

**Carson City
Agenda Report**

Date Submitted: June 7, 2011

Agenda Date Requested: June 16, 2011

To: Board of Supervisors

Time Requested: 5 min.

From: Office of Business Development

Subject Title: Action to adopt a resolution authorizing the expenditure up to \$108,623 from the fiscal year 2011/12 Revolving Fund of the Redevelopment Agency to support various special events in Carson City as an expense incidental to the carrying out of the redevelopment plan. (Lee Plemel)

Staff Summary: On June 6, 2011, the Redevelopment Authority Citizens Committee (RACC) recommended approval of funding to expend up to \$108,623 from the fiscal year 2011/12 Revolving Fund of the Redevelopment Agency. The Redevelopment Agency has received more requests for funding (\$120,500 total) than there are Redevelopment funds available (approximately \$108,623) to support the requests, leaving a funding shortfall of approximately \$11,877. The requests include \$15,000 for RSVP summer events, \$5,000 for Taste of Downtown, \$29,500 for Farmers Market, \$21,500 for Nevada Day, \$3,000 for Mile High Jazz events, \$12,000 for Phantom of the Opera, \$2,500 for Peanutcracker Ballet, \$2,500 for Nutcracker Ballet, \$5,000 for Capital City Arts Initiative, \$15,000 for Convention and Visitors Bureau Ghost Walks, \$7,500 for Firkin & Fox downtown concert series, and \$2,000 for Cove Cafe concert series.

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. **Pursuant to NRS 279.628, this Resolution must be adopted by a two-thirds vote of the Board of Supervisors.**

Type of Action Requested: (check one)

Resolution
 Formal Action/Motion

Ordinance
 Other (Specify)

Does This Action Require a Business Impact Statement: Yes No

Recommended Board Action: I move to adopt Resolution No. 2011-R_____, a resolution authorizing the expenditure up to \$108,575 from the fiscal year 2011/12 Revolving Fund of the Redevelopment Agency to support various special events in Carson City as an expense incidental to the carrying out of the redevelopment plan as recommended by the Redevelopment Authority.

Explanation for Recommended Board Action: See Staff Summary.

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

Fiscal Impact: \$108,623 from FY 2011/12 budget

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

Funding Source: Redevelopment's annual budget for special events

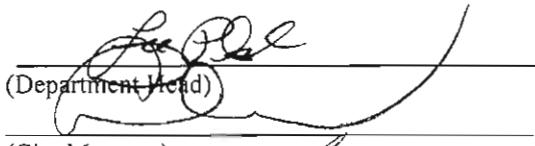
Alternatives: Not approve the funding program, in whole or in part

Supporting Material:

- 1) Resolution
- 2) Staff memo (refer to the supporting materials for the corresponding Redevelopment Authority agenda item for further information on each application).

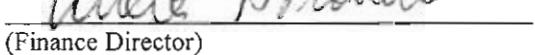
Prepared By: Eva Chwalisz, Management Assistant

Reviewed By:


(Department Head)


(City Manager)


(District Attorney)


(Finance Director)

Date: 6/7/11

Date: 6/7/11

Date: 6/7/11

Date: 6/7/11

Board Action Taken:

Motion: _____

1) _____

Aye/Nay

2) _____

(Vote Recorded By)



Office of Business Development
108 East Proctor Street
Carson City, Nevada 89701

Date: June 7, 2011

To: Redevelopment Authority/Board of Supervisors
RDA/BOS Meeting of June 16, 2011

From: Lee Plemel, Planning Director

Subject: Redevelopment Special Event Funding Requests for FY 2011/12

The Redevelopment Authority (RDA) has annually funded special events within the Redevelopment District. Prior to this year, applications have been accepted, reviewed, and approved on a first-come, first-served basis throughout the year, and adequate funding has been available to fund all requests.

The FY 2011/12 Redevelopment Agency budget adopted by the Board of Supervisors on May 16, 2011, shows an allocation of \$108,623 available for special events and incentive programs, which is the remainder after accounting for other Redevelopment Agency funding commitments from those budget line items. The Redevelopment Agency has received requests for \$120,500 in special event funding, leaving a shortfall in the available funding versus funding requests.

In order to comprehensively evaluate the various requests, Redevelopment staff, at the direction of the Redevelopment Authority chair, brought all the requests to the Redevelopment Authority Citizens Committee (RACC) on June 6, 2011, for a recommendation on funding allocation. The RACC heard presentations from each application, deliberated, and considered several alternatives for distributing the available funds. Attachment 1 shows the requested special event funding and the RACC's recommended allocation of funding for Fiscal Year 2011/12. (Note that there are no funds remaining in the FY 2010/11 budget for special events.) Redevelopment staff contacted all of last year's applicants and any anticipated applicants prior to the RACC meeting to ensure all potential events were accounted for.

It should be noted that both RACC and the RDA want to implement a more comprehensive review of all special event applications in the future. We anticipate having this in place for next year. The goal is to establish a process by which RACC and the RDA/BOS can review all requests at one time, similar to what is done currently for Community Service Grants and Community Development Block Grant requests.

If you have any questions regarding these special event applications, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

Attachments:

- 1) Redevelopment Special Event Budget Table
- 2) June 6 Staff Memo to RACC

ATTACHMENT 1

Redevelopment Special Event Funding 2011-12				
Requested Event	Requested 2011-12 (\$)	(\$) RACC Recommendation	Percent of Requested	FY 2010/11 Funding (\$)
Peanutcracker Ballet	2,500	2,125	85%	2,500
Nutcracker Ballet	2,500	2,125	85%	2,500
Capital City Arts Initiative	5,000	4,250	85%	5,000
CCCVB Ghost Walks	15,000	12,000	80%	22,500
Firkin & Fox Concert Series	7,500	7,125	95%	39,300
Cove Café Concert Series	2,000	1,700	85%	0
RSVP	15,000	10,050	67%	1,500
Taste of Downtown	5,000	5,000	100%	5,000
Farmers Market	29,500	22,700	77%	13,000
Nevada Day	21,500	21,500	100%	10,750
Mile High Jazz	3,000	3,000	100%	2,500
Phantom/Opera	12,000	12,000	100%	0
Subtotal:	120,500	103,575	86%	
Anticipated Event:				
Christmas Tree Lighting	5,000	5,000		5,000
Totals:	125,500	108,575		
Total Est. Available Budget*:	108,623			
Remainder/Deficit:	-16,877	48		
* FY 2011/12 Budgeted for Special Events and Incentive Programs, excluding previously committed funds.				



Office of Business Development
108 East Proctor Street
Carson City, Nevada 89701

Date: May 24, 2011

To: Redevelopment Citizens Advisory Committee
RACC Meeting of June 6, 2011

From: Lee Plemel, Planning Director

Subject: Special Event Funding Requests for FY 2011/12

RECOMMENDED RACC MOTION: I move to recommend to the Redevelopment Authority approval of the expenditure of \$108,623 from the FY 2011/12 Revolving Fund for the Redevelopment Agency to support the special event requests, distributed to the applicants as identified in Alternative ?, 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.

DISCUSSION:

The Redevelopment Authority (RDA) has annually funded special events within the Redevelopment District. Prior to this year, applications have been accepted, reviewed, and approved on a first-come, first-served basis throughout the year, and adequate funding has been available to fund all requests.

There are six new applications for Special Event funding being considered as part of this Redevelopment Authority Citizens Committee (RACC) agenda item. Six other special event funding requests have been approved previously by RACC. At the request of the RDA chair, all requests are being brought back to RACC for reconsideration given a shortfall in available funding versus requests. These requests are for funding from the Fiscal Year 2011/12 budget, beginning July 1, 2011. There are no funds remaining in the FY 2010/11 budget for special events.

The FY 2011/12 Redevelopment Agency budget adopted by the Board of Supervisors on May 16, 2011, shows an allocation of \$108,623 available for special events and incentive programs, which is the remainder after accounting for other Redevelopment Agency funding commitments from those budget items. This is approximately \$20,000 less than was anticipated to be available during the last RACC meeting when five of the special event funding requests were being considered.

Attachment A summarizes the budget for the current special event funding requests, previously approved requests, and anticipated requests for FY 2011/12. As the table shows, it is estimated that the Redevelopment budget will be nearly \$17,000 short being able to fully fund the total special events funding requests of \$125,500, excluding any additional event funding that may be reserved for later in the year or next spring (e.g. for the Christmas Tree lighting event).

The table also includes alternative funding scenarios. While these are alternatives for the RACC's consideration, the RACC may consider other alternative recommended distributions of the available funds. The alternatives provided do not necessarily reflect a staff preferred alternative but are intended to cover a range of possible scenarios and considerations. The alternatives shown were developed by staff for RACC consideration based upon the following:

- Priority is given to those special events that were previously approved for funding from the Redevelopment budget by the Board of Supervisors, including:
 - Nevada Day: \$21,500 (Requested \$24,000)
 - Mile High Jazz: \$3,000
- In each alternative, staff recommends funding the Farmers Market only (\$22,700) and not the Pop-Up Park (\$6,800, with \$29,500 total requested) to help meet the overall special event funding requests. This is a 23% reduction in requested funding by the Farmers Market. An additional \$6,800 would need to be made available out of other requests in order to fully fund the Farmers Market/Pop-Up Park total request of \$29,500.
- Staff recommends reserving a minimum of \$5,000 for the annual Christmas Tree lighting event.
- Alternative A would allocate the entire available funding and fund all the requested events, but it would reduce the remainder of the event requests by a uniform percentage (15%) to stay within the budgeted funds.
- Alternative B would allocate the entire available funding, but it would fund some requests fully while reducing funding for others. RACC may consider not funding the Cove Café Concert Series, which did not receive Redevelopment funding in the past. This alternative also shows a reduction in funding for CCCVB Ghost Walks and the Firling & Fox Concert Series.
- Alternative C takes a bigger reduction in funding of some events but leaves a reserve of approximately \$20,000 to fund events next spring prior to July 1, 2012.

RACC may use the table provided to provide additional alternatives for consideration at the meeting on June 6, 2011.

Another issue for the RACC and RDA to consider is that the use of all available funds for these special events this year will leave the Agency in the same position next year of not having any available funding for summer events until after July 1, 2012. This is also something to consider as we restructure the special event request process in future years, though it may not be something we can adequately address at this time with the limited funding available.

It should be noted that both RACC and the RDA want to implement a more comprehensive review of all special event applications in the future. We anticipate having this in place for next year. The goal is to establish a process by which RACC and the RDA can review all requests at one time,

similar to what is done currently for Community Service Grants and Community Development Block Grant requests.

If you have any questions regarding these special event applications, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

Attachments:

- A. Redevelopment Special Event Budget Table

ATTACHMENT A

Redevelopment Special Event Funding 2011-12										
Event	Requested 2011-12 (\$)	FY 2010/11 Funding (\$)	Requested Increase (\$)	Alternative A (85%)	Alternative B	Alternative C	Alternative D	Alternative E	Alternative F	
Peanutcracker Ballet	2,500	2,500	0	2,125	2,500	2,500				
Nutcracker Ballet	2,500	2,500	0	2,125	2,500	2,500				
Capital City Arts Initiative	5,000	5,000	0	4,250	5,000	5,000				
CCCVB Ghost Walks	15,000	22,500	-7,500	12,750	9,400	5,000				
Firkin & Fox Concert Series	7,500	39,300	-31,800	6,375	5,000	0				
Cove Café Concert Series	2,000	0	2,000	1,700	0	0				
Subtotal:	34,500			29,325	24,400	15,000	0	0	0	
Previously Approved by RACC:										
RSVP	15,000	1,500	13,500	12,750	15,000	5,000				
Taste of Downtown	5,000	5,000	0	4,250	5,000	5,000				
Farmers Market	29,500	13,000	16,500	22,700	22,700	22,700				
Nevada Day	21,500	10,750	10,750	21,500	21,500	21,500				
Mile High Jazz	3,000	2,500	500	3,000	3,000	3,000				
Phantom/Opera	12,000	0	12,000	10,200	12,000	12,000				
Subtotal:	86,000			74,400	79,200	69,200	0	0	0	
Total:	120,500			103,725	103,600	84,200	0	0	0	
Anticipated Events:										
X-mas Tree Lighting	5,000	5,000	0	5,000	5,000	5,000				
Reserves for Spring 2012				-102	23	19,423				
Totals:	125,500			108,725	108,600	89,200	0	0	0	
Total Est. Available Budget*:	108,623									
Deficit:	-16,877									

* FY 2011/12 Budgeted for Special Events and Incentive Programs, excluding previously committed funds.

RESOLUTION NO. 2011-R-_____

A RESOLUTION AUTHORIZING THE EXPENDITURE OF UP TO \$108,623 FROM THE FISCAL YEAR 2011/12 REVOLVING FUND OF THE REDEVELOPMENT AGENCY TO SUPPORT VARIOUS SPECIAL EVENTS IN CARSON CITY AS AN EXPENSE INCIDENTAL TO THE CARRYING OUT OF THE REDEVELOPMENT PLAN.

WHEREAS, pursuant to NRS 279.628, the Carson City Board of Supervisors must approve by resolution, adopted by a two-thirds vote, the expenditure of money from the Revolving Fund for the Redevelopment Agency for any expenses incidental to the carrying out of the Redevelopment Plan adopted by the Carson City Board of Supervisors; and

WHEREAS, the Redevelopment Plan for Redevelopment Project Area No. 1 encourages redevelopment assistance for daytime and evening special events and promotional activities and the highest level of recreational opportunities for residents and visitors of all age levels and thus, there is a casual connection between this redevelopment effort and the need for this expenditure; and

WHEREAS, this incidental expense is necessary to ensure the Redevelopment Plan's objectives have been met; and

WHEREAS, the incidental expense is minor compared to the funds needed for the overall Redevelopment Plan.

NOW, THEREFORE, BE IT RESOLVED that the Carson City Board of Supervisors hereby authorizes the expenditure of up to \$108,623 from the Revolving Fund of the Redevelopment Agency for the support of the following special events in Carson City.

Peanut Cracker Ballet: \$2,125.00
Nutcracker Ballet: \$2,125.00
Capital City Arts Initiative: \$4,250.00
CCCVB Ghost Walk: \$12,000.00
Firkin & Fox Concert Series: \$7,125.00
Cove Café Concert Series: \$1,700.00
RSVP Fairs: \$10,050.00
Taste of Downtown: \$5,000.00
Farmers Market: \$22,700.00
Nevada Day: \$21,500.00
Mile High Jazz: \$3,000.00
Phantom of the Opera: \$12,000.00
Christmas Tree Lighting: \$5,000.00

Upon motion by Supervisor _____, seconded by Supervisor _____, the foregoing Resolution was passed and adopted this _____ day of _____, 2011 by the following vote:

AYES: _____

NAYS: _____

ABSENT: _____

ABSTAIN: _____

Robert L. Crowell, Mayor
Carson City, Nevada

ATTEST:

Alan Glover, Clerk
Carson City, Nevada