



# STAFF REPORT

**Report To:** Redevelopment Authority

**Meeting Date:** June 7, 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 \$14,000 from the Fiscal Year 2019 Redevelopment Revolving Fund to support various special events in support of the Redevelopment District, 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 \$14,000 in Special Event funding requests. A total of \$25,000 has been allocated in the FY 2019 budget for special events. Application requests include: \$7,500 for RSVP's 4<sup>th</sup> of July fireworks; and \$6,500 for Advocates to End Domestic Violence's Taste of Downtown.

**Agenda Action:** Formal Action/Motion

**Time Requested:** 15 minutes

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## **Proposed Motion**

I move to approve and recommend that the Board of Supervisors authorize the expenditure of \$14,000 from the Fiscal Year 2019 Redevelopment Revolving Fund to support various special events in support of the Redevelopment District, 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; and with further direction to staff to include \$7,500 in future annual Redevelopment budgets for the July 4<sup>th</sup> Fireworks display at Mills Park and reduce planned special event funding each year, commensurately.

## **Board's Strategic Goal**

Economic Development

## **Previous Action**

May 7, 2018: The Redevelopment Authority Citizens Committee voted 5-0 (1 abstention, 1 absent) to authorize \$6,500 for the Taste of Downtown event, and voted 6-0 (1 absent) to approve \$7,500 for the July 4<sup>th</sup> Fireworks at Mills Park, and further recommended that the Board of Supervisors include \$7,500 in the annual Redevelopment budget for the Fireworks display rather than have the applicant submit an application each year.

## **Background/Issues & Analysis**

A total of \$25,000 has been allocated in the FY 2019 Redevelopment budget for Redevelopment special events. The Redevelopment Authority 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 in FY 2019. 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, 2018)

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: \$7,500

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: 30

As noted in the above staff summary and RACC recommendation, the RACC noted that the July 4<sup>th</sup> fireworks display at Mills Park has become a "signature event" for the City, and it should continue to be supported by the Redevelopment Authority. The RACC's recommendation is to fund the event in FY 2019 and include \$7,500 in in the annual Redevelopment budget for the event in future years, similar to other events such as Nevada Day and the Christmas Tree lighting. The RACC noted that the Redevelopment Authority has partially funded the event for several years now.

2. Applicant: Advocates to End Domestic Violence

Event: Taste of Downtown (July 21, 2018)

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: \$47,950

Prior year funding: \$6,500

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

Dollars of City funding per participant: \$2.71

Number of years event held in Carson City: 25

Note that there was third application from the Nevada Commission for Women that was withdrawn based on discussion at the RACC meeting. That event is tentatively scheduled for April 2019, and the event organizers are seeking other funding.

Additionally, \$25,000 has been allocated in FY 2019 for Arts and Culture 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 Cultural Commission is completing its review of the Arts and Culture special event applications on May 25, 2018, after the submittal of this staff report. The Arts and Culture special events will be brought to the Redevelopment Authority and Board of Supervisors on July 21, 2018.

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 2019 Redevelopment budget.

**Alternatives**

Modify the recommended funding for events.

**Attachments:**

- 1) Special Event applications

**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 Application FY18/19  
For Events Occurring July 1, 2018 - June 30, 2019

Name of Event & Dates

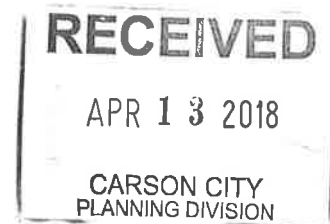
**Fourth of July Celebration**

Total Funding Request

**\$7,500**

Redevelopment District Area

#1  #2



Organization Name

**NV Rural Counties RSVP Program, Inc. (RSVP)**

Mailing Address, City, State, Zip

**2621 Northgate Lane, Ste. 6 Carson City, NV 89706**

Organization Phone

**(775) 687-4680 x 2**

Organization Website

**www.nevadaruralrsvp.org**

Contact Name, Title

**Susan C. Haas, Executive Director & C.E.O.**

Mailing Address, City, State, Zip

**2621 Northgate Lane, Ste. 6 Carson City, NV 89706**

Contact Cell Phone

**(775) 721-1614**

Contact Email

**shaas@nrvsvp.com**

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 26th 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 Wednesday, 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. 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. Furthermore, the event continues to be a success from year to year. In 2016 the event was voted Event of the Year, and in 2017, the event was voted one of Carson City's top 3 Best Annual Events.



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 continue to find supportive funding. RSVP receives assistance from some local businesses to help with the cost of the pyrotechnics which helps tremendously. We continue to develop strategies to increase support from local business community. We developed a Sponsorship Opportunity with a Sponsorship Package as a fundraising strategy. The Sponsorship Package includes 5 levels of support: America the Beautiful - \$5,000; Rocket's Red Glare - \$3,000; Land of the Free - \$2,000; Home of the Brave - \$1,000; Star Spangled - \$500.

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 have been able to work with a local pyro technician in recent years which helps to bring the price down, and reduce overall costs.

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 its citizens and visiting tourists participate in the many special events and celebrations in Carson City. The Fourth of July Celebration, now in its 26th Year, contributes significantly to the overall economic health and vitality of the city and provides a fun and exciting event to draw consumers to Carson City and help boost the local economy. 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 in those communities, thereby 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 and "senior" 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, RSVP's Fourth of July Celebration receives support from the following: Carson City Redevelopment, Carson City Toyota Dealers, Dick Campagni's Carson City Toyota, Capital Ford, Gold Dust West Casino, Carson City Fire Department, Wold Amusements, Nevada Appeal, Carson Now, Carson City Culture & Tourism Authority, NV Energy, Carson-Tahoe Regional Medical Center, 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, Greater Nevada Credit Union, Alpine Insurance, Cafe at Adele's, and numerous private donations.

Additionally, the event receives in-kind donations and support from Sheriff Ken Furlong and the Carson City Sheriff's Office, Wheelhouse, and Wild 102.9 Radio.

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

The event is held at Mills Park located at 1111 E. Williams Street, Carson City. 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 you plan to market and advertise the event?

RSVP will market the event using radio spots, Carson Now website, display print ads in the Nevada Appeal, feature articles in area newspapers, Community Center electric message sign, the RSVP newsletter, website ([www.nevadaruralrsvp.org](http://www.nevadaruralrsvp.org)) and Facebook page (<https://www.facebook.com/NevadaRuralCountiesRSVP/>), Chamber newsletters, Carnival and Vendor websites. Additionally, RSVP promotes the Celebration using informational flyers and Posters which are distributed and displayed at numerous public places throughout the Carson area which include: public messaging boards, senior centers, retailers, shopping malls and grocery stores. RSVP staff and volunteers help promote the Celebration via word of mouth, and during community outreach events, public presentations, coalition meetings, and trainings.

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

RSVP is developing a strategy to expand its music and entertainment selection as part of the Fourth of July Celebration and Carnival to help diversify the audience, draw a greater number of attendees to the event, and increase Carson City's tourism base.

With support from the 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 continually strives to become more self-sustaining. RSVP diligently seeks new funding opportunities from sources that offer tourism and special event grants. RSVP continually pursues new revenue streams which is demonstrated through its "4th of July Sponsorship Package" which is sent to more than 50 companies and organizations. At this time we need assistance with Redevelopment funds in order to conduct the pyrotechnics on the 4th of July.



**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

*Susan C. Waap*

Date:

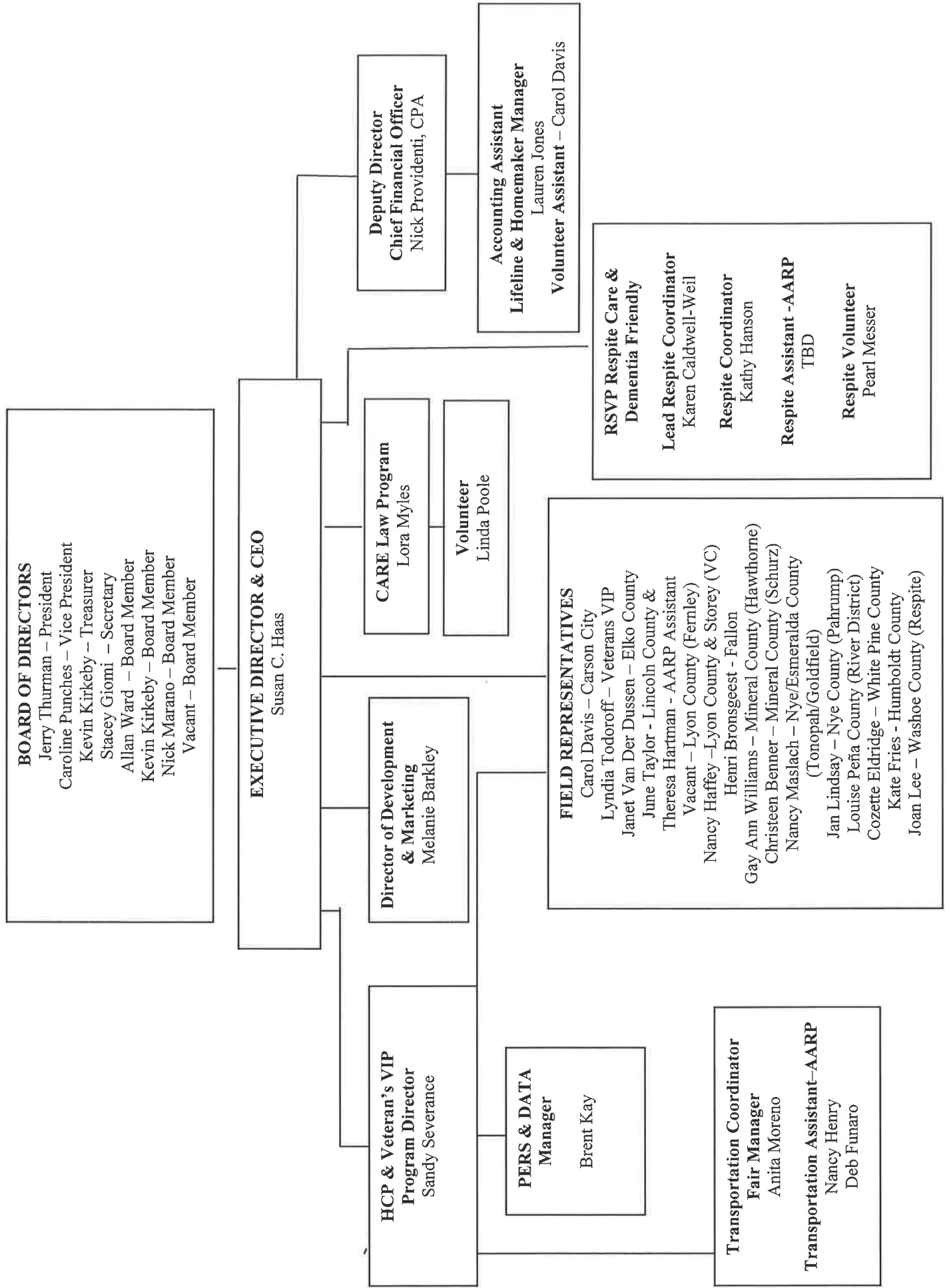
*4/13/18*

\*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**  
 (Updated March 2018)



**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

Anita Moreno  
Carson City, Nevada

[anitaandcash@yahoo.com](mailto:anitaandcash@yahoo.com)

(775) 882-6480

**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, 2018

04/12/18

Accrual Basis

	<u>Mar 31, 18</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1005 · Mutual of Omaha Bank - Checking	17,453.69
1006 · Mutual of Omaha Bank-Federal	81.19
1007 · Mutual of Omaha Bank-Non Federa	28,427.40
1009 · CareLaw Cash Account	814.99
1070 · Smith Barney Account	
1072 · Smith Barney Insured Deposit	<u>50,002.39</u>
<b>Total 1070 · Smith Barney Account</b>	50,002.39
1080 · PETTY CASH	<u>200.00</u>
<b>Total Checking/Savings</b>	96,979.66
<b>Accounts Receivable</b>	
1200 · Accounts Receivable	
1210 · Grants Receivable	9,410.22
1200 · Accounts Receivable - Other	<u>5,740.22</u>
<b>Total 1200 · Accounts Receivable</b>	15,150.44
<b>Total Accounts Receivable</b>	<u>15,150.44</u>
<b>Total Current Assets</b>	112,130.10
<b>Fixed Assets</b>	
<b>1500 · EQUIPMENT</b>	
Depreciation	-103,782.65
Original Cost	102,794.54
1500 · EQUIPMENT - Other	<u>1,279.97</u>
<b>Total 1500 · EQUIPMENT</b>	291.86
<b>1600 · VEHICLES</b>	
Depreciation	-196,109.17
Original Cost	<u>268,832.65</u>
<b>Total 1600 · VEHICLES</b>	72,723.48
<b>Total Fixed Assets</b>	73,015.34
<b>Other Assets</b>	
1700 - Security Deposit	300.00
1430 · Prepaid Expenses	
1431 · Prepaid Expense-Service Contrac	1,716.07
1430 · Prepaid Expenses - Other	<u>1,399.82</u>
<b>Total 1430 · Prepaid Expenses</b>	3,115.89
<b>Total Other Assets</b>	<u>3,415.89</u>
<b>TOTAL ASSETS</b>	<u><u>188,561.33</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
2000 · Accounts Payable	<u>48,651.17</u>
<b>Total Accounts Payable</b>	48,651.17
<b>Other Current Liabilities</b>	
2100 · Payroll Liabilities	
2210 · FICA Withholding Tax Payable	-46.38
2215 · Medicare Witholding Tax Payable	-10.86
2221 · Unemployment Insurance Payable	2,065.74
2100 · Payroll Liabilities - Other	<u>2.00</u>

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04/12/18

Accrual Basis

Nevada Rural Counties RSVP Program, Inc.

Balance Sheet

As of March 31, 2018

	<u>Mar 31, 18</u>
Total 2100 · Payroll Liabilities	2,010.50
2700 · Payroll Deductions	
27270 · AFLAC	339.74
2715 · United Way No NV Donations	60.00
2724 · Dental Insurance	55.19
	<u>454.93</u>
Total 2700 · Payroll Deductions	454.93
2730 · Payroll Accruals	
2740 · Vacation Payable	18,570.58
	<u>18,570.58</u>
Total 2730 · Payroll Accruals	18,570.58
Total Other Current Liabilities	<u>21,036.01</u>
Total Current Liabilities	<u>69,687.18</u>
Total Liabilities	69,687.18
Equity	
1110 · Retained Earnings	114,705.18
3050 · Fund Balance-Vehicle Restricted	12,798.00
3100 · Initial Fund Balance-Equipment	7,952.95
Net Income	-16,581.98
	<u>118,874.15</u>
Total Equity	118,874.15
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>188,561.33</u></b>



4:56 PM

04/12/18

Accrual Basis

# Nevada Rural Counties RSVP Program, Inc.

## Profit & Loss

January through March 2018

	<u>Jan - Mar 18</u>
Ordinary Income/Expense	
Income	
4600 · Home Companion Respite Program	1,648.00
Transportation Donations	2,883.00
4030 · Contributions Income	7,268.10
4110 · Grants	217,377.55
4150 · Miscellaneous Income	375.56
4170 · Program Rev	25,248.38
4700 · Fundraising Rev	2,921.00
4903 · United Way of Northern Nevada	2,248.14
4904 · Volunteer Expense Reimbursement	5.00
Total Income	<u>259,974.73</u>
Gross Profit	259,974.73
Expense	
5489 · CARELaw client direct expenses	-128.50
5300 · Program Expenses	274,782.00
5600 · Fundraising	1,903.21
Total Expense	<u>276,556.71</u>
Net Ordinary Income	<u>-16,581.98</u>
Net Income	<u><u>-16,581.98</u></u>

**Explanations regarding the valuation of assets and recognitions of revenues and expenses.**

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 are incurred.

## Carson City Office of Business Development

108 East Proctor Street, Carson City, NV 89701



Special Event Funding Application FY18/19

For Events Occurring July 1, 2018 – June 30, 2019

### Name of Event & Dates

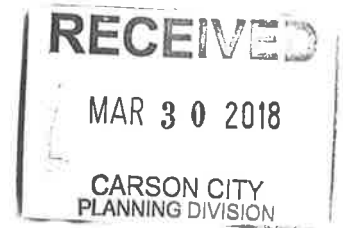
Taste of Downtown, Saturday, July 21, 2018

### Total Funding Request

\$6,500

### Redevelopment District Area

#1 [ x ] #2 [ ]



### Organization Name

Advocates To End Domestic Violence

### Mailing Address, City, State, Zip

Post Office Box 2529, Carson City, Nevada 89702

### Organization Phone

883-7654

### Organization Website

[www.aedv.org](http://www.aedv.org) [www.tasteofdowntowncarson.com](http://www.tasteofdowntowncarson.com)

### Contact Name, Title

Lisa Lee, Executive Director

### Mailing Address, City, State, Zip

Post Office Box 2529, Carson City, Nevada 89702

### Contact Cell Phone

775-745-3283

### Contact Email

[director@aedv.org](mailto:director@aedv.org)

### Event Description and Objectives

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

In the late 1990's, downtown Carson City had the appearance of being rundown, many buildings were vacant and boarded up, and most people just drove through town without stopping to patronize the businesses that were struggling to stay open. Among the neglected properties, were several restaurants that mostly went unnoticed and only managed to survive because of longtime customers. One of these was the Wild Scallion, a new establishment located in the backroom of what is now The Pour House on West Telegraph Street. Discovering this hole in the wall restaurant offering a trendy menu led to what would become the Taste of Downtown.

The concept was to host a downtown event that would meet three goals: provide exposure for area restaurants to increase awareness of local businesses, encourage people to stroll the historic

streets and discover shops and the forgotten beauty of the capital city, and generate needed funds for the shelter. No one could have predicted how well received the Taste of DownTown would be or how it would grow from seven restaurants in its first year to thirty-nine last year with six live bands.

The Taste of DownTown offers 2,000 ticket holders the opportunity to sample from 30+ restaurants while enjoying music from live bands, and discovering local shops, which bring the community together and fosters awareness of the renovated downtown and local businesses. In addition, an estimated 3,000+ non-ticket holders are drawn to the outdoor festival, often eating at the downtown restaurants, purchasing beverages from street vendors, and browsing shops and galleries while enjoying the live bands.

The Taste of DownTown has grown, not necessarily out of support for awareness of domestic violence and sexual assault, but because the event is able to attract people who have an interest in food and a desire to dance in the streets, meet old and new friends, and enjoy a summer evening under the sky in the capital city.

**Estimated Number of local participants:** 2,000

**Estimated number of out-of-town participants:** 400

**Number of years event has taken place in Carson City:** 24 Tastes - this will be the 25<sup>th</sup> year

<b>Activity (i.e.: Advertising, Equipment Rental, etc.</b>	<b>Redevelopment Funds</b>	<b>Other Funds</b>	<b>Total</b>
Restaurant compensation – paid per taste	\$4,000	\$14,000	\$18,000
Waste management/Sani Huts/volunteer t-shirts & supplies	\$0	\$5,750	\$5,750
Bands/Entertainment	\$1,500	\$6,000	\$7,500
Advertising/photographer/design	\$1,000	\$4,550	\$5,550
Wristband tickets/printing/equipment rental/electrician/stage	\$0	\$5,500	\$5,500
Supplies/insurance/postage/awards/Sheriff Reserve/cleanup crew/labor	\$0	\$5,650	\$5,650
<b>Total :</b>	\$6,500	\$41,450	\$47,950

**Redevelopment Funds as a % of total event costs:** 13.5%

**Projected Revenues:** \$85,000

**Projected Net Profit/Loss** \$37,050

**Annual Budget of Organization:**

	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>List any prior Redevelopment funding</b>
<b>Income:</b>	<u>\$1,297,602</u>	<u>\$1,309,846</u>	<u>\$1,352,114</u>	<b>2017: \$6,500</b>
<b>Expenses:</b>	<u>\$995,687</u>	<u>\$1,289,948</u>	<u>\$1,336,689</u>	<b>2016: \$ 0 event moved to the next FY</b>
<b>Reserves:</b>	<u>\$301,915</u>	<u>\$19,898</u>	<u>\$15,425</u>	<b>2015: \$6,500</b>
<b>*Reserve was expended toward building construction</b>				<b>2014: \$6,500</b>

**Number of years your organization has existed:** Since 1979

**Have other organizations besides yours committed funding for this event?** Yes [  ] No [X  ]

**If yes, what organization(s) and how much?** N/A

**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 as well as CarsonNow 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 producing the Taste of DownTown. The funds raised through the Taste 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 as well large businesses have the financial incentive to participate. Moving the event to Carson Street from Curry and side streets requires changing the focus and flow of the crowd. A portion of Redevelopment funds will be used toward the cost of hiring a larger headlining band to anchor North Carson Street. Another band will be placed on McFadden Plaza with smaller bands and entertainment along the route. 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, on-street parking, and the renovations that will be underway on Curry Street.

**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 Taste of DownTown showcases the historic downtown area, restaurants, local businesses, and shops. Several auto and motorbike dealers have participated in the Taste, parking vehicles along the route to generate interest and possible future purchases. The Taste 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 of DownTown will partner with a projected 35+ restaurants, multiple live bands and entertainment, and a minimum of 10 shops and businesses. An agreement with CCSO provides security and the Nevada Appeal and CarsonNow donate a portion of the advertising.

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

For the past 24 years, the event has closed streets along 13 city blocks with Curry Street, McFadden Plaza and Telegraph Square being the primary gathering points of the event. This year, Curry Street, along with Telegraph Square and many of the side streets we have historically used to place food booths, will be under construction. To accommodate the renovation of Curry Street, we will be using Carson Street from Robinson to 5<sup>th</sup> Street, East Proctor, East Musser, East Telegraph, and possibly West Second.

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

The initial permit application is due 90 prior to the event, which for the Taste of DownTown will be April 21<sup>st</sup>. We have met with Dan Stuckey and Mariah Ziegenbein from the city to discuss the application, road construction timeframe, which side streets will be available and potential issues of moving the event to Carson Street. The permit to place a banner over Carson Street has been secured.

**How do you plan to market and advertise the event?**

Ads will be placed in the Nevada Appeal, Record-Courier, Reno Gazette-Journal, CarsonNow and Community Center reader board. Posters, and social media will be utilized as well.

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

The Taste of DownTown has steadily grown to the point that it is one of the largest events held in downtown Carson City annually. The event is limited only by the number of ticket holders that the restaurants can accommodate which is set at 2,000 of which 200 will go to volunteers who work the event. An additional estimated 3,000 non-ticket holders attend the event to stroll and enjoy the live entertainment and summer evening. Since offering tickets online, we have improved the demographic data collected which shows that roughly 20% of ticket sold last year were purchased by out-of-area individuals that range from parts of California that included: Sacramento, Tahoe, Bishop, and L.A. as well as Washoe, Lyon, Storey, and Douglas Counties. Comments from our survey show that several ticket holders arranged vacations to include the Taste, and others stated they used the event to discover new places to eat and shop with the majority stating the Taste was the perfect showcase for Carson City. The Taste of DownTown has proven to be an effective economic driver and marketing tool for restaurants and businesses to grow awareness and expand clientele. Since the success of the Taste of DownTown, Reno developed Dine the District, Dayton has Oodles Noodles, Virginia City has Taste of the Comstock, Tahoe does Sample the Sierra, and Gardnerville has hosted their own downtown taste. Each of these communities has recognized the economic importance of attracting “foodies” to promote local restaurants and highlight area businesses. While many communities have since implemented their own version of our “taste”, none have generated the number of ticket holders, entertainment, or anticipation that Carson City’s Taste of DownTown has cultivated.

**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 reduce costs, AEDV’s staff and volunteers organize, promote, and provide labor instead of the expense of hiring 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 was required to the move the date of the Taste from the established third Saturday in June, to the third Saturday in July to avoid a conflict with a new City-sponsored event. The date change resulted in a drop in tickets sales for the past two years, and the ongoing struggle to rebrand the event with the different date. Hosting the event in the middle of July, with higher temperatures, affected several ticketholders, resulting in the need for medical attention due to heat. AEDV is dedicating additional resources to advertising the new date for the next several years to rebuild attendance. 5

**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 fro 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.



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**Applicants Signature**

March 22, 2018

**Date**

**\*Note: ALL project related invoices must be submitted for review at conclusion of the project 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 of profit and loss statement with explanations regarding the valuation of assets and recognition of revenues and expenses



## **Attachments**

- A: Organization Chart**
- B: Profit & Loss Statement**
- C: Event Photos**

**A: Organization Chart**

**BOARD OF DIRECTORS**

**Lisa M. Lee**  
**Executive Director**  
Planning, design, budget,  
advertising, tickets,  
promotion, organize, set-  
up, take down, wrap up

**Terri Farnworth**  
Fiscal manager,  
Planning, entertainment, permits,  
budgets, payments, ticket sales,  
street closures, CCSO,  
social media, rentals, labor,  
set-up, take down, wrap up

**Traci Trenoweth**  
**Volunteer Coordinator**  
Planning, restaurants,  
shops, equipment,  
scheduling, booths,  
volunteers, sponsorship,  
clean-up crews, set-up, take  
down, wrap up

**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, booths, set-up, take-down

**B: Profit & Loss Statement**

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)

Profit & Loss

February 2018

	Feb 18
Income	
Income	
ADVOCATES Deposits	30,933.09
AEDV Deposits	5,325.00
CLASSY Deposits	91,555.74
Total Income	127,813.83
Interest/Dividend	
Savings Interest	4.13
Total Interest/Dividend	4.13
Total Income	127,817.96
Expense	
ADVOCATES	
Advertising	16.12
Bank Service	
Merchant Fees	101.84
Bank Service - Other	3.00
Total Bank Service	104.84
Board Expense	88.85
Equipment Repairs/Maintenance	128.00
Insurance	
Liability	11,727.54
Medical	2,383.46
Total Insurance	14,111.00
Interest	681.24
Legal/Accounting	13,700.00
Office Expense	
Computer Repair/Software	551.25
Internet/Website	26.99
Supplies/Expenses	791.89
Total Office Expense	1,370.13
Operating Expenses	2.00
Payroll	
Expense	414.49
Salaries/Wages	50,851.33
Tax Deposits	14,368.37
Total Payroll	65,634.19
Shelter Expenses	
Food	62.39
Operating Supplies	268.73
Total Shelter Expenses	331.12

**C: Event Photos**

