultural Commission. Therefore, the application is being referred to the Cultural Commission for consideration with the other arts and culture special event applications.

The Cultural Commission may consider and make recommendations to the Redevelopment Authority regarding the La Ke Lel Be Pow Wow application, including recommendations on funding for the application and other recommendations regarding the categorization of the event to help the Redevelopment Authority and staff properly categorize future applications.

The following information and analysis of the event was provided by staff to the RACC:

Applicant: La Ka Lel Be Pow Wow Committee

Event: La Ka Lel Be Pow Wow

Requested funding (% of event budget): \$21,300 (100%)

Description: Community event with family activities that attract visitors from the West, Canada, and internationally. The Washoe Tribe and Carson Colony have hosted this event for generations with the mission in mind to preserve cultural exchange through sharing of songs, dancers, traditional and modern dress, and food.

Total event budget: \$21,300

Prior year funding: (Not requested)

Estimated number of participants (local/out-of-town): 2,500 (1,000 / 1,500)

Dollars of City funding per participant: \$9.32

Number of years event held in Carson City: 31

The La Ke Lel Be Pow Wow is an annual event, but this is the first time Redevelopment funding has been requested for the event. The event occurs at the Carson Colony on South Curry Street, adjacent to the South Carson Street Redevelopment Area #2. While the location is not

within the Redevelopment District, Redevelopment monies may be spent on activities that benefit the Redevelopment District in accordance with the Redevelopment Plan. The applicant notes that the event participants use local businesses, restaurants, hotels/motels, and casinos, many of which are within the Redevelopment District. The applicant is requesting 100% of the event funding but has indicated to staff that they could use and would accept less. According to the application, the Washoe Tribe donates \$6,000 and the remainder of their funding is obtained through fundraising.

The policies and procedures identify specific application submittal requirements and establish criteria that the RACC, 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.

If you have any questions regarding the action taken by RACC, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

Attachments:

- A. Excerpt from Redevelopment Authority Policies & Procedures, Section 3.2
- B. La Ke LeI Be Pow Wow special event application



Community Development Department

108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2180 – Hearing Impaired: 711

Date: April 25, 2016
To: Redevelopment Authority Citizens Committee
Meeting of May 2, 2016
From: Lee Plemel, Director
Subject: Special Event Funding Requests for FY 2016-17

RECOMMENDED RACC MOTION: I move to recommend to the Redevelopment Authority approval of the expenditure of \$30,300 from the Fiscal Year 2016-17 Revolving Fund to support the special event requests in the amount of \$9,000 for the RSVP July 4th fireworks and \$21,300 for the La Ka Lei Be Pow Wow, 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 2, 2016.

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.

A total of \$60,000 has been allocated for Special Events in the tentative FY 2016-17 Redevelopment budget based on recommended funding priorities by RACC and the Redevelopment Authority earlier this year, which represents a \$5,000 reduction in funding from

the prior year. The Special Event policies allocate 40% of the total amount of the Redevelopment Special Event funding for “arts and culture” events (theater, music and arts 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 \$24,000 and \$36,000, 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 two applications for a total of \$30,300 in requested funding. 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: Fourth of July Celebration

Requested funding (% of event budget): \$9,000 (50%)

Description: Fourth of July fireworks as part of the carnival organized by RSVP to raise money for RSVP programs.

Total event budget: \$18,000 (Fireworks only; excludes carnival)

Prior year funding: \$2,500

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

Dollars of City funding per participant: \$0.23

Number of years event held in Carson City: 28

2. Applicant: La Ka Lel Be Pow Wow Committee

Event: La Ka Lel Be Pow Wow

Requested funding (% of event budget): \$21,300 (100%)

Description: Community event with family activities that attract visitors from the West, Canada, and internationally. The Washoe Tribe and Carson Colony have hosted this event for generations with the mission in mind to preserve cultural exchange through sharing of songs, dancers, traditional and modern dress, and food.

Total event budget: \$21,300

Prior year funding: (Not requested)

Estimated number of participants (local/out-of-town): 2,500 (1,000 / 1,500)

Dollars of City funding per participant: \$9.32

Number of years event held in Carson City: 31

The RSVP 4th of July celebration and fireworks at Mills Park is an annual event. Redevelopment has supported the event for a number of years, in addition to the Spring Fair and Nevada Day carnival. Last year, RSVP received a total of \$7,500 from Redevelopment for the three events (\$2,500 per event). This year, RSVP has only submitted an application for the fireworks for the 4th of July celebration.

The La Ke Lel Be Pow Wow is also an annual event, but this is the first time Redevelopment funding has been requested for the event. The event occurs at the Carson Colony on South Curry Street, adjacent to the South Carson Street Redevelopment Area #2. While the location is not within the Redevelopment District, Redevelopment monies may be spent on activities that benefit the Redevelopment District in accordance with the Redevelopment Plan. The applicant

notes that the event participants use local businesses, restaurants, hotels/motels, and casinos, many of which are within the Redevelopment District. The applicant is requesting 100% of the event funding but has indicated to staff that they could use and would accept less. The Washoe Tribe donates \$6,000 and the remainder of their funding is obtained through fundraising. The RACC and Redevelopment Authority may consider a reduced amount of funding for this event.

The RACC should consider the application review factors noted earlier in this memo and make a recommendation to the Redevelopment Authority for funding the special events. Any Special Event funding remaining after this allocation may be reallocated at a later date.

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	\$5,500
Carson City Arts Initiative	CCAI Season Events	\$6,000
Mile High Jazz	Jazz & Beyond Music Festival	\$8,000
	Total:	\$19,500
	Available:	\$24,000

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

Attachments:

- A. Special Event Funding Request applications

RECEIVED
APR 15 2016
OFFICE OF
BUSINESS DEVELOPMENT

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



Special Event Funding Request Form

Brewery Arts Center
ORGANIZATION NAME / APPLICANT
449 West King Street
MAILING ADDRESS, CITY, STATE, ZIP CODE
775-883-1976 **www.breweryarts.org**
PHONE # WEBSITE URL

Gina Lopez Hill
CONTACT / EVENT DIRECTOR NAME
449 West King Street
MAILING ADDRESS, CITY, STATE, ZIP CODE
775-883-1976 **gina@breweryarts.org**
PHONE # EMAIL

Levitt Amp Carson City
NAME OF EVENT
\$ **5500.00**
TOTAL FUNDING REQUEST
Event Dates: **June 4-Aug. 6**

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 ATTACHED

Estimated number of local participants: 8000 Estimated number of out-of-town participants: 2000
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
Artists Fees	\$ 0	\$ 25,000.00	\$ 25,000.00
Equipment and Sound engineer fees	\$ 2500.00	\$ 7500.00	\$ 10,000.00
Custodial services	\$ 1500.00	\$ 1500.00	\$ 3000.00
Security	\$ 1000.00	\$ 1000.00	\$ 2000.00
Photography/ Advertising	\$ 500.00	\$ 2120.00	\$ 2620.00
Hospitality/light/administration, ect.	\$	\$	\$
Totals:	\$ 5500.00	\$	\$
Redevelopment Funds as a % of total Event costs:	8.6 %	58,620.00	64,120.00
Projected Revenues:			\$ 44,000.00
Projected Net Profit/Loss:			\$ 20,120.00 (in kind)
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ 563,000.00	\$ 403,000.00	\$ 450,000.00
Expenses:	\$ 513,000.00	\$ 250,420.00	\$ 290,420.00
Reserves:	\$ 50,000.00	\$ 152,580.00	\$ 132,580.00
Number of years your organization has existed: 41			Redevelopment funding your organization received for this event in prior years, if any:
			2015: \$ 2000.00
			2014: \$
			2013: \$
			2012: \$
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?			
Levitt Foundation- \$25,000.00, Nevada Arts Council - \$7500.00, Nauman Foundation (pending), Sponsorships (pending)			
Describe any efforts to obtain funding from other sources: SEE ATTACHED			
Describe why Redevelopment funds are required for the special event: SEE ATTACHED			
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 ATTACHED			
List other organizations and businesses partnering or participating in the event:			
Jazz and Beyond Music Festival Carson City Visitor's Bureau, Nevada Artist Association, Simpe Fare Catering, Nevada Nosh, Tahoe Tenderloins			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:			
The concerts will take place at the Brewery Arts Center on teh closed off area of Minnesota Street between King and Second, however, we do realize further permits are necessary to have a special event in that space. Audience members will be able to use the facilities of the BAC so no portables are necessary. 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?

Special event permits and liquor license permits are pending.

How do plan to market and advertise the event?

The BAC will aggressively market the series through the following outlets: Press releases with professional photographs sent to all Carson City, Carson Valley and surrounding area media outlets. PSA's provided to local TV and radio stations, 500+professionally designed posters through

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

As sponsorships become more abundant and the community has a desire for a longer series, it can be easily expanded to additional nights as well as additional disciplines including art, theater and dance.

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

The Levitt Foundation encourages grant recipients to apply for multiple years as they realize that it will take time to develop and foster the goal of strengthening the social fabric of the community. After the inaugural year, local businesses will have a clear picture as to the benefits of sponsoring this event not only because of the direct to customer exposure it creates but to be able to align with such a important, positive event will be good for their bottom line as well as their image. Therefore, we anticipate sponsorships to increase and City support to decrease and even discontinue in future years.

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:

4/14/2016

***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.

Event Description and Objectives

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

The Brewery Arts Center requests funding from redevelopment to help with approximately 8.6% of the funds required for a successful Levitt Amp Carson City Concert Series. The Levitt Am Grant Program is a matching grant made possible by the Levitt Foundation, a national non-profit dedicated to strengthening the social fabric of America through the power of free live music. Carson City via the Brewery Arts Center is one of 15 awardees nationally for the 2016 concert series. Recently, the City of Carson City has awarded the Brewery Arts Center the right to close off Minnesota Street which is a street separating the campus's two buildings in order to create one, safe, united campus. This new space has become the site of the Minnesota Street Stage which will produce weekly live concerts for people of all ages, which will be offered free of charge, making the arts in Carson City available and accessible to all as well as bringing 800-1200 locals and visitors per performance to the heart of Carson City every week. Through this concert series, we hope to achieve the following:

1. Create an atmosphere that engages the community by offering a wide variety of artists and musical genres.
2. Become a shining example of how collaborations with multiple non-profit organizations can benefit the community as a whole.
3. To give like-minded individuals of all ages, a gathering place not only for arts and culture but for growth and learning.
4. Give the entire community a barrier free opportunity to participate in the arts.

Describe any efforts to obtain funding from other sources:

The Nauman Foundation has reached out to the Brewery Arts Center offering continued support and the Nevada Arts Council funds are part of a two year "Partners in Excellence" grant. The Levitt Foundation will fund \$25,000.00 to the series and sponsorships are currently being sought by the BAC board of directors and staff.

Describe why Redevelopment funds are required for the special event:

The Brewery Arts Center is on an upward trajectory towards financial stability but was told (as were others) in the 2015 Special Event Funding request to find other sources to subsidize our projects. We did this by applying for and receiving this national award and it's an award that is intended for multiple years, however, as this is the first year, we still are in need of funding from the city until the series is established and sponsors trust in the benefits and see the value of the model.

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 Levitt Amp Foundation has provided information by past recipients in a similar demographic that shows that presenting artists of this caliber at no charge, (see confirmed artists) we can anticipate a minimum of 800 attendees at each show. We

take this conservative estimate into account as well as information from Eventbrite that estimates the average person spends \$40 on additional charges (food, drink, ect), every time they go to a show. This will bring an additional \$40,000 to the local economy, specifically in the downtown corridor in a 10 week period. In taking into account our current record for shows at the Brewery Arts Center, we know that only 60% of our attendees actually come from Carson City, the rest are from surrounding areas of up to 100 mile radius. Therefore, much of the revenue coming in to the area during these shows are from outside Carson City specifically for this special event.

Jeffrey Fast

683 Linda Kay Ct., Carson City, NV | 775-220-3457 | jfast60@netscape.net

Objective

- To provide professional-level services, support, and expression of the Arts in Carson City and Northern Nevada.

Education

ASSOCIATE OF ARTS | DECEMBER, 2000 | WESTERN NEVADA COMMUNITY COLLEGE

- Major: Philosophy
- Minor: American History

Skills & Abilities

MANAGEMENT

- As Executive Director of Friends In Service Helping (FISH), Carson City, NV, I lead 25 employees and 400 volunteers giving over 4,000 volunteer hours each year in providing temporary emergency food, clothing and shelter to more than 10,000 persons each year. FISH maintained a \$1 million budget, three retail Thrift Store sites, two emergency shelters with 40 beds, four interim family homes, and Carson City's only free Dining Room providing daily hot meals.

LEADERSHIP

- Served as President of the Council, St. Paul's Lutheran Family, Carson City, NV.
- Served as Secretary of Carson City, NV, Rotary Club.
- Served as Treasurer of Proscenium Players, Inc., Carson City, NV.

Selected Theatrical Experience

LIGHT AND SOUND OPERATOR | CARSON VALLEY THEATER COMPANY | GYPSY - 1987

JUD | CARSON VALLEY THEATER COMPANY | OKLAHOMA - 1988

STAGE MANAGER | PROSCENIUM PLAYERS, INC. | CRY HAVOC! - 1989

CAPULET | PROSCENIUM PLAYERS, INC. | ROMEO & JULIETTE - 2010

AMOS HART | WESTERN NEVADA MUSICAL THEATER COMPANY | CHICAGO - 2013

DIRECTOR | PROSCENIUM PLAYERS, INC. | 12 ANGRY MEN - 2013

DIRECTOR | PROSCENIUM PLAYERS, INC. | THE TAMING OF THE SHREW - 2014

DIRECTOR | PROSCENIUM PLAYERS, INC. | ARSENIC AND OLD LACE - 2015

Gina Lopez Hill

1024 Mountain Park Dr., Carson City, NV 89703

775-350-0307

gina@breweryarts.org

Personal Profile

Having grown up in Carson City, Gina Lopez Hill has fond memories rehearsing, performing and taking classes at the Brewery Arts Center. She was a professional, performing at a young age and received her SAG card from being a principle in a National McDonald's Commercial when she was 13. She was awarded a dance scholarship at the University of Nevada, Las Vegas and while earning her degree she was able to work in several professional shows in the United States and abroad and received scholarships to perform and study with both Broadway Dance Center in New York and Gus Giordano Jazz Dance Chicago. After a successful tour of Asia, Gina returned to her Northern Nevada roots. First to the casino industry where she was the VIP Services Manager and Special Events Director for two of Reno's largest Casinos, running events such as the Italian Festival and Celebrity Golf Tournaments, then as a volunteer with her husband Ian, founding Nevada's first charter school and creating a first of its kind performing arts High School program. She later became the Executive Director of Creative Performing Arts Center, a performing arts youth center which was located inside Park Lane Mall in Reno and was a producer for the Artown events in Wingfield Park since its inception. These non-profit endeavors have both impacted the lives of many, and have help to launching several very successful performing arts careers. Gina's most recent project is as director/editor of a feature length documentary titled "Let Them Be Kids" which sold 10,000 copies internationally in 2013.

Professional Experience

Brewery Arts Center, Carson City, NV

February 2015- Present Executive Director

IGNNK, Inc., Carson City, NV

July 2007- Present Director of Creativity & Special Events

Creative Performing Arts Center, Reno, NV

July 2004- July 2013 Executive Director

ICDA Charter High School, Reno, NV

Aug. 2001-June 2004 Performing Arts Director

Eldorado Hotel Casino, Reno, NV

July 1999-August 2001 Dir. Of VIP Services and Special Events

Peppermill Hotel Casino, Reno, NV

Sept. 1996-July 1999 Concierge/VIP Services Manager

That's Dancing!, Misugi, Mie Japan

Sept. 1995 – Sept. 1996 Line Caption/Company Manager

Education

University of Phoenix, Reno, NV

Masters in Education

University of Nevada, Las Vegas, Las Vegas, NV

Bachelor of Arts

Contracts

University of Nevada, Reno – Choreographer

Truckee Meadows Community College – Choreographer/Instructor

Awards

DaVos Scholarship UNLV (1990), Outstanding Graduating Senior UNLV-College of Fine Arts (1994), Nevada Women's Fund: Woman of the Year (1997), Reno Gazette Journal, Best of Education Award (2002), Featured Artist- Artown (2007), Foundation for the Betterment of Carson City-Organization of the Year Award (Let Them Be Kids 2013)



Board of Directors

Kyle Horvath
President- First Term, Second Term on Board
Carson City Visitor's Bureau
Owner Panacea Marketing

John McKenna
Treasurer- First Term
Certified Public Accountant

Jean Barrette
Board of Directors
Secretary, First Term
CDBG Program Administrator, Nevada Governor's Office of Economic Development

Ronald Allen
Board of Directors
First Term
Retired

Mike Wiencek
Board of Directors
First Term
Propane Driver

Christine McQueary
Board of Directors
First Term
Administrative Assistant, Carson Visitor's Bureau

Karen Lantz-Feith
Board of Directors
First Term
Catering Coordinator, Harrah's Hotel and Casino, Lake Tahoe

Organization Chart

Overall management of the Brewery Arts Center is currently run by the Board of Directors and the Executive Director, key personnel and an extensive volunteer core.

Executive Director – Gina Lopez Hill

- Carina Moran, Facility Maintenance Coordinator

Office Manager – Donelle Belarde

Production Manager – Jeffrey Fast

Volunteer Classes Coordinator- Susan Taylor

- The classes currently run on a regular scheduled basis with 10+ teachers

Fred Howland – Photography

Sewing – Darla Bayer

Ceramics – Chris Rich

After School Art – Lee Netzel

Comic Strip Creating and in school outreach – Brett Fisher

Storytelling – Elizabeth Snell

Mixed Media- Melissa Anderson

Pottery – Kym Maehl

Oil Painting – Tina Tyrrell

Acrylic, Oil and Watercolor – Mark Tompkins

Zentangle – Audrey Markowitz

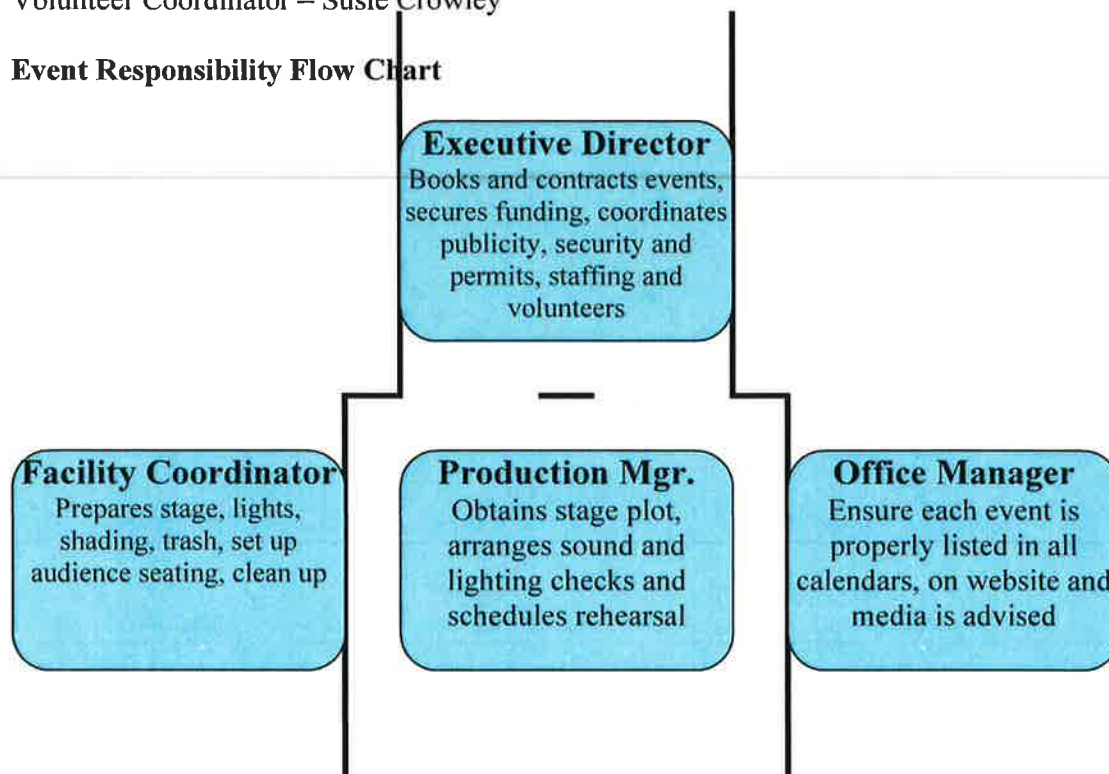
School Outreach – Sarah Morey

Artisan Store Manager – Sarah Morey

- The artisan store currently runs as a co-op with 29 different artists working in the store in exchange for selling their art.

Volunteer Coordinator – Susie Crowley

Event Responsibility Flow Chart



The Brewery Arts Center in a 501(c)3 organization
Tax ID #51-0183567



June 4th – Mumbo Gumbo

<http://www.mumbogumbo.com/>

June 11th – Incendio

<http://incendioband.com/>

June 17th – The Hold Up

<https://www.facebook.com/theholdupmusic>

June 25th – Jason McGuire Trio

<http://caminosflamencos.com/productions-coming-soon.html>

July 2nd – Southwestern Pilgrimage

<http://www.ricksparksmusic.com/southwestern-pilgrimage>

July 9th - Dangermuffin

<http://dangermuffinmusic.com/>

July 16th – Terrance Simien and the Zydeco Experience

<http://www.terrancesimien.com/>

July 23rd – Southern Drawl Band

<http://artistecard.com/southerndrawlband>

July 30th- Whitney Myer

<http://whitneymyer.com/>

Aug. 6th – SambaDa'

<http://www.sambada.com/>

Brewery Arts Center
Balance Sheet
 As of December 31, 2015

ASSETS

Current Assets:

Checking/Savings

1082 - Petty Cash

1020 - FIBN

1026 - FIBN -Ted X 4076

1025 - FIBN- Media Center #3854

1024 - FIBN Ticket Escrow Acct 0879

1023 - FIBN-Artisan Gift Shop 0861

1022 - FIBN Grants Mgmt 9988

1021 - FIBN-Gen Op 9319

Total 1020 - FIBN

Dec 31, 15

(257.43)

4,970.54

7,049.51

2,343.63

5,391.64

1,025.38

85.73

20,866.43

20,609.00

Total Checking/Savings

Total Current Assets

20,609.00

Fixed Assets

1600 - Equipment and Furnishing

1670 - ACC TV

1660 - Equipment

1663 - Equipment - Other

1662 - Office Equipment

1661 - Production

Total 1660 - Equipment

1620 - Performance Hall

1650 - Furniture & Fixtures

1600 - Equipment and Furnishing - Other

Total 1600 - Equipment and Furnishing

31,639.18

78,749.36

2,704.28

6,013.77

87,467.41

114,494.32

25,564.66

1,334.69

260,500.26

CPA needs to determine depreciation schedule

Balance per register

1500 · Buildings and Land

1900 · Building & Site Improvements

1901 · Purchased services

1907 · Cafe Buildout

1909 · Media Center Buildout

1918 · Supplies/Materials

1921 · Licenses & Permits

1917 · Engineering Consultants

1919 · Engineers

1915 · Contractor-Perform Hall Seating

1913 · Contractors

1905 · Architects

1911 · Perf Hall Bathroom Remodel

Total 1901 · Purchased services

1900 · Building & Site Improvements - Other

Total 1900 · Building & Site Improvements

1550 · 511 Parking Lot & Grounds

1520 · Performance Hall

Total 1500 · Buildings and Land

1690 · Accumulated Depreciation

Total Fixed Assets

Other Assets

1950 · Retainance Costs

Total Other Assets

TOTAL ASSETS

LIABILITIES & EQUITY

Dec 31, 15

1,915.83

5,912.70

5,650.63

12,683.29

48,341.38

360.00

50,664.39

135,649.66

23,646.98

103,464.41

388,289.27

1,872.78

390,162.05

256.54

850,000.00

1,240,418.59

(735,727.37)

765,191.48

1,175.40

1,175.40

786,975.88

Liabilities

Current Liabilities

Accounts Payable

2000 · Accounts Payable

Total Accounts Payable

Dec 31, 15

18,500.00
18,500.00

true balance per Bills

Other Current Liabilities

Funding Media Center

2210 · Gift Certificates

2220 · Pottery Funds Trust

2230 · Carson Performing Arts Funds

2290 · Refundable Deposits

2100 · Payroll Liabilities

2101 · FWH

2102 · Soc Sec Employee

2103 · Soc Sec Co

2104 · Med Employee

2105 · Med Co

2107 · NV Unemp-ESD

Total 2100 · Payroll Liabilities

Total Other Current Liabilities

Total Current Liabilities

Long Term Liabilities

2235 · First Independent LOC #8121 (line of credit limit \$20000.00)

2600 · Mortgage Payable - Morsani

2400 · Notes Payable

2410 · Note Payable-Proccaccini 2009

2411 · John Procaccini

Total 2400 · Notes Payable

15,844.38
263,859.31
1,732.49
417.49
2,149.98

missing Jan/Feb/June :dm1/prn may be fig/er

Total Long Term Liabilities

Dec 31, 15

281,853.67

Total Liabilities

322,941.43

Equity

3900 - Retained Earnings

515,682.12

Net Income

(51,647.67)

Total Equity

464,034.45

TOTAL LIABILITIES & EQUITY

786,975.88

Brewery Arts Center

Profit & Loss

December 2015

	<u>Dec 15</u>
5300 · Concessions	
5310 · Beverages	
5312 · Alcoholic	164.96
Total 5310 · Beverages	164.96
5320 · Food	192.45
5300 · Concessions - Other	96.73
Total 5300 · Concessions	454.14
6810 · Travel, meals & entertainment	
6812 · Meals	87.53
Total 6810 · Travel, meals & entertainment	87.53
6220 · Communications	
6222 · Internet	411.88
Total 6220 · Communications	411.88
6380 · Insurance	
6384 · event Insurance	186.87
Total 6380 · Insurance	186.87
6390 · Interest Expense	
6391 · interest expense #8121	97.33
6390 · Interest Expense - Other	1,590.64
Total 6390 · Interest Expense	1,687.97
5200 · Production costs	
5285 · Production Maint/Repairs	10.70
7040 · Instructor fees	196.00
5230 · Contract Labor	
5235 · Administrative/Clerical Labor	3,375.00
5239 · Technical Personnel	320.00
5328 · Teachers	1,019.00
5230 · Contract Labor - Other	334.13
Total 5230 · Contract Labor	5,048.13
5290 · Royalties&Script Rentals	305.55
Total 5200 · Production costs	5,560.38
6760 · Supplies - Custodial/Maintenanc	362.06
Total Expense	27,259.74
Net Ordinary Income	2,053.89
Other Income/Expense	
Other Expense	
9950 · Depreciation Expense	3,260.00
Total Other Expense	3,260.00
Net Other Income	(3,260.00)
Net Income	(1,206.11)

Brewery Arts Center

Profit & Loss

December 2015

	Dec 15
Ordinary Income/Expense	
Income	
Revenue to be allocated	10,826.62
4100 · Contributions/Grants-operationa	
4140 · Contributions-Unrestricted	1,000.00
Total 4100 · Contributions/Grants-operationa	1,000.00
4400 · BAC Merchandise & Art Sales	
4430 · Class Revenue	797.80
4410 · Artisan Consignment Sales	8,702.71
Total 4400 · BAC Merchandise & Art Sales	9,500.51
4200 · Events Revenue	
4250 · Concession sales	140.00
4220 · Ticket Sales	6,101.50
Total 4200 · Events Revenue	6,241.50
4600 · Rent Revenue	1,745.00
Total Income	29,313.63
Gross Profit	29,313.63
Expense	
Expense Suspense	4,006.00
5400 · BAC Merchandise/Art sales	
5410 · Consignment Fees	2,133.25
Total 5400 · BAC Merchandise/Art sales	2,133.25
6440 · Occupancy	
6475 · Janitorial	980.00
6470 · Repairs & Maint	161.20
6490 · Utilities	413.74
Total 6440 · Occupancy	1,554.94
6500 · Office Expense	
6540 · Postage and Delivery	49.00
6523 · Computer Supplies	49.00
6522 · Computer Software	98.87
6510 · Office supplies	96.64
Total 6500 · Office Expense	293.51
5100 · Fundraising Expense	
5125 · Supplies (Fundraising)	108.72
5115 · Food & Beverage	861.49
5105 · Artist Fees & Talent	1,001.40
5120 · Printing & Copies	18.00
Total 5100 · Fundraising Expense	1,989.61
6190 · Bank Fees	
6192 · Credit Card Fees	252.18
6193 · On-line sales fees (Vendini Sales Fee)	368.53
Total 6190 · Bank Fees	620.71
6250 · Dues, Subscriptions & Permits	4.99
6600 · Payroll Expense	
6680 · Payroll Taxes	456.70
6620 · Salaries-General	2,910.00
6650 · Worker's Compensation	338.00
Total 6600 · Payroll Expense	3,704.70
6020 · Salary Costs (Salary Costs)	1,723.70
6710 · Professional Fees	
6725 · Commissions	814.00
6711 · Accounting	495.00
6719 · Other Professional Fees	1,168.50
Total 6710 · Professional Fees	2,477.50

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	\$ 6,000	\$ 31,200	\$ 37,200
Artists honoraria	\$	\$ 8,700	\$ 8,700
Artists' travel	\$	\$ 3,100	\$ 3,100
Marketing	\$	\$	\$
Remaining Operating [exhibit supplies, po box, art supplies, insurance, web server, etc.]	\$	\$ 8,650	\$ 8,650
	\$	\$ 4,000	\$ 4,000
	\$	\$	\$
Totals:	\$ 6,000	\$	\$
Redevelopment Funds as a % of total Event costs:		9 %	
Projected Revenues:			\$ 61,650
Projected Net Profit/Loss:			\$
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ 59,400	\$ 64,400	\$ 61,650
Expenses:	\$ 59,400	\$ 64,400	\$ 61,650
Reserves:	\$ 3,300	\$ 12,700	\$ 12,000
Number of years your organization has existed: 13			Redevelopment funding your organization received for this event in prior years, if any:
			2015: \$ 4,500
			2014: \$ 6,000
			2013: \$ 5,000
			2012: \$ 5,000
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 the attached pages.			
Describe any efforts to obtain funding from other sources: Please see answer on the attached pages.			
Describe why Redevelopment funds are required for the special event: Please see answer on the 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 the attached pages.			
List other organizations and businesses partnering or participating in the event: Please see answer on the attached pages.			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: Please see answer on the attached pages.			

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

Please see answer on the attached pages.

How do plan to market and advertise the event?

Please see answer on the attached pages.

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

Please see answer on the attached pages.

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

Please see answer on the attached pages.

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 1, 2016

*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.

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 strengthening cultural ties throughout the community. CCAI objectives focus on sustaining artists and increasing awareness of the visual arts programs offered in Carson City. To build this awareness, audiences are treated to a year-long season of programs in many public sites making cultural programming easily available to residents, including those who might never chose to visit an arts venue.

CCAI received a grant from The Andy Warhol Foundation for the Visual Arts for CY2015 and 2016. Quoted from the Warhol's online description of the organization under Grant Awards 2014: "Capital City Arts Initiative, a Nevada-based arts organization, presents in one of the most unusual venues for contemporary art in the country: the Carson City Courthouse. To reach the gallery, a visitor must pass through a metal detector and ascend the flight of stairs that leads to the building's central lobby, a thoroughfare for clerks, judges, lawyers and clients. Here, the soaring ceiling and natural light create a spectacular setting for the work, which transforms the municipal waiting room into a space for active aesthetic engagement." CCAI respectfully submits this narrative as an outside endorsement for its importance to the community.

CCAI presents three exhibitions annually by local, regional, or national artists in the CCAI Courthouse Gallery. Each exhibition is in the gallery for four months and is open to the dozens of citizens who visit the courthouse daily. To interpret exhibitions for the public, CCAI commissions exhibition essays for the Courthouse Gallery shows; the Initiative makes these essays available to the public in the gallery and online.

The Community Center's Sierra Room, home to all the City's numerous official public meetings, is CCAI's newest venue with three shows a year by northern Nevada artists. CCAI also curates two six-month exhibitions annually presenting art by northern Nevada artists in the City's Community Development building [aka the "Brick"].

Through its Artists In Education program, Exhibition artists and Nevada Neighbors speakers give talks to students at Carson, Dayton, and Douglas high schools, and at Sierra Nevada College successfully reaching hundreds of students. This program enriches students' education, expands standard curricula, and provides informal In-Service opportunities for attending faculty. This program encourages students and their teachers to visit CCAI's exhibitions in Carson City.

CCAI's Nevada Neighbors series of free public talks brings artists, curators, and scholars to town for four events annually. The curators/artists give their talks to the public and at area schools to introduce ideas and stimulate community conversations about contemporary culture. Nevada Neighbors events help ensure cultural activities' availability to Carson City area residents.

All participating artists and speakers receive honoraria and support for their travel and supplies. Please see the attached program list for the CCAI 2016 – 2017 season.

- CCAI Artists In Education program will give two artist talks at Carson High School serving an estimated total of 60 students and 1 faculty member
- The Nevada Neighbors series will serve an estimated 150 members of the public plus an additional 350 at the school and college programs.
- Through its Exhibitions, CCAI will serve an estimated 17,400 members of the public: 60 people daily at the CCAI Courthouse Gallery [15,000] plus and estimated 2,400 annually attending the public meetings at the Sierra Room and using city services at the Community Development Building. City staff at each of these venues assist with tracking public attendance.

CCAI measures its performance through: gallery and event attendance, renewal and reaffirmation of CCAI public/private partnerships with various City entities [e.g. Public Safety Dept, partner schools, etc.], membership base, mailing list, social media activity and Facebook "likes", and evaluation form responses. The Initiative is pleased that these numbers continue to increase.

Presenting the arts also includes some immeasurable outcomes. Fostering imagination, creativity, and an expanded world-view cannot be immediately measured but these add to a fuller education and richer life for the local community.

All CCAI partners have renewed their participation with CCAI for 2016 – 2017 providing CCAI with the best possible confirmation of a "job well done."

- CCAI History

CCAI was launched in 2003 by visual artists who recognized the need for a contemporary arts program in the area, partially in response to a 2001 Carson City arts assessment that requested more art by visiting artists and additional exhibition venues for local artists.

Since 2003, CCAI has produced 33 exhibitions and commissioned essays with local and national artists at the CCAI Courthouse Gallery. CCAI has presented exhibitions in the Community Center's Sierra Room [since 2015] and in the community development building [since 2010]. Since 2004, CCAI has produced over 36 exhibitions by local artists in various other non-traditional art venues including a thrift store, a Harley-Davidson showroom, and a garden shop. The complete Exhibition list is online at www.arts-initiative.org/programs/exhibitions/

Since spring 2003, CCAI has presented 54 Nevada Neighbors speakers, most from the states [Arizona, California, New York] and an occasional international guest [Canada, Croatia, Israel]. The complete list of Nevada Neighbors speakers is online at arts-initiative.org/programs/nevada-neighbors/

Through its Artists In Education program [since 2004], CCAI artists have worked with students in the Carson City School District, Douglas High School [Douglas County], Dayton and Silver Stage high schools [Lyon County], Sierra Nevada College [Washoe County], Western Nevada College [Carson City]. Grad students from the University of Nevada Reno's Art Department have given workshops or talks about their work.

Financial history highlights: CCAI has received three National Endowment for the Arts Challenge America grants in 2015, 2013, 2012 and three Andy Warhol Foundation for the Visual Arts program support grants in CY2015-16, FY2010-11, CY2006-07.

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

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 2016 - 2017.

CCAI has Fees for Services confirmations from:

Carson High School, Carson City School District, \$300
Dayton High School, Lyon County School District, \$500
Douglas High School, Douglas County School District, \$500
Sierra Nevada College, \$800

CCAI has received a grant award for CY2016 from:

The Andy Warhol Foundation for the Visual Arts, \$12,500

Describe any efforts to obtain funding from other sources:

CCAI has pending grant applications with:

Private Foundations:

John and Grace Nauman Foundation [FY17 application due May 1, \$2,000 request]
Nevada Humanities [FY17 application submitted, \$2,000 request]
NV Energy Foundation [FY17 application due October 1, \$2,500 request]
US Bank Foundation [FY17 application submitted, \$2,500. request]

Public Funders:

Nevada Arts Council [FY17 application submitted, \$8,000 request]

CCAI receives donations from board dues, memberships from individuals and businesses, and donations to support specific programs. See the following answer for business members' list; CCAI continually canvases local businesses for support. CCAI receives significant in-kind support from the City of Carson City for the Community Development building aka "the Brick", Carson City Courthouse, and Sierra Room exhibition spaces; from Steele & Associates LLC; and from its partner schools.

Describe why Redevelopment funds are required for the special event:

The Initiative does not sell tickets or charge admission for its exhibitions and programs. Redevelopment funds are crucial to ensure CCAI program production/coordination and to help leverage funding from other public and private sources.

CCAI requests organizational support for its two part-time staffers, Executive Director and AIE Program Manager. These positions are critical for CCAI program production and organizational sustainability. CCAI's extensive program list depends fully on the staff's coordination and detailed logistical management for successful event production. Staff support ensures that program activities take place.

CCAI presents activities in non-traditional sites that provide the public direct engagement with visual artists, both local and national, throughout the year. All CCAI events support "life-long learning" by the public and expand classroom curricula for students and faculty.

Throughout the year CCAI will produce eight art exhibitions at three sites, four Nevada Neighbors public talks, and numerous Artists In Education activities. CCAI free programs enhance the City's cultural life for all residents and visitors.

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 2016 - 2017 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.

People from Carson City, Douglas, Lyon, Storey, and Washoe counties consistently attend and participate in CCAI events.

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, among the primary questions asked are: How are the schools in your community? 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 arts programs distinguished by excellence and innovation to residents throughout the community.

CCAI actively markets its programs via print and electronic media to Carson City residents and to Douglas, Lyon, Storey, and Washoe county residents to encourage them to come to Carson City to 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 support of local restaurants and other services.

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

CCAI public and community partners include the Carson City Courthouse, City of Carson City, Carson City School District, Douglas County School District, Lyon County School District, Sierra Nevada College, Western Nevada College, and the University of Nevada, Reno.

CCAI Business partners to-date include: Ernie Adler law firm, Allison MacKenzie law firm, Carson City Library, Carson City Visitors Bureau, Carson Nugget, CGI Inc., Click Bond Inc., Cracker Box, Dr. Vincent D'Ascoli, Data Graphics, Edward Jones Investments - Jennifer Rust, Charlie Kilpatrick law firm, Lumos & Associates, Shaheen Beauchamp LLC, Silver State Stainless, Steele & Associates CPA LLC, The Prairie Godmother, and Vineburg Machining Inc.

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, three exhibitions in the Community Center's Sierra Room, and two six-month shows at the Community Development building. The four Nevada Neighbors talks will take place at Community Development building [the Brick]. Numerous Artists In Education artist talks and workshops will take place in the participating schools. CCAI will not request any street closures during 2016 – 2017.

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 Courthouse art receptions in a timely manner prior to each event. The estimated dates for the upcoming special event permits will be October 2016, February 2017, and June 2017.

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].

Three times a year, CCAI produces professionally designed bookmarks for its Exhibitions and Nevada Neighbors series events with print runs of 5,000 each. The board and staff distribute the fliers at all CCAI school and public events, libraries, area colleges, arts organizations, local businesses, monthly "Wine Walks," summer Farmers' Market, and to CCAI funders and members. The fliers include funders' credits.

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

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

CCAI expanded its exhibition program in February 2015 with the addition of the Sierra Room as a venue and a return to Carson High School in March 2015. CCAI will maintain its current schedule for Artists In Education, Exhibitions, and Nevada Neighbors programs.

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

Carson City's support is vital to leverage outside funding from private foundations and state/federal public agencies. CCAI will continue its annual funding requests to all these sources.

All CCAI exhibitions and events are open year-round and always available free to the public. CCAI provides ongoing programs to enhance the local cultural environment and is grateful for the City's support.



CAPITAL CITY
ARTS INITIATIVE

Organizational Chart

Board of Directors

Cyndy Brenneman, Secretary
608 Elizabeth Street, Carson City Nevada 89703 [Carson City/County]
heart_of_a_gypsy@att.net
Artist

Glenn Clemmer, Ph.D., President
1718 N Division Street, Carson City, Nevada 89703 [Carson City/County]
gcnv@yahoo.com
Biologist, retired

Ruth Giovacchini
1718 N Division Street, Carson City, Nevada 89703 [Carson City/County]
ruth@giovacchini.net
Senior Commercial Lender, retired

Tami Marano
4640 Wagon Wheel Road, Carson City, NV 89703 [Carson City/County]
tami.marano@att.net
Registered Nurse, Sierra Surgery

Gerd Poppinga, Vice President
1423 Riverpark Parkway, Dayton NV 89403 [Lyon County]
gerde@vineburg.biz
Vice President, Vineburg Machining, Inc.

Sharon Rosse
478 Bavarian Drive, Carson City, Nevada 89705 [Douglas County]
sharonrosse2001@yahoo.com
Artist; Arts Administrator

Michael Salogga, Treasurer
1373 Falstaff Lane, Gardnerville, Nevada 89410 [Douglas County]
msalogga@carson.org
Business Development Manager, City of Carson City

Staff

Sharon Rosse

Executive Director
Artist; Arts Administrator

Christel Passink

Artists In Education Program Manager
Graphic Designer; Arts Administrator

Organizational Chart

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

The staff coordinates and organizes program production, grants writing, and public information. The AIE Program Manager reports to the Executive Director who reports to the board of directors.

Updated: March 2016

CHRISTEL PASSINK

2761 Fuller Avenue

Minden, NV 89423

775-450-3842

cpassink@gmail.com

WORK EXPERIENCE

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

2009 - present

Responsibilities include coordinating the Artists In Education program including coordinating workshops with schools and artists, attending workshops and assisting the artists; assisting with all program production; distributing public information; and graphic design.

2010 - 2013

Teach art workshops at various Carson City School District schools

Graphic Designer – *Charter Advertising/Design, Inc., Tahoe Paradise, California*

2012 - present

Creative services include advertising, marketing and design. Design responsibilities include logos, print/web ads, brochures, signage, calendars, and multi-media design.

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 - 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

ADDITIONAL PROFESSIONAL EXPERIENCE

- 2014 – present: Representative on the Graphic Communications Advisory Board, Western Nevada College
- Ridge Resorts Associate Management Preparation Program Graduate

AWARDS

- Ridge Resorts Employee of the Year
- Ridge Resorts Superior Achievement Recognition Award

EDUCATION

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

Updated February 2015

Sharon Rosse

478 Bavarian Drive, Carson City, Nevada 89705

775.267.3295 landline

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; marketing/public information; coordinating collaborations with community organizations; curatorial and program oversight for Exhibitions at the CCAI Courthouse Gallery and City facilities [Sierra Room, Community Development building]; Nevada Neighbors series; and the Artists In Education program.

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

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. Program administration and development included: Artists' Fellowships [public and private funding]; Artists' Professional Development; literary arts touring program: Tumblewords; visual arts exhibits, tours, programs: annual artists' Governor's Arts Awards commissions, LXS at the State Legislature, *LXS On The Road, night*, Save Outdoor Sculpture, Women's Health Conference exhibition; Artists' Services' intern/volunteer program; and fiscal administration for the preceding programs.

- 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 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 exhibitions 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 Bech,

Nayland Blake, Mark Durant, Jeanne Finley, René DeGuzman, Caryl Henry, Jin Lee, Rita McBride, Wendy Oberlander, Robert Morrison, Maria Porges, Valerie Soe, 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

2015

- Juror for Outstanding Graduate Student Artist Award, Department of Art, University of Nevada Reno [UNR]

- Juror for Senator Joyce Woodhouse’s Student Art Competition “What Nevada Means To Me”, open to 23 Clark County elementary schools

2014

- CCAI representative, Carson City Arts & Culture Coalition, 2006 - present

2012

- Guest Participant, Graduate Student Open Critiques, Art Department, 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's 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 Representative, Scholarship Committee, Department of Art, UNR,

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 Parent Teacher Student Association sponsored art contest
- Juror, Carson City Jr. Hi School Parent Teacher Student Association sponsored 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: Art, 1981.

Updated: February 2016

A		B	C	D	E
Capital City Arts Initiative Grant Application Request to The City of Carson City • Special Events July 1, 2016 - June 30, 2017 • FY17		FY17 Budget projected	FY16 Budget projected	FY16 Budget to date	FY16 Budget to date
1					
2					
3					
4					
5					
6	CCAI Expenses				
7	CCAI Staff				
8	Executive Director	19,200	19,200	16,000	
9	AIE Program Manager	18,000	18,000	15,000	
10		37,200	37,200	31,000	
11	staff subtotal				
12	Program Expenses				
13	Artist Honoraria: visiting artists, speakers, writers	8,700	11,300	8,700	
14	AIE & NVN honoraria: f/17: 3,200 f/16: 3,900				
15	Exhibition artists honoraria: f/17: 3,250 f/16: 4,900				
16	exhibition essay writers honoraria: f/17: 2,250 f/16: 2,500				
17	Travel for visiting artists	3,100	3,100	2,420	
18	Remaining Operating				
19	artists' supplies	300	100	70	
20	artists' shipping	200	1,150	625	
21	exhibition supplies	500	420	270	
22	hosting, receptions, event permits	500	500	190	
23	office supplies misc	2,500	2,000	1,850	
24	[po box rent, web server, ink, copies, misc postage, paper, Nevada Secty of State, insurance: workers comp 550. and liability 325.]				
25					
26	program expenses subtotal	15,800	18,570	14,125	
27	Marketing				
28	advertising [Galaxy theater ads]	600	340	340	
29	website redesign/consulting	750	1,000	1,000	
30	graphic design: Exhibition fliers and Nevada Neighbors bookmarks	1,100	1,100	750	
31	printing: Exhibition fliers and Nevada Neighbors bookmarks, exhibition essays	4,200	4,200	3,010	
32	mailing: bulk mail postage and mailing service	2,000	1,990	1,400	
33	marketing subtotal	8,650	8,630	6,500	
34	Total Expenses	61,650	64,400	51,625	

	A	B	C	D	E
		FY17 Budget projected	FY16 Budget projected	FY16 Budget to date	
35	CCAI Income				
36					
37	CCAI Cash				
38	Reserve account	4,050			
39	xxx				
40		4,050			
	subtotal				
41	Earned Income				
42	Art sales & Misc donations	900	4,200	4,150	
43	Fees for Services				
44	Carson High School, Carson City School District	300	300	300	
45	Dayton High School, Lyon County School District	500			
46	Douglas High School, Douglas County School District	500	500	500	
47	Healthy Communities Coalition for Lyon County School District		400	125	
48	Sierra Nevada College	800	800	600	
49		11,100	6,200	5,675	
	subtotal				
50	Foundation Support				
51	John & Grace Nauman Foundation [appl due May 1]	2,000	2,000	2,000	
52	NV Energy Foundation [appl for Feb 2017 exhibition in process]	2,500	2,500	2,500	
53	Nevada Humanities [FY17 appl submitted]	2,000	4,000	3,600	
54	US Bank Foundation [FY17 appl submitted]	2,500	2,215	2,215	
55	Warhol Foundation for the Visual Arts [awarded]	12,500	25,000	25,000	
56		21,500	35,715	35,315	
	subtotal				
57	Local Support				
58	Board of Directors	3,000	3,000	3,000	
59	Memberships: individuals and businesses	8,000	7,500	7,050	
60		11,000	10,500	10,050	
	subtotal				
61	Public Support: Federal/State				
62	National Endowment for the Arts Challenge America grant [final report cash request in process]		10,000	0	
63	Nevada Arts Council [FY17 appl submitted]	8,000	10,255	9,300	
64		8,000	20,255	9,300	
	subtotal				
65		55,650	72,670	60,340	
	Income Subtotal				
66	City of Carson City / Special Events request	6,000	4,500	4,500	
67		61,650	77,170	64,840	
	Total Income				

	A	B	C	D
68	CCAI FY16 • In-Kind Contributions			
69	Outside Fees/Services			
70	Steele & Associates, CPAs [preparation of IRS 990 form for FY15]	1,245		
71	Carson City Library: Andi Moore, staffer, to assist <i>Industrial Art</i> into CC Library	50		
72	City Public Works: assist to move <i>Industrial Art</i> from gallery to CC Library	250		
73	assisted with vehicles and personnel			
74	American AVK, VMI: assist to move <i>Industrial Art</i> from gallery to CC Library	250		
75	assisted with vehicles and personnel			
76	Courthouse staff: 52 weeks @ \$165. per week	8,580		
77	includes security, gallery maintenance/Janitorial, gallery prep, staff liaison			
78	keeping security open for receptions three times annually @ 2 hrs per	150		
79	Wm Hutchison, V Rosse: delivery/return Geona Fire house tables, 4 hrs	80		
80	Outside Fees and Services - AIE			
81	Carson High School: teacher site coordinator for 2 artists 2 hrs at 35. per	70		70
82	Dayton High School: teacher/site coordinator for 4 artists, 5 hrs at 35. per hr	175		175
83	Douglas High School: teacher site coordinator for 5 artists 5 hrs at 35. per	175		175
84	Healthy Communities Coalition: coordinat@all LCSD events, 4 hrs @ \$25 ea	100		100
85	Silver Stage Elementary School: teacher/site coordinator for 1 artist 3 hrs at 35. per	105		105
86	Sierra Nevada College: faculty site coordinator for 5 artists for 2 hrs each at 40. per	400		400
87	subtotal	11,630		1,025
88	Space Rental			
89	Bliss Mansion: August Sale/Art on the Porch	300		
90	Board members hosting space for six board meetings	300		
91	BRICK office space @ \$150 per month x 12 months	1,800		
92	BRICK lobby exhibition space, \$300 per month x 12 months	3,600		
93	BRICK space for four Nevada Neighbors talks @ \$75 each	300		
94	Carson City Courthouse: gallery space 52 weeks @ \$400 each, includes utilities	20,800		
95	Hutchison Studio, 12 mth storage for three CCAI wood tables @ \$25 per month	300		
96	Sierra Room exhibition space, \$500 per month x 12 months	6,000		
97	Stor & Loc, five months storage for Vance Houston's origami \$20 per month	100		
98	two part-time staff consultants' office space = \$440 per month each	10,560		5,280
99	Space Rental - AIE			
100	Carson High School: teacher site coordinator for 2 artists 2 hrs at 35. per	70		70
101	Dayton High School: classroom space for 2 artist talks, \$100 ea	300		300
102	Douglas High School: Media Center for 5 artist talks @ \$100 per	500		500
103	Silver Stage Elementary School: classroom space for one 2-hr artist workshop	150		150
104	Sierra Nevada College: classroom lecture space for 4 artist talks @ \$150 ea.	600		600
105	subtotal	45,680		6,900

	A	B	C	D
106	FY16 In-Kind, continued			
107	Travel			AIE In-Kind
108	SMAC lodging for Chelsea Pegram's two week residency, June 2016	1,500		
109	15 nights at \$100. each per SMAC board			
110	Wm Hutchison, V Rosse: tables delivery/return Geona to Bliss M., 32m rd trip	15		
111	Board members mileage/parking at UNR Sheppard Gallery 7 art events	300		
112	local area travel by CCAI boardstaff: delivering files and bookmarks to area sites	1,000		
113	local area travel by CCAI staff: area driving for visiting artists	750		300
114		subtotal		300
115	Remaining Operating Expenses	3,565		
116	General Administration			
117	City of Carson City: insurance for Courthouse exhibitions	4,000		
118	[est. \$500 ea Courthouse, Sierra Room, and BRIC exhibits]			
119	Board meetings: 6 x 2 hrs each x 7 people @ \$19 per hr	1,600		
120	Board curatorial committee: studio visits, curatorial meetings 40 hrs @ \$19 per hr x 3	2,280		
121	Board curatorial committee: installing exhibitions 25 hrs @ \$19 per hr x 3 people	1,425		
122	Board executive committee: 2 meetings @ \$19 per hr x 4 people	155		
123	handline & mobile telephones for 2 staff, est. \$100 per mth per person	2,400		1,200
124	computers/technology for 2 part-time staff, est. \$100 per mth per person	3,000		1,500
125		subtotal		2,700
126	Exhibition supplies	14,860		
127	Geona Fire House loaned six folding tables for Art on the Porch @ 20 ea.	120		
128		subtotal		120
129	Hosting/Receptions			
130	Board members hosting food, wine for six board meetings	300		
131	Board members wine donations for art receptions	400		
132	Board members wine for wine walks [Sept, 3 bottles]	30		
133	Board members donated hors d'oeuvres and wine for Holiday party	450		
134		subtotal		1,180
135		In-kind Total		77,035.00
136	Total Cash Expenses + Total In-Kind = Total FY16 Project Costs	141,435.00		10,925.00



CCAI's 14th Season Programs July 2016 – June 2017

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. CCAI commissions an exhibition essay for the Courthouse Gallery shows. Essays are available as handouts for gallery visitors and published online.

- *New Work*; solo exhibition by Chelsea Pegram, Oakland, California; October 7, 2016 – January 19, 2017; essay writer tba
- *From the Ground Up*; solo exhibition by Gil Martin, Fallon, Nevada; February 3 – May 25, 2017; essay by Chérie Louise Turner, San Leandro, California
- *Industrial Art 2*, invitational group show focusing on industrial design by five northwestern Nevada manufacturing firms, curatorial selections in process; essay writer Chris Lanier, Reno, Nevada; June – September 2017

Other Exhibition Venues

- Sierra Room Gallery, Carson City Community Center: exhibitions by northern Nevada artists in the official public meeting room where all City boards and commissions convene
Silver State Swimmer, Michael Malley, Gardnerville, Nevada; July - November 2016
Glyphs and Houses, Amelia Currier, Reno, Nevada; November 2016 - March 2017
Found and Forged, Susan Glaser Church, Elko, Nevada; March - June 2017
- Business Development Center, a city public facility [aka "the BRICK"]: exhibitions by northern Nevada artists
Student Work; solo show, curatorial search in process; July - December 2016
Smaller Works, Gil Martin, Fallon, Nevada; companion show to his *From the Ground Up* exhibition in the CCAI Courthouse Gallery; January - June 2017

Artists In Education

CCAI Exhibition artists or Nevada Neighbors speakers give the presentations about their art practice to students and faculty at the following schools.

- Carson High School, Carson City, Carson City School District
- Dayton High School, Dayton, Lyon County School District
- Douglas High School, Minden, Douglas County School District
- Sierra Nevada College, Incline Village
- Silver Stage Elementary School, Silver Springs

Nevada Neighbors

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 Community Development building, a City business facility. During their visit, the speakers also give their talks for art students and faculty at Sierra Nevada College and at area high schools. Since spring 2003, CCAI has presented 54 Nevada Neighbors speakers, some from near-by states and some international speakers [Canada, Croatia, Jerusalem, Singapore]. These events are free to the public.

Fall 2016

- *Out of Storage*, artist talk with Galen Brown, Carson City, concurrent with the Nevada Museum of Arts' *Contemporary Nevada* exhibition; September 2016
- *Outside In* with Tom di Maria, Creative Growth Art Center, Oakland, California; October 2016

Winter/Spring 2017

- *Painting on the Outside*, artist talk with Phyllis Shafer, South Lake Tahoe, California; February 2017
- *From New York to Fallon: Abstract Art Today* with Chérie Louise Turner, San Leandro, California, in conjunction with Gil Martin's exhibitions; March 2017

CCAI Online

- CCAI Website: www.arts-initiative.org with announcements of current and upcoming events, programs, commissioned essays, and an extensive program archive.
- 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

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 MileHighJazz.com, JazzCarsc

 PHONE # WEBSITE URL

Jazz & Beyond - Music & Art Festival

 NAME OF EVENT
 8,000
 \$
 TOTAL FUNDING REQUEST
 Aug. 5-21, 2016
 Event Dates: _____

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):

See Additional Pages, Topic #1

Estimated number of local participants: 3,000 Estimated number of out-of-town participants: 1,000
 Number of years event has taken place in Carson City: 12

Event Costs (Attach additional sheets, if necessary)				
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total	
	\$	\$	\$	
See attached Event Costs & Revenues	\$	\$	\$	
Tables 1 and 2	\$	\$	\$	
(Fiscal year July 1- June 30)	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
Totals:	\$8,000	\$17,900	\$25,900	
Redevelopment Funds as a % of total Event costs:	31 %			
Note: As a percent of total Expense (incl. in-kind)=15% (see Table 1)	Projected Revenues:	\$25,900		
	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	2015: \$ 6,000
Income:	\$ 49,315	\$ 36,531	\$ 46,200	2014: \$ 8,000
Expenses:	\$ 45,496	\$ 40,669	\$ 46,200	2013: \$ 6,000
Reserves:	\$ 7,404	\$ 11,222	\$ 7,084	2012: \$ 4,000
Number of years your organization has existed:	15			
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? See Additional Pages, Topic #2, and Costs & Revenues, Table 3				
Describe any efforts to obtain funding from other sources: See Additional Pages, Topic #3, and Costs & Revenues, Table 3				
Describe why Redevelopment funds are required for the special event: See Additional Pages, Topic #4				
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 Additional Pages, Topic #5				
List other organizations and businesses partnering or participating in the event: See Additional Pages, Topic #6				
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: See Additional Pages, Topic #7				

Have you obtained all necessary approvals and/or permits for the event? Yes No
If not, what approvals are still pending?
See Additional Pages, Topic #8

How do plan to market and advertise the event?
See Additional Pages, Topic #9

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

See Additional Pages, Topic #10

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

See Additional Pages, Topic #11

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:

***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.

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

ADDITIONAL PAGES – 2016 NARRATIVE

TOPIC #1 - Event Description and Objectives

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

Jazz & Beyond 2016 is a 17-day summer music and art festival consisting of performances, exhibits, and educational events for people of all ages. The festival showcases Carson City as a thriving arts community for residents and visitors. We bring musicians, other artists, and their followers to our city and garner support from organizations within and beyond our borders.

Our goals are to present live music and art, entertain and educate the community about jazz and other arts, provide performance opportunities for local and regional musicians, and to collaborate with businesses and other arts organizations for the benefit of the community. The festival is attended by over 4,000 people, involves more than 100 musicians in over 60 performances—from solos to big bands; from concerts to forums, workshops, and jam sessions—and artists (visual, dance, film), and is like nothing else in Carson City and surrounding rural areas.

Mile High Jazz Band Association (MHJB) began the multi-day jazz festival in August 2004 as a one-time event on the Brewery Arts Center campus, to honor the 100th anniversary of the birth of jazz legend William "Count" Basie. Its success generated demand from participants and audiences, and the festival became an annual event. With support of the City and the community, the festival - now named "Jazz & Beyond - Carson City Music Festival" - has continued to grow. (See attached 32-page program book from the 2015 Jazz & Beyond festival.)

Jazz & Beyond benefits local businesses by operating at several locations in the city, bringing visitors to Carson City, and providing activities for youth and families during the summer. In 2015, Jazz & Beyond was named Best Annual Event by the Carson City Chamber of Commerce. People enjoy the many open venues. We cannot charge admission in outdoor, un-gated performance spaces. Therefore, we depend on donations, sponsorships, ad sales, raffles, and grants to cover expenses, and we rely on numerous volunteers to plan and implement the programs. (See attached Event Costs and Revenues tables.)

The 13th year of Jazz & Beyond will take place August 5-21, 2016, and will culminate with the traditional closer - two bands at the Legislative Plaza/Capitol Amphitheater on August 21.

TOPIC #2 - Have other organizations besides yours committed funding for this event? Yes No

If yes, what organization(s) and how much funding?

We anticipate the following organizational support: NCOT \$1,500 (matching grant) for marketing outside the area; Musicians Performance Trust Fund, \$600 (to performers for free public concert, matching grant); Carson City Downtown Business Association, \$500; Nevada Humanities \$1,000; Nevada Arts Council, \$1,500; Guitar Center of Reno—donated guitar value \$200 for raffle. (For full list of organizational and other support, see attached Event Costs and Revenues, Table 3.)

TOPIC #3 - 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, Nevada Humanities, Musicians Performance Trust Fund), and develop partnerships with other organizations and businesses, such as the Farmers Market, Carrington Co. (Carson Mall), Brewery Arts Center, Nevada State Railroad Museum, and Downtown Business Assoc. We also collect contributions onsite from event

attendees, pass baskets, hold raffles, and have a few ticketed events. (For full list of anticipated support, see attached Event Costs and Revenues, Table 3.)

TOPIC #4 - Describe why Redevelopment funds are required for the special event:

The funds enable us pay musicians; to market the festival; to rent infrastructure (staging, shade canopies, chairs); and to keep most events admission free, encouraging attendance by low- and moderate-income individuals and families. In addition to funds, the City helps with permitting and liability insurance certification at Jazz & Beyond venues on State property— the Legislative Plaza/Capitol Amphitheater. The funds we are requesting from Carson City for the 17-day event average \$381 per day.

TOPIC #5 - 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 music 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. Results of an audience survey on the final day of the festival showed that 35 percent of respondents had not attended Jazz & Beyond in previous years. Visitors included people from Sacramento, Elk Grove, Bishop, Nevada City, and Sonora, CA; Virginia, Florida, Missouri, No. Carolina, Wisconsin, So. Africa, and Israel. In connection with festival attendance, 64 percent bought a meal in Carson City, 42 percent shopped in Carson City, and a small percentage stayed in local lodging properties. For economic impact, see attached 2015 attendance data sheet and related Arts & Economic Prosperity Calculator.

TOPIC #6 - 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 performance venues. See p. 32 in the 2015 festival program book (attached) and ads throughout the program. We anticipate similar participation in 2016.

TOPIC #7 - Describe the facilities and/or area in which the event will occur. Include any proposed street closures:

Last year, performances were held at 23 venues, almost all within Redevelopment Area 1. We anticipate similar locations in 2016 and are adding two performances at the Nevada State Railroad Museum and a day of several events at Silver Saddle Ranch. The only street closures are Minnesota Street and Third Street - both are now closed!

TOPIC #8 - Have you obtained all necessary approvals and/or permits for the event? Yes No
If not, what approvals are still pending?

We have pending contracts with Carson City for Aug. 14 and 21 for "Sunday in the Park" performances at the Legislative Plaza and Capitol Amphitheater (these involve City-State contracts as well and cannot be finalized until the new fiscal year). We have filed applications and paid the fee for Aug. 12, 19, and 20 use of the new stage at Bob McFadden Plaza. We have submitted facilities use permit applications for Aug. 12 and 19 for performances at Gibson Park on the grounds of the Nevada State Railroad Museum. We have applied for Special Event liability insurance.

TOPIC #9 - How do plan to market and advertise the event?

We send news releases to local newspapers, radio and television stations, and magazines - about

70 email addresses are on our media distribution list. We placed a listing in the 2016 *Blues Festival Guide*, whose website receives an average of 30,000 unique visitors each month. Through underwriting agreements, festival 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 and their Facebook pages give information about 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 calendars on the Carson City Visitors Bureau website visitcarsoncity.com and the Carson City Chamber of Commerce website and Chamber email communications; and in the statewide calendar arts4nevada.org.

We have been approved for a banner across Carson Street August 1-7, have reserved space on the William Street electronic reader board for the first weeks of June, July, and August; and through Carson City Arts and Culture Coalition, we are reserving an ad at the Galaxy movie theaters for the months of July and August. We arrange for the festival director to be interviewed on KUNR's program, *Beyond the Headlines*, and Carson City's public access television program, *It's Your City*. Flyers will be printed, posted, and distributed. They will be posted at Western Nevada College and the senior center and distributed at the weekly Third & Curry Street Farmers' Market and at a booth at the RSVP "Day of Service" event at the Spring Carnival on May 7. 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 (NCOT). Note: Last year, we purchased an ad in the *Musical America Festival Guide*, sent to more than 26,000 online recipients; however, we had to forego the expense this year to stay in budget.

TOPIC #10 - Explain how the special event may be able to be expanded in the future:

We have always included music genres other than jazz, and other arts—visual art, film, and dance—and these aspects will continue to be expanded. We also grow each year by adding venues and performances. Increasing audience is documented by audience counts at most events. It would be possible to add arts and crafts vendors and food booths to selected events, to present additional educational workshops, and to promote cultural tourism packages with local lodging partners.

With sufficient volunteers, partner organizations, and funding, the festival could become a Carson City Arts and Culture Festival for the entire month of August (or other month). For success at that level, we should explore incorporating Jazz & Beyond as a separate 501(c)(3) non-profit organization, with its own board of directors, staff (volunteer or paid), and sources of funding, rather than continuing as a large function of the small budget Mile High Jazz Band Association.

TOPIC #11 - Explain how the special event will be able to transition away from City funding support in the future:

Jazz & Beyond 2016 is not one event, but a series of dozens of individual events held over a 17-day period. MHJB Assoc. operates the festival as a service to the community by a committee of its nine-member board of trustees—a mix of Mile High Jazz Band musicians and community members—and other volunteers. We have no paid staff; therefore, overhead costs are minimal and cannot be reduced. More than half our expenses are covered by in-kind services. We charge admission to selected special events within the festival. The admission fees cover the cost of those events, thereby increasing revenue as well as the scope of offerings. However, the special events are more expensive to produce and net profit is small. Our preference is to keep most performances free. Jazz & Beyond is not an organization fundraiser; as long as it benefits the community, it deserves city funding.

Jazz & Beyond - Carson City Music and Art Festival - 2016 Event Costs and Projected Revenues

TABLE 1. Event Costs:

Activity	City funds	Other Funds	Total
Artists (bands) fees	4,500	10,500	15,000
Technical fees - audio, videography, piano tuning	200	800	1,000
Marketing, advertising, web, banner, Galaxy ad, message board design, printing, mailing	1,500	1,750	3,250
Special events/space rental (BAC, CC Community Center)	500	1,000	1,500
Merchandise - T-shirts/glasses/stickers	0	800	800
Program printing - 1,000 programs	1,000	1,000	2,000
Permits, licenses, canopy rental, set-up, tear down fees	0	900	900
Portable restrooms - three weekends	300	600	900
Insurance - liability (prorated)	0	250	250
Other operating expenses (office supplies, services)	0	300	300
TOTAL CASH EXPENSE	8,000	17,900	25,900
TOTAL EXPENSE, CASH and IN-KIND			53,640

TABLE 2. In-kind - Donated Services:

Activity	Value (\$)
Artistic services donated - 24 musicians (2 hrs. each) @ \$85/person	2,040
Management/admin. support - 1,000 person hours @ avg. \$15	15,000
Audio technicians & equipment, 2 techs, 20 events @ \$100	4,000
Lodging - 3 artists, 2 nights each @ \$50	300
Website maintenance - 2 sites, 2 hrs./wk., 10 wks. @ \$25	1,000
Marketing & promotion - media releases, social media, calendar updates, event program - writing, graphic design, layout, 120 hrs. @ \$25	3,000
Volunteer support at events - 60 events, 2 people each, avg. 2 hrs. @ \$10	2,400
TOTAL IN-KIND	27,740

TABLE 3. Anticipated Revenue:

Activity	Value (\$)
Private and corporate donations and sponsorships	4,500
Collections at events, baskets	600
Contracted services - Carson Mall, Greenhouse Gardens, Sierra Place	2,000
Ads in event program book	3,200
Merchandise sales - T-shirts and hats	1,000
Special events - Speakeasy Dance - admissions	1,500
Raffles - painting (artist donation), guitar (Guitar Center donation)	500
Grants - Musicians Performance Trust Fund	600
Grants - State (NV Humanities, NCOT, NAC)	4,000
Grants - City	8,000
TOTAL REVENUE	25,900

Jazz & Beyond 2016 Committee Organization

<p style="text-align: center;">STEERING COMMITTEE</p> <p>Provides general oversight of the festival Chairs the Organizing Committee representing the interests of the Mile High Jazz Band Association</p>	<p>Responsibilities: Makes decisions for the group as a whole (an executive committee). Calls/schedules meetings, prepares agendas, assigns committee work, maintains timelines, plans and reviews budget. Responsible for maintaining master committee lists.</p>	<p>Chair: David Bugli Members: Cherie Shipley, Ellie Bugli Gloria Johnson (Clerical Assistance)</p>
<p style="text-align: center;">ORGANIZING COMMITTEE</p> <p>General planning of festival activities No committee member may appropriate funds, sign contracts, or speak for the organization without review by the Steering Committee.</p>	<p>Responsibilities: Meets at the call of the Steering Committee Chair to plan the festival and coordinate all activities to be promoted and held.</p>	<p>Lead Member: David Bugli Members: Ellie Bugli, Susan Crowell, Rita Geil, Michelle Fox, Gloria Johnson, Cherie Shipley, Ed Spacek, Adam Michalski, John, Walker, Kareen Masters, Audrey Stroub, Karen Hamer, Norma Summey, Marla Miles, Cyndy Brenneman, Betty Young</p>
<p style="text-align: center;">PERFORMANCE COMMITTEE</p> <p>Talent selection and all associated aspects</p>	<p>Responsibilities: Selects artists, negotiates fees, and secures contracts. Obtains bios and photos; schedules performances and other activities as negotiated. Contracts for venues and selects MC providing them with written script, arranges hospitality as needed. Reports to Organizing Committee.</p>	<p>Co-Chair: Ellie Bugli, Cherie Shipley</p>
<p style="text-align: center;">FINANCE</p> <p>Budget and fundraising for festival</p>	<p>Responsibilities: Prepares the overall budget based on input from other committees. Seeks and manages grants. Develops financial controls and prepares periodic financial reports. Applies for grants, Coordinates with partners Presents written and/or verbal reports to Steering and Organizing Committees.</p>	<p>Chair: Ellie Bugli Members: Cherie Shipley, and special event leaders</p>
<p style="text-align: center;">SPONSORSHIP/FUNDRAISING COMMITTEE</p> <p>General fundraising through various sponsorships, donations and ad sales</p>	<p>Responsibilities: Sells program ads, seeks sponsors, and donations (both cash and other forms suitable for raffle prizes). Works with the Finance and Steering Committees on budget. Presents written and/or verbal reports to the Organizing Committee.</p>	<p>Leads: Ed Spacek assisted by Organization Committee Members</p>
<p style="text-align: center;">SPECIAL EVENTS/PROJECTS</p> <p>Development and implementation of special events for the festival</p>	<p>Responsibilities: Determined by the Organizing Committee, and working with other appropriate committees, each event lead will include specific requirements such as venue, fee or free, refreshments, talent, volunteers, staging, and budget. Each event lead presents written and/or verbal reports to the Organizing Committee.</p>	<p>Volunteer (Gloria & Betty) Bliss Mansion (Cherie) Speakeasy Dance (Michelle) Brunch (Cherie) Lecture (Cherie) Railroad Museum events (Adam & Michelle) Farmers Market (Norma) Silver Saddle Ranch (Cherie)</p>

<p>PUBLICITY, PROMOTION, and MERCHANDISE COMMITTEE</p> <p>Festival advertising and promotion</p>	<p>Responsibilities: Publicity and advertisement utilizing all formats available, such as: print media, radio, TV, social media, banners, flyers, websites, and Jazz & Beyond website (through website coordinator David Bugli). Designs T-shirts and other items for sale. Works with Volunteer Coordinator and Operations committee.</p> <p>Presents written and/or verbal reports to Organizing Committee.</p>	<p>Ellie Bugli (Social Media) David Bugli (Website) John Walker (shirts) Gloria Johnson (promotion) Tara Pielat (graphics, contracted)</p>
<p>OPERATIONS COMMITTEE</p> <p>Coordinates all aspects of site usage and festival events</p>	<p>Responsibilities: Obtain use permits, site layouts, street closures, lighting, power, signage, barricades, porta-johns, security, and provide site cleanup. Maintains cell phone contact list for all working volunteers. Prepares budget request for Finance Chair. Works with Production and Volunteer Committees.</p> <p>Presents written and/or verbal reports to Organizing Committee</p>	<p>Lead: David Bugli</p> <p>Members: Kelly Dodge, Ellie Bugli, volunteers</p>
<p>PRODUCTION COMMITTEE</p> <p>Technical performance support and management</p>	<p>Responsibilities: Manage stage hardware, lighting, sound, and setup working with artists for each active performance site. Communicates with Operations Committee. Provides budget to Finance Chair. Presents written and/or verbal reports to Steering Committee.</p>	<p>Lead: David Bugli</p> <p>Members: Kelly Dodge, Kenny Fraser, Alan Lund, Shaolin Gates</p>
<p>BUSINESS & COMMUNITY LIAISON COMMITTEE</p> <p>Community outreach</p>	<p>Responsibilities: Contacts Downtown Business Association, Chamber of Commerce, Lodging establishments, and Hispanic community. Offer to schedule presentations, provide posters, and other printed publicity. Presents written and/or verbal reports to Organizing Committee.</p>	<p>Lead: David Bugli with Organization committee members</p>
<p>VOLUNTEER COMMITTEE</p> <p>Manage staffing needs</p>	<p>Responsibilities: Maintains volunteer roster. Provide trained volunteers for each festival event, working with coordinators and lead persons utilizing the current roster of available volunteers. Works with Organizing Committee to host volunteer get-acquainted event prior to festival and provide ID garment or other ID item to each volunteer. Develops list of duties and any specific contact numbers for each event. Presents written and/or verbal reports to Organizing Committee.</p>	<p>Co-Chairs: Betty Young Gloria Johnson</p>

Resumes of Key Individuals

2016 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 Carson City Parks and Recreation, and Secretary (former Vice-President) of the Carson City Historical Society.

Bugli founded, leads, and plays keyboard in the Mile High Jazz Band, founded and 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 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. The Reno Philharmonic commissioned him to write a series of coordinated orchestral and choral arrangements of "Home Means Nevada" for the State's sesquicentennial. Bugli retired from employment as a programmer/analyst with the State of Nevada in 2010 and taught piano at Western Nevada College.
Website: DavidBugli.com

Cherie Shipley has participated as a performer with *Jazz & Beyond* for several years and joined the Steering, Performance, and Promotion Committees in 2014. She is Owner and Director of Operations of Lake Tahoe Entertainment, which for the past 19 years has specialized in booking musical entertainment, and in planning and organizing meetings, events, concerts, and weddings in North and South Lake Tahoe, Reno, Carson City, Carson Valley, and surrounding areas. She is a member of Weddings of the West, the Better Business Bureau, and the Board of Directors of For the Love of Jazz in Reno.

Shipley is a vocalist, entertainer, and DJ. She runs Live Open Jazz jams at Sassafras in Carson City every month and performs several styles of music with area bands and throughout the U.S. Originally from Oakland, Calif., Shipley has an Associate Arts degree from the College of San Mateo.

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 since 2011. 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, Chair of the Carson City Cultural Commission, 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.

Mile High Jazz Band Association - Financial Report
Profit & Loss FY2016 to date (July 1, 2015 to April 14, 2016)

Inflows	
I01 - Admissions	7,033.16
I02 - Contracted services	1,695.00
I03 - Other:	
I03d - Ads	1,650.00
I03i - Interest earned	5.64
I03m - Membership:	
I03m-b - Board membership	790.00
I03m - Membership - Other	2,520.00
	3,310.00
I03o - Other	442.00
I03s - Sales	1,741.12
	7,148.76
Total I03 - Other	7,148.76
I05 - Foundation	1,203.23
I06 - Other Private	4,640.50
I08 - State Gov't	4,010.00
I09 - Local Gov't	6,000.00
	31,730.65
Total Inflows	31,730.65
Outflows	
E04 - Artistic fees:	
E04a - Musicians' Fees	22,585.00
E04b - Poets' Fees	75.00
E04s - Scholarships	2,183.00
E04 - Artistic fees - Other	100.00
	24,943.00
Total E04 - Artistic fees	24,943.00
E05 - Fees & Services:	
E05a - Technical fees	600.00
E05b - Services	2,193.34
	2,793.34
Total E05 - Fees & Services	2,793.34
E06 - Space rental	1,604.45
E07 - Travel & training	641.20
E08 - Marketing :	
E08a - Advertising	975.00
E08g - Graphics, design	825.00
E08p - Printing	819.51
E08 - Marketing - Other	65.00
	2,684.51
Total E08 - Marketing	2,684.51
E09 - Operating Expenses:	
E09a - Permits & Licenses	105.20
E09e - Entertainment	266.62
E09g - Programs	1,847.50
E09i - Insurance	425.00
E09m - Music charts	115.99
E09o - Supplies & other	1,755.85
E09p - Postage & PO Box	289.09
E09q - Donations, Memberships	100.00
E09u - Utilities, Phone	604.63
	5,509.88
Total E09 - Operating Expenses	5,509.88
E10 - Equipment	603.00
	38,779.38
Total Outflows	38,779.38
	-7,048.73
Net Inflows/Outflows	-7,048.73

Bank balance: \$14,859

Assets: Music library \$5,000; Banners & Signs \$1,000

Jazz & Beyond 2015 Attendance Data

Date	Time range	Group or event name	Location	Attendance	Comment
Wed 7/22	7:00-9:00	Millennium Bugs	St. James Infirmary, Reno	40	Estimate - a lot of coming and going.
Sat 8/1	2:30-4:30	Colin Ross	Purple Avocado (on DBA Wine Walk)	50	Estimate - a lot of coming and going.
Sat 8/1	2:30-4:30	First Take featuring Rick Metz	Touched by Angels (on DBA Wine Walk)	50	Estimate - a lot of coming and going.
Fri 8/7	3:00-6:30	CCAI Art Sale and Mansion Tour	Bliss porch	0	Part of Bliss event.
Fri 8/7	7:00-9:00	Cherie & John Shipley w/ Take This	Bliss Garden	126	
Fri 8/7	7:30-??	Drinking with Clowns	3rd St. - Firkins & Fox	0	unknown count
Fri 8/7	8:00-11:00	GrooveSession	Sassafras	0	unknown count
Sat 8/8	9:00am-1:00	Joseph Greco with Don Ray	Farmers Market	0	A lot of coming and going.
Sat 8/8	1:00-3:00	Back Forty	Carson Mall	58	
Sat 8/8	4:00-5:00	We Rock Kidz	BAC Minnesota St.	68	
Sat 8/8	6:30-7:00	BAC Film Competition Winners	BAC Performance Hall	0	Part of film event.
Sat 8/8	7:00-9:00	"Pocket Full of Soul" documentary & Tom Stryker Trio	BAC Performance Hall	55	
Sat 8/8	7:00-9:00	Michael Chappelaine, classical guitarist	BAC Blackbox Theater	0	unknown count
Sun 8/9	4:30-5:30	Champagne Singers w/ Bill Hecht Trio	Legislative Plaza	153	
Sun 8/9	6:00-8:00	RVGS Bigger Band	Capitol Amphitheater	147	Curtailed by rain.
Mon 8/10	11:30am-1:30	CW Bayer	Comma Coffee	30	
Mon 8/10	7:30-9:30	RoseBud's Dance Band	Comma Courtyard	123	
Tue 8/11	7:30-9:30	Millennium Bugs	Comma Courtyard	90	
Wed 8/12	12:00-1:00	Dave Leather (see also E1912)	Comma Coffee	0	unknown count
Wed 8/12	5:30-6:30	The Red Tango	Comma Courtyard	70	
Wed 8/12	7:00-10:00	Open Jam Session - Three Olives and a Twist w/ Ron Newton	Sassafras	50	
Thu 8/13	5:00-7:00	Jazz van Gogh	Tahoe Ridge Bistro	0	Event cancelled by Tahoe Ridge
Thu 8/13	6:00-9:00	Mike Beck, cowboy singer	Adele's	0	unknown count
Thu 8/13	7:00-9:00	Carl Sonny Leyland	BAC Blackbox Theater	127	
Thu 8/13	7:30-9:30	Brent Johnson & the Call Up	Comma Courtyard	75	
Fri 8/14	7:30-9:30	New West Guitar Group	BAC Minnesota St.	104	
Fri 8/14	7:30-??	Stereo Galaxy	3rd St. - Firkins & Fox	0	unknown count
Sat 8/15	9:00am-1:00	CW Bayer	Farmers Market	0	A lot of coming and going.
Sat 8/15	11:00am-2:00	Jakki Ford Duo	Greenhouse Garden Center	0	unknown count
Sat 8/15	1:00-3:00	Lucky Diamond & the Gents of Jive	Carson Mall	70	
Sat 8/15	6:00-8:00	Millennium Bugs at Ice Cream Social	Foreman-Roberts House Museum (CCHS)	65	
Sat 8/15	6:30-8:30	Niall McGuinness & New World Jazz Project	Tahoe Ridge Bistro	0	unknown count
Sat 8/15	7:30-10:00	Speakeasy Swing Dance with Brass Knuckles	BAC Blackbox Theater	75	More tickets sold than those who attended.

Jazz & Beyond 2015 Attendance Data

Date	Time range	Group or event name	Location	Attendance	Comment
Sun 8/16	11:00am-11:00pm	Sassabration	Sassafras	0	unknown count
Sun 8/16	4:30-5:30	Free Try	Legislative Plaza	108	
Sun 8/16	6:00-8:00	Carolyn Dolan	Capitol Amphitheater	185	
Mon 8/17	11:30am-1:30	CW Bayer	Comma Coffee	0	unknown count
Mon 8/17	7:00-8:30	Motown Lecture by John Shipley	BAC Performance Hall	48	
Tue 8/18	5:00-7:00	CCAI Art Sale	Carson City Community Center	0	Part of Motown event.
Tue 8/18	7:00-9:00	Lloyd (Otis Day and the Knights) Williams - Motown Concert	Carson City Community Center	98	
Wed 8/19	12:00-1:00	Dave Leather (see also E1212)	Comma Coffee	0	unknown count
Wed 8/19	5:30-6:30	Xing Bridges	BAC Minnesota St.	71	
Wed 8/19	7:00-10:00	Open Jam Session with Judith, Rocky, Peter, and Bill	Sassafras	40	Estimate, place was pretty full, but people came and went.
Thu 8/20	6:00-9:00	Barbara Baxter (see also E2209)	Adele's	0	unknown count
Thu 8/20	7:00-8:00	The Jazz Guys	Sierra Place Senior Living	50	
Thu 8/20	7:30-9:30	Eric Hansen	Comma Courtyard	70	Estimated count.
Fri 8/21	5:30-7:00	Impromptu	3rd Street Stage	75	
Fri 8/21	7:30-8:00	STRAZZ - followed by World Dance Open Floor	Comma Courtyard	90	
Fri 8/21	8:00-10:00	Mile High Jazz Band's Count Basie 111th Birthday Bash	3rd Street Stage	330	
Sat 8/22	9:00am-1:00	Barbara Baxter (see also 2018)	Farmers Market	0	unknown count
Sat 8/22	1:00-3:00	Carson Dreamers	Carson Mall	69	
Sat 8/22	1:45-2:45	Me & Bobby McGee	Comma Courtyard	50	
Sat 8/22	3:00-4:00	Under the Radar	3rd Street Stage	50	
Sat 8/22	4:15-5:15	Fantods	Comma Courtyard	53	
Sat 8/22	5:30-6:30	No Comprende	3rd Street Stage	105	
Sat 8/22	6:45-7:45	Graham Marshall	Comma Courtyard	87	
Sat 8/22	7:00-9:00	Dust in My Coffee	BAC Blackbox Theater	0	unknown count
Sat 8/22	8:00-10:00	Mic Gillette Band	3rd Street Stage	224	
Sun 8/23	10:00am-2:00 (seatings at 10 & noon)	Brunch with Reno Gospel Ensemble group (Rascals dropped ca. 8/1)	Sassafras	70	unknown count - Need to check w/ Jayme.
Sun 8/23	2:00-3:00	Drum Summit - part 1: Liz Brosco - West African Drumming	BAC Performance Hall	142	
Sun 8/23	3:15-3:45	Drum Summit - part 2: Reno Taiko - Japanese Drumming	BAC Performance Hall	0	Second part of Drum Summit.
Sun 8/23	4:30-5:30	CeCe Gable & Corky Bennett	Legislative Plaza	201	
Sun 8/23	6:00-8:00	Reno Jazz Orchestra with Kenn Pettiford	Capitol Amphitheater	383	

Total Attendance

4225

ARTS & ECONOMIC PROSPERITY IV

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY > CALCULATOR

INFORMATION

STEP 1: POPULATION

POPULATION of your community:

(50,000 to 99,999 ↕)

STEP 2: TOTAL EXPENSES

Your Organization's TOTAL EXPENSES (please do not use commas):

\$ 28361

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas):

4225

CALCULATE

Reset

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$28,361	1	\$23,861	\$990	\$1,165
Nonprofit Arts and Culture Audiences:	\$85,810	2.4	\$51,804	\$4,497	\$4,871
Total Industry Impact: (The Sum of Organizations and Audiences)	\$114,171	3.4	\$75,665	\$5,487	\$6,036

Print Your Results

Please see the [fine print](#) below.

DEFINITIONS

Total Expenditures: The total dollars spent by your nonprofit arts and culture organization and its audiences; event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.

ARTS & ECONOMIC PROSPERITY IV

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY > CALCULATOR

INFORMATION

STEP 1: POPULATION

POPULATION of your community:

(50,000 to 99,999)

STEP 2: TOTAL EXPENSES

Your Organization's TOTAL EXPENSES (please do not use commas):

\$ 28361

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas):

4225

CALCULATE

Reset

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$28,361	1	\$23,861	\$990	\$1,165
Nonprofit Arts and Culture Audiences:	\$85,810	2.4	\$51,804	\$4,497	\$4,871
Total Industry Impact: (The Sum of Organizations and Audiences)	\$114,171	3.4	\$75,665	\$5,487	\$6,036

Print Your Results

Please see the [fine print](#) below.

DEFINITIONS

Total Expenditures: The total dollars spent by your nonprofit arts and culture organization and its audiences; event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.

- FTE Jobs:** The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and culture organization and/or its audiences. An FTE can be one full-time employee, two half-time employees, four employees who work quarter-time, etc.
- Household Income:** The total dollars paid to community residents as a result of the expenditures made by your arts and culture organization and/or its audiences. Household income includes salaries, wages, and proprietary income.
- Government Revenue:** The total dollars received by your local and state governments (e.g., license fees, taxes) as a result of the expenditures made by your arts and culture organization and/or its audiences.

When using estimates derived from this calculator, always keep the following caveats in mind: (1) the results of this analysis are based upon the averages of similarly populated communities, (2) input/output models were customized for each of these similarly populated communities, providing very specific employment, household income, and government revenue data, and (3) your results are therefore estimates, and should not be used as a substitute for conducting an economic impact study that is customized for your community.

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APR 15 2016

OFFICE OF BUSINESS DEVELOPMENT

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



Special Event Funding Request Form

La Ka LeI Be Pow Wow Committee
ORGANIZATION NAME / APPLICANT
757 Peleu Way, Gardnerville NV 89460
MAILING ADDRESS, CITY, STATE, ZIP CODE
775.450.9655 AnnualLaKaLeIBePowWow@
PHONE # WEBSITE URL

Martin Montgomery
CONTACT / EVENT DIRECTOR NAME
757 Peleu Way Gardnerville, NV 89460
MAILING ADDRESS, CITY, STATE, ZIP CODE
775.450.9655 Rdhoop3@yahoo.com
PHONE # EMAIL

La Ka LeI Be Pow Wow
NAME OF EVENT
21,300.00
\$ TOTAL FUNDING REQUEST
Event Dates: Oct 28th-Oct 30th, 2016

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 attached page with history and event description

Estimated number of local participants: 1000 Estimated number of out-of-town participants: 1500
Number of years event has taken place in Carson City: 31

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?
Website, bill boards, parade, radio, newspaper, social media, flyers, Carson now, NV Committee

Explain how the special event may be able to be expanded in the future:
Bigger location and facility would be the first step, the event is out growing the current facility.
A facility such; Carson Community Center, Fuji Park exhibit hall, Mills Park Pavillion

Explain how the special event will be able to transition away from City funding support in the future:
Networking with community partners for sponsorship and funding sources, grant writing,
improve techniques in fundraising, possible admission fees

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: 4/15/16
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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.

**Carson City Office
Of Business Development**
108 East Proctor St.
Carson City, NV 89701

Special Event Funding Request Form- Additional Page

Event Description and Objectives

Include history of the event and importance to the community

The La Ka Lel Be Pow Wow is a very well known community event spanning 30+ years in Carson City. This is a drug and alcohol free event with family activities at its core. The audience and participants range in age from infants to the elder population. Each year participants travel from as far as Canada and all over the Midwest to join in the local festivities that take place. It is also not uncommon for visitors to from other countries to stop by and visit the area for the Pow Wow. We have had visitors from; China, England, Mexico, Canada, Australia, and New Zealand. The event would not be such a success without the local participants who make it apart of their NV Day weekend plans each year.

The Carson Colony, Washoe Tribe and Committee has hosted this event in Carson City for generations, all with the mission in mind to preserve cultural exchange through sharing of; songs, dances, traditional and modern dress and food. Continuing long held customs and traditions is the ultimate goal, which includes, educating the general population of the Native American experience if favorable to help with community collaboration and partnerships.

The La Ka Lel Be Pow Wow is also listed as a '*Nevada Day Event*' and has received letters and plaques from the Governors Office to help show support for this special event.

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 La Ka Lel Be Pow Wow meets a the objective for the Redevelopment Plan in a couple different ways: 1. We have between 2 and 3 thousand visitors both local and out state/town that come for the event; we partner with Gold Dust West and City Center Hotel to offer room rates for the weekend. We also have a variety of other establishments that benefit from the lodging reservations. Visitors who come into town eat at various food establishments and for those who are 21 or older also help the local gaming industry through gambling at the local casinos, like Gold Dust West Casino. 2. The

city's sales tax, room tax and gaming all benefit and increase do sales from all the visitors who patronize the local merchants. 3. The event is on the south side of Redevelopment Area1 and adjacent to Redevelopment Area2, the committee partners with some businesses to currently for donations and special event rates. It's the event's goal to partner with the local businesses and auto sales for sponsorship and in return, sending participants to and advocating for the local businesses; restaurants, hotels/motels, casinos, auto sales locations. 4. On a smaller scale, the event helps local arts/craft and food vendors with sales. 20-30 vendors return each year, as it is an established event on their calendar, which helps their livelihood.

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

The event has two locations: the main event (pow wow) is located at 2900 S. Curry St at the Carson Colony Gymnasium. The good/bad about this facility is that event is has now grown to the point that the committee is currently looking to relocate the event in 2017. When looking at population the good is that the event is gaining more interest and public attendance that finding a new location will be essential. The bad is that we will be looking at a building usage fees associated, which will have to be added to the budget. The second part of the event is located next door at 389 Washoe St. There is the annual horse shoe tournament, hand game tournament and ladies stick game (similar to lacrosse) demonstrations. Rupert's Auto Body also is interested in designing a 'fun house' in the facility, which used to be apart of the entire event in the 80's and 90's.

La Ka LeI Be Pow Wow Budget 2016

Head Staff

Host Drum	\$3,000.00
MC	\$500.00
AD	\$500.00
Tabulators	\$500.00
Head Man	\$500.00
Head Woman	\$500.00
Lodging	\$1,500.00
Sani Huts 8 Units	\$1,500.00

Total	\$8,500.00
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Catagories

Jr Girls- Fancy, Jingle, Traditional(\$50, \$30, \$20)x3	\$300
Jr Boys- Fancy, Grass, Traditional(\$50, \$30, \$20)x3	\$300
Teen Girls- Fancy, Jingle, Traditional(\$150, \$100, \$50)x3	\$900
Teen Boys- Fancy, Grass, Traditional(150, \$100, \$50)x3	\$900
Womens- Fancy, Jingle, Traditional(\$300, \$200, \$100)x3	\$1800
Men's – Fancy, Grass, Traditional(\$300, \$200, \$100)x3	\$1800
Golden Age Women's(\$300, \$200, \$100)	\$600
Golden Age Men's- (\$300, \$200, \$100)	\$600
Extra Drums	\$2,000

Total	\$9,200.00
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Miscellaneous

Hand Game Tournament	\$1,000.00
Horse Shoe Tournament	\$500.00
Halloween Costume Contest (toddlers, youth, adults)	\$100.00
Lip Sync Contest	\$300.00
T-Shirts	\$1,200.00
Potluck Dinner (Paper goods, main dishes, drinks, bread, etc)	\$500.00

Total **\$3,600.00**

GRAND TOTAL **\$21,300.00**

La Ka Lel Be Pow Wow Budget 2015

Head Staff

Host Drum	Tribe	\$3,000.00
MC	Tribe	\$500.00
AD	Tribe	\$500.00
Tabulators	Tribe	\$500.00
Head Man	Tribe	\$500.00
Head Woman	Tribe	\$500.00
Lodging	Tribe	\$1,500.00
Sani Huts 8 Units	Caron Colony	\$1,000.00
Total		<u>\$8,000.00</u>

Catagories We paid all the categories

Jr Girls- Fancy, Jingle, Traditional(\$50, \$30, \$20)x3	\$300
Jr Boys- Fancy, Grass, Traditional(\$50, \$30, \$20)x3	\$300
Teen Girls- Fancy, Jingle, Traditional(\$150, \$100, \$50)x3	\$900
Teen Boys- Fancy, Grass, Traditional(150, \$100, \$50)x3	\$900
Womens- Fancy, Jingle, Traditional(\$300, \$200, \$100)x3	\$1800
Men's – Fancy, Grass, Traditional(\$300, \$200, \$100)x3	\$1800
Golden Age Women's(\$300, \$200, \$100)	\$600
Golden Age Men's- (\$300, \$200, \$100)	\$600
Extra Drums	\$1,000
Total	<u>\$8,200.00</u>

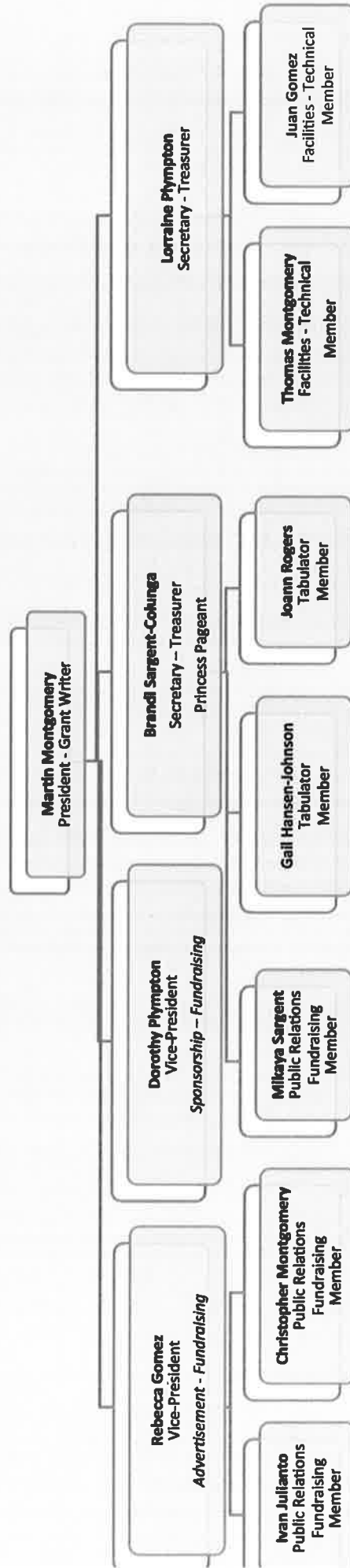
Miscellaneous **We paid all Misc**

Hand Game Tournament	\$300.00
Horse Shoe Tournament	\$100.00
Halloween Costume Contest (Toddlers, youth, adults)	\$100.00
Lip Sync Contest	\$100.00
T-Shirts	\$900.00
Potluck Dinner (Paper goods, main dishes, drinks, bread, etc)	\$500.00

Total **\$2,000.00**

GRAND TOTAL **\$18,200.00**

LakalelBe Powwow Committee 2012-2017



MARTIN MONTGOMERY

757 Peleu Way, Gardnerville, NV 89460 | C: 7754509655 | Rdhoop3@yahoo.com

Summary

Representative for multiple community service agencies with a wide range of experience from; education, youth development to social work and business ownership.

Highlights

- Event planning
- Graphic Design
- Software Proficient
- Cultural Advisor
- Social Media Networking
- Mac and PC Music Producer
- Communications Facilitator
- Grant Writer
- Grant Compliance
- Business Manager
- Program Developer
- Creative Problem Solving
- Office Equip. Tech
- Public Speaker/Presenter

Accomplishments

- 2006- Community Event Planner for Red Hoop Round Dance, held in Dresslerville, NV.
- 2012- La Ka Lel Be Pow Wow Committee Chairman. New committee formed for the 30+ year annual event held in Carson City, NV.
- 2014- Pollination Grant Awardee for Red Hoop Round Dance Community Event.
- 5 Self produced Native American Music albums, one of which is a solo album.

Experience

Client Service Specialist Jan 2016 to Current

Washoe Housing Authority — Gardnerville, nv

I am currently Client Services Specialist for Washoe Housing Authority. I help over see; yearly budget, help clients apply and/or retain rental units and home ownership. I also am responsible for correspondence and communication with community partners and current project managers.

Self Employment- Business Apr 2014 to Current

Tribal True Consulting — Gardnerville, NV

I started Tribal True Consultants in 2014. I provide services in: program development, corporate team building, youth development, adventure based counseling, experiential education tools and tribal/cultural development and preservation.

Program Manager Jun 2009 to May 2014

Washoe Tribal TANF- Project Venture — Gardnerville, NV

Management and Project Coordinator for the youth development and youth tribal prevention program. Developed program curriculum, education guidance, family liaison, advocacy, suicide prevention, adventure based counseling, small/large group counseling, high/low ropes courses, rock climbing, rafting and outdoor education.

Liaison/Program Coordinator Aug 2004 to Jun 2009

Douglas County School District — Gardnerville, NV

Liaison and Program Coordinator for Douglas Co School District for Middle School and High School ages. I performed a variety of duties: such as, Liaison for tribal families, education coordinator, advocate, cultural education instructor, credit restitution advisor and State Board Member for Nevada Indian Education, Douglas County Rep

Education

High School Diploma- 1999

Douglas High School — Gardnerville, NV

Construction Technology- 2000-2002

Western Nevada College — Carson City, NV

Social Work- 2002-2004

University Of Nevada Reno — Reno, NV

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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. (RSVP)

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

Susan C. Haas, Executive Director

CONTACT / EVENT DIRECTOR NAME

2621 Northgate Lane, Ste. 6 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 687-4680 x2 shaas@nvrsvp.com

PHONE # EMAIL

NAME OF EVENT: Fourth of July Celebration

\$ 9,000
TOTAL FUNDING REQUEST

Event Dates
July 4, 2016

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's mission is to help frail, homebound, and low-income seniors remain independent by providing high quality programs which allow them to stay in their own homes with dignity. Additionally, RSVP coordinates a volunteer network of seniors who use their skills and talents to provide support to community agencies and address community needs through service.

RSVP will be hosting its 24th Annual Fourth of July Celebration and Carnival at Mills Park in Carson City. Once again we expect both local residents and the many visitors to our area to join us for great food, unique crafts and merchandise, and the excitement of carnival rides and games designed for the whole family.

RSVP produces a beautiful and thrilling fireworks display, which will take place at dusk on Monday, July 4th. This special event brings thousands of additional visitors to the park and surrounding areas. For those attending at the park, a stage and premium sound system will allow them to listen to the fully synchronized patriotic musical accompaniment. RSVP will partner with Cumulus Radio to carry the soundtrack over Wild 102.9 so that anyone with a radio signal can experience the same effect. This has proven to be a winning combination for those viewing our capital's Independence Day salute.

People are drawn to Carson City as it is the state Capital and has been voted one of the best state Capital cities in the nation! Mills Park is appealing because it is a lovely park where families can enjoy themselves and have fun being outdoors and participating in a family friendly event. Admission is free and families can spend as much time as they wish at the park and carnival where they enjoy the food and craft vendors on site or they may experience the many options that Carson City offers with local restaurants, shops, businesses, casinos, and hotels.

The objective of this event is to bring people into Carson City to enjoy the fireworks and to have the opportunity to contribute to Carson City's economy.

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 years, 24 years under RSVP

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
4 th of July Fireworks	\$ 9,000	\$ 9,000	\$ 18,000
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals:	\$ 9,000	\$ 9,000	\$ 18,000
Redevelopment Funds as a % of total Event costs:	50%		
Projected Revenues:			\$18,000
Projected Net Profit/Loss:			\$ (0)

Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any: 2015: \$ 2,500 2014: \$ 8,000 2013: \$ 8,333 2012: \$ 8,333
	Last Year	Present Year	Next Year	
Income:	\$1,327,040	\$1,205,181	\$1,205,181	
Expenses:	\$1,325,601	\$1,200,000	\$1,200,000	
Reserves:	\$ 47,282	\$ 48,000	\$ 48,000	
Number of years your organization has existed: 42				

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:
 In addition to the Carson City Redevelopment request for funds to help cover the costs of the fireworks, we work to find supportive funding. RSVP receives assistance from some local businesses to help with the cost of the pyrotechnics which helps tremendously.

Describe why Redevelopment funds are required for the special event:
 Redevelopment funds are needed to help cover the cost of the fireworks. There are many ancillary costs associated with the 4th of July event; however, we only ask for help to pay for the pyrotechnics.

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 Fourth of July Celebration contributes significantly to the overall economic health and vitality of the city and provides an event to draw consumers to Carson City. This keeps the dollars in our community. Motels, restaurants, local businesses, casinos, gas stations, retail and grocery stores all benefit from the influx of people

who are consumers of the goods and services these businesses provide.

The Fourth of July Celebration helps to promote tourism and economic development in the region. It is a family friendly event that demonstrates Carson City's support for vulnerable seniors who need assistance in their quest to remain independent and in their own homes with dignity. Potential businesses look at Carson City as a place that supports its community as a whole and one that provides a healthy business and civic environment which attends to all of its citizens ~ young and old alike.

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

Historically, Northern Nevada Toyota Dealers, Carson City Toyota-Scion, Gold Dust West, Sheriff Ken Furlong and the Carson City Sheriff's Office, Carson City Fire Department, Wold Amusements, Nevada Appeal, Carson Now, CCVB, NV Energy, Carson-Tahoe Regional Hospital, Carson Chamber of Commerce, Carson City Parks and Recreation, Capital Beverages, Bridger Mountain Boutique in the Carson Mall, Les Schwab Tires, Carson Nugget, United Rentals, Adele's and numerous private donations for support of the Fourth of July Celebration.

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?

RSVP will market the event using radio spots, Carson Now, display ads in the Nevada Appeal, feature articles in area newspapers, RSVP website and Facebook, informational flyers, the Community Center electric message sign, posters, word of mouth, and Carnival and vendor websites.

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

With support from Redevelopment funds, RSVP will be able to continue to offer and provide a patriotic fireworks display.

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

RSVP strives to become more self-sustaining. RSVP diligently seeks funding and works continually to find new revenue streams; however, we need assistance with Redevelopment funds in order to conduct the pyrotechnics on the 4th of July.

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

Susan C. Naas

Date:

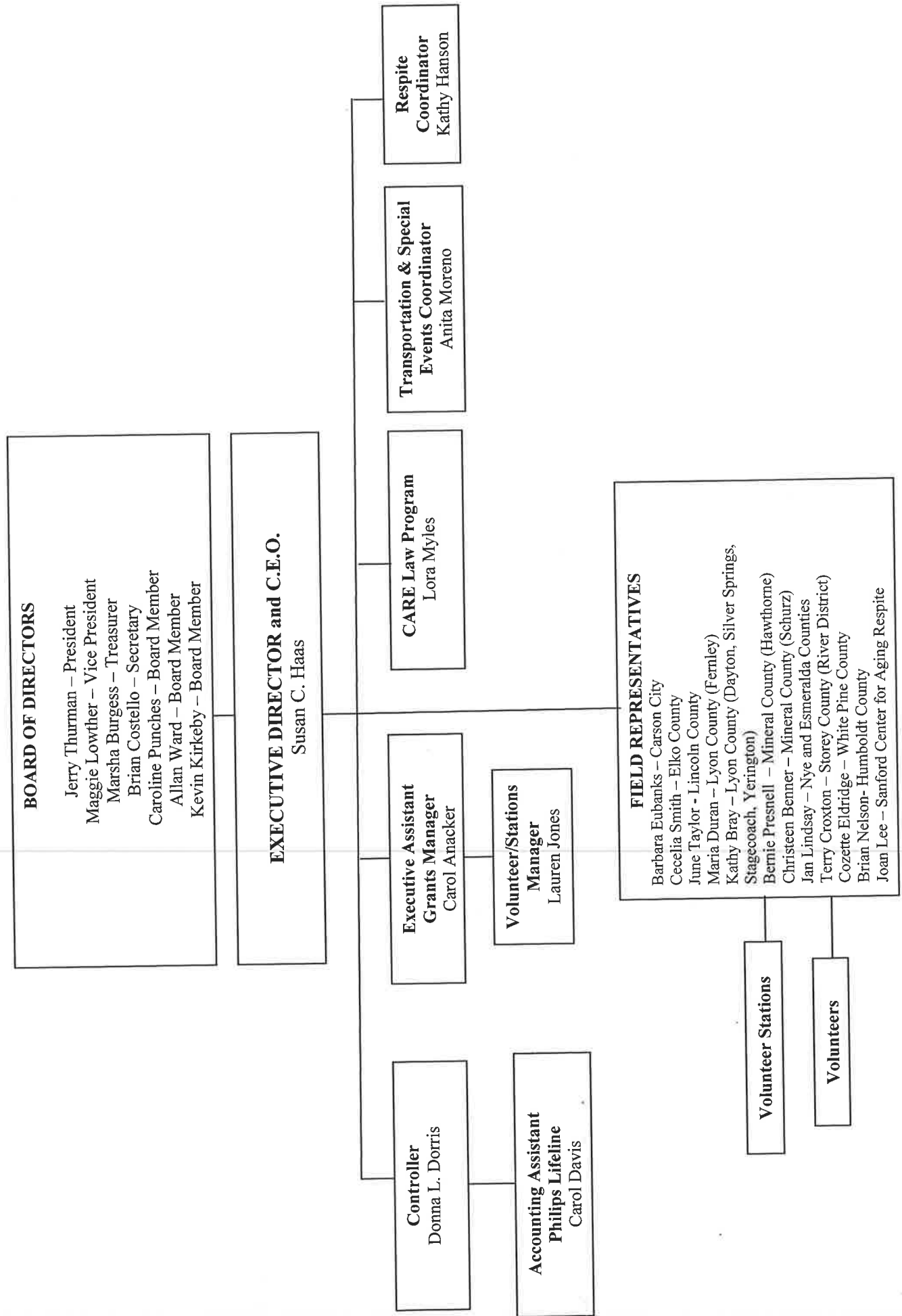
4/14/16

***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**



Susan Haas, Executive Director & C.E.O.
Nevada Rural Counties RSVP Program, Inc.
2621 Northgate Lane, Ste. 6
Carson City, NV 89706
Telephone: (775) 687-4680 x 2 / Fax: (775) 687-4494
E-mail: shaas@nrvsvp.com

PROFESSIONAL EXPERIENCE:

NV Rural Counties RSVP Program, Inc.: June, 2013 – Present

EXECUTIVE DIRECTOR & C.E.O. Reports to RSVP's Board of Directors. As the Executive Director I have overall strategic and operational responsibility for RSVP's nonprofit organization, staff, programs, sustainability, expansion, and execution of its mission. I supervise 13 employees, 15 Field Representatives and more than 1,200 volunteers in the State of Nevada.

NV Rural Counties RSVP Program, Inc.: Sept. 2007 – June, 2013

PROGRAM DIRECTOR, DIRECTOR OF DEVELOPMENT, INTERIM EXECUTIVE DIRECTOR:

As Program Director RSVP, I supervised and provided on-going training and development of four employees, fifteen field representatives, AmeriCorps VISTA members, AARP trainees and over 1,200 volunteers statewide. This position enabled me to recruit volunteers and clients, develop innovative programs that build civic engagement, and provide direct needs services to senior citizens and the disabled with the goal of assisting them to remain independent in and their own homes and thus avoid premature institutionalization.

Administered programmatic aspects; ensured completion of grant-related objectives; monitored and assisted with budget development, grant opportunities, funding proposals, and civic presentations to assure program sustainability and development of innovative projects. Acted as Interim Executive Director from May 30, 2013 until my appointment as Executive Director in July, 2013. RSVP is a 501 (c)(3) non-profit national service organization.

Department of Personnel/State of Nevada/Director's Office: Carson City, Nevada:

Oct. 2006 - July 2007

EXECUTIVE ASSISTANT: Acted as liaison officer for the Department of Personnel for the State of Nevada processing personnel related documentation. My duties included the handling of sensitive human resource materials and interactions with tact, confidentiality and diplomacy. I maintained and monitored technical correspondence, assisted with budget development and analysis, special projects and research. Additionally, I was responsible for the supervision of two staff members.

Office of the Lt. Governor: Carson City, Nevada: Nov. 1999 - Oct. 2006

DEPUTY CHIEF OF STAFF: As Deputy Chief of Staff, I assisted the Lt. Governor with the promotion of economic development and tourism for the State of Nevada on a local, national and global level. As head of the northern Nevada office, it was my responsibility to act as liaison for the Office with state agencies, local businesses, and foreign diplomats. I delivered speeches and certificates of appreciation and recognition on behalf of the Lt. Governor. My duties included the supervision two staff members, day-to-day operations management at the State Capitol, budget administration and development, preparation of briefs, legislative assistance, and assistance with speech preparation, documentation of Office accomplishments, press releases and scheduling. Published the newsletter, attended national Lt. Governor's conferences, annual Tourism and Economic Development conferences, Territory meetings and events. I accompanied and assisted the Lt. Governor on three world trade and tourism missions to China which resulted in Nevada opening the first tourism office from the United States in Beijing.

Frontier Tours: Carson City, Nevada: Sept. 1998 - Nov. 1999

SPECIAL EVENTS MANAGER: Designed, coordinated and managed special events and group tour products. These projects involved all aspects of the group tour process from research, design, logistics, costing, descriptive writing, marketing and sales promotion to full operation and budget reconciliation. Responsible for coordinating a wide variety of tour products and promotions nationally, notably the "Pasadena Tournament of Roses Tour" successfully leading 2,200 passengers and supervising 25 staff members. This product exceeded one million dollars in gross revenue.

Frontier Tours, Carson City, Nevada: Sept. 1989 - April 1996, Nov. 1996 - July, 1998

ASSISTANT MANAGER SCENIC DEPARTMENT/MANAGER, INTERNATIONAL TOURS: These positions embodied a broad spectrum of responsibilities including the supervision of staff, design, creative writing, costing, advertisement, marketing, sales and operations of products for the Scenic, International and Special Events Tour Departments. I was able to contribute significantly to the continuing growth and success of this market by utilizing essential components of the industry such as: familiarization tours, destination development, competitive pricing, attention to detail and professional partnering.

Lake Tahoe Cruises, Inc.: Lake Tahoe, California: April 1996 - Nov. 1996

DIRECTOR OF SALES: Responsibilities as Director of Sales included the marketing and sales of cruises and weddings on board this 500-passenger paddle wheeler. Duties in this position included supervision of a staff of five, problem solving, setting goals and objectives, maintaining a high level of quality, customer service and attention to detail. This was accomplished for individuals, groups, wedding parties and special events.

MILITARY SERVICE:

United States Navy Communications Technician/Communications and Telecommunications Specialist
Stationed in Florida, Spain, Iceland and West Virginia, honorably discharged.

EDUCATION:

University of Toledo – Toledo, Ohio/Associates of Science Degree/Marketing and Sales
CTO – Communications Technician Operator Class "A" School, Pensacola, Florida
Soule' Business College, New Orleans, Louisiana
Belle Chasse High School, Belle Chasse, Louisiana

BOARDS AND ASSOCIATIONS:

Certified Tour Professional, CTP, National Tour Association, October, 1994
Tour Operator Advisory Board, Branson, Missouri, 1994-1996
Nevada Hispanic Services Executive Board Member, 2003-2005
Reno Tahoe Territory Executive Committee Board Member, 2002–2006
Association of Fundraising Professionals, 2012 – Present
Nevada Senior Corps Association Board Member – April 2014- Present
Commissioner, Governor's Commission on Service – February, 2014 - Present

OBJECTIVE:

Seeking an executive level position with a dynamic company that will allow me to utilize my wide range of experience.

PROFESSIONAL PROFILE:

Event Coordinator

- Coordinate with multiple city agencies for permits, liquor license, venues, health inspections, etc.
- Recruit Vendors
- Arrange Entertainment
- Organize all equipment such as restrooms, lighting and electrical for each participant
- Develop event posters, advertising and press releases
- Perform community outreach for volunteers and donations
- Manage event timelines
- Create event layout and manage traffic flow
- Supervise venue set-up and tear down, including returning venue to original condition

Public Computer Center Director

- Recruit and Retain Volunteers
- Design and teach computer classes for the public
- Teach enrichment program for students
- Schedule Conference calls and virtual field trips for the school district via teleconferencing
- Teach ESL Classes
- Brochure production
- Editing

Executive Assistant Experience

- 12+ years of experience as an Executive Assistant
- Record minutes at sales meetings
- Transcribe letters, memos, etc.
- Event Planning including national sales meetings and special events
- Travel planning (Airline, hotel, car rental and passports/visas) for all levels of employees including CEO/CFO of a Fortune 500 Company and a sales staff of up to 10 people
- Monthly expense reports for a staff of 6-10 sales representatives
- Annual budget allocation for staff of 6-10 sales representatives
- Safety Committee member interacting with OSHA
- Accounts Payable/Accounts Receivable
- Quarterly and Yearly taxes
- Supervise clerical and reception staff

Marketing Experience

- Liaison between distributors, retailers, brokers and sales representatives
- Prepare and present PowerPoint presentations to groups of up to 100 people
- Oversee first time production runs at off-site manufacturing plants
- Oversee informational and promotional mailings
- Coordinate new product launches
- Provide various monthly reports, i.e. Profit/Loss statements, sales goals and objectives, budget updates
- Trade show coordination on a local and national level
- Supervise trade show personnel

Numbers Analyst

- Cost of Goods analysis
- Production Schedules
- Profit Margin analysis
- Pricing analysis

Chef/Special Events

- Lead Chef at special winery events, weddings and corporate events of up to 1000 guests
- Lead Chef and staff supervisor at large scale multi-day festival events
- Supervise catering staff of up to 15 people, including bartenders, wait-staff, and clean-up crews

Work History

2015-Current	Nevada Rural Counties RSVP Program, Inc. Special Events and Transportation Coordinator	Carson City, NV
2012-2015	Boys and Girls Club/Lyon County School District Director of Public Computer Centers	Yerington, NV
2004-2012	Martin Devin and Associates Executive Assistant/Personal Chef	Occidental, CA
2002-2012	Gerard's Paella Chef/Event Coordinator	Freestone, CA
1998-2003	Small Planet Foods Numbers Analyst/Marketing	Petaluma, CA

Education

2004-2008	San Francisco State University Full time Mechanical Engineering Student	San Francisco, CA
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Special Skills

IBM and Mac with extensive experience in Word, Excel, PowerPoint, Access, Quicken and QuickBooks, as well as a familiarity with CAD

Nevada Rural Counties RSVP Program, Inc
Balance Sheet
February 29, 2016

ASSETS

Current Assets			
Mutual of Omaha Bank-Checking	\$	506.64	
Mutual of Omaha Bank-Federal		170.54	
Mutual of Omaha Bank-Non Fed		576.09	
CareLaw Trust Cash		456.48	
Mutual of Omaha Bank-Fireworks Fund		381.24	
Smith Barney Money Mkt		47,286.12	
Petty Cash		300.00	
Total Current Assets		\$	49,677.11
Grants Receivable		7,906.48	
Accounts Receivable		7,380.06	
Total Accounts Receivable		\$	15,286.54
Property and Equipment			
Equipment		102,794.54	
Accum Dep - Equipment		(87,937.40)	
Vehicles		268,832.65	
Accum Dep - Vehicles		(121,285.04)	
Total Property and Equipment			162,404.75
Other Assets			
Prepaid Expenses	\$	10,687.59	
Total Other Assets			10,687.59
Total Assets			238,055.99

LIABILITIES AND CAPITAL

Current Liabilities

Accounts Payable	\$	2,450.34	
Total Current Liabilities			\$ 2,450.34

Other Current Liabilities

Deferred Income		34,232.07	
Payroll Taxes Payable		631.98	
Direct Deposit Liabilities		256.42	
Payroll Deductions Payable		599.94	
Accrued Vacation		8,406.73	
Total Other Current Liabilities			\$ 44,127.14
Total Current Liabilities			\$ 46,577.48

Capital

Retained Earnings	\$	164,718.08	
Fund Bal-Vehicle Temp Restrict		12,798.00	
Initial Fund Balance-Equipment		7,952.95	
Net Income		6,009.48	
Total Capital			191,478.51
Total Liabilities & Capital			\$ 238,055.99

**Nevada Rural Counties RSVP Program, Inc.
Profit & Loss**

January through February 2016

	Jan - Feb 16
Ordinary Income/Expense	
Income	
4600 · Home Companion Respite Program	2,029.00
Transportation Donations	2,084.10
4030 · Contributions Income	3,662.00
4110 · Grants	122,104.95
4150 · Miscellaneous Income	4.77
4170 · Program Rev	23,600.41
4700 · Fundraising Rev	350.00
4903 · United Way of Northern Nevada	3,221.27
4909 · United Way of Southern Nevada	597.31
Total Income	157,653.81
Gross Profit	157,653.81
Expense	
5489 · CARELaw client direct expenses	72.00
5300 · Program Expenses	151,621.33
5600 · Fundraising	-49.00
Total Expense	151,644.33
Net Ordinary Income	6,009.48
Net Income	6,009.48

Nevada Rural Counties RSVP Program, Inc.
Balance Sheet

RSVP reports information regarding its financial position and activities according to the three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets, based upon the existence or absence of donor-imposed restrictions. Contributions received are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence and/or nature of any donor restrictions. The Program has not received any contributions with donor-imposed restrictions that would result in permanently restricted net assets.

RSVP prepares its financial statements using the accrual method of accounting, which recognizes revenue when earned and expenses as incurred.