



STAFF REPORT

Report To: Redevelopment Authority

Meeting Date: June 15, 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 \$16,000 from the Fiscal Year 2018 Redevelopment Revolving Fund to support the Arlington Square Event Plaza in support of the Redevelopment District. (Lee Plemel, lplemel@carson.org)

Staff Summary: Redevelopment annually funds special events from a portion of the Revolving Fund. The requested special event funding would be used to construct an events stage, vendor tents and supporting infrastructure in the Nugget parking lot ("Arlington Square") on the west side of Carson Street across from the Nugget Casino to support various events and concerts throughout the summer.

Agenda Action: Formal Action/Motion

Time Requested: 15 minutes

Proposed Motion

I move to approve and recommend that the Board of Supervisors authorize the expenditure of **\$5,000** from the Fiscal Year 2018 Redevelopment Revolving Fund to support the Arlington Square Event Plaza in support of the Redevelopment District 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

June 5, 2017: Redevelopment Authority Citizens Committee recommended approval of **\$5,000** for the event plaza by a vote of 5-0 (2 absent).

Background/Issues & Analysis

A total of \$30,000 has been allocated for Redevelopment special events in the FY 2018 Redevelopment budget, \$14,000 of which has already been allocated to other events. This leaves \$16,000 available to support events in FY 2018. The applicant is requesting the remaining \$16,000, which will be matched by \$16,000 in private funds to support the project.

The proposed plaza would be constructed in the parking lot ("Arlington Square") on the west side of Carson Street across from the Nugget Casino. The plaza would be made available to support events and concerts throughout the summer. Refer to the attached application for more details regarding the proposed plans for the event plaza.

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.

Following is a summary of the application received.

1. Applicant: Committee for Downtown Development

Event: Arlington Square Event Plaza (June-October 2017)

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

Description: Setup of event stage, vendor tents and supporting infrastructure in the Arlington Square/Nugget parking lot to support concerts and events through the summer.

Total event budget: \$32,000

Prior year funding: N/A

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

As noted in the recommended motion, the Redevelopment Authority Citizens Committee (RACC) recommended a reduced funding amount of \$5,000 for the event plaza. The RACC's recommendation for reduced funding was generally based on the comments and concerns noted below. For the complete dialogue, go to <http://carson.org/transparency/meeting-agendas-minutes-and-recordings> to view the entire video of the RACC item. Concerns and comments included:

- No commitments for specific events have been made, as of now; economic impact of events not known.
- The requested amount of funding would deplete the Special Event fund for the entire year; there would be no money if a new event came in to request funds.
- The RACC felt that any equipment purchased with the funds should be owned by the City.
- The application is different from other, typical Special Event applications because it is not for a specific event but for a temporary venue that will support multiple, unspecified special events.

Following is a summary of the Special Event funding requests for FY 2018, for reference:

**FY 2018 Special Events
RACC Recommendations**

Organization	Event	Event Date(s)	Requested 2017-18	RACC Recom.
RSVP Program	4th of July Celebration	July 4, 2017	\$ 7,500	\$ 7,500
Advocates to End Domestic Violence	Taste of Downtown	July 22, 2017	\$ 6,500	\$ 6,500
Committee for Downtown Development	Arlington Event Plaza	June-October 2017	\$ 16,000	--
		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.

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.

Attachments:

1) Arlington Plaza special event application

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

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? Yes 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:

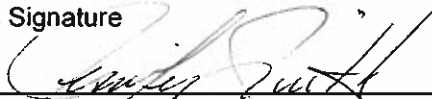
Other organizations may wish to partner in the future to continue the venue.

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

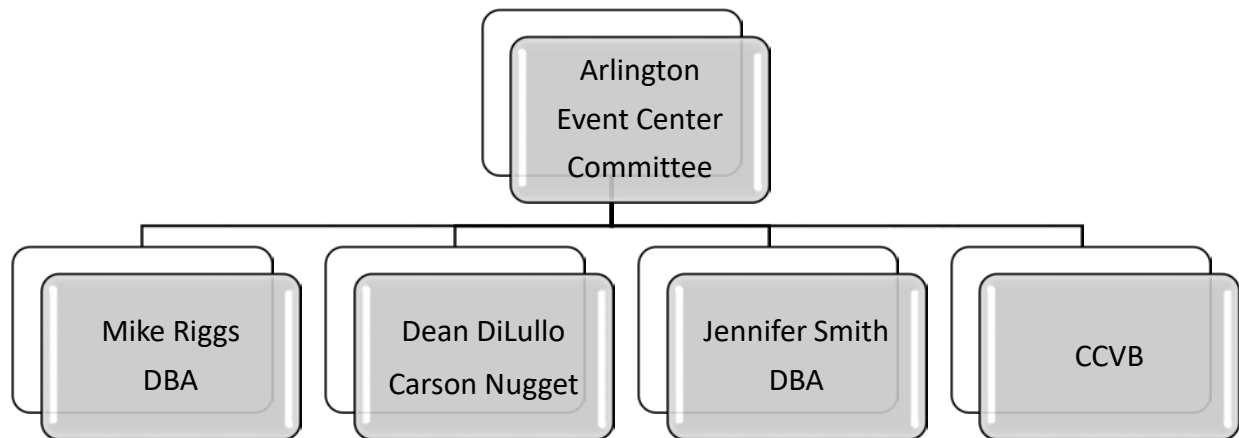
***Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

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



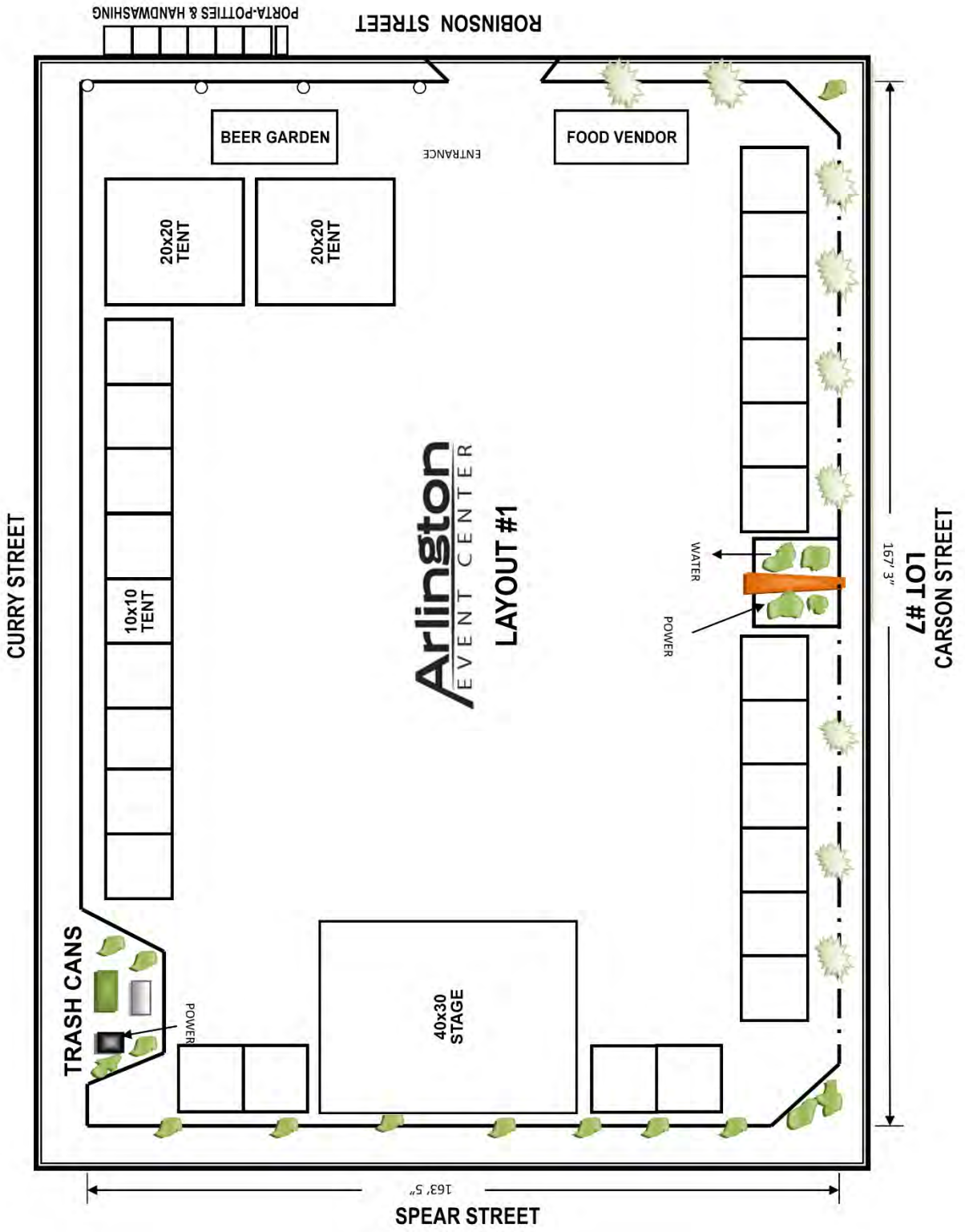
Arlington Event Center

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
- Pruetts 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

[Redacted] 2013-Present

[Redacted] 2011-2013

Nevada Workers Compensation Network
 Director
Thorndal, Armstrong, Delk, Balkenbush and Eisinger
 Workers' Compensation Specialist
Cannon Cochran Management Services, Inc. *WORKERS COMPENSATION*
 Claims Consultant
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

2007-2012

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

2006-2007

[Redacted] 2003-2006

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

1998-2000

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

1996-2003

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

1988-1996

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

1984-1988