



STAFF REPORT

Report To: Redevelopment Authority

Meeting Date: March 16, 2017

Staff Contact: Lee Plemel, Community Development Director

Agenda Title: For Possible Action: To accept the Redevelopment allocation plan for Redevelopment undesignated funds for the remainder of Fiscal Year (FY) 2016-17 and estimating allocations for FY 2017-18 and the following four years for the purposes of budget planning as recommended by the Redevelopment Authority Citizens Committee to implement Redevelopment objectives. (Lee Plemel, lplemel@carson.org)

Staff Summary: The Redevelopment Authority Citizens Committee (RACC) annually makes recommendations to the Redevelopment Authority regarding the allocation of certain discretionary Redevelopment funds. The Redevelopment Authority may accept or modify these recommendations and/or add other projects or programs for current or future program funding.

Agenda Action: Formal Action/Motion

Time Requested: 30 minutes

Proposed Motion

I move to accept the Redevelopment allocation plan for Redevelopment undesignated funds for the remainder of Fiscal Year 2016-17 and estimating allocations for Fiscal Year 2017-18 and the following four years for the purposes of budget planning as recommended by the Redevelopment Authority Citizens Committee to implement Redevelopment objectives.

Board's Strategic Goal

Economic Development

Previous Action

The Redevelopment Authority Citizens Committee (RACC) recommended approval of the Redevelopment allocation plan on February 6, 2017, by a vote of 4-1 (2 absent).

Background/Issues & Analysis

The purpose of this item is to update the five-year plan for allocating certain discretionary Redevelopment funds to implement the priority Redevelopment projects and programs. This update includes reallocation of funds for the remainder of FY 2016-17 (through June 2017), allocation of funds in the draft FY 2017-18 Redevelopment Revolving Fund budget, and estimating expenditures for the following four years. This "Allocation Plan" is intended to provide for general funding for these projects and programs, but does not approve expenditures for specific projects within these categories. The implementation of specific projects will come back to RACC and/or the Redevelopment Authority according to the appropriate approval process. The five-year plan will be reviewed and adjusted by the Redevelopment Authority each year going forward based on actual expenditures and changes in priorities.

Attached is a table showing the RACC's recommended funding for the various projects and programs. The table includes projects and programs carried forward from last year's Allocation Plan and new projects and programs identified and considered by the RACC this year. The table shows recommended funding for each activity by

Fiscal Year with the total projected expenditures for that activity over the next five years in the right-hand column. The table also shows the total estimated available funds in each year and the total estimated allocations for each year, including "Undesignated Carry-Forward" funds that are allocated to be carried forward to the following budget year. The Redevelopment Authority may use this table to make any adjustments to the proposed allocation plan.

Following is a status report on the activities previously prioritized by the Redevelopment Authority in the attached Allocation Plan and a brief description of additional projects and programs that have been recommended for consideration by the RACC.

1. *Improve the east/west connector streets between Carson Street and Curry Street to match the new Carson Street and Curry Street improvements.*

The Downtown Streetscape Enhancement Project includes sidewalk and landscaping improvements to Carson Street between Fifth Street and William Street, and improvements to Curry Street between Musser and Robinson Streets. The sales tax project improvements do not include sidewalk improvements on the connecting streets between Carson and Curry Streets, i.e. Musser, Proctor, Telegraph, Spear and Robinson Streets. Redevelopment funds would be used to make improvements to the sidewalks and landscaping along the side streets similar to the downtown project, including textured concrete and pavers, to improve the overall appearance of the area.

2. *Purchase downtown equipment and/or infrastructure to help facilitate special events.*

The philosophy behind this activity is to reduce direct funding to individual events over time but replace that funding by providing the "infrastructure" necessary to conduct events. \$25,000 has been budgeted and allocated each year to provide street closures for special events. The total allocation in the current budget (FY 2016-17) to purchase equipment or other infrastructure to facilitate special events is recommended to be reduced from \$30,000 to \$20,000, \$10,000 of which is recommended by RACC for allocation to a projector for outdoor events or movie screenings (e.g. on McFadden Plaza). A management and operations plan for the projector is currently being worked on. The remaining \$10,000 was recommended to be transferred to the "Reimagine Space" public art program, discussed in more detail below. Next year and future years for special event infrastructure are tentatively budgeted for \$5,000.

3. *Façade Improvement Program.*

A façade improvement program (FIP) assists property owners with improving the exterior appearance of their buildings, thereby improving the general appearance and attractiveness and increasing the overall desirability of the area. A total of \$200,000 was initially budgeted in FYs 2015-17 to fund the program, and a total of \$198,475 has been awarded to date. It was recommended last year for the program to receive ongoing funding of \$20,000 per year. However, with the success of the program in its first year, the RACC recommends \$100,000 per year going forward.

4. *Continue special event funding.*

Special Event funding is anticipated to continue on a reduced basis each year, with the allocation split between arts and culture events and other special events.

5. *Assist with undergrounding and utility extensions for new development.*

This activity would include participation in the cost of extending or relocating off-site utilities for new development or redevelopment of a property. There are no known projects currently that would utilize such a program, but requests have been made in the past for such assistance and the money has been reserved for the activity. A utilities assistance program could help offset the cost of development where existing conditions with utilities are not conducive to developing a property. Policies and procedures need to be developed to implement

such a program. \$40,000 was previously included in the FY 2016-17 budget, but RACC recommends reallocating this year's funds to other programs or projects and budgeting \$20,000 per year going forward.

6. *Assist with the "Greening William Street" corridor improvements.*

A "Greening William Street" public event was conducted in 2015 with an EPA grant, resulting in conceptual plans for the William Street commercial corridor from Carson Street to the Freeway. Improvements to William Street are planned in conjunction with other commercial corridor improvements under the approved sales tax expenditure plan. With South Carson Street improvements occurring sooner than originally planned per the City's agreement with the Nevada Department of Transportation, improvements to William Street will likely be delayed by a couple of years. Staff has tentatively pushed the proposed funding for this project out two years from when it was originally planned to accommodate the change in design and construction schedule. This rescheduling also frees up funds to be used sooner for the South Carson Street project, as discussed in more detail below.

7. *Historic "Blue Line" rehabilitation.*

In 2016, the RACC recommended an allocation of \$26,000 to rehabilitate the Blue Line on the Historic Blue Line self-guided tour route. The \$26,000 would only cover the cost of replacement of the actual blue line painted on the sidewalks. Direction was also given to staff to hold the project and look for matching funds to help fix the sidewalks and/or obtain other historic resource grant funds for marketing the Blue Line. Public Works plans on awarding a contract to improve the sidewalks this spring/summer, and the Carson City Visitors Bureau is close to obtaining a grant for a smartphone app for a self-guided tour of the Blue Line, using the \$26,000 as matching funds. Staff anticipates bringing final authorization for this expenditure to the Redevelopment Authority within the next couple of months.

New Projects and Programs:

The following projects and programs were added by RACC for the Redevelopment Authority's consideration. They are listed below and included in the spreadsheet in the order of priority as ranked by the RACC.

1. *East Spear Street/Children's Museum improvements and other street improvements.*

As downtown streets/sidewalks continue to be improved in the immediate downtown area, the desire to make similar improvements to other streets is being noted. The Children's Museum, in particular, has had plans for street frontage improvements to make better use of the existing facilities. Funding is recommended starting in FY 2018-19 at \$100,000 per year to facilitate sidewalk improvements as specific projects are identified.

2. *"Reimagine Space" Public Art Program.*

The Carson City Visitors Bureau (CCVB) has requested matching Redevelopment funds for the Reimagine Space public art program. The program would use existing, vacant or semi-vacant tenant spaces to create public art displays. The RACC has recommended \$10,000 in the current FY 2017 budget to initiate the program. It is anticipated that this one-time funding would be used to purchase most of the equipment necessary for the continued operation of the program. Based on the program's success and future needs, the RACC and Redevelopment Authority could consider additional funding in future years.

3. *(Tie) Telegraph to Spear Street Alley improvements.*

The alley behind the former Horseshoe Club Casino, running between Telegraph Street and Spear Street, is a public right-of-way. It's the only remaining public alley in the downtown core. The entrance arch and a large portion of the surfacing are in poor condition (see attached photos). Redevelopment funds have tentatively been allocated to Telegraph Street and Spear Street, but no funds have been allocated to improve the alley area. The alley provides an opportunity to integrate improvements consistent with the new downtown improvements and create a nice public space.

3. *(Tie) Half-time code enforcement officer for Redevelopment Area.*

The RACC recommends funding for a half-time code enforcement officer to focus on enforcement within the Redevelopment District. The Community Development Department currently has two full-time code enforcement staff members, one of which spends 50%-75% of her time on parking enforcement. Code enforcement cases have gone up 30% in the last year, 72% in the last two years, and 300% in the last four years. The proposed funds would be used to pay for half of an existing code enforcement officer to allow that person to focus on the Redevelopment District and allow the City to hire a part-time code enforcement officer through the parking enforcement fund to focus on parking enforcement.

The dissenting vote by RACC regarding the recommendations was solely based on the recommendation for Redevelopment to help fund code enforcement activities. RACC member Lepire did not believe funding of the position from Redevelopment is necessary and that existing staff could provide the necessary enforcement for the Redevelopment District.

(Staff note: The RACC initially recommended \$50,000 per year for the code enforcement position, at staff's suggestion. However, after a closer evaluation of the cost of code enforcement staff, it appears that approximately \$35,000 would be needed to add the additional half-time person and that amount is recommended in the revised allocation table.)

5. *South Carson Street project.*

Carson City Public Works is currently in the process of conducting public workshops regarding "complete street" design for the South Carson Street corridor. Per an agreement with NDOT (Nevada Department of Transportation), the City must be under construction on South Carson Street by 2019. The Public Works Department anticipates construction may start as early as 2018. The RACC is recommending \$200,000 in funding to enhance the beautification of the corridor as part of the project. With the delay of the William Street project pushing the need for Redevelopment funding for that project to a later date, this allows the \$200,000 to be allocated in FY 2018-19 when construction is likely to begin.

6. *Downtown entry signs.*

The RACC believes there is a need for decorative entry signs into the downtown core. The RACC recommends an allocation of \$30,000 for small downtown gateway signs. There is currently no design for such signs and no current plans to design and install such signs.

Some plans have called for "grand" entry signs, such as the arches proposed by Sam Flakus (see attached rendering) or the use of the old V&T Railroad Roundhouse arches. The arches as proposed by Mr. Flakus are estimated to cost over \$300,000 per sign, a total of over \$600,000 to install signs at the north and south ends of downtown. Mr. Flakus is currently working with the Carson City Visitors Bureau to pursue approval and funding for this public art project. City staff will continue to work with Mr. Flakus and the Visitors Bureau to identify the appropriate process and approvals needed to proceed with further design of this potential project. Should this project obtain appropriate approvals, the RACC and Redevelopment Authority may consider shifting funding from smaller gateway signs into the larger sign project. Should the majority of funding for the arches be obtained from other sources, staff would anticipate that the project would be a higher priority to provide matching Redevelopment funds.

7. *McFadden Plaza enhancements.*

In addition to other infrastructure and/or equipment that has already been allocated to facilitate events on McFadden Plaza and throughout downtown, other improvements to the plaza have been suggested. In particular, the lack of shade on hot summer days has been noted. While this was considered by RACC, it ranked the lowest in priority of the projects and programs that were considered and no funds are recommended for allocation at this time. One of the considerations was that there are smaller shade structures already planned

for the splash-pad area, and the RACC would like to see how the final improvements function before committing additional funding.

Conclusion:

The Redevelopment Authority may approve the Allocation as recommended by the RACC or make modifications to the recommendations in the spreadsheet. Staff will make the appropriate changes for the FY 2016-17 budget and FY 2017-18 draft budget based on the Redevelopment Authority's action.

Contact Lee Plemel at lplemel@carson.org or 283-7075 if you have any questions regarding this item.

Attachments:

- 1. RACC recommended Allocation Plan
- 2. Five-year Redevelopment budget projection (February 2017)
- 3. "Reimagine Space" public art project overview
- 4. Telegraph to Spear alley photos
- 5. Downtown gateway arch conceptual drawing

Applicable Statute, Code, Policy, Rule or Regulation

NRS 279 (Redevelopment of Communities), Redevelopment Area Plans

Financial Information

Is there a fiscal impact? Yes No

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

Is it currently budgeted? Yes No

Explanation of Fiscal Impact: The funds are available in the Redevelopment budget (estimated for future years) but not currently allocated to specific activities.

Alternatives

- 1. Modify the RACC's recommendations.

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

2017 Redevelopment Allocation Plan

Objective/Project/Program	Current	2017-18	2018-19	2019-20	2020-21	2021-22	5-year Total
<i>Continued projects/programs:</i>							
East/West Downtown Street improvements ¹	\$ 255,225	\$ 200,000	\$ 100,000	\$ 200,000			\$ 500,000
Special Event equipment/ infrastructure ²	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 25,000
McFadden Plaza Movie Projector	\$ 10,000						
Special event support, street closures	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
Façade Improvement Program ³	\$ 200,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000
Special Event funding	\$ 60,000	\$ 55,000	\$ 50,000	\$ 45,000	\$ 45,000	\$ 40,000	\$ 235,000
Utility extension assistance ⁴	\$ -	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 100,000
Assist with William Street corridor project ⁵				\$ 85,000	\$ 300,000		\$ 385,000
Blue Line rehabilitation & marketing (matching)	\$ 26,000						\$ -
<i>RACC ranking of additional projects/programs:</i>							
1. East Spear Street/Children's Museum Improvements, Other Street Improvements			\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 400,000
2. Reimagined Space Public Art Program	\$ 10,000						\$ -
3. Telegraph to Spear Street Alley improvements		\$ 50,000					\$ 50,000
3. Code Enforcement Officer (@ \$50k/yr.)		\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 175,000
5. South Carson Street beautification			\$ 200,000				\$ 200,000
6. Downtown Entry Signs		\$ 30,000					\$ 30,000
7. McFadden Plaza Enhancements							\$ -
Total Allocated:	\$ (596,225)	\$ (520,000)	\$ (635,000)	\$ (615,000)	\$ (630,000)	\$ (325,000)	\$ 2,725,000
Undesignated Carryforward:	835,661	442,064	252,518	22,518	99,816	349,890	
Annual Available Budget ⁶ :	202,628	330,454	405,000	692,298	880,074	1,235,584	
Undesignated:	\$ 442,064	\$ 252,518	\$ 22,518	\$ 99,816	\$ 349,890	\$ 1,260,474	

Recommended RACC changes to last year's Allocation Plan:

- 1) Staff note: McFadden Plaza construction funds carried forward in FY 2016-17.
- 2) \$10,000 removed from FY 2016-17 and added to Undesignated.
- 3) Façade Improvement Program funds increased from \$20,000 per year to \$100,000 per year.
- 4) \$40,000 removed from FY 2016-17 and added to Undesignated Carry-Forward.
- 5) William Street funding moved from 2017-19 to 2018-20 due to S. Carson Street project rescheduling.
- 6) "Annual Available Budget" equals total amount budgeted for these projects/programs in a given year.

Carson City Redevelopment Authority
Projection
FY 2017 - FY 2022

	FY 2017 ReEstimated Budget	FY 2018 Preliminary Budgeted	FY 2019 Projection	FY 2020 Projection	FY 2021 Projection	FY 2022 Projection	
REVENUES							
Property Taxes	1,717,909	1,773,767	1,826,980	1,881,789	1,938,243	1,996,390	3% in FY 19 - 22
Interest Revenue	8,000	8,000	8,000	8,000	8,000	8,000	
Charges for Services	9,171	9,000	9,000	9,000	9,000	9,000	
Beginning Fund Balance	835,661	200,000	200,000	114,095	200,000	200,000	
Total Rev and Fund Bal	2,570,741	1,990,767	2,043,980	2,012,884	2,155,243	2,213,390	

EXPENDITURES

Debt Service (last payment 2021)	279,600	275,400	276,000	281,200	280,800	-	Actual
Fiscal Charges	100	100	100	100	100	-	
Sal and Ben:							
Parks:							
Salary	48,599	52,614	54,981	57,455	60,040	62,742	4.5% per year
Benefits	10,985	11,365	11,877	12,411	12,969	13,553	
Administrative:							
Salary	46,030	45,312	47,125	49,010	50,970	53,009	4% per year
Benefits	12,548	12,501	13,002	13,522	14,062	14,625	
Other Expenditures							

Services & Supplies	194,710	173,019	225,000	225,000	225,000	225,000	
Special Events & Activities	66,500	55,000	50,000	45,000	40,000	35,000	
Nevada Day	25,000	25,000	25,000	25,000	25,000	25,000	
Farmers Market	15,000	15,000	15,000	15,000	15,000	15,000	
Xmas Tree Lighting	10,000	10,000	10,000	10,000	10,000	10,000	
Epic Rides	49,879	30,000	30,000	30,000	30,000	-	
Michael Hohl Incentive (end date 2020)	480,000	480,000	480,000	58,016	-	-	
Sales Tax Incentive Program	160,000	160,000	160,000	160,000	160,000	160,000	
Campagni Incentive	170,000	170,000	176,800	183,872	191,227	198,876	4% per year
Revolving Loan Program	1	1	1	1	1	1	
PW Event Street Closures	25,000	25,000	25,000	25,000	25,000	25,000	
Façade Improvement Program	200,000	20,000	20,000	20,000	20,000	20,000	
Downtown Equip & Infrastructure	30,000	5,000	5,000	5,000	5,000	5,000	
Utility Assistance Program	40,000	20,000	20,000	20,000	20,000	20,000	
East/West Downtown Street Impr	255,225	200,000	100,000	200,000	-	-	
William Street Corridor Project	-	-	185,000	200,000	-	-	
Undesignated	421,564	5,454	-	177,298	770,074	1,130,584	

Ending Fund Balance	200,000	200,000	114,095	200,000	200,000	200,000	
Total Exp and Fund Bal	2,570,741	1,990,767	2,043,980	2,012,884	2,155,243	2,213,390	
Tot Rev less Exp	-	-	-	-	-	-	

Services and Supplies:

General Fund Internal Service Charges	68,273	51,669					
NID Maintenance	26,472	26,472					
Fleet Internal Service Charges	587	-					
Professional Services	20,000	20,000					
Rent and Utilities	21,718	21,718					
Advertising/Marketing	9,000	9,000					
Publications	1,860	1,860					
Membership & Dues	12,500	8,000					
X-Mas Ornaments	8,000	8,000					
Building Repairs	4,800	4,800					
Power	6,400	6,400					
Operating Supplies	5,000	5,000					
Printing	2,500	2,500					
Telephone	1,800	1,800					
Travel	1,500	1,500					
Heating	1,600	1,600					
Training	1,000	1,000					
Office Supplies	1,000	1,000					
Equipment Repair	500	500					
Postage	200	200					
	194,710	173,019					



RE-IMAGINED S·P·A·C·E



Artists in Storefronts

Whittier-Minneapolis, Minnesota

Artists in Storefronts partners vacant and underused commercial buildings with local artists to create public exhibits within those spaces, creating an urban walking gallery!



Ferraro
Group
PUBLIC RELATIONS & PUBLIC AFFAIRS

Ferraro
Group

Re-Imagined Space

*A Collaborative Project
bringing community together
to address blight throughout
Carson City's Redevelopment Areas.*

Creative Uses for Empty Spaces



Re-Imagined Space

RACC Partnership

Funding \$10,000



Creative Uses for Empty Spaces



Re-Imagined Space

RACC Partnership

Funding \$10,000



Creative Uses for Empty Spaces



Re-Imagined Space

RACC Partnership

Funding \$10,000



Creative Uses for Empty Spaces





Re-Imagined Space

RACC Partnership
Funding \$10,000



Creative Uses for Empty Spaces



Re-Imagined Space

CCVB Partnership

Funding \$10,000



Creative Uses for Empty Spaces





Re-Imagined Space

CCCC Partnership

Volunteer Management

Creative Uses for Empty Spaces



Telegraph to Spear Street Alley



Deteriorating entry



Deteriorating concrete and benches

Sam Flakus Downtown Gateway Arch Concept

