



## STAFF REPORT

**Report To:** Redevelopment Authority      **Meeting Date:** June 6, 2019

**Staff Contact:** Lee Plemel, AICP, Director

**Agenda Title:** For Possible Action: Discussion and possible action concerning a recommendation to the Board of Supervisors regarding the expenditure of \$7,284 from the Fiscal Year 2020 Redevelopment Revolving Fund, Special Event account, in support of various special events. (Lee Plemel, lplemel@carson.org)

**Staff Summary:** The Redevelopment Authority annually funds special events from a portion of the Redevelopment Revolving Fund. A total of \$10,000 has been budgeted in FY 2020 for Redevelopment Special Events. The following Special Event funding requests were submitted, totaling \$7,284 in requests: \$4,500 for Advocates to End Domestic Violence's Taste of Downtown event; and \$2,784 for University of Nevada Cooperative Extension's 2019 Carson City Nevada Fair.

**Agenda Action:** Formal Action / Motion      **Time Requested:** 10 Minutes

### **Proposed Motion**

I move to recommend to the Board of Supervisors approval of the expenditures in the amount of \$4,500 for Taste of Downtown and \$2,784 for the 2019 Carson City Nevada Fair.

### **Board's Strategic Goal**

Economic Development

### **Previous Action**

May 6, 2019: The Redevelopment Authority Citizens Committee recommended approval of \$4,500 for Taste of Downtown by a vote of 3-0 (1 abstention, 2 absent, 1 vacancy), and recommended approval of \$2,784 for the 2019 Carson City Nevada Fair by a vote of 4-0 (2 absent, 1 vacancy).

### **Background/Issues & Analysis**

The Redevelopment Authority is required to make a recommendation to the Board of Supervisors and the Board is required to adopt a Resolution in approving any expenditure from the Redevelopment Revolving Fund.

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

The FY 2020 Redevelopment budget allocates \$10,000 for Redevelopment special events and \$25,000 for “arts and culture” special events (theater, music and arts events). Arts and culture special event applications received have been directed to the Cultural Commission for its review and recommendations to the Redevelopment Authority. RACC is only responsible for making recommendations regarding the funding for the non-arts and culture events, which are discussed below. Arts and culture events will be considered under a separate item.

Note that the Redevelopment Authority has tentatively planned for the elimination of non-arts special event funding beginning in FY 2021. Staff anticipates amending the special event policies within the next year to reflect this change in policy.

**SPECIAL EVENT APPLICATIONS:**

The Redevelopment office received two applications requesting a total of \$7,284 in funding. Following is a summary of the applications received with information included that pertains to the review criteria noted above. Refer to the attached application packets for more detail and explanation.

1. Applicant: Advocates to End Domestic Violence

Event: Taste of Downtown (July 20, 2019)

Requested funding (% of event budget): \$4,500 (9.5%)

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: \$47,450

Prior year funding: \$6,500

Estimated number of participants (local/out-of-town): 5,400 (5,000 / 400)

Dollars of City funding requested per participant: \$0.83

Number of years event held in Carson City: 26

Staff summary: The Taste of Downtown event has been funded in part through Redevelopment the past several years. The event has grown every year and is one of the featured events of the summer. The event draws a large crowd downtown of both participants and non-participants, which generates secondary sales within the area’s shops and restaurants.

2. Applicant: University of Nevada Cooperative Extension

Event: 2019 Carson City Nevada Fair

Requested funding (% of event budget): \$2,784 (8.9%)

Description: Events planned for the 2019 Fair include livestock and horticultural exhibitions, special events, historic automobile and antique tractor events, daytime and evening concerts, daily contests and animal focused experiences.

Total event budget: \$31,434

Prior year funding: (Not requested; \$5,000 allocated for tent rentals)

Estimated number of participants (local/out-of-town): 7,500 (5,000 / 2,500)

Dollars of City funding per participant: \$0.37

Number of years event held in Carson City: Two.

Staff summary: The Carson City Nevada Fair was reestablished at Fuji Park in 2017, and the Nevada Cooperative Extension has been the lead in organizing the fair since the 2018 Fair. A new Extension Educator in the Carson City Cooperative Extension office has recently taken over the Fair organization duties, and she

continues to work with community organizations to improve the Fair and create an event that becomes self-sufficient.

**Applicable Statute, Code, Policy, Rule or Regulation**

NRS Chapter 279; Redevelopment Authority Policies and Procedures

**Financial Information**

**Is there a fiscal impact?** Yes

**If yes, account name/number:** 603 Redevelopment Revolving Fund.

**Is it currently budgeted?** Yes

**Explanation of Fiscal Impact:** A total of \$10,000 has been budgeted for special events in the Redevelopment budget.

**Alternatives**

Modify the recommended funding for the events.

**Attachments:**

[1.A Application - Taste of Downtown \(7-20-19\).pdf](#)

[1.B Application - 2019 Carson City Nevada Fair.pdf](#)

**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



### Redevelopment Special Event Funding Application FY19/20

Application due April 15, 2019, for events occurring July 1, 2019 – June 30, 2020

#### Name of Event & Dates

Taste of DownTown, Saturday, July 20, 2019

#### Total Funding Request

\$4,500

#### 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 a 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 existing customers and word of mouth. One of these was the Wild Scallion, a new establishment located in the back room of what is now The Pourhouse on West Telegraph Street. Discovering this hole in the wall restaurant offering a trendy menu led to what became 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 our first year to forty-three last year, with seven live bands and a mix of live entertainment.

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

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

**Estimated Number of local participants:** 2,000 ticket holders + 3,000 non-ticket holders

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

**Number of years event has taken place in Carson City:** 25 Tastes - this will be the 26<sup>th</sup> year

Activity (i.e.: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Restaurant compensation – paid per taste	\$3,500	\$12,500	\$16,000
Waste management/Sani Huts/clean-up crew	\$0	\$5,750	\$5,750
Bands/entertainment/stage/electrician	\$1,000	\$8,600	\$9,600
Advertising/photographer/design	\$0	\$9,000	\$9,000
Wristband tickets/printing/paper/ticket envelops	\$0	\$1,450	1,450
Supplies/insurance/permits/postage/awards	\$0	\$5,650	\$5,650
Sheriff Reserve/volunteer t-shirts			
<b>Total:</b>	\$4,500	\$42,950	\$47,450

**Redevelopment Funds as a % of total event costs:** 9%

**Projected Revenues: \$88,000**  
 (includes ticket sales and sponsorships)  
**Projected Net Profit/Loss \$40,550**

**Annual Budget of Organization:**

	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>List any prior Redevelopment funding</b>
<b>Income:</b>	<u>\$1,797,260</u>	<u>\$1,800,200</u>	<u>\$1,850,500</u>	<b>2019</b> <u>\$4,500</u>
<b>Expenses:</b>	<u>\$1,248,626</u>	<u>\$1,399,948</u>	<u>\$1,700,800</u>	<b>2018:</b> <u>\$6,500</u>
<b>Reserves:</b>	<u>\$548,634</u>	<u>\$400,252</u>	<u>\$149,700</u>	<b>2017:</b> <u>\$6,500</u>
				<b>2016:</b> <u>\$0 event moved to 2017</u>

**Number of years your organization has existed:** Forty years

**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 solicit sponsorships from local businesses to offset the cost of producing the event which is estimated to be between \$20,000 to \$25,000. 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 and sexual violence, 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. While some restaurants do not keep the compensation, the majority do, using the revenue to offset their costs of food and labor. Of the \$4,500 requested, \$3,500 will be used toward offsetting restaurants costs. The remaining \$1,000 will be used toward the cost of bands and entertainment. 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 spotlight the redeveloped downtown, encouraging participants to stroll along the wider sidewalks, enjoy the beautiful planters while discovering new businesses.

**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 through sponsorship, parking vehicles along the route to generate interest and possible future purchase. 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. The downtown area is becoming a **dining destination**, attracting not only new restaurants but diners to Carson City. The Taste of Downtown has played a lead role in generating interest in the downtown area, promoting dining, and underscoring the historic beauty and opportunity of the capital city.

**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:**

Historically, the Taste of Downtown has been held primarily on Curry Street, branching across Carson Street and incorporating several side streets from Telegraph to Third Street and even reaching down to the Carson Mall via a trolley and the JAC bus. Last year, Curry Street was under construction, requiring the Taste of Downtown to be moved to Carson Street. From a survey with Carson City Sheriff's Office, restaurant owners, and ticket holders, everyone preferred consolidating the Taste to primarily Carson Street. This year, we will again close Carson Street from Robinson to 5<sup>th</sup> Street, East, and West Proctor, East and West Musser, and East and West Telegraph. Two main bands will headline, one at McFadden Plaza and the second at the corner of North Carson and Spear Street. Five smaller bands will be placed throughout the event to encourage people to seek out different music styles while moving the crowds from food booths to music to shops.

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

The initial permit application is due 60 days prior to the event, which for the Taste of DownTown will be May 20th. The permit to place a banner across 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, Reno News & Review, CarsonNOW and the publication, Edible. Radio spots will be purchased, and the Community Center reader board will be utilized as well as posters placed in public areas and a strong push on social media.

**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 event 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 and 100 to sponsors. An additional estimated 3,000 non-ticket holders attend the event to stroll and enjoy the live entertainment and the summer evening. Since offering tickets online, we have improved the demographic data collected which shows that roughly 24% of tickets last year were purchased by out-of-area individuals that ranged from parts of California that included: Sacramento, Tahoe, Bishop, and L.A. as well as Washoe, Lyon, Storey, Churchill, 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 Carson City's Taste of DownTown, Reno has 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 taste of downtown. 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 a "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 sponsorship and 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 growth of the event. In addition, a reoccurring challenge is that many couples choose to purchase and share only one ticket which places more reimbursable tastes on a ticket, resulting in fewer tickets sold, and a loss in revenue. As the event is an “open” environment, there isn’t the ability to gate off every street and sidewalk to only allow ticket holders to enter. Different ticket pricing structures have been offered to encourage participants to each buy a ticket with limited results.

In 2016, AEDV was required to 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 has resulted in a drop in tickets sale for the past three years and has been an ongoing struggle to rebrand the event with the different date. Hosting the event in the middle of July with higher temperatures has affected ticketholders, resulting in the need for medical attention due to heat. Higher temperatures have also restricted menu options that restaurants serving outside can prepare and remain in accordance with health code requirements. The advertising budget has been increased each of the past three years to reestablish the annual event with a different date.

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.

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

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

[ x ] All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement>

[ x ] 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.

[ x ] 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.**

\_\_\_\_\_  
**Applicants Signature**

\_\_\_\_\_  
**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:**

[ x ] Complete, signed Special Event Funding Request Form

[ x ] Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility

[ x ] Resumes of the key individuals in the organization conducting the special event

[ x ] 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: Resumes**
  - C: Profit & Loss Statement**
  - C: Event Photos**
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**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: Resumes**

# Lisa Lee

**Licensed Social Worker with the State of Nevada and UNR Certified in Nonprofit Management & Fundraising with 30+ years of management experience as Executive Director of Advocates to End Domestic Violence**

Advanced skills in grant writing, staff training and development, community relationship building, Board/employee relations, finance/marketing leadership, and long-term strategic planning.

## Core Knowledge & Skill Area

Policy Development	Budget Management	Public Speaking
Organizational Leadership	Marketing Communications	Grant Management
Fundrasinging Event Coorindation	Community Outreach	Direct Mail Campaign

## Professional Experience

### **Advocates to End Domestic Violence AEDV Executive Director 1986 – Present**

Direct all aspects of the not-for-profit organization with 28 employees, 120 volunteers, seven board members over four locations and a four-building shelter campus. Develop and manage an annual budget of \$1.7 million, research and write grants, and oversee the operation of Classy Seconds Thrift Shop which generates over half the annual budget. Accountable for strategic planning, human resources, finance management, fundraising, policy development, management leadership, and property development. Serve as public spokesperson for the organization, deliver presentations to various groups and manage media relations.

## Key Contributions and Accomplishments

- ❖ Eliminated agency debt within two-years by expanding fundraising efforts and securing grants to fund staff, services, and programs.
- ❖ Incorporated an annual giving and direct mail campaign.
- ❖ Expanded the shelter from 12-beds and a six-week stay to 51-beds and five months stay with a 14-bed transitional facility offering an additional 12-months of housing.
- ❖ Developed one of Carson City's largest downtown fundraising event, Taste of DownTown, that has raised both revenue and public awareness for the agency over the past twenty-five year.
- ❖ Met community needs through securing funding, staff, and volunteers to implement the Sexual Assault Response Advocates S.A.R.A. program which operates 24/7 with a separate hotline and volunteers, the Victims Court Advocates program that operates within the Carson City Court House, and the Victims Advocate Law Enforcement VALE program located within the Cason City Sheriff's Office.
- ❖ Stabilized agency funding and increased unrestricted revenue through the founding of Classy Seconds Thrift Shop.
- ❖ Constructed a 15,000 square foot retail building and relocated Classy Seconds, doubling the store's annual gross revenue and increasing program resources.
- ❖ Purchased land to develop a future campus that will accommodate AEDV's main offices, emergency shelter, and transitional housing.

**C: Profit & Loss Statement**



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02/09/19

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)

Profit & Loss

January 2019

	Jan 19
Income	
Income	
ADVOCATES Deposits	10,115.44
AEDV Deposits	5,675.00
CLASSY Deposits	104,728.95
Total Income	120,519.39
Interest/Dividend	
Savings Interest	4.58
Total Interest/Dividend	4.58
Total Income	120,523.97
Expense	
ADVOCATES	
Bank Service	
Merchant Fees	83.00
Total Bank Service	83.00
Board Expense	80.22
Classy	133.36
Client Services	
Client Direct Service	23.25
Total Client Services	23.25
Dues/Subscriptions	150.00
Insurance	
Liability	3,033.86
Medical	4,775.26
Workmans Comp	848.52
Total Insurance	8,657.64
Legal/Accounting	2,500.00
Office Expense	
Computer Repair/Software	402.56
Internet/Website	472.99
Supplies/Expenses	1,810.32
Total Office Expense	2,685.87
Payroll	
Expense	739.60
Salaries/Wages	55,359.94
Tax Deposits	15,863.18
Total Payroll	71,962.72
Repairs & Maintenance	716.02
Shelter Expenses	
Operating Supplies	237.75
Repairs/Maint.	426.01
Total Shelter Expenses	663.76

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02/09/19

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)

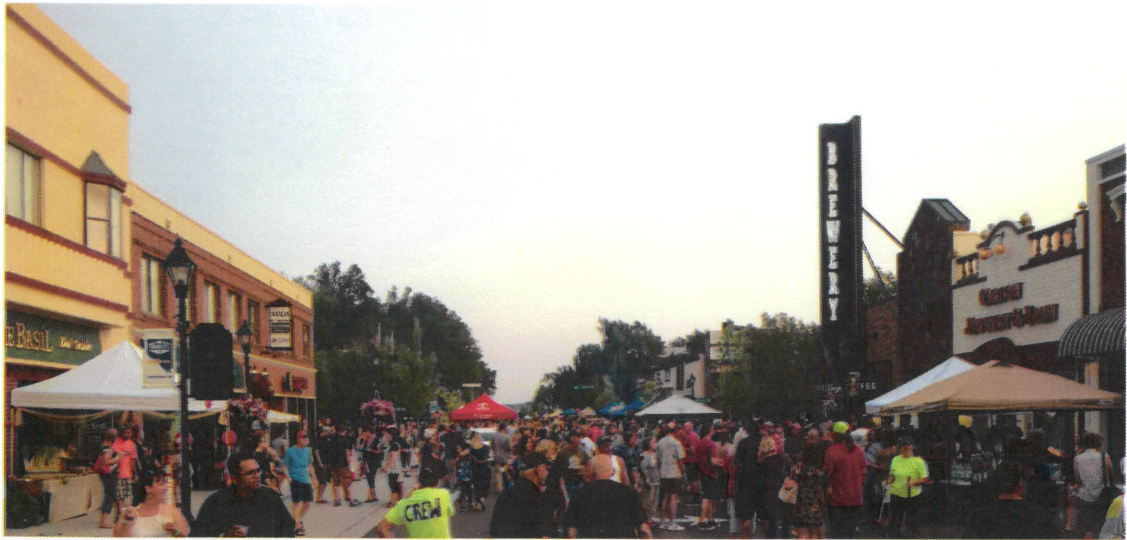
**Profit & Loss**

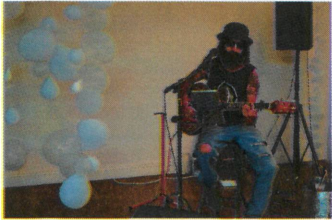
January 2019

	<u>Jan 19</u>
Telecommunications	
Answering Service	1,537.10
Total Telecommunications	1,537.10
Training	30.00
Utilities	
Refuse	516.77
Utilities - Other	3,973.43
Total Utilities	4,490.20
Total ADVOCATES	93,713.14
AEDV	
Utilities	294.22
Total AEDV	294.22
CLASSY SECONDS	
Advertising	100.00
Bank Charges	111.60
Merchant Service Fees	1,278.40
Operating	515.34
Property Tax	5,730.00
Supplies	636.90
Telephone	837.22
Trash	259.84
Utilities	1,777.74
Vehicle Expense	263.19
Total CLASSY SECONDS	11,510.23
Total Expense	105,517.59
Net Income	<u>15,006.38</u>

**D: Event Photos**

# Taste of DownTown 2018





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



**Redevelopment Special Event Funding Application FY19/20**  
**Applications due April 15, 2019 for events occurring July 1, 2019 - June 30, 2020**

Name of Event & Event Date(s)

2019 Carson City, Nevada Fair

Total Funding Request

2,784

Redevelopment District Area

#1  #2

Organization Name

University of Nevada Cooperative Extension

Mailing Address, City, State, Zip

2621 Northgate Lane, #15, Carson City, NV 89706

Organization Phone

775-887-2252

Organization Website

[www.unce.edu/countiescarson-storey/](http://www.unce.edu/countiescarson-storey/)

Contact Name, Title

Lisa K. Taylor, Extension Educator

Mailing Address, City, State, Zip

2621 Northgate Lane, #15, Carson City, NV 89706

Contact Cell Phone

580-313-0968

Contact Email

[taylorl@unce.unr.edu](mailto:taylorl@unce.unr.edu)

Event Description and Objectives

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

Though some history records indicate there may have been an Ormsby County Fair in the years prior to 1969, committee members were able to document that the Capital City Fair started in 1980 and was held annually until 1992. Two major events led to the development and delivery of the present Carson City, Nevada Fair. The first was the decision of the Carson City Board of Supervisors to no longer provide financial support for a city-led fair in 2016. In addition, the Nevada State Fair, LLC decided to host an event in Carson City. Many local leaders felt this organization was hosting more of a large carnival rather than a traditional youth focused and agriculturally based fair.

In September of 2016, under new leadership by Dr. Lindsey Chichester, the Carson City Cooperative Extension partnered with RSVP, the Antique Tractor and Engine Club, Carson City Culture and Tourism Authority, the Nevada Appeal, Carson City Chamber of Commerce, FFA, and city department representatives and interested citizens to plan a Carson City, Nevada Fair for 2017. In its first year, the fair ran smoothly and was well supported by the city, the business community and the fair's participants.

Planning for the 2018 Fair began almost immediately after the 2017 Fair. Several new members of the committee added new energy and ideas for promoting the fair to the community, sponsors and donors. There was increased participation but the goal of increasing the revenue from the addition of evening musical entertainment was not achieved. Lessons learned from these experiences were noted and were used in building momentum for the 2019 fair. Due to Lindsay Chichester moving to Douglas County as the Extension Educator, two visionary volunteers stepped up to take the co-leadership of the planning and promoting the fair, Chelsey Simerson and Cara Strasser. In addition, Lisa Taylor accepted the Extension Educator role for Carson City and Storey County.

One of the main goals for the 2019 Fair Board is that the Carson City, Nevada Fair become sustainable and financially secure for 2020 and beyond. In addition, the intention is to become community supported with the establishment of a 501(c)3 organization reflecting strong volunteer, civic and business leadership to take on the event as a priority. One new family focused event that will be added to create new attendance and event participation is a locally sponsored Demolition Derby. Not only will the Carson City, Nevada Fair provide additional local youth with the opportunity to showcase and sell their livestock, but also opportunities for both local youth and adults to exhibit their talents in static and horticultural exhibitions and special events like a Ninja Farmer competition, safety program, blood drive, and a community service organization showcase. This year's fair will have even more for families to come out and experience historic automobile and antique tractor events, daytime and evening musical performances, daily contests and animal focused experiences.

The 2019 Carson City, Nevada Fair will continue to bring together community members and visitors from area regions in two neighboring states as well as Nevada to provide family friendly experiences that will bring us all closer to our historic and agricultural heritage and traditions.

## Redevelopment Special Event Funding Application FY19/20 – 2019 Carson City, Nevada Fair

### Larger Version of Event Description and Objectives:

Though some history records indicate there may have been an Ormsby County Fair in the years prior to 1969, committee members were able to document that the Capital City Fair started in 1980 and was held annually until 1992. Two major events led to the development and delivery of the present Carson City, Nevada Fair. The first was the decision of the Carson City Board of Supervisors to no longer provide financial support for a city-led fair in 2016. In addition, the Nevada State Fair, LLC decided to host an event in Carson City. Many local leaders felt this organization was hosting more of a large carnival rather than a traditional youth focused and agriculturally based fair.

In September of 2016, under new leadership by Dr. Lindsey Chichester, the Carson City Cooperative Extension partnered with RSVP, the Antique Tractor and Engine Cub, Carson City Culture and Tourism Authority, the Nevada Appeal, Carson City Chamber of Commerce, FFA, and city department representatives and interested citizens to plan a Carson City, Nevada Fair for 2017. In its first year, the fair ran smoothly and was well supported by the city, the business community and the fair's participants.

Planning for the 2018 Fair began almost immediately after the 2017 Fair. Several new members of the committee added new energy and ideas for promoting the fair to the community, sponsors and donors. There was increased participation but the goal of increasing the revenue from the addition of evening musical entertainment was not achieved. Lessons learned from these experiences were noted and were used in building momentum for the 2019 fair. Due to Lindsay Chichester moving to Douglas County as the Extension Educator, two visionary volunteers stepped up to take the co-leadership of the planning and promoting the fair, Chelsey Simerson and Cara Strasser. In addition, Lisa Taylor accepted the Extension Educator role for Carson City and Storey County.

One of the main goals for the 2019 Fair Board is that the Carson City, Nevada Fair become sustainable and financially secure for 2020 and beyond. In addition, the intention is to become community supported with the establishment of a 501(c)3 organization reflecting strong volunteer, civic and business leadership to take on the event as a priority. One new family focused event that will be added to create new attendance and event participation is a locally sponsored Demolition Derby.

Not only will the Carson City, Nevada Fair provide additional local youth with the opportunity to showcase and sell their livestock, but also opportunities for both local youth and adults to exhibit their talents in static and horticultural exhibitions and special events like a Ninja Farmer competition, safety program, blood drive, and a community service organization showcase. This year's fair will have even more for families to come out and experience historic automobile and antique tractor events, daytime and evening musical performances, daily contests and animal focused experiences.

The 2019 Carson City, Nevada Fair will continue to bring together community members and visitors from area regions in two neighboring states as well as Nevada to provide family friendly experiences that will bring us all closer to our historic and agricultural heritage and traditions.

Estimated number of local participants: 5,000      Estimated number of out-of-town participants: 2,500

Number of years event has taken place in Carson City: 2

Event Costs (Attach additional sheets, if necessary)

Activity (ie: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Projected Rental of Fuji Park		7,000	7,000
Arena Work Before and After Events		2,000	2,000
Grating of Dirt Parking Lot		1,000	1,000
Advertising		2,000	5,000
Tent Rental and Setup/Take Down	2,784		2,784
Additional Bus Transportation		2,000	2,000
Premium Expenses		4,250	4,250
Exhibit Expenses		5,400	5,400
Fair Entertainment Expenses		5,000	5,000
Total:		28,650	31,434

Redevelopment Funds as a % of total event costs: 8.97 %

Projected Revenues: \$	28,650
Projected Net Profit/Loss: \$	-2,784

Annual Budget of Organization:

	2018	2019	2020
Income:	\$ 29,743	\$ 31,434	\$ 34,050
Expenses:	\$ 28,734	\$ 28,650	\$ 29,050
Reserves:	\$ 1,009	\$ - 2,784	\$ 3,000

List any prior Redevelopment funding

2018:	5,000
2017:	10,000
2016:	0
2015:	0

Number of years your organization has existed: 105 years

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

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

To date, in-kind sponsorships and financial donations have been received from Quickspace, Costco, Carson City Visitor's Bureau (CCVB), Walmart, Carson City Elks BPOE #2217 (\$1,100), JAC, Simerson Events, LLC.



Describe any efforts to obtain funding from other sources:

4-H Youth and their families along with Extension and Fair Board Members are actively seeking sponsorships and donations from the community. In addition, several partners are providing in-kind sponsorships. While intense efforts are being expended to attain donations and sponsorships to meet budget goals, approximately \$5,500 is the value of both in-kind and monetary contributions at this time.

Describe why Redevelopment funds are required for the special event:

Redevelopment funds for the tents totaling \$ 2,783.83 are the most critical need in order to accommodate the small and large livestock for show and sale fair events. These temporary shelters are extremely necessary due to the intense summer weather conditions that can severely affect the animals' health and condition. In this way, numerous visitors can witness and enjoy further education about the quality care and condition of livestock owned by our local 4-H and FFA youth. As well, the youth are able to fulfill their personal goals of completing their livestock projects by having a safe, secure, and sheltered space to show and sell their animals.

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):

Initial data suggests that this year's attendees and visitors will come from surrounding areas including California, Oregon, Nevada counties, especially Lyon, Washoe, Storey, Churchill and Douglas Counties. Social media and traditional marketing activities are being implemented targeting the goal of gaining 1,000 to 2,000 more visitors and participants this year for the 2019 Fair to be held in Fuji Park. It has been and is expected that these and hundreds of additional families will stay in, shop at retail venues and eat in restaurants during their stays in Carson City, especially in area #2.

List other organizations and businesses partnering or participating in the event:

Northern Antique Tractor and Engine Club, Carson City Elks Lodge BPOE #2217, CCVP, Nevada Appeal, Carson Now, FFA, Simerson Events, LLC, the Nevada Cattlemen's and Cattlewomen's Organizations to date, and others such as the Fandango Casino, Carson City Chamber of Commerce, The Greenhouse Project, and the Carson City Lions Club have either been sent communications or will be approached about adding their support and possible involvement with the 2019 Carson City, Nevada Fair Board members, the UNR Cooperative Extension, and more than 100 community and Extension volunteers.

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

All of Fuji Park and the Fairgrounds serve as the location for the event. No street closures are planned at this time.

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

If not, what approvals are still pending?

Submitted, finalization in process.

How do you plan to market and advertise the event?

With help from CCVB, fair partners and their channels, local/regional/state print and online newspapers, farm organizations, 4-H Club and FFA chapters and the UNR Cooperative Extension Communications Team.

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

Increased numbers of youth groups and adult focused static events are planned for 2020, such as a pie baking and bread making contests where open judging will be hosted. Also there will be exploration of offering equine, llama and other livestock classes in addition to expanded small animal and poultry class offerings.

Explain how the special event will be able to transition away from City funding support in the future:

The goal of the Fair Planning Committee is that through grant funding opportunities, sponsorships/ donations, and potential income generated at 2019 fair events, including this year' s new demolition derby, that the fair will become self-sustaining.

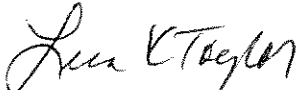
**Acknowledgment of Application Provisions: (please check each that you acknowledge)**

- 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:



4.14.2019

**\*Note:** ALL project related invoices and receipts 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.

## 2019 Carson City, Nevada Fair (Draft 4.14.2019 lkt)

<b>Dan Kastens and April Lively</b> - Carson City Parks and Recreation Department	<b>Chelsey Simerson</b> Fair Co-Chair Fundraising and Sponsor Relations	<b>Cara Strasser</b> Fair Co-Chair Vendor Relations and Management	<b>David Peterson and Staff</b> Members – Carson City Culture and Tourism Authority
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Carson City Fair Planning Committee/Board Leaders

**Karen M. Beatty**, Vice Chairperson  
 University of Nevada Cooperative Extension,  
 Financial Manager and Fair Entry Coordination  
 Including Fair Book Development

<b>Lindsay Chichester</b> , Carson City Extension Program Leader and Board Advisor University of Nevada Cooperative Including Livestock Show and Sale, Safety Event Management	<b>Lisa K. Taylor</b> , Carson City Extension Program Leader and Board Advisor University of Nevada Cooperative Contracts and Community Relations, City and Facility Coordination Volunteer Recruitment, Media Relations	<b>Sarah L. Chvilicek</b> Wahsoe County 4-H Extension Program Leader and Board Advisor, University of Nevada Cooperative Including Livestock Show and Sale
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Community Partners, Volunteers and Event Judges – Coordinated by LKT and Jim Barcellos	<b>Jim Barcellos</b> , Static Exhibits; <b>Sandra Wallin</b> , Facilities and Fundraising Coordinator; <b>Marie Markovich</b> , Materials Manager University of Nevada Cooperative Extension	Sponsors and In-Kind Contributors – CCCTA, BPOE #2177, NNAPC
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<b>Suzanne Schneider</b> , Chair Tractor Show - No. NV Antique Power Club (NNAPC EDGE & TA Br 132)	<b>Dru Simerson and Team Members</b> Simerson Events, LLC – Contractor - Demolition Derby	<b>Carol Park</b> , Chair Exhibit Hall Food Management (Elks Lodge BPOE #2177)
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George Smith, Demolition Derby Announcer	Larry Burton A Day at the Fair Program	Ethan Mower Special Events Manager	20/30 Club Demolition Derby Sales	Media Partners- Nevada Appeal, CarsonNow	Carson City Visitor's Bureau	Cedric Lucky, Entertainment	Jenny Treece Family Involvement and Marketing	4-H Club Leaders Members Fundraising 4-H	FFA Youth Involvement and Volunteerism
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# 2019 Carson City Fair - Schedule of Events

All Events are at Fuji Park, unless otherwise stated

*\*\* Schedule of Events subject to change \*\**

## Monday–Wednesday, July 22-24

Set-up of Fuji Park All Day

## Thursday, July 25

Dog show – Check in 7:30 am–8 am  
 Dog show – Showmanship, Obedience & Rally 8 am-done  
 Static Show Exhibit Check-In 7 am-11 am  
 Static Show Judging and Display of Items 1 pm-done  
 Livestock Health Check, Weigh-In & Check-In 4 pm-6 pm

## Friday, July 26

Elk's Club Breakfast (Exhibit Hall) 6:30 am-10 am  
 Silent Auction Begins (Exhibit Hall) 8 am-10 pm  
 Exhibit Hall Open 8 am-10 pm  
 Youth Livestock Showmanship – All Species 8 am-done  
 Set-up for Antique Tractor Show 8 am-5 pm  
 Elk's Lunch (Exhibit Hall) 10 am-2 pm  
 Family Fun and Vendors 11 am-10 pm  
 Youth Livestock Quality/Market Show 3 pm-done

Show Order:

Swine, Sheep, Goats, Beef, Dairy Goats, Dairy Cattle

Youth Livestock Breeding – All Species (following Market show)

Dog Show Check-In 3:30 pm  
 Dog Show –Agility 4 pm-6 pm  
 Small Animal Check-In 3:30 pm-4:30 pm  
 Small Animal (Rabbit, Cavy and Poultry Show) 5 pm  
 Live Music (Grassy Area) 4:30 pm-10 pm  
 Grand Opening Ceremony (Arena) 7:30 pm  
 Demolition Derby (Arena) 8 pm-10 pm

No livestock animals are to be released until noon. on Sunday!

## Saturday, July 27

Elk's Club Breakfast 6:30 am-10am  
 Exhibit Hall Open 8 am-10 pm  
 Youth Round Robin/Master Showmanship 8 am-done

Potentially includes:

Swine, Sheep, Goats, Beef, Dairy Goats, Dairy

Cattle, Rabbits, Cavy and Poultry

Antique Power Show EDGE&TA Branch 132 8 am-5 pm  
 Antique Engines and Tractors 8 am-5 pm  
 Antique Cars and Trucks 8 am-5 pm  
 Kids Tractor Pulls 8 am-2 pm

Robert Foster's Antique Scales 8 am-10 pm  
 Tractor Parade 11 am  
 Silent Auction 8 am-10 pm  
 Progressive Ag Safety Day 9 am-12 pm  
 Community Resource Awareness Day 9 am-3 pm  
 Elk's Lunch (Exhibit Hall) 10 am-2 pm  
 Family Fun and Vendors 11 am-10 pm  
 American Ninja Farmer 3 pm  
 Live Music (Grassy Area) 4:30-10 pm  
 Tractor Show Closes 5 pm  
 Livestock Buyer Registration 3 pm-5 pm  
 Youth Livestock Auction Begins at 5 pm

Sale Order:

Grand and Reserve Champion animals followed by remaining animals of each species; Swine, Sheep, Goats, Beef

Demolition Derby (arena) 8-10pm

No livestock animals are to be released until noon on Sunday!

## Sunday, July 28

Elk's Club Breakfast 6:30 am-10 am  
 Silent Auction 8 am-12 pm  
 Winners announced 12 pm  
 Pay for and pick-up items 12 pm-3 pm  
 Exhibit Hall Open 8 am-3 pm  
 Antique Power Show EDGE&TA Branch 132 8 am-5 pm  
 Antique Engines and Tractors 8 am-3 pm  
 Antique Cars and Trucks 8 am-3 pm  
 Kids Tractor Pulls 8 am-1 pm  
 Robert Foster's Antique Scales 8 am-3 pm  
 Tractor Parade 10 am  
 Elk's Lunch (Exhibit Hall) 10 am-2 pm  
 Hot Dog, Jello Eating & Chili Cookoff 11:30 am  
 Remaining Livestock Animals Released 12 pm  
 Family Fun and Vendors 11 am-3 pm  
 Raffle Tractor Drawing 2 pm  
 Static Exhibits Released 2 pm-3 pm  
 Antique Power Show EDGE&TA Branch 132 Closes-3 pm

## Monday, July 29

Tear-down and clean-up 7 am-5 pm

# LISA K. TAYLOR

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Battle Mountain, NV 89820

(580)313-0968 (m)  
lkramertaylor@gmail.com

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## OVERVIEW

- Wrote proposals, managed funds, and conducted evaluation of grant programs ranging from \$200 to \$2.5 million.
- Evaluated public and private programs affecting the lives of Nevada, Oklahoma and Colorado citizens in areas of public-private projects, formal organizational management, Cooperative Extension Service programming, and vocational education.
- Provided personalized research, education, and outreach to youth, families, citizens, community stakeholders, employers, P-12 school instructors, and post-secondary staff and faculty.

## PROFESSIONAL EXPERIENCE

### Assistant Professor and Extension Educator

#### **University of Nevada Cooperative Extension (2016 to Present)**

- Establishing priorities for university programming locally through a community-based needs assessment to be reported through university Extension publications, social media, oral presentations, and print-based periodicals.
- Promotion and student recruitment for the university Graduate School and Office of International Students and Scholars.
- Serving and participating on Lander County Economic Development Board; agricultural, family and consumer sciences, university program and policy committees; and an international cultural initiative to foster collaboration and service to address local priorities and issues.

### Graduate Teaching and Research Associate

#### **Oklahoma State University (OSU) College of Agriculture and Natural Resources, Department of Agricultural Education, Communications, and Leadership (2014 to 2016)**

- Coordinated planning and delivery of entrepreneurial training for 23 African Fellows as an integral component of the OSU Empowering Aspiring Entrepreneurs for Economic Success program, sponsored by the U.S. Department of State.
- Conducted quantitative and qualitative research resulting in professional presentations and posters at educational and entrepreneurship conferences in California, Colorado, Missouri, Oregon, South Carolina, and Texas in the U.S. and India, Mexico, and The Netherlands internationally.
- Represented department graduate student member organization as delegate in the university Graduate Student Organization serving more than 5,000 students.
- Honored as one of 20 University Ambassadors serving as recruiters and spokespersons for the OSU Graduate College.

### Adult Family and Consumer Sciences/4-H Youth Development Extension Educator/County Director

#### **Oklahoma State University Cooperative Extension Service (2007 to 2014)**

- Established and coordinated Muskogee Real Okie PRIDE Program where 427 frontline Muskogee city employees were trained through Train-the-Trainer and ongoing customer service preparation to implement the program as an integral part of their work.
- Fostered multiple community coalitions that unified civic and government organizations in addressing local needs such as scholarships, positive life skill training, and disease prevention.

### Youth Development and Enrichment Coordinator

#### **Arapahoe County Cooperative Extension-Littleton, Colorado (2004 to 2007)**

- Researched, developed, delivered, and evaluated afterschool and summer 4-H programs in four Aurora middle schools and six elementary schools. Coordinated community, homeschool parent, 4-H leader, educator, and Foundation volunteers.
- Developed youth development curriculum focused on building confidence while developing life skills in more than 300 Hispanic and African American students covering 12 areas including horticulture, nutrition and food preparation, child and pet care, and creative arts.

**Youth Information Services and Circulation Worker**

***Smoky Hill Branch Library-Centennial, Colorado (2001 to 2004)***

- Planned, coordinated and conducted evaluation of the “Read for the Gold” Summer Reading Kickoff event reaching 2,166 young patrons and families in library service area.
- Cultivated collaborative relationships with the National Western Stock Show leaders.
- Researched, coordinated development, and produced a Hispanic cultural curriculum for use by Aurora, Colorado school educators with 1,270 students across the district.

**Project Manager, Evaluator, Expediter, Consultant for Multiple Educational, Civic, and Professional Organizations including *Ameliorate, Brinker International, Center for Occupational Research and Development, Colorado Agricultural Teachers’ Association, The Colorado Beef Council, The Colorado Community College and Occupational Education System, The Colorado Solar Energy Association, Crosslands Construction Company, Extended Stay America, RCI-Denver (1988 to 2004)***

- Implemented program and evaluation plans specifically tailored to client needs of representation and negotiation with governmental agencies, policy and regulation requirements, and external evaluation on state, regional, and national levels.
- Cultivated and sustained beneficial relationships among diverse partners to accomplish project goals to meet identified timelines and budgetary considerations.

**Executive Vice President**

***American National CattleWomen-Englewood, Colorado (1994 to 1996)***

- Solicited, coordinated, and managed funding of multi-million dollar budget for national programs and international marketing activities, and increasing sponsors from 10 to 25.
- Trained and supported volunteers in implementing state and national programs such as a science based food safety curriculum in schools.
- Developed, edited, and distributed bimonthly publications, annual reports and brochures.

**Project Director and Grant Writer**

***North Central Texas Tech-Prep Consortium-Dallas, Texas (1992 to 1994)***

- Managed \$625,000 budget used to impact 400,000 students across five community college districts.
- Empowered consortium-wide coordinators as well as local steering committee members in directing staff activities to foster stakeholder ownership of project.

**National Author/Trainer, Statewide Project Coordinator, and College Instructor**

***Laramie County Community College-Cheyenne, Wyoming (1989 to 1992)***

- Coordinated, compiled, and edited contributions of seven writers as the basis of an industry relevant science textbook, *Nutrition Unit: Applied Biology Chemistry*.
- Coordinated assessment and field-testing of innovative high school science curriculum.
- Provided training, field-testing, mentoring, and guidance to more than 500 teachers from 40 states.

**K-12 School Education Specialist**

***Western Dairy Council-Thornton, Colorado (1984-1988)***

- Developed and delivered industry relevant nutrition programs, educational materials, and media releases for use in Colorado, Montana, and Wyoming.
- Conducted longitudinal and short-term educational evaluations of national and regional educational curricula.



**Store Manager and Food Demonstrator**

**Friedman's Microwave Ovens-Littleton, Colorado (1983-1984)**

- Supervised and managed five employees in selling microwave cooking appliances and related supplies, materials, and equipment.
- Managed monitoring and restocking of more than \$100,000 of microwave cooking appliances and other related inventory.
- Developed and delivered consumer focused food preparation programs, educational materials, and media releases for use in the southern region of the Colorado territory.

**Assistant Lobbyist**

**Special District Association-Denver, Colorado (1982-1983)**

- Briefing and preparation of lobbyist and SDA members for legislative and state, regional and local issue testimony, bill preparation, and public programs.
- Developed and managed delivery of quarterly publications and news releases to organization impacted by Colorado Special District organizational activities.
- Trained and supported a member-led committee to plan, accomplish, and evaluate the hosting of annual and regional conferences.

**Vocational Home Economics Teacher and Future Homemakers of America (FHA) Advisor**

**Ranum and Bethune Junior and Senior High Schools-Denver, and Bethune, Colorado (1980-1982)**

- Research, preparation, and delivery of home economics lessons specifically tailored to meet the needs of courses in five areas -- food and nutrition; consumer and financial management; human development; housing and interiors; textiles and clothing and duties as assigned.
- Recruited and sponsored FHA groups at both the junior and senior high levels focused on leadership development, homemaking skill development, and vocational placement in careers related to five curriculum areas.
- Developed and maintained collaborative relationships with colleagues, administrators, and my vocational home economics advisory committee members.

**EDUCATION**

**Ph.D.** College of Agriculture and Natural Resources, Dept. of Agricultural Education, Communications, and Leadership: Spring 2017

Dissertation Topic: *Entrepreneurial learning and mentoring: A multicase study of the experiences of African entrepreneurs in Oklahoma and impacts on their business ventures in Kenya, South Africa, and Uganda*

**M.A.** College of Agricultural Sciences, Colorado State University (CSU), Fort Collins, CO, 1989

Thesis Title: *Colorado Science Teachers' Perceptions of Agriculture*

**B.S. Double Degrees** Vocational Home Economics Education and Consumer Sciences, CSU, Fort Collins, CO, 1981

**PEER-REVIEWED JOURNAL RESEARCH PUBLICATIONS**

Taylor, L. K., Maiga, A.A., & Raun, W.R. (2018). Perceptions of Greenseeder® Hand Planter Users: Implications for Global Diffusion. *Journal of Arid Land Studies*, (Accepted 3/28/2018). B. R. Ambedkar Bihar University, Bihar, India.

Taylor, L. K. (2017). *Entrepreneurial learning and mentoring: A multicase study of the experiences of African entrepreneurs in Oklahoma and impacts on their business ventures in Kenya, South Africa, and Uganda*. (Doctoral dissertation accepted and submitted to ProQuest April 29, 2017). Oklahoma State University, Stillwater, OK.

Jayarathne, K. S. U., Taylor, L. K., Edwards, M. C., Sitton, S., Cartmell, D. D., Watters, C. E., & Henneberry, S. R. (2017). Evaluation of an international entrepreneur exchange program: Impacts, lessons learned, and implications for agricultural development. *Journal of International Agricultural and Extension Education*, #2017-1009.

**PEER-REVIEWED RESEARCH CONFERENCE PROCEEDINGS, ORAL, AND POSTER PRESENTATIONS**

(Presenters underlined)

- Taylor, L. K., Edwards, C. M., Baker, M. A., Watters, C. E., & Rutledge, J. A. (2018). African entrepreneurs' perceptions on the mentoring aspects of a cross-cultural, professional development experience: Implications for future programs. Proceedings of the 2018 National Association of Agricultural Education (AAAE) Research Conference, Charleston, SC.
- Taylor, L. K., Edwards, C. M., Baker, M. A., Watters, C. E., Rutledge, J. A., Sitton, S., Cartmell, D. D., & Henneberry, S. R. (2018, April 16-20). Entrepreneur fellows' perceptions after participating in a fellowship program to empower their economic success: Voices from Kenya, South Africa, and Uganda (Invitation Accepted for Oral Presentation). 2018 Association for International Agriculture Education and Extension (AIAEE) Research Conference, Merida, Yucatan, Mexico.
- Taylor, L. K., Maiga, A. A., & Raun, W.R. (2018). Perceptions of Greenseeder<sup>®</sup> Hand Planter Users: Implications for Global Diffusion (Oral Presentation). *The 13<sup>th</sup> International Conference on Desert Technology*, Chennai-Puducherry, India.
- Taylor, L. K., Edwards, M. C., Baker, M. A., Watters, C. E., & Rutledge, J. A. (2017). A multicase study of the perceptions of African Agricultural and allied sector entrepreneurs regarding their entrepreneurial training experiences in the United States: Implications for mentoring relationships and program results. Proceedings of the 2017 Western Conference of the Association of Agricultural Education (WAEED), Colorado State University, Fort Collins, CO.
- Taylor, L. K., Edwards, C. M., Baker, M. A., Watters, C. E., Rutledge, J. A., Sitton, S., Cartmell, D. D., & Henneberry, S. R. (2017). Entrepreneur fellows' perceptions after participating in a fellowship program to empower their economic success: Voices from Kenya, South Africa, and Uganda. Proceedings of the 2017 Association for International Agriculture Education and Extension (AIAEE) Research Conference, Minneapolis, MN. Awarded outstanding student presentation (4/27/2017).
- Taylor, L. K., Maiga, A. A., Raun, W. R., Edwards, M. C., Baker, M. A., & Ringer, J. J. (2016). Early users' views on the Greenseeder<sup>®</sup> hand planter: Implications for improvement and widespread diffusion. *Proceedings of 2016 Association for International Agriculture Education and Extension (AIAEE) Research Conference*, Portland, OR.
- Taylor, L. K., Maiga, A. A., Raun, W. R., Edwards, M. C., Baker, M. A., & Ringer, J. J. (2016). Early users' views on the Greenseeder<sup>®</sup> hand planter: Implications for improvement and widespread diffusion (Oral Presentation). *Proceedings of the 2016 Association for International Agriculture Education and Extension (AIAEE) Research Conference*, Portland, OR, and 2016 OSU Research Week Doctoral Showcase, Stillwater, OK.
- Taylor, L. K., Ramsey, J. W., & Edwards, C. M. (2016). Digital binders as information resource tools for today's volunteer: Volunteer mentorship for African professional entrepreneurial fellows (Poster Presentation). *Proceedings of the 2016 Association for International Agriculture Education and Extension (AIAEE) Research Conference*, Portland, OR.
- Taylor, L. K., & Watters, C. E. (2016). Using Kolb's experiential learning theory to teach social entrepreneurship concepts using an appropriate technology relevant in developing countries. *Proceedings of the 2016 United States Association for Small Business and Entrepreneurship Research (USABE) Conference*, San Diego, CA.
- Taylor, L. K., Matofari, F. N., Edwards, M. C., Jayaratne, K. S. U., Sitton, S. P., Cartmell II, D. D., Henneberry, S. R., Watters, C. E., & Maroney, B., (2015). Assessment of a professional fellows program to empower entrepreneurs for economic success in Sub-Saharan Africa (Oral Presentation). *Proceedings of the 2015 Association for International Agriculture Education and Extension (AIAEE) Research Conference*,

# LISA K. TAYLOR

## Page 5

Wageningen, the Netherlands. Retrieved from

<https://www.aiaee.org/index.php/vol-22-2-summer-15/1622-conference-presentation-and-poster-abstracts-supplement>

Taylor, L. K., Edwards, M. C. Sitton, S. P., Cartmell II, D. D., Matofari, F. N., & Maroney, B. (2015). A qualitative analysis of the training experiences of 12 African entrepreneur fellows at Oklahoma State University: What did they learn? (Poster Presentation). *2015 Universality of Global Education Issues Conference Program*. Sam Houston State University, The Woodlands, TX.

### EDUCATIONAL PUBLICATIONS

Routh, S., Taylor, L. K., Lasley, R. & Gandy, B. (2013). *Financial management for bogus check writers training manual for Oklahoma FCS Extension Educators*. Chickasha, OK: OSU Extension.

Taylor, L. K. (1996). *The state Of ANCW: A national report*. (Distributed nationally to partner organizations, donors, state organizations, and members). Englewood, CO: ANCW.

Taylor, L. K., Dooley, V. D., Hammarlund, V. A., Howarth, J. N., Melonakis, T., Rudolph, Jr., J. L. & Schiemek, R. L. (1991). *Applied Biology/Chemistry: Nutrition*. Waco, TX: Center for Occupational Research and Development.

Taylor, L. K. (1989). *Colorado science teachers' perceptions of agriculture* (Unpublished master's thesis). Fort Collins, CO: Colorado State University.

### PROFESSIONAL INVOLVEMENT

**American Association for Agricultural Education** - Active Member; Presenter; 2016 Seaman Knapp Seminar Chair; Extension SIG Secretary; National AAEE Strategic Plan Goal #1 Team Member.

**American Evaluation Association** - Active Member; Extension Education Evaluation & Needs Assessment TIGs.

**Don Felker Financial Management Award Honoree** - Oklahoma and Southern Regional Awards.

**Association for International Agriculture Education and Extension** - Active Member and Presenter.

**Colorado Agricultural LEAD Fellow** - USSR and Belgium Intensive Study.

**Oklahoma Extension Association of Family and Consumer Sciences Organization** - E-Enterprise Newsletter Editor.

**OSU Graduate Student Agricultural Education, Communications, and Leadership** - Voting Delegate at University Graduate Student Organization Meetings and Active Member.

**United States Association for Small Business and Entrepreneurship** - Active Member and Presenter.

### UNIVERSITY LEADERSHIP AND PHILANTHROPIC ACTIVITIES

Nevada Cooperative Extension Committee Member (2018 to present)

Participation, research, evaluation, and recommendations related to Tenure-Non-tenure Position policies. Community Development Program, Health and Nutrition Program, and Advanced Technology Program areas as a member of statewide Extension committees.

Ambassador for OSU Graduate College and College of Agriculture and Natural Resources (2015-2016)

OSU student recruitment, program promotion, display development, and campus tour guide.

Entrepreneurial Mentoring and Support (2014-2016)

Provided ongoing mentorship to three entrepreneurs, one U.S. and two Ugandan in their quest to enhance their entrepreneurial ventures.

# LISA K. TAYLOR

## Page 6

Global entrepreneurship: Greenseeder® hand planter research, mentoring, and presentations (2014-2016)

Study design, data collection, related analysis, and reporting of quantitative research findings and recommended enhancements including marketing video development to increase maize production to combat global malnutrition and continued starvation.

United Way and International Student Fundraising Contributor (2014-2016)

Development and donation of fabric art pieces as contributions to fundraising and student scholarship campaigns valued at more than \$1,000.

4-H and Oklahoma Home and Community Education (OHCE) Volunteer Educator (2014-2016)

Provided leadership and support for seven 4-H members and nine OHCE members in fabric arts programs that resulted in enhanced self-confidence and life skill development.

Muskogee Food Bank Financial Management and Nutrition Client Educator (2014)

Developed and provided research based, relevant financial management and nutrition education training for at risk and disadvantaged family members receiving services from Muskogee Food Bank.

CAMELOT PARTY RENTALS, INC  
 152 CONEY ISLAND DR  
 SPARKS, NV 89431  
 (775) 355-9004



152 Coney Island Dr.  
 Sparks, NV 89431

**775-355-9004**

Fax 775-355-9042  
 www.camelotpartyrentals.biz

RENTED TO		JOB LOCATION	TICKET #	
UNIVERSITY OF NEVADA COOPERATIVE EXT. CARSON CITY 2621 NORTHGATE LN - SUITE 15 CARSON CITY NV 89706		CARSON CITY STATE FAIR FUJI PARK 601 OLD CLEAR CREEK RD CARSON CITY NV 89701	Pro# 441522  TYPE: CA	
DL/ID #	PHONE	JOB CONTACT	DATE	TIME
NA-000343261	H (775) 887-2252	( ) 000-0000	07/24/19	AM KSR
PO/JOB #	CONTACT NAME		DATE	TIME
	SANDY WALLIN 887-2252		07/29/19	PM KSR
DELIVERY: AM		PICK UP: AM		

PROPOSAL Charge for 1.50 Day(s) Page: 1

QTY	ITEM	DAY	EXT AMT	NET AMT
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Delivery Text : deliver on wednesday 7/24/19 am  
 event 7/25/19-7/28/19  
 pick-up on monday 7/29/19 am  
 contact: Sandy Wallin 887-2252  
 cell:

3	20X40 QWIKTOP FRAME & CANOPY	7233	560.00	2520.00	2520.00
	going on dirt				
	use water barrels				
	water onsite				
1	400D	CARSON CITY EAST 89701	495.00	495.00	495.00
-1	5740	SPONSORSHIP	-504.00	-504.00	-504.00

----- Payments -----

No Payment Made

Thank you for your order.  
 We appreciate your business!  
 We look forward to serving you  
 again!

I HAVE READ THE TERMS OF THIS CONTRACT FRONT AND BACK AND AGREE TO BE  
 BY THEM. I AUTHORIZE CAMELOT PARTY RENTALS TO MAKE APPROPRIATE CHARGES  
 TO MY CREDIT CARD

CUSTOMER X Lisa K Taylor

PRINT NAME X Lisa K Taylor

YOU PAY FOR ALL TIME OUT INCLUDING SATURDAYS, SUNDAYS AND  
 HOLIDAYS. SAVE MONEY • RETURN PROMPTLY

RENT 2520.00  
 DISCOUNT 0.00  
 SALES -504.00  
 DEL / LABOR 495.00  
 DMG WAIVER 252.00  
 ENV FEES 0.00  
 SALES TAX 20.83

TOTAL DUE 2783.83 TOTAL PAID 0.00  
 EST AMT DUE 2783.83

DRIVER: 21-MAR-19 15:49:11

**LINE ITEM OPERATING BUDGET**  
**NON PERSONNEL - DRAFT**  
 FY17 Actuals, Accept Budget for FY18, Projections for FY19 & FY20

<b>Fund and Department Number</b>	Ag Extension - 005
<b>Department or Function Name</b>	Cooperative Extension
<b>Prepared by</b>	

Budget								
Account #	Account Name	2017-2018	2018-2019	City Projections 2019-2020	Ag Ext Projections FY19	Change from City Projections	Ag Ext Projections FY2020	Reference to Detail
202-1000-971.30.00	Unreserved Fund Balance	\$0	\$0	\$21,704	\$24,621		\$29,104	
202-1000-461.01-02	Hourly/Seasonal Salary	\$12,907	\$12,068	\$10,500	\$10,500		\$10,500	
202-1000-461.02-25	Hourly Medicare	\$396	\$381	\$266	\$266		\$190	
202-1000-461.02-50	Hourly Workers Comp	\$209	\$206	\$150	\$197		\$217	
202-1000-461.03-30	Training	\$1,421	\$965	\$2,000	\$2,000		\$315	
202-1000-461.03-49	Contractual Services	\$115,773	\$119,368	\$323,855	\$323,855		\$117,525	Salary/Fringe w/3%COLA + Fund Balance
202-1000-461.03-70	Fair/Older Acct	\$5,410	\$0	\$0	\$0		\$0	
202-1000-461.04-30	Equipment Repair	\$1,756	\$70	\$2,000	\$1,800	(\$200)	\$1,800	
202-1000-461.04-40	Bldg Rental	\$10,682	\$0	\$0	\$0		\$0	
202-1000-461.04-45	Equipment Rental	\$2,274	\$2,084	\$3,500	\$3,500		\$3,500	Capler Lease
202-1000-461.05-40	Community Garden	\$80	\$320	\$1,309	\$1,309		\$1,309	
202-1000-461.05-41	4-H	\$2,330	\$1,892	\$1,200	\$2,100	(\$900)	\$2,100	
202-1000-461.05-45	Membership/Publications	\$334	\$598	\$1,000	\$1,000		\$1,000	
202-1000-461.05-80	Travel	\$0	\$0	\$5,000	\$4,700	(\$300)	\$4,700	Miscellaneous Travel
202-1000-461.05-82	Mileage	\$633	\$1,082	\$4,500	\$3,736	(\$764)	\$3,736	Mileage Reimbursement
202-1000-461.05-83	Current Fair	\$10,109	\$12,080	\$18,291	\$18,921		\$10,900	
202-1000-461.06-01	Office Supplies	\$2,357	\$1,049	\$5,000	\$5,000		\$5,000	
202-1000-461.06-02	Postage/Shipping	\$592	\$551	\$1,150	\$750	(\$400)	\$750	
202-1000-461.06-70	Operating Supplies	\$1,900	\$4,133	\$7,500	\$7,500		\$7,500	Copy Prices
202-1000-461.06-26	Small Furnishings	\$0	\$1,274	\$0	\$0		\$0	
202-1000-461.07-10	Telephone/Fax	\$4,642	\$4,896	\$5,000	\$5,000		\$5,000	Telephone, cell phone and fax
202-1000-461.07-12	Power	\$0	\$2,139	\$2,039	\$2,500	\$461	\$2,500	
202-1000-461.07-13	Heating	\$0	\$1,795	\$1,806	\$1,900	\$94	\$1,900	
202-1000-461.07-26	Water	\$0	\$1,028	\$791	\$1,100	\$309	\$1,100	
202-1000-461.09-01	ISC: General Fund	\$0	\$14,076	\$11,888	\$11,888		\$3,964	
202-1000-461.09-16	Insurance Fund	\$875	\$875	\$875	\$875		\$875	
		\$174,667	\$182,356	\$434,174	\$434,174		\$214,585	
Projection	Ad Velorum (Reflects Positive Fund Balance for FY19 & FY20)	\$181,212	\$185,738	\$434,174	\$434,174		\$214,056	
	**Spend Down Plan Listed Below							

UNR	Contractual Services (Reflects Positive Fund Balance for FY19 & FY20)	2017-2018	2018-2019	City Projections 2019-2020	Ag Ext Projections FY19	Change from City Projections	Ag Ext Projections FY2020	Reference to Detail
UNR Reimbursements	Office Assistant				\$54,251			
	STEM CBI				\$34,019			
	4-H CBI				\$44,834			
	Hispanic Outreach Coord.				\$14,228			
	Horticulture Assistance				\$7,752			

**\*\*Spend Down Plan**

Approx. Balance	Ad Velorum Tax Receipts	Projected Budget	Projected Deficit	Spend Down as per Yearly Projected	Resulting Balance Reserve Balance
	\$200,000				
FY 2019	\$171,455	\$230,531	\$59,076	\$140,924	
FY 2020	\$171,455	\$214,585	\$43,130	\$97,794	
FY 2021	\$171,455	\$214,585	\$43,130	\$54,664	
FY2022	\$171,455	\$214,585	\$43,130	\$11,534	\$29,104
FY2023	\$171,455	\$214,585	\$43,130		\$2,492