

Item # 28A

**City of Carson City  
Agenda Report**

**Date Submitted:** March 10, 2009

**Agenda Date Requested:** March 19, 2009

**To:** Board of Supervisors

**Time Requested:** 20 minutes

**From:** Joe McCarthy, Office of Business Development

**Subject Title:** Action to approve the expenditure of \$30,000 from the Revolving Fund for the Redevelopment Agency to support the Summer Concert Series for Summer 2009, a 15-week program, music for all ages, in numerous formats at several different venues throughout Downtown, as an expense necessary or incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan.

**Staff Summary:** This is a request to expend \$30,000 from the Revolving Fund for the Redevelopment Agency to support this year's Downtown Music Series for Summer 2009. NRS 279.628 permits the expenditure of money from the redevelopment revolving fund for the purpose of any expenses necessary of incidental to the carrying out of the redevelopment plan adopted by the Carson City Board of Supervisors. **PURSUANT TO NRS 279.628(2), SUCH EXPENDITURES MUST BE APPROVED BY A 2/3rds VOTE OF THE BOARD OF SUPERVISORS.** Prior to approving the expenditure, the Board of Supervisors must make the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan. The action requested of the Redevelopment Authority is to recommend to the Board of Supervisors the approval of this expenditure.

The Redevelopment Plan adopted by the Carson City Board of Supervisors provides that a purpose of the Plan is to "encourage and assist in providing 'people oriented areas' in the Downtown for daytime and evening special events and promotional activities," and "establish the highest level of recreational opportunity for residents and visitors of all age levels." Based upon previous years, the 15-week Concert Series attracts thousands to our Downtown during times that are otherwise quiet and inactive. The increased foot traffic generated by this event within this "people oriented area" has a direct impact on the success of many small businesses and cultural facilities throughout the area. Thus, there is a causal connection between this redevelopment effort and the need for the expenses. Additionally, these expenses are needed to ensure the success of the redevelopment plan, as this funding specifically pays for the production management and a portion of the promotional budget. Finally, this funding is incidental to overall cost of implementing the redevelopment plan. The amount requested, \$30,000 is essential to ensure this programming excellence, but is minor in comparison to the funding required to execute all the objectives of the redevelopment plan. Total Summer Concert Series Budget is \$161,000.

Resolution  
 Formal Action/Motion

Ordinance  
 Other (Specify) - None

**Does This Action Require A Business Impact Statement:**  Yes  No

**Recommended Board Action:** I move to approve the expenditure of \$30,000 from the Revolving Fund for the Redevelopment Agency to support the Summer Concert Series for Summer 2009, a 15-week program, music for all ages, in numerous formats at several different venues throughout Downtown., as an expense necessary or incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors and based upon the findings that there is a causal connection between this redevelopment effort and the need for the expenses, the expenses are needed to ensure the success of the redevelopment plan and that the amount of the expenses to be given are minor in comparison to the money required for the overall redevelopment plan.

**Explanation for Recommended Board Action:** This action would recommend to the Board of Supervisors the approval of the expenditure requested as an expense necessary or incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors and that the Board of Supervisors make the findings required for the expenditure.

**Applicable Statute, Code, Policy, Rule or Regulation:** NRS 279.382 – 279.685

**Fiscal Impact:** \$30,000 allocated in redevelopment's budget. We project that the City will generate approximately \$10,000 in additional food and beverage tax and \$5,000 in additional sales tax from the anticipated \$1,000,000 in new economic activity. The staging of these events will produce this new economic activity not only within the Downtown, but throughout the entire community. Staff continues to evaluate the funding needs and economic impacts of each event. As part of its presentation, staff will propose a plan to eventually transition responsibility for handling these special events programs to a fully realized Downtown Business Improvement District.

**Explanation of Impact:** Incidental to redevelopment's overall annual budget

**Funding Source:** Redevelopment's annual budget for special events

**Alternatives:** not approve the funding program, whole or in part

**Supporting Material:** Redevelopment Plan for Project Area No. 1, project overview, projected budget and staff report that further explains the strategic importance and area-wide benefit produced by the Summer Concert Series.

**Prepared By:** Joe McCarthy

**Reviewed By:** Joe McCarthy

(Department Head)

Date: 3-10-09

Date: 3-10-09

(City Manager)

(District Attorney)

(Finance Director)

Date: 3/11/09

Date: 3/11/09