



# STAFF REPORT

**Report To:** Redevelopment Authority

**Meeting Date:** March 15, 2018

**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 \$5,000 from the Fiscal Year 2018 Redevelopment Revolving Fund, Special Event account, for the rental of special event tents and facilities rental for the Carson City Fair at Fuji Park. (Lee Plemel, lplemel@carson.org)

**Staff Summary:** The Redevelopment Agency annually funds special events from a portion of the Redevelopment Revolving Fund. A total of \$30,000 was allocated in the FY 2018 budget for Special Events, and \$14,000 has already been authorized for expenditure for events, leaving \$16,000 available in the budget for other events. Approval of this expenditure would support the 2018 Carson City Fair at Fuji Park, organized by the UNR Cooperative Extension, Carson City office.

**Agenda Action:** Formal Action/Motion

**Time Requested:** 10 minutes

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## **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, Special Event account, for the rental of special event tents and facilities rental for the Carson City Fair at Fuji Park 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**

March 5, 2018: The Redevelopment Authority Citizens Committee voted 6-0 (1 absent) to authorize the proposed funding of \$5,000.

## **Background/Issues & Analysis**

The RACC recommended \$5,000 in funding on February 5, 2018, to purchase a large event tent for Fuji Park. After further discussions with City management and Parks and Recreation management subsequent to that meeting, it was determined that City departments cannot take on the additional management and liability of such equipment. Therefore, the request has been modified to consider authorizing funds to rent tents for the 2018 Carson City Fair in lieu of the proposed tent purchase.

The new request is to allocate \$5,000 for rental of the tents and the Fuji Park facilities rental, with \$3,000 for the tent rental and the remaining \$2,000 for facilities rental. This will be the second year that the Cooperative Extension has run the Carson City Fair. The application for the Special Event funding is attached.

While, the event will be conducted July 26-30, 2018 (in FY 2019), funding is requested within the current Fiscal Year budget because the tent rentals and facilities rentals require an up-front deposit, which will be expended in FY 2018. Any remaining funding will be rolled forward into the FY 2019 budget to cover the remainder of the expenses for the tent and facilities rentals.

Of the \$30,000 allocated for special events in FY 2018, \$14,000 has been authorized for expenditure so far this year. This leaves \$16,000 available for events for the remainder of FY 2018 (prior to June 30, 2018), including the subject request.

If you have any questions regarding this item, 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, Acct #: 603-0000-463-05-40

Is it currently budgeted?  Yes  No

Explanation of Fiscal Impact: \$16,000 is available for the remainder of FY 2018 for this activity.

**Alternatives**

Modify or deny the proposed funding.

**Attachments:**

1) Special Event request from Cooperative Extension

**Board Action Taken:**

Motion: \_\_\_\_\_

1) \_\_\_\_\_

Aye/Nay

2) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
(Vote Recorded By)

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



## Special Event Funding Request Form

ORGANIZATION NAME / APPLICANT

MAILING ADDRESS, CITY, STATE, ZIP CODE

PHONE #

WEBSITE URL

CONTACT / EVENT DIRECTOR NAME

MAILING ADDRESS, CITY, STATE, ZIP CODE

PHONE #

EMAIL

NAME OF EVENT

\$ \_\_\_\_\_  
TOTAL FUNDING REQUEST

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):

Estimated number of local participants: \_\_\_\_\_ Estimated number of out-of-town participants: \_\_\_\_\_

Number of years event has taken place in Carson City: \_\_\_\_\_

## Special Event Funding Request Form – Carson City Fair, Lindsay Chichester

Event description and objectives. Include history of the event and importance to the community.

From the best I can tell, the Capital City Fair started in 1980 and ran until 1992. In 2014 there was the Sesquicentennial Fair and in 2015 the Nevada Fair. In 2016, the leadership at the Carson City Cooperative Extension Office changed and Carson Board of Supervisors decided to no longer provide direct financial support for a fair. Also in 2016, the Nevada State Fair, LLC came to Carson City, but it was more of a large carnival rather than a fair. Many people indicated they wanted a traditional fair, which included youth and agriculture, to return to Carson City. In September 2016, the Cooperative Extension Office, in conjunction with RSVP, the Antique Tractor and Engine Club, Carson City Culture and Tourism Authority, the Nevada Appeal, Carson City Chamber of Commerce, FFA, other city office representatives as needed, and interested persons from the community began planning a Carson City Fair for 2017.

The 2017 Carson City Fair went great. It was small, but ran very smoothly and was well received by the community and participants. Planning for the 2018 Fair began almost immediately following the 2017 Fair. There were several additions to the committee and we have been months ahead of getting promotion and marketing materials out into the community and to potential sponsors and donors.

One of the main goals is that the model for the fair become sustainable and financially secure for years to come. Additionally, the intent is that the Fair will be a community supported fair, meaning not only have non-profit groups taken the lead on planning it, but businesses and persons in and around the Carson City area will need to help offset the costs through sponsorships and donations. Volunteers are also be a large component of making the fair a success.

Not only will the Carson City Fair provide local youth the opportunity to showcase livestock, static items, and horticulture exhibits, it will give the citizens of the community a chance to enter static items too. Families will be able to come out and experience all that a fair has to offer with antique tractor events, a carnival and vendors, evening and daytime entertainment, livestock, daily contests, and more.

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: \$ _____	
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?			
Describe any efforts to obtain funding from other sources:			
Describe why Redevelopment funds are required for the special event:			
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):			
List other organizations and businesses partnering or participating in the event:			
Describe the facilities and/or area in which the event will occur. Include any proposed 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?

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

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.

**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.

Lindsay Chichester, UNCE  
Carson City Fair Planning  
Committee Chair/Secretary

Karen Beatty, UNCE  
Vice Chair/Treasurer

Larry Burton  
Community Representative

Cedric Williams  
Community Representative

