



Community Development Department

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

Date: October 31, 2016 Item 5.3

To: Redevelopment Authority Citizens Committee
Meeting of November 7, 2016

From: Lee Plemel, Director

Subject: Special Event Funding Request for FY 2016-17 – Santa Parade

RECOMMENDED RACC MOTION: I move to recommend to the Redevelopment Authority approval of the expenditure of \$750 from the Fiscal Year 2016-17 Revolving Fund to support the Santa Parade 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 initial round of Special Event applications for FY 2016-17 were reviewed by RACC in May and by the Redevelopment Authority/Board of Supervisors on June 2, 2016. A total of \$60,000 was allocated in the FY 2016-17 budget, but only \$33,000 was allocated to special events leaving \$27,000 available. The Redevelopment Authority Policies and Procedures provide that applications may be submitted on a first-come, first-served basis if funding remains available after the initial round of applications.

The Redevelopment Authority 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.

SPECIAL EVENT APPLICATION:

Following is a summary of the application received with information included that pertains to the review criteria noted above. Refer to the attached application for more detail and explanation.

Applicant: The Downtown 20/20 Group

Event: Santa Parade

Requested funding (% of event budget): \$750 (80%, excluding volunteer time and materials)

Description: Downtown Santa parade and related events.

Total event budget: \$934 (excluding volunteer time and materials)

Prior year funding: None

Estimated number of participants (local/out-of-town): 220 (200 / 20)

Dollars of City funding per participant: \$3.40

Number of years event held in Carson City: 9

The requested funding would be used to put an ad in the newspaper to promote the event and draw more people to the event. Note that the event budget includes only expenses and does not account for the volunteer time, materials and services that are provided by a number of people and businesses in support of the 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 event. Any Special Event funding remaining after this allocation may be reallocated at a later date.

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

Attachments:

- A. Special Event Funding Request applications

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



Special Event Funding Request Form

The Downtown 2020 Group
ORGANIZATION NAME / APPLICANT
311 N. Pratt Ave.
MAILING ADDRESS, CITY, STATE, ZIP CODE
885-2444 **FB Downtown 2020**
PHONE # WEBSITE URL

DOREEN MACK
CONTACT / EVENT DIRECTOR NAME
311 N. PRATT AVE.
MAILING ADDRESS, CITY, STATE, ZIP CODE
885-2444 **Loftyexpressions@sbcglobal.net**
PHONE # EMAIL

SANTA PARADE
NAME OF EVENT
\$ 750. full pg. Ad
TOTAL FUNDING REQUEST
Event Dates: **December 10, 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):

I began this event in 2009 to help Maxine Neitz in promoting the Christmas Tree Lighting and fill the gap between the City Tree and the Skating Rink. There were no businesses in the area at that time due to the recession, so that year I had 30 vendors and all the shops were open on mainstreet, including the Nugget who I worked with in creating a winter wonderland.

The Santa Parade has now become an event of its own held on Saturdays to support the Telegraph Square and surrounding businesses. It has been kept local for the children, parents, grandparents and now veterans to walk 2 blocks round trip from Telegraph Sq. to Musser, down mainstreet and back to Telegraph Sq., escorted by our local police.

It now includes the burning man car that is Santa's ride through town with the kids accompanied by their parents as everyone follows in Christmas song. We do this twice to accommodate all the kids then Santa sits at the porch with myself as Mrs. Claus till 1pm.

Estimated number of local participants: 200 Estimated number of out-of-town participants: 20
Number of years event has taken place in Carson City: 09

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Advertising-Nevada Appeal	\$ 750.	\$	\$ 750
Parade Insurance	\$	\$	\$ 156
Santa Parade License	\$	\$	\$ 27.75
Volunteer Work & in-kind services (priceless)	\$	\$	\$ 00
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals:	\$ 750.	\$	\$
Redevelopment Funds as a % of total Event costs:		0 %	933.75
Projected Revenues:			\$ 2,000
Projected Net Profit/Loss:			\$ 1,066.25
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ _____	\$ 1700.	\$ _____
Expenses:	\$ _____	\$ 1043.	\$ _____
Reserves:	\$ _____	\$ 657.	\$ _____
Number of years your organization has existed: 4			Redevelopment funding your organization received for this event in prior years, if any:
			2015: \$ _____
			2014: \$ _____
			2013: \$ _____
			2012: \$ _____
Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
If yes, what organization(s) and how much funding?			
Describe any efforts to obtain funding from other sources: In July we became a 501c3 . Currently our funding is from Downtown 2020 Memberships			
Describe why Redevelopment funds are required for the special event:			
This is our only fund-raiser and it is all volunteer and donations, we would appreciate the help with advertising.			
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):			
This is a community event that supports the local businesses on Telegraph Square, Curry St. and Mainstreet.			
List other organizations and businesses partnering or participating in the event:			
Burning Man Car, Fish Truck, Pour House Food Truck, Vendors			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:			
W. Telegraph to Nevada and Curry to Musser are Closed.			

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?

Facebook, News Paper, Internet, Carson Now, Flyers to businesses

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

TV if we chose to do this. At this point we are keeping it to our local residents and guests

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

Hopefully, the City will want to support this event by helping us with advertising

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:

10-20-2016

***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.

Presenting the Year's Most Valuable Advertising Opportunity!

The *Holiday* Guide

A special section from ...



The Record-Courier



It's estimated that nearly one quarter of all personal spending takes place during the Christmas shopping season, making it an advertising opportunity your business can't afford to miss. If you're searching for the perfect place to showcase your seasonal products and services, look no further than our Holiday Guide. Just in time for the Christmas shopping rush, this popular special section is a go-to guide for Carson City and Carson Valley shoppers looking for great gift ideas and special holiday offers from local merchants like you. Don't get left out in the cold this holiday season; contact us today for details and Holiday Guide advertising rates!

RATES

To advertise in Holiday Guide, contact your Account Manager by Thursday, November 17. This section will reach customers in print Tuesday, December 6.

Back Cover	10 in. x 11 in.	\$1100
Inside Covers Front/Back	10 in. x 11 in.	\$900
Full Page	10 in. x 11 in.	\$750
Half Page	10 in. x 5.5 in. or 4.92 in. x 11 in.	\$475
Quarter Page	4.92 in. x 5.5 in. or 10 in. x 2.75 in.	\$300

All rates include color and internet advertising - Call today!

nevadaappeal.com
775.882.2111

recordcourier.com
775.782.5121

lahontanvalleynews.com
775.423.6041

Olde Time Christmas Santa Parade

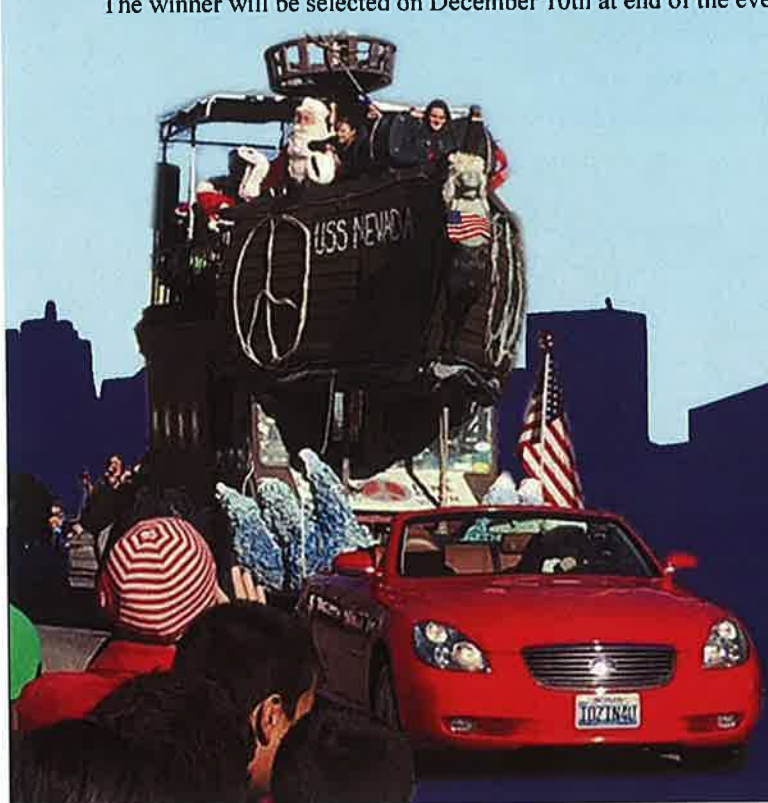
December 10 • Starting at 11 AM

(Line up begins at 10:30 AM)

**JOIN US AS WE ESCORT SANTA
IN SONG THROUGH TOWN.**

**CHILDREN, VETS AND ALL ARE
WELCOME TO JOIN THE PARADE.**

- Parade starts promptly at 11 AM, line up begins at 10:30 AM on the corner of W. Telegraph Street and Curry Street (at Telegraph Square). (The Parade route is 2 blocks long, from Telegraph and Curry Street to Musser and Carson Street then back to Telegraph Square).
- Santa's Ride is the U.S.S. Nevada, The Burning Man Artcar
- Santa will be on the porch at Rocking and Rolling at Telegraph Square from 11:30 AM to 1 PM with Candy Canes. **BRING YOUR CAMERA.**
- Vendors will be at Telegraph Square from 10:30 AM till 1 PM
- Food Truck, Tahoe Tenderloin from The Pour House
- Face Painting and Kids Activities
- Food Drive for FISH (Friends In Service Helping). Please bring a non-perishable canned food item.
- Gift Basket Raffle by local Merchants and Restaurants
Tickets for the Raffle can be purchased at Rocking and Rolling after December 1.
The winner will be selected on December 10th at end of the event.



* Sponsored by the Downtown 2020 Group a 501c3 Non-profit Corporation. If you would like to be a vendor or for more information contact Doreen Mack at 885-2444.

Printing Courtesy of

**Office
DEPOT**

CARSON CITY
DOWNTOWN
2020

Lofty Expressions

RESUME

Doreen Mack 10/21/2016

I am a third-generation resident of Carson City and have been an Interior Designer since 1980. I have earned an AA degree and was presented with an Honorary Degree from the Design Institute in Las Vegas, NV. I have numerous certifications in my field, including the #1 license in the State of Nevada from the Fire Marshall's office for commercial design.

My work has been featured in two National Magazines, and I have received local acclaim for the designer of the Bliss Mansion renovation; which is now on the National Historic Register. I also had a television design segment on Channel 4 where I featured my clients' homes.

I was instrumental in creating Telegraph Square design from the planter boxes, signage, alley, art work and awnings. I had a design retail shop and separate studio on Telegraph Square from 1996-2006. During this time, I held yearly Santa events with live reindeer. I hold this area dear to my heart; and to this day, this is where the Santa Parade originates.

Lofty Expressions is committed to provide you with the highest level of design services available. I strive to surpass client expectations with the utmost level of trust and ethics. This applies to everything that I do.

Professional Credits & Awards

- Creating acclaimed Designs since 1980
- 2016-Downtown 2020 became a 501c3. I am founder & president of this organization that was established in 2010 to renovate downtown
- 2012-2016-Voted as #1 Best Designer from 2012-14, #2 2015-16 by the "Best of Carson City"
- 2008- Design instructor at Truckee Meadows Community College
- 2007- Worked featured in "Visions", a national design trade magazine, and many other local publications
- 2003- Channel 4's "The Home Show" design segment and Project Designer
- 2003- Voted "Best Shop" in Northern Nevada on Channel 4 "Hotspots" for 4 consecutive yrs.
- 2002- "Congressional Certificate of Recognition" for Contribution to Commerce Award
- 2001- "Masters Certification" for Window Treatments
- 2000- "Fire Marshal Certified" #1 license in the State of Nevada, developed Fire Marshall certification program for Interior designers at WNCC
- 1999- "Honorary Associate of Arts Degree" from the Design Institute in Las Vegas
- 1996-2003 Voted "Best Shop" in Northern Nevada on Channel 4 "HotSpots" President of "Downtown Merchants Association" on Telegraph Square,
- 1995- Introduced Bill AB610 to State Legislature that Passed into law in 2000.
- 1992-Work featured in "Victorian Homes", a national magazine

Doreen Mack

311 N. Pratt Ave, Carson City NV 89701 . Phone/Fax: 775-885-2444 . Doreen@LoftyExpressions.com
www.LoftyExpressions.com

DOWNTOWN 2020 MEMBERS ADDRESSES

Directors and all officers on the "Downtown 2020 Group" Board

-President

Doreen Mack
311 N. Pratt Ave.
Carson City, NV 89701

-Vice President

DeLacy Sheck
4555 East Fifth Street
Carson City Nv 89701

-Secretary:

Gloria M. Deyhle
418 N. Pratt Ave.
Carson City, NV 89701-4710

-Treasurer

Jean M Perpich
2424 S. Carson St,
Carson City, NV 89701

-Director

Victor Honein
1141 Country Club Dr.
Minden, NV 89423

-Downtown Arch and Designer

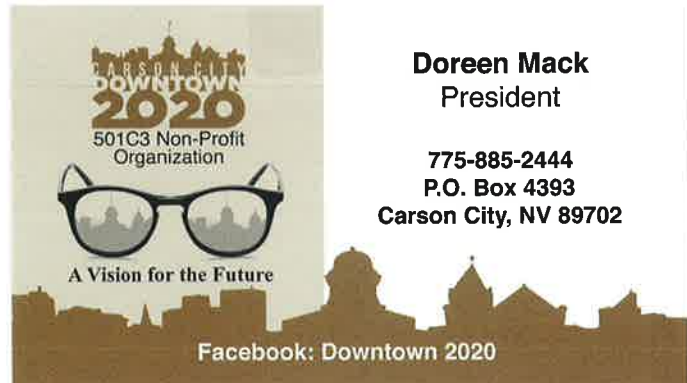
Sam Flakus
551 Thompson Street
Carson City, NV 89703

-Downtown Arch Structural Welder

-Matt Schilling
1422 N. Nevada St.
Carson City NV, 89703

-Board Member

Patti Picard
809 West Sunset Way,
Carson City, Nv. 89703
775-315-6202 cell



Doreen Mack
President

775-885-2444
P.O. Box 4393
Carson City, NV 89702

DOWNTOWN 2020 GROUP

NAME OF CORPORATION

E0674922008-6

ENTITY NUMBER

FOR THE FILING PERIOD OF 2016 TO 2017. DUE BY 10/31/2016



100208

USE BLACK INK ONLY - DO NOT HIGHLIGHT

YOU MAY FILE THIS FORM ONLINE AT www.nvsilverflume.gov

Return one file stamped copy. (If filing not accompanied by order instructions, file stamped copy will be sent to registered agent.)

IMPORTANT: Read instructions before completing and returning this form

1. Print or type names and addresses, either residence or business, for all officers and directors. A President, Secretary, Treasurer, or equivalent of and all Directors must be named. There must be at least one director. If there are additional officers, attach a list of them to this form. An Officer or other authorized signer must sign the form. **FORM WILL BE RETURNED IF UNSIGNED.**
2. Return the completed form with the \$50.00 filing fee, if no capitalization. A \$50.00 penalty must be added for failure to file this form by the deadline. An annual list received more than 90 days before its due date shall be deemed an amended list for the previous year.
3. Make your check payable to the Secretary of State. Return the completed form to: Secretary of State, 202 North Carson Street, Carson City, Nevada 89701-4201, (775) 684-5708.
4. Form must be in the possession of the Secretary of State on or before the last day of the month in which it is due. (Postmark date is not accepted as receipt date.) Forms received after due date will be returned for additional fees and penalties.
5. **Ordering Copies:** If requested above, one file stamped copy will be returned at no additional charge. To receive a certified copy, enclose an additional \$30.00 per certification. A copy fee of \$2.00 per page is required for each additional copy generated when ordering 2 or more file stamped or certified copies. Appropriate instructions must accompany your order.

Filed in the office of <i>Barbara K. Cegavske</i> Barbara K. Cegavske Secretary of State State of Nevada	Document Number 20160392804-65
	Filing Date and Time 08/31/2016 8:32 AM
	Entity Number E0674922008-6

ABOVE SPACE IS FOR OFFICE USE ONLY

FILING FEE: \$50.00 (IF NO CAPITALIZATION) LATE PENALTY: \$50.00 (if filing late)

Charitable Solicitation Information - check applicable box

Does Organization intend to solicit charitable/tax deductible contributions? No - no additional form required Yes - "Charitable Solicitation Registration Statement" required

Organization claims exemption pursuant to (2015) AB50 15(1) or is recognized as a church under Internal Revenue Code 501(c)(3). Exempt from filing - "Exemption From Charitable Solicitation Registration Statement" required

** Failure to include the required statement form will result in rejection of the filing and could result in late fees.**

For nonprofit entities formed under NRS Chapter 80; entities without 501(c) nonprofit designation are required to maintain a state business license, the fee is \$200.00. Those claiming an exemption under 501(c) designation must indicate by checking box below and submit Declaration of Eligibility form. Failure to attach the required notarized Declaration of Eligibility will result in a rejection, which could result in late fees.

Pursuant to NRS Chapter 78, this entity is a 501(c) nonprofit entity and is exempt from the business license fee. Exemption code 002

NRS Chapter 81 - Nonprofit: entities which are Unit-owners' association or Religious, charitable, fraternal or other organization that qualifies as a tax-exempt organization pursuant to 26 U.S.C. § 501(c) are excluded from the requirement to obtain a state business license. Please indicate below if this entity falls into one of these categories by marking the appropriate box. If the entity does not meet either of these categories please submit \$200.00 for the state business license.

Unit-owners' Association Religious, charitable, fraternal or other organization that qualifies as a tax-exempt organization pursuant to 26 U.S.C. § 501(c)

DOREEN MACK NAME: 311 N PRATT AVE. ADDRESS:	TITLE(S) PRESIDENT (OR EQUIVALENT OF) CARSON CITY NV 89701 CITY: ST: ZIP:
GLORIA DEYHLE NAME: 418 N PRATT AVE ADDRESS:	TITLE(S) SECRETARY (OR EQUIVALENT OF) CARSON CITY NV 89701 CITY: ST: ZIP:
DOREEN MACK <i>Jean Perpich</i> NAME: 311 N PRATT AVE. <i>2424 S. Carson St.</i> ADDRESS: <i>Carson City, NV 89701</i>	TITLE(S) TREASURER (OR EQUIVALENT OF) CARSON CITY NV 89701 CITY: ST: ZIP:
VICTOR HONEIN NAME: 1141 COUNTRY CLUB DR ADDRESS:	TITLE(S) DIRECTOR MINDEN NV 89423 CITY: ST: ZIP:

None of the officers or directors identified in the list of officers has been identified with the fraudulent intent of concealing the identity of any person or persons exercising the power or authority of an officer or director in furtherance of any unlawful conduct.

I declare, to the best of my knowledge under penalty of perjury, that the information contained herein is correct and acknowledge that pursuant to NRS 239.330, it is a category C felony to knowingly offer any false or forged instrument for filing in the Office of the Secretary of State.

X Doreen Mack
Signature of Officer or Other Authorized
Signature

Title: *President*

Date: *8-18-16*

Nevada Secretary of State List Nonprofit
Revised: 10-1-15

