

Hem # 12-10

**City of Carson City  
Agenda Report**

**Date Submitted:** October 6, 2009

**Agenda Date Requested:** October 15, 2009

**To:** Redevelopment Authority

**Time Requested:** \_\_\_\_\_

*consent*

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

**Subject Title:** Action to approve and recommend to the Board of Supervisors the approval of the expenditure of \$4,500 from the Revolving Fund for the Redevelopment Agency to support the Silver & Snowflakes Holiday Tree Lighting, as an expense 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. (Joe McCarthy)

**Staff Summary:** This is a request to expend \$4,500 from the Revolving Fund from the Redevelopment Agency to support the Silver & Snowflakes Holiday Tree Lighting, a unique special event occurring in this fiscal year. NRS 279.628 permits the expenditure of money from the redevelopment revolving fund for the purpose of any expenses necessary or 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 Redevelopment Project Area 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, these long-standing events attract thousands to our Downtown during times that are otherwise quiet and inactive. The increased foot traffic generated 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 helps to pay for the production of the events. Finally, this funding is incidental to overall cost of implementing the redevelopment plan. The amount requested, \$4,500 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.

**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 approve and recommend to the Board of Supervisors the approval of the expenditure of \$4,500 from the Revolving Fund for the Redevelopment Agency to support the Silver & Snowflakes Holiday Tree Lighting, as an expense 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 approve the project and recommend to the Board of Supervisors the approval of the expenditure of money from the Revolving Fund for the Redevelopment Agency for the payment of money to support the event 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.

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

**Fiscal Impact:** \$4,500 has been budgeted this year to support the production and success of this event.

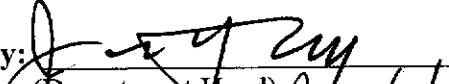
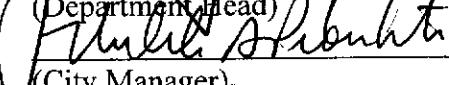
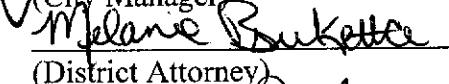
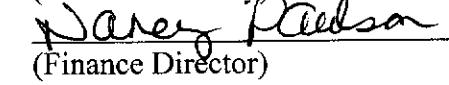
**Explanation of Impact:** Incidental to redevelopment's overall annual budget

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

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

**Supporting Material:** Application

**Prepared By:** Eva Chwalisz, Management Assistant

**Reviewed By:**   
(Department Head)  
  
(City Manager)  
  
(District Attorney)  
  
(Finance Director)

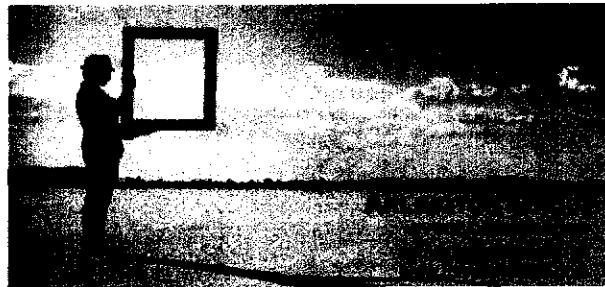
Date: 10-7-09

Date: 10/7/09

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Event Coordination, Graphics  
Craft shows, Themed events  
Music, Displays



Fred & Maxine Nietz  
P. O. Box 4156  
Carson City, NV 89702-4156  
phone: 775 887-1294  
fax: 775 887-1896  
[agEvents@sbcglobal.net](mailto:agEvents@sbcglobal.net)  
[www.EventsNevada.com](http://www.EventsNevada.com)

September 16, 2009

Chairman Robin Williamson  
Mr. Joe McCarthy  
Members of the Redevelopment Authority  
City Hall  
Carson City, Nevada

Dear Chairman Williamson, et al,

As you know, the **Silver & Snowflakes Holiday Tree Lighting** has been a joint City/State project for 17 years. It is the quintessential "hometown holiday" kick-off event and always attracts a large family crowd.

The event is held on the first Thursday in December, this year falling on December 3, 2009.

Festivities begin on the Capitol grounds. The State tree will be lit, Santa will give out candy canes, and the 300 voices of the Carson City 5<sup>th</sup> Grade Music Students Singing Ensemble and the CMS Red Hot Bell Peppers will contribute the music. A warm feeling envelopes the Capitol as families gather to hear children sing and to watch the tree and all of Carson Street spring to light. The young and young at heart all squeal with delight as Santa arrives in a decorated 1926 Model T driven by "Beau" the golden retriever. A veritable herd of creative willow "reindeer" made by local school children, under the guidance of "Willow" Bill, will be placed on the Capitol lawn and above the Capitol portico and lit with white lights. Reindeer will be placed all along the Highway 395 corridor.

This event began as a Mainstreet project, in coordination with the State. It is now and has been for many years, a Redevelopment project. Redevelopment has supported this event as it has grown into a community mainstay. Parents, kids, teachers, and public officials await the chance to show Carson City in a most positive light.

Attached please find my application for funding for this year's event. Contact me if there are any questions or issues of concern. I look forward to seeing you there.

Regards,

Maxine Nietz  
Arlington Group Events LLC  
[maxine.ag@sbcglobal.net](mailto:maxine.ag@sbcglobal.net)

**MAXINE NIETZ**

P.O. Box 4156, Carson City, NV 89702-4156  
(775) 887-1294 phone, (775) 887-1896 fax  
ccenv@sbcglobal.net

**Capital City Computing**

*Principal.* Computer consulting service specializing in programming and training. Programming in Access Visual Basic, SQL language, WordPerfect PerfectScript, DOS, dBase, and FoxPro as well as macro programming in Excel and Lotus. On-site training for large or small groups in all the above programs and Windows, Quicken, Word, and QuattroPro, and others.

**Arlington Group**

1997 to Present

*Partner.* Event planning and coordination service, specializing in craft fairs and community events.

**AT&T**

1981 to 1989

*Market Analyst.* Provided technical support for sales of advanced services.

*Project Coordinator.* Implemented a new office featuring new technology. After opening, served as Office Administrator.

*Private Line Supervisor.* Supervised 10 technicians in the San Francisco central office, including training and field support.

*Engineering Supervisor* for facilities in the Mountain and Pacific Northwest states areas.

**Lockheed Missiles & Space Company**

1979 to 1981

*Satellite Operations Planner-Analyst.* Tracking, commanding and monitoring four Department of Defense satellites.

**Jet Propulsion Laboratory**

1976 to 1979

*Project Voyager Operations Planner/Scheduler.* Determined and negotiated for radio tracking and data processing up and downlink requirements for two Voyager spacecraft.

*Mission Operations Controller.* Directly responsible for tracking station, command, and telemetry data up and downlinks for Voyager, Viking, Pioneer, and Helios NASA spacecraft.

**New York City Police Department**

1973 to 1976

*Police Administrative Aide.* Under Model Cities Program, assigned to the 24<sup>th</sup> Precinct. Duties included dispatch, communications, crime reports and record keeping.

**Community Activities**

Carson City Library Board of Trustees	2007 to Present
Downtown Carson City Business Association, Facilitator	2002 to 2004
Carson City Television Commission (currently inactive)	1998 to Present
Western Nevada Community College Carson City Advisory Board	1996 to Present
Carson Advocates for Cancer Care	1996 to Present
Carson City Mainstreet/Downtown Mainstreet Council	1990 to 1994, 1997 to 2001
Carson City Regional Planning Commission	1991 to 1996
Candidate for Nevada State Assembly	1994
Leadership Carson City	1992
Bernal Heights East Slope Design Review Board	1988 to 1989

**Education**

Bachelor of Science in Civil Engineering, The Cooper Union, New York City

1976

**Consolidated Municipality of Carson City  
Office of Business Development**



**Events Program Application**

Organization Name: Arlington Group Events LLC	Date: 09/16/2009	
Organizational Structure (delineate lines of responsibility)		
Organization Mailing Address:  PO Box 4156 Carson City, NV 89702		
Organization URL Address: <a href="http://www.EventsNevada.com">www.EventsNevada.com</a>		
Contact Name for Project: Maxine Nietz	Contact Phone Number: 887-1294	
Address for Project Contact:  PO Box 4156 Carson City, NV 89702	Contact Fax: 887-1896	
	Contact E-mail: maxine.ag@sbcglobal.net	
Name of Event Silver & Snowflakes Holiday Tree Lighting	URL of Event: <a href="http://www.EventsNevada.com/treelighting.html">www.EventsNevada.com/treelighting.html</a>	
Purpose of Organization:  Events production	Fax of Event: 887-1896	
	E-mail of Event: maxine.ag@sbcglobal.net	
Annual Budget of Organization: Not Applicable	How event vision complies with objectives of redevelopment agency plan:  Improve the quality of life; Encourage "people oriented areas" in the Downtown for evening special events; Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels; Promote greater cooperation between City and School District; Promote greater cooperation between City and State government.	
Last Year Income: \$ _____	Present Year \$ _____	Next Year \$ _____
Expenses: \$ _____	\$ _____	\$ _____
Reserves: \$ _____	\$ _____	\$ _____
How long Organization formally organized? 12 yrs	Why are redevelopment funds needed?  This event is a City event. It has been funded by Redevelopment for many years.	
Event Name: Silver & Snowflakes Holiday Tree Lighting	Project Area: (check one)  • Area #1 <input checked="" type="checkbox"/> • Area #2 <input type="checkbox"/>	
Previous Redevelopment Authority Grant Funding Received, If any:		
Year: This event is a City event. It has been funded by Redevelopment for many years.		
Year:		
Year:		

<p>Event Director Name: Maxine Nietz</p>			
<p>Event Director Resume: (please attach) Attached as page 6</p>		<p>Event Director Address:: PO Box 4156 Carson City, NV 89702</p>	
<p>Event Director Phone: Cell: 691-6355 Land: 887-1294</p>		<p>Event Director Email: maxine.ag@sbcglobal.net</p>	
<p>Event Description and Brief Objectives:</p> <p>Tree lightings, Santa arrives, CC school children sing and play bells, dignitaries speak, placement of willow reindeer created by school children.</p> <p>To bring people downtown on a weekday evening to experience a great family-friendly event and acquaint them with the amenities of downtown.</p>			
<p>Proof entity has authority to conduct special event.</p> <p>List all permits at right:</p>			
<p>Total Event Cost Breakdown: (list at right)</p>	\$ 100 - Programs	\$ 1,000 - Sound system	\$
	\$ 150 - Carolers	\$ 2,500 - Management	\$
	\$ 150 - CMS Bell Choir	\$	\$
	\$ 200 - Coffee, etc.	\$	\$
	\$ 100 - Photography	\$	\$
	\$ 300 - Reindeer supplies	\$	\$
	<b>Total</b>	<b>\$4,500.00</b>	
<p>Pro Forma Profit and Loss statement for Event: (list at right)</p>	Revenue	Expense	Reserves
	Not Applicable	Not Applicable	Not Applicable
	<b>Total</b>		
<b>Total Estimated Event Cost</b>	<b>\$</b>	<b>\$4,500.00</b>	
<b>Total Incentive Funds Requested</b>	<b>\$</b>	<b>\$4,500.00</b>	
<b>Incentive as a % of total project</b>	<b>%</b>	<b>100</b>	

Attach 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. Corresponding tax returns should also be included.

Identify current banking relationships and major credit references: Not Applicable		LIST HERE:
Estimated Event Completion Date 12/04/2009		
Will your organization benefit from event?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If yes, how:		
Will your event increase business in the plan area?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If yes, how? To bring people downtown on a weekday evening to experience a great family-friendly event and acquaint them with the amenities of downtown.		
Define, in detail, the marketing and promotional plan: Free and public access advertising		
What facilities in the Redevelopment Plan Area will be used? f/o Capitol building; f/o 1st Presbyterian Church		
Are there other events taking place at the same time as your event? If yes, name and define. No		Describe all partnerships from other businesses in service of your event. Not Applicable
• Expected attendance: 2,500	• Name all vendors and associated fees. Not Applicable	Define how event will become totally self funding?  This event is a City event. It has been funded by Redevelopment for many years. There is no plan for this event to become totally self funded.
Name all team members and attach resumes: Not Applicable	*Architect / *Designer  *Contractor(s)	
	*Attorney	
	*Accountant	
	*Project Manager	
<ul style="list-style-type: none"> <li>• Your project must conform to all applicable codes, ordinances, and regulations</li> <li>• Shop drawings must also be submitted for review for all venues and signs prior to beginning work.</li> </ul>		
<b>Acknowledgement of Application Provisions:</b> (please check each that you acknowledge)		
<input checked="" type="checkbox"/> I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.		
<input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.		
<input checked="" type="checkbox"/> 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.

Applicants Signature	Maxine Nietz	Digitally signed by Maxine Nietz DN: CN = Maxine Nietz, C = US, O = Arlington Group Date: 2009.09.16 15:11:49 -07'00'	Date: 09/16/2009
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**\*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.

(For Internal Use Only)	Date
Application Approved:	
Event Commenced:	
Event Completed:	
Reimbursement Request submitted to Finance Department	
Reimbursement remitted to Applicant	