



Community Development Department

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

Date: May 30, 2017
To: Redevelopment Authority Citizens Committee
Meeting of June 5, 2017
From: Lee Plemel, Director
Subject: Special Event Funding Request for FY 2017-18

RECOMMENDED RACC MOTION: I move to recommend to the Redevelopment Authority approval of the expenditure of \$16,000 from the Fiscal Year 2017-18 Revolving Fund to support the Arlington Square Community Event Venue as an expense incidental to the carrying out of the Redevelopment Plan that has been adopted by the Carson City Board of Supervisors, and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan.

DISCUSSION:

The adopted Redevelopment Authority Policies and Procedures provide for the process and criteria for reviewing Special Event funding requests. Applications for funding are due by April 15 each year and are reviewed by RACC in May. The RACC reviewed applications on May 1 but requested more information regarding the special event application that is the subject of this agenda item. The applicant has revised the application to address the RACC's comments to resubmit for the RACC's consideration.

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

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

A total of \$30,000 is allocated for Redevelopment special events in the FY 2018 budget. The RACC recommended approval of two applications on May 1 for a total of \$14,000 in requested funding, leaving \$16,000 available. Following is a summary of the Arlington Square Event Plaza

application with information included that pertains to the review criteria noted above. Refer to the attached application packet for more detail and explanation.

Applicant: Committee for Downtown Development (individual representatives of the Nugget, Downtown Business Association and Visitors Bureau)

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

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

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

Total event budget: \$32,000

Prior year funding: (Not requested)

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

Dollars of City funding per participant: \$1.07

Number of years event held in Carson City: 0

The RACC should consider the application review factors noted earlier in this memo and make a recommendation to the Redevelopment Authority for funding the project.

Following are the funding recommendations made thus far for both Arts & Culture and Redevelopment special events:

Arts and Culture Special Events

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

Redevelopment Special Events

Organization	Event	Event Date(s)	Requested	Approved last year	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
Arlington Square Event Plaza	Various	June-October 2017	\$16,000	N/A	--
Totals:			\$30,000		\$14,000
2017-18 Budgeted:			\$30,000		\$30,000
Remainder/Deficit:			\$ -		\$16,000

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

Attachments:

- A. Special Event Funding Request application

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



Special Event Funding Request Form

Committee for Downtown Development

ORGANIZATION NAME / APPLICANT

507 N Carson St, Carson City, NV 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-220-0608 ccnugget.com

PHONE #

WEBSITE URL

Jennifer Smith

CONTACT / EVENT DIRECTOR NAME

507 N Carson St, Carson City, NV 89701

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-220-0608 jsmith@ccnugget.com

PHONE #

EMAIL

Arlington Plaza Community Event Venue

NAME OF EVENT

\$ 16,000

TOTAL FUNDING REQUEST

Event Dates: June 1 - October 31, 2017

Project Area (check one):

Redevelopment Area #1

Redevelopment Area #2

Event Description and Objectives

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

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

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

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

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

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

Event Costs (Attach additional sheets, if necessary)				
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total	
Equipment Rental & Setup of Venue	\$ 16,000	\$ 16,000	\$ 32,000	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
Totals:	\$	\$	\$	
Redevelopment Funds as a % of total Event costs:	50 %			
Projected Revenues:			\$ 32,000	
Projected Net Profit/Loss:			\$ 0	
Annual Budget of Organization:			Redevelopment funding your organization received for this event in prior years, if any: 2015: \$ 0 2014: \$ 0 2013: \$ 0 2012: \$ 0	
	Last Year	Present Year		Next Year
Income:	\$ 0	\$ 60,000		\$ 80,000
Expenses:	\$ 0	\$ 60,000		\$ 80,000
Reserves:	\$ 0	\$ 0		\$ 0
Number of years your organization has existed: 0				
Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No				
If yes, what organization(s) and how much funding? Carson Nugget and other local business sponsors				
Describe any efforts to obtain funding from other sources: All downtown businesses will be invited to utilize the venue and cover the event operating costs for their events.				
Describe why Redevelopment funds are required for the special event: This is a project that will benefit all of the Downtown Redevelopment Area 1. This venue will fill the void as a larger venue to accommodate events up to 1,000 people. It will compliment events such as Epic Ride and NV Day. See attached potential schedule of events.				
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2): This venue will increase the number of events that are held in Downtown Redevelopment Area 1 which will bring in more people and opportunities to the downtown businesses.				
List other organizations and businesses partnering or participating in the event: Carson Nugget, DBA and other local businesses				
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: The venue will consist of Arlington Plaza only and most events that use the space will not require road closures.				

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

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

How do plan to market and advertise the event?

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

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

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

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

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

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

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

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

Applicants Signature



Date:

4/24/17

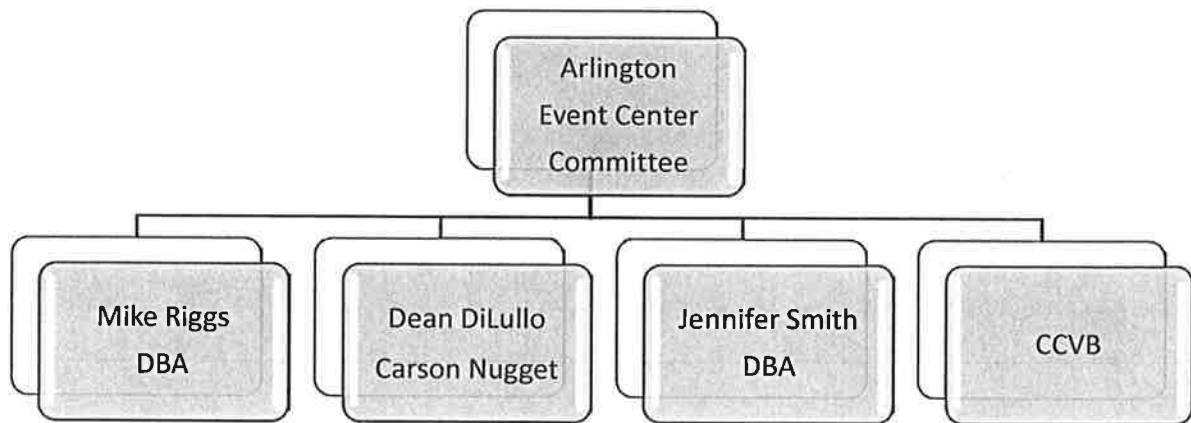
***Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

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

Arlington

EVENT CENTER

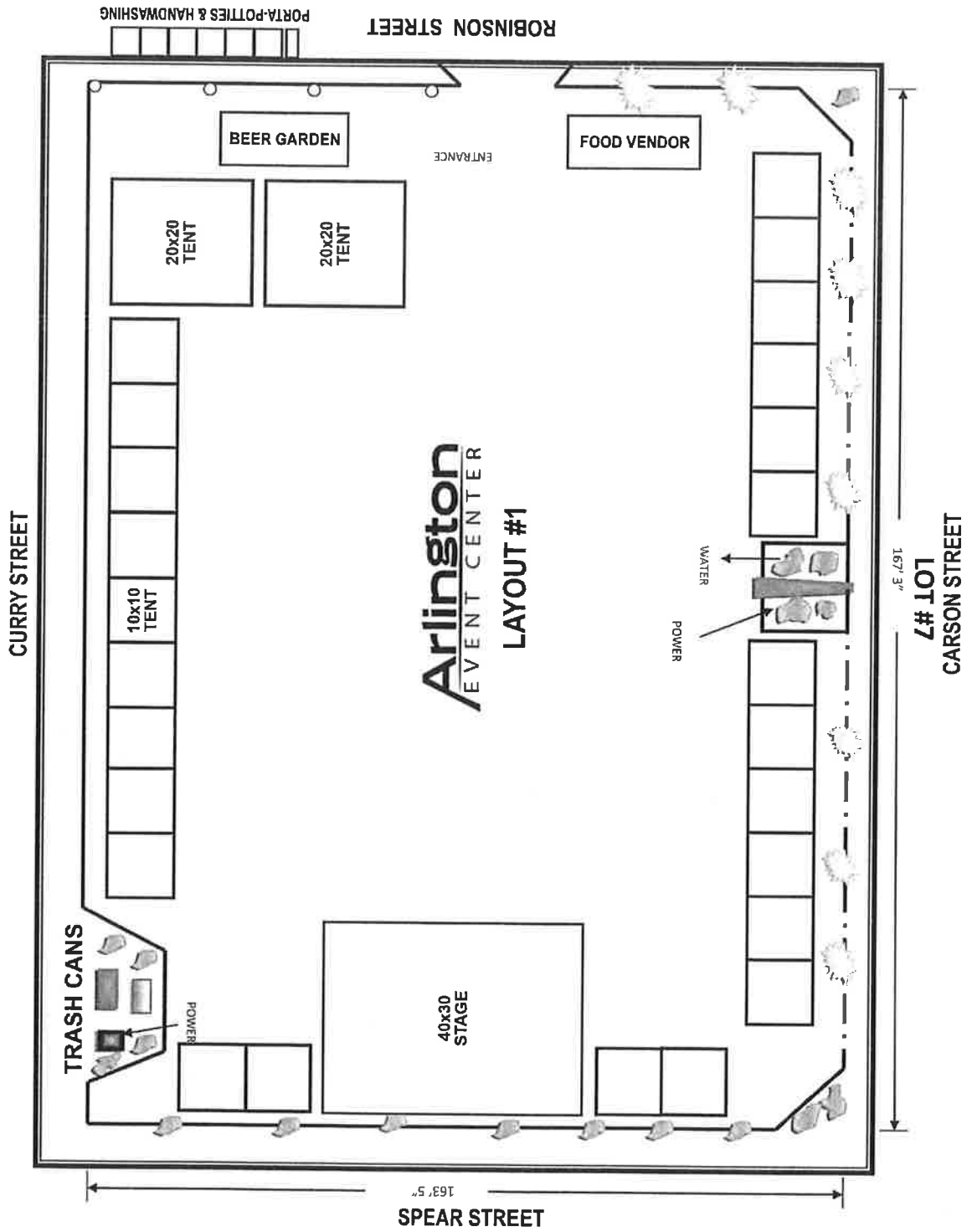


Arlington Event Center Entertainment Venue

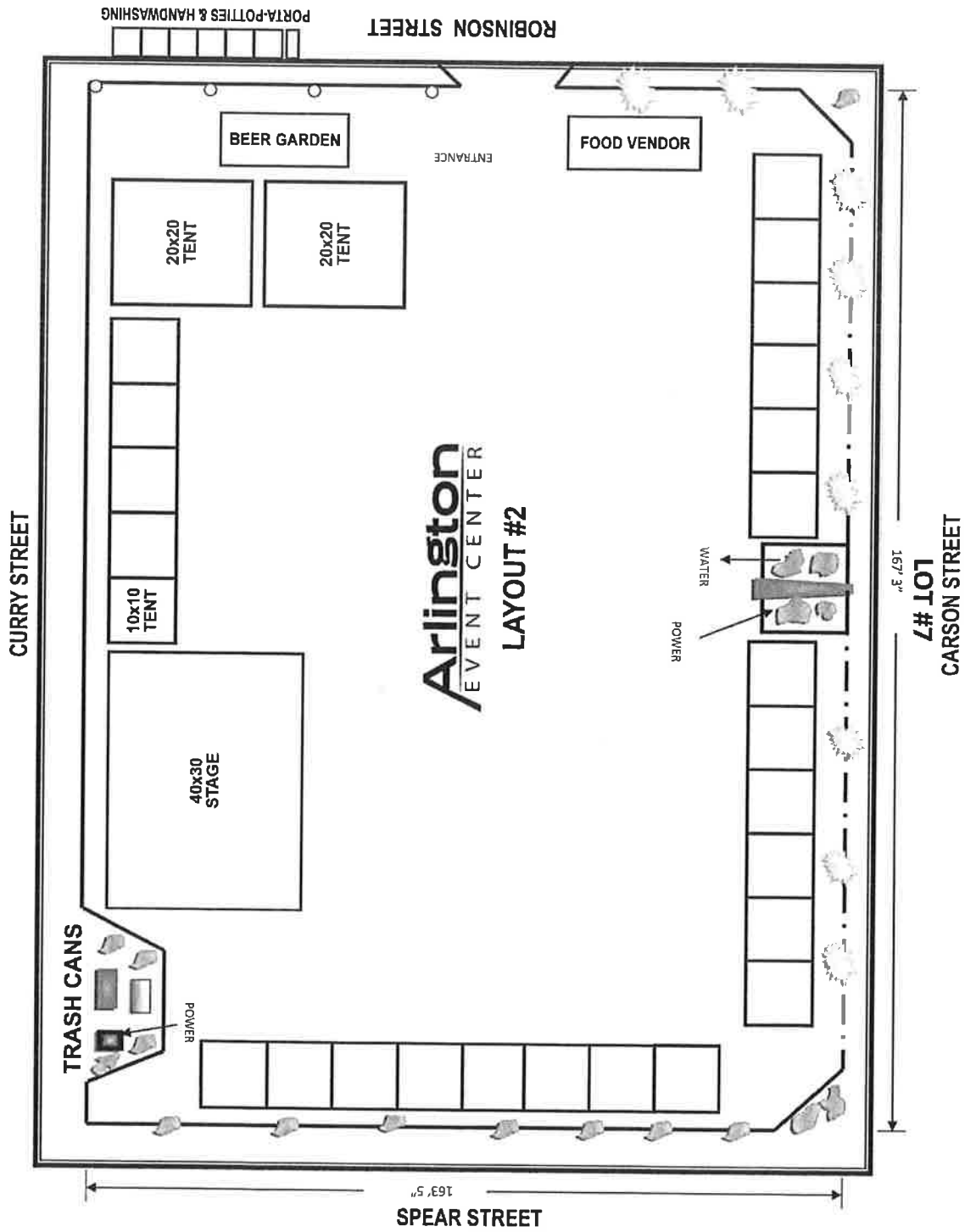
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Arlington Event Center Entertainment Venue



Arlington Event Center Entertainment Venue



Arlington Event Center Entertainment Venue

List of Events that May be Held in Event Center

JUNE

- CCVB – Epic Rides 6/17-19
- Extreme Motor Officer Challenge 6/22-24

JULY

- DBA – Wine Walk After Party 7/1
- Carson Nugget – Stars & Stripes & Lights 7/1
- Advocates to End Domestic Violence – Taste of Downtown 7/22

AUGUST

- DBA – Wine Walk After Party 8/5
- DBA – Downtown Chili Showdown 8/19
- Sierra Inline Hockey Fundraiser 8/25

SEPTEMBER

- DBA – Wine Walk After Party 9/2
- Edible Pedal 9/17
- Carson Nugget – End of Summer Bash 9/23
- Boxing – Carson City Boxing Event 9/30

OCTOBER

- DBA – Wine Walk After Party 10/7
- DBA – Road to the Future 10/27
-
- Carson Nugget/CCVB? – NV Day Arts & Culture Display 10/28

Arlington Event Center

Entertainment Venue

List of Carson City Charities That Could Utilize the Event Center

- Advocates to End Domestic Violence
- Food for Thought
- Boys and Girls Club of Nevada
- FISH
- The Children's Museum
- Ron Wood Family Resource Center
- Circles
- Austin's House
- Computer Corps
- Holiday with a Hero
- Friends to All
- Eagle Valley Children's Home
- CASA
- CASI

Arlington Event Center

Entertainment Venue

List of Downtown Businesses

- 3rd Street Salon
- Adam's Hub*
- Agency 36*
- Arco
- Artsy Fartsy*
- Back on Track Inn
- Bella Fiore Wines
- Bike Smith
- Blue Bull
- Bob's Shell
- Body by Bijhan
- Bradway Properties*
- C Tracy Muscari, MD
- Cactus Jacks*
- Capitol Tax Solutions
- Carson Cigar Company*
- Carson City Art Gallery
- Carson City Psychic
- Carson Jewelry & Loan*
- Carson Massage & Wellness
- Carson Nugget*
- Carson Tahoe Hotel*
- Carson Valley Currency & Coins
- Caterpillar's Hookah Lounge
- Champagne Beauty Bar*
- Charley B Gallery*
- Children's Museum
- City Hall
- Clique*
- Coldwell Banker*
- Comma Coffee
- CTC Financial
- Downtown Coin*
- Due Sorella*
- Edge of the World Vacations
- Fennemore Attorneys
- Gage Suite 205
- Garibaldi's
- Hanafin's Antiques*
- Hardman House
- Heidi's
- Jewelry Bench*
- Jimmy G's
- Join Inc
- Kaleidoscope*
- Kim Lee Sushi
- Lewis Roca
- Mary K Manglone CPA
- Mike's Pharmacy
- Mom & Pop's Diner*
- Monarch Direct*
- Morley's Books
- Neo Design*
- Nevada Commission on Tourism
- Nevada Day Inc*
- Nevada League of Cities
- Nevada Press Association
- Nevada Secretary of State
- Nevada State Museum
- Nevada Vapor Supply*
- Northern Nevada Artists Association
- Northern Nevada Coin Shop*
- Old Globe Saloon*
- Porter & O'Dell Accounting
- Primetime Lending
- Pruett Place
- Purple Avocado*
- Raymond James Financial
- RCM Realty Group
- ReMax*
- RJ Fliegler, MD
- Rocking & Rolling*
- Scoups Ice Cream & Soup Bar*
- Shaheen Beauchamp*
- Sierra Nevada Association of Realtors

Arlington Event Center

Entertainment Venue

- Silver & Brass
- SpecialTeas
- State Agent & Transfer Syndicate
- Studio 218
- Top Notch Barber Shop*
- Treasure Mountain Apparel

List of Downtown Businesses (cont)

- Tahoe Tenderloins*
- The Basil
- The Ferraro Group
- The Fox
- The Yarn Niche*
- Visitor's Bureau*
- We Shoot Video
- Westside Pour House*
- Westwall Militaria*
- Yang's Kitchen
- Yapple's Ballroom*
- Yoga Sol

*DBA Members

Arlington Event Center Entertainment Venue

Arlington Event Center Setup Costs

	Price	Qty	Extended
PERMITS	1000	1	\$1,000.00
Total Permits			\$1,000.00
STAGING			
Stage (purchase or build)	3500	1	\$3,500.00
20x20 Tent	700	2	\$1,400.00
10x10 Tent (purchase)	180	25	\$4,500.00
Porta Potties (w/weekly service)	420	6	\$2,520.00
Hand Washing Station (w/weekly service)	480	1	\$480.00
Tables	100	30	\$3,000.00
Chairs	80	20	\$1,600.00
Storage 20' Conex Unit	3000	1	\$3,000.00
Initial Labor for Setup	2500	1	\$2,500.00
Miscellaneous			\$8,500.00
Total Staging			<u>\$31,000.00</u>
TOTAL SETUP			<u><u>\$32,000.00</u></u>

- Our balance sheet as of today is zero.
- The \$32k start-up capital will fund the set-up of the venue.
- Each event will have its own financials based on the event.
- Goal is to have zero net income by the end of the season.

Arlington Event Center

Entertainment Venue

Resumes of Key Committee Members

Mike Riggs

- Current Owner of Monarch Direct
- President of the Downtown Business Association
- Website: monarch-direct.com

Dean DiLullo

- Current Owner of The Carson Nugget
- Thirty-one years of experience in the gaming industry
- Website: m1gaming.com

Jennifer Smith

- Current Owner of Agency 36
- Downtown Business Association Board Member
- Website: agency36.com

Jennifer LeBaron-Smith

Technical Skills

Adobe	Photoshop	After Effects	Microsoft	Word	Other	Internet	html
	Illustrator	Dreamweaver		Excel		CSS	SEO
	InDesign	Flash		Power Point			

Education

BAS, Graphic Communications
 AAS, Business
 AAS, Accounting



Social

Work Experience

Agency 36

Founder/Designer – Augmented Reality – Publishing – Digital Design – Training and Lecturing – Marketing – Motion Graphics – Web Design – Social Media Marketing – Copy Writing and Editing

Jennifer Smith Design

Freelance Graphic Designer – Print Design – Web Design – Motion Graphics – Layout – Augmented Reality – Social Media Marketing – Digital Illustration – Copy Writing and Editing

Nevada Workers Compensation Network

Director

Thorndal, Armstrong, Delk, Balkenbush and Eisinger

Workers' Compensation Specialist

Cannon Cochran Management Services, Inc.

Claims Consultant

WORKERS COMPENSATION

Associated Risk Management, Inc.

Lead Claims Examiner

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

State of Nevada Dept. of Corrections/Inmate Services

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

Carson Nugget

MIS – POS System Administration – Micros – FoodTrak and ACT Database Management – System Maintenance – Software and Hardware Troubleshooting – User Support – Management Reporting – Menu Design and Updates

Employers Insurance Company Of Nevada

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

InSite Creations

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

Vinyl Products Manufacturing, Inc.

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

Sizzler

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

2013–Now
 2011–2013
 2007–2012
 2006–2007
 2003–2006
 1998–2000
 1996–2003
 1988–1996
 1984–1988