

Item # 25c

City of Carson City Agenda Report

Date Submitted: March 10, 2009

Agenda Date Requested: March 19, 2009

To: Redevelopment Authority

Time Requested: 20 minutes

From: Joe McCarthy, Office of Business Development

Subject Title: Action to recommend to the Board of Supervisors the approval of the expenditure of \$45,500 from the Revolving Fund for the Redevelopment Agency to support the Curry Street Promenade for Summer 2009, a 15-week program, including a Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center, 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 \$45,500 from the Revolving Fund for the Redevelopment Agency to support the Curry Street Promenade 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. 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 Curry Street Promenade, including the Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center, attracts thousands to our Downtown during times that are otherwise quiet and inactive. The increased foot traffic generated by the Curry Street Promenade 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 professional management of the market, related family activities along Curry Street and at the Brewery Arts Center and a portion of the promotional budget. Finally, this funding is incidental to overall cost of implementing the redevelopment plan. The amount requested, \$45,500 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 Curry Street Promenade Budget is \$262,000.

Type of Action Requested:

(check one)

 Resolution Ordinance Formal Action/Motion Other (Specify) - None**Does This Action Require A Business Impact Statement:** Yes No

Recommended Board Action: I move to recommend to the Board of Supervisors the approval of the expenditure of \$45,500 from the Revolving Fund for the Redevelopment Agency to support the Curry Street Promenade for Summer 2009, a 15-week program, including a Saturday Morning Farmers' Market and related family activities along Curry Street and at the Brewery Arts Center, 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: \$45,500 allocated in redevelopment's budget. We project that the City will generate approximately \$15,000 in additional food and beverage tax and \$10,000 in additional sales tax from the anticipated \$1,500,000 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 Curry Street Promenade summer series.

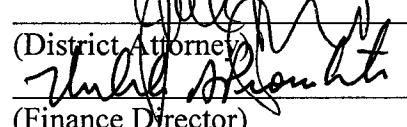
Prepared By: Joe McCarthy

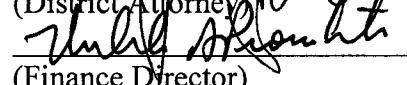
Reviewed By:

(Department Head)

Date: 3-10-09


(City Manager)


(District Attorney)


(Finance Director)

Date: 3-10-09

Date: 3-10-09

Date: 3-11-09