



Community Development Department

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

Staff Report To: Redevelopment Authority Citizens Committee

Meeting Date: September 4, 2018

Staff Contact: Lee Plemel, Director (lpemmel@carson.org; 283-7075)

Agenda Title: For Possible Action: To make a recommendation to the Redevelopment Authority regarding the expenditure of \$9,000 from the Fiscal Year 2019 Redevelopment Revolving Fund, Special Event account, for a Special Event funding request from the Carson City Downtown Business Association for the Passport to Downtown event on October 26, 2018.

Staff Summary: Redevelopment annually funds special events from a portion of the Revolving Fund. A total of \$25,000 was allocated in the FY 2019 budget for Redevelopment Special Events, and \$14,000 has already been allocated to other events, leaving \$11,000 remaining for special events in FY 2019. The Passport to Downtown event, now in its third year, is the kick-off event on the Friday of the Nevada Day weekend.

Proposed Motion: I move to recommend to the Redevelopment Authority approval of the expenditure of \$9,000 from the FY 2019 Redevelopment Revolving Fund, Special Events account, to support the special event requests for the Downtown Business Association's Passport to Downtown event 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:

Following is a summary of the application with information included that pertains to the special event review criteria. Refer to the attached application for more detail and explanation.

Applicant: Downtown Business Association

Event: Passport to Downtown (October 26, 2018)

Requested funding (% of event budget): \$9,000 (26%)

Description: The Nevada Day "kickoff" event the day before the Nevada Day parade, intended to extend the Nevada Day weekend activities to attract additional tourism and activity downtown.

Total event budget: \$33,967

Prior year funding: \$5,000

Estimated number of participants (local/out-of-town): 2,500 (2,000 / 500)

Dollars of City funding per participant: \$3.60

Number of years event held in Carson City: 3

The RACC should consider the application review factors noted below and make a recommendation to the Redevelopment Authority regarding funding for this special event. Any Special Event funding remaining after this allocation may be reallocated at a later date.

The adopted Redevelopment Authority Policies and Procedures provide for the process and criteria for reviewing special event funding requests. 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.

ALTERNATIVES:

1. Modify the funding recommendations.

If you have any questions regarding this item, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

Attachments:

- A. Passport to Downtown application

Carson City Redevelopment
108 East Proctor Street, Carson City, NV 89701



Special Event Funding Application FY18/19
For Events Occurring July 1, 2018 - June 30, 2019 : Due Date April 15, 2018

Name of Event & Dates

Total Funding Request

Redevelopment District Area

#1

#2

Organization Name

Mailing Address, City, State, Zip

Organization Phone

Organization Website

Contact Name, Title

Mailing Address, City, State, Zip

Contact Cell Phone

Contact Email

Event Description and Objectives

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

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 you 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:

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

I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.

All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.

I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.

If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

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

Applicants Signature

Date:

*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.

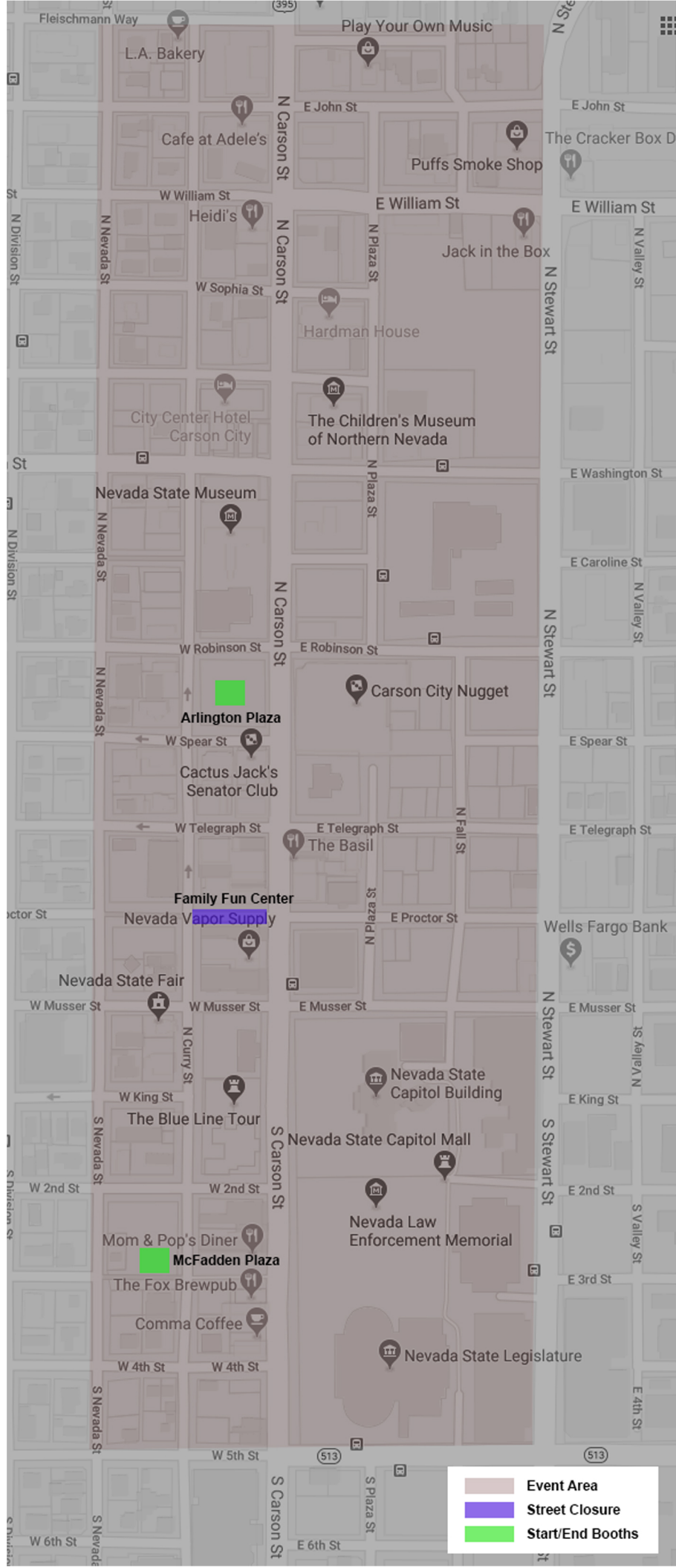
Application submittal checklist:

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.



- Event Area
- Street Closure
- Start/End Booths

Organization Chart for Passport to Downtown 2018

Mike Riggs,
President

A.J. Matule,
Vice President

Jennifer Smith,
Event Organizer

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

	2013-Now
	2011-2013
Nevada Workers Compensation Network Director Thorndal, Armstrong, Delk, Balkenbush and Eisinger Workers' Compensation Specialist Cannon Cochran Management Services, Inc. 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
	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

DOWNTOWN CARSON CITY BUSINESS ASSOCIATION

STATEMENT OF ACTIVITY

January - June, 2018

	TOTAL
Revenue	
Annual Dues	3,700.00
Wine Walk	26,490.63
Total Revenue	\$30,190.63
GROSS PROFIT	\$30,190.63
Expenditures	
Advertising	1,245.00
Contributions and Sponsorship	2,100.00
Dues and Subscriptions	142.50
Liability Insurance	2,560.34
Membership Expense	
Annual Renewal Letter	101.54
Membership Meeting Dinner	958.10
Total Membership Expense	1,059.64
Office Supplies	144.02
Permits & Licenses	125.00
PO Box Rental	112.00
Postage and Delivery	21.42
Professional Fees	
Accounting	150.00
Total Professional Fees	150.00
Website	77.98
Wine Walk Expense	
Horse Rides	1,200.00
Wine Walk Supplies	3,954.78
Total Wine Walk Expense	5,154.78
Total Expenditures	\$12,892.68
NET OPERATING REVENUE	\$17,297.95
NET REVENUE	\$17,297.95

DOWNTOWN CARSON CITY BUSINESS ASSOCIATION

STATEMENT OF FINANCIAL POSITION

As of June 30, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Bank of the West	26,783.95
Investment Account	41,097.88
Total Bank Accounts	\$67,881.83
Total Current Assets	\$67,881.83
TOTAL ASSETS	\$67,881.83
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	241.94
Total Accounts Payable	\$241.94
Total Current Liabilities	\$241.94
Total Liabilities	\$241.94
Equity	
Retained Earnings	50,341.94
Net Revenue	17,297.95
Total Equity	\$67,639.89
TOTAL LIABILITIES AND EQUITY	\$67,881.83