



Community Development Department

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

Date: April 24, 2017
To: Redevelopment Authority Citizens Committee
Meeting of May 1, 2017
From: Lee Plemel, Director
Subject: Special Event Funding Requests for FY 2017-18

RECOMMENDED RACC MOTION: I move to recommend to the Redevelopment Authority approval of the expenditure of \$14,000 from the Fiscal Year 2017-18 Revolving Fund to support the special event requests in the amount of \$7,500 for the RSVP July 4th fireworks, \$6,500 for Taste of Downtown, and \$16,000 for the Arlington Square Community Event Venue 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 1, 2017.

The policies and procedures identify specific application submittal requirements and establish criteria that the RACC and Redevelopment Authority shall consider when evaluating applications for special event funding. The following factors are identified for consideration:

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

The tentative FY 2017-18 Redevelopment budget allocates \$30,000 for Redevelopment Special Events and \$25,000 for Arts and Culture Special Events (theater, music and arts events). Arts and Culture Special Event applications received have been directed to the Cultural Commission

for its review and recommendations to the Redevelopment Authority. 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 \$14,000 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 (July 4, 2017)

Requested funding (% of event budget): \$7,500 (50%)

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

Total event budget: \$15,000 (Fireworks only; excludes carnival)

Prior year funding: \$9,000

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

Dollars of City funding per participant: \$0.19

Number of years event held in Carson City: 29

2. Applicant: Advocates to End Domestic Violence

Event: Taste of Downtown (July 22, 2017)

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

Description: Downtown-wide event where local restaurants provide food and beverages at various locations, with concerts provided for event participants and the general public.

Total event budget: \$45,450

Prior year funding: (Not requested)

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

Dollars of City funding per participant: \$3.25

Number of years event held in Carson City: 24

NOTE: The following application was received after the April 15 deadline for the first round of Special Event application review. Per the Redevelopment Authority Policies and Procedures, Special Event applications are considered on a first-come, first-served basis if funds remain available after the first round of applications. Since \$16,000 remains available after consideration of the first two applications above, the RACC should also consider and make a recommendation regarding the following application:

3. Applicant: Downtown Business Association

Event: Arlington Square Community Event Venue (June-October 2017)

Requested funding (% of event budget): \$16,000 (50%)

Description: Setup of stage, vendor tents, and restrooms in the Arlington Square-Nugget parking lot for events through the summer of 2017.

Total event budget: \$32,000

Prior year funding: (Not requested)

Estimated number of participants (local/out-of-town): 15,000 (7,500 / 7,500)

Dollars of City funding per participant: \$1.07

Number of years event held in Carson City: 0

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 during the Fiscal Year.

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	Event Date(s)	Requested 2017-18	Approved last year 2016-17
Brewery Arts Center	Levitt Amp Concert Series	June 23-Sept. 3, 2017	8,500	5,500
CC Arts Initiative	CCAI Season Events	July 2017-June 2018	5,000	5,500
Mile High Jazz Band	Jazz & Beyond Music Series	Aug. 4-21, 2017	7,000	7,000
Sierra Nevada Ballet	Peanutcracker	Dec. 1-2, 2017	1,200	N/A
Sierra Nevada Ballet	Sleeping Beauty	Aug. 11, 2017	6,000	N/A
Community Yogi	Community Yogi Event Series	June-Sept. 2017	2,500	N/A
Friends of Carson City Library	International Film Weekend	Feb. 15-17, 2018	2,500	N/A
Totals:			32,700	
2017-18 Budgeted:			25,000	
Remainder/Deficit:			-7,700	

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

Attachments:

- A. Special Event Funding Request applications

RECEIVED

APR 17 2017

CARSON CITY
PLANNING DIVISION



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 & C.E.O.

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

\$ 7,500

TOTAL FUNDING REQUEST

Event Dates

July 4, 2017

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 25th 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 would take place at dusk on Tuesday, 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 widen the tourist market and bring people of all ages into Carson City, while supporting the local economy. Furthermore, the event celebrates local culture and tradition, and ensures that area residents (including seniors), do not have to travel out of the area to enjoy an important annual event.

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: 29 years; 25 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	\$ 7,500	\$ 7,500	\$ 15,000
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals:	\$ 7,500	\$ 7,500	\$ 15,000
Redevelopment Funds as a % of total Event costs:	50%		
Projected Revenues:			\$15,000
Projected Net Profit/Loss:			\$ (0)

Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any: 2016: \$ 9,000 2015: \$ 2,500 2014: \$ 8,000 2013: \$ 8,333
	Last Year	Present Year	Next Year	
Income:	\$1,252,013	\$1,250,000	\$1,300,000	
Expenses:	\$1,277,316	\$1,237,859	\$1,250,000	
Reserves:	\$ 47,318	\$ 48,000	\$ 48,000	
Number of years your organization has existed: 43				

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. We were able to work with a local pyro technician this year which brought the price down.

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.

Conversely, if Carson City does not have a fireworks show, tourists and residents will travel to Virginia City, Lake Tahoe or Reno to enjoy events there depriving Carson City of much needed revenue.

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, Capital Ford, 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 page, 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. O'Leary

Date:

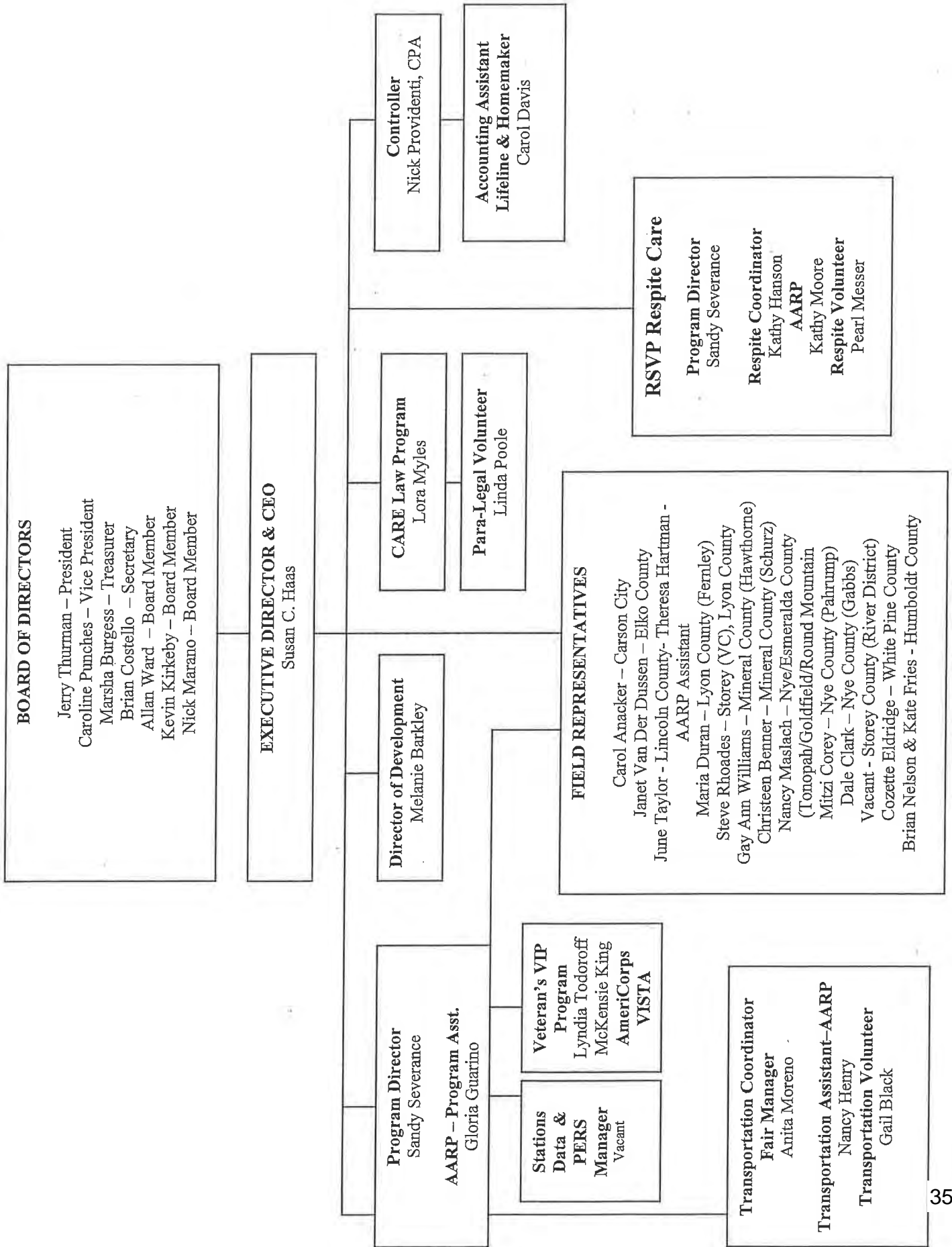
4/17/17

***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@nvrsvp.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 handing 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
-----------	--	-------------------

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
 As of March 31, 2017

	Mar 31, 17
ASSETS	
Current Assets	
Checking/Savings	
1005 · Mutual of Omaha Bank - Checking	6,656.30
1006 · Mutual of Omaha Bank-Federal	120.94
1007 · Mutual of Omaha Bank-Non Federa	78.72
1009 · CareLaw Cash Account	1,621.43
1008 · Mutual of Omaha Bank-Fireworks	316.24
1070 · Smith Barney Account	47,317.81
1080 · PETTY CASH	200.00
Total Checking/Savings	56,311.44
Accounts Receivable	
1200 · Accounts Receivable	10,666.56
Total Accounts Receivable	10,666.56
Total Current Assets	66,978.00
Fixed Assets	
1500 · EQUIPMENT	2,212.25
1600 · VEHICLES	97,715.02
Total Fixed Assets	99,927.27
Other Assets	
1430 · Prepaid Expenses	6,805.81
Total Other Assets	6,805.81
TOTAL ASSETS	173,711.08
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	26,367.56
Total Accounts Payable	26,367.56
Other Current Liabilities	
2100 · Payroll Liabilities	682.23
2110 · Direct Deposit Liabilities	256.42
2700 · Payroll Deductions	619.24
2730 · Payroll Accruals	10,572.06
Total Other Current Liabilities	12,129.95
Total Current Liabilities	38,497.51
Total Liabilities	38,497.51
Equity	
1110 · Retained Earnings	90,447.14
3050 · Fund Balance-Vehicle Restricted	12,798.00
3100 · Initial Fund Balance-Equipment	7,952.95
Net Income	24,015.48
Total Equity	135,213.57
TOTAL LIABILITIES & EQUITY	173,711.08

Nevada Rural Counties RSVP Program, Inc.
Profit & Loss
January through March 2017

	<u>Jan - Mar 17</u>
Ordinary Income/Expense	
Income	
4600 · Home Companion Respite Program	746.00
Transportation Donations	4,921.00
4030 · Contributions Income	2,077.08
4110 · Grants	198,150.78
4150 · Miscellaneous Income	2,101.58
4170 · Program Rev	29,293.72
4903 · United Way of Northern Nevada	2,270.00
4909 · United Way of Southern Nevada	3.49
Total Income	<u>239,563.65</u>
Gross Profit	239,563.65
Expense	
5300 · Program Expenses	<u>215,548.17</u>
Total Expense	<u>215,548.17</u>
Net Ordinary Income	<u>24,015.48</u>
Net Income	<u><u>24,015.48</u></u>

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.

**Carson City
Office of Business Development**

108 East Proctor Street
Carson City, NV 89701



Special Event Funding Request Form

Advocates To End Domestic Violence

ORGANIZATION NAME / APPLICANT

Post Office 2529, Carson City, Nevada 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

883-7654 www.tasteofdowntowncarson.com

PHONE #

WEBSITE URL

Lisa Lee

CONTACT / EVENT DIRECTOR NAME

Post Office Box 2529, Carson City, Nevada 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

883-7654 director@aedv.org

PHONE #

EMAIL

Taste of Downtown

NAME OF EVENT

\$ 6,500
TOTAL FUNDING REQUEST

Event Date: July 22, 2017

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):

In 1993, the downtown area was suffering from years of neglect with vacant storefronts and only a few restaurants and shops surviving due to loyal local clientele. Tucked away in a back room of what is now the Westside Pour House, the Wild Scallion had recently opened, offering a trendy menu. Farther down the street, Joe Garlic's had transformed the old Pony Express Hotel with colorfully painted wall murals and offerings of pasta dishes. Walking from one of these restaurants, the faded charm of the downtown buildings and tree-lined streets led to a "light bulb" moment from which the first Taste of DownTown sprang. The concept was to host an event that would meet **three goals**: provide *exposure* for *area restaurants* and drive business to the heart of Carson City; encourage people to stroll the historic streets and *discover shops and the forgotten beauty of the capital city*; and *generate funds* for the Advocates To End Domestic Violence emergency shelter and services. No one could have predicted how well received the Taste of DownTown would be or that it would grow from five restaurants and one band the first year to over thrift-five restaurants and six live bands, nor that it would become an example for others to follow in hosting downtown events. The Taste of DownTown offers **2,000 ticket** holders the opportunity to stroll among restaurants and booths, enjoy live music, and discover shops and old friends while participating in a one-of-a-kind event that brings the community together and fosters awareness of the renovated downtown and area businesses. In addition, an estimated **3,000+** non-ticket holders are drawn to the outdoor festival and live music, often eating at the downtown restaurants, purchasing beverages from street vendors, and browsing shops and galleries. The Taste of DownTown has grown, not only out of support for the awareness of domestic violence and sexual assault, but because locals and visitors have an interest in food and live music and a desire to dance in the streets, meet old and new friends, and enjoy a summer evening in the capital city. The Taste of DownTown is a showcase for Carson City, providing locals and visitors an opportunity to experience our city at its best.

Estimated number of local participants: 1,600 Estimated number of out-of-town participants: 400

Number of years event has taken place in Carson City: 24

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Restaurant Compensation –paid per taste	\$ 4,000	\$14,000	\$ 18,000
Trolley/Waste management/Sani Huts/Volunteers' t-shirts	\$ 0	\$ 4,750	\$ 4,750
Bands/Entertainment	\$ 1,500	\$ 5,500	\$ 7,000
Advertising/Photographer/Design	\$ 1,000	\$ 4,500	\$ 5,500
Wristband tickets/printing/equipment rental/electrician	\$ 0	\$ 4,550	\$ 4,550
Supplies/insurance/postage/awards/Sheriff Reserve	\$ 0	\$ 3,200	\$ 3,200
Clean-up crew/Labor	\$ 0	\$ 2,450	\$ 2,450
Total:	\$ 6,500	\$38,950	\$45,450
Redevelopment Funds as a % of total Event costs:	14%		
(Minus tickets for sponsors/volunteers)		Projected Revenues:	\$ 75,000
		Projected Net Profit/Loss:	\$ 29,550

Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any: 2015: <u>\$6,500</u> – carried to 2016 (date change) 2014: <u>\$6,500</u> 2012: <u>\$5,000</u>
	Last Year	Present Year	Next Year	
Income:	\$1,297,602	\$ 1,100,500	\$1,150,500	
Expenses:	\$ 907,580	\$ 926,060	\$ 932,000	
Restricted	\$332,522	\$138,940	\$ 181,000	
Reserves:	\$57,500	\$ 35,500	\$ 37,500	

Number of years, your organization has existed: 38

Have other organizations besides yours committed funding for this event? Yes No

If yes, what organization(s) and how much funding? Volunteers are currently seeking sponsorships to assist in the cost of the event.

Describe any efforts to obtain funding from other sources:
A committee of volunteers solicits sponsorships from local businesses to offset the cost of producing the event. The Nevada Appeal will sponsor a portion of the advertising cost.

Describe why Redevelopment funds are required for the special event:
As a non-profit agency providing services to survivors of domestic violence and sexual assault, it is critical that additional resources are utilized to offset the expense of promoting and hosting the Taste of DownTown. The funds raised through the Taste of DownTown are *instrumental in supporting the emergency shelter* and crisis intervention services for survivors and their children. Redevelopment funds will be used to reimburse a portion of the cost restaurants incurs to participate. Restaurants are compensated per taste to ensure that small and large businesses have the ability to participate. Additionally, redevelopment funds will be used toward the cost of entertainment provided by multiple live bands. Live music is crucial to the success of the event, attracting ticket and non-ticket holders to downtown where they discover local businesses for future patronage. The Taste of DownTown is an economic driver for participating businesses while generating interest and awareness in the downtown area. The Taste will provide many in the community their first opportunity to appreciate the wider sidewalks, new landscaping, and on-street parking that resulted from the recent renovation.

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);
The Taste of DownTown showcases the historic downtown area, restaurants, local businesses, and shops. This annual event has developed into a *STRONG economic driver and marketing tool* that attracts roughly 5,000 people to the downtown area where businesses have the opportunity to capture the interest of potential customers and increase awareness of their merchandise, menus, and location.

List other organizations and businesses partnering or participating in the event: The Taste will partner with a projected 35+ restaurants, multiple live bands, and a minimum of 10 downtown shops and businesses. An agreement with CCSO provides security, and the Nevada Appeal provides a portion of the advertising.

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

The Taste of DownTown will span 13 city blocks, ranging from West Spear Street to 10th Street. It is anticipated permits will be applied for to close the following streets: Curry from King to Spear; Telegraph Square; West Musser; West Second; West Telegraph; and East/West Proctor Street. The Attorney General's parking lot on Musser and Curry Street has been utilized to provide additional space for off-site restaurants.

Have you obtained all necessary approvals and/or permits for the event? Yes No

If not, what approvals are still pending? The permit to place a promotional banner across Carson Street has been secured each year. Additional necessary permits will be applied for as the date draws nearer to the event. We have always worked with the City, Health Department, and CCSO to meet City requirements.

How do you plan to market and advertise the event? Ads will be placed in the Nevada Appeal, Record Courier, RGJ, Carson Now, and Community Center reader board. Posters and social media will continue to be maximized.

Explain how the special event may be able to be expanded in the future: The Taste of DownTown has steadily grown to become the largest event held in downtown Carson City, outside of Nevada Day. The event is limited only by the number of ticket holders restaurants can accommodate, which is set at 2,000. An additional estimated 3,000 non-ticket holders attend the event to stroll and enjoy the live entertainment. Since offering tickets on-line, we have been able to improve the demographic data collected which shows that roughly 20% of tickets were purchased by out-of-area individuals that range from Washoe, Lyon, Storey, and Douglas Counties and parts of California that included: Tahoe, Bishop, Sacramento, and L.A. Comments from the survey showed that several ticket holders arranged vacations to include the Taste, and others stated they used the event to discover new places to shop and eat. The Taste of DownTown has proven to be an effective economic driver and marketing tool for restaurants and businesses to grow and expand clientele, as well as an attraction for Carson City that other surrounding communities have since emulated.

Explain how the special event will be able to transition away from City funding support in the future: Revenue is generated through the sale of tickets, which has historically been limited to a maximum of 2,000 by participating restaurants who are challenged with the task of preparing food for a crowd of that size. While this restriction has made tickets a "hot commodity," it also limits the event's growth. To maintain costs, AEDV's staff, board, and volunteers organize, promote, and provide labor to reduce the cost of a professional promoter and support staff. As sponsorship increases, AEDV will rely less on redevelopment funding, while retaining the level of quality upon which the Taste of DownTown has built its reputation.

In 2016, AEDV moved the date of the Taste from the traditional third Saturday in June to the third Saturday in July to avoid a conflict with a new City-sponsored event. Participating restaurants could not accommodate both events, and as the City was investing a large sum to attract the new event, AEDV did not have any other choice but to move the Taste. The change in date resulted in a loss of needed event revenue for fiscal year 2015-16 and a drop in ticket sales. The higher temperatures in July affected several participants, resulted in medical intervention, as well as the loss of one business that felt their desserts couldn't withstand the heat. It will require additional advertising for the next several years to rebrand the Taste with a new date and to rebuild attendance.

Acknowledgment 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:

4/14/17

*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:

- [x] Complete, signed Special Event Funding Request Form
- [x] 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
- [x] 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



Appendix

- A Organizational Chart
- B AEDV Agency Profit & Loss Statement

A Organizational Chart

BOARD OF DIRECTORS

Lisa M. Lee
Planning, design, budget,
advertising, promotion,
organize

Terri Farnworth
Fiscal manager,
planning, entertainment, permits,
budgets, payments,
street closures, CCSO,
social media, rentals, labor

Traci Trenoweth
Planning, restaurants,
shops, equipment,
scheduling, booth,
volunteers, clean-up crews

Planning/Organizing Volunteers

**Restaurant
Committee**
Secure/assist
businesses

**Entertainment
Committee**
Recruit/assist
live bands

Shop Committee
Secure/assist local
shops/businesses

**Sponsorship
Committee**
Secure sponsorships
& VIP's

Event Volunteers
Restaurants, tickets, VIP, booth, set-up, take-down

B AEDV Agency Profit & Loss Statement

4:06 PM
04/10/17

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)
Profit & Loss
March 2017

	Mar 17
Income	
Income	
ADVOCATES Deposits	36,554.06
AEDV Deposits	4,988.35
CLASSY Deposits	54,935.49
Total Income	96,477.90
Interest/Dividend	
Investment Earnings	137.57
Savings Interest	49.03
Total Interest/Dividend	186.60
Total Income	96,664.50
Expense	
ADVOCATES	
Bank Service	
Merchant Fees	83.00
Total Bank Service	83.00
Board Expense	77.11
Client Services	
Client Direct Service	240.00
Total Client Services	240.00
Dues/Subscriptions	56.00
General Fundraising	433.85
Insurance	
Liability	2,223.24
Medical	1,398.90
Workmans Comp	545.15
Total Insurance	4,167.29
Legal/Accounting	350.00
Office Expense	
Computer Repair/Softwa...	5.00
Internet/Website	274.99
Staff Misc	158.95
Supplies/Expenses	4,500.04
Total Office Expense	4,938.98
Payroll	
Expense	435.30
Salaries/Wages	46,196.23
Tax Deposits	13,343.37
Total Payroll	59,974.90
Shelter Expenses	
Food	149.17
Operating Supplies	905.12
Repairs/Maint.	203.60
Total Shelter Expenses	1,257.89

4:06 PM
04/10/17

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)
Profit & Loss
March 2017

	Mar 17
Telecommunications	
Answering Service	222.27
Telephone	1,117.61
Total Telecommunications	1,339.88
Training	49.00
Utilities	
Refuse	346.00
Utilities - Other	2,787.47
Total Utilities	3,133.47
Vehicle Expenses	117.59
Volunteer Expenses	65.82
Total ADVOCATES	76,284.78
AEDV	
Bank Service	23.50
Repairs/Maintenance	3,220.00
Utilities	1,333.87
Total AEDV	4,577.37
CLASSY SECONDS	
Advertising	100.00
Bank Charges	74.10
Maintenance	514.77
Merchant Service Fees	468.86
Operating	2,910.38
Postage/Mailing	487.00
Rent	2,900.00
Supplies	350.26
Telephone	87.76
Trash	155.92
Utilities	938.08
Vehicle	388.03
Total CLASSY SECONDS	9,375.16
Total Expense	90,237.31
Net Income	6,427.19

RECEIVED

APR 24 2017

CARSON CITY
PLANNING DIVISION

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



Special Event Funding Request Form

Downtown Business Association

ORGANIZATION NAME / APPLICANT

PO Box 3114, Carson City, NV 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-220-0608

http://www.downtowncarson.org/

PHONE #

WEBSITE URL

Jennifer Smith

CONTACT / EVENT DIRECTOR NAME

507 N Carson St, Carson City, NV 89701

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-220-0608

jsmith@ccnugget.com

PHONE #

EMAIL

Arlington Plaza Community Event Venue

NAME OF EVENT

\$ 16,000

TOTAL FUNDING REQUEST

Event Dates: **June 1 - October 31, 2017**

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):

The Arlington Plaza Community Event Venue is a new project that will provide a usable space complete with tents, a stage and other temporary requirements for major events. The venue will be available for use to downtown businesses, charities and organizations who wish to hold events in this central location. The venue can be used by the Downtown Business Association for events that are planned for this summer and fall.

The DBA will be working with The Carson Nugget to utilize the parking lot for entertainment purposes in order to generate more traffic in the downtown area.

In summary, this event is a continuation and an expansion of the Road to the Future concept that was successfully introduced to kick off Nevada Day weekend 2016. This venue will fill the void as a larger venue to accommodate events up to 1,000 people. It will compliment events such as, Epic Ride, Taste of Downtown and Nevada Day.

Estimated number of local participants: 7,500 Estimated number of out-of-town participants: 7,500

Number of years event has taken place in Carson City: 1

Event Costs (Attach additional sheets, if necessary)				
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total	
Equipment Rental & Setup of Venue	\$ 16,000	\$ 16,000	\$ 32,000	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
Totals:	\$	\$	\$	
Redevelopment Funds as a % of total Event costs:	50 %			
Projected Revenues:			\$ 60,000	
Projected Net Profit/Loss:			\$ 0	
Annual Budget of Organization:			Redevelopment funding your organization received for this event in prior years, if any: 2015: \$ 0 2014: \$ 0 2013: \$ 0 2012: \$ 0	
	Last Year	Present Year		Next Year
Income:	\$ 60,000	\$ 60,000		\$ 80,000
Expenses:	\$ 60,000	\$ 60,000		\$ 80,000
Reserves:	\$ 0	\$ 0		\$ 0
Number of years your organization has existed: 0				
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? Carson Nugget and the Hop and Mae Adam's Foundation				
Describe any efforts to obtain funding from other sources: All downtown businesses will be invited to utilize the venue and cover the event operating costs for their events.				
Describe why Redevelopment funds are required for the special event: This is a project that will benefit all of the Downtown Redevelopment Area 1. This venue will fill the void as a larger venue to accommodate events up to 1,000 people. It will compliment events such as Epic Ride and NV Day.				
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 venue will increase the number of events that are held in Downtown Redevelopment Area 1 which will bring in more people and opportunities to the downtown businesses.				
List other organizations and businesses partnering or participating in the event: Carson Nugget and the Hop and Mae Adam's Foundation				
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: The venue will consist of Arlington Plaza only and most events that use the space will not require road closures.				

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

Special event permits, etc. would be requested separately by event.

How do plan to market and advertise the event?

Though the Carson Nugget would be willing to help advertise the events, this will be decided by the party hosting each event.

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

This is a venue that could be on-going, continuing existing events and picking up new events each year.

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

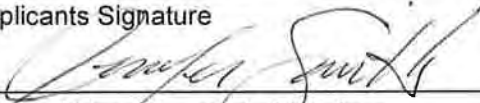
Other organizations may wish to partner in the future to continue the venue.

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:

4/24/17

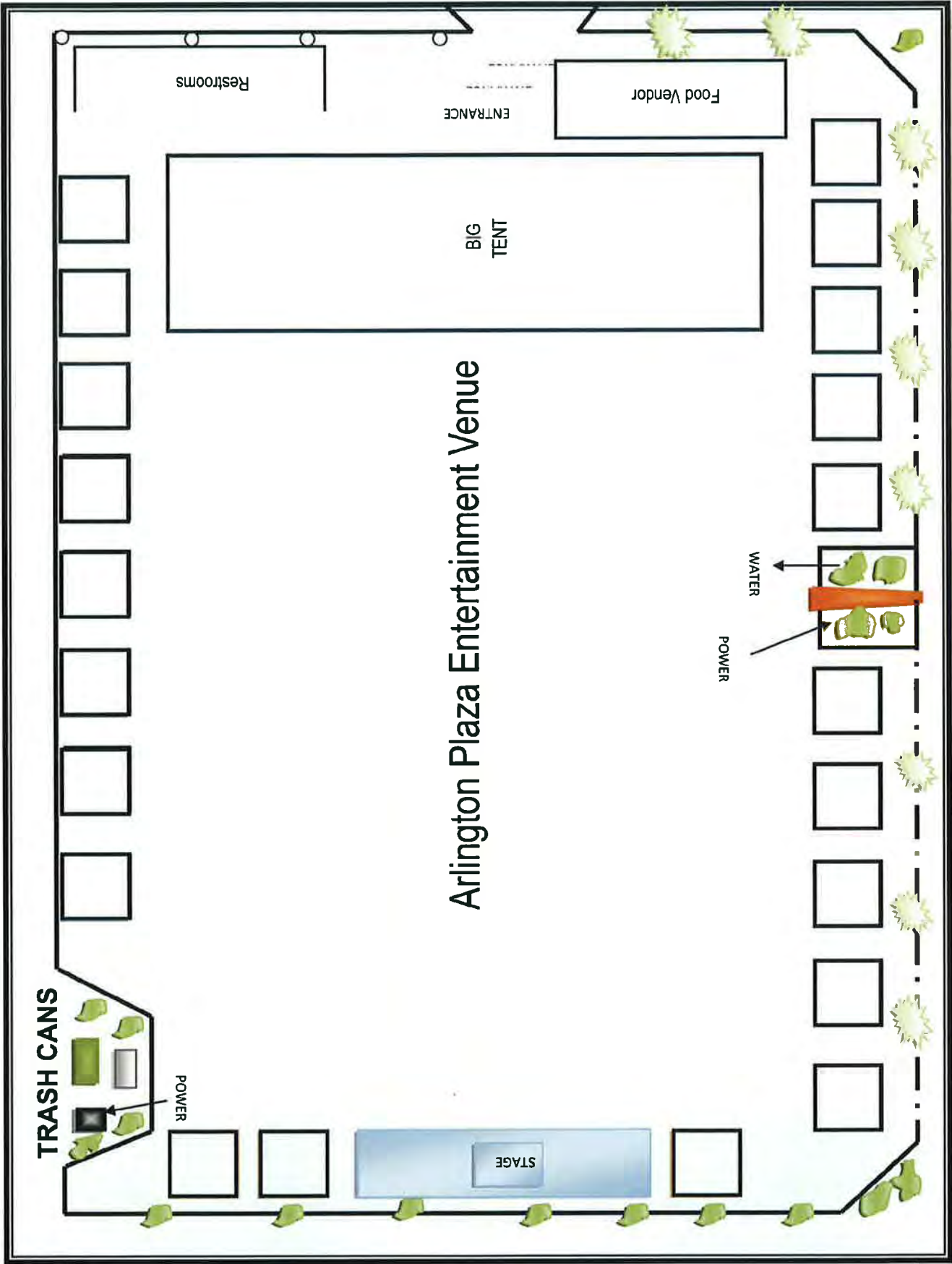
***Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

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.

CURRY STREET

ROBINSON STREET

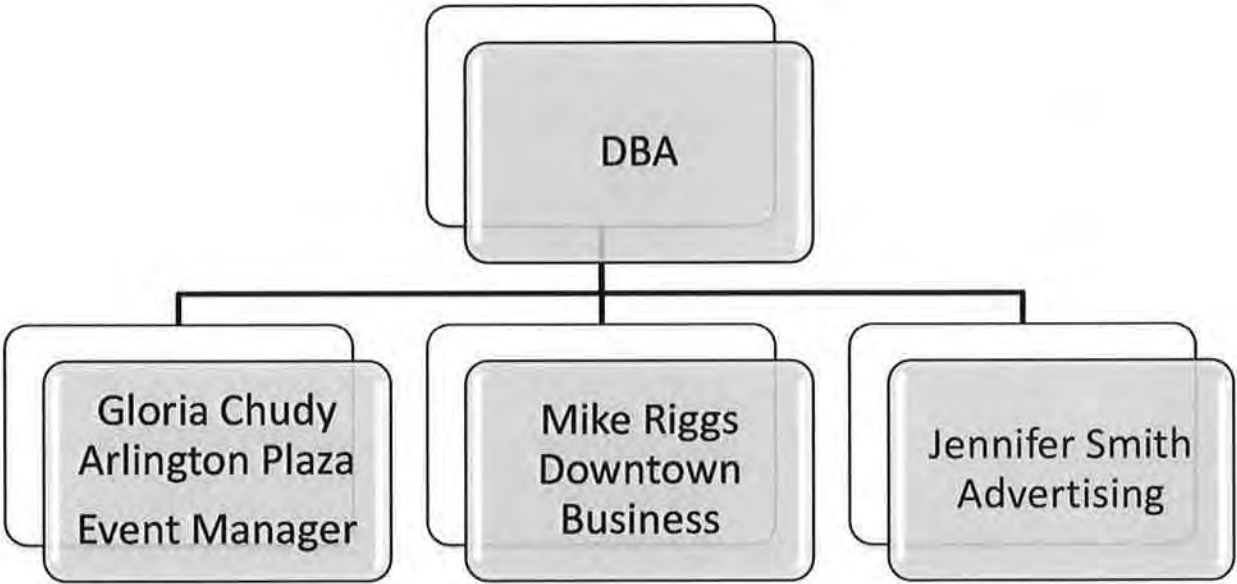


163' 5"
SPEAR STREET

167' 3"

CARSON STREET

Arlington Plaza Entertainment Venue



Jennifer LeBaron-Smith

Technical Skills

Adobe

Photoshop After Effects
Illustrator Dreamweaver
InDesign Flash

Microsoft

Word
Excel
Power Point

Other

Internet html
CSS SEO

Education

BAS, Graphic Communications
AAS, Business
AAS, Accounting

Social



Work Experience

Nevada Workers Compensation Network

Director

Thorndal, Armstrong, Delk, Balkenbush and Eisinger

Workers' Compensation Specialist

Cannon Cochran Management Services, Inc.

Claims Consultant

Associated Risk Management, Inc.

Lead Claims Examiner

WORKERS COMPENSATION

Analysis of Workers' Compensation Claims – Formation of Determinations Pertaining to Claims According to NRS – Management of Claimant Medical Care – Written and Verbal Correspondence with Claimants, Doctors, Attorneys and State Agencies – Management of Benefit Payments

State of Nevada Dept. of Corrections/Inmate Services

Accountant Tech II – Staff Management and Training – Maintenance of Financial Reporting – Control of AP/AR Functions – Approval and Development of Operating Procedures and NRS Pertaining to Inmate Support – Management and Security of Inmate Phone System

Employers Insurance Company Of Nevada

Accounts Payable Manager – Accountant Tech II – Contract Maintenance – Invoice Payment – Clerk Training – Administrative Check Processing – Account Reconciliation – Supervision of A/P

InSite Creations

Self-Employed – Internet Advertising and Design – Electronic Newsletter Delivery – Web Design/Consulting – Customer Relations – Merchant Account Maintenance – A/P – A/R

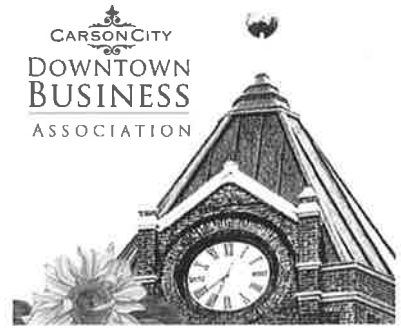
Vinyl Products Manufacturing, Inc.

Traffic Manager – Administration of Inventory Process – Contract Negotiations with Carriers – Scheduling – Purchasing – Development and Implementation of Computer Inventory System – Product Costing – Management Reporting

Sizzler

Manager – Supervision of Personnel – Hiring – Purchasing – Customer Relations – Payroll – Training – Performance Evaluation – Scheduling

2013-Now
2011-2013
2007-2012
2006-2007
2003-2006
1998-2000
1996-2003
1988-1996
1988



April 24, 2017

Downtown Business Association
PO Box 3114
Carson City, NV 89702

Carson City Office of Business Development:

The Downtown Business Association supports the proposed Arlington Plaza Community Event Venue. This could provide a useful space for the DBA and other organizations to hold events that would benefit the downtown.

Sincerely,

Mike Riggs
President