



STAFF REPORT

Report To: Redevelopment Authority

Meeting Date: October 4, 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 up to \$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, as an expense incidental to the carrying out of the Redevelopment Plan. (Lee Plemel, lplemel@carson.org)

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 downtown kick-off event on the Friday of the Nevada Day weekend. The Carson City Downtown Business Association requested \$9,000 for the event. However, the Redevelopment Authority Citizens Committee recommended authorizing \$4,500.

Agenda Action: Formal Action/Motion

Time Requested: 10 minutes

Proposed Motion

I move to recommend to the Board of Supervisors approval of the expenditure of \$4,500 for the Passport to Downtown special event.

Board's Strategic Goal

Economic Development

Previous Action

September 4, 2018: The Redevelopment Authority Citizens Committee voted 5-0 (1 abstention, 1 absent) to authorize \$4,500 for the event. The RACC noted that the request for \$9,000 was out of proportion to what has been awarded to other events of a similar or larger size and, therefore, recommended funding half of the requested amount.

Background/Issues & Analysis

A total of \$11,000 remains 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.

Following is a summary of the application. Refer to the attached application packets 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: \$0 (first-time request)

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

Dollars of City funding per participant: \$3.60 (at \$9,000)

Number of years event held in Carson City: 3

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; Redevelopment Authority Policies and Procedures

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

1. Fund the full amount requested (\$9,000)
2. Do not fund the event or fund at a different amount.

Attachments:

- 1) Special Event application
- 2) Passport to Downtown Flyer
- 3) 2017 Passport to Downtown participants

Board Action Taken:

Motion: _____	1) _____	Aye/Nay
	2) _____	_____

(Vote Recorded By)

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):

Estimated number of local participants:

Estimated number of out-of-town participants:

Number of years event has taken place in Carson City:

Event Costs (Attach additional sheets, if necessary)

Activity (ie: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Total:			

Redevelopment Funds as a % of total event costs: %

Projected Revenues: \$

Projected Net Profit/Loss: \$

Annual Budget of Organization:

	2017	2018	2019
Income:	\$ _____	\$ _____	\$ _____
Expenses:	\$ _____	\$ _____	\$ _____
Reserves:	\$ _____	\$ _____	\$ _____

List any prior Redevelopment funding

2017: \$ _____

2016: \$ _____

2015: \$ _____

2014: \$ _____

Number of years your organization has existed:

Have other organizations besides yours committed funding for this event? Yes No

If yes, what organization(s) and how much?

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.

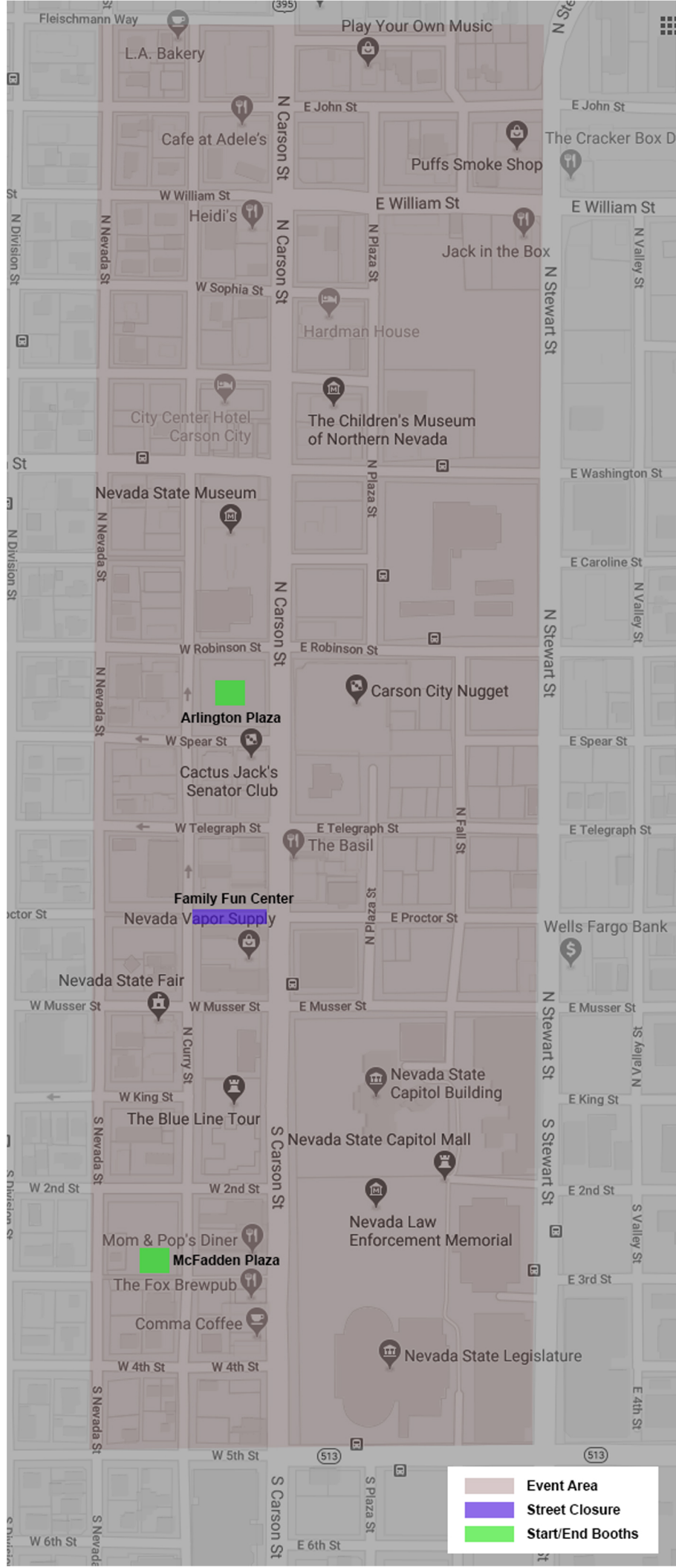
Application submittal checklist:

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

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graph TD; A[Mike Riggs, President] --- B[A.J. Matule, Vice President]; A --- C[Jennifer Smith, Event Organizer];
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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



**FRIDAY
OCTOBER 26**

**THE OFFICIAL KICKOFF TO
NEVADA DAY WEEKEND**

Passport to Downtown is a Downtown Business Association Event to celebrate the completion of the Curry Street Improvement Project and to kick off the Nevada Day weekend. Participants will stroll the Downtown & have their FREE passports stamped at listed businesses while enjoying live music, food, drinks and a Family Fun Center that benefits Food For Thought. Passports can be redeemed for raffle tickets at the end of the Event.

EVENT SCHEDULE

- 7am-11am** Event Set Up
- 11am-1pm** KOZZ Live Radio Remote in McFadden Plaza
- 11am-4pm** Family Fun Center on Proctor St to Benefit Food For Thought
- 11am-4pm** Street Performers Along Carson St
- 11am-5pm** Passport Pickup and Redemption in Arlington Plaza and McFadden Plaza
- 2pm-5pm** Band - The Rosebuds on Stage in McFadden Plaza
- 5pm-6pm** Event Tear Down

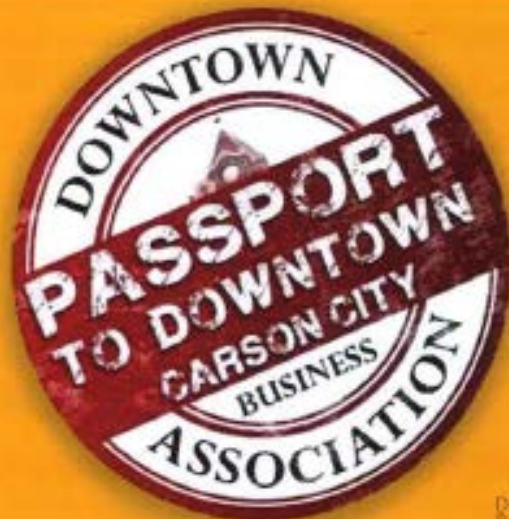
LOCATION

The event will take place at participating businesses located:

NORTH to SOUTH
from the South side of Fleischmann Way to the North side of 5th St

WEST to EAST
from the East side of Minnesota St to the West side of Stewart St

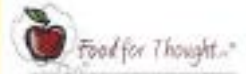
CARSON CITY
DOWNTOWN
BUSINESS
ASSOCIATION
downtowncarson.com



OCT. 27, 2017



Organizations supporting the Downtown Business Association in this event:



WELCOME!

The Downtown Business Association invites you to stroll through beautiful downtown Carson City from 11 a.m. to 4 p.m. today to kick off the Nevada Day weekend. Enjoy live music, street performers, food, drinks and family fun.

Take this Passport into participating businesses to receive a stamp. DBA member businesses, identified with D's, are worth double. Redeem your stamped Passport for raffle tickets at the Downtown Business Association booth in McFadden Plaza before 4:30 p.m.

The more businesses you visit the more raffle tickets you will earn.

The Top 5 raffle prizes will be announced at 4:30 p.m. in McFadden Plaza. All other winners will be listed at downtowncarson.org by Wednesday, November 1, 2017. Prize winners must show a picture ID when picking up prizes and any winners under 18 must be accompanied by an adult to collect their prizes.

Prizes are limited to one per person plus entry for the grand prize.

4. Lotus Salon
110 E Ann St
(775) 443-7879

Stamp

3. Bike Smith
900 N Carson St
(775) 883-3210

Stamp

5. Carson Tahoe Hotel
800 N Carson St
(775) 882-5535

Stamp

7. Carson City Culture & Tourism Authority
716 N. Carson St
(775) 687-7410
www.visitcarsoncity.com

Stamp

7. Nevada State Museum
600 N Carson St
(775) 687-4810
www.museums.nevadaculture.org/nsmoc

Stamp

11. Cactus Jacks
420 N Carson St
(775) 882-8770

Stamp

12. Battleborn Social
318 N Carson St
(775) 885-7307
battlebornsocial.com

Stamp

12. Carson Cigar Company
318 N. Carson St.
(775) 884-4402

Stamp

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12. Carson Jewelry & Loan
308 N Carson St
(775) 883-1717
www.bayk.com/mon/carscajewelry308

Stamp

8. Carson Valley Currency & Coin
729 N Carson St
(775) 265-5053

Stamp

14. Adam's Hub
111 W Proctor St
(775) 222-0001

Stamp

8. Bob's Shell
705 N Carson St
(775) 883-7919

Stamp

12. The Union
302 N. Carson St
(775) 885-7307
www.theunioncarson.com

Stamp

8. Northern Nevada Coin
601 N Carson St
(775) 884-1660

Stamp

6. Children's Museum
813 N Carson St
(775) 884-2226

Stamp

10. Carson Nugget
507 N Carson St
(775) 882-1626
ccnugget.com

Stamp

Page Tally DBA _____ Non DBA _____

13. Kim Lee Sushi
319 N Carson St
(775) 883-2372
www.kimleesushi.com

Stamp

3. Purple Avocado
904 N Curry St
(775) 883-6233
www.thepurpleavocado.com

Stamp

13. Yapple's Ballroom
315 N Carson St
(775) 400-2952
www.yballroomdance.com

Stamp

7. Monarch Direct
714 N Curry St
(775) 883-3313
monarch-direct.com

Stamp

13. Jimmy G's
301 N Carson St
(775) 461-0466

Stamp

11. Westwall Militaria
412 N Curry St
(775) 885-7643

Stamp

3. Treasure Mountain Apparel
1008 N Curry St
(775) 400-3310

Stamp

11. Rocking & Rolling
402 North Curry St
(775) 267-5144

Stamp

Page Tally DBA _____ Non DBA _____

11. DV8 Salon Studio
1007 N Curry St
(775) 443-1573



16. Bella Fiore Wines
224 S Carson St # B
(775) 888-9463



11. Old Globe Saloon
407 N Curry St
(775) 882-1816



11. Neon Salt
108 W Telegraph St
(775) 220-0608
neonsalt.com



11. Westside Pour House
110 W Telegraph St
(775) 885-1888



11. Artsy Fartsy
405 N Nevada St
(775) 885-2787
Artsyfartsygallery.com



11. Charley B Gallery
114 W Telegraph St
(775) 575-7333
vasefinder.com



11. It's a Girl Thing
220A W Telegraph St
(775) 885-2910
itsagirlthingconsignment.com



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12. Champagne Beauty Bar
107 W Telegraph St
(775) 690-0049



16. Coldwell Banker
123 W 2nd St
(775) 883-8500
www.cbrealty.com



13. Blue Bull
107 E Telegraph St
(775) 885-2855



16. Kaleidoscope
210 South Carson St
(775) 350-7680



14. Hanfin's Arts & Antiques
210 N Carson St
(775) 882-2880



17. The Fox Brewpub
310 S Carson St #100
(775) 883-1369



14. Nevada Vapor Supply
206 N Carson St
(775) 884-0323



16. Scoops
224 S Carson St
(775) 297-3471



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14. Due Sorella
202 N Curry St
(775) 841-6211
www.duesorelladesign.com/index.html



20. Brewery Arts Center
449 W. King St.
(775) 883-1976



19. Morley's Books
201 W King St
(775) 883-3932
www.morleysbooks.com



9. Carson Valley Small
Business Services
Arlington Plaza Booth
(775) 450-9076



19. Carson City Art Gallery
& Pottery
110 S Curry St
(775) 313-8628



9. Farmer's Insurance,
Sheryl Tingle
Arlington Plaza Booth
(775) 434-0545



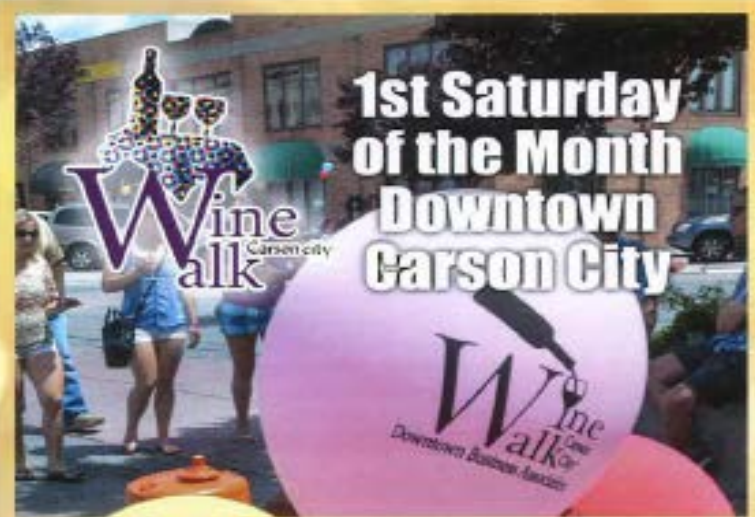
16. Bespoke Studio
224 S Carson St #6
(775) 461-0532
bespokestudiocc.com



9. Nikken
Arlington Plaza Booth
(775) 220-6276



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Name: _____

Address: _____

Phone: _____

Email: _____

Ticket Start No. _____ to _____

Final Tally

DBA _____ Non DBA _____



NEVADA DAY
PARADE
A REPORT BY
MICKY AND TRACY
2017

Full Weekend
of Events

October
27-29, 2017



DON'T MISS A SINGLE EVENT!
Download our App!
VisitCarsonCity.com