



STAFF REPORT

Report To: Redevelopment Authority

Meeting Date: June 1, 2017

Staff Contact: Lee Plemel, Community Development Director

Agenda Title: For Possible Action: To make a recommendation to the Board of Supervisors regarding the expenditure of \$37,800 from the Fiscal Year 2018 Redevelopment Revolving Fund to support various special events in support of the Redevelopment District, which includes up to \$23,800 to support arts and culture events as recommended by the Cultural Commission and up to \$14,000 to support other Redevelopment special events as recommended by the Redevelopment Authority Citizens Committee. (Lee Plemel, lplemel@carson.org)

Staff Summary: Redevelopment annually funds special events from a portion of the Revolving Fund. The Community Development Department received a total of \$32,700 in Arts and Culture Special Event funding requests and \$14,000 in other Special Event funding requests. A total of \$25,000 has been allocated in the FY 2018 budget for Arts and Culture special events and \$30,000 has been allocated for other special events. Application requests include: \$8,500 for Brewery Arts Center's Levitt Amp Concert Series; \$5,000 for the Capital City Arts Initiative; \$7,000 for Mile High Jazz Band's Jazz & Beyond music series; \$1,200 for Sierra Nevada Ballet's Peanutcracker; \$6,000 for Sierra Nevada Ballet's Sleeping Beauty; \$2,500 for Community Yogi's yoga event series; \$2,500 for Friends of Carson City Library's International Film Weekend; \$7,500 for RSVP's 4th of July fireworks; and \$6,500 for Advocates to End Domestic Violence's Taste of Downtown.

Agenda Action: Formal Action/Motion

Time Requested: 20 minutes

Proposed Motion

I move to approve and recommend that the Board of Supervisors authorize the expenditure of \$37,800 from the Fiscal Year 2018 Redevelopment Revolving Fund to support various special events in support of the Redevelopment District, which includes up to \$23,800 to support arts and culture events as recommended by the Cultural Commission and up to \$14,000 to support other Redevelopment special events as recommended by the Redevelopment Authority Citizens Committee as an expense incidental to the carrying out of the Redevelopment Plan that has been adopted by the Carson City Board of Supervisors, and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan.

Board's Strategic Goal

Economic Development

Previous Action

May 1, 2017: The Redevelopment Authority Citizens Committee voted 5-0 (2 absent) to authorize \$14,000 for the proposed events, as further detailed in this staff report.

On May 8, 2017: The Cultural Commission voted 4-2 to authorize \$23,800 in funding to the events, as further detailed in this staff report.

Background/Issues & Analysis

A total of \$25,000 has been allocated in the FY 2018 Redevelopment budget for Arts and Culture special events and \$30,000 have been allocated for other Redevelopment special events. The Redevelopment policies state that Arts and Culture special events include performing arts, visual arts, and literary arts, and are generally events such as:

- (a) Theatrical productions;
- (b) Music festivals or music event series involving coordination among multiple event sites or organized through an arts organization;
- (c) Art displays; or
- (d) Other events deemed to be Arts and Culture events as determined by the Director.

The policies and procedures identify specific application submittal requirements and establish criteria that the 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 Community Development Department received two applications for a total of \$14,000 in requested funding for Redevelopment special events. Following is a summary of the applications received. 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

Seven applications were received requesting funds for Arts and Culture events. These applications were forwarded to the Cultural Commission for recommendations and include \$32,700 in requested funding, while

only \$25,000 is available. The applicants, events, and requested funding are noted below, with the Cultural Commission's recommendations for funding in the attached spreadsheet.

1. Applicant: Brewery Arts Center

Event: Levitt Amp Concert Series (June 23-September 3, 2017)

Requested funding: \$8,500

Description: Summer outdoor concert events at the Brewery Arts Center.

2. Applicant: Capital City Arts Initiative (CCAI)

Event: CCAI season events (July 2017-June 2018)

Requested funding: \$5,000

Description: Citywide arts displays and events.

3. Applicant: Mile High Jazz Band

Event: Jazz & Beyond Music Series (August 4-21, 2017)

Requested funding: \$7,000

Description: Multi-week music festival at various locations.

4. Applicant: Sierra Nevada Ballet

Event: Peanutcracker (December 1-2, 2017)

Requested funding: \$1,200

Description: Peanutcracker ballet performance at the Bob Boldrick Theater.

5. Applicant: Sierra Nevada Ballet

Event: Sleeping Beauty (August 11, 2017)

Requested funding: \$6,000

Description: Sleeping Beauty ballet performance at the Bob Boldrick Theater.

6. Applicant: Community Yogi

Event: Community Yogi Event Series (June-September 2017)

Requested funding: \$2,500

Description: Community yoga events and various locations around the City.

7. Applicant: Friends of Carson City Library

Event: International Film Weekend (February 15-17, 2018)

Requested funding: \$2,500

Description: Free film festival at the Bob Boldrick Theater.

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

Applicable Statute, Code, Policy, Rule or Regulation

NRS 279.382 – 279.685

Financial Information

Is there a fiscal impact? Yes No

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

Is it currently budgeted? Yes No

Explanation of Fiscal Impact: The funds are budgeted in the FY 2018 Redevelopment budget.

Alternatives

Modify the recommended funding for events.

Attachments:

- 1) RACC and Cultural Commission recommendations spreadsheets
- 2) Special Event applications

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

**FY 2017-18 Arts & Culture Special Events
CCCC Recommendations**

Organization	Event	Event Date(s)	Requested 2017-18	Approved last year 2016-17	CCCC Recom.
Brewery Arts Center	Levitt Amp Concert Series	June 23-Sept. 3, 2017	\$ 8,500	\$ 5,500	\$ 6,500
CC Arts Initiative	CCAI Season Events	July 2017-June 2018	\$ 5,000	\$ 5,500	\$ 5,000
Mile High Jazz Band	Jazz & Beyond Music Series	Aug. 4-21, 2017	\$ 7,000	\$ 7,000	\$ 6,000
Sierra Nevada Ballet	Peanutcracker	Dec. 1-2, 2017	\$ 1,200	N/A	\$ 1,000
Sierra Nevada Ballet	Sleeping Beauty	Aug. 11, 2017	\$ 6,000	N/A	\$ 3,300
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	\$ 2,000
Totals:			\$ 32,700		\$ 23,800
2017-18 Budgeted:			\$ 25,000		\$ 25,000
Remainder/Deficit:			\$ (7,700)		\$ 1,200

**FY 2017-18 Redevelopment Special Events
RACC Recommendations**

Organization	Event	Event Date(s)	Requested 2017-18	Approved last year 2016-17	RACC Recom.
RSVP Program	4th of July Celebration	July 4, 2017	\$ 7,500	\$ 9,000	\$ 7,500
Advocates to End Domestic Violence	Taste of Downtown	July 22, 2017	\$ 6,500	N/A	\$ 6,500
Totals:			\$ 14,000		\$ 14,000
2017-18 Budgeted:			\$ 30,000		\$ 30,000
Remainder/Deficit:			\$ 16,000		\$ 16,000

Total Recommended: \$ 37,800
Total Budgeted: \$ 55,000
Remainder: \$ 17,200

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:

	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

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

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:

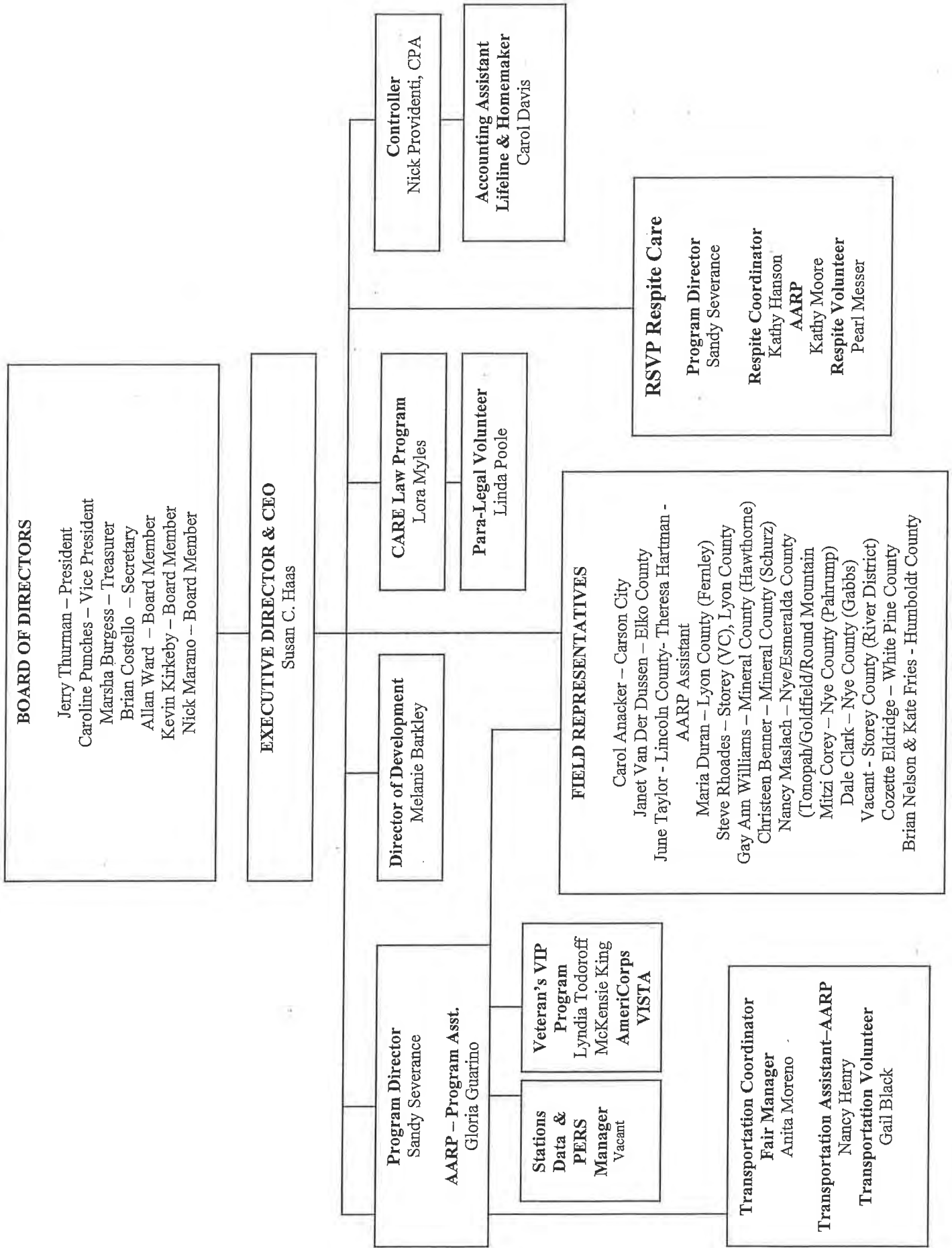
4/17/17

***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
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Special Skills

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

Nevada Rural Counties RSVP Program, Inc.
Balance Sheet
As of March 31, 2017

	<u>Mar 31, 17</u>
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	<u>56,311.44</u>
Accounts Receivable	
1200 · Accounts Receivable	10,666.56
Total Accounts Receivable	<u>10,666.56</u>
Total Current Assets	66,978.00
Fixed Assets	
1500 · EQUIPMENT	2,212.25
1600 · VEHICLES	97,715.02
Total Fixed Assets	<u>99,927.27</u>
Other Assets	
1430 · Prepaid Expenses	6,805.81
Total Other Assets	<u>6,805.81</u>
TOTAL ASSETS	<u><u>173,711.08</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	26,367.56
Total Accounts Payable	<u>26,367.56</u>
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	<u>12,129.95</u>
Total Current Liabilities	<u>38,497.51</u>
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	<u>135,213.57</u>
TOTAL LIABILITIES & EQUITY	<u><u>173,711.08</u></u>

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 incur 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:

- 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



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

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



Special Event Funding Request Form

Brewery Arts Center

ORGANIZATION NAME / APPLICANT

449 West King Street, Carson City, NV 89703

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-883-1976 breweryarts.org

PHONE #

WEBSITE URL

Gina Lopez Hill

CONTACT / EVENT DIRECTOR NAME

449 West King Street, Carson City, NV 89703

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-883-1976 gina@breweryarts.org

PHONE #

EMAIL

Levitt AMP Carson City

NAME OF EVENT

\$ 8500.00

TOTAL FUNDING REQUEST

Event Dates: **June 23-Sept 2, 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 Brewery Arts Center requests funding from redevelopment to help with approximately 8.5% of the costs for a successful Levitt AMP Carson City Concert Series. The Levitt AMP Ca is made possible by the Mortimer and Mimi Levitt Foundation, a national non-profit dedicated to social fabric of America through the power of free live music. Carson City via the Brewery Arts has received the \$25,000 National Award for the second consecutive year through a competitive voting process. In its first year, the Levitt AMP Concert Series saw attendance of 800-1200 for concert. The theory of creating a community gathering space to activate and engage the community a family friendly, barrier free, opportunity while offering high caliber artists will, in fact, enrich the social fabric of Carson City has been verified not only by consistently high attendance but by the online and lawn surveys conducted at each event as well as the conclusion of the series. The surveys are available if the granting committee would like to review.

Estimated number of local participants: 10,000+ Estimated number of out-of-town participants: 1000

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
Artist Fees	\$ 0	\$ 35,000.00	\$ 35,000.00
Equipment rental & techs (stage and sound)	\$ 4,000.00	\$ 16,000.00	\$ 20,000.00
Custodial Services	\$ 150.00	\$ 1,000.00	\$ 1,650.00
Security Services	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00
Photography/Advertising	\$ 1,000.00	\$ 5,000.00	\$ 6,000.00
Hospitality/Administration/Permits/Prep	\$ 1,000.00	\$ 33,000.00	\$ 34,350.00
Totals:	\$ 8,500.00	\$	\$
Redevelopment Funds as a % of total Event costs:	8.5 %	\$91,500.00	\$100,000.00
Projected Revenues:			\$ 65,000.00
Projected Net Profit/Loss:			\$ 35,000(In kind)
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ 463,739.00	\$ 556,476.00	\$ 612,086.00
Expenses:	\$ 413,399.00	\$ 456,476.00	\$ 512,086
Reserves:	\$ 50,000.00	\$ 100,000.00	\$ 100,000.00
Number of years your organization has existed: 42			
Redevelopment funding your organization received for this event in prior years, if any:			
2015: \$ 5500.00 (2016)			
2014: \$ 2000.00 (2015)			
2013: \$ _____			
2012: \$ _____			
Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, what organization(s) and how much funding?			
Levitt Foundation-\$25k, NV Div. of Tourism-\$5k, Committed Sponsors-\$25k, Nevada Humanities, NAC PIE Grant & other Sponsors Pending			
Describe any efforts to obtain funding from other sources: Due to the success of Levitt AMP Carson City sponsors have already come on board, some with committed funds, some in-kind, and some We have also secured a grant from the Nevada Division on Tourism and are awaiting grant aw			
Describe why Redevelopment funds are required for the special event: The Levitt AMP Carson City Concert success in regards to the economic impact to the downtown and historic core of Carson City. I we are bringing in more prominent acts that, in turn, require more funding. We believe that the return on investment to Carson City will be \$6 back into the Carson City economy for every \$1 invested in the Levitt AMP Carson City series, these figures in accordance with the Americans for the Arts studies which we participated in during the 2016 Concert Series.			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):			
The Levitt AMP Carson City Concert Series significantly enhances the goals and objectives of 1) strengthening the local economy as demonstrated by the 6 to 1 return on investment accor			
List other organizations and businesses partnering or participating in the event:			
<small>This year's events will be part of Reno's Artown schedule in July as well as on Carson City's Jazz and Beyond Calendar in August. Gold Dust West is a partner organization to house the artists and we allow various non-profit organizations to have booths at each event to promote their o</small>			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:			
<small>The concerts will take place at the Brewery Arts Center Campus on the Minnesota Street stage, the Brewery Arts Center campus encompasses two city blocks from Division to Thompson streets in between King and Second Streets. 1800 square feet of grass is being installed to create the lawn area for the event and 300 folding chairs are available for concert goers as well as 5 sets of bleachers. There is a bounce house, free art wall and children's activities scheduled for each event as well as various food outlets.</small>			

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

All the permits are in process, however, it is our second year so I don't anticipate many problems.

How do plan to market and advertise the event?

Because of our \$5000 Nevada Tourism Grant we will be able to market the series in both traditional and non-traditional means including digital billboards, regional magazine stories and advertisements, weekly radio interviews, on site banner and promotional item advertising, local and n

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

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

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

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

Acknowledgement of Application Provisions: (please check each that you acknowledge)

- I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature



Date:

4/14/17

***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.

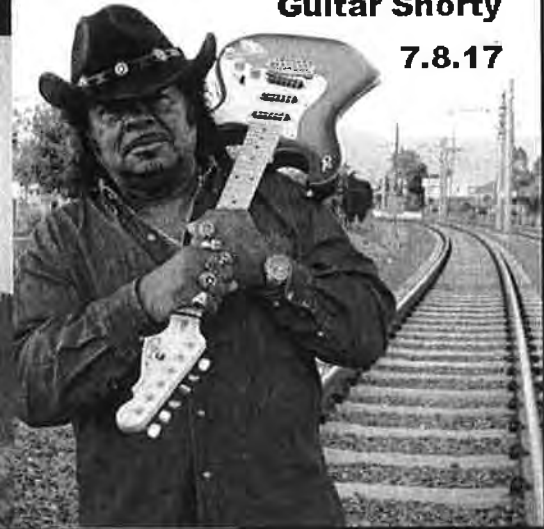
Big Bad VooDoo Daddy

6.23.17



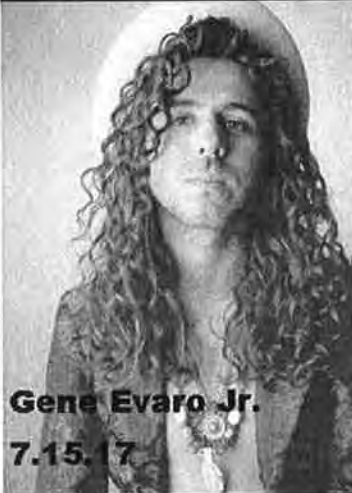
Guitar Shorty

7.8.17



Gene Evaro Jr.

7.15.17



La Misa Negra

7.22.17



The Novelists

7.1.17



Dusty Green Bones

8.26.17



Marla Brown

8.12.17



Thee Commons

8.5.17



7.29.17



Young Dubliners

9.2.17



**Levitt AMP Carson City
Music Series
2017**

**produced by the
Brewery Arts Center**



Board of Directors

Kyle Horvath
President- Second Term
Carson City Visitor's Bureau
Owner Panacea Marketing

Mike Wiencek
Vice President –First Term
Comstock Propane

Ben Steele
Treasurer- First Term
Certified Public Accountant

Jean Barrette
Secretary- Second Term
CDBG Program Administrator, Nevada Governor's Office of Economic Development

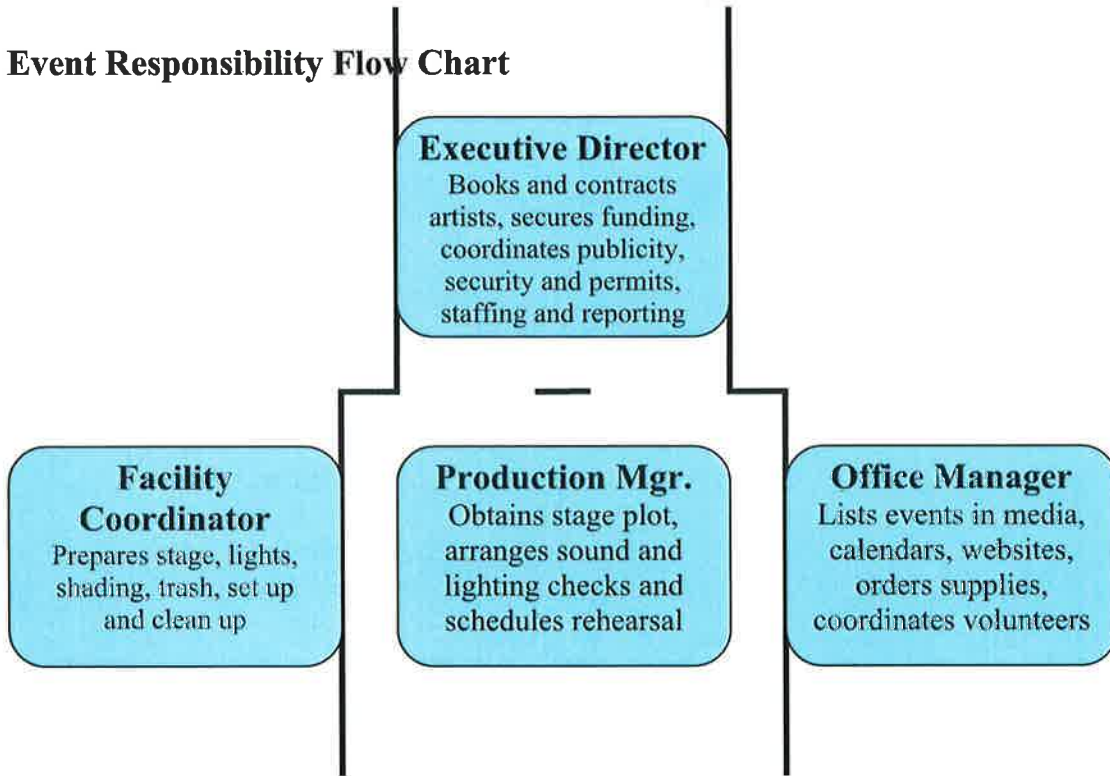
Ronald Allen
Board of Directors-First Term
Retired

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

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

Larry Fagerhaug
Board of Directors- First Term
Chief Human Resources Officer, Carson Tahoe Hospital

Event Responsibility Flow Chart



Gina Lopez Hill

1024 Mountain Park Dr. Carson City, NV 89706

775-350-0307

redbootfilms@gmail.com

Professional Experience

Brewery Arts Center, Carson City, NV

February 2015- Present Executive Director

IGNNK, Inc., Carson City, NV

July 2007- March 2015 Director of Creativity & Special Events

Creative Performing Arts Center, Reno, NV

July 2004- July 2013 Executive Director

ICDA Charter High School, Reno, NV

Aug. 2001-June 2004 Performing Arts Director

Eldorado Hotel Casino, Reno, NV

July 1999-August 2001 VIP Services Manager and Special Events

Peppermill Hotel Casino, Reno, NV

Sept. 1996-July 1999 Concierge/VIP Services Manager

That's Dancing!, Misugi, Mie Japan

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

Hollywood Magic, Bugok Hawaii Hotel, Korea

May 1992-Sept. 1992 Line Captain

Education

University of Phoenix, Reno, NV

Graduate Work

University of Nevada, Las Vegas, Las Vegas, NV

Bachelor of Arts

Contracts

University of Nevada, Reno – Choreographer

Truckee Meadows Community College – Choreographer/Instructor

Awards

DaVos Scholarship UNLV (1990), Outstanding Graduating Senior UNLV-College of Fine Arts (1994), Nevada Women's Fund: Woman of the Year (1997), Reno Gazette Journal, Best of Education Award (2002), Featured Artist- Artown (2007), Foundation for the Betterment of Carson City-Organization of the Year Award (Let Them Be Kids 2013), Documentary "Let Them Be Kids" becomes Canada's best-selling documentary and receives an endorsement from Stephen Harper.

Community and Non-profit Boards

Area-51 Dance Theater – Board of Directors 1997-2004

Project Solution Community Complex – Board of Directors 2000-2002

Ballet Nevada Performing Arts – 2000-2003

Let Them Be Kids – 2000-2016

Soroptimist International of Reno – 2000-2003

Positive Energy – Board of Directors 2006 - 2013

Seeliger Elementary School Parent/Teacher Organization 2007-2008

Carson City School District – Bond Committee & 5 Year Strategic Plan Committee

Brewery Arts Center – Board of Directors 2013-2014

TEDxCarsonCity 2106 & 2017- Lead Organizer and Curator

Jeffrey Fast

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

Objective

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

Education

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

- Major: Philosophy
- Minor: American History

Skills & Abilities

MANAGEMENT

- As Executive Director of Friends In Service Helping (FISH), Carson City, NV, I lead 25 employees and 400 volunteers giving over 4,000 volunteer hours each year in providing temporary emergency food, clothing and shelter to more than 10,000 persons each year. FISH maintained a \$1 million budget, three retail Thrift Store sites, two emergency shelters with 40 beds, four interim family homes, and Carson City's only free Dining Room providing daily hot meals.
- As the production manager of the Brewery Arts Center I have lead over 100 theatrical and musical productions in the past two years. My duties include making certain all fire and safety codes are enforced as well as maintaining excellence in production standards.

LEADERSHIP

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

Selected Theatrical Experience

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

JUD | CARSON VALLEY THEATER COMPANY | OKLAHOMA - 1988

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

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

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

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

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

Brewery Arts Center

STATEMENT OF ACTIVITY

March 2017

	TOTAL
REVENUE	
Contributions and Grants	484.44
Program Service Revenue	
Art Sales	1,690.42
Class	709.75
Consession Revenue	2,661.45
Event Revenue	8,576.06
Facility Use	8,872.90
Membership	601.00
Total Program Service Revenue	23,111.58
Total Revenue	\$23,596.02
GROSS PROFIT	\$23,596.02
EXPENDITURES	
Artist Fees	2,297.60
Concessions	36.54
Contract Instructors	1,026.50
Contract labor	5,168.46
Dues and Subscriptions	175.30
Equip Rental and Maintenance	171.41
Event Expense	2,485.40
Insurance - Liability, D and O	1,559.43
Interest Expense	59.67
Licence and fees	180.00
Marketing	85.00
Payroll Expenses	
Taxes	344.62
Wages	2,617.51
Total Payroll Expenses	2,962.13
Supplies	
Office	290.56
Operations	1,102.42
Total Supplies	1,392.98
Utilities	3,869.91
Total Expenditures	\$21,470.33
NET OPERATING REVENUE	\$2,125.69
NET REVENUE	\$2,125.69

Brewery Arts Center

STATEMENT OF FINANCIAL POSITION

As of June 30, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Artisan Store-0861	0.00
Grants Management	0.38
Media Center	0.00
Operating account-9319	1,608.35
TED	0.00
Ticket Escrow	0.00
Total Bank Accounts	\$1,608.73
Total Current Assets	\$1,608.73
Fixed Assets	
Fixed Assets	1,487,960.00
Z-Accumulated Depreciation	-755,829.00
Total Fixed Assets	\$732,131.00
TOTAL ASSETS	\$733,739.73
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
LOC Loan-1	0.00
Payroll Liabilities	2,905.76
Total Other Current Liabilities	\$2,905.76
Total Current Liabilities	\$2,905.76
Long-Term Liabilities	
Performance Hall Loan	270,000.00
Total Long-Term Liabilities	\$270,000.00
Total Liabilities	\$272,905.76
Equity	
Opening Balance Equity	482,524.26
Unrestricted Net Assets	
Net Revenue	-21,690.29
Total Equity	\$460,833.97
TOTAL LIABILITIES AND EQUITY	\$733,739.73

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

RECEIVED

APR 14 2017

CARSON CITY
PLANNING DIVISION



Special Event Funding Request Form

Capital City Arts Initiative

ORGANIZATION NAME / APPLICANT

PO Box 1333, Carson City NV 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

775.721.7424 **arts-initiative.org**

PHONE #

WEBSITE URL

Sharon Rosse, Executive Director

CONTACT / EVENT DIRECTOR NAME

PO Box 1333, Carson City NV 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

775.721.7424 **sharonrosse2001@yahoo.com**

PHONE #

EMAIL

CCAI 2017 - 2018 Season

NAME OF EVENT

\$ 5,000

TOTAL FUNDING REQUEST

Event Dates: **July 1, 2017 - June 30, 2018**

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):

Attached

Estimated number of local participants: 17,600 Estimated number of out-of-town participants: 1,000

Number of years event has taken place in Carson City: 14

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
CCAI staff to produce/coordinate programs	\$ 5,000	\$ 32,400	\$ 37,400
Artists' honoraria	\$	\$ 9,650	\$ 9,650
Artists' travel	\$	\$ 4,350	\$ 4,350
Marketing	\$	\$ 9,950	\$ 9,950
Remaining Operating [exhibit supplies, po box,	\$	\$	\$
web server, insurance, etc]	\$	\$ 4,000	\$ 4,000
Totals:	\$ 5,000	\$	\$
Redevelopment Funds as a % of total Event costs:	4 %		
Projected Revenues:			\$ 65,350
Projected Net Profit/Loss:			\$
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ 67,988	\$ 62,875	\$ 65,350
Expenses:	\$ 67,988	\$ 62,875	\$ 65,350
Reserves:	\$ 12,564	\$ 7,765	\$ 7,765
Number of years your organization has existed: 14			Redevelopment funding your organization received for this event in prior years, if any:
			2015 : \$ 5,500 FY17
			2014 : \$ 4,500 FY16
			2013 : \$ 6,000 FY15
			2012 : \$ 5,000 FY14
Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, what organization(s) and how much funding? Please see answer on the attached pages			
Describe any efforts to obtain funding from other sources: Attached			
Describe why Redevelopment funds are required for the special event: Attached			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2): Attached			
List other organizations and businesses partnering or participating in the event: Attached			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: Attached			

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

Attached

How do plan to market and advertise the event?

Attached

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

Attached

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

Attached

Acknowledgement of Application Provisions: (please check each that you acknowledge)

- I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature



Date:

April 13, 2017

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

Application submittal checklist:

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

Carson City
Office of Business Development
108 E Proctor St
Carson City NV 89701

Special Event Funding Request Form

Capital City Arts Initiative [CCAI]

CCAI "attached" answers from the application's page one

Event Description and Objectives: Include the history of the event and importance to the community.

• CCAI Mission Statement

The Capital City Arts Initiative [CCAI] is an artist-centered organization committed to the encouragement and support of artists and the arts and culture of Carson City and the surrounding region. The Initiative is committed to community building for the area's diverse adult and youth populations through art exhibitions, live events, arts education programs, artist residencies, and its online projects.

• Objectives/Importance to the Community and Event Descriptions

The Initiative is committed to enhancing the area's cultural environment and strengthening cultural ties throughout the community. CCAI objectives focus on sustaining artists and increasing awareness of the visual arts programs offered in Carson City. Audiences are treated to year-long programs of art exhibitions, lectures, and student workshops in public sites making cultural programming available to residents and visitors, including those who might never chose to visit an arts venue.

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

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

The Community Center's Sierra Room, home to all the City's numerous official public meetings, features three four-month long shows a year by northern Nevada artists. Dedicated space in the City's Community Development building [the "Brick"] is where the Initiative presents four three-month shows by students from partner schools.

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

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

Participating artists and speakers receive honoraria and support for their travel and supplies; students do not receive honoraria. Please see the attached program list for the CCAI 2017 – 2018 season.

- CCAI Artists In Education program will give two artist talks at Carson High School serving an estimated total of 60 students and 2 faculty members
- The Nevada Neighbors series will serve an estimated 150 members of the public plus an additional 350 at the school and college programs.
- Through its Exhibitions, CCAI will serve an estimated 17,500 members of the public: 60 people daily at the CCAI Courthouse Gallery [15,000] plus an estimated 2,400 annually attending the public meetings at the Sierra Room and using city services at the Community Development Building.

CCAI measures its performance through: gallery and event attendance, renewal and reaffirmation of CCAI public/private partnerships [e.g. Public Safety Dept, partner schools, etc.], membership base, mailing list, social media activity and Facebook "likes", and evaluation form responses. The board and staff are pleased that these numbers continue to increase. The Initiative diligently counts event attendance and student participation for its records.

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

All CCAI partners have renewed their participation with CCAI for 2017 – 2018 providing CCAI with the best possible confirmation of a "job well done."

- CCAI History

Visual artists founded CCAI in 2002 in recognition of a need for a contemporary arts program and in response to a citywide 2001 Carson City arts assessment that requested "more art by artists from outside the area and additional exhibition venues for local artists". The young organization incorporated these assessments into its ongoing mission. CCAI was an active participant in the 2015 – 2016 update of the city's Arts and Culture Master Plan through the Carson City Cultural Commission.

Since 2003, CCAI has produced 36 exhibitions and commissioned essays with local and national artists at the CCAI Courthouse Gallery. CCAI has presented exhibitions in the Community Center's Sierra Room [since 2015] and in the community development building [since 2010]. Since 2004, CCAI has produced over 36 exhibitions by local artists

in various other non-traditional art venues including a thrift store, a Harley-Davidson showroom, and a garden shop. The complete Exhibition list is online at www.arts-initiative.org/programs/exhibitions/

Since spring 2003, CCAI has presented 58 Nevada Neighbors speakers, most from the states [Arizona, California, New York] and an occasional international guest [Canada, Croatia, Israel]. The complete list of Nevada Neighbors speakers is online at arts-initiative.org/programs/nevada-neighbors/

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

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

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

Have other organizations besides yours committed funding for this event? If yes, what organizations and how much funding?

The following partners have confirmed their participation and support for 2017 - 2018.

CCAI has Fees for Services confirmations from:

Carson High School, Carson City School District, \$300

Dayton High School, Lyon County School District, \$250

Douglas High School, Douglas County School District, \$500

Sierra Nevada College, \$600

Describe any efforts to obtain funding from other sources:

CCAI has pending grant applications with:

Private Foundations:

John and Grace Nauman Foundation [FY18 application due June 1, \$3,000 request]

Nevada Humanities, Project Grant [FY18 application submitted, \$2,000 request]

NV Energy Foundation [FY18 application due October 1, \$2,500 request]

John Ben Snow Memorial Trust [FY18 application submitted, \$12,500 request]

US Bank Foundation [FY18 application submitted, \$3,000. request]

Public Funders:

Nevada Arts Council [FY18 application submitted, \$8,000 request]

CCAI receives donations from board dues, memberships from individuals and businesses, and donations to support specific programs. See the following answer for business members' list; CCAI continually canvases local businesses for support.

CCAI receives significant in-kind support from the City of Carson City for the Community Development building aka "the Brick", Carson City Courthouse, and Sierra Room exhibition spaces; from Steele & Associates LLC; and from its partner schools.

Describe why Redevelopment funds are required for the special event:

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

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

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

Throughout the year CCAI will produce eleven art exhibitions at three sites, four Nevada Neighbors public talks, and numerous Artists In Education activities/exhibitions. CCAI's programs enhance the City's cultural life for a wide spectrum of residents and visitors.

Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue [Downtown Redevelopment Area 1]:

The Initiative's 2017 - 2018 programs both sustain and increase arts programming in Carson City and the region. CCAI plays a critical leadership role in Carson City's development as a center of arts and culture. CCAI presents strong programs designed to encourage participation in and discussion of the arts in our community's evolving cultural life.

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

A strong arts and culture environment helps Carson City as it works to diversify and expand its business base. When businesses consider moving their facilities to a new community, among the primary questions asked are: How are the schools in your community? What is there to do in your community? CCAI helps the City provide positive answers to both of those questions. CCAI provides enrichment programs at the schools and has a strong record of providing visual arts programs distinguished by excellence and innovation to residents throughout the community.

CCAI actively markets its programs via print and electronic media to Carson City residents and to Douglas, Lyon, and Washoe county residents to encourage them to come to Carson City. Many audience members and gallery visitors travel from outside Carson City to attend CCAI events and programs, and in the process, augment the local tax base through support of local restaurants and other services.

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

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

Granting agency partners include Nevada Arts Council and the National Endowment for the Arts, Nevada Humanities and the National Endowment for the Humanities, Robert Z. Hawkins Foundation, NV Energy Foundation, John Ben Snow Memorial Trust, U.S. Bank Foundation, and the John and Grace Nauman Foundation.

CCAI Business partners to-date include: Allison MacKenzie law firm, Carson City Library, Carson City Visitors Bureau, Carson Nugget, CGI Inc., Click Bond Inc., Cracker Box, Data Graphics, Edward Jones Investments - Jennifer Rust, In Plain Sight Marketing LLC, Kilpatrick, Adler, & Bullentini law firm, Lumos & Associates, NAI Alliance, Northern Nevada Development Authority, Resource Concepts Inc., Shaheen Beauchamp LLC, Silver State Stainless, Steele & Associates CPA LLC, and Vineburg Machining Inc.

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

CCAI will produce three exhibitions and companion artists' receptions at the Carson City Courthouse, three exhibitions in the Community Center's Sierra Room, and four student group shows at the Brick. In addition, the four Nevada Neighbors talks are scheduled at the Brick. Numerous Artists In Education artist talks and workshops will take place in the participating schools. CCAI will not request any street closures during 2017 – 2018.

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

Have you obtained all the necessary approvals and/or permits for the event?

CCAI submits the required event permit applications for its Courthouse art receptions in a timely manner prior to each event. The estimated dates for the upcoming special event permits will be October 2017, February 2018, and June 2018.

How do you plan to market and advertise the events?

CCAI widely distributes press releases to area print and electronic media and distributes public information via social media [CCAI monthly e-newsletters, website blog, and Facebook page].

Three times a year, CCAI produces professionally designed bookmarks for its Exhibitions and Nevada Neighbors series events with print runs of 2,500 each. Fliers are distributed at all CCAI school and public events, libraries, area colleges, arts organizations, local businesses, monthly "Wine Walks," the 3rd Street Farmer's Market, and to CCAI funders and members. The fliers include funders' credits.

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

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

CCAI expanded its exhibition program in February 2015 with the addition of the Sierra Room as a venue and a return to Carson High School in March 2015. In July 2016, the Initiative launched its Student Gallery in the Brick with multiple group shows by area students in the facility. For 2017 – 2018, CCAI will maintain its current schedule for Artists In Education, Exhibitions, and Nevada Neighbors programs.

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

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

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



CAPITAL CITY
ARTS INITIATIVE

Board of Directors

Cyndy Brenneman, Secretary

608 Elizabeth Street, Carson City Nevada 89703 [Carson City/County]

heart_of_a_gypsy@att.net

Artist

Glenn Clemmer, Ph.D., President

1718 N Division Street, Carson City, Nevada 89703 [Carson City/County]

gcnv@yahoo.com

Biologist; Director, retired, Natural Heritage Program, State of Nevada

Wendy Kaplan, Treasurer

PO Box 2342, Stateline NV 89449 [Douglas County]

wendyk689@gmail.com

Certified Public Accountant

Tami Marano

4640 Wagon Wheel Road, Carson City, NV 89703 [Carson City/County]

tami.marano@att.net

Registered Nurse, Sierra Surgery

Gerd Poppinga, Vice President

1423 Riverpark Parkway, Dayton NV 89403 [Lyon County]

gerde@vineburg.biz

Vice President, Vineburg Machining, Inc.

Sharon Rosse

478 Bavarian Drive, Carson City, Nevada 89705 [Douglas County]

sharonrosse2001@yahoo.com

Artist; Arts Administrator

Updated: March 2017

Staff

Sharon Rosse

Executive Director
Artist; Arts Administrator

Christel Passink

Artists In Education Program Manager
Graphic Designer; Arts Administrator

Organizational Chart

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

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

Updated: March 2017

Sharon Rosse

478 Bavarian Drive, Carson City, Nevada 89705

775.267.3295 landline

775.721.7424 mobile

sharonrosse2001@yahoo.com

Resume

Professional Experience

2002 – present Executive Director, Capital City Arts Initiative [CCAI], Carson City, Nevada
Founding Executive Director. Responsibilities include: organizational leadership; chief financial officer/grants manager/development; staff and board management; public information; coordinating collaborations with community organizations; curatorial and program oversight for Exhibitions at the CCAI Courthouse Gallery, Brick, Sierra Room; Nevada Neighbors series; and the Artists In Education program.

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

1992 - 2001 Nevada Arts Council, a State of Nevada agency.

- Artists' Services Program Coordinator, 1995 - 2001

Responsibilities included: addressing the needs of individual artists through grants technical assistance, ongoing programs, statewide initiatives, conferences, and networking opportunities. Program administration and development included: Artists' Fellowships [public and private funding]; Artists' Professional Development; literary arts touring program: Tumblewords; visual art exhibits, tours, programs: annual artists' Governor's Arts Awards commissions, LXS at the State Legislature, *LXS On The Road, night*, Save Outdoor Sculpture, Women's Health Conference exhibition; Artists' Services' intern/volunteer program; and fiscal administration for the preceding programs.

- Director of Services, 1992 - 1995

Responsibilities included: administration and development of Artists Fellowships, LXS at the State Legislature; Arts in Education Program: Artists-In-Residence, Teacher In-Service Conferences, Special Project Grants for Teachers, Arts Organizations and Schools; Community Arts Development programs: Nevada Presenters' Network, NPN conferences; NAC public information.

1985 – 2001 Director, LXS, Legislative eXhibition Series, Carson City

Co-founder | co-curator of the biennial visual arts exhibition program at the Nevada State Legislature, Carson City. Presented ninety exhibits during nine biennial legislative sessions. Presented through the Nevada Arts Council and Western Nevada Community College-Carson City.

1984 – 1992 Director, XS Gallery, Western Nevada Community College, Carson City

Co-founder. Responsibilities included: administration for nine exhibitions per year, the visiting artists program, arts writing program in conjunction with the exhibition program, development and administration of LXS Gallery at the Nevada State Legislature, grants writing and management; coordination of publicity and graphic design, public relations, fund-raising. Participating artists and writers included: Karen Atkinson, Nancy Barton, John Beech,

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

1988 – 1990 Director, DICE, Truckee Meadows Community College, Reno, Nevada
Co-founder. Responsibilities included administration and management of visual arts exhibition program.

Additional Professional Activities

2017

- Panelist for Carson City Visitors Bureau's Northern Nevada 'Art'preneurs workshop

2016

- Organized the Carson City Arts & Culture Coalition's Candidates Night [included candidates for mayor, city supervisor, and school board]
- Grant consultant for Artouring [DBA Reno Open Studios]

2015

- Juror for Outstanding Graduate Student Artist Award, Department of Art, University of Nevada Reno [UNR]
- Juror for State Senator Joyce Woodhouse's Student Art Competition "What Nevada Means To Me," open to 23 Clark County elementary schools

2014

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

2012

- Guest Participant, Graduate Student Open Critiques, Art Department, UNR

2011

- Guest Participant, Graduate Student Open Critiques, Art Department, UNR
- Member, Advisory Board, United Latino Community

2010

- Member, Capital City Reads Committee, Carson City Library, 2009 – 2010

2009

- Member, Advisory Committee, Carson City Library

2008

- Speaker for *Sine Cera*, Galen Brown exhibition at Nevada Arts Council's OXS Gallery

2007

- Guest Participant, Graduate Student Open Critiques, Department of Art, UNR
- Steering Committee | general membership, Carson City Arts & Culture Coalition, [2006-2007]

2006

- Participant, Community Committee with Outside Review Team, Department of Art, UNR

2003

- Panelist, "Becoming A Professional Artist," Sierra Nevada College
- Radio interview, KUNR, Artist-in-Residence Program, with on-air host Terry Joy
- Juror, "8th Annual Recycled Art(icles)," College Gallery, WNCC-Carson
- Community Representative, Scholarship Committee, Department of Art, UNR,

2002

- LXS Curatorial Committee for 2003 LXS at Nevada Legislative Building, Nevada Arts Council

2001

- Author, catalog essay for “Great Basin Points of View” exhibit; Mary Lee Fulkerson, curator; exhibition sponsored by the Racial Justice Institute of the Truckee Meadows

- Juror, Scholastic Art Competition, Nevada Museum of Art, Reno [high school art, all media]

1991

- Guest Curator, Nevada Museum of Art, Reno *Nevada Country Christmas/Holiday Traditions*; designed and installed exhibit, juried and coordinated performing arts events

- Juror, Scholastic Art Competition, Nevada Museum of Art, Reno [high school art, all media]

- Juror, Carson City High School Parent Teacher Student Association sponsored art contest

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

1990

- Juror, Nevada Day Show, Nevada Artists’ Association, Brewery Arts Center, Carson City

1989

- Presenter at “Creative Programming for Visual Arts Centers” session, Southwest Arts Conference, Scottsdale, Arizona

1987

- Exhibition Assistant, Nevada State Museum, Carson City

1986

- Juror, Student, Faculty & Staff Show, Manville Gallery, University of Nevada, Reno

1985

- Juror, Great Balloon Poster Contest, Sierra Arts, Reno

1984 - 1985

- Member, Board of Directors, Brewery Arts Center, Carson City

1984

- Juror, Olympics of the Mind, State Finals, Nevada State Department of Education

1983

- Juror, *Listen*, University of Nevada, Reno Arts Festival, Student Competition

1982

- Evaluator of *Nevada Contemporary*, Sierra Nevada Museum of Art exhibition for Nevada Arts Council grant

Teaching Experience

2008 – 2009 Artist in Education for CCAI with Carson City School District: Carson High School ECHO Club, Mark Twain Elementary School [PTA Reflections project], Empire Elementary School X-Factor.

1984 - 1989/1991/2001 Artist in Residence at twenty-one residencies in northern Nevada for the Nevada Arts Council; Sierra Arts, Reno; and the Lake Foundation, Incline Village.

1984 - 1991 Instructor, visual arts studio and arts administration classes, Western Nevada Community College, Carson City. Courses included Beg. and Advanced Sculpture, Beg. and Advanced Ceramics, Beg. and Advanced Drawing, Gallery Management, and summer workshops.

1981 - 1987/1991 Instructor for various art classes and workshops at schools for Washoe County School District; Brewery Arts Center; Sierra Nevada Museum of Art; and Very Special Arts Nevada in Reno and Elko.

Education

B.A. University of Nevada Reno, major: Art, 1981.

Selected Exhibitions

2014

Valentine Art Auction Biennial; Sheppard Gallery, University of Nevada Reno [UNR]

2012

No Strings Attached, 12th Biennial Valentine Invitational Exhibition-Auction; Sheppard Gallery, 2010

6 Sides 2 Every Story, International Print Collaboration organized and produced by Candace Nicol; Main Gallery, Western Nevada College

2008

Show Us What You Got, Show Us Your Love!, 9th Biennial Valentine Invitational Exhibition-Auction; Sheppard Gallery, University of Nevada Reno [UNR]

2006

Invited from the Heart; 8th Biennial Valentine Invitational Exhibition-Auction; Sheppard Gallery

2004

7th Biennial Valentine Invitational Exhibition-Auction; Sheppard Gallery, UNR

2003

Drawings, Summerlin Library Gallery, Clark County-Las Vegas Library District; Las Vegas, Nevada

2002

Empathy, International Society's Tremont Gallery, Boston MA; juried group show, juror: Dr. Doris Chu

6th Biennial Valentine Invitational Exhibition and Auction; Sheppard Gallery, UNR

Drawings, McNamara Gallery, UNR, with Trish Andrew

2001

Legends and Legacies, Sierra Arts, Reno, juried group show, juror: Mick Sheldon

El Corazon, 5th Biennial Valentine Invitational Exhibition and Auction; Sheppard Gallery, UNR

2000

Desire, 4th Biennial Valentine Invitational Exhibition and Auction; Sheppard Gallery, UNR

1999

Cairns, Quilts, Contact, Ink People Gallery, Eureka CA, invitational group show, curator: Emily Silver

Forbidden Love, 3rd Biennial Valentine Invitational Exhibition and Auction; Sheppard Gallery, UNR

1998

2nd Biennial Valentine Invitational Exhibition and Auction; Sheppard Gallery, UNR

1997

Valentine Invitational Exhibition and Auction; Sheppard Gallery, UNR

CHRISTEL PASSINK

2761 Fuller Avenue
Minden, NV 89423
775-450-3842
cpassink@gmail.com

WORK EXPERIENCE

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

2009 - present

Responsibilities include creating all CCAI graphic design [fliers, e-newsletters, essays], managing the Artists In Education program [coordinating workshops with schools and artists, attending workshops and assisting the artists], assisting with all program production, and distributing public information.

2010 - 2013

Teach CCAI art workshops at various Carson City School District schools

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

2012 - present

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

Sales Representative – Nevada Magazine, Carson City

2008 - 2009

Nevada Magazine, a non-profit agency and division of the Nevada Commission on Tourism. Responsibilities included: selling ads to the community that would be featured in the Tour Around Nevada article.

Administrative Assistant - The Market Place, The Ridge Resorts, Stateline, Nevada

2006 - 2008

Responsibilities included creating flyers in Publisher, annual newsletters, and weekly information guides, process invoices, and contact vendors

Executive Assistant to President - RAM Builders, LLC/Suds Shine Car Wash, Minden, Nevada

2003 - 2006

Ram Builders, LLC

Administered all aspects of a construction business which included meeting with clients and vendors, managed and maintained deadlines, prepared and submitted invoices, and coordinated with the escrow companies to close homes

Suds and Shine Car Detailing

Created pricing menus, invoices, business cards, and coupon booklets, processed payroll and paid invoices

Executive Assistant - Resorts West, Stateline, Nevada

2002 - 2003

Assisted the President, Vice President, Chief Financial Officer and the General Manager in the day-to-day operations of four upscale resorts. The positions responsibilities changed daily and included such tasks as creating newsletters, processing ballots, proxies, and owner survey

information for four Homeowner Associations

ADDITIONAL PROFESSIONAL EXPERIENCE

- Ridge Resorts Associate Management Preparation Program Graduate

AWARDS

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

EDUCATION

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

	A	B	C	D	E
1	Capital City Arts Initiative Grant Application Request to				
2	The City of Carson City • Special Events				
3	July 1, 2017 - June 30, 2018 • FY18				
4					
5	CCAI operates on a cash basis.				
6	CCAI Expenses				
7	CCAI Staff				
8	Executive Director	19,200	19,200	16,000	
9	A/E Program Manager	18,000	18,000	15,000	
10	Staff local travel	200	200	0	
11		staff subtotal	37,400	31,000	
12					
13	Program Expenses				
14	Artist Honoraria: visiting artists, speakers, writers	9,650	9,050	8,100	
15	A/E & NVN honoraria: fy17: 3,200 fy16: 3,900				
16	Exhibition artists honoraria: fy17: 3,250 fy16: 4,900				
17	exhibition essay writers honoraria: fy17: 2,250 fy16: 2,500				
18	Travel for visiting artists	4,350	1,815	1,425	
19	Remaining Operating				
20	artists' supplies	300	40	40	
21	artists' shipping	200	925	925	
22	exhibition supplies	500	680	485	
23	hosting, receptions, event permits	500	1,600	1,270	
24	office supplies misc	2,500	1,800	1,665	
25	[po box rent, web server, ink, copies, misc postage, paper,				
26	Nevada Secty of State, insurance: workers comp 550. and liability 325.]				
27		program expenses subtotal	18,000	15,910	13,910
28	Marketing				
29	advertising [Galaxy theater ads Dec 2016, March 2017]; TAL ad, Jazz ad	500	350	350	
30	website server and consulting	350	480	480	
31	graphic design: Exhibition fliers, Nevada Neighbors bookmarks	1,650	1,500	1,200	
32	printing: Exhibition fliers, Nevada Neighbors bookmarks, exhibition essays	4,750	4,585	3,555	
33	mailing: bulk mail postage and mailing service	2,700	2,650	2,055	
34		marketing subtotal	9,950	9,565	7,640
35		Total Expenses	65,350	62,875	52,550

	A	B	C	D
73	CCAI FY17 • IN-KIND CONTRIBUTIONS	FY17 In-Kind		FY17 AIE
74	Outside Fees/Services	to-date		In-Kind
75	Steele & Associates, CPAs [preparation of IRS 990 form for FY15]	550		
76	Wendy Kaplan CPA/CCAI board member, 1099 forms' preparation/production	500		100
77	Courthouse staff: 52 weeks @ \$165. per week	8,580		
78	includes security, gallery maintenance/janitorial, gallery prep, staff liaison			
79	keeping security open for receptions three times annually @ 2.5 hrs per	140		
80	Fast Signs: For Detail View signage, both sets donated [he forgot to print two]	25		
81	Fast Signs: New Crop 2016 signage, second set donated [he forgot to print it]	48		
82	UNR Art Department: clay and bisque firing for Tom Drakulich's SSES students	50		
83	Volunteers: gallery sitting, bartending, X people, X hours at \$x per hour			
84	J&R Giovacchini, S Rosse 4 hrs x 3 CC Symphome Concert Dec 11	150		
85	4 hrs x 3 [shop, set up, serve, clean up]			
86	J&R Giovacchini, S Rosse, G Clemmer: Reno Phil Concert Feb 13	200		
87	4 hrs x 4 [shop, set up, serve, clean up]			
88	J&R Giovacchini, S Rosse: CC Symphony Concert Feb 26	150		
89	4 hrs x 3 [shop, set up, serve, clean up]			
90	W Hutchison, V Rosse: delivery/return Geona Fire house tables, 4 hrs, 8/8/16	80		
91	Art on the Porch at the Bliss Mansion, August 5			
92	W Hutchison, V Rosse, S Rosse: strike Pocket Ziggurat, 3 hours ea. @ \$20 ea	180		
93	CCAI Sierra Room volunteers, X days @ 5 hours each x X people @ \$20 per hr			
94	CCAI Sierra Room volunteers, X days @ 4 hours each x X people @ \$20 per hr			
95	Outside Fees and Services - AIE [Artists In Education]			
96	Carson High School: teacher site coordinator for 2 artists 2 hrs at 35. per	70		70
97	Carson High School: teacher site coordinator for 2 art shows 5 hrs at 35. per	175		175
98	Dayton High School: teacher/site coordinator for 4 artists, 5 hrs at 35. per hr	175		175
99	Dayton High School: teacher site coordinator for 2 art shows 5 hrs at 35. per	175		175
100	Douglas High School: teacher site coordinator for 5 artists 5 hrs at 35. per	175		175
101	Douglas High School: teacher site coordinator for 2 art shows 5 hrs at 35. per	175		175
102	Pioneer High School: teacher site coordinator for spring art show 2 hrs at 35. per	70		70
103	Sierra Nevada College: faculty site coordinator for 4 artists for 2 hrs each at 40. per	320		320
104	Sierra Nevada College: faculty site coordinator for fall art show 3 hrs at 35. per	105		105
105	UNR art dept: faculty site coordinator for summer art show 2 hrs @ 35. per	70		70
106	Western Nevada College: faculty site coordinator for gallery field trips, 3 hrs @ 35. per	70		70
107	Western Nevada College: faculty site coordinator, winter exhibit 3 hrs @ 35. per	105		105
108	subtotal	12,338		1,785

	A	B	C	D
109	CCAI FY17 • IN-KIND CONTRIBUTIONS continued			
110	Space Rental	FY17 In-Kind to-date		FY17 AIE in-Kind
111	Baker residence for the Advisory Board party, November 16, 2016	300		
112	Bliss Mansion: August Sale/Art on the Porch	300		
113	Board members hosting space for six board meetings	300		
114	Brick office space @ \$150 per month x 12 months	1,800		
115	Brick lobby exhibition space, \$400 per month x 12 months	4,800		
116	Brick space for four Nevada Neighbors talks @ \$75 each	300		
117	Carson City Courthouse: gallery space 52 weeks @ \$400 each, includes utilities	20,800		
118	Hutchison Studio, 12 mth storage for three CCAI wood tables @ \$50 per month	600		
119	Sierra Room Gallery exhibition space, \$500 per month x 12 months	6,000		
120	Stor & Loc, five months storage for Vance Houston's origami \$20 per month	100		
121	two part-time staff consultants' office space = \$440 per month each	10,560		5,280
122	Space Rental - AIE			
123	Carson High School: teacher site coordinator for 2 artists 2 hrs at 35. per	70		70
124	Dayton High School: classroom space for 2 artist talks, \$100 ea	300		300
125	Douglas High School: Media Center for 5 artist talks @ \$100 per	500		500
126	Pioneer High School: gallery field trip date tba	0		0
127	Sierra Nevada College: classroom lecture space for 4 artist talks @ \$150 ea.	600		600
128		47,330		6,750
129	Travel			
130	Board members: dinner 10/5/16 \$23 and lunch 10/6/16 \$12 for C Pegrum	35		
131	Board members mileage/parking at UNR Sheppard Gallery 7 art events	90		
132	9/1/16 80m\$40/\$7. 11/10/16 80m\$40/\$3.			
133	Board member: mileage to take C Pegrum to RNO 10/8/16	30		
134	Board member: mileage to SAF/Chung show and Stremmels 3/16/17 80m\$40	40		
135	Carol Brown returned <i>Print Project</i> posters, UNR Black Rock Press, 8/31/16, 72m	35		
136	City Center Hotel/Nugget: 3 nights lodging comped for C Pegrum, 10/5-7/16	170		
137	City Center Hotel/Nugget: 1 night lodging comped for Cherie Turner, 3/7/17			
138	Wm Hutchison, V Rosse: tables delivery/return Geona to Bliss M., 32m rd trip	15		
139	Wm Hutchison returned Pegrum show to Oakland 415m rd trip + trailer pick-up & return	257		
140	W Hutchison to return Pegrum show to her in Oakland CA, 10 hrs rd trip	200		
141	ENCORE DEC LLC: trailer donation for Pegrum art storage and return to Oakland	1,212		
142	strike show 1/17/17, storage 1/17-25/17, return art to Oakland 1/25/17			
143	local area travel by CCAI boardstaff: delivering files and bookmarks to area sites	1,000		
144	local area travel by CCAI staff: area driving for visiting artists	750		300
145		98,494		13,800

	A	B	C	D
		FY17 In-Kind to-date		FY17 AIE In-Kind
146	CCAI FY17 • IN-KIND CONTRIBUTIONS continued			
147	Remaining Operating Expenses			
148	General Administration			
149	City of Carson City: insurance for eleven CCAI exhibitions	5,500		
150	[est. \$500 ea Courthouse, Sierra Room, and Brick exhibit]			
151	Board meetings: 6 x 2 hrs each x 7 people @ \$19 per hr	1,600		
152	Board curatorial committee: studio visits, curatorial meetings 40 hrs @ \$19 per hr x 3	2,280		
153	Board curatorial committee: installing exhibitions 25 hrs @ \$19 per hr x 3 people	1,425		
154	Board executive committee: 2 meetings @ \$19 per hr x 4 people	155		
155	landline & mobile telephones for 2 staff, est. \$100 per mth per person	2,400		1,200
156	computers/technology for 2 part-time staff, est. \$100 per mth per person	3,000		1,500
157	subtotal	16,360		2,700
158	Exhibition supplies			
159	Geona Fire House loaned six folding tables for Art on the Porch @ 20 ea.	120		
160	subtotal	120		
161	Hosting/Receptions			
162	Baker wine donation for the Advisory Board party, November 16, 2016	150		
163	Board donated hors d'oeuvres for the Advisory Board party, Nov 16, 2016	120		
164	Board members hosting food, wine for board meetings	300		
165	Board members wine donations for art receptions	400		
166	Board members host lunches artists' lunches: M Malley \$33,	33		
167	Board members wine for wine walks [2 bottles per month]	180		
168	Giovacchinis hosting snacks for Symphony concert refreshments 12/11/16	45		
169	subtotal	1,228		
170	In-kind Total	175,870		25,035
171	Total Cash Expenses + Total In-Kind = Total Project Costs	241,220		

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



Special Event Funding Request Form

Mile High Jazz Band Association, Inc.

ORGANIZATION NAME / APPLICANT
191 Heidi Circle, Carson City, NV 89701-6532

MAILING ADDRESS, CITY, STATE, ZIP CODE
775-883-4154 MileHighJazz.com, JazzCarsc

PHONE # WEBSITE URL

David Bugli

CONTACT / EVENT DIRECTOR NAME
191 Heidi Circle, Carson City, NV 89701-6532

MAILING ADDRESS, CITY, STATE, ZIP CODE
775-883-4154 ehbugli@aol.com

PHONE # EMAIL

Jazz & Beyond - Music & Art Festival

NAME OF EVENT
7,000

\$ TOTAL FUNDING REQUEST
Aug. 4-21, 2017

Event Dates: _____

Project Area (check one):
Redevelopment Area #1
Redevelopment Area #2

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

See Additional Pages, Topic #1

Estimated number of local participants: 3900 Estimated number of out-of-town participants: 1900
Number of years event has taken place in Carson City: 13

Event Costs (Attach additional sheets, if necessary)				
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total	
	\$	\$	\$	
See attached Event Costs & Revenues Tables 1 and 2	\$	\$	\$	
	\$	\$	\$	
Fiscal year = July 1-June 30	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
Totals:	\$ 7,000	\$22,900	\$29,900	
Redevelopment Funds as a % of total Event costs:	23 %			
Note: As a percent of total Expense (incl. in-kind)=12% (see Table 1)	Projected Revenues:	\$ 29,900		
	Projected Net Profit/Loss:	\$ 0		
Annual Budget of Organization:			Redevelopment funding your organization received for this event in prior years, if any: 2015: \$ 7,000 * 2014: \$ 6,000 * 2013: \$ 8,000 * 2012: \$ 6,000 * *Add one year to each year shown, 2013-16.	
	Last Year	Present Year		Next Year
Income:	\$ 38,653	\$ 43,069		\$ 49,925
Expenses:	\$ 46,415	\$ 41,000		\$ 49,925
Reserves:	\$ 5,540	\$ 7,609		\$ 7,609
Number of years your organization has existed: 16				
Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				
If yes, what organization(s) and how much funding? See Additional Pages, Topic #2, and Costs & Revenues, Table 3				
Describe any efforts to obtain funding from other sources: See Additional Pages, Topic #3, and Costs & Revenues, Table 3				
Describe why Redevelopment funds are required for the special event: See Additional Pages, Topic #4				
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2): See Additional Pages, Topic #5				
List other organizations and businesses partnering or participating in the event: See Additional Pages, Topic #6				
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: See Additional Pages, Topic #7				

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

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

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

See Additional Pages, Topic #10

Explain how the special event will be able to transition away from City funding support in the future:
See Additional Pages, Topic #11

Acknowledgement of Application Provisions: (please check each that you acknowledge)

- I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature

David G. By...

Date:

4/16/17

*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.

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

ADDITIONAL PAGES – 2017 NARRATIVE

TOPIC #1 - Event Description and Objectives

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

Jazz & Beyond 2017 is a 18-day summer music and art festival consisting of performances, exhibits, and educational events for people of all ages. The festival showcases Carson City as a thriving arts community for residents and visitors. We bring musicians, other artists, and their followers to our city and garner support from organizations within and beyond our borders.

Our goals are to present live music and art, entertain and educate the community about jazz and other arts, provide performance opportunities for local and regional musicians, and to collaborate with businesses and other arts organizations for the benefit of the community; the festival is not a fundraiser. The festival is attended by about 4,500 people, involves more than 100 musicians in over 60 performances—from solos to big bands; from concerts to forums, workshops, and jam sessions—and artists (visual, dance, film), and is like nothing else in Carson City and surrounding rural areas.

Mile High Jazz Band Association (MHJB) began the multi-day jazz festival in August 2004 as a one-time event on the Brewery Arts Center campus, to honor the 100th anniversary of the birth of jazz legend William "Count" Basie. Its success generated demand from participants and audiences, and the festival became an annual event. With support of the City and the community, the festival - now named "Jazz & Beyond - Carson City Music Festival" - has continued to grow. (See attached 32-page program book from the 2016 Jazz & Beyond festival.)

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

The 14th year of Jazz & Beyond will take place August 4-21, 2017, and will culminate with a big-band tribute to Count Basie on August 21 (the 113th anniversary of his birth), at McFadden Plaza.

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

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

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

TOPIC #3 - Describe any efforts to obtain funding from other sources:

We solicit sponsorships from businesses and individuals, sell advertising in the festival program book, apply for grants (Nevada Arts Council, NCOT, Nevada Humanities, Musicians Performance Trust Fund), and develop partnerships with other organizations and businesses, such as the

Farmers Market, Carrington Co. (Carson Mall), Brewery Arts Center, Nevada State Railroad Museum, and Downtown Business Assoc. We also collect contributions onsite from event attendees, pass baskets, hold raffles, and may hold a ticketed event. (For full list of anticipated support, see attached Event Costs and Revenues, Table 3.)

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

The funds enable us to pay musicians; to market the festival; to rent infrastructure (staging, shade canopies, chairs); and to keep most events admission free, encouraging attendance by low- and moderate-income individuals and families. In addition to funds, the City helps with permitting and liability insurance certification at Jazz & Beyond venues on State property— the Legislative Plaza/Capitol Amphitheater. The funds we are requesting from Carson City for the 18-day event average \$388 per day.

TOPIC #5 - Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):

The annual music festival employs many musicians on a short-term basis; draws visitors who also frequent shops, restaurants, gas stations, hotels, and other attractions; and creates a buzz about the cultural vibrancy of Carson City. Results of an audience survey on the final day of past festivals showed that 35 percent of respondents had not attended Jazz & Beyond in previous years. Visitors included people from Sacramento, Elk Grove, Bishop, Nevada City, San Diego, and Sonora, CA; Virginia, Florida, Missouri, No. Carolina, Wisconsin, So. Africa, and Israel. In connection with festival attendance, 64 percent bought a meal in Carson City, 42 percent shopped in Carson City, and a small percentage stayed in local lodging properties. For economic impact, see attached 2016 attendance data sheet and related Arts & Economic Prosperity Calculator.

TOPIC #6 - List other organizations and businesses partnering or participating in the event:

Last year, about 25 organizations and businesses partnered, supported, or participated in the event as sponsors, program advertisers, or performance venues. See p. 3 in the 2016 festival program book (attached) and ads throughout the program. We anticipate similar participation in 2017.

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

Last year, performances were held at 23 venues, almost all within Redevelopment Area 1. We anticipate similar locations in 2017. No street closures are proposed.

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

We have pending contracts with Carson City "Sunday in the Park" performances on Aug. 20 at the Legislative Plaza and Capitol Amphitheater (these involve City-State contracts as well and cannot be finalized until the new fiscal year). We have partnered with Carson City Parks and Recreation for "A Day at the Ranch" performances on Aug. 13 at Silver Saddle Ranch. We have reserved the stage at Bob McFadden Plaza for Aug. 7, 10, and 21; the depot building at the Nevada State Railroad Museum for Aug. 19 and 20; the Brewery Arts Center Aug. 6, 13, and 17; Comma Courtyard for Aug. 5, 8, and 14. We have liability insurance for specific events. All are approved, but some permits are pending.

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

We send news releases to local newspapers, radio and television stations, and magazines - about 70 email addresses are on our media distribution list. We placed a listing in the 2017 *Blues Festival Guide*, whose website receives an average of 30,000 unique visitors each month. Through underwriting agreements, festival events are announced on public radio stations (KUNR in Reno and northern Nevada, and KKTO in Sacramento and the Lake Tahoe area). The web sites JazzCarsonCity.com and MileHighJazz.com and their Facebook pages give information about performers and schedules. Information is sent via e-mail or regular mail to a list of more than 850 addresses. We use social media (Facebook and Google accounts) to promote activities. Performances are listed in calendars on the Carson City Visitors Bureau website visitcarsoncity.com, the Carson City Chamber of Commerce website www.carsoncitychamber.com, Chamber of Commerce email communications, and in the statewide calendar arts4nevada.org.

We have been approved for a banner across Carson Street July 31-August 6, have reserved space on the William Street electronic message board for the first week of June, July, and August; and through Carson City Arts and Culture Coalition, we are reserving an ad at the Galaxy movie theaters for the months of July and August. We typically arrange for the festival director to be interviewed on media such as KUNR (Reno Public Radio). Flyers will be printed, posted, and distributed. They will be posted at Western Nevada College and the senior center and distributed from a Jazz & Beyond table at the weekly Third & Curry Street Farmers' Market. We will promote the jazz festival beyond 100 miles of Carson City with help of a matching grant awarded by the Nevada Commission on Tourism (NCOT).

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

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

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

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

Jazz & Beyond 2017 is not one event, but a series of dozens of individual events held over an 18-day period. MHJB Assoc. operates the festival as a service to the community by a committee of its nine-member board of trustees—a mix of Mile High Jazz Band musicians and community members—and other volunteers. We have no paid staff; therefore, overhead costs are minimal and cannot be reduced. More than half our expenses are covered by in-kind services. We charge admission to selected special events within the festival. The admission fees cover the cost of those events, thereby increasing revenue as well as the scope of offerings. However, the special events are more expensive to produce and net profit is very small. Our preference is to keep most performances free. Jazz & Beyond is not an organization fundraiser and is managed and staffed completely by volunteers; as long as it benefits the community, it deserves city funding.

Jazz & Beyond - Carson City Music and Art Festival - 2017 Event Costs and Projected Revenues

TABLE 1. Event Costs:

Activity	City funds	Other Funds	Total
Artists (bands) fees	4,000	11,000	15,000
Technical fees - audio techs & equipment, videography, piano tuning	200	4,800	5,000
Marketing, advertising, web, banner, Galaxy ad, message board design, printing, mailing	1,000	1,750	2,750
Special events/space rental (BAC, CC Community Center)	500	1,000	1,500
Merchandise - T-shirts/glasses/stickers	0	800	800
Program printing - 1,000 programs	1,000	1,500	2,500
Permits, licenses, canopy rental, set-up, tear down fees	0	900	900
Portable restrooms - three weekends	300	600	900
Insurance - liability (prorated)	0	250	250
Other operating expenses (office supplies, services)	0	300	300
TOTAL CASH EXPENSE	7,000	22,900	29,900
TOTAL EXPENSE, CASH and IN-KIND			55,980

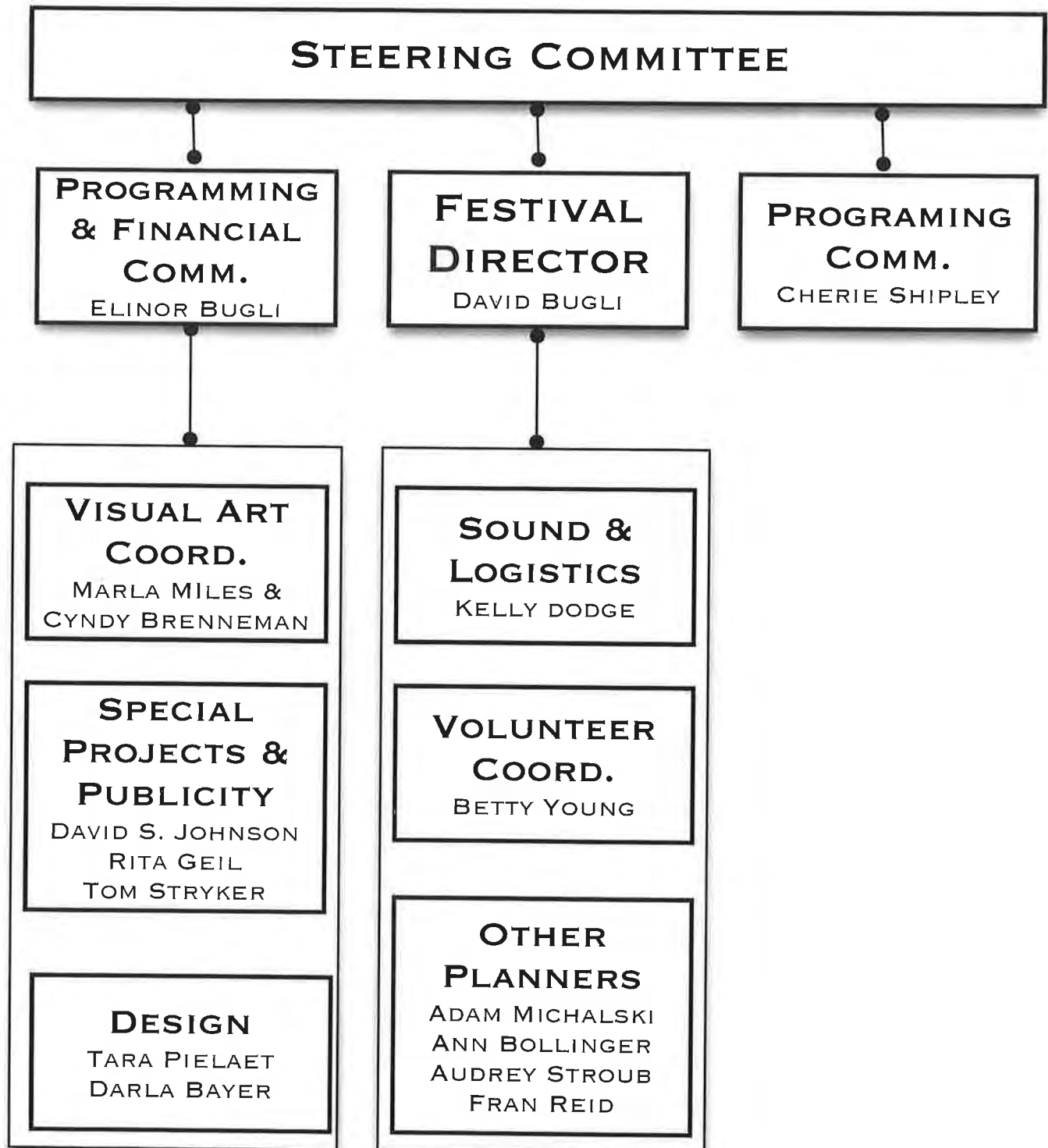
TABLE 2. In-kind - Donated Services:

Activity	Value (\$)
Artistic services donated - 24 musicians (2 hrs. each) @ \$85/person	2,040
Management/admin. support - 1,000 person hours @ avg. \$15	15,000
Audio technicians & equipment, techs, 20 events @ \$100	2,000
Lodging - 2 artists, 2 nights each @ \$160 (Marriott)	640
Website maintenance - 2 sites, 2 hrs./wk., 10 wks. @ \$25	1,000
Marketing & promotion - media releases, social media, calendar updates, event program - writing, graphic design, layout, 120 hrs. @ \$25	3,000
Volunteer support at events - 60 events, 2 people each, avg. 2 hrs. @ \$10	2,400
TOTAL IN-KIND	26,080

TABLE 3. Anticipated Cash Revenue:

Activity	Amount (\$)
Private and corporate donations and sponsorships	8,900
Collections at events, baskets	600
Contracted services - Carson Mall, Greenhouse Gardens, Sierra Place	2,000
Ads in event program book	3,000
Merchandise sales - T-shirts and hats	1,000
Raffles - painting (artist donation), guitar (Guitar Center donation)	500
Grants - Musicians Performance Trust Fund	600
Grants - State (NV Humanities, NCOT, NAC)	4,000
Grants - City	7,000
MHJB 2,300 Organization reserves	2,300
TOTAL CASH REVENUE	29,900
TOTAL REVENUE, CASH and IN-KIND	55,980

Jazz & Beyond 2017 Organization Chart



J&B 2017 Org Chart

as of 4/14/17

see MJB Board list
for more information



ORGANIZATION

MILE HIGH JAZZ BAND ASSOCIATION, INC.
191 Heidi Circle, Carson City, NV 89701-6532
BOARD OF TRUSTEES, 2016-17 - FY2017

Term Ends	Name, Position on Board, Affiliation	Phone, Cell phone, Fax, Email	Address
2019	David Bugli President, Band Leader Programmer Analyst, State of Nevada, retired	(H) 775-883-4154 (C) 775-720-1741 (F) 775-883-4371 (E) dcbugli@aol.com	191 Heidi Circle Carson City, NV 89701-6532
2017	Susan Crowell Vice President Educator, retired	(H) 775-883-1136 (E) sacrowell@charter.net	4 E. Sunset Way Carson City, NV 89703-3754
2016	Gail Kane Recording Secretary IT Manager, Leg. Council Bureau	(H) 775-841-1695 (E) gmek@att.net	1090 Stagecoach Lane Carson City, NV 89703-2364
2017	Elinor Bugli Corresponding Secretary-Treasurer, Grants Committee, Publicity Hydrologist, U.S. Geological Survey, retired	(H) 775-883-4154 (C) 775-721-6302 (F) 775-883-4371 (E) ehbugli@aol.com	191 Heidi Circle Carson City, NV 89701-6532
2018	Jennifer Simkins Trustee Speech Pathologist Lyon Co. School District	(C) 775-225-1173 (E) jsimkins2@gmail.com	2113 Eastridge Lane Carson City, NV 89706
2017	Nick Jacques, Liaison, School Music Programs Music Specialist, Carson Middle School	(H) 775-283-2867 (C) 775-830-0329 (E) njacques@carson.k12.nv.us	2113 Eastridge Lane Carson City, NV 89706
2018	Betty Young Volunteer Committee Nurse, retired	(H) 775-885-6830 (E) Elizabeth_young@sbcglobal.net	1110 W. Bonanza Carson City, NV 89706
2019	Rita Geil Poet, Advocacy Contact	(H) 775-230-9817 (E) rita.darlene.geil@gmail.com	2780 Lorraine St. Carson City, NV 89706-1022
2018	Kelly Dodge Trustee, Audio Tech IT-GPS Technician, Campbell Construction	(C) 775-772-6011 (W) 775-677-9111 (E) kellyedodge@sbcglobal.net	4949 Edmonds Dr. Carson City, NV 89701

Membership Chair: Norma Summey 775-267-1917 nor7masum@gmail.com

Tax Exempt FEI No. 80-0027719

Web site: MileHighJazz.com

Resumes of Key Individuals

2017 Steering Committee, *Jazz & Beyond* - Carson Music Festival

David Bugli is founder and an organizer of *Jazz & Beyond* since its inception as *Basie@100* in 2004. He also has organized the annual Capitol Tree Lighting on the steps of the Nevada State Capitol in Carson City, which featured performances by the Holiday Brass Ensemble (generally about two dozen players) and about two hundred elementary school singers. He brought the annual TubaChristmas event to Reno, managed it for several years, and continues to perform in and MC the event. He is President of Mile High Jazz Band Assoc., President of the Foundation for Carson City Parks and Recreation, and Secretary (former Vice-President) of the Carson City Historical Society.

Bugli founded, leads, and plays keyboard in the Mile High Jazz Band; founded and conducts the Carson City Symphony; and has been Assistant Conductor of the Foundation Orchestra in Reno and guest conductor of the Ruby Mountain Symphony in Elko. A recipient of the 2007 Nevada Governor's Arts Award for Distinguished Service to the Arts, Bugli earned a Bachelor of Science Degree in music education from Ithaca College, N.Y., where he studied composition with Karel Husa, and a Master of Music Degree from the University of Massachusetts. He has participated in Conductors Workshops of the American Symphony Orchestra League in San Francisco and St. Louis. In addition to conducting, he plays classical and jazz piano, tuba, and trombone, and he composes and arranges music. The Reno Philharmonic commissioned him to write a series of coordinated orchestral and choral arrangements of "Home Means Nevada" for the State's sesquicentennial. Bugli retired from employment as a programmer/analyst with the State of Nevada in 2010 and taught piano at Western Nevada College.

Website: DavidBugli.com

Cherie Shipley has participated as a performer with *Jazz & Beyond* for several years and joined the Steering, Performance, and Promotion Committees in 2014. She is Owner and Director of Operations of Lake Tahoe Entertainment, which for the past 20 years has specialized in booking musical entertainment, and in planning and organizing meetings, events, concerts, and weddings in North and South Lake Tahoe, Reno, Carson City, Carson Valley, and surrounding areas. She is a member of Weddings of the West, the Better Business Bureau, and the Board of Directors of For the Love of Jazz in Reno.

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

Elinor Bugli has participated in organization and management of *Jazz & Beyond* since its inception in 2004, and served on the Steering Committee and as Chair of the Finance Committee since 2011. She is Treasurer of the Mile High Jazz Band Association, President of the Carson City Symphony Assoc., Treasurer of the Carson City Arts and Culture Coalition, member and past chair of the Carson City Cultural Commission, a past president of the Brewery Arts Center, and has been docent chair and member of the Volunteers in Art executive committee at the Nevada Museum of Art. She is a 2001 graduate of Leadership Carson City.

Bugli earned B.A. and M.A. degrees in geology (University of Minnesota and Wesleyan University, Conn.) and retired as a hydrologist from the U.S. Geological Survey. She plays violin in the Carson City Symphony, Ruby Mountain Symphony, Carson Valley Pops Orchestra, and Silver Strings Quartet.

Mile High Jazz Band Association - Financial Report
Profit & Loss FY2017 to date (July 1, 2016 to April 16, 2017)

Inflows	
I01 - Admissions	3,474.00
I02 - Contracted services	2,272.00
I03 - Other:	
I03d - Ads	1,685.00
I03i - Interest earned	6.48
I03m - Membership:	
I03m-b - Board membership	135.00
I03m - Membership - Other	1,665.00
Total I03m - Membership	1,800.00
I03o - Other	25.00
I03s - Sales	1,360.00
Total I03 - Other	4,876.48
I04 - Corporate	4,490.00
I05 - Foundation	1,058.30
I06 - Other Private	4,888.56
I08 - State Gov't	9,600.00
I09 - Local Gov't	7,000.00
Inflows - Other	1,411.00
Total Inflows	39,070.34
Outflows	
E04 - Artistic fees:	
E04a - Musicians' Fees	22,375.00
E04b - Poets' Fees	50.00
E04d - Artist fee	600.00
E04s - Scholarships	1,645.00
E04 - Artistic fees - Other	75.00
Total E04 - Artistic fees	24,745.00
E05 - Fees & Services:	
E05a - Technical fees	4,965.00
E05b - Services	994.70
Total E05 - Fees & Services	5,959.70
E06 - Space rental	625.00
E08 - Marketing :	
E08a - Advertising	510.00
E08g - Graphics, design	500.00
E08p - Printing	3,550.34
Total E08 - Marketing	4,560.34
E09 - Operating Expenses:	
E09a - Permits & Licenses	122.28
E09e - Entertainment	137.50
E09i - Insurance	480.00
E09m - Music charts	298.98
E09o - Supplies & other	2,132.92
E09p - Postage & PO Box	343.25
E09q - Donations, Memberships	100.00
E09u - Utilities, Phone	809.86
Total E09 - Operating Expenses	4,424.79
E10 - Equipment:	
E10b - Equipment rental	378.00
Total E10 - Equipment	378.00
Outflows - Other	0.00
Total Outflows	40,692.83
Net Inflows/Outflows	-1,622.49

Bank balance: \$13,538.48

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

Jazz & Beyond 2016 Attendance Data

Date	Time range	Group or event name	Location	Attendance	Comment
Aug. 5	4:00-6:30p	Art show (CCA & NAA)	Bliss porch	0	Attendance counted with Triple Treble
Aug. 5	4:30-6:30	Triple Treble	Bliss Lawn	129	
Aug. 5	6:30-8:30p	Shipleys & Take This	Bliss	157	
Aug. 5	6:30-9:30	Southbound Train	Living the Good Life (outside)		Unknown
Aug. 5	7:00pm-??	Open Mic	A to Zen		Unknown
Aug. 6	8:30a-1p	CW & Dr. Spitmore	Farm Mkt		Unknown
Aug. 6	1:00-3:00p	Back Forty	Carson Mall	37	
Aug. 6	1:00-5:00p	Hallie Kirk on Wine Walk	Comma Coffee		Unknown
Aug. 6	2-4p	Judith Ames Trio	St. Peters Episcopal Ch. (Wine Walk)	500	This is based on a count done by St. Peter's volunteers.
Aug. 6	2-4p	Harmony Pines	A to Zen		Unknown
Aug. 6	6:30-7:00	Spoken Views Youth Collective	Minn. St.	255	
Aug. 6	7:00-9:30p	Chad Wilkins trio	Minn. St.	595	This count also applies to SambaDá
Aug. 6	7:00-?p	Brian Bars	A to Zen		Unknown
Aug. 6	8:00-10:00p	SambaDá	Minn. St.		Might be more than 595 count for Chad Wilkins.
Aug. 7	3:00-8:00p	CW & Dr. Spitmore	Silver Saddle	250	We think we had about 250 unique visitors during the Silver Saddle Ranch event. Next year we should count visitors as they arrive.
Aug. 7	3:00-4:00p	CW & Dr. Spitmore	Silver Saddle		130 counted during CW & Dr. S.
Aug. 7	4:00-5:00	Hick'ry Switch	Silver Saddle		150 counted during Hick'ry Switch
Aug. 7	5:00-6:00p	Alex Smith	Silver Saddle		est. 150 during Alex Smtih
Aug. 7	6:00-8:00p	Sagebrush Rebels	Silver Saddle		151 counted during Sagebrush Rebels.
Aug. 8	7:00-9:00p	Carson Dreamers	Minn. St.	73	
Aug. 9	11:30-12:30	CW & Dr. Spitmore	Comma Coffee		Unknown
Aug. 9	6:30-9:00p	Canyon White	Living the Good Life		Unknown
Aug. 9	7:30-9:30p	MHJB	Comma Ctyd.	156	
Aug. 10	12:00-1:00p	Dave Leather	Comma Coffee		Unknown
Aug. 10	4:00-7:00p	Red Rose	Third St.		Unknown
Aug. 10	6:00-9:00p	Red's Blues Trio	Adele's	30	Conservative estimate
Aug. 10	7:00-9:00p	TOCCATA concert	Shepherd of the Sierra		Unknown
Aug. 10	7:00-10:00p	Rocky & Judith	Living the Good Life	40	
Aug. 11	12:00-1:00p	In Stride Music	Comma Coffee		Unknown
Aug. 11	5:00-5:45p	Youth guitar class	A to Zen		Unknown
Aug. 11	7:00-9:00p	Impressions of Jazz, Lecture-demo, JS + 4	BAC PH	63	
Aug. 12	4:00-6:00p	Lucky Diamond & Gents o' Jive	RR Museum	50	
Aug. 12	6:30-7:30p	Red Tango	Comma (outside)	75	
Aug. 12	6:30-9:30	CV-41 (Rock)	Living the Good Life (outside)	20	Conservative estimate
Aug. 12	7:00-?p	Open Mic	A to Zen		Unknown
Aug. 12	8:00-10:00p	Musicole	Third St.	240	

Jazz & Beyond 2016 Attendance Data

Date	Time range	Group or event name	Location	Attendance	Comment
Aug. 13	8:30a-1:00p	Kantu Inka	Farm Mkt		Unknown
Aug. 13	11:00a-2:00p	Jakki Ford	Greenhouse GC	40	Conservative estimate
Aug. 13	1:00-3:00p	Never Ever Band	Carson Mall	46	
Aug. 13	3:00-5:00p	Canyon White	A to Zen		Unknown
Aug. 13	6:00-8:00p	Millennium Bugs	F-R House	60	Estimated count
Aug. 13	7:30-10:00p	Brass Knuckles at Speakeasy	BAC BB	90	Close estimate
Aug. 13	7:30-10:00p	Tiffany & Ben at Speakeasy	BAC BB		Part of Speakeasy
Aug. 14	4:30-5:30p	Champagne Singers	Leg. Plaza	112	
Aug. 14	6:00-8:00p	Urban Renewal Project	Cap. Amph	157	
Aug. 15	5:45-6:45	Me & Bobby McGee	Comma (out)	84	
Aug. 15	7:00-9:00	RoseBud's Dance Band	Third St.	115	
Aug. 16	11:30-12:30	CW & Dr. Spitmore	Comma Coffee		Unknown
Aug. 16	6:00-9:30p	Canyon White	Living the Good Life		Unknown
Aug. 16	7:00-8:30p	USAF Band Concert Band	Comm. Ctr.	750	Estimated count, event sponsored by Chamber of Commerce
Aug. 17	12:00-1:00p	Dave Leather	Comma Coffee		Unknown
Aug. 17	4:00-7:00p	In Stride Music	Third St.		Unknown
Aug. 17	7:00-10:00p	Jam with Shipleys	Living the Good Life	65	
Aug. 18	6:00-9:00p	New World Jazz Project	Adele's	30	Conservative estimate
Aug. 18	6:30-7:30p	Deep Groove	Sierra Place	30	Conservative estimate
Aug. 18	7:30-9:30p	Carolyn Dolan	BAC PH	57	
Aug. 19	4:00-6:00p	Impromptu on the Rails	RR Museum	50	
Aug. 19	5:00-8:00p	Waybacks at Hopefest	CTRH fundraiser		Unknown
Aug. 19	6:30-9:30	Prey for Son	Living the Good Life (outside)	20	Conservative estimate
Aug. 19	7:00-?p	Open Mic	A to Zen		Unknown
Aug. 19	7:30-8:00p	Youth strings (World Dance pgm)	Comma (out)	60	Estimated count
Aug. 19	8:00-10:00p	Jackie Landrum Band	Third St.	237	
Aug. 20	8:30a-1:00p	Carolyn Dolan	Farm Mkt		Unknown
Aug. 20	1:45-2:45	Whitehats (Josh & Jenera)	Comma	11	
Aug. 20	3:00-4:00	No Comprendre	Third St.	103	
Aug. 20	4:15-5:15	Graham Marshall Band	Comma	76	
Aug. 20	5:30-6:30	CeCe Gable	Third St.	151	
Aug. 20	6:45-7:45	We Rock Kidz	Comma	67	
Aug. 20	8:00-10:00	Beatles Flashback	Third St.	430	
Aug. 21	4:30-5:30p	New World Jazz Project	Leg. Plaza	101	
Aug. 21	6:00-8:00p	RJO w/ Trey Stone	Cap. Amph.	192	
		****TOTAL****		5804	

ARTS & ECONOMIC PROSPERITY IV

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY > CALCULATOR

INFORMATION

STEP 1: POPULATION

POPULATION of your community: 50,000 to 99,999

STEP 2: TOTAL EXPENSES

Your Organization's TOTAL EXPENSES (please do not use commas): \$ 28479

STEP 3: TOTAL ATTENDANCE (OPTIONAL)

TOTAL ATTENDANCE to your organization's arts events (again, do not use commas): 5804

CALCULATE

TOTAL ECONOMIC IMPACT OF:

	Total Expenditures	FTE Jobs	Household Income	Local Government Revenue	State Government Revenue
Nonprofit Arts and Culture Organizations:	\$28,479	1.1	\$23,960	\$994	\$1,170
Nonprofit Arts and Culture Audiences:	\$117,879	3.3	\$71,165	\$6,178	\$6,692
Total Industry Impact: (The Sum of Organizations and Audiences)	\$146,358	4.3	\$95,125	\$7,172	\$7,862

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

DEFINITIONS

- Total Expenditures:** The total dollars spent by your nonprofit arts and culture organization and its audiences; event-related spending by arts and culture audiences is estimated using the average dollars spent per person by arts event attendees in similarly populated communities.
- FTE Jobs:** The total number of full-time equivalent (FTE) jobs in your community that are supported by the expenditures made by your arts and culture organization and/or its audiences. An FTE can be one full-time employee, two half-time employees, four employees who work quarter-time, etc.
- Household Income:** The total dollars paid to community residents as a result of the expenditures made by your arts and culture organization and/or its audiences. Household income includes salaries, wages, and proprietary income.
- Government** The total dollars received by your local and state governments (e.g., license fees, taxes) as

Revenue: a result of the expenditures made by your arts and culture organization and/or its audiences.

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

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



Special Event Funding Request Form

Sierra Nevada Ballet

ORGANIZATION NAME / APPLICANT

3929 S. McCarran Blvd., Reno, NV 89502

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-360-8663

www.sierranevadaballet.org

PHONE #

WEBSITE URL

Rosine Bena

CONTACT / EVENT DIRECTOR NAME

21 Heath Circle, Reno, NV 89509

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-720-5204

rosineb@hotmail.com

PHONE #

EMAIL

Sleeping Beauty

NAME OF EVENT

\$ 6,000.00

TOTAL FUNDING REQUEST

Event Dates: August 11, 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):

Sierra Nevada Ballet shall present a new interpretation of The Sleeping Beauty .

Choreographer and director, Rosine Bena, has re imagined this traditional symbolic tale

for a contemporary audience. The search for true love is a universal quest that defies time.

In today's society, we can search for love on the internet in all parts of the world

and sift through suitors to find our match. The heroine of the story must wait to find true love.

In mythology, there is always a character with a sinister nature.

In a sense the character is bad -but for a reason- in order to be beaten.

The hero or heroine must rise to the occasion to win the fray- to conquer him or herself.

Bena expands this idea by developing the story through the character of Malefique (evil fairy).

This SNB production features a full company of SNB professional ballet company dancers and

student dancers from the community. SNB is the professional ballet company for northern NV.

Estimated number of local participants: 60 Estimated number of out-of-town participants: 6

Number of years event has taken place in Carson City: 0

Event Costs (Attach additional sheets, if necessary)				
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total	
Dance Artists	\$ 6,000	\$ 13,000	\$ 19,000	
Director/ Admin/Advertising/social media	\$	\$ 9,000	\$ 9,000	
travel/lodging/meals	\$	\$ 2,000	\$ 2,000	
tech/venue/rehearsal space	\$	\$ 4,100	\$ 4,100	
costumes/set	\$	\$ 1,500	\$ 1,500	
miscellaneous (postage, office supplies, ins. etc.)	\$	\$ 7,000	\$ 7,000	
Totals:	\$ 6,000	\$	\$	
Redevelopment Funds as a % of total Event costs:		14 %	36,600.00	
			42,600.00	
		Projected Revenues:	\$ 42,600.00	
		Projected Net Profit/Loss:	\$ 0	
Annual Budget of Organization:			Redevelopment funding your organization received for this event in prior years, if any:	
	Last Year	Present Year	Next Year	2015: \$ 1,200
Income:	\$ 322,901	\$ 401,216	\$ 401,766	2014: \$ 1,200
Expenses:	\$ 322,901	\$ 401,216	\$ 401,766	2013: \$ 2,500
Reserves:	\$ 40,000	\$ 40,000	\$ 40,000	2012: \$ 2,500
Number of years your organization has existed: 16				
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?				
Describe any efforts to obtain funding from other sources: E. L. Cord Foundation, Nevada Arts Council, NEA, Carol F. Buck Foundation, City of Reno				
Describe why Redevelopment funds are required for the special event: SNB is the professional Ballet Company for northern Nevada and performs in Carson in Winter and Spring. We would like to perform a new ballet classic annually in Carson City. This will be the first in Carson.				
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): SNB has begun to attract a regular following in Carson City as it has in Reno and Lake Tahoe SNB's professional productions bring audiences to downtown Carson City when presented.				
List other organizations and businesses partnering or participating in the event: Sierra Nevada Ballet Academy, Western Nevada Performing Arts Center, Nevada Arts Council.				
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: The Carson City Community Center, 851 E. Williams Street, Carson City.				

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?

This event will be publicized at all SNB events, in posters, flyers, newspaper, radio & social media

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

SNB hopes to present a new ballet classic annually in the summer in Carson City.

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

As audiences recognize that SNB shall produce an annual summer classic in Carson, more and more members are expected to attend. Just as audiences for SNB's annual summer event on Lake Tahoe has increased, it is expected that this will happen in Carson City.

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:

March 15, 2017

*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.

SIERRA NEVADA BALLET

Chart Structure of Organization

*SNB is the professional ballet company for Northern Nevada
It is made up of two branches: The performing branch and The Educational Branch*

SNB NON-PROFIT PERFORMING COMPANY

STAFF

Artistic Director-Rosine Bena
Acting Interim Executive Director-Rosine Bena
Company Administrator-Laurie Bertero
Company Manager- Steven Porter
Assistant Artistic Director-Ananda Bena-Weber
PR/Marketing- Stasia Warren
Website/Marketing Designer- Rachel Chipp
Social Media- Nathan D'gangi
Director of the Apprentice/Trainee Program- Rosine Bena
Educational Outreach- Barbara Land
Tech Director- Gary Guberman
Composers- Susan Mazer, Dallas Smith, Andy Heglund

SNB BOARD OF DIRECTORS

Board President/Treasurer- Steven M.Porter
Non-Voting Artistic Director- Rosine Bena
Laurie Bertero, Joe Lesar, Stewart Cheifet, Gina Nelson, Nancy Ghusn,
Lina Tanner, Lidia Stiglich, Tom Clark, Stasia Warren, Cathy Mercer

SNB PERFORMING COMPANY ARTISTS

SAM WEBER ANANDA BENA –WEBER DOMINGO RUBIO
ERICA CHIPP OLIVER ADAMS LAURA LUNDE
ALEXANDER BIBER CHLOE HORNE MOLLY ARBOGAST
Shaynee Copple, Daniel Miller, Alex Kaskie, Carlee Bertero, Kaitlin Vairo, Becca Kitchen,
Arthur Reloj, Anissa Sanchez, Abigail Ringle, Codi Morris,
Clara Bachman, Anna Peralez, Todd Lani, Jessie Lesar,
Marcus Reyla-Perry, Mai Girard, Abriana Vietti, Emilee Bryan
Morgan Glum, Madeline Lee, Justyce Quintana, Erin Garmand

SNB ACADEMY STAFF

Artistic Director-Rosine Bena
Company Administrator-Laurie Bertero
Teachers: Rosine Bena, Carlee Bertero, Alex Kaskie, Jennifer August,
Daniel Miller, Barbara Land, Ananda Bena-Weber
Substitute teachers: Shaynee Copple, Molly Story Arbogast

SIERRA NEVADA BALLET

SNB

ROSINE BENA, ARTISTIC DIRECTOR

Rosine Bena

Founder and Artistic Director of Sierra Nevada Ballet Company and SNB Academy

Rosine Bena was a professional ballerina with a 28 year stage career who danced throughout the US and Europe with the Stuttgart Ballet under John Cranko, The Washington Ballet, and Peninsula Ballet Theatre. She received critical acclaim as a "Prima" for principal roles in ballets such as Giselle, Swan Lake, The Nutcracker, Cinderella, Sleeping Beauty, Romeo & Juliet, Coppelia, La Fille Mal Gardee and contemporary works by choreographers such as John Cranko, Jiri Kylian and many others. In addition to guest performing with various ballet companies, Bena danced opposite Patrick DuPond of the Paris Opera in the movie, She Dances Alone. The recipient of numerous grant awards, Rosine was given the title of "Outstanding Individual Artist 1992" by the San Mateo County Arts Council and honored by the US Congress and the Ca. State Legislature for her work in the arts. Bena is the former Artistic Director of two professional ballet companies (The Reno Ballet and Perspectives Dance Theatre), and the internationally known, Peninsula Ballet Theatre School. She has choreographed and directed over 65 professional productions and numerous non- professional productions and her choreography has been favorably compared to the work of choreographers such as George Balanchine, John Cranko, Kurt Joos and Michael Smuin. Ms.

Bena is the former director/founder of the dance program for Kollage Community School for the Arts which serves over 8,000 students in the SF Bay area and the former Arts Education Specialist for the Arts Council of San Mateo County. Having taught ballet for over 40 years, Rosine founded and presently directs the professional ballet company for Northern Nevada, the Sierra Nevada Ballet, and is the Founder/Director of Sierra Nevada Ballet Academy in Reno and Director of Ballet at Western Nevada Performing Arts Center in Carson City, Nevada. She is a guest master teacher for the Regional Dance America Ballet Festivals and was elected as RDA Adjudicator for the national festival in Montreal for 2012 and as Adjudicator for the Pacific Region in 2013. Bena is a member of the International Association for Dance Medicine and Science lecturing and teaching ballet and injury prevention throughout the US and Europe. As a former graduate of the Academy of the Washington School of Ballet, Rosine was one of the alumni honored at the Kennedy Center and the White House by the Clintons and in Who's Who in America in the category of Outstanding Americans. Rosine was invited by American Ballet Theatre Artistic Director, Kevin McKenzie, to act as a consultant for the ABT National Training Curriculum and then to take part in the ABT Alumni Curriculum training. She was one of the first master teachers in the world to be fully certified to teach all eight levels of the curriculum and act as ambassador. Bena joined the staff of ABT in 2010 teaching in two of their five national ballet summer programs. In 2008, Bena was awarded an Endowment from the Sierra Arts Foundation and a Fellowship from The Nevada State Arts Council for her outstanding artistic work as a choreographer and director. In addition to her work with SNB, Rosine writes a monthly column on dance for the Reno Gazette Journal and continues to lecture and guest teach throughout the USA.

SIERRA NEVADA BALLET

SNB

ROSINE BENA, ARTISTIC DIRECTOR

SNB's DANCER ARTISTS

SAM WEBER – First Permanent Guest Artist

Sam Weber is SNB's first Permanent Guest Artist and is a founding member of the Company. He was one of the first permanent guest artists of The Reno Ballet under the direction of Rosine Bena. Weber danced with the Joffrey Ballet, San Francisco Ballet, Sacramento Ballet, Peninsula Ballet Theatre and The Jazz Tap Ensemble. Besides being a fine ballet dancer, Weber is considered one of the greatest Tap dancers in the world. He is known as "the fastest feet in tap". He dances all over the USA and Europe and receives standing ovations and rave reviews wherever he performs. He has done numerous TV appearances (including Mr. Rodgers Neighborhood) and starred in the German film, TWO IN TAILS. He is one of the few tap artists to perform Morton Gould's Concerto for Tap Dancer and Orchestra throughout the US and Europe. Weber has performed with SNB since 2001. Sam is the first tap dancer to receive the "Bessie" award for outstanding performance. He appears regularly with Sierra Nevada Ballet and the Jazz Tap Ensemble and guest performs as a master tap dancer throughout the USA and Europe.

DOMINGO RUBIO- Second Permanent Guest Artist

Domingo Rubio is SNB's second Permanent Guest Artist as of May 2005. He has danced professionally for some 20 years. Domingo has danced with the Joffrey Ballet and Ballet Hispanico and was featured in the Robert Altman film, THE COMPANY. Rubio danced the role of Maxfield Parrish in A PAINTER'S LOVE STORY and was a featured artist in SNB's Dancing By the River and A Celebration Of Gershwin. Mr. Rubio has choreographed several works for SNB including the audience favorite, PRELUDE, a pas des deux for himself and SNB principal, Ananda Bena-Weber which premiered in Reno in July of 2005. In addition to performing as a ballet dancer, he is a concert pianist, composer, choreographer and visual artist. He has illustrated several books on ballet and exhibits his sculpture art work throughout the USA. In addition to his work with SNB, Mr. Rubio teaches ballet and guest performs with dance companies throughout the USA.

ANANDA BENA-WEBER - Dance Artist/ Ballerina/Principal Dancer

Ananda Bena-Weber is principal dancer artist with the Sierra Nevada Ballet and a founding member. She has danced professionally as a soloist with the Reno Ballet when it was formed in 1994/95 and 1996. She danced with Perspectives Dance Theatre and Fascinating Rhythm Productions. She has appeared as featured soloist with Sam Weber performing in Morton Gould's "Concerto for Tap Dancer and Orchestra" throughout the SF Bay Area. She has appeared in principal roles in several original dance works such as Dreams, Take Me To The River, Dancing In The New Millennium, GSR, Back Street, Laura, Blue Rondo, Armando's Rumba and classics such as The Nutcracker, Les Sylphides, Romeo and Juliet and Paquita. Ms Bena-Weber is an award winning artist and has performed acting, singing and dancing featured roles in over 30 theater productions in the SF Bay Area. A gifted choreographer, Ananda has choreographed several works for the professional ballet company, Sierra Nevada Ballet, and for the San Francisco State Drama Department, Peninsula Ballet Theater School Performing Group and San Mateo High School performing arts program. Bena-Weber is a Magna cum Laude graduate of San Francisco State University, has attended Columbia University Masters Program in Drama and studies acting at the Linklater Center in New York City. She has taught at Mary Mount College and guest teaches all levels of ballet and related dance classes and acting (without words) throughout the US. She has performed leading acting roles with Nevada Shakespeare Company and has been featured as a Principal dancer with the Sierra Nevada Ballet company since 2001. In addition to SNB, Ananda is a member of the Jazz Tap Ensemble.

Chloe Felesina, Principal Dancer/PEANUTCRACKER

Trained at Sacramento Deane Dance Center/San Francisco Conservatory of Dance performing works by William Forsythe and Jiri Kylian. Began her career at The Foundry directed by Alex Ketley and created improvisational and collaborative works. Principal and soloist roles in Ron Cunningham's *Romeo and Juliet*, Balanchine/*Tchaikovsky Pas De Deux*, and now with BalletX (Philadelphia) as a lead dancer in 14 world premieres by choreographers Nicolo Fonte, Mathew Neenan, and Edwaard Liang. Performs as a leading dancer in PEANUTCRACKER

MAYKEL SOLAS- This is Maykel Solas second appearance as a principal dancer with Sierra Nevada Ballet. He Solas began his ballet training at the Escuela Provincial de Arte in his homeland of Pinar del Rio, Cuba and then continued in the Escuela Nacional de Arte in Havana where he graduated in 1998. As a student he received classes with many greats such as Alicia Alonso, toured the Dominican Republic and won a silver medal in the 1997 Ballet Competition in Havana. After graduation he joined the Ballet Nacional de Cuba and later danced with the Compañia Nacional de Danza in Mexico City. In 2001, he was awarded the silver medal in the twelfth International Ballet competition of Trujillo, Peru.

He was a principal dancer with the Ballet Municipal de Lima and is presently a principal with Ballet San Jose. He has danced principal roles in *Giselle*, *Swan Lake*, *La Bayadere*, *Le Corsaire*, *The Nutcracker* and other classical and neoclassical repertoire.

ERICA CHIPP - Dance Artist/Principal

A native of Nevada, Erica completed her formal dance training as a full-scholarship student at The Harid Conservatory in Boca Raton, Florida. Prior to attending Harid, she studied with Pinkerton Ballet Academy, Nevada Festival Ballet, and Western Nevada Performing Arts Center. Her ballet teachers and coaches include Olivier Pardina, Victoria Schneider, Svetlana Osiyeva, Kyle Tucker, Vickie McMaster, Ayako Britt and Rosine Bena. Erica also attended summer programs at Burklyn Ballet Theater, Central Pennsylvania Youth Ballet and Boston Ballet. Currently, besides performing with SNB, Erica is a member of Festival Ballet Providence, which she joined in 2004. While dancing with FBP, Erica has performed in the world premieres of *Schéhérazade*, *Romeo & Juliet*, as a Spivey boy in *The Widow's Broom*, and Viktor Plotnikov's *Coma*. Some of her notable roles have been in Gianni Dimarco's *Azucar*, as the Chinese doll in *The Nutcracker*, in Daniel Pelzig's *The Princess and the Pea*, George Balanchine's *Rubies* and various roles in Up CLOSE on HOPE repertoire. This past November, Erica was given the opportunity to tour with FBP to various cities in Venezuela, including Caracas, to perform the soloist red girl in Mihailo Djuric's *Soledad*. Erica enjoys returning to her hometown area regularly to perform as a principle with Sierra Nevada Ballet and to spend time with her supportive family. Erica was featured in *Unsquare Dance* and *Gershwin Concerto* and in *Percussivelund* in 2007.

ALEXANDER BIBER-Dance Artist /Principal

Alexander has trained exclusively with Rosine Bena at Western Nevada Performing Arts Center in Carson and at In Motion Studio in Reno. Alex was taken into the SNB Apprentice Program in June of 2003 and appeared with the Apprentice Company and the professional Company since. Biber was raised to the company in 2006 and to soloist in 2008. He created the role of the Wolf in *Peter and The Wolf* and was featured in *Tarentella For Three* and SNB's *A Celebration of Gershwin, Take Five, Mozartina* and *Take Me To The River*. He has danced the roles of the Russian Prince, Snow Prince, Rat King, Flower Prince, Lead Father and Chinese Prince in the *Peanutcracker-The Story In A Nutshell*. He created roles of the Count and the Gorgon in the SNB 2007 production of *The Unicorn, The Gorgon* and *The Manticore*. Alexander was also featured in *After The Ball Is Over, West Side Story Medley* and SNB's work, *LOSS*, created by Rosine Bena in 2008 through the NAC Performing Arts Fellowship. Besides his work with SNB, Alex performs with the Bruka Theater and teaches all levels of ballet at schools in the community.

LAURA LUNDE- Dance Artist/Principal

Laura joined SNB as an apprentice in the summer of 2007 and was raised to the company in September of that year. She was raised to soloist in 2009. Laura's early training was in Washington DC. at the Kirov Academy. She trained with Rosine Bena in Reno and in Carson City since 2007. She has performed in SNB's summer series in 2007 and 2008 and was featured as a Snow Flurry and The Doll in *Peanutcracker*, in *America (West Side Story Medley)* and as the Cat in *Peter and The Wolf*.

Daniel Miller- SNB Company Artist/Featured

Graduated from the UNR dance program and joined the Wing and a Prayer Modern Dance Company in Reno, NV in 2009. He has danced with OPUS Reprise (2010) and Four Rooms Dance Collective (2011). He joined SNB in

2012 and performed in SNB's *Giselle* and was featured in *Bach Bites and SWEET* and featured as the lead father and the Spanish Prince in *Peanutcracker*.

Shaynee Copple-SNB Company Artist/Featured

Began dancing at the age of nine and trained in classical ballet, jazz, tap and hip hop. She joined SNB in 2012, performing in *Giselle* and has been featured in SNB's *Coppelia*, *Swan Lake*, *Bach Bites* and featured as the Mechanical Doll, Spanish Princess and in *Waltz of the Flowers* in *Peanutcracker*. Saynee teaches ballet at Ballet Nevada and is working towards a degree in elementary school education at Truckee Meadows Community College.

SNB COMPOSER/MUSICIANS

Susan Mazer –Composer/Musician

Susan Mazer has been SNB's Composer in Residence since 2001. Born in Detroit, Michigan, Susan Mazer graduated from Wayne State University and was awarded a graduate fellowship to Stanford University, where she completed her Master of Arts degree. Following graduate school, she performed professionally as a jazz harpist in the San Francisco, California, Lake Tahoe, and Reno, Nevada, areas. Her work in healthcare began in 1980, when she developed the workshop, "Music: A Life-Altering Decision," at the request of the Center for Health Awareness in San Jose, California. That workshop, which is accredited for nurses and physicians, became the foundation for Healing HealthCare Systems. Since 1980, Susan has developed other educational programs that have been presented to over 5,500 nurses and healthcare professionals in the U.S. She has also developed and presented programs in substance abuse prevention for students (K-12), which have been attended by over 80,000 students and are endorsed by the U.S. Department of Justice as a Promising Program Against Violence (PAVNET). As president of Healing HealthCare Systems, Susan oversees the sales, marketing, sound system design, and product development for the company. She, together with Dallas Smith, is a facilitator and speaker for their various educational programs.

Dallas Smith –Composer/ Musician

Dallas Smith has been SNB composer in Residence since 2001. Born in Columbus, Georgia, Dallas attended Florida State University and then went on to study in Germany, India, and Sweden. Following schooling, he performed as a woodwinds jazz musician in the San Francisco Bay area, India, Japan, and Europe. From 1987-1992, he was the chairman of the Department of Recording Studies at Sierra Nevada College in Incline Village, Nevada. Dallas has taught CEU and CME courses for nurses and physicians since 1989, and has been asked back to do further training at such facilities such as the Texas Medical Center in Houston, Texas; St. Charles Medical Center in Bend, Oregon, and Union Hospital in Lynn, Massachusetts. As executive vice president of Healing HealthCare Systems, Dallas is the producer of audio/video programming for The C.A.R.E. Channel, C.A.R.E. With Music, and C.A.R.E. on Hold. He also co-facilitates the HHS educational programs.

Andy Heglund-Composer/Musician

Andy Heglund has been SNB's Composer in Residence since 2007. He is Assistant Professor at the University of Nevada, Reno where he teaches percussion, directs the UNR Percussion Ensemble and Jazz Big Band 1. He has a Doctor of Arts in Music from the University of Northern Colorado and a Masters of Music in Jazz from the University of North Texas. He performs with the Collective, the Reno Jazz orchestra, the Ed Corey Trio, Susan Mazer and Dallas Smith, the Reno Philharmonic, and the Discover Music Percussion Ensemble. Andy performed with SNB as a musician since 2003 and became SNB's third Composer in the summer of Residence in 2007. He composed the all percussive score for PERCUSSIVELUND in 2007.

Sierra Nevada Ballet

BALANCE SHEET

As of June 30, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Personal Bank	1,000.00
Reserve Savings #8797	35,159.05
Sierra Nevada Ballet Academy	15,390.87
transfer	0.00
Wells Fargo checking #0011	26,709.82
Wells Fargo Checking #9907	0.00
Wells Fargo Savings #7995R	15,696.28
Total Bank Accounts	\$93,956.02
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Bank Bal Adj Temp Acct	0.00
INVENTORY	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$93,956.02
Fixed Assets	
ballet bars	1,122.00
costumes	36,964.02
dance floor	8,188.17
Leasehold Improvement	-10,409.58
office equipment	5,529.96
production sets	5,050.00
props	3,718.11
Depreciation	-80,345.52
Original Cost	100.00
Total props	-76,527.41
small mirrors	400.00
sound tapes	10,750.00
video tapes	21,490.00
Total Fixed Assets	\$2,557.16
TOTAL ASSETS	\$96,513.18
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Loan from Porter	7,850.82
Total Other Current Liabilities	\$7,850.82

	TOTAL
Total Current Liabilities	\$7,850.82
Total Liabilities	\$7,850.82
Equity	
Opening Bal Equity	0.00
Retained Earnings	81,951.97
Net Income	6,710.39
Total Equity	\$88,662.36
TOTAL LIABILITIES AND EQUITY	\$96,513.18

Professional Fees	250.00
Accounting	1,400.00
Consulting	400.00
Total Professional Fees	2,050.00
Program Expense	84.91
Reimbursed Expenses	7,959.54
Rent	24,046.33
snb acadamy	586.39
sound	1,006.62
Supplies	330.47
Office	-0.16
Total Supplies	330.31
Travel & Ent	11,542.17
Meals	1,871.42
Travel	1,163.60
Total Travel & Ent	14,577.19
Video & audio production	1,111.96
WEB SITE	1,000.00
Total Expenses	\$132,236.49
Net Operating Income	\$ -31,556.53
Other Income	
Interest Income	32.86
refund	368.00
Total Other Income	\$400.86
Other Expenses	
Other Expenses	875.00
Reconciliation Discrepancies-1	-94.82
Total Other Expenses	\$780.18
Net Other Income	\$ -379.32
Net Income	\$ -31,935.85

Wednesday, Mar 11, 2015 08:20:14 AM PDT GMT-7 - Cash Basis

SNB ESTIMATED BUDGET EXPENSE ITEMS THAT WERE DONATED
Breakdown for 2015/16 Fiscal (to be included with 990)

PR	\$5,000.00
OFFICE	\$5,000.00
Rehearsal Space	\$14,774.00
Artistic Director	\$19,000.00
Executive Director	\$20,000.00
Marketing Director	\$18,000.00
Grant Consultant	\$10,000.00
Accounting/Book Keeper	\$5,000.00
Costume Rental	\$9,500.00
Costume Design/Execution	\$6,000.00
Prop/Set construction	\$3,000.00
Housing Public	\$600.00
Housing Private	\$4,000.00
Food	\$4,000.00
Printing	\$1,200.00
Program Design	\$3,500.00
Transportation	\$650.00
Stage Manager	\$1,000.00
Admin/Project Coordinator	\$20,000.00
Dancers	\$ 95,040.00
Estimated TOTAL IN KIND	\$242,564.00

Sierra Nevada Ballet

Additional Information not reflected in the financial statements

Each year SNB Board members and volunteers work to get donations within the community to help cover company expenses. Some years are better than others. The amount of donations that offset expenses differs from year to year.

While these items are reflected in the overall yearly budget, they are not reflected in the individual Profit and Loss financial statement.

In 11/2012, the total donations not reflected in the financial statement equaled approximately \$98,292.00 of general expenses and \$80,040 for dancers expenses (TOTAL: \$178,332.00).

In 12/2013, the total donations not reflected in the financial statement equaled approximately \$138,224.00 of expenses and \$90,040 for dancers expenses (TOTAL: \$228,264.00)

In 13/2014, the total donations not reflected in the financial statement equaled approximately \$80,697.00 of expenses and \$110,983.00 for dancers expenses (TOTAL: \$191,680.00)

In 14/2015, the total donations not reflected in the financial statement equaled \$141,836.00 of expenses and \$95,040.00 for dancers expenses (TOTAL: \$236,876.00)

In 15/2016, the total donations not reflected in the financial statement equaled approximately \$147,524.00 of expenses and \$95,040.00 for dancers expenses (TOTAL: \$242,564.00)

Sierra Nevada Ballet

PROFIT AND LOSS

July 2016 - January 2017

	ACADEMY	ADMIN	BBB	PEANUTCRACKER	SUMMER SEASON	NOT SPECIFIED	TOTAL
INCOME							
Contributions		500.00					\$500.00
Contributions Income							\$0.00
Restricted				10,000.00			\$10,000.00
Unrestricted	2,250.00						\$2,250.00
Total Contributions Income	2,250.00			10,000.00			\$12,250.00
costume fee					585.00		\$585.00
Grants					650.00	9,500.00	\$10,150.00
NAC grant		17,426.00					\$17,426.00
statement adjustment	3.00	3.00					\$6.00
studio rental income		40.00					\$40.00
ticket sales			664.00	22,742.57	22,129.54	821.00	\$46,357.11
Tuition	20,453.34						\$20,453.34
Total Income	\$22,706.34	\$17,969.00	\$664.00	\$32,742.57	\$23,364.54	\$10,321.00	\$107,767.45
EXPENSES							
accounting software	645.00	159.80				79.90	\$884.70
ADVERTISING		1,900.00		775.00	1,015.00	889.00	\$4,579.00
alex Kaskie				600.00			\$600.00
Bank Service Charges	233.94	1,350.32				-2.00	\$1,582.26
City of Reno				359.28			\$359.28
Contract Labor	3,950.00	1,935.00	300.00	12,620.00	22,180.00	350.00	\$41,335.00
Costume / alterations donation					505.53		\$505.53
Equipment Rental					-1,000.00		\$ -1,000.00
Graphic Design					171.85		\$171.85
Insurance		967.08					\$967.08
Liability Insurance		600.00				579.88	\$1,179.88
Total Insurance		1,567.08				579.88	\$2,146.96
Licenses and Permits				103.00			\$103.00
Lighting					1,050.00		\$1,050.00
MARKETING	67.17				125.00		\$192.17
Medical						763.00	\$763.00
Miscellaneous						1,586.54	\$1,586.54
Office Supplies	10.76	200.25				25.45	\$236.46
performance fee				-2,049.00			\$ -2,049.00
photography		100.00					\$100.00
Postage and Delivery		390.06				448.56	\$838.62
Printing and Reproduction	713.09		797.63		1,741.82	67.85	\$3,320.39
production expense		365.62					\$365.62

	ACADEMY	ADMIN	BBB	PEANUTCRACKER	SUMMER SEASON	NOT SPECIFIED	TOTAL
Professional Fees							\$0.00
Accounting		100.00					\$100.00
Total Professional Fees		100.00					\$100.00
Reimbursed Expenses	-4,059.83	-448.56				4,723.46	\$215.07
Rent	3,357.50	9,800.70		4,274.49			\$17,432.69
Repairs							\$0.00
Building Repairs	3,399.64						\$3,399.64
Total Repairs	3,399.64						\$3,399.64
SETS & PROPS						18.24	\$18.24
shoe allowance		191.75					\$191.75
Small Equipment	916.29	1,819.72				1,442.00	\$4,178.01
snb acadamy	-838.00						\$ -838.00
sound					200.00	750.00	\$950.00
Supplies						80.00	\$80.00
Telephone	74.97	74.97					\$149.94
training		175.00				500.00	\$675.00
Transportation		494.50		787.50			\$1,282.00
Travel & Ent							\$0.00
Meals	21.67	3.75					\$25.42
Travel	44.86			374.00	1,555.65		\$1,974.51
Total Travel & Ent	66.53	3.75		374.00	1,555.65		\$1,999.93
Utilities		149.94					\$149.94
Gas and Electric	142.46	983.02					\$1,125.48
Total Utilities	142.46	1,132.96					\$1,275.42
Video & audio production		510.38				461.97	\$972.35
WEB SITE		953.36					\$953.36
Total Expenses	\$8,679.52	\$22,776.66	\$1,097.63	\$18,039.27	\$27,563.09	\$12,745.61	\$90,901.71
NET OPERATING INCOME	\$14,026.82	\$ -4,807.66	\$ -433.63	\$14,703.30	\$ -4,198.55	\$ -2,424.61	\$16,865.67
OTHER INCOME							
Interest Income						13.50	\$13.50
refund				260.00		5.31	\$265.31
Total Other Income	\$0.00	\$0.00	\$0.00	\$260.00	\$0.00	\$18.81	\$278.81
NET OTHER INCOME	\$0.00	\$0.00	\$0.00	\$260.00	\$0.00	\$18.81	\$278.81
NET INCOME	\$14,026.82	\$ -4,807.66	\$ -433.63	\$14,963.30	\$ -4,198.55	\$ -2,405.80	\$17,144.46

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

Community Yogi

ORGANIZATION NAME / APPLICANT

102 W 4th St, Carson City NV 89703

MAILING ADDRESS, CITY, STATE, ZIP CODE

(618)334-0071 communityyogi.com

PHONE #

WEBSITE URL

Allison Reitz

CONTACT / EVENT DIRECTOR NAME

102 W 4th St, Carson City NV 89703

MAILING ADDRESS, CITY, STATE, ZIP CODE

(618)334-0071 allie@communityyogi.com

PHONE #

EMAIL

Community Yogi Summer Events Series

NAME OF EVENT

\$ 2,500

TOTAL FUNDING REQUEST

Event Dates: June 3rd - September 30th 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):

Please see attached materials.

Estimated number of local participants: 250 Estimated number of out-of-town participants: 50
Number of years event has taken place in Carson City: 0

Event Costs (Attach additional sheets, if necessary)																																
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total																													
Advertising / Promotional / Print	\$ 800	\$ 400	\$ 1200																													
Space / Event Rental	\$ 1000	\$ 200	\$ 1200																													
Logisticals / Misc / Insurance	\$ 400	\$ 250	\$ 650																													
Website / Event Software	\$ 300	\$ 200	\$ 500																													
	\$	\$	\$																													
	\$	\$	\$																													
	\$ 2,500	\$ 1,050	\$ 3,550																													
Totals:	\$ 2,500	\$	\$																													
Redevelopment Funds as a % of total Event costs:	70 %																															
Projected Revenues:			\$ 6,480																													
Projected Net Profit/Loss:			\$ 246																													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="4">Annual Budget of Organization:</th> <th rowspan="5">Redevelopment funding your organization received for this event in prior years, if any:</th> </tr> <tr> <th></th> <th>Last Year</th> <th>Present Year</th> <th>Next Year</th> </tr> </thead> <tbody> <tr> <td>Income:</td> <td>\$ _____</td> <td>\$ 841</td> <td>\$ 38,000</td> <td>2015: \$ _____</td> </tr> <tr> <td>Expenses:</td> <td>\$ _____</td> <td>\$ 3,985</td> <td>\$ 10,000</td> <td>2014: \$ _____</td> </tr> <tr> <td>Reserves:</td> <td>\$ _____</td> <td>\$ _____</td> <td>\$ _____</td> <td>2013: \$ _____</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>2012: \$ _____</td> </tr> </tbody> </table>				Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any:		Last Year	Present Year	Next Year	Income:	\$ _____	\$ 841	\$ 38,000	2015: \$ _____	Expenses:	\$ _____	\$ 3,985	\$ 10,000	2014: \$ _____	Reserves:	\$ _____	\$ _____	\$ _____	2013: \$ _____					2012: \$ _____
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	Last Year	Present Year	Next Year																													
Income:	\$ _____	\$ 841	\$ 38,000		2015: \$ _____																											
Expenses:	\$ _____	\$ 3,985	\$ 10,000		2014: \$ _____																											
Reserves:	\$ _____	\$ _____	\$ _____		2013: \$ _____																											
				2012: \$ _____																												
Number of years your organization has existed: 0																																
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:																																
Describe why Redevelopment funds are required for the special event: See attached materials.																																
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2): See attached materials.																																
List other organizations and businesses partnering or participating in the event: <small>Comma Coffee, Carson City Farmers Market, Carson Library, Adams Hub, Brewery Arts Center, Patchwork Giraffe, Shoe Tree Brewing Co, Sierra Acupuncture, and more.</small>																																
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: As part of the 3rd St Farmers Market, in the dog park at 2nd and Roop St, in Comma Coffee's Courtyard, on Adams Hub's rooftop patio, on the Capital Grounds, Carson City Library and more - no street closures.																																

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

Capital Grounds

How do plan to market and advertise the event?

Flyers, Social Media, Online Marketing, Word of Mouth, through our other classes in Reno, etc.

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

We plan to expand the event every year, to include a larger yearly Yoga Mala on the Summer Solstice, and more weekly classes in the Carson and Reno areas.

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

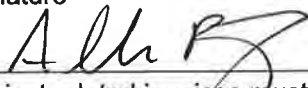
This funding will especially support our marketing and promotional efforts, so Community Yogi can grow our student base and offer more community classes. By next year, we hope to be a fully established business in this area, and fund our summer event series ourselves.

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:

4/17/17

***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.

Community Yogi Special Event Funding Request Supporting Materials

Event Description and Objectives

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

The Community Yogi Summer Sun Salute event series will be comprised of five weekly events and one key event spanning from the beginning of June to the end of September. These events will include:

- A Yoga Mala (108 Sun Salutations) on the Summer Solstice on the Capital Grounds
- Weekly Bookworm Yoga at the Carson Library
- Weekly Outdoor Yoga at the Farmers Market
- Weekly Yoga with Your Dog in the dog park on Roop and 2nd St.
- Weekly Morning Meditations on Adams Hub's rooftop patio
- Weekly Sunday Morning beginner yoga classes in the Comma Coffee courtyard

Community Yogi events have been running since November 2016, and we currently offer Sunday Yoga at Comma Coffee, a monthly Sewing and Restorative Yoga workshop at the Patchwork Giraffe, and a monthly Sound Healing event at the Brewery Arts Center. We'll be adding two new weekly classes for the Carson City community (that are not a part of the summer series) in May. The Summer Sun Salute event series will be held in addition to our regular ongoing classes.

Our classes provide a way for students to explore the physical and mental health benefits of yoga and mindfulness practices in creative local spaces – every class we offer welcomes beginners. Community Yogi events and classes are important to the Carson City community because they build community by cultivating connections between community members based on mindfulness and health.

Describe why Redevelopment funds are required for the special event:

We'd love to offer a summer event series in addition to our regular classes. However, Community Yogi is an extremely new business in Carson City and our current out-of-pocket funding does not cover events in addition to our current class schedule. Because we are so new, we look to this funding especially for help with marketing and promotional endeavors, in order to bring the power of mindfulness to as many people in the Carson community as possible.

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);

Most of the events in our Summer event series will be held in the downtown area, and will draw mindful citizens to this area. Our students are interested in cultivating their mental and physical health, and would be a favorable group to draw into any community.

Our classes are held in conjunction with local events including the 3rd St. Farmers Market, and local businesses and organizations including the Brewery Arts Center, Sierra Acupuncture, Comma Coffee, Adams Hub, etc. (see list), offering them more exposure to this mindful community of students.

Our events that are held in the downtown area will certainly draw customers to businesses near the event in both of the Redevelopment Areas. For instance, our Sunday morning class create exposure for Comma Coffee during the day they're closed, and our community of students have gone to brunch together afterward at several different businesses in the area, including Adele's and Pegg's Ham and Eggs.

Community Yogi provides an affordable resource for the cultivation of physical and mental health, by allowing students to choose their price for each class they attend – they can even try yoga and meditation for free! Everyone benefits from this collaboration - local spaces gain exposure and new clientele, and we create job opportunities for conscious-minded yoga instructors. We pay our instructors 80% of class revenue, which encourages them to teach wonderful classes and promote their classes in the community.

COMMUNITY YOGI

Organizational Chart

Operations

Allison Reitz

General Marketing

Daily Ops + Accounting

Juliana Fritcher

Marketing Consulting

Social Media

Classes / Events

Allison Reitz

Community Yoga At Comma Coffee

Bookworm Yoga At Carson Library

Rosemary Orantes

Community Yoga At Farmers Market

Respective Individual Event Promotion

Cynthia Dean

Doggy Yoga At 2nd + Roop St

Respective Individual Event Promotion

?

Morning Meditation At Adams Hub

Respective Individual Event Promotion

Respective Individual Event Promotion

Community Yogi 2017 Financial Statement

2017 Year Jan - April

Fixed Monthly Costs		Total Expenses
\$830		\$3,320
Payment / Booking Software	\$130	\$520
Printing	\$10	\$40
Gas	\$60	\$240
Insurance	\$40	\$160
Misc / Schmoozing	\$100	\$400
Website / Domain	\$18	\$72
Email	\$8	\$32
Electric	\$20	\$80
Phone	\$40	\$160
Online Marketing	\$180	\$720
Car Payment	\$130	\$520
Memberships	\$57	\$228
Accountant	\$37	\$148

Variable Costs		Total Revenue	
\$665		\$841	
Instructor Payments January	\$0	January	\$0
Instructor Payments February	\$0	February	\$0
Instructor Payments March	\$24	March	\$395
Instructor Payments April	\$216	April (1st - 15th)	\$446
Rental Fees January	\$0		
Rental Fees February	\$0		
Rental Fees March	\$175		
Rental Fees April	\$250		

Allison Reitz

Freelance Sound Designer + Composer + Yoga Instructor

COMMUNITY YOGI + ALLISONSOUND, INC

allie@communityyogi.com

618.334.0071

EXPERIENCE

FOUNDER

2010-2012 - Audio Engineering Society / University of IL

2014-Present - Rocky Mountain Mixers / Denver, CO

2014-Present - AllisonSound, Inc / Denver, CO

2016-Present - Community Yogi / Carson City, NV

YOGA INSTRUCTOR

May 2016 - 30-day Yoga Alliance 200hr Yoga Teacher Training (Dharamsala, India)

2016-2017 - Yoga Sol / Carson City

Lunchtime Flow Yoga, Gentle Yoga

2016-Present - Community Yogi (founder / operations)

Community Yoga, Restorative Yoga

COMPOSER

Jan. 2017 - JoyCastle *Alice in Wordland* (app)

Aug. 2016 - *Vietnam* (feature length documentary)

Dec. 2015 - Artificial White *iTriage* (TV spots)

May 2015 - *Interlude + Seasons* (short films)

Feb. 2015 - Artificial White *Spectralink* (TV spot)

SOUND SUPERVISOR

2016 - *Women Who Startup Radio* (podcast)

April 2016 - Motive Made *SpotlightCA* (TV series)

Nov. 2015 - *Never Say I Can't* (feature length doc)

Sept. 2015 - *Nanoblood* (short film)

March 2015 - *As Good as You* (feature length film)

SOUND DESIGN + EDITING

Dec. 2015 - GritHouse Films *Hush Money* (feature)

Nov. 2015 - *Animinto* (animated short)

Sept. 2015 - Motive Made *Pepsi Shorts* (TV)

Feb. 2015 - MassFX Media *IBM* (animated TV spot)

FIELD AUDIO

Engine7 - *Brewers Association* • Seftel Productions

Random Acts of Kindness • Hunter Douglas • Red Bull TV

ROSE Stories • CoorsTek • *The Marijuana Show*

Univision - *Making of Zootopia* • *MLS EA Sports Skills*

Challenge • Biennial of the Americas • Main St Media

The Integrated Agency • Milk & Honey Media

EXPERTISE

yoga instruction

creative direction

field audio

sound design

sound supervision

music composition

recording engineering

audio editing

mixing + mastering

EDUCATION

trimurti yoga

YA Certified 200hr

Yoga Teacher Training

savannah college

of art and design

MFA Sound Design

university of illinois

BM Music Composition

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

RECEIVED

APR 07 2017

CARSON CITY
PLANNING DIVISION



Special Event Funding Request Form

1. "Film Team" ad hoc committee of FOCCL	International Film Weekend
ORGANIZATION NAME / APPLICANT Friends of Carson City Library	NAME OF EVENT
MAILING ADDRESS, CITY, STATE, ZIP CODE 711 E. Washington St., Carson City, NV 89701	\$ 2,500 TOTAL FUNDING REQUEST
PHONE # 775-885-9804 WEBSITE URL phylpat@att.net	Event Dates: Feb. 15, 16, 17, 2018
LINDA BELLE GRAY (applicant) CONTACT / EVENT DIRECTOR NAME	Project Area (check one): Redevelopment Area #1 <input checked="" type="checkbox"/>
P.O. Box 1109 Carson City, NV 89702 MAILING ADDRESS, CITY, STATE, ZIP CODE	Redevelopment Area #2 <input type="checkbox"/>
PHONE # 775-721-4477 EMAIL lucygray@gmail.com	

2. Event Description and Objectives
Include history of the event and importance to the community (use additional pages as needed):

ALL Questions have been numbered and answered on additional sheets.

Estimated number of local participants: _____ Estimated number of out-of-town participants: _____

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

3.

Event Costs (Attach additional sheets, if necessary)				
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
Totals:	\$	\$	\$	
Redevelopment Funds as a % of total Event costs:	_____ %			
Projected Revenues:			\$	
Projected Net Profit/Loss:			\$	
Annual Budget of Organization:			Redevelopment funding your organization received for this event in prior years, if any:	
	Last Year	Present Year		Next Year
Income:	\$ _____	\$ _____		\$ _____
Expenses:	\$ _____	\$ _____		\$ _____
Reserves:	\$ _____	\$ _____		\$ _____
Number of years your organization has existed:			2015: \$ _____	
			2014: \$ _____	
			2013: \$ _____	
			2012: \$ _____	
4.	Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what organization(s) and how much funding?			
5.	Describe any efforts to obtain funding from other sources:			
6.	Describe why Redevelopment funds are required for the special event:			
7.	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):			
8.	List other organizations and businesses partnering or participating in the event:			
9.	Describe the facilities and/or area in which the event will occur. Include any proposed street closures:			

10.

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

11.

How do plan to market and advertise the event?

12.

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

13.

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

Acknowledgement of Application Provisions: (please check each that you acknowledge)

- I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature

Date:

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

14.

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.

2. Within the Carson City Strategic Plan, the Film Festival fits with the "Vision" category as "inviting citizens to live, work and play." Strategic Goals include film arts in the "Quality of Life" section because the event promotes "education, culture and recreation".

The International Film Weekend, 2018 is scheduled for February 15, 16, and 17, 2018, at the Community Center, Bob Boldric Theatre. Three member team is an ad hoc committee of the Friends of the Carson City Library. The committee/team raises its own funds to present the event. 2018 will be the fifth year of offering high quality films to the community absolutely free. Volunteers review films for several months before choosing those containing 1) themes of global awareness and/or appreciation of diversity; 2) universal social issues facing humanity; and 3) a significant degree of film craft. (See list of past films shown). Access to international and independent films is limited or nonexistent through commercial theaters, plus it is costly to attend any theatre. Though viewers could simply get a Netflix or Hulu foreign film, the festival offers a forum for discussion with fellow community members. Not every family has means for Netflix or has film streaming capacity at home. It fosters conversation about the purposes and intentions of the film maker. The festival examines the literary aspects of the films. A festival encourages the making and viewing of films. The festival provides a shared community opportunity. These connections can lead to greater understanding of the broader human condition. It is in the gathering together of diverse people, ages, genders and world views that promotes opportunity for dialogue, which in the larger scheme supports our democratic society. In addition to the international films, the festival showcases independent films from many sources. The Reynolds School of Journalism (UNR) has entered quality documentary films for the past three seasons. Entrants from California, Nevada, and Iran have been screened.

The back-story began with a small group of five readers from the First United Methodist Church who began pairing books with films. It was a logical step to want to share the international films with the community. The 2nd year, the collaboration included WNC, the Library and the Friends of the Carson City Library as well as the Community Center. Two grants were written (NEA and NEH) and granted. The third year, a fund raiser gala was held. The 4th year there were enough funds from the fund raiser to pay for 2017 (The Friends of Carson City Library added \$332 in order to help pay the bills !) Carson City Visitor's Bureau paid for our printing expenses and helped us with media. 2018 is a year there are no funds to currently pay for the three licenses, printing, banner and media. The popularity of the event has steadily grown and the degree of satisfaction has been above 96% favorable. First year attendance was 300 people. We have averaged between 500-700 people each year since it has been held at the Community Center. We do not know how many viewers were out of town residents.

3. International films average \$400-500 per film. We show three.	\$1500
Printing runs approximately \$300-400 per year.....	400
Banner change of date.....	75
Media costs \$300-400.....	400
Total estimated costs for presenting three days film festival.....	\$2375

The film team has no income. We do not charge for the festival admission.

The team has been putting the festival out to the community for four years and hope for a fifth year.

4. The Friends of the Carson City Library will add in any shortfall out of contingency funds.

5. This year there are no plans to apply to any other granting source.
6. This is a new source of funding for cultural events in Carson City. The film team believes the International Film Weekend will grow and become an anticipated event.
7. The film event brings people out in the afternoon and evening. It is a prime opportunity to make "an evening" by eating in a city restaurant, inviting friends to join in, thereby adding to the cultural and social choices for residents (Downtown Redevelopment Area #1). Partnering with local eateries is intended for 2018.
8. The Community Center, The Carson City Library, The Friends of the Carson City Library have been collaborators and will continue for 2018. The team wishes to engage other businesses in the coming season of the festival. This engagement is in process.
9. There are no road closures planned. the community Center is the main city building the festival requires.
10. All permits and approvals have been obtained.
11. The marketing will follow the past plan which has worked well. A variety of venues in the region including all public libraries, senior centers, community centers, public buildings, colleges, Universities, public spaces, coffee houses, galleries, schools will be tapped. Radio PSA's and all forms of social media will be placed. Word of mouth will be encouraged. Arts and Cultural coalitions, interviews with print news media, press releases to KUNR, KNPB, city LED board and Banner over Carson Street have all been planned for 2018.
12. Depending upon future funding sources, we hope to expand to four days in 2019. The current format is manageable and can be handled by the three member team. If more team members can be brought into the organizing, the event may expand.
13. Currently the film team needs funding support. As long as the event is kept free to all residents, we expect to find patrons and city sources which will value the event enough to grant minimal funds to keep a well appreciated community event alive and growing.
14. Please find the attached Resumes of key organizers, List of past shown films, funding history.

Permit Contract

Carson City Parks and Recreation

841 N Roop St.
Carson City, NV 89701
Phone: (775) 887-2290
FAX: --
Email: --

Permit #9002634, Pending approval

Mar 28, 2017 2:28 PM
Expires Mar 26, 2027

Park & Facility Rentals
Attn: April Livesay
3303 Butti Way Bldg. #9
Carson City NV 89701
775-283-7425



Permit Center / Business Lic Div
108 East Proctor St
Carson City NV 89701
775-887-2105

Company: Friends Of The Carson City
Library
711 E WASHINGTON ST
Carson City, NV 89701

Customer Type: Private Individual

Prepared By: Eric Klug

Agent: PHYLLIS PATTON
Email: phylpat@att.net

Home: (775) 885-9807

Charges	Taxes	Discounts	Total Charges	Deposits	Deposit Taxes	Total Payments	Refunds	Balance
\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

RESERVATIONS

Event	Resource	Center	Notes
International Film Festival Type: Theater/Rehearsal/Performance Attend/Qty: 300	Bob Boldrick Theater & Lobby	Carson City Community Center 851 E. William St. Carson City, NV 89701 (775) 887-2290	Six (6) hour minimum rental

Day	Days Requested		Event Begins	Duration	Event Ends	
	Date	Date			Date	Time
Thursday	Feb 15, 2018	Feb 15, 2018	2:00 PM	8 hours	Feb 15, 2018	10:00 PM
Friday	Feb 16, 2018	Feb 16, 2018	2:00 PM	8 hours	Feb 16, 2018	10:00 PM
Saturday	Feb 17, 2018	Feb 17, 2018	2:00 PM	8 hours	Feb 17, 2018	10:00 PM

Summary Notes
Total Number of Dates: 3
Total Time: 24 hours

RESERVATIONS

Event	Resource	Center	Notes
International Film Festival Type: Meeting /Event Room Rental Attend/Qty: 0	Bonanza Room	Carson City Community Center 851 E. William St. Carson City, NV 89701 (775) 887-2290	--

Day	Days Requested		Event Begins	Duration	Event Ends	
	Date	Date			Date	Time
Thursday	Feb 15, 2018	Feb 15, 2018	2:00 PM	8 hours	Feb 15, 2018	10:00 PM
Friday	Feb 16, 2018	Feb 16, 2018	2:00 PM	8 hours	Feb 16, 2018	10:00 PM
Saturday	Feb 17, 2018	Feb 17, 2018	2:00 PM	8 hours	Feb 17, 2018	10:00 PM

Summary Notes
Total Number of Dates: 3
Total Time: 24 hours

RESERVATIONS

Event	Resource	Center	Notes
International Film Festival Type: Electronic Message Center Ad Attend/Qty: 2	Electronic Message Center Ad Slot	Carson City Community Center 851 E. William St. Carson City, NV 89701 (775) 887-2290	--

Day	Days Requested	Date	Event Begins	Duration	Date	Event Ends	Time
Monday		Feb 5, 2018	5:00 AM	18 hours	Feb 5, 2018	11:00 PM	
Tuesday		Feb 6, 2018	5:00 AM	18 hours	Feb 6, 2018	11:00 PM	
Wednesday		Feb 7, 2018	5:00 AM	18 hours	Feb 7, 2018	11:00 PM	
Thursday		Feb 8, 2018	5:00 AM	18 hours	Feb 8, 2018	11:00 PM	
Friday		Feb 9, 2018	5:00 AM	18 hours	Feb 9, 2018	11:00 PM	
Saturday		Feb 10, 2018	5:00 AM	18 hours	Feb 10, 2018	11:00 PM	
Sunday		Feb 11, 2018	5:00 AM	18 hours	Feb 11, 2018	11:00 PM	
Monday		Feb 12, 2018	5:00 AM	18 hours	Feb 12, 2018	11:00 PM	
Tuesday		Feb 13, 2018	5:00 AM	18 hours	Feb 13, 2018	11:00 PM	
Wednesday		Feb 14, 2018	5:00 AM	18 hours	Feb 14, 2018	11:00 PM	
Thursday		Feb 15, 2018	5:00 AM	18 hours	Feb 15, 2018	11:00 PM	
Friday		Feb 16, 2018	5:00 AM	18 hours	Feb 16, 2018	11:00 PM	
Saturday		Feb 17, 2018	5:00 AM	18 hours	Feb 17, 2018	11:00 PM	
Sunday		Feb 18, 2018	5:00 AM	18 hours	Feb 18, 2018	11:00 PM	

Summary

Total Number of Dates: 14
Total Time: 252 hours

Notes

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DISCLAIMERS

CONDITIONS OF USE OF THE CARSON CITY PARKS AND RECREATION FACILITY:

FACILITY RENTAL WAIVER & POLICIES BOB BOLDRICK THEATER

1. INSURANCE:

Liability insurance in the amount of \$1,000,000.00 is required. A CERTIFICATE NAMING CARSON CITY, a consolidated municipality AS "ADDITIONAL INSURED" MUST BE PROVIDED. Ancillary insurance requirements such as but not limited to a liquor liability binder may be required. For State sponsored events, a letter from the Risk Management Division advising that coverage is provided for the event will be accepted.

2. HOLD HARMLESS:

The individual and/or organization renting the facility agrees to indemnify, defend at Carson City's request, and hold Carson City ("City") harmless from any and all liability, costs, claims, judgments, damages, or expenses, including attorney's fees and related costs and expenses, which Carson City may incur or sustain by reason of any negligent act or negligent failure to act or intentional wrongful act or intentional wrongful failure to act by the individual and/or organization, its officers, employees, agents, and/or subcontractors, in or relating to the use of the City's premises, facilities, and property.

3. ESTIMATES, CHARGES, DEPOSITS, ANCILARY PERMITS, PAYMENT AND CANCELATION:**A. Estimates:**

I. Estimates can be provided if requested. Estimates are based on information provided by the renter at the time of booking. Estimates cannot be construed to limit the final billing.

B. Charges:

I. The base rental unit is hourly. The base rental billing is calculated to the full hour. The minimum base rental time is 6 hours per day. Base rental hours over 8 per day are charged at a higher rate per hour.

II. The base rental fee is defined as the time from which Carson City Parks and Recreation Department Staff arrives at the venue each day for event setup, rehearsal, and performance, etc., to the time City staff leaves after securing the venue.

III. A performance fee begins upon the opening of the Theater doors to the public and lasts up to 4 hours. For multiple performances in the same day, subsequent performance fee charges will be assessed for performance activities in excess of 4 hours. Breaks between performances in the same day are included in the 4 hour performance fee calculation.

IV. Special theater equipment and ancillary rental equipment is billed per equipment item per day.

V. Venue technical labor is subject to availability, billed per person, per hour, minimum 4 hours per day.

VI. Charges for other items or services such as consumables, ancillary room use, extended custodial, advertising on the Community Center Electronic Message Center, etc. may be incurred.

C. Except for theater renters with traditional status, a non-refundable holding deposit is required to Reserve dates in the theater. The deposit is calculated per day reserved.

D. Payment and ancillary permits:

I. Except for theater renters with traditional status, base rental fees must be received a minimum of 120 days prior to the first event date. Rentals and payment of base rental fees less than 120 days in advance will be considered on a case by case basis.

II. Except for theater renters with traditional status, pre-payment of estimated performance and reserved special equipment fees must be received a minimum of 60 days prior to the first event date.

III. All forms and applicable ancillary permits such as health permit, liquor permit, etc. must be obtained by the renter and received a minimum of 60 days prior to the first event date.

IV. Final charges will be based on minimum rental and actual use. Renters will be billed if there is a balance due after the application of the rental fee pre-payments, date holding deposit, and any applicable discounts. Payment will be due within 30 days. A refund will be issued if the final bill is less than the pre-paid fees, non-refundable date holding deposit and applicable discounts. The refund will be processed approximately 30 days from last event date. Renters with traditional status will be billed for applicable charges with payment due within 30 days. Failure to pay the balance due within 30 days may be cause for loss of traditional renter status.

E. Cancellation:

I. Except for renters with traditional status, the renter agrees to forfeit the non-refundable date holding deposit for cancellation at any time. This includes but not limited to cancellation by the Carson City Parks and Recreation Department for failure by the client to obtain permits or pay fees as described above. Renters with traditional status agree to pay a cancellation fee for reservations canceled less than 1 year prior to the first event date.

II. For cancellation of reserved theater dates less than 120 days prior to the first reserved theater date, the renter agrees to forfeit the non-refundable date holding deposit, estimated theater fees, reserved special equipment rental fees, and any cost for staffing and/or supplies and materials procured for the event. This includes but is not limited to cancellation by the Carson City Parks and Recreation Department for failure by the client to obtain permits or pay fees as described above. Renters with traditional status agree to pay a cancellation fee, estimated theater fees and any cost for staffing and/or supplies and materials procured for the event. Cancellation of a traditional date may result in the loss of future traditional dates and traditional renter status.

4. RENTER CLEANUP RESPONSIBILITIES:

The renter is responsible for cleanup and removal of any decorations used, production and concession trash etc. Failure to leave the facility in satisfactory condition as determined by Carson City Parks and Recreation Department Staff may result in additional charges. The Parks and Recreation Department is not responsible for anything left on the premises.

5. ADDITIONAL INFORMATION REQUIRED:

A. A list of technical requirements.

B. An informational sheet including: event description, public contact numbers

B. An informational sheet including: event description, public contact numbers,

public email address, website and/or Facebook URL, ticket pricing, and distribution outlets.

6. TECHNICIANS:

Bob Boldrick Theater Technicians are subject to availability and a 4 hour minimum charge; any technician time over 8 hours will be billed at time and a half. The renter may use their own technical personnel/volunteers subject to approval by the theater management. The renter agrees to bear the cost of repair or replacement of venue equipment that is damaged by the actions of their technicians/volunteers and/or cast, etc. The renter agrees to adhere to venue technical directions and restrictions. The City reserves the right to require additional Carson City Parks and Recreation Department technical staff at the renter's expense.

7. EVENT EQUIPMENT, ETC.:

Event related equipment, props, staging, etc. must be removed after the performance or picked up at a later date and /or time. Prior written authorization from theater management must be obtained for delayed removal. Items left onsite over 24 hours without authorization will become the property of the City. The renter may incur additional charges for disposal, etc. as required for items left onsite over 24 hours.

8. EVENT DECORATIONS:

The renter must obtain written permission for all event decorations, banners, signs, etc. The renter must ensure that such decorations meet state and local codes as required. The renter agrees to bare all costs for repair of damages resulting from event decorations such as but not limited to wall repair, painting, etc.

9. PROHIBITION OF FOOD IN THE AUDITORIUM:

The renter is responsible for the enforcement of the prohibition of food and beverages in the theater and agrees to be held responsible for any damages such as but not limited to carpet cleaning, etc., arising from food and beverages in the facility during their rental period.

10. LICENSES AND TAXES:

The renter is responsible for applicable licenses and taxes such as but not limited to: Carson City business license, Carson City fire permit, Nevada sales tax, Nevada live entertainment tax, etc.

11. PERFORMANCE RIGHTS:

The renter is responsible for all applicable performance licenses and performing rights such as but not limited to: music, synchronization, recording, and grand rights for their production.

12. VENUE CAPACITY:

The renter agrees that ticket sales in excess of venue capacity will not be sold, and that all technical seat obstructions will be accounted for in the seating capacity calculation.

13. VENUE SEATING:

A. The renter agrees to adhere to venue and governmental seating directions/restrictions including The American Disabilities Act "ADA". A venue seating handbook is available and can be provided.

B. The renter agrees to follow venue direction in regards to mobility assisting devices, etc.

C. The renter agrees to be responsible for any ticketing issues associated with their events. This includes but is not limited to ticket/seat discrepancies.

D. The renter agrees to provide a count of pre-sold tickets including assigned seats, price points, and any ADA accommodation requests to management at least one day prior to each performance date.

14. VENUE PARKING:

The renter agrees that venue parking is first come first serve and that trucks, buses, etc. cannot impede building ingress or egress. The renter agrees to provide a minimum of 1 week notice to management for loading dock use. Such notification must include truck/trailer size and estimated arrival/departure time. The City reserves the right to limit or deny loading dock use. The renter agrees that parking is reserved for facility patrons and that after delivery, trucks, trailers, buses, etc. must leave the parking area.

15. STAFF, USHERS, TICKET TAKERS, ETC.:

The renter agrees to provide adequate usher and front of house personnel for their event and to adhere to venue rules. A venue seating handbook is available and can be provided. The venue retains the right to require professional security at the renter's expense in addition to the above staff

to require professional security at the renter's expense in addition to the above staff.

16. SAFETY VIDEO THEATER:

It is strongly suggested that all non-professional event cast and volunteer technical crew members watch a six minute Safety Video at the beginning of the first rehearsal.

17. ADVERTISING:

Except as specified, all event advertising must contain the "Bob Boldrick Theater" logo. Event listing in multi-line, multi user text ad on the Community Center Electronic Message Center is included with facility rentals. Advertising beyond a multi-line, multi user text ad is additional and subject to rules and availability.

18. NOTICE TO GROUPS RECEIVING THE BOARD OF SUPERVISORS ARTS DISCOUNT:

As a condition of your discount, and in addition to the "Bob Boldrick Theater Logo", all event programs and advertising must contain the "Carson City Logo" and must have the following statement: "This performance is made possible in part by Carson City."

19. NOTICE TO CARSON CITY SCHOOL DISTRICT GROUPS:

School District use is subject to current Joint Use procedures. Except for School District pre-approved use/events, The Carson City School District Operations Service Center office must approve any use. Students will not be permitted in the theater unless the person reserving the facility or his/her Carson City School District approved assistant/aide is present. Under no circumstances will the theater be used without the presence of Recreation Division Staff. No changes can be made to this contract without first obtaining approval of the Reservation Coordinator, Theater Staff, and School District Operations Service Center. Any unauthorized changes will not be recognized or accepted.

20. NOTICE TO THOSE WISHING TO MAKE MODIFICATIONS TO THE VENUE:

Renter will not make any permanent alterations, additions, improvements, or repairs on the premises without first obtaining the consent of Theater management in writing. All alterations, additions, and improvements which are made will be at the sole cost and expense of renter, and will become the property of the City, at completion of improvements, trade fixtures excluded. On expiration, or if the lease is terminated prior to expiration, renter shall peacefully and quietly surrender to the City the premises and all renter's improvements and alterations in good order and condition (except for ordinary wear and tear). If the renter performs the work with the consent of Theater management, renter agrees to comply with all laws, ordinances, rules, and regulations of the local agencies having jurisdiction hereof. The renter further agrees to hold the City free and harmless from all damage, loss and expense arising out of such work. Renter agrees to keep and maintain the rented premises free from any liens or encumbrances caused by any act or the renter.

21. NOTICE TO THOSE WHO WISH TO HAVE A FIRE PERFORMANCE, FIRE EFFECTS AND OR PYROTECHNICS:

If the renter wishes to have fire performances, fire effects and/or pyrotechnics: In reference to state law NRS 477.030 the renter must provide:

A. A Certificate of Registration and an Apprentice Certificate of Registration (if the performer is an apprentice) from the Nevada State Fire Marshall.

B. A Fire permit from the Carson City Fire Department, Copies of the Certificate of Registration, Apprentice Certificate of registration and the Carson City fire permit must be provided to the venue management no less than 60 days prior to the event date. No performances of fire performances, fire effects and/or pyrotechnics or rehearsal of fire performances, fire effects and/or pyrotechnics will be allowed without the above documents. Additionally, all certificate holders must be present as specified in the law.

22. NOTICE TO THOSE WHO WISH TO HAVE AERIAL EFFECTS OR PERFORMANCES:

If the renter wishes to have aerial effects or performances the renter must submit a release of liability for all aerial performers and affiliated personnel. All equipment procedures, etc. must meet applicable codes, etc.

23. SECURITY OF THE RENTER'S EQUIPMENT, PERSONAL PROPERTY AND PERSON:

The venue makes no warranty and will not be held responsible for the security of the renter's property and/or person as well as the renter's staff, volunteers, contractors and customers' property and/or person. The renter assumes all risks of loss regarding the above.

24. SECURITY REQUIREMENTS:

Carson City Parks and Recreation Department retains the right to require and provide security for any

Carson City Parks and Recreation Department retains the right to require and provide security for any

event at the renter's expense. The ESTIMATED charges for security guards will be included with the facility rental permit and must be paid to the Carson City Parks and Recreation Department with final payment. In the event that additional security guards are needed or they are required to stay longer than contracted for, the additional charges will be deducted from the Non-refundable date holding deposit. If there is no deposit or the deposit is not enough to cover the final charges, the remaining amount will be billed to the renter and due within 30 days.

In all circumstances, Carson City Parks and Recreation Department retains full authority for final approval and/or denial of facility reservation requests.

I have read, understand and accept the terms of this CONDITIONS OF USE OF THE CARSON CITY PARKS AND RECREATION FACILITY agreement as outlined above. I recognize that such terms and conditions are applicable to the Performance of the International Film Weekend at the Carson City Community Center on the date(s) of: February 15, 16, 17, 2018. I further agree that the terms of this agreement also include the terms as outlined in the Facility rental permit. By signing this document, I,

LINDA BELLEGRAY & PHYLLIS PATTON as a

duly authorized representative of:

Friends of Carson City Library

hereby, agree to be legally bound to the terms of this document.

International Film Weekend

Performance name

February 15, 16, 17

Dates of performance

Friends of Carson City Library

Name of renter (please print)

Friends of Carson City Library

Entity's name

Phyllis Patton President

April 5, 2017

Signature Date Signed

Linda Bellegray

April 5, 2017

CUSTOM QUESTIONS

Please describe your event. Please be as detailed as possible. Please include number of cast, band size, scenery, etc. Anything that will help us understand your event. Film Festival

Are you reserving your event for an Organization?

Yes

Please provide detailed information for your organization (name, address, contact information...)

Friends of the Carson City Library

Is your event Open to the General Public or a Private Party?

Open to the General Public

If this event is Open to the General Public, will you be serving or selling food?

No, We will not sell or serve any food

If this event is Open to the General Public, will you be serving or selling alcohol?

No

Will you be selling merchandise or will you be using vendors?

No

ORGANIZATIONAL STRUCTURE FOR FILM COMMITTEE:

FILM TEAM CHAIR, LINDA BELLEGRAY

FILM TEAM MEMBER, URSULA CARLSON

FILM TEAM MEMBER, DIXIE JENNINGS-TEATS

See separate resumes for each person.

The film team is responsible for raising funds for the film event each year.

The FOCCL will provide the team short falls in funding, but is continuing to have the committee raise its funds for the film festival.

FRIENDS OF THE CARSON CITY LIBRARY

See attached officers in order of responsibility.

FRIENDS OF CARSON CITY

EXECUTIVE COMMITTEE

PRESIDENT: Phyllis Patton
V. PRESIDENT: Joe Spencer
SECRETARY: Del Walker
TREASURER: Sandy Sheriff

BOOK STORE MANAGER:
Patti Ferguson

COMMITTEE CHAIRS

Budget: Phil Patton
By-Laws: Bill Crowell
Corresponding Secretary:
Connie Laderman
Fundraising: Phyllis Patton
Historian: Julie Giese
Membership: Mary Hartman
Publicity: JoAnn Carpenter
Film Festival: Linda Bellegray

MEMBER AT LARGE

Cindy Byington
Jan Peace



CARSON CITY LIBRARY
900 N. Roop St.
Carson City, NV 89701
775-887-2244

LIBRARY HOURS

Monday & Friday: 10 am –
6 pm
Tuesday – Thursday 10 am-
8 pm
Saturday 10 am – 4 pm
Sunday 12 pm – 4 pm



**Carson
City
Library**

Your Knowledge & Discovery Place
www.carsonlibrary.org



LINDA L. BELLEGRAY

B.S. M.S. M.A. MFT#01090

L I F E - P U P O S E , S O L U T I O N - F O C U S E D , C O L L A B O R A T I V E C O U N S E L I N G

PROFESSIONAL DATA REGARDING LINDA BELLEGRAY:

Provider of Marriage and Family Therapy

Nevada State Marriage and Family Therapy License 01090

National Provider Identification Number: 1164667119

State of Nevada Taxpayer Identification Number: 1007998407

Individual Professional Liability Insurance Policy Number: 270323499-8

National Board Certified Counselor in good standing.

American Counseling Association member in good standing.

Business Mailing Address: P.O. Box 1109, Carson City, Nevada 89702

Carson Tahoe Regional Medical Center In-patient and Out-patient Therapist,
Behavioral Health Services

7 7 5 . 7 2 1 . 4 4 7 7

4 N. DIVISION, CARSON CITY, NV 89703 / 180 W. HUFFAKER LANE, 303-D, RENO, NV 89511

Curriculum Vitae (*brevis*)

Ursula Carlson

2509 Chardonnay Drive
Carson City, Nevada 89703
U.S.A.
Phone: (775) 882-0849

Education

Ph.D., 20th C. American literature 1976, University of Detroit, Detroit, Michigan
M.F.A., English (Creative Writing), 1968, University of Iowa, Iowa City, Iowa
B.A., English *cum laude*, 1965, Michigan State University, E. Lansing, Michigan

Professional Experience

Recently retired, professor *emerita* at Western Nevada College, Carson City, Nevada.

University of Nevada System's Board of Regents Teaching Award 2010

In addition to teaching writing and literature, among many other professional activities including public speaking and judging writing contests, please note the following:

Edited Hunt Janin's *The University in Medieval Life, 1179 – 1499*. Jefferson, North Carolina, and London: McFarland & Company, Inc., 2008.

Reviewer for Nicholas Delbanco and Alan Cheuse's textbook *Literature: Craft and Voice*. McGraw-Hill, 2009.

Reviewer for Buscemi and Smith's textbook *75 Readings*. McGraw-Hill, 2005.

Translated, with critical introduction, the Latvian writer Anslavs Eglitis's novel *Roderick Turaid's America*.

Translated Nobel Prize nominee Arved Viirlaid's two-volume novel *Graves Without Crosses*.

Publications

In addition to publication of poems, short stories, critical essays on literature, also the following:

Janin, Hunt and Carlson, Ursula. *Pacific Coast Campaigns of the U.S.-Mexican War, 1846-1848*. Jefferson, North Carolina, and London: McFarland & Company, Inc., Publishers. (Publishing date: fall of 2015.)

Janin, Hunt with Carlson, Ursula. *Mercenaries in Medieval and Renaissance Europe*. Jefferson, North Carolina, and London: McFarland & Company, Inc., Publishers, 2013.

Janin, Hunt and Carlson, Ursula. *Trails of Historic New Mexico*. Jefferson, North Carolina, and London: McFarland & Company, Inc., Publishers, 2009.

Columnist since 2004 for the newspaper *The Nevada Appeal*, Carson City, Nevada.
(Topics focus on history, environment, culture and ethnicity, the American West, politics)

*This is a state-wide competition among all teaching faculty and includes a \$5,000 stipend.

Dixie Jennings-Teats

1004 Lexington Ave.

Carson City, NV 89703

775-884-0368

Education:

1986-87 Jean Houston Mystery School advanced study

1977 M.Div. Graduate Theological Union,

San Francisco Theological Seminary

San Anselmo, CA Comparative Religion focus

1973 BA Sociology, Philosophy/Religion majors

Central Methodist College, Fayette, MO

Experience:

2005-2008 Adjunct Professor, LTCC, CA World Religions

2000-2014

First United Methodist Church, Carson City, NV,

Associate Pastor, Small Group Development/Pastoral Care

1992-2000

First United Methodist Church, Paradise, CA, Associate Pastor,

Small Group Development/Pastoral Care

Co-founder Paradise Center for Tolerance and Non-Violence

1990-1992

Japanese Cultural Center, Foothill College, Los Altos, CA, and

Wellspring Renewal Center, Philo, Mendocino County, CA Management Team

1987-1990

Community United Methodist Church, Point Arena, CA, Pastor

Founding President Coast Community Library

1977-1987

Institute of Cultural Affairs

Singapore, Malaysia, Indonesia, Brussels, London, Chicago, NYC

Strategic Planning and Group Facilitation Methods: business, government agencies,
community councils and educational groups.

PAST SCREENED FILMS, INTERNATIONAL FILM WEEKEND 2014-2017

2014

Captian Abu Rayid----Jordan
Dona Flor and Her Two Husbands---- Brazil
The Lives of Others-----East Germany
No independent films

2015

Boy----New Zealand
Himalaya----Nepal
Obaba----Spain
Independent Films:
Baking Alaska
Pipemakers of the Great Basin
Rockin' at the Red Dog Saloon

2016

Cherry Blossoms-----Japan, Germany
Children of Heaven-----Iran
A Royal Affair-----Denmark
Independent Films:
The Game
Blue-eyed Boy
The Coming of Age
Pedaling the Divide
Life's Just Hard
Love Preserved
Virtual Harmony
Pocketful of Soul: The Harmonica Documentary

2017

Wolf Totem----China
The Look of Silence-----Indonesia
Cinema Paradiso-----Italy
Independent Films:
The Lost Children of Gold Field
High Stakes
Vagabond
Where Will the Frogs Go?
The Comfort Zone
Struggle and Hope