

**Carson City  
Agenda Report**

**Date Submitted:** June 7, 2011

**Agenda Date Requested:** June 16, 2011

**To:** Redevelopment Authority

**Time Requested:** 30 min.

**From:** Office of Business Development

**Subject Title:** Action to make a recommendation to the Board of Supervisors regarding 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. (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.

**Type of Action Requested:** (check one)

|  |  |
|--|--|
| <input type="checkbox"/> Resolution                      | <input type="checkbox"/> Ordinance       |
| <input checked="" type="checkbox"/> Formal Action/Motion | <input type="checkbox"/> Other (Specify) |

**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 up to \$108,575 from the fiscal year 2011/12 Revolving Fund of the Redevelopment Agency, as recommended by the Redevelopment Authority Citizens Committee, to support various special events in Carson City as an expense incidental to the carrying out of the redevelopment plan.

**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.

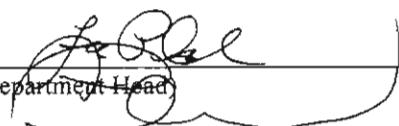
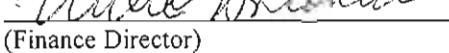
**Funding Source:** Redevelopment's annual budget for special events and incentives.

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

**Supporting Material:**

- 1) Staff memo
- 2) Applications

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

**Reviewed By:**   
(Department Head) Date: 6-7-11  
  
(City Manager) Date: 6/7/11  
  
(District Attorney) Date: 6/7/11  
  
(Finance Director) 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](mailto:lplemel@carson.org).

Attachments:

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

**ATTACHMENT 1**

| <b>Redevelopment Special Event Funding 2011-12</b> |                        |                          |                      |                         |  |
|--|------------------------|--------------------------|----------------------|-------------------------|--|
| 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](mailto: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.

Consolidated Municipality of Carson City  
Office of Business Development



Events Program Application

|  |   |   |
|--|---|---|
| Organization Name: <b>Pinkerton Ballet Theatre</b>   | Date: <b>April 12, 2011</b>   |   |
| Organizational Structure (delineate lines of responsibility) <b>501c3</b>  |   |   |
| Organization Mailing Address:<br><b>PO Box 2792<br/>Carson City, NV 89702</b>  |   |   |
| Organization URL Address: <b>None</b>  |   |   |
| Contact Name for Project: <b>Denise Gillott</b>  | Contact Phone Number: <b>775-841-4232</b>   |   |
| Address for Project Contact:<br><b>4511 Gentry Lane<br/>Carson City, Nevada 89701</b>  | Contact Fax: <b>775-841-9274</b>  |   |
|  | Contact E-mail: <b>jdgillott@charter.net</b>  |   |
| Name of Event: <b>Nutcracker Ballet</b>  | URL of Event: <b>None</b>   |   |
| Purpose of Organization: <b>Pinkerton Ballet Theater is dedicated to enriching dance as a performing art by providing local dancers an opportunity to perform, nurturing an avenue to elevate those dancers to a professional level.</b> | Fax of Event: <b>775-841-9274</b>   |   |
|  | E-mail of Event: <b>jdgillott@charter.net</b>   |   |
| Annual Budget of Organization:   | How event vision complies with objectives of redevelopment agency plan: <b>See attached</b>       |   |
| Last Year<br>Income: <b>\$20,000</b>   | Present Year<br><b>\$20,000</b>   | Next Year<br><b>\$20,000</b>              |
| Expenses: <b>\$30,000</b>  | <b>\$40,000</b>   | <b>\$40,000</b>                           |
| Reserves: <b>( \$10,000)</b>   | <b>( \$20,000)</b>  | <b>( \$20,000)</b>                        |
| How long Organization formally organized? <b>23 years</b>  |   |   |
| Event Name: <b>Nutcracker Ballet</b>   | Project Area: (check one)<br><input type="checkbox"/> Area #1<br><input type="checkbox"/> Area #2 |   |
| Previous Redevelopment Authority Grant Funding Received, If any:   |   |   |
| Year: <b>2009</b> , amount: <b>\$3000</b>  | Year: <b>2010</b> , amount: <b>\$2500</b>   | Year: <b>2011</b> , amount: <b>_____</b>  |
| Year: <b>_____</b> , amount: <b>_____</b>  | Year: <b>_____</b> , amount: <b>_____</b>   | Year: <b>_____</b> , amount: <b>_____</b> |
| Year: <b>_____</b> , amount: <b>_____</b>  | Year: <b>_____</b> , amount: <b>_____</b>   | Year: <b>_____</b> , amount: <b>_____</b> |

# Pinkerton Ballet Theatre

P.O. Box 2792  
Carson City, Nevada 89702

April 12, 2011

To: Carson City Redevelopment Authority Board of Supervisors  
From: Denise Gillott, Pinkerton Ballet Theatre  
Re: 2011 Nutcracker Ballet

Pinkerton Ballet Theatre's annual performance of the traditional Nutcracker Ballet has been a Thanksgiving weekend tradition in Carson City for more than 20 years. Pinkerton Ballet Theatre is dedicated to providing opportunities for dancers to perform and establishing outreach programs for special constituencies with the goal of generating public appreciation of dance in the Carson City area.

The 2011 Nutcracker performances are scheduled Friday and Saturday, November 25<sup>th</sup> and 26<sup>th</sup> and Sunday, November 27<sup>th</sup> at the Community Center's Boldrick Theater. The cast of over 80 members consists of children and adults from Northern Nevada and featured professional guest performers that will travel to Carson City from around the nation. Our performances are enjoyed by audiences of all ages.

The Nutcracker vision complies with the objectives of the redevelopment agency plan by furthering the arts as an attraction to the downtown area. Based on our 20 year history, the Nutcracker attracts hundreds of attendees and performers to Carson City. We support local restaurants and retail stores throughout the extensive rehearsal period (September through November), during and after performances and with our end of performance cast and crew celebration which is held at a local restaurant and/or casino. The redevelopment funds are needed to help produce the highest level of performing art entertainment for residents and visitors of all ages.

Ayako Britt, Pinkerton Ballet Theatre's Artistic Director, is one of the original founders of the production and has been involved in producing and directing the production successfully for 20 years. With over 50 years of dance performance, professional dance and dance instruction experience, along with her involvement spearheading the Nutcracker production for 20 years, Mrs. Britt is a seasoned professional. As a non-profit organized under Internal Revenue Code Section 501(c)(3), Pinkerton Ballet Theatre also has an extremely active volunteer board of directors consisting of several local professionals and Nutcracker veterans. In addition, Michele Vietti is the acting Producer for the 2010 production, which is a volunteer position but equates to a full time job during our production season.

I hope that the Carson City Redevelopment Authority will consider approving our request for financial assistance as we have been self supporting until last year. With the continued economic downturn, our ability to raise funds to support a quality production has continued to be a challenge. We appreciate your time and attention to our request.

Sincerely,



Denise Gillott  
Vice President  
Pinkerton Ballet Theatre

|   |                               |  |                 |
|---|-------------------------------|--|-----------------|
| Event Director Name: <b>Denise Gillott</b>  |                               |  |                 |
| Event Director Resume: (please attach)  |                               | Event Director Address:<br><b>4511 Gentry Lane<br/>Carson City, NV 89701</b> |                 |
| Event Director Phone:<br>Cell: <b>230-1915</b><br>Land: <b>841-4232</b>   |                               | Event Director Email:<br><b>jdgillott@charter.net</b>                        |                 |
| <p>Event Description and Brief Objectives:</p> <ul style="list-style-type: none"> <li>- <b>Dance Education</b></li> <li>- <b>Provide dancers opportunities to perform and generally enhance the arts in Carson City</b></li> <li>- <b>Opportunity for local children to dance with and learn from professional dancers</b></li> </ul> |                               |  |                 |
| <p>Proof entity has authority to conduct special event.</p> <p>List all permits at right:</p>   | <b>See attached</b>           |  |                 |
|   |                               |  |                 |
|   |                               |  |                 |
|   |                               |  |                 |
|   |                               |  |                 |
|   |                               |  |                 |
|   |                               |  |                 |
| <p>Total Event Cost Breakdown: (list at right)</p> <p>Pro Forma Profit and Loss statement for Event: (list at right)</p>  | <b>\$See Attached</b>         | \$   | \$              |
|   | <b>\$Financial Statements</b> | \$   | \$              |
|   | \$                            | \$   | \$              |
|   | \$                            | \$   | \$              |
|   | \$                            | \$   | \$              |
|   | \$                            | \$   | \$              |
|   | <b>Total</b>                  |  |                 |
|   | Revenue                       | Expense  | Reserves        |
|   | <b>20,000</b>                 | <b>40,000</b>  | <b>(20,000)</b> |
|   |                               |  |                 |
|   |                               |  |                 |
|   |                               |  |                 |
|   |                               |  |                 |
|   |                               |  |                 |
| <b>Total 20,000</b>   | <b>40,000</b>                 |  |                 |
| Total Estimated Event Cost  | \$40,000                      |  |                 |
| Total Incentive Funds Requested   | \$2,500                       |  |                 |
| Incentive as a % of total project   | 6.3%                          |  |                 |

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: **LIST HERE: US BANK**

Estimated Event Completion Date: **11/30/2011**

Will your organization benefit from event?  Yes  No

If yes, how? **See attached**

Will your event increase business in the plan area?  Yes  No

If yes, how? **See attached**

Define, in detail, the marketing and promotional plan: Radio, Print, TV **Internet Ads**

What facilities in the Redevelopment Plan Area will be used?

Are there other events taking place at the same time as your event? If yes, name and define. **None – Event is over Thanksgiving weekend.** Describe all partnerships from other businesses in service of your event.

• Expected attendance: 1500-1800 • Name all vendors and associated fees. Define how event will become totally self funding? PBT is a non-profit organization and relies on donations & fundraisers.

Name all team members and attach resumes: \*Architect / \*Designer

**See attached** \*Contractor(s)

\*Attorney

\*Accountant

\*Project Manager

- Your project must conform to all applicable codes, ordinances, and regulations
- Shop drawings must also be submitted for review for all venues and signs prior to beginning work.

**Acknowledgement 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.

Applicants Signature

Date:

478-11

**\*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

9:40 AM  
04/12/11  
Accrual Basis

**PINKERTON BALLET THEATRE**  
**Balance Sheet**  
**As of April 12, 2011**

| <u>Apr 12, 11</u>                     |                         |
|---------------------------------------|-------------------------|
| <b>ASSETS</b>                         |                         |
| <b>Current Assets</b>                 |                         |
| <b>Checking/Savings</b>               |                         |
| <b>US Bank 4137</b>                   | <u>14,548.20</u>        |
| <b>Total Checking/Savings</b>         | <u>14,548.20</u>        |
| <b>Total Current Assets</b>           | <u>14,548.20</u>        |
| <b>Other Assets</b>                   |                         |
| <b>Due from Pinkerton Dance</b>       | <u>4.50</u>             |
| <b>Pay Pal Account</b>                | <u>420.00</u>           |
| <b>Total Other Assets</b>             | <u>424.50</u>           |
| <b>TOTAL ASSETS</b>                   | <u><b>14,972.70</b></u> |
| <b>LIABILITIES &amp; EQUITY</b>       |                         |
| <b>Equity</b>                         |                         |
| <b>Opening Balance Equity</b>         | <u>11,206.00</u>        |
| <b>Unrestricted Net Assets</b>        | <u>-1,775.07</u>        |
| <b>Net Income</b>                     | <u>5,542.77</u>         |
| <b>Total Equity</b>                   | <u>14,972.70</u>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <u><b>14,972.70</b></u> |

9:40 AM

04/12/11

Accrual Basis

## PINKERTON BALLET THEATRE

## Profit &amp; Loss by Class

July 1, 2010 through April 12, 2011

|                                       | 2010 Nutcracker  | 2011 Nutcracker | Alice Production | Beer Tasting Fundraiser | Wine Tasting Fundraiser | TOTAL            |
|---------------------------------------|------------------|-----------------|------------------|-------------------------|-------------------------|------------------|
| <b>Ordinary Income/Expense</b>        |                  |                 |                  |                         |                         |                  |
| <b>Income</b>                         |                  |                 |                  |                         |                         |                  |
| Beer Tasting Fundraiser Revenue       | 0.00             | 0.00            | 0.00             | 2,645.50                | 0.00                    | 2,645.50         |
| Cast Party Revenue                    | 1,551.00         | 0.00            | 0.00             | 0.00                    | 0.00                    | 1,551.00         |
| City Redevelopment Revenue            | 2,500.00         | 0.00            | 0.00             | 0.00                    | 0.00                    | 2,500.00         |
| Direct Public Support                 |                  |                 |                  |                         |                         |                  |
| Corporate Contributions               | 82.00            | 0.00            | 0.00             | 0.00                    | 0.00                    | 82.00            |
| Total Direct Public Support           | 82.00            | 0.00            | 0.00             | 0.00                    | 0.00                    | 82.00            |
| Merchandise Revenue                   | 3,934.77         | 0.00            | 0.00             | 0.00                    | 0.00                    | 3,934.77         |
| Miscellaneous Revenue                 | 475.00           | 0.00            | 0.00             | 0.00                    | 0.00                    | 475.00           |
| Performer Fees Revenue                | 4,454.80         | 0.00            | 0.00             | 0.00                    | 0.00                    | 4,454.80         |
| Rummage Sale Revenue                  | 290.00           | 0.00            | 0.00             | 0.00                    | 0.00                    | 290.00           |
| See's Candy Fundraiser Revenue        | 1,890.00         | 0.00            | 0.00             | 0.00                    | 0.00                    | 1,890.00         |
| Silent Auction Revenue                | 731.00           | 0.00            | 0.00             | 0.00                    | 0.00                    | 731.00           |
| Ticket Sales - CC                     | 13,569.17        | 0.00            | 0.00             | 0.00                    | 0.00                    | 13,569.17        |
| Tights Revenue                        | 1,332.00         | 0.00            | 0.00             | 0.00                    | 0.00                    | 1,332.00         |
| Turkey Trot Fundraiser Revenue        | 540.00           | 0.00            | 0.00             | 0.00                    | 0.00                    | 540.00           |
| Video Revenue                         | 748.45           | 0.00            | 103.00           | 0.00                    | 0.00                    | 851.45           |
| Wine Tasting Fundraiser Revenue       | 349.50           | 0.00            | 0.00             | 0.00                    | 3,195.00                | 3,544.50         |
| <b>Total Income</b>                   | <b>32,447.89</b> | <b>0.00</b>     | <b>103.00</b>    | <b>2,645.50</b>         | <b>3,195.00</b>         | <b>38,391.19</b> |
| <b>Gross Profit</b>                   | <b>32,447.89</b> | <b>0.00</b>     | <b>103.00</b>    | <b>2,645.50</b>         | <b>3,195.00</b>         | <b>38,391.19</b> |
| <b>Expense</b>                        |                  |                 |                  |                         |                         |                  |
| Advertising                           | 1,593.75         | 0.00            | 0.00             | 0.00                    | 0.00                    | 1,593.75         |
| Beer Tasting Fundraiser               | 0.00             | 0.00            | 0.00             | 616.50                  | 0.00                    | 616.50           |
| Cast Party Expense                    | 2,631.77         | 0.00            | 0.00             | 0.00                    | 0.00                    | 2,631.77         |
| Choreography Fees                     | 3,836.25         | 0.00            | 0.00             | 0.00                    | 0.00                    | 3,836.25         |
| Costume Expense                       | 1,439.80         | 0.00            | 0.00             | 0.00                    | 0.00                    | 1,439.80         |
| Facilities and Equipment              |                  |                 |                  |                         |                         |                  |
| Equip Rental and Maintenance          | 615.00           | 0.00            | 0.00             | 0.00                    | 0.00                    | 615.00           |
| Rent, Parking, Utilities              | 2,672.76         | 0.00            | -115.00          | 0.00                    | 0.00                    | 2,557.76         |
| <b>Total Facilities and Equipment</b> | <b>3,287.76</b>  | <b>0.00</b>     | <b>-115.00</b>   | <b>0.00</b>             | <b>0.00</b>             | <b>3,172.76</b>  |
| Merchandise Expense                   | 2,232.26         | 801.00          | 0.00             | 0.00                    | 0.00                    | 3,033.26         |
| Operations                            |                  |                 |                  |                         |                         |                  |
| Postage, Mailing Service              | 265.04           | 0.00            | 0.00             | 0.00                    | 0.00                    | 265.04           |
| Printing and Copying                  | 1,044.77         | 0.00            | 0.00             | 0.00                    | 90.76                   | 1,135.53         |
| Supplies                              | 89.95            | 0.00            | 0.00             | 0.00                    | 0.00                    | 89.95            |
| <b>Total Operations</b>               | <b>1,379.76</b>  | <b>0.00</b>     | <b>0.00</b>      | <b>0.00</b>             | <b>90.76</b>            | <b>1,470.52</b>  |
| Other Types of Expenses               |                  |                 |                  |                         |                         |                  |
| Other Costs                           | 12.21            | 0.00            | 0.00             | 0.00                    | 0.00                    | 12.21            |
| <b>Total Other Types of Expenses</b>  | <b>12.21</b>     | <b>0.00</b>     | <b>0.00</b>      | <b>0.00</b>             | <b>0.00</b>             | <b>12.21</b>     |

9:40 AM  
04/12/11  
Accrual Basis

**PINKERTON BALLET THEATRE**  
**Profit & Loss by Class**  
July 1, 2010 through April 12, 2011

|                                 | 2010 Nutcracker  | 2011 Nutcracker | Alice Production | Beer Tasting Fundraiser | Wine Tasting Fundraiser | TOTAL            |
|---------------------------------|------------------|-----------------|------------------|-------------------------|-------------------------|------------------|
| Payroll Expenses                | -27.86           | 0.00            | 0.00             | 0.00                    | 0.00                    | -27.86           |
| Performer Fees Expense          | 7,931.98         | 0.00            | 0.00             | 0.00                    | 0.00                    | 7,931.98         |
| Performer Per Diem              | 1,000.00         | 0.00            | 0.00             | 0.00                    | 0.00                    | 1,000.00         |
| Performer Travel Expense        | 1,712.90         | 0.00            | 0.00             | 0.00                    | 0.00                    | 1,712.90         |
| See's Candy Fundraiser          | 1,433.70         | 0.00            | 0.00             | 0.00                    | 0.00                    | 1,433.70         |
| Show Expenses                   | 702.00           | 0.00            | 75.36            | 0.00                    | 0.00                    | 777.36           |
| Tights Expense                  | 1,156.50         | 0.00            | 0.00             | 0.00                    | 0.00                    | 1,156.50         |
| Turkey Trot Fundraiser Expense  | 182.04           | 0.00            | 0.00             | 0.00                    | 0.00                    | 182.04           |
| Video Expense                   | 680.00           | 0.00            | 19.50            | 0.00                    | 0.00                    | 699.50           |
| Wine Tasting Fundraiser Expense | 0.00             | 0.00            | 0.00             | 0.00                    | 1,236.00                | 1,236.00         |
| <b>Total Expense</b>            | <b>31,184.82</b> | <b>801.00</b>   | <b>-20.14</b>    | <b>616.50</b>           | <b>1,328.78</b>         | <b>33,908.94</b> |
| <b>Net Ordinary Income</b>      | <b>1,262.87</b>  | <b>-801.00</b>  | <b>123.14</b>    | <b>2,029.00</b>         | <b>1,868.24</b>         | <b>4,482.25</b>  |
| <b>Net Income</b>               | <b>1,262.87</b>  | <b>-801.00</b>  | <b>123.14</b>    | <b>2,029.00</b>         | <b>1,868.24</b>         | <b>4,482.25</b>  |

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



Events Program Application

|   |  |              |           |  |                                |           |                                  |           |  |
|---|--|--------------|-----------|--|--------------------------------|-----------|----------------------------------|-----------|--|
| Organization Name: Sierra Nevada Ballet   | Date: April 12, 2011   |              |           |  |                                |           |                                  |           |  |
| Organizational Structure : Non profit professional performing group   |  |              |           |  |                                |           |                                  |           |  |
| Organization Mailing Address: PO BOX 69, Genoa, NV 89411  |  |              |           |  |                                |           |                                  |           |  |
| Organization URL Address: Carson City Community Center  |  |              |           |  |                                |           |                                  |           |  |
| Contact Name for Project: Rosine Bena   | Contact Phone Number: 775-763-3223   |              |           |  |                                |           |                                  |           |  |
| Address for Project Contact: same as above  | Contact Fax: 775-783-3553  |              |           |  |                                |           |                                  |           |  |
|   | Contact E-mail:rosineb@hotmail.com   |              |           |  |                                |           |                                  |           |  |
| Name of Event:<br>PEANUTCRACKER, The Story In a Nutshell  | URL of Event: ?  |              |           |  |                                |           |                                  |           |  |
| Purpose of Organization: The Sierra Nevada Ballet is a non-profit performing arts Dance Company formed to cater to the increasingly culturally diverse appetite of the Northern Nevada and California performing arts community. The purpose of this high caliber professional company is to bring cultural enrichment and arts education into the Reno/Carson/Tahoe/Truckee communities and to collaborate with other arts organizations whenever possible to expand and educate the dance audience. This company is designed in two branches: the performing branch and the educational branch. This design shall promote, educate and sponsor the art and beauty of ballet and dance in the regions of Northern Nevada and California. | Fax of Event: 775-783-3553   |              |           |  |                                |           |                                  |           |  |
|   | E-mail of Event: info@sierranevadaballet.com   |              |           |  |                                |           |                                  |           |  |
| Annual Budget of Organization:  | <p><b>How event vision complies with objectives of redevelopment agency plan:</b></p> <p>The Arts Events bring families to down town Carson City. PEANUTCRACKER is part of a plan to make a large Holiday Celebration down town a tradition. This is a 45-minute</p> |              |           |  |                                |           |                                  |           |  |
| <table border="0"> <tr> <td>Last Year</td> <td>Present Year</td> </tr> <tr> <td>Next Year</td> <td></td> </tr> <tr> <td>Income: \$344,660<br/>\$347,125</td> <td>\$357,265</td> </tr> <tr> <td>Expenses: \$344,660<br/>\$347,125</td> <td>\$357,265</td> </tr> </table>   | Last Year  | Present Year | Next Year |  | Income: \$344,660<br>\$347,125 | \$357,265 | Expenses: \$344,660<br>\$347,125 | \$357,265 |  |
| Last Year   | Present Year   |              |           |  |                                |           |                                  |           |  |
| Next Year   |  |              |           |  |                                |           |                                  |           |  |
| Income: \$344,660<br>\$347,125  | \$357,265  |              |           |  |                                |           |                                  |           |  |
| Expenses: \$344,660<br>\$347,125  | \$357,265  |              |           |  |                                |           |                                  |           |  |

|   |   |
|---|---|
| Reserves: \$90,000<br>\$65,000  | \$85,000<br>narrated version of the Nutcracker Ballet is especially designed to introduce young children (age 3 through grade 4) to the wonderful world of ballet.  |
| How long Organization formally organized?<br>Will be 10 years in March, 2010. | Through this event, SNB has grown in popularity through the years with more and more families attending. SNB is able to offer this production at a greatly reduced rate for families in the community and annually provides FREE tickets for 1,000 AT RISK children . |

**Why are redevelopment funds needed?** Funds are needed to off set the venue expenses and help make it possible for SNB to offer this production at a reduced rate to the community. Due to a decrease in funding from donors and the NAC, it is becoming more and more important for SNB to have help from the community.

Event Name: Sierra Nevada Ballet presents: THE PEANUTCRACKER –The Story In A Nutshell  
Project Area: (check one)

- Area #1
- Area #2

**Previous Redevelopment Authority Grant Funding Received, If any:**

Year: 2004 \_\_\_\_\_, amount: \$1,500 plus venue \_\_\_\_\_ Year: 2005 \_\_\_\_\_, amount: \$1,500 plus venue \_\_\_\_\_

Year: 2006 \_\_\_\_\_, amount: \$1,500 plus venue \_\_\_\_\_ Year: 2007 \_\_\_\_\_, amount: \$1,500 plus venue \_\_\_\_\_ Year: 2008 \_\_\_\_\_, amount: \$1,500 plus venue \_\_\_\_\_ 2009 \$1,500 plus venue- 2010 \$2,500 for venue

Event Director Name: Rosine Bena

|  |  |
|--|--|
| Event Director Resume: (please attach)<br>See attached | Event Director Address: PO BOX 69, Genoa, NV 89411 |
|--|--|

|   |   |
|---|---|
| Event Director Phone:<br>Cell: 775 - 720-5204 | Event Director Email: rosineb@hotmail.com |
|---|---|

|   |  |   |  |
|---|--|---|--|
| Land: <u>775-783-3223</u>   |  |   |  |
| <b>Event Description and Brief Objectives:</b>  |  |   |  |
| <p>Based on the original NUTCRACKER, this is a 45-minute narrated version of the Nutcracker Ballet, especially designed to introduce young children (age 3 through grade 4) to the wonderful world of ballet. A free, pre-performance educational packet will be provided to teachers and families that request one.</p> <p>This exciting version of the ballet was inspired by, and written for, young audiences by Sierra Nevada Ballet's Artistic Director, Rosine Bena. Ms. Bena, a professional Ballerina, danced throughout the USA and Europe with the Stuttgart Ballet, the Washington Ballet, and Peninsula Ballet Theater. Ms. Bena danced the role of the Sugarplum Fairy professionally for twenty-five years. During this time, she had the opportunity to speak with many young fans about their ballet experience. Nutcracker is often a child's first introduction to ballet and Ms. Bena found a way of making this a more personal, enjoyable and educational experience for young people by shortening it and including narration throughout the production. Bena begins the program by explaining a little about the art of ballet in an age appropriate manner. After the performance, audience members are then invited to meet the dancers and have photos taken with their favorite characters.</p> |  |   |  |
| <p>Proof entity has authority to conduct special event.</p> <p>List all permits at right:</p>   | 11 year history  |   |  |
|   |  |   |  |
|   |  |   |  |
|   |  |   |  |
|   |  |   |  |
|   |  |   |  |
|   |  |   |  |
| <b>Total Event Cost</b><br><b>Breakdown:</b> (list at right)<br>Dance talent; Administration; PR; Costumes; Sets; Photos; Tech; Advertising ; venue rental; rehearsal space rental  | \$ 8,000.00<br>\$3,000.00<br>\$ 2,000.00<br>\$10,000.00<br>\$1,0000.00<br>\$1,000.00<br>\$3,000.00<br>\$2,500.00<br>\$2,000<br><b>Total \$32,500</b> | \$<br>\$<br>\$<br>\$<br>\$<br>\$<br>\$<br>\$<br>\$<br><b>Total \$32,500</b> | \$<br>\$<br>\$<br>\$<br>\$<br>\$<br>\$<br>\$<br>\$<br>\$ |
| <b>Pro Forma Profit and Loss statement for Event:</b> (list at right)   | Revenue<br>\$10,000.00<br>tickets  | Expense<br>\$32,500.00  | Reserves \$8,500.00                                      |
|   | \$8,500 grants<br>\$3,500 individual donations   |   |  |

|  |   |                             |  |  |
|--|---|-----------------------------|--|--|
|  | Carson<br>Incentive<br>Funds: \$2,500   |                             |  |  |
|  |   |                             |  |  |
|  |   |                             |  |  |
|  |   |                             |  |  |
|  | <b>Total;</b><br><b>\$32,500</b>        |                             |  |  |
| Total Estimated Event Cost   | \$32,500.00                             |                             |  |  |
| Total Incentive Funds Requested  | \$ 2,500 for venue rental               |                             |  |  |
| Incentive as a % of total project  | %                                       |                             |  |  |
| 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: Wells Fargo Bank   | LIST HERE:                              |                             |  |  |
| Estimated Event Completion Date December 4,2011  |   |                             |  |  |
| Will your organization benefit from event?   | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |  |  |
| <b>If yes, how:</b> Enlarge audience base and help the company to not only survive but grow by increased support and ticket sales. Help establish PEANUTCRACKER as an annual event and help establish SNB as an art institute for northern Nevada.   |   |                             |  |  |
| Will your event increase business in the plan area?  | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |  |  |
| <b>If yes, how?</b> Usually families include a lunch or dinner prior to the event and a dessert or drink after the event. The event brings more people to the down town area of Carson City.   |   |                             |  |  |
| <b>Define, in detail, the marketing and promotional plan:</b><br>Event will be promoted on the SNB website, at all other SNB performances and SNB events, by the Everything Dance Etc., by the BAC, by some of the local businesses, through the public school system and through a media plan developed by our Marketing consultant which includes: newspapers, tv and radio. |   |                             |  |  |
| <b>What facilities in the Redevelopment Plan Area will be used?</b> The Carson City Community Center and the BAC   |   |                             |  |  |
| <b>Are there other events taking place at the same time</b> Describe all   |   |                             |  |  |

|  |   |   |
|--|---|---|
| <p><b>as your event? If yes, name and define.</b> No</p> <p>*Describe all partnerships from other businesses in service of your event: Western Nevada Performing Arts Center, In Motion Studio of Dance, Everything Dance Etc., the Nevada Arts Council, Western Money Systems, the Carson City Community Center, the Carol Franc Buck Foundation, the E.L. Cord Foundation, Healing Health Care Systems, Realty Executives, the Plaza Motel/Hotel, Carson City TV Video, the CCACC, the Reno Arts Consortium, the Parasol Community Collaboration, the BAC and many individual donors and sponsors partner together to help produce this wonderful event.</p> | <p>partnerships from other businesses in service of your event. See left</p> <p>*</p>       |   |
| <ul style="list-style-type: none"> <li>• Expected attendance: 1,300-1,800 Plus school event for children</li> </ul>  | <ul style="list-style-type: none"> <li>• Name all vendor s and associ ated fees.</li> </ul> | <p><b>Define how event will become totally self funding?</b> This event has started to become a Carson City tradition. As our reputation grows, our audiences increase and soon revenue will increase with additional performances required including performance for public school children.</p> |
| Name all team members and attach resumes:  | *Architect /<br>Choreogra pher/Direc tor<br>*Designer                                       | Rosine Bena   |
|  | *Contract or(s)<br>Profession al Dancers  | See List including: Larissa Cassera, Alex Biber, Kristen Demko, Alyssa Corda, Alex Kaskie and company   |
|  | *Attorney Consultant  | Bob Ingres  |
|  | *Accounta nt<br>Board President/<br>Treasurer   | Steven M. Porter  |
|  | *Project Manager<br>Executive Director<br>Company Coordinat or                              | Lee Koch<br>Crystal Kennison  |

- Your project must conform to all applicable codes, ordinances, and regulations
- Shop drawings must also be submitted for review for all venues and signs prior to beginning work.

**Acknowledgement 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.

|                       |               |
|-----------------------|---------------|
| Applicant's Signature | Date: 4/12/11 |
|-----------------------|---------------|

**\*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)                               | <b>Date</b> |
| Application Approved:                                 |             |
| Event Commenced:                                      |             |
| Event Completed:                                      |             |
| Reimbursement Request submitted to Finance Department |             |
| Reimbursement remitted to Applicant                   |             |

**Sierra Nevada Ballet**  
**Profit & Loss**  
July 2009 - June 2010

|                                | <u>Total</u>        |
|--------------------------------|---------------------|
| <b>Income</b>                  |                     |
| Contributions                  | 16,675.00           |
| Contributions Income           | 100.00              |
| Restricted                     | 10,500.00           |
| Unrestricted                   | <u>2,500.00</u>     |
| Total Contributions Income     | <b>13,100.00</b>    |
| costume fee                    | 1,260.00            |
| DITZ                           | 1,950.00            |
| Grants                         | 51,737.30           |
| Miscellaneous Income           | 400.00              |
| Program Fees                   | 2,000.00            |
| ticket sales                   | 40,401.74           |
| Uncategorized Income           | <u>41,965.00</u>    |
| <b>Total Income</b>            | <b>\$169,489.04</b> |
| <b>Expenses</b>                |                     |
| ADVERTISING                    | 1,922.06            |
| bank charge                    | 89.00               |
| Bank Service Charges           | 12.50               |
| Contract Labor                 | 67,382.50           |
| Depreciation Expense           | 4,421.00            |
| donation                       | 1,535.00            |
| Dues and Subscriptions         | 300.00              |
| Equipment Rental               | 210.07              |
| Insurance                      | 1,460.00            |
| Licenses and Permits           | 211.00              |
| Miscellaneous                  | 17,212.79           |
| performance fee                | 14,053.00           |
| photography                    | 400.00              |
| Printing and Reproduction      | 107.73              |
| <b>Professional Fees</b>       |                     |
| Consulting                     | 11,378.25           |
| <b>Total Professional Fees</b> | <b>11,378.25</b>    |
| Reimbursed Expenses            | 1,040.72            |
| Rent                           | 18,772.75           |
| <b>Repairs</b>                 |                     |
| Computer Repairs               | <u>0.00</u>         |
| <b>Total Repairs</b>           | <b>0.00</b>         |
| teacher                        | 2,050.00            |
| Travel & Ent                   | 9,753.13            |
| Travel                         | <u>494.00</u>       |
| <b>Total Travel &amp; Ent</b>  | <b>10,247.13</b>    |
| Video & audio production       | 465.00              |
| void                           | <u>1.00</u>         |
| <b>Total Expenses</b>          | <b>\$153,271.50</b> |

**Sierra Nevada Ballet**  
**Profit & Loss**  
**July 1, 2010 - April 13, 2011**

|                                  | <u>Total</u>        |
|----------------------------------|---------------------|
| <b>Income</b>                    |                     |
| Contributions                    | 721.75              |
| Contributions Income             | 950.00              |
| Restricted                       | 540.00              |
| Unrestricted                     | 450.00              |
|                                  | <hr/>               |
| Total Contributions Income       | <b>1,940.00</b>     |
| costume fee                      | 1,215.00            |
| Grants                           | 12,541.30           |
| Program Fees                     | 4,600.00            |
| statement adjustment             | 10,697.01           |
| ticket sales                     | 10,481.00           |
|                                  | <hr/>               |
| Total Income                     | <b>\$42,196.06</b>  |
| <b>Expenses</b>                  |                     |
| Contract Labor                   | 23,830.00           |
| costume alterations              | 300.00              |
| Dues and Subscriptions           | 300.00              |
| Marketing Sculptures             | 1,600.00            |
| Miscellaneous                    | 3,319.49            |
| Other Miscellaneous Service Cost | 7,160.15            |
| Program Expense                  | 360.00              |
| Reimbursed Expenses              | 540.23              |
| Rent                             | 4,417.93            |
| Travel & Ent                     | 1,300.80            |
| Travel                           | 679.29              |
|                                  | <hr/>               |
| Total Travel & Ent               | <b>1,980.09</b>     |
|                                  | <hr/>               |
| Total Expenses                   | <b>\$43,807.89</b>  |
|                                  | <hr/>               |
| Net Operating Income             | <b>\$ -1,611.83</b> |
|                                  | <hr/>               |
| Net Income                       | <b>\$ -1,611.83</b> |
|                                  | <hr/>               |

Wednesday, Apr 13, 2011 01:36:40 PM PDT GMT-7 - Cash Basis

**Sierra Nevada Ballet**  
**Balance Sheet**  
As of April 13, 2011

|                                     | <u>Total</u>        |
|-------------------------------------|---------------------|
| <b>ASSETS</b>                       |                     |
| <b>Current Assets</b>               |                     |
| <b>Bank Accounts</b>                |                     |
| Bank America checking               | 0.00                |
| Sierra Nevada Ballet                | 10,000.00           |
| Wells Fargo checking                | 34,284.79           |
| Wells Fargo Savings                 | <u>45,400.00</u>    |
| <b>Total Bank Accounts</b>          | <b>\$89,684.79</b>  |
| <b>Accounts Receivable</b>          |                     |
| Accounts Receivable                 | <u>-3,285.00</u>    |
| <b>Total Accounts Receivable</b>    | <b>\$ -3,285.00</b> |
| <b>Other Current Assets</b>         |                     |
| Bank Bal Adj Temp Acct              | 0.00                |
| <b>INVENTORY</b>                    | 0.00                |
| Undeposited Funds                   | <u>0.00</u>         |
| <b>Total Other Current Assets</b>   | <b>\$0.00</b>       |
| <b>Total Current Assets</b>         | <b>\$86,399.79</b>  |
| <b>Fixed Assets</b>                 |                     |
| ballet bars                         | 1,122.00            |
| costumes                            | 31,719.93           |
| dance floor                         | 5,553.00            |
| office equipment                    | 1,060.09            |
| production sets                     | 4,800.00            |
| props                               |                     |
| Depreciation                        | -76,768.52          |
| Original Cost                       | <u>100.00</u>       |
| <b>Total props</b>                  | <b>-76,668.52</b>   |
| small mirrors                       | 400.00              |
| sound tapes                         | 10,750.00           |
| video tapes                         | <u>21,490.00</u>    |
| <b>Total Fixed Assets</b>           | <b>\$226.50</b>     |
| <b>TOTAL ASSETS</b>                 | <b>\$86,626.29</b>  |
| <b>LIABILITIES AND EQUITY</b>       |                     |
| <b>Liabilities</b>                  |                     |
| <b>Total Liabilities</b>            |                     |
| <b>Equity</b>                       |                     |
| Opening Bal Equity                  | 0.00                |
| Retained Earnings                   | 88,238.12           |
| Net Income                          | <u>-1,611.83</u>    |
| <b>Total Equity</b>                 | <b>\$86,626.29</b>  |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$86,626.29</b>  |

Wednesday, Apr 13, 2011 01:37:44 PM PDT GMT-7 - Cash Basis

**Sierra Nevada Ballet**  
**Balance Sheet**  
As of June 30, 2010

|                                     | <u>Total</u>        |
|-------------------------------------|---------------------|
| <b>ASSETS</b>                       |                     |
| <b>Current Assets</b>               |                     |
| <b>Bank Accounts</b>                |                     |
| Bank America checking               | 0.00                |
| Sierra Nevada Ballet                | 10,000.00           |
| Wells Fargo checking                | 36,123.12           |
| Wells Fargo Savings                 | 45,400.00           |
| <b>Total Bank Accounts</b>          | <b>\$91,523.12</b>  |
| <b>Accounts Receivable</b>          |                     |
| Accounts Receivable                 | -3,285.00           |
| <b>Total Accounts Receivable</b>    | <b>\$ -3,285.00</b> |
| <b>Other Current Assets</b>         |                     |
| Bank Bal Adj Temp Acct              | 0.00                |
| <b>INVENTORY</b>                    | 0.00                |
| Undeposited Funds                   | 0.00                |
| <b>Total Other Current Assets</b>   | <b>\$0.00</b>       |
| <b>Total Current Assets</b>         | <b>\$88,238.12</b>  |
| <b>Fixed Assets</b>                 |                     |
| ballet bars                         | 1,122.00            |
| costumes                            | 31,493.43           |
| dance floor                         | 5,553.00            |
| office equipment                    | 1,060.09            |
| production sets                     | 4,800.00            |
| props                               |                     |
| Depreciation                        | -76,768.52          |
| Original Cost                       | 100.00              |
| <b>Total props</b>                  | <b>-76,668.52</b>   |
| small mirrors                       | 400.00              |
| sound tapes                         | 10,750.00           |
| video tapes                         | 21,490.00           |
| <b>Total Fixed Assets</b>           | <b>\$0.00</b>       |
| <b>TOTAL ASSETS</b>                 | <b>\$88,238.12</b>  |
| <b>LIABILITIES AND EQUITY</b>       |                     |
| <b>Liabilities</b>                  |                     |
| <b>Total Liabilities</b>            |                     |
| <b>Equity</b>                       |                     |
| Opening Bal Equity                  | 0.00                |
| Retained Earnings                   | 71,520.58           |
| Net Income                          | 16,717.54           |
| <b>Total Equity</b>                 | <b>\$88,238.12</b>  |
| <b>TOTAL LIABILITIES AND EQUITY</b> | <b>\$88,238.12</b>  |

Wednesday, Apr 13, 2011 01:38:01 PM PDT GMT-7 - Cash Basis

**ROSINE BENA- Sierra Nevada Ballet Artistic Director/Choreographer/Master**

**Teacher/Grant Writer**

Sierra Nevada Ballet, PO BOX 69, Genoa, NV 89411

775-783-3223; Fax: 775-783-3553;

email: [info@sierranevadaballet.com](mailto:info@sierranevadaballet.com); website: [sierranevadaballet.com](http://sierranevadaballet.com)

Rosine Bena was a professional ballerina who danced throughout the US and Europe with the Stuttgart Ballet under John Cranko, The Washington Ballet, and Peninsula Ballet Theatre. She received critical acclaim as a "Prima" for principal roles in ballets such as Giselle, Swan Lake, The Nutcracker, Cinderella, Sleeping Beauty, Romeo & Juliet, Coppelia, La Fille Mal Gardee and contemporary works by choreographers such as John Cranko, Jiri Kylian and many others. In addition to guest performing with various ballet companies, Bena danced opposite Patrick DuPond of the Paris Opera in the movie, She Dances Alone. The recipient of numerous grant awards, Rosine was given the title of "Outstanding Individual Artist 1992" by the San Mateo County Arts Council and honored by the US Congress and the Ca. State Legislature for her work in the arts. Bena is the former Artistic Director of two professional ballet companies (The Reno Ballet and Perspectives Dance Theatre), and the internationally known, Peninsula Ballet Theatre School. She has choreographed and directed over 60 professional productions and numerous non- professional productions and her choreography has been favorably compared to the work of choreographers such as George Balanchine, John Cranko, Kurt Joos and Michael Smuin. Ms. Bena is the former director/founder of the dance program for Kollage Community School for the Arts which serves over 8,000 students in the SF Bay area and the former Arts Education Specialist for the Arts Council of San Mateo County. Having taught ballet for over 35 years, Rosine, presently, directs the new professional ballet company for Northern Nevada, the Sierra Nevada Ballet, and is the director of ballet for In Motion Studio of Dance in Reno and Western Nevada Performing Arts Center in Carson City, Nevada. She is a guest master teacher for the Regional Dance America Ballet Festivals, and was recently elected as RDA Adjudicator for the national festival in 2012.

Bena is a certified grant writer with an excellent track record and a member of the International Association for Dance Medicine and Science lecturing and teaching ballet and injury prevention throughout the US and Europe. As a former graduate of the Academy of the Washington School of Ballet, Rosine was one of the alumni honored at the Kennedy Center and the White House by the Clintons and in Who's Who in America in the category of Outstanding Americans. Rosine was invited by American Ballet Theatre Artistic Director, Kevin McKenzie, to take part in the ABT Alumni Curriculum training and was one of the first master teachers to be fully certified to teach all levels of the curriculum and act as ambassador. Bena joined the staff of ABT in 2010 teaching in two of their five national ballet summer programs. In 2008, Bena was awarded an Endowment from the Sierra Arts Foundation and a Fellowship from The Nevada State Arts Council for her outstanding artistic work as a choreographer and director. She continues to lecture and guest teach throughout the USA and Europe.

**SAM WEBER - Permanent Guest Artist**

Sam Weber is SNB's first Permanent Guest Artist and is a founding member of the Company. He was one of the first permanent guest artists of The Reno Ballet under the direction of Rosine Bena. Weber danced with the Joffrey Ballet, San Francisco Ballet, Sacramento Ballet, Peninsula Ballet Theatre and The Jazz Tap Ensemble. Besides being a fine ballet dancer, Weber is considered one of the greatest Tap dancers in the world. He is known as "the fastest feet in tap". He dances all over the USA and Europe and receives standing ovations and rave reviews wherever he performs. He has done numerous TV appearances (including Mr. Rodgers Neighborhood) and stared in the German film, TWO IN TAILS. He is one of the few tap artists to perform Morton Gould's Concerto for Tap Dancer and Orchestra throughout the US and Europe. Weber has performed with SNB since 2001. Sam appears regularly with Sierra Nevada Ballet and the Jazz Tap Ensemble and guest performs as a master tap dancer throughout the USA and Europe.

**DOMINGO RUBIO- Permanent Guest Artist**

Domingo Rubio became SNB's second Permanent Guest Artist in May 2005. He has danced professionally for some 20 years. Domingo has danced with the Joffrey Ballet and Ballet Hispanico and was featured in the Robert Altman film, THE COMPANY. Rubio danced the role of Maxfield Parrish in SNB's A PAINTER'S LOVE STORY and has been a featured artist in SNB's Dancing By the River and A Celebration Of Gershwin. A talented choreographer, Domingo has created several fine works for SNB including PRELUDE, a pas des deux for himself and SNB principal, Ananda Bena-Weber which premiered in Reno in July of 2005. In addition to performing as a ballet dancer, he is a concert pianist, composer, choreographer and visual artist. He has illustrated several books on ballet and exhibits his sculpture art work throughout the USA. In addition to his work with SNB, Mr. Rubio teaches ballet and guest performs with dance companies throughout the USA.

**ANANDA BENA-WEBER - Dance Artist/ Principal Dancer**

Ananda Bena-Weber is principal dancer artist with the Sierra Nevada Ballet and a founding member. She has danced professionally as a soloist with the Reno Ballet when it was formed in 1994/95 and 1996. She danced with Perspectives Dance Theatre and Fascinating Rhythm Productions. She has appeared as featured soloist with Sam Weber performing in Morton Gould's "Concerto for Tap Dancer and Orchestra" throughout the SF Bay Area. She has appeared in principal roles in several original dance works such as Dreams, Take Me To The River, Dancing In The New Millennium, GSR, Back Street, Laura, Blue Rondo, Armando's Rumba and classics such as The Nutcracker, Les Sylphides, Romeo and Juliet and Paquita. Ms Bena-Weber is an award winning artist and has performed acting, singing and dancing featured roles in over 30 theater productions in the SF Bay Area. A gifted choreographer, Ananda has choreographed several works for the professional ballet company, Sierra Nevada Ballet, and for the San Francisco State Drama Department, Peninsula Ballet Theater School Performing Group and San Mateo High School performing arts program. Bena-Weber is a Magna cum Laude graduate of San Francisco State University, has attended Columbia University Masters Program in Drama and studies acting at the Linklater Center in New York City. She teaches dance at Mary Mount College; in the Dance Theater of Harlem educational outreach program and guest teaches all levels of ballet and related dance classes and acting (without words) throughout the US. She has performed leading acting roles with Nevada Shakespeare Company and has been featured as a Principal dancer with the Sierra Nevada Ballet company since 2001. In addition to SNB, Ananda was a member of the Jazz Tap Ensemble and has performed at the Joyce Theater in NY receiving great reviews and standing ovations.

**LARISSA CASSERA - Dance Artist/Principal Dancer**

Larissa Cassera has danced numerous professional roles in companies including the Oregon Ballet and the University of Arizona Dance Ensemble. Larissa trained with the school of the Oregon Ballet and joined SNB as a soloist in May of 2004 and has been a Principal with SNB since September of 2004. She has danced featured roles in Four For Tango, Rocco and was featured as the Snow Queen and Flower Soloist in Peanutcracker-The Story In A Nutshell. She has been featured as a principal in such works as: Gershwin Allegro; Paging Mr. Stair; Take Me To the River; Walking On Broken Glass and A Shape of A Pair and The Unicorn, Gorgon and Manticore.. Larissa is a third grade teacher with the Washoe County School District, part of the Masters Program at UNR and teaches Beginning and Adult Ballet at In Motion Studio of Dance in Reno.

**COURTNEY JANKOVIC –SNB Artist/Soloist**

Courtney Jankovic joined SNB as a soloist in June of 2007. She is a native of Cleveland Ohio and received the majority of her dance training at the School of Cleveland San Jose Ballet. She spent the years of 2000-2002 as a member of their youth ballet company under the direction of Gladisa Guadalupe. Her early training included summer intensives at Pittsburgh Ballet Theatre, North Carolina Dance Theatre and Cleveland San Jose Ballet as a scholarship recipient. She danced professionally with the Minnesota Ballet touring and performing ballets such as Cinderella, Coppelia, The Nutcracker, George Balanchine's Valse Fantaisie and numerous other repertoire works. Jankovic was a member of the Ohio Dance Theatre and performed multiple soloist roles in Sleeping Beauty, Snow White, The Nutcracker, Swan Lake and more. It was there that she began teaching all levels of ballet, tap, pilates, and choreographing. Courtney is featured in TOP HAT, GERSHWIN CONCERTO and PERCUSSIVLUND.

**E. CORT LARSON- Dance Artist/ Soloist**

E. Cort Larson is the youngest professional soloist in Sierra Nevada Ballet's first company. Cort has trained exclusively with Rosine Bena at Western Nevada Performing Arts Center in Carson City and at In Motion Studio in Reno and currently attends TMCC High School. Larson was taken into the SNB Apprentice program in January of 2003, and was raised to the first Company in September 2004 and raised to soloist in June of 2006. He has danced featured roles in Story Book Tales; A Painter's Love Story; A Tribute to Roy Orberson, Tarantella for Three, The Peanutcracker-The Story In A Nutshell, Take Five, Mozartina, Take Me To The River and the Gershwin Concerto. He created the role of Peter in SNB's Peter and The Wolf and the Russian Prince in The Peanutcracker-The Story in a Nutshell. A talented teacher and choreographer, Cort is the recipient of the SNB's 2005 Young Choreographers Award for SLAVE DANCE which was featured in SNB's 2005 Summer Concert series. Cort teaches ballet and jazz at In Motion studio in Reno and at Western Nevada Performing Arts Center in Carson City. He will be featured in MOZARTINA, TAKE ME TO THE RIVER and perform as the Manticore and The Friend to the Count in the SNB 2007 Spring production of THE UNICORN, THE GORGON and THE MANTCORE.

**ALEXANDER BIBER-Dance Artist Featured Company Dancer**

Alexander has trained exclusively with Rosine Bena at Western Nevada Performing Arts Center in Carson and at In Motion Studio in Reno. Alex was taken into the SNB Apprentice Program in June of 2003 and has appeared with the Apprentice Company and the professional Company since. Biber was featured as the Wolf in Peter and The Wolf; in Tarentella For Three and SNB's A Celebration of Gershwin, Take Five, Mozartina and Take Me To The River. He was featured as the Rat King, Flower Prince, Lead Father, Snow Prince, Military Doll and Chinese Prince in the PEANUTCRACKER-The Story In A Nutshell. He dances with both SNB and the Sacramento Ballet.

# 990-EZ

Form 990-EZ

Department of the Treasury  
Internal Revenue Service

## Short Form Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code  
(except black lung benefit trust or private foundation)

► Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total assets less than \$1,250,000 at the end of the year may use this form.  
► The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No. 1545-1150

2009

Open to Public  
Inspection

|  |  |  |                    |  |         |
|--|--|--|--------------------|--|---------|
| A For the 2009 calendar year, or tax year beginning  |  | July 1   | , 2009, and ending | June 30  | , 20 10 |
| B Check if applicable:   |  | C Name of organization<br><b>Sierra Nevada Ballet</b>  |                    | D Employer identification number<br><b>88-0491536</b>                                  |         |
| <input type="checkbox"/> Address change<br><input type="checkbox"/> Name change<br><input type="checkbox"/> Initial return<br><input type="checkbox"/> Terminated<br><input type="checkbox"/> Amended return<br><input type="checkbox"/> Application pending |  | <input type="checkbox"/> Please use IRS label or print or type.<br><b>See Specific Instructions.</b><br>Number and street (or P.O. box, if mail is not delivered to street address)<br><b>PO Box 69</b><br>City or town, state or country, and ZIP + 4<br><b>Genoa, NV 80411</b> |                    | <input type="checkbox"/> Room/suite<br><br><input type="checkbox"/> E Telephone number |         |
|  |  |  |                    | <input type="checkbox"/> F Group Exemption Number ►                                    |         |

• Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

I Website: ►

J Tax-exempt status (check only one) —  501(c) ( 3 ) ► (insert no.)  4947(a)(1) or  527

K Check ►  if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts; if \$500,000 or more, file Form 990 instead of Form 990-EZ ► \$ **169,989**

### Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)

|    |  |    |          |
|----|--|----|----------|
| 1  | Contributions, gifts, grants, and similar amounts received . . . . .   | 1  | 82,012   |
| 2  | Program service revenue including government fees and contracts . . . . .  | 2  | 46,012   |
| 3  | Membership dues and assessments . . . . .  | 3  |          |
| 4  | Investment income . . . . .  | 4  |          |
| 5a | Gross amount from sale of assets other than inventory . . . . .  | 5a |          |
| b  | Less: cost or other basis and sales expenses . . . . .   | 5b |          |
| c  | Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a) . . . . .  | 5c |          |
| 6  | Special events and activities (complete applicable parts of Schedule G). If any amount is from gaming, check here ► <input type="checkbox"/>               |    |          |
| a  | Gross revenue (not including \$ _____ of contributions reported on line 1) . . . . .   | 6a |          |
| b  | Less: direct expenses other than fundraising expenses . . . . .  | 6b |          |
| c  | Net income or (loss) from special events and activities (Subtract line 6b from line 6a) . . . . .  | 6c |          |
| 7a | Gross sales of inventory, less returns and allowances . . . . .  | 7a |          |
| b  | Less: cost of goods sold . . . . .   | 7b |          |
| c  | Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a) . . . . .   | 7c |          |
| 8  | Other revenue (describe ► ) . . . . .  | 8  |          |
| 9  | <b>Total revenue.</b> Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8 ► . . . . .  | 9  | 128,024  |
| 10 | Grants and similar amounts paid (attach schedule) . . . . .  | 10 |          |
| 11 | Benefits paid to or for members . . . . .  | 11 |          |
| 12 | Salaries, other compensation, and employee benefits . . . . .  | 12 |          |
| 13 | Professional fees and other payments to independent contractors . . . . .  | 13 | 80,811   |
| 14 | Occupancy, rent, utilities, and maintenance . . . . .  | 14 | 18,773   |
| 15 | Printing, publications, postage, and shipping . . . . .  | 15 | 107      |
| 16 | Other expenses (describe ► See Statement 2) . . . . .  | 16 | 53,580   |
| 17 | <b>Total expenses.</b> Add lines 10 through 16 ► . . . . .   | 17 | 153,272  |
| 18 | Excess or (deficit) for the year (Subtract line 17 from line 9) . . . . .  | 18 | (25,247) |
| 19 | Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return) . . . . . | 19 | 74,805   |
| 20 | Other changes in net assets or fund balances (attach explanation) . . . . .  | 20 | 41,965   |
| 21 | Net assets or fund balances at end of year. Combine lines 18 through 20 ► . . . . .  | 21 | 91,523   |

### Part II Balance Sheets. If Total assets on line 25, column (B) are \$1,250,000 or more, file Form 990 instead of Form 990-EZ.

|                                     |  |                       |                 |
|-------------------------------------|--|-----------------------|-----------------|
| (See the instructions for Part II.) |  | (A) Beginning of year | (B) End of year |
| 22                                  | Cash, savings, and investments . . . . .   | 68,712                | 22 91,523       |
| 23                                  | Land and buildings . . . . .   | 4,421                 | 23 0            |
| 24                                  | Other assets (describe ► See Statement 3) . . . . .  | 1,672                 | 24 0            |
| 25                                  | <b>Total assets</b> . . . . .  | 74,805                | 25 91,523       |
| 26                                  | <b>Total liabilities</b> (describe ► ) . . . . .   | 0                     | 26 0            |
| 27                                  | <b>Net assets or fund balances</b> (line 27 of column (B) must agree with line 21) . . . . . | 74,805                | 27 91,523       |

**Part III Statement of Program Service Accomplishments (See the instructions for Part III.)**

What is the organization's primary exempt purpose? **Ballet promotion and training**

Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

## Expenses

(Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts; optional for others.)

28 Provide workshops and training for students and professional dancers in ballet and to provide public performances in the northern Nevada area.

(Grants \$ 82,012) If this amount includes foreign grants, check here  28a 153,272

29

(Grants \$ ) this amount includes foreign grants, check here   **29a**

30

(Grants \$ ) if this amount includes foreign grants, check here   30a

**31 Other program services (attach schedule)**

(Grants \$  ) if this amount includes foreign grants, check here   31a

32

**Total program service expenses** (add lines 28a through 31a) ► 32 153,272

**Part IV** List of Officers, Directors, Trustees, and Key Employees. List each one even if not compensated. (See the instructions for Part IV.)

| (a) Name and address                          | (b) Title and average hours per week devoted to position | (c) Compensation (If not paid, enter -0-.) | (d) Contributions to employee benefit plans & deferred compensation | (e) Expense account and other allowances |
|---|--|--|---|--|
| Steve Porter                                  | Pres/Treas. - 4 hours                                    | 0  | 0   | 0  |
| 112 North Curry Street, Carson City, NV 89703 |  |  |   |  |
| Lee Weber Koch                                | Secretary - 1 hour                                       | 0  | 0   | 0  |
| 112 North Curry Street, Carson City, NV 89703 |  |  |   |  |
| Joe Lesar                                     | Director - 1 hour  | 0  | 0   | 0  |
| 112 North Curry Street, Carson City, NV 89703 |  |  |   |  |
| Stewart Cheifet                               | Director - 1 hour  | 0  | 0   | 0  |
| 112 North curry Street, Carson City, NV 89703 |  |  |   |  |

## **TAXPAYERS COPY**

**Part V Other Information** (Note the statement requirements in the instructions for Part V.)

|  | Yes                          | No |
|--|------------------------------|----|
| 33 Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity  | 33                           | ✓  |
| 34 Were any changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the changes  | 34                           | ✓  |
| 35 If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T.  |                              |    |
| a Did the organization have unrelated business gross income of \$1,000 or more or was it subject to section 6033(e) notice, reporting, and proxy tax requirements?   | 35a                          | ✓  |
| b If "Yes," has it filed a tax return on Form 990-T for this year?   | 35b                          |    |
| 36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N   | 36                           | ✓  |
| 37a Enter amount of political expenditures, direct or indirect, as described in the instructions. ► 37a  |                              |    |
| b Did the organization file Form 1120-POL for this year?   | 37b                          | ✓  |
| 38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the period covered by this return?   | 38a                          | ✓  |
| b If "Yes," complete Schedule L, Part II and enter the total amount involved   | 38b                          |    |
| 39 Section 501(c)(7) organizations. Enter:   |                              |    |
| a Initiation fees and capital contributions included on line 9   | 39a                          |    |
| b Gross receipts, included on line 9, for public use of club facilities  | 39b                          |    |
| 40a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under section 4911 ► _____ ; section 4912 ► _____ ; section 4955 ► _____  |                              |    |
| b Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or is it aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I | 40b                          | ✓  |
| c Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958  |                              |    |
| d Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization  |                              |    |
| e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T.  | 40e                          | ✓  |
| 41 List the states with which a copy of this return is filed. ► none   |                              |    |
| 42a The organization's books are in care of ► Steve Porter   | Telephone no. ► 775-783-3223 |    |
| Located at ► PO Box 69, Genoa, NV  | ZIP + 4 ► 89411              |    |
| b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?   |                              |    |
| If "Yes," enter the name of the foreign country: ► <b>TAIWAN</b><br>See the instructions for exceptions and filing requirements for Form TD F-90-3221, Report of Foreign Bank and Financial Accounts.  | 42b                          | ✓  |
| c At any time during the calendar year, did the organization maintain an office outside of the U.S.? If "Yes," enter the name of the foreign country: ►  |                              |    |
| 43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041—Check here and enter the amount of tax-exempt interest received or accrued during the tax year ► 43  |                              |    |
| 44 Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ  |                              |    |
| 45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ   | 45                           | ✓  |

**Part VI** **Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.** All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 46–49b and complete the tables for lines 50 and 51.

|     |   |     |    |
|-----|---|-----|----|
| 46  | Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I  | Yes | No |
| 46  |   | 46  | ✓  |
| 47  | Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II  | 47  | ✓  |
| 48  | Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E  | 48  | ✓  |
| 49a | Did the organization make any transfers to an exempt non-charitable related organization?   | 49a | ✓  |
| b   | If "Yes," was the related organization a section 527 organization?  | 49b |    |
| 50  | Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None." |     |    |

| (a) Name and address of each employee paid more than \$100,000 | (b) Title and average hours per week devoted to position | (c) Compensation | (d) Contributions to employee benefit plans & deferred compensation | (e) Expense account and other allowances |
|--|--|------------------|---|--|
| None   |  |                  |   |  |
|  |  |                  |   |  |
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f Total number of other employees paid over \$100,000 . . . . .

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

| (a) Name and address of each independent contractor paid more than \$100,000 | (b) Type of service | (c) Compensation |
|--|---------------------|------------------|
| None   |                     |                  |
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## **TAXPAYERS COPY**

d Total number of other independent contractors each receiving over \$100,000

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign  
Here

Digitized by srujanika@gmail.com

---

Signature of officer

Date \_\_\_\_\_

Steve Porter, President

Type or print name and title

Paid  
Preparer's  
Use Only

Preparer's  
signature

✓ William Franklin

Date 2/5/11

Check if  
self-  
employed ►

Preparer's identifying number (See instructions)  
**P01202441**

P01202441

27-1350485

775-324-1787

May the IRS discuss this return with the preparer shown above? See instructions.

175-324-1761

Yes  No

Sierra Nevada Ballet 88-0491536  
2009 Form 990-EZ Part 1

FYE: 06/30/10

**Statement 1 - Form 990-EZ, Part 1, Line 20 - Other changes in net assets**

The amount of \$41,965 represents an adjustment to overstatement of expenses in the fiscal year ending 06/30/09.

**Statement 2 - Form 990-EZ, Part 1, Line 16 - Other expenses**

| <u>Description</u>         | <u>Amount</u> |
|----------------------------|---------------|
| Advertising and promotion  | 1,922         |
| Bank service charges       | 102           |
| Depreciation expense       | 4,421         |
| Contributions              | 1,535         |
| Dues and subscriptions     | 300           |
| Equipment rental           | 210           |
| Insurance                  | 1,460         |
| Licenses and permits       | 211           |
| Supplies                   | 18,254        |
| Performance fee            | 14,053        |
| Photography                | 400           |
| Travel and entertainment   | 10,247        |
| Video and audio production | 465           |
|                            | 53,580        |

**Statement 3 - Form 990-EZ, Part II, Line 24 - Other assets**

| <u>Description</u>        | <u>2008</u> | <u>2009</u> |
|---------------------------|-------------|-------------|
| Inventory for sale of use | 1,672       | 0           |

**SCHEDULE A**  
(Form 990 or 990-EZ)

## Public Charity Status and Public Support

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

Department of the Treasury  
Internal Revenue Service

OMB No. 1545-0047

2009

**Open to Public  
Inspection**

Name of the organization

**Employer identification number**

Sierra Nevada Ballet

88 : 0491536

**Part I** Reason for Public Charity Status (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

1  A church, convention of churches, or association of churches described in section 170(b)(1)(A)(i).  
 2  A school described in section 170(b)(1)(A)(ii). (Attach Schedule E.)  
 3  A hospital or a cooperative hospital service organization described in section 170(b)(1)(A)(iii).  
 4  A medical research organization operated in conjunction with a hospital described in section 170(b)(1)(A)(iii). Enter the hospital's name, city, and state: \_\_\_\_\_  
 5  An organization operated for the benefit of a college or university owned or operated by a governmental unit described in section 170(b)(1)(A)(iv). (Complete Part II.)  
 6  A federal, state, or local government or governmental unit described in section 170(b)(1)(A)(v).  
 7  An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in section 170(b)(1)(A)(vi). (Complete Part II.)  
 8  A community trust described in section 170(b)(1)(A)(vi). (Complete Part II.)  
 9  An organization that normally receives: (1) more than 33 1/3 % of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3 % of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See section 509(a)(2). (Complete Part III.)  
 10  An organization organized and operated exclusively to test for public safety. See section 509(a)(4).  
 11  An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See section 509(a)(3). Check the box that describes the type of supporting organization and complete lines 11e through 11h.  
 a  Type I      b  Type II      c  Type III—Functionally integrated      d  Type III—Other  
 e  By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).  
 f  If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box \_\_\_\_\_   
 g  Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?  
 (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization?  
 (ii) A family member of a person described in (i) above?  
 (iii) A 35% controlled entity of a person described in (i) or (ii) above?  
 h  Provide the following information about the supported organization(s).

|          | Yes | No |
|----------|-----|----|
| 11g(i)   |     |    |
| 11g(ii)  |     |    |
| 11g(iii) |     |    |

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**  
 (Complete only if you checked the box on line 5, 7, or 8 of Part I.)

**Section A. Public Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")  |          |          |          |          |          |           |
| 2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf   |          |          |          |          |          |           |
| 3 The value of services or facilities furnished by a governmental unit to the organization without charge   |          |          |          |          |          |           |
| 4 Total. Add lines 1 through 3  |          |          |          |          |          |           |
| 5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) |          |          |          |          |          |           |
| 6 <b>Public support.</b> Subtract line 5 from line 4.   |          |          |          |          |          |           |

**Section B. Total Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total                  |
|---|----------|----------|----------|----------|----------|----------------------------|
| 7 Amounts from line 4   |          |          |          |          |          |                            |
| 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources  |          |          |          |          |          |                            |
| 9 Net income from unrelated business activities, whether or not the business is regularly carried on  |          |          |          |          |          |                            |
| 10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)  |          |          |          |          |          |                            |
| 11 <b>Total support.</b> Add lines 7 through 10   |          |          |          |          |          |                            |
| 12 Gross receipts from related activities, etc. (see instructions)  |          |          |          |          |          | 12                         |
| 13 <b>First five years.</b> If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here |          |          |          |          |          | ► <input type="checkbox"/> |

**Section C. Computation of Public Support Percentage**

|   |                            |   |
|---|----------------------------|---|
| 14 Public support percentage for 2009 (line 6, column (f) divided by line 11, column (f))   | 14                         | % |
| 15 Public support percentage from 2008 Schedule A, Part II, line 14   | 15                         | % |
| 16a <b>33½ % support test—2009.</b> If the organization did not check the box on line 13, and line 14 is 33½ % or more, check this box and stop here. The organization qualifies as a publicly supported organization   | ► <input type="checkbox"/> |   |
| b <b>33½ % support test—2008.</b> If the organization did not check a box on line 13 or 16a, and line 15 is 33½ % or more, check this box and stop here. The organization qualifies as a publicly supported organization  | ► <input type="checkbox"/> |   |
| 17a <b>10%-facts-and-circumstances test—2009.</b> If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization    | ► <input type="checkbox"/> |   |
| b <b>10%-facts-and-circumstances test—2008.</b> If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization | ► <input type="checkbox"/> |   |
| 18 <b>Private foundation.</b> If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions  | ► <input type="checkbox"/> |   |

**Part III Support Schedule for Organizations Described in Section 509(a)(2)**  
 (Complete only if you checked the box on line 9 of Part I.)
**Section A. Public Support**

| Calendar year (or fiscal year beginning in) ►  | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|--|----------|----------|----------|----------|----------|-----------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")   | 83,250   | 0        | 54,257   | 126,057  | 128,024  | 391,588   |
| 2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose |          |          |          |          |          |           |
| 3 Gross receipts from activities that are not an unrelated trade or business under section 513   |          |          |          |          |          |           |
| 4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf  |          |          |          |          |          |           |
| 5 The value of services or facilities furnished by a governmental unit to the organization without charge  |          |          |          |          |          |           |
| 6 Total. Add lines 1 through 5   | 83,250   | 0        | 54,257   | 126,057  | 128,024  | 391,588   |
| 7a Amounts included on lines 1, 2, and 3 received from disqualified persons  |          |          |          |          |          |           |
| b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year           |          |          |          |          |          |           |
| c Add lines 7a and 7b  |          |          |          |          |          |           |
| 8 Public support (Subtract line 7c from line 6.)   |          |          |          |          |          | 391,588   |

**Section B. Total Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 9 Amounts from line 6   | 83,250   | 0        | 54,257   | 126,057  | 128,024  | 391,588   |
| 10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources  |          |          |          |          |          |           |
| b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975   |          |          |          |          |          |           |
| c Add lines 10a and 10b   |          |          |          |          |          |           |
| 11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on  |          |          |          |          |          |           |
| 12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)  |          |          |          | 569      |          |           |
| 13 Total support. (Add lines 9, 10c, 11, and 12.)   | 83,250   | 0        | 54,257   | 126,626  | 128,024  | 392,157   |
| 14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ► <input type="checkbox"/> |          |          |          |          |          |           |

**Section C. Computation of Public Support Percentage**

|   |    |         |
|---|----|---------|
| 15 Public support percentage for 2009 (line 8, column (f) divided by line 13, column (f)) | 15 | 100.0 % |
| 16 Public support percentage from 2008 Schedule A, Part III, line 15                      | 16 | 71.6 %  |

**Section D. Computation of Investment Income Percentage**

|  |    |     |
|--|----|-----|
| 17 Investment income percentage for 2009 (line 10c, column (f) divided by line 13, column (f))   | 17 | 0 % |
| 18 Investment income percentage from 2008 Schedule A, Part III, line 17  | 18 | 0 % |
| 19a 33½% support tests—2009. If the organization did not check the box on line 14, and line 15 is more than 33½%, and line 17 is not more than 33½%, check this box and stop here. The organization qualifies as a publicly supported organization ► <input checked="" type="checkbox"/>         |    |     |
| b 33½% support tests—2008. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33½%, and line 18 is not more than 33½%, check this box and stop here. The organization qualifies as a publicly supported organization ► <input checked="" type="checkbox"/> |    |     |
| 20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ► <input type="checkbox"/>   |    |     |

**Part IV Supplemental Information.** Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Provide any other additional information. See instructions.**Part II, Line 1- - Other income detail**Other **\$ 569**

**Schedule B**(Form 990, 990-EZ,  
or 990-PF)Department of the Treasury  
Internal Revenue Service

Name of the organization

**Schedule of Contributors**

► Attach to Form 990, 990-EZ, or 990-PF.

OMB No. 1545-0047

**2010**

Employer identification number

Organization type (check one):

Filers of:

Section:

Form 990 or 990-EZ

 501(c)(3) (enter number) organization 4947(a)(1) nonexempt charitable trust not treated as a private foundation 527 political organization

Form 990-PF

 501(c)(3) exempt private foundation 4947(a)(1) nonexempt charitable trust treated as a private foundation 501(c)(3) taxable private foundationCheck if your organization is covered by the **General Rule** or a **Special Rule**.**Note.** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.**General Rule**

For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II.

**Special Rules**

For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33 1/3 % support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), and received from any one contributor, during the year, a contribution of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h or (ii) Form 990-EZ, line 1. Complete Parts I and II.

For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, aggregate contributions of more than \$1,000 for use exclusively for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.

For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use exclusively for religious, charitable, etc., purposes, but these contributions did not aggregate to more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions of \$5,000 or more during the year ► \$

**Caution.** An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer 'No' on Part IV, line 2 of its Form 990, or check the box on line H of its Form 990-EZ, or on line 2 of its Form 990-PF, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

Name of organization

Sierra Nevada Ballet

Employer identification number

88-0491536

**Part I** **Contributors** (see instructions)

| (a)<br>No.   | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
|--|--|--------------------------------|--|
| 1  | American Ballet Theatre<br>2910 Mill Street<br>Reno, NV 89502            | \$ 5,638                       | Person <input checked="" type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/> |
| (Complete Part II if there is a noncash contribution.) |  |                                |  |
| (a)<br>No.   | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
| 2  | Wayne Prim Foundation<br>PO Box 12219<br>Zephyr Cove, NV 89448           | \$ 10,000                      | Person <input checked="" type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/> |
| (Complete Part II if there is a noncash contribution.) |  |                                |  |
| (a)<br>No.   | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
| 3  | Bob and Kathy Day<br>PO Box 1336<br>Crystal Bay, NV 89402                | \$ 5,000                       | Person <input checked="" type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/> |
| (Complete Part II if there is a noncash contribution.) |  |                                |  |
| (a)<br>No.   | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
| 4  | Western Money Systems<br>620 Kresge Lane<br>Sparks, NV 89431-7217        | \$ 6,000                       | Person <input checked="" type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/> |
| (Complete Part II if there is a noncash contribution.) |  |                                |  |
| (a)<br>No.   | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
| 5  | Nevada Arts Council<br>716 N. Carson St., Ste A<br>Carson City, NV 89701 | \$ 15,328                      | Person <input checked="" type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/> |
| (Complete Part II if there is a noncash contribution.) |  |                                |  |
| (a)<br>No.   | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
| 6  | E.L. Cord Foundation<br>418 Flint St.<br>Reno, NV 89501                  | \$ 20,000                      | Person <input checked="" type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/> |
| (Complete Part II if there is a noncash contribution.) |  |                                |  |

Name of organization

Employer identification number

**Part I** Contributors (see instructions)

| (a)<br>No. | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
|------------|--|--------------------------------|--|
| 7          | Parasol Community Foundation<br>948 Incline Way<br>Incline Village, NV 89451 | \$ 5,000                       | Person <input checked="" type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/><br>(Complete Part II if there is a noncash contribution.) |
| (a)<br>No. | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
| 8          | Else Lohse<br>5606 Forest Circle<br>Reno, NV 89511                           | \$ 5,000                       | Person <input checked="" type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/><br>(Complete Part II if there is a noncash contribution.) |
| (a)<br>No. | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
|            |  | \$                             | Person <input type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/><br>(Complete Part II if there is a noncash contribution.)            |
| (a)<br>No. | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
|            |  | \$                             | Person <input type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/><br>(Complete Part II if there is a noncash contribution.)            |
| (a)<br>No. | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
|            |  | \$                             | Person <input type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/><br>(Complete Part II if there is a noncash contribution.)            |
| (a)<br>No. | (b)<br>Name, address, and ZIP + 4  | (c)<br>Aggregate contributions | (d)<br>Type of contribution  |
|            |  | \$                             | Person <input type="checkbox"/><br>Payroll <input type="checkbox"/><br>Noncash <input type="checkbox"/><br>(Complete Part II if there is a noncash contribution.)            |

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



**Events Program Application**

|  |  |                            |
|--|--|----------------------------|
| Organization Name: Capital City Arts Initiative  | Date: April 15, 2011   |                            |
| Organizational Structure : board > E.D. > staff  |  |                            |
| Organization Mailing Address:<br>PO Box 1333<br>Carson City NV 89702   |  |                            |
| Organization URL Address: <a href="http://www.arts-initiative.org">www.arts-initiative.org</a>   |  |                            |
| Contact Name for Project: Sharon Rosse   | Contact Phone Number:<br>775.267.3295  |                            |
| Address for Project Contact:<br>PO Box 1333<br>Carson City NV 89702  | Contact Fax: n/a<br><br>Contact E-mail:<br><a href="mailto:sharon@arts-initiative.org">sharon@arts-initiative.org</a>  |                            |
| Name of Event: ongoing contemporary art exhibitions, public talks, readings, and art education workshops   | URL of Event:<br><a href="http://www.arts-initiative.org">www.arts-initiative.org</a>  |                            |
| Purpose of Organization:<br><br>please see attached  | Fax of Event: n/a<br><br>E-mail of Event:<br><a href="mailto:sharon@arts-initiative.org">sharon@arts-initiative.org</a>  |                            |
| Annual Budget of Organization:<br><br>Last Year      Present Year      Next Year<br>Income: <u>\$ 84,951</u> <u>\$79,129.</u> <u>\$88,950.</u><br><br>Expenses: <u>\$ 81,967</u> <u>\$79,092.</u> <u>\$88,950.</u><br><br>Reserves: <u>\$12,350.</u> <u>\$13,500.</u> <u>\$13,000.</u> | How event vision complies with objectives of redevelopment agency plan:<br>please see attached<br><br>Why are redevelopment funds needed?<br>please see attached |                            |
| How long Organization formally organized? Since 2003   |  |                            |
| Event Name: Capital City Arts Initiative   | Project Area: (check one)<br><ul style="list-style-type: none"> <li>• Area #1 _____</li> <li>• Area #2 _____</li> </ul>  |                            |
| <b>Previous Redevelopment Authority Grant Funding Received, If any:</b>  |  |                            |
| Year: _____, amount: _____   | Year: _____, amount: _____   | Year: _____, amount: _____ |
| Year: _____, amount: _____   | Year: _____, amount: _____   | Year: _____, amount: _____ |
| Year: _____, amount: _____   | Year: _____, amount: _____   | Year: _____, amount: _____ |

|   |   |         |          |
|---|---|---------|----------|
| Event Director Name: Sharon Rosse   |   |         |          |
| Event Director Resume: (please attach)<br><br>please see attached   | Event Director Address:<br>PO Box 1333<br>Carson City NV 89702  |         |          |
| Event Director Phone:<br>Cell: <u>721.7424</u><br>Land: <u>267.3295</u>   | Event Director Email:<br><a href="mailto:sharon@arts-initiative.org">sharon@arts-initiative.org</a>                   |         |          |
| <p>Event Description and Brief Objectives:</p> <p>please see attached</p>   |   |         |          |
| <p>Proof entity has authority to conduct special event.</p> <p>List all permits at right:</p>                       | Special event permits 3 x year for exhibition receptions at the CCAI Courthouse Gallery in the Carson City Courthouse |         |          |
|   | 885 E Musser St, Carson City  |         |          |
|   |   |         |          |
|   |   |         |          |
|   |   |         |          |
|   |   |         |          |
|   |   |         |          |
|   |   |         |          |
| <p>Total Event Cost Breakdown: (list at right)</p> <p>please see attached budget spreadsheet</p>                    | \$  | \$      | \$       |
|   | \$  | \$      | \$       |
|   | \$  | \$      | \$       |
|   | \$  | \$      | \$       |
|   | \$  | \$      | \$       |
|   | \$  | \$      | \$       |
|   | <b>Total</b>  |         |          |
|   | Revenue   | Expense | Reserves |
| <p>Pro Forma Profit and Loss statement for Event: (list at right)</p> <p>please see attached budget spreadsheet</p> |   |         |          |
|   |   |         |          |
|   |   |         |          |
|   |   |         |          |
|   |   |         |          |
|   |   |         |          |
|   |   |         |          |
|   | <b>Total</b>  |         |          |
| Total Estimated Event Cost  | \$89,450.   |         |          |
| Total Incentive Funds Requested   | \$5,000.  |         |          |
| Incentive as a % of total project   | 5.5%  |         |          |

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:

LIST HERE:  
checking and savings accounts at US Bank

Estimated Event Completion Date June 30, 2012

Will your organization benefit from event?  Yes  No

If yes, how: please see attached

Will your event increase business in the plan area?  Yes  No

If yes, how? see attached

Define, in detail, the marketing and promotional plan: see attached

What facilities in the Redevelopment Plan Area will be used?

Are there other events taking place at the same time as your event? If yes, name and define. Describe all partnerships from other businesses in service of your event. see attached

• Expected attendance: see attached • Name all vendors and associated fees. n/a Define how event will become totally self funding?

Name all team members and attach resumes: \*Architect / \*Designer Please see attached artists' bios and staff bios.

\*Contractor(s)

\*Attorney

\*Accountant

\*Project Manager

- Your project must conform to all applicable codes, ordinances, and regulations
- Shop drawings must also be submitted for review for all venues and signs prior to beginning work.

**Acknowledgement 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.

Applicants Signature

Date: April 15, 2011

\*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)                               | <b>Date</b> |
|---|-------------|
| Application Approved:                                 |             |
| Event Commenced:                                      |             |
| Event Completed:                                      |             |
| Reimbursement Request submitted to Finance Department |             |
| Reimbursement remitted to Applicant                   |             |

|    | A   | B              | C           |
|----|---|----------------|-------------|
| 1  | CCAI • FY11, FY12 • as of 4/15/11   | FY12 Budget    | FY11 Budget |
| 2  | Expenses  | projected      | projected   |
| 3  | CCAI Staff  |                |             |
| 4  | Executive Director [start date July 1, 2011]  | 30,000         |             |
| 5  | AIE Coordinator   | 15,000         | 12,000      |
| 6  | retiring Executive Director [for June 2011]   | 1,500          | 18,000      |
| 7  | CCAI Curator [position closed as of 3/1/11]   |                | 6,750       |
| 8  |   | staff subtotal | 46,500      |
| 9  |   |                | 36,750      |
| 10 | Reserve   | 13,000         | 13,500      |
| 11 | Program Expenses  |                |             |
| 12 | Artist Honoraria: visiting artists, speakers, writers                                 | 16,050         | 11,655      |
| 13 | Exhibition artists honoraria: fy12: 7,900.; fy11: 4,900.                              |                |             |
| 14 | NVN & AIE honoraria: fy12: 5,900.; fy11: 5,255.                                       |                |             |
| 15 | exhibition essay writers honoraria: fy12: 2,250.; fy11: 1,500.                        |                |             |
| 16 | Books & Writers honoraria: fy12: 900.   |                |             |
| 17 | Travel for visiting artists   | 3,550          | 3,583       |
| 18 | Fy11 Curator travel   |                | 605         |
| 19 | Remaining Operating   |                |             |
| 20 | artists' supplies, B&W book purchases   | 1,250          | 830         |
| 21 | artists' shipping   | 500            | 2,386       |
| 22 | exhibition supplies   | 575            | 308         |
| 23 | hosting, receptions, event permits  | 500            | 302         |
| 24 | office supplies   misc  | 2,000          | 1,765       |
| 25 | [po box rent, web server, ink, copies, misc postage, paper/envelopes, Secty of State, |                |             |
| 26 | NV Appeal, insurance: Workmans Comp 469. and liability 225.]                          |                |             |
| 27 | program expenses subtotal   | 24,425         | 21,434      |
| 28 | Marketing   |                |             |
| 29 | advertising: FY11 web redesign 2,500.; street banners; In-Focus ad; BAWN              | 1,500          | 3,881       |
| 30 | note: FY12 includes \$500. for website maintenance/support                            |                |             |
| 31 | design: exhibition fliers/posters, NVN bookmarks                                      | 1,100          | 1,100       |
| 32 | printing: exhibition fliers, NVN bookmarks  | 1,800          | 1,802       |
| 33 | mailing: bulk mail postage  | 625            | 625         |
| 34 | marketing subtotal  | 5,025          | 7,408       |
| 35 | Total Expenses  | 88,950         | 79,092      |

|    | A   | B               | C           |
|----|---|-----------------|-------------|
| 36 | CCAI • FY11, FY12 • as of 4/15/11   | FY12 Budget     | FY11 Budget |
| 37 | Income  | projected       | projected   |
| 38 | beginning cash [checking account balance on July 1, 2010]                         | 500             | 855         |
| 39 | beginning cash [savings account balance/reserve on July 1, 2010]                  | 13,000          | 13,509      |
| 40 |   | subtotal        | 13,500      |
| 41 | Earned Income   |                 | 14,364      |
| 42 | Event Donation Box  | 300             | 500         |
| 43 | donations by artists from art work sales  | 300             | 200         |
| 44 | Books & Writers: sale of books  | 200             | 0           |
| 45 |   | subtotal        | 800         |
| 46 | Foundation Support  |                 | 700         |
| 47 | Community Foundation of Western Nevada [FY11 awarded]                             |                 | 5,000       |
| 48 | Cord Foundation   | 5,000           |             |
| 49 | Robert Z Hawkins Foundation [CY2010 for banners, printing]                        |                 | 1,355       |
| 50 | John & Grace Nauman Foundation [FY12 appl invited, due May 1]                     | 4,000           |             |
| 51 | John Ben Snow Memorial Trust, appl submitted                                      | 20,000          |             |
| 52 | US Bancorp Foundation [FY12 appl due July 1]                                      | 3,000           | 3,000       |
| 53 | The Andy Warhol Foundation for the Visual Arts [for FY11]                         |                 | 25,000      |
| 54 |   | subtotal        | 32,000      |
|    |   |                 | 34,355      |
| 55 | Local Support   |                 |             |
| 56 | Board of Directors [annual dues \$300. minimum per member]                        | 2,750           | 2,500       |
| 57 | Board of Directors: cash and memorial donations                                   | 250             | 109         |
| 58 | Membership Initiative: BRAGs @ \$250. ea  | 1,500           | 1,350       |
| 59 | Membership Initiative: Individuals  | 2,500           | 2,500       |
| 60 | Membership Initiative: Business Leaders   | 2,400           | 1,250       |
| 61 | Sierra Nevada College [for Nevada Neighbors speakers]                             | 800             | 600         |
| 62 | St Mary's Art Center [exhibition support]   | 200             | 200         |
| 63 | targeted program donations  | 2,000           | 3,000       |
| 64 | United Latino Community [no FY11 support; FY12 application in process]            | 1,000           |             |
| 65 |   | subtotal        | 13,400      |
|    |   |                 | 11,509      |
| 66 | Public Support: State   |                 |             |
| 67 | National Endowment for the Arts: Challenge American Fast-Track Grant [due May 26] | 10,000          |             |
| 68 | Nevada Arts Council Partners in Excellence Grants [FY11 awarded]                  | 3,500           | 3,700       |
| 69 | Nevada Arts Council Arts Education Component Grants [FY11 awarded]                | 2,500           | 2,665       |
| 70 | Nevada Arts Council SNAP Grant [stimulus \$ available for FY10 only]              |                 | 174         |
| 71 | Nevada Arts Council Tumblewords grants [3 @ \$300. each + some travel]            | 900             |             |
| 72 | Nevada Humanities - support for Nevada Neighbors talks                            | 4,050           | 4,490       |
| 73 | Nevada Humanities - FY11 return unspent funds, exact amt. to be confirmed         |                 | (1,118)     |
| 74 |   | subtotal        | 20,950      |
|    |   |                 | 9,911       |
| 75 | Public Support: Local   |                 |             |
| 76 | Carson City Library: \$75. per Nevada Neighbors lecture                           | 300             | 225         |
| 77 | Carson City Office of Business Development/Redevelopment Authority                |                 | 5,000       |
| 78 | Carson City Office of Business Development [BRIC honoraria partial support]       |                 | 225         |
| 79 | Carson City School District: Carson Middle, Bordewich-Bray Elem                   | 1,500           | 1,375       |
| 80 | Carson City School District: Mark Twain Elem                                      | 1,000           | 965         |
| 81 | Douglas High School, Douglas County School District                               | 500             | 500         |
| 82 |   | subtotal        | 3,300       |
| 83 |   | Income Subtotal | 83,950      |
| 84 | Carson City Office of Business Development/Redevelopment Authority FY12 request   | 5,000           |             |
| 85 |   | Total Income    | 88,950      |
|    |   |                 | 79,129      |

|     | A   | B | C      |
|-----|---|---|--------|
| 86  | FY11 In-Kind as of 4/11/11  |   |        |
| 87  | Outside Fees and Services   |   |        |
| 88  | Simpson Creative, discounted graphic design fees for nonprofit org  |   | 1,050  |
| 89  | Steele & Associates, CPAs [preparation of IRS 990 form]   |   | 1,550  |
| 90  | Vera Martin, volunteer, bulk mail prep: 8 hours @ 8. per hour   |   | 64     |
| 91  | AIE   |   |        |
| 92  | Carson High School Intern: 30 hours @ 8. per hour   |   | 240    |
| 93  | Carson City School District coordinator 5 hrs at 35. per  |   | 175    |
| 94  | Bordewich-Bray Elementary: Stephanie King, 4 hrs 15. per hr   |   | 60     |
| 95  | 1 teacher at 27. per hr x 1.5 hrs x 6 classes   |   | 244    |
| 96  | Carson Middle School: Marilyn Berry, after-school coordinator 10 hrs 27. per                                |   | 270    |
| 97  | 1 teacher at 27. per hr x 1.5 hrs x 5 classes   |   | 200    |
| 98  | Mark Twain Elementary: Pam Leiken, after-school coordinator/teacher 10 hrs 27. per                          |   | 270    |
| 99  | DHS: Kelley Yost, teacher, site coordination for three speakers and 1 AIE 8 hrs at 35. per                  |   | 280    |
| 100 | 1 teacher at 27. per hr x 10 hours for Goldbaum residency   |   | 270    |
| 101 | SNC: Russell Dudley, faculty, site coordination for four artists for 2 hrs each at 40. per                  |   | 320    |
| 102 | subtotal  |   | 4,993  |
| 103 | Space Rental  |   |        |
| 104 | General Admin.  |   |        |
| 105 | board members donating homes for board meeting spaces x six meetings  |   | 900    |
| 106 | BRIC board meeting space @ \$150. x six board committee meetings, interviews                                |   | 900    |
| 107 | BRIC office space @ \$100. per month, August 2010 - June 2011   |   | 1,100  |
| 108 | Sierra Nevada Associate of Realtors, donated conference room 4 interview, Mar 2011                          |   | 25     |
| 109 | three part-time staff consultants' office space = 333. per month each                                       |   | 11,000 |
| 110 | AIE sites   |   |        |
| 111 | BB Elem School: space for 4 workshops @ \$150. each   |   | 600    |
| 112 | Carson Middle School: space for 5 workshops @ \$150. each   |   | 750    |
| 113 | Douglas High School: classroom workshop space, Goldbaum residency, 4 meetings @ \$150. per workshop meeting |   | 600    |
| 114 | Sierra Nevada College: classroom lecture space for four guest NVN artists @ \$200. ea.                      |   | 800    |
| 115 | Exhibition sites  |   |        |
| 116 | BRIC exhibition space, \$500. per month, Sept 2010 - June 2011  |   | 5,000  |
| 117 | Carson City Courthouse: gallery space 12 months @ \$2,250. each   |   | 27,000 |
| 118 | SMAC residency and exhibition space 5 weeks @ \$100. per day  |   | 3,500  |
| 119 | Carson City Library: auditorium for NVN, 4 @ \$75. ea.  |   | 300    |
| 120 | Carson City Library: auditorium for Books & Writers' workshops-readings, 6 @ \$75. ea.                      |   |        |
| 121 | FWAC  |   |        |
| 122 | Bliss Mansion: FWAC meeting space 2 months @ \$150. each  |   | 300    |
| 123 | BRIC: FWAC meeting space 9 months @ \$150. each   |   | 1,350  |
| 124 | Carson City Courthouse: FWAC March 2011 meeting space   |   | 75     |
| 125 | Carson City Library: Secret Garden for FWAC August 2010 meeting   |   | 75     |
| 126 | subtotal  |   | 54,275 |
| 127 | Travel  |   |        |
| 128 | NVN and AIE/Lorraine Gilbert, lodging @ Leck home, 5 nights Sept 2010                                       |   | 245    |
| 129 | NVN and AIE/Lorraine Gilbert, per diem @ Leck home, 6 days Sept 2010  |   | 216    |
| 130 | NVN and AIE/Lynne Sowder, lodging @ Bliss Mansion, 2 nights April 2011                                      |   | 96     |
| 131 | Mark NeuCollins, residency at SMAC 15 nights lodging @ \$100. ea May-June 2011                              |   | 1,500  |
| 132 | Jon Winet, board member lodging, 2 nights lodging at Rosse's August 2010                                    |   | 96     |
| 133 | Radiant City-Justin Favela/C Brenneman donated 1 night lodging at Bliss Mansion Feb 2011                    |   | 60     |
| 134 | local area travel by CCAI board/staff: delivering fliers and bookmarks to area sites                        |   | 500    |
| 135 | local area travel by CCAI staff: area driving for visiting artists  |   | 500    |
| 136 | subtotal  |   | 3,213  |
| 137 |   |   |        |

|     | A   | B             | C       |
|-----|---|---------------|---------|
| 138 | FY11 In-Kind as of 4/11/11  |               |         |
| 139 | Remaining Operating Expenses  |               |         |
| 140 | General Administration  |               |         |
| 141 | City of Carson City: insurance for Courthouse exhibitions [est. \$500. x 3 shows]                 | 1,500         |         |
| 142 | landline & mobile telephones for 3 staff, est. \$75 per mth per person [2 staff for last quarter] | 2,475         |         |
| 143 | computers/technology for 3 part-time staff, est. \$100. per mth per [2 staff for last quarter]    | 3,300         |         |
| 144 |   | subtotal      | 7,275   |
| 145 | AIE supplies  |               |         |
| 146 | CCSD for Bordewich-Bray Elementary, art supplies  | 150           |         |
| 147 | CCSD for Carson Middle School, art supplies   | 100           |         |
| 148 | Mark Twain Elementary: art workshop supplies  | 100           |         |
| 149 |   | subtotal      | 350     |
| 150 | Hosting/Receptions  |               |         |
| 151 | Board members prepared and donated hors d'oeuvres for Holiday party reception                     | 200           |         |
| 152 | Board members wash and store wine glasses after parties/receptions                                | 60            |         |
| 153 | Board: Sharon Rosse hosted staff/Christel Passink's bday lunch, 8/18/10 @ Basil                   | 34            |         |
| 154 | Board: Glenn Clemmer hosted dinner/beer for Justin Favela, Christy, and board 2/6/11              | 10            |         |
| 155 | Board: Sharon Rosse hosted pizza for Justin Favela, Christy, and board 2/6/11                     | 38            |         |
| 156 | Board: Sharon Rosse hosted towards C Seemann dinner 3/3/11  | 20            |         |
| 157 |   | subtotal      | 362     |
| 158 |   |               |         |
| 159 |   | In-kind Total | 70,468  |
| 160 | Total Cash Expenses + Total In-Kind = Total Project Costs   |               | 149,560 |



CAPITAL CITY  
ARTS INITIATIVE

## Board of Directors

**Cyndy Brenneman**, President  
608 Elizabeth Street  
Carson City Nevada 89703  
Artist

**Glenn Clemmer**, Ph.D., Vice President  
1718 N Division Street, Carson City, Nevada 89703  
Biologist, retired

**J.P. Giovacchini**, Treasurer  
73 Arrowhead Road, Carson City, Nevada 89706  
Internal Auditor, Department of Public Safety, State of Nevada

**Leona Kockenmeister**  
4335 Wild Eagle Terrace, Reno, Nevada 89511  
Artist

**Sharon Rosse**, Executive Director  
478 Bavarian Drive, Carson City, Nevada 89705  
Artist; Arts Administrator

Revised: February 2011



CAPITAL CITY  
ARTS INITIATIVE

## Staff Bios

**Christel Passink** • Artist In Education Program Coordinator | Program Associate  
Christel Passink has worked with CCAI since 2009. She coordinates the AIE program and assists with all program production and public information activities. She also coordinates CCAI's high school Interns' activities. She studies Graphic Communications at Western Nevada College in Carson City, Nevada.

She was Sales Representative for *Nevada Magazine*, 2008 - 2009. She worked with The Ridge Tahoe from 1991 - 2008 in many departments of operation including marketing, spa & recreation, and retail as well as serving as an executive assistant. She lives in Douglas County with her husband and their two daughters.

**Sharon Rosse** • Executive Director

Sharon Rosse has worked in visual arts and arts administration in northern Nevada for almost thirty years. She is Executive Director and serves on the board of the Capital City Arts Initiative [CCAI], an arts nonprofit organization that presents artists' projects and exhibitions, artists' residencies, arts education programs, and public events in Carson City. She co-founded CCAI in 2003.

She administered the Nevada Arts Council's Artists' Services Program from 1992 through 2001; this program focused on programs for individual artists. Rosse co-founded and served as Director of XS Gallery at Western Nevada Community College, LXS Gallery at the Nevada State Legislature, and DICE Gallery at Truckee Meadows Community College. Through these galleries and CCAI, she has presented over 300 visual arts exhibitions and projects featuring established and emerging artists from Nevada and the United States. She has taught extensively at northern Nevada public schools for CCAI and as an Artist-in-Residence for the Nevada Arts Council, Sierra Arts, and the Lake Foundation.

Sharon is a visual artist and exhibits her work in Nevada. She earned a B.A. in Art from the University of Nevada, Reno in 1981 and lives in Carson City.



CAPITAL CITY  
ARTS INITIATIVE

## CCAI Programs: July 2011 – June 2012

### Exhibitions

#### At the CCAI Courthouse Gallery

CCAI gallery in the high-traffic downtown Carson City Courthouse, 885 E Musser St, Carson City Nevada

- *Splendor in the Glass: Hutchison Studio Kaleidoscope*; Carole and William Hutchison, Genoa, Nevada; May - September 2011
- *Still Lifes for Cow Pokes*; paintings by featured artist Mick Sheldon, Yolo California; September 2011 – January 2012; essay writer tba
- *Bay Area Printmaking*; printmaking exhibition with Claudia Bernardi, Berkeley California and El Salvador; and Jenny Robinson, San Francisco California; guest curator Galen Brown, artist, Carson City; February – May 2012; essay writer tba
- *Grad Night II*, an invitational group exhibition with recent BFA and MFA graduates from the University of Nevada Reno and Sierra Nevada College; the curatorial process will take place during 2011 - 2012 school year; June - August 2012

#### Other Exhibition Venues

- *Spun* with Lexi Boeger, artist residency and exhibition at St. Mary's Art Center, 55 North R Street, Virginia City, Storey County, Nevada; May – June 2012; essay writer tba
- *Art in the BRIC II*; invitational group exhibition with northern Nevada artists in Carson City's Business Resource Innovation Center [BRIC], 108 E Proctor St, Carson City Nevada; September 2011 – August 2012
- Artists In Education exhibition with work by Carson City School District students and their CCAI artist-teachers in the Carson City Library lobby, 900 N Roop Street, Carson City Nevada; October 2011
- *Lucky Riding* by Erik Burke|Yale Wolf, CCAI murals in the pedestrian alley at 1801 N Carson Street, Carson City Nevada; 2006 - present

### Artists In Education

CCAI artists present artists' talks and art workshops for students and faculty at Carson City School District schools, and United Latino Community teens; Douglas High School, Minden; and Sierra Nevada College, Incline Village.

|  |   |
|--|---|
| Bordewich-Bray Elementary School                         | four workshops January 2012             |
| Carson Middle School                                     | five workshops September – October 2011 |
| Mark Twain Elementary School                             | four workshops March – April 2012       |
| United Latino Community, Carson City                     | six workshops dates tba                 |
| Douglas High School, Nevada Neighbors talks, dates tba   | once a month September – May            |
| Sierra Nevada College, Nevada Neighbors talks, dates tba |   |

Internships: CCAI is firmly committed to training the next generation of artists and arts administrators. Carson High School students form the core of the Internship program and work with CCAI staff on a range of projects.

## **Nevada Neighbors**

Nevada Neighbors, a signature CCAI program that brings artists, curators, and scholars to northern Nevada; CCAI hosts four Nevada Neighbors events annually. A public presentation at the Carson City Library is the major public event of their visit; the Library co-sponsors Nevada Neighbors with CCAI. During a visit, typically three days, the speakers give talks and conduct studio visits at local schools and colleges; participating schools include Sierra Nevada College in Incline Village and Douglas High School in Minden. On occasion, the speakers meet informally with local artists to discuss their work.

Fall 2011

- Nevada Neighbors XXXV: *Gone for 30 Years But Still a Nevadan* with Mick Sheldon, Yolo California; companion talk to the fall Courthouse Gallery exhibition
- Nevada Neighbors XXXVI: *Emerging Animation* with Mark Chavez, Singapore

Spring 2012

- Nevada Neighbors XXXVII: *Paper and Ink: Bay Area Printmaking* with Claudia Bernardi, Berkeley California; companion talk to the spring Courthouse Gallery exhibition
- Nevada Neighbors XXXVIII: *Hand-Spun Revolution: Yarn into Art* artist talk by Lexi Boeger; Placerville California; companion talk to the St. Mary's Art Center residency/exhibition

## **Books & Writers**

In collaboration with the Carson City Library, the Books & Writers series includes public readings, book signings, and workshops by professional writers for area writers and students. The 2011 – 2012 edition will feature writers from the Nevada Arts Council's Tumblewords roster reading from their poetry and prose works; fall 2011.

## **CCAI Online**

- CCAI Website  
[www.arts-initiative.org](http://www.arts-initiative.org)  
calendar, programs, program history, commissioned essays, press area, etc.
- *The CCAI Blog!*  
[arts-initiative.blogspot.com/](http://arts-initiative.blogspot.com/)  
arts and culture in northern Nevada and the state
- CCAI Facebook Page  
[www.facebook.com/pages/Capital-City-Arts-Initiative/96391381287?ref=ts](http://www.facebook.com/pages/Capital-City-Arts-Initiative/96391381287?ref=ts)
- Twitter  
[twitter.com/arts\\_initiative](http://twitter.com/arts_initiative)
- *Flash! Memory Boosts* Consistent with current social media practice CCAI's electronic newsletter is now more frequently published as brief reminders of upcoming events.
- CCAI Electronic Publishing: Exhibition catalog essays online.  
<http://www.arts-initiative.org/essays/essays.html>

## **Ongoing Programs**

- **FWAC!** [First Wednesday Arts Coffee] a monthly artists' gathering at Carson City's BRIC facility. On occasion, FWAC goes on the road and meets at local artists' studios.

## Artists' Bios

### Nevada Neighbors | Visiting Artists | Artists In Education

**Claudia Bernardi** is an internationally known visual artist who works in the fields of human rights and social justice. She works in installations, sculpture, and printmaking, and collaborates in projects with dance, theatre, and spoken word. She has worked for over 20 years locally and internationally designing art-in-community projects for political refugees and survivors of torture from Latin America. Most recently she has focused on developing art-in-community projects to be carried out in countries at war or in postwar periods.

She has exhibited her work globally, including Tucson Museum; Scottsdale Museum of Contemporary Art; Hiroshima Peace Center, Japan; Center for Building Peace, Northern Ireland; University of Haifa, Israel; Center for Latin American Studies at University of California at Berkeley; Carl Gorman Museum at University of California at Davis; Galeria Habana, Cuba; DAH Gallery, Belgrade, Serbia, and Montenegro. She lives and works in Berkeley California and in El Salvador.

A 2004 recipient of an Honorary Doctorate in fine arts, Doctor Honoris Causa, Bernardi has worked in association with the Argentine Forensic Anthropology Team, exhuming mass graves in El Salvador, Guatemala, and Ethiopia.

Professor, Community Arts

Professor, Diversity Studies

MA, MFA University of California at Berkeley

MFA, National School of Fine Arts, Buenos Aires

Honorary Doctorate, College of Wooster

**Lexi Boeger** learned how to crochet in 2000 but she found that she was much more interested in the yarn than the object that she was crocheting. In fact, she noticed that as soon as she began to stitch the yarn, something in it was lost. She bought traditional handspun yarn from the local shop and discovered there was something about it that was just more alive than in commercial yarns. She immediately began learning to spin and to produce hand-spun yarns for her own art production.

She gives workshops and lectures in New York, Tokyo, New Zealand, Vancouver, LA, Bristol, and many other cities here and abroad. She has shown her work in the western United States and in Norway. She is an originator of the hand-spinning genre often referred to as Art Yarn.

Authored Books: *Handspun Revolution*, self-published, 2005; *Intertwined*, Rockport Publishers, 2007; *Hand Spun*, Rockport Publishers, publication date fall 2011.  
BS Fine Art University of California Davis

**Galen Brown** has studied printmaking and painting in New York, China, and Mexico and has produced work at San Francisco's distinguished Crown Point Press. He teaches drawing at Western Nevada College in Carson City and has a frame-building studio named Dry Ice Framing.

His experience growing up in a Lake Tahoe beach house watching the constantly changing weather and water patterns had profound influences on his creative process. Repetition of pattern is key to his recording of subtle shifts in mood and texture. He uses common art materials such as a number two pencils or standard writing pens in his work. He exhibits his work in the western United States.

MFA San Francisco Art Institute  
BFA San Francisco Art Institute

**Mark Chavez**

Mark Chavez is currently an assistant professor at Nanyang Technological University's new School of Art, Design and Media having traveled to Singapore as a founding faculty in 2005. As an animation industry expert and early adopter of computer animation he has worked at many major studios on a diverse array of projects. He has contributed to the development of large scale projected laser animation for concerts and special venues and later emergent interactive media at Phillips Interactive in the 1980's, in broadcast television doing motion graphics at Tokyo Broadcasting System in Japan, on early motion capture at Acclaim Inc., and in 1995 joined DreamWorks Feature Animation as part of their founding group of artists. Additionally he has worked in feature visual effects Rhythm & Hues Studios Los Angeles.

Research Interests: An artist whose interests are in emergent computer animation techniques including synthetic sculpture, motion and related expression in popular culture; in characterization and storytelling with real-time and rendered imagery exploring visual and behavioral representation in the animated form; including the creation of intelligent animated behavior with richness in personality and emotive evocative states that are flexible enough to respond to the viewer within a predetermined simulated performance. As Primary Investigator, his currently funded National Research Foundation (NRF) project, Cinematics and Narratives – Creating Stories within Real-Time Visual Toolsets, is interdisciplinary in nature. His team of artists and engineers are from Nanyang Technological University's College of Engineering, College of Humanities, Arts and Social Sciences and industrial collaborators are from National University of Singapore, New York Film Academy and DreamWorks Feature Animation. The research projects goal is the creation of a cinema system that adapts the narrative output to the emotional input of the viewer.

MFA University of California, Los Angeles 2003  
BFA Arizona State University 1980

**Jenny Robinson** was born in the United Kingdom and raised in Borneo. She studied for her BA Fine Art Printmaking Degree at West Surrey College of Art and Design in England and has traveled extensively around the world. Since moving to San Francisco in 2000, she has had multiple exhibitions and has taught Printmaking in Art Colleges and Art Institutes throughout the States, including at Kala Art Institute, San Francisco Center for the Book, the Institute of Contemporary Art in San Jose, and was recently a presenter at the Yuma Art Symposium.

Jenny has work in many private and public collections, including the Library of Congress Print Collection , Washington; The Achenbach Fine Print Collection, San Francisco; Janet Turner print collection, Chico, CA; and the Ashmolean Museum, Oxford UK . She has also won a number of awards. Jenny Robinson is a member of the Royal Society of Painter Printmakers (R.E.) in London, The Los Angeles Printmaking Society, and the California Society of Printmakers. She is a frequent Artist in residence at Kala Art Institute in Berkeley and was recently an invited Artist in Residence at Hartford School of Art, CT.

**Mick Sheldon** was born and raised in northern Nevada, attended the University in Reno and received a Bachelor of Arts degree with honors in 1979. He moved to northern California's central valley and earned Master of Arts degrees in painting from both Sac State and U.C. Davis. After working a series of dead end jobs, Mick started teaching at two schools and a prison back in the late eighties. In 2004 Mick began teaching as a full-time professor at American River College where he is now tenured and the Director of the James Kaneko Gallery. He teaches painting, drawing, printmaking, 3d design, portfolio preparation, gallery ops and color theory. Since he started making art at UNR, Mick has never stopped. "Nothing will ever happen without the art". Nothing would have

happened without the support and kindness of his wife Meg. He now lives with his wife and a very cute but stupid poodle in a tiny farming town called Yolo. His daughter is working on a doctorate in art history, (contemporary African art) at Indiana University in Bloomington.

MFA University of California at Davis  
MA California State University at Sacramento

### **Artists In Education | Local Roster**

**Dolores Archuleta-Henderson** was born and grew up in a small town in New Mexico, where the Church was an integral part of daily life. Her soul still lives there in her art. Throughout her working career, in field other than the art world, she has continually studied art. She has always been active in varied media including painting, sculpture, beading, art-wear, jewelry design. The culmination of all these artistic pursuits augment what goes into her paintings today.

**Carol Brown**, Carol Brown received a B.S. degree in Clothing & Textiles from Oklahoma State University and studied Printmaking at the Alfred C. Glassell, Jr. School of Art at the Museum of Fine Arts in Houston, Texas. Ms. Brown learned the Japanese Woodblock Printing technique from Master Printer, Hiroki Morinoue, in workshops at Anderson Ranch Arts Center in Colorado, and at the Donkey Mill Art Center in Holualoa, Hawaii. Carol has also studied *moku-hanga* with Richard Steiner from Kyoto, Japan, April Vollmer, and Keiko Hara. Carol has participated in numerous exhibits on the local, regional and national levels. She lives in Carson City, Nevada. Her work is seen online at [www.printmakersconspiracy.com](http://www.printmakersconspiracy.com)

**Jonathan Farber**'s body of work is centered on word play and how the mind associates language to objects and images. "The visual translation that occurs begins with what is unfamiliar and relating it to something that can be understood through successive, logical knowledge, empirical experience and the recall of memory. My way of working is to create a new cultural syntax in contemporary art by using or recycling what has already been made or said by the anonymous phantoms of the past." Farber writes in his artist statement." He accomplishes this by using appropriated images and found objects for his paintings and sculptures.

Farber graduated with a dual major in Spanish and Sculpture in 2006 and a BFA in 2009 from the University of Nevada Reno. His work has been exhibited in numerous exhibitions in Reno, along with exhibitions at Utah State, University of Utah, Indiana/Purdue University and Laguna Arts Museum. He has won the Houghton Art Scholarship along with Best in Show at the Annual Juried Student Art Show at the University of Nevada juried by Tim Griffin (editor of Art Forum) and Johanna Burton.

**Howard Goldbaum** is an Associate Professor at the Reynolds School of Journalism at the University of Nevada, Reno. Howard Goldbaum worked as a photojournalist, professor, and multimedia producer before moving from Illinois to Nevada in 2003. He was a pioneer in the development of college-level digital photography instruction, and continues to work as a consultant in multimedia and digital imaging in education.

**Ken Heitzenrader** majored in Painting and Drawing at Fresno State University. After earning a Bachelor of Fine Arts Degree, Ken completed courses in native art media at the Instituto de Allende in San Miguel de Allende, Mexico. During his lengthy career in the Southern California financial community, he studied with two national award-winning watercolor painters.

In 2005, the Robert S. MacNamara Foundation selected Ken as an Artist-In-Residence for a six-week painting residency at the MacNamara Compound on Westport Island, Maine. Ken is past president of the Plein Air Painters of Nevada, the Latimer Art Club, and the Docent Council of the Nevada Museum of Art. He is a watercolor instructor at the Truckee Meadows Community College where he has been nominated by his students every year to compete for Part-Time Instructor of the Year, winning the honor in 2004. Additionally, one of his paintings was selected for the cover of the nationally recognized 2003 *The Meadow*, the literary arts journal showcasing the work of TMCC students, faculty and staff. A former instructor at the Nevada Museum of Art, Ken is currently scheduled to teach *plein air* watercolor classes at the UNR Osher Lifelong Learning Institute in the spring. In 2006 Ken was the recipient of a \$1,000 grant by the Sierra Arts Council to experiment with watercolor and printing. In 2003, he painted live on stage to the music of the Reno Philharmonic Orchestra during its Youth Concert Series. Ken has had several local one-man shows. His paintings can be found in private collections in California, Nevada, and Maryland.

***Art in the BRIC II* Exhibition** curatorial process continuing

**Mike Bates**, a Carson City resident for 30 years, began working in photography following his retirement from Nevada State government where he supervised Nevada Prison Industries and taught furniture building to inmates. He is a self-taught photographer and attends seminars and studies on-line information to expand his knowledge base. Much of his photographic subject matter has come from his work with the local Guide Dogs and Kids & Horses programs. He has developed a 3-D scanning technique for his new series of work. He shows his work in Carson City.

LORRAINE  
GILBERT  
ONCE (UPON)

Capital City Arts Initiative

Capital City Arts Initiative  
Public Talks  
Nevada Neighbors:  
Contemporary Art Practice in the West

# Charlie Seemann

Nevada Neighbors XXXIII

Western Folklife Center:  
Community Building  
in the West

7:00 p.m. Thursday  
March 3, 2011

# Lynne Sowder

Nevada Neighbors XXXIV

Artists as Change Agents:  
Cultural Animation  
in the 21st Century

7:00 p.m. Wednesday  
April 6, 2011

Carson City Library  
900 North Roop Street  
Carson City Nevada

Free admission  
The public is cordially invited



CAPITAL CITY  
ARTS INITIATIVE

Capital City Arts Initiative  
Public Talks  
Nevada Neighbors:  
Contemporary Art Practice in the West

# Lorraine Gilbert

Nevada Neighbors XXXI

True North: Canadian Artists  
and the Environment

7:00 p.m. Wednesday  
September 29, 2010

# Mark NeuCollin

Nevada Neighbors XXXII

Blue Skies & Green Vistas:  
Artists and the Environment

7:00 p.m. Wednesday  
October 20, 2010

# Carson City Library

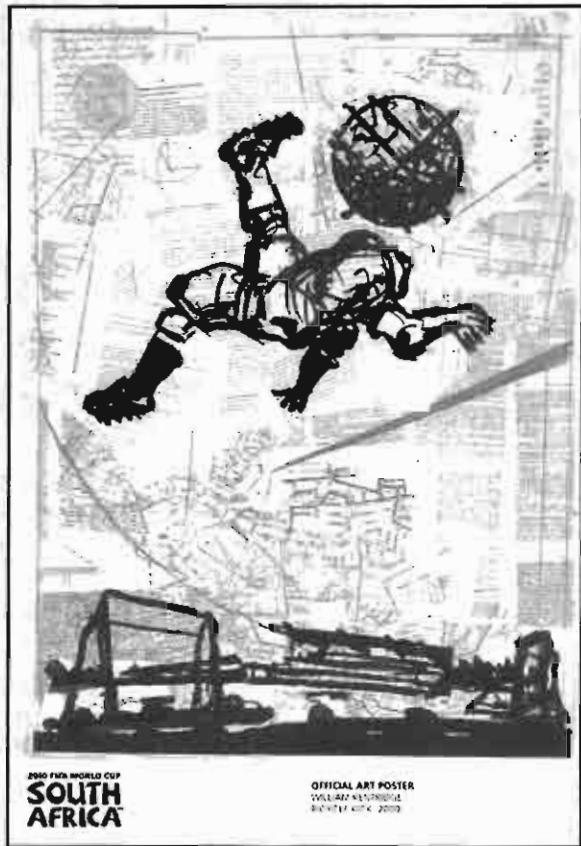
900 North Roop Street  
Carson City Nevada

Free admission  
The public is cordially invited



CAPITAL CITY  
ARTS INITIATIVE

# Capital City Arts Initiative



2010 FIFA WORLD CUP  
**SOUTH AFRICA**

OFFICIAL ART POSTER  
WILLIAM KENTRIDGE  
SOUTH AFRICA 2010

# Goal 2010!

The FIFA World Cup  
Fine Art Poster Portfolio



## THE RADIANT CITY

Work by 5 Las Vegas Contemporary Artists

Catherine Borg  
Justin Favela  
Noelle C. Garcia  
Emily Kennerk  
Wendy Kveck

Capital City Arts Initiative

Consolidated Municipality of Carson City  
Office of Business Development



Events Program Application

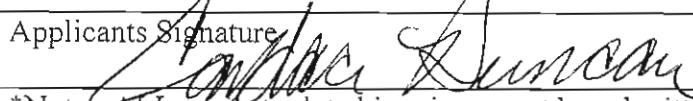
|   |  |   |
|---|--|---|
| Organization Name:<br>Carson City Convention & Visitor Bureau<br>Organizational Structure (delineate lines of responsibility)   | Date:<br>4/5/11  |   |
| Organization Mailing Address:<br>1900 So, Carson Street, #100, Carson City, NV 89701  |  |   |
| Organization URL Address: <a href="http://visitcarsoncity.com">visitcarsoncity.com</a>  |  |   |
| Contact Name for Project:<br>Candace Duncan   | Contact Phone Number:<br>775. 687-7410   |   |
| Address for Project Contact:<br>Same as above   | Contact Fax:<br>775. 687-7416  |   |
| Name of Event<br>Fall Ghost Walk  | Contact E-mail:<br><a href="mailto:candace@visitcarsoncity.com">candace@visitcarsoncity.com</a>  |   |
| Purpose of Organization:<br>To market Carson City as a visitors destination   | URL of Event:<br><a href="http://visitcarsoncity.com">visitcarsoncity.com</a>  |   |
| Annual Budget of Organization:<br>See attached<br>Last Year      Present Year      Next<br>Year<br>Income: \$ _____      \$ _____      \$ _____<br>Expenses: \$ _____      \$ _____      \$ _____<br>Reserves: \$ _____      \$ _____      \$ _____ |  | Fax of Event:<br><br>E-mail of Event:<br><br>How event vision complies with objectives of redevelopment agency plan:<br>See attached<br><br>Why are redevelopment funds needed?<br>See attached |
| How long Organization formally organized? 1968  |  | Project Area: (check one)<br>• Area #1 _____<br>• Area #2 _____   |
| Event Name:<br>Fall Ghost Walk  | Previous Redevelopment Authority Grant Funding Received, If any:<br>Year: _____, amount: _____      Year: 2009, amount: 15,000      Year: 2010, amount: 15,000<br>Year: _____, amount: _____      Year: _____, amount: _____      Year: _____, amount: _____ |   |

|  |              |                          |          |
|--|--------------|--------------------------|----------|
| Year: _____, amount: _____ Year: _____, amount: _____ Year: _____, amount: _____<br>Event Director Name: <b>Candace Duncan</b> |              |                          |          |
| Event Director Resume: (please attach)   |              | Event Director Address:: |          |
| Event Director Phone:<br>Cell: <u>775-721-6255</u><br>Land <u>775 687-7410</u>   |              | Event Director Email:    |          |
| Event Description and Brief Objectives:<br><br>Please see attached   |              |                          |          |
| Proof entity has authority to conduct special event.<br><br>List all permits at right:   |              |                          |          |
| Total Event Cost<br>Breakdown: (list at right)   | \$           | \$                       | \$       |
|  | \$           | \$                       | \$       |
|  | \$           | \$                       | \$       |
|  | \$           | \$                       | \$       |
|  | \$           | \$                       | \$       |
|  | \$           | \$                       | \$       |
|  | <b>Total</b> |                          |          |
| Pro Forma Profit and Loss statement for Event:<br>(list at right)  | Revenue      | Expense                  | Reserves |
|  |              |                          |          |
|  |              |                          |          |
|  |              |                          |          |
|  |              |                          |          |
|  |              |                          |          |
|  | <b>Total</b> |                          |          |
| Total Estimated Event Cost   | \$           |                          |          |
| Total Incentive Funds Requested  | \$ 15,000    |                          |          |
| Incentive as a % of total project  | %            |                          |          |

|  |  |   |
|--|--|---|
| <p>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.</p> |  |   |
| <p>Identify current banking relationships and major credit references:</p>   |  | LIST HERE:  |
| <p>Estimated Event Completion Date</p>   |  |   |
| <p>Will your organization benefit from event?</p>  |  | <input type="checkbox"/> Yes <input type="checkbox"/> No  |
| <p>If yes, how:</p>  |  |   |
| <p>Will your event increase business in the plan area?</p>   |  | <input type="checkbox"/> Yes <input type="checkbox"/> No  |
| <p>If yes, how?</p>  |  |   |
| <p>Define, in detail, the marketing and promotional plan:</p>  |  |   |
| <p>What facilities in the Redevelopment Plan Area will be used?</p>  |  |   |
| <p>Are there other events taking place at the same time as your event? If yes, name and define.</p>  |  | <p>Describe all partnerships from other businesses in service of your event.</p>  |
| <ul style="list-style-type: none"> <li>• Expected attendance:</li> </ul>   |  | <ul style="list-style-type: none"> <li>• Name all vendors and associated fees.</li> </ul> <p>Define how event will become totally self funding?</p> |
| <p>Name all team members and attach resumes:</p>   |  | <p>*Architect /<br/>*Designer</p>   |
|  |  | <p>*Contractor(s)</p>   |
|  |  | <p>*Attorney</p>  |
|  |  | <p>*Accountant</p>  |
|  |  | <p>*Project Manager</p>   |
| <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>      |  |   |
| <p><b>Acknowledgement of Application Provisions:</b> (please check each that you acknowledge)</p>  |  |   |
| <p><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.</p>   |  |   |
| <p><input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.</p>  |  |   |
| <p><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.</p>                                      |  |   |
| <p><input checked="" type="checkbox"/> If this event is selected for an incentive from the Consolidated Municipality of Carson City, I</p>   |  |   |

acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

Applicants Signature



Date:

4/11/2011

\*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:



Convention & Visitors' Bureau

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April 7, 2011

To: Carson City Redevelopment Authority/Board of Supervisors  
From: Candace Duncan, Carson City Convention & Visitor Bureau  
RE: Events Program Application for 2011 Fall Ghost Walk & Cemetery Tour

In 1994 Mary Walker, who was Carson City's Finance Director as well as Director of the Redevelopment Authority, and I collaborated to developed the Kit Carson Trail blue line walking and driving tour. We believed this would be an excellent way to showcase Carson City's unique history and to encourage visitors to actually stop in Carson City and enjoy our downtown businesses. Together we worked to produce a full color blue line map patterned after the Freedom Trail in Boston. In June of 1995 we held the inaugural guided walking tour of the Kit Carson Trail, which we named The Wild West Tour. The purpose of the first walk was to promote the new blue line and the map. It was so successful that we decided to make it an annual event. The following year we moved the tour to the Saturday of Memorial Day weekend to provide an activity for visitors and locals alike and keep them in town during the holiday. In October of the following year we produced the first Ghost Walk to take advantage of all the wonderful ghost stories we heard while researching the Kit Carson Trail. Over the years we have enjoyed a strong partnership with the Redevelopment Authority in producing these events.

With Redevelopment's financial help we also developed the Talking House program which later turned into the Talking House CD. You have also taken the responsibility of keeping the blue line painted, of side walk maintenance when needed and providing signage for the historic homes featured on the trail.

Our two agencies have been so uniquely intertwined for the past 15 years in the development and production of the guided walks and marketing that I find it difficult at times to separate our individual contributions and responsibilities. It has been a successful partnership that has resulted in a well known, integral part of Carson City's image. The Kit Carson Trail is now one of our community's most famous attractions.

While several different promoters have been contracted to help with the logistics of the guided walks, it has always been our understanding that the CCCVB would work with the promoter to provide the marketing expertise and staff time to arrange for volunteers, guides, costumes, scripts, maps, routes, themes, etc. We have always charged for tickets and that money has always gone to Redevelopment to help off set the costs of producing attached the financials for the last two years so that you can see how the funding is spent.

Page Two

Joy Evans, the CCCVB Special Events Manager, was brought in to help coordinate the two walks about 6 years ago. She has been with the CCCVB for over 20 years. She also helps produce the Silver Dollar Car Classic and the Carson City Rendezvous. I think it is important to remember that these events were created to promote Carson City as a destination and to bring locals as well as visitors to events that would benefit our local merchants and lodging properties as well as our community in general.

Ms. Evans recruits 25-50 volunteers from the community to serve as guides and docents for the guided walking tours. Mary Bennett, a former Carson City resident and professional actress from the Bruka Theater Company in Reno, provides the actors and the scripts for each walk. She is paid for this service as you can see from the financials provided. Ms. Evans coordinates obtaining permission to tour participating historic homes, provides lunches for the volunteers, and works on planning the routes for each tour. I have served as the oversight for these efforts, I plan and implement all of the marketing, help train guides and I dress up in costume and guide one or two tours twice a year for the past 15 years. I have been the Executive Director of the CCCVB for 20 years.

Our October Ghost Walk has always been very successful and usually sells out. If we are funded Ghost Walk will be October 22 and the Cemetery Tour will be the night before, October 21. We plan to do a total of 22 tours, beginning at 10am and running every half hour until 3pm. The tours will begin on Third Street, in front of the Firkin and Fox. We are hoping that the downtown businesses will partner with us for coupons for meals and shopping for our attendees. We plan to market Ghost Walk in the Nevada Appeal, Reno News and Review, Sacramento News and Review and KSTE Talk Radio in Sacramento. We did not receive a grant from NCOT this year, due to their budget cuts. We are requesting funding from the Redevelopment Authority in the amount of \$12,000. I have attached the financial report from 2007 and 2008 Ghost Walk's for comparison. All ticket sales will go to Redevelopment. The CCCVB receives no reimbursement for staff time and office supplies used to produce this event.

The addition of the Cemetery Tour will encourage visitors to come on Friday to spend the night and attend both tours. We are requesting an additional \$3000 for this tour. This will be used for expenses, all ticket sales will go to Redevelopment.

I hope that the CCCVB and the Redevelopment Authority can continue our partnership in bringing quality events that showcase our beautiful historic district and our attractive downtown. It would be most beneficial if we could develop a line item with in the Redevelopment budget that would allow us to continue our Ghost Walk in October as well as our spring walk and also provide funds for us to use to provide special guided walks to groups and conventions planning to come to Carson City. These activities enhance our image and benefit all of Carson City.

Thank you for your time.



Convention & Visitors' Bureau

**INVOICE GW-2010**

**Date:** 12/23/10

**To:**  
**Business Development**  
**City of Carson**  
**108 E. Proctor St.**  
**Carson City, Nevada 89701**

**Attn: Joe McCarthy**

**Re:** **Ghost Walk Invoices**

|  |                               |
|--|-------------------------------|
| <b>Ghost Walk/Cemetery Tour Ticket sales</b>   | <b>\$ 5,230.00</b>            |
| <b>Less Credit Card Fees</b>                   | <b>(191.00)</b>               |
| <br><b>Net Income from Ticket Sales:</b>       | <br><b>\$ 5,039.00</b>        |
| <br><b>Plus NCOT Grant</b>                     | <br><b>1,500.00</b>           |
| <br><b>Total Income</b>                        | <br><b><u>\$ 6,539.00</u></b> |
| <br><b>Less Expenses per attached invoices</b> | <br><b>\$22,086.19</b>        |
| <br><b>Balance due CCCVB</b>                   | <br><b><u>\$15,547.19</u></b> |

**PLEASE PAY THE CCCVB BY JANUARY 18, 2011.**

INVOICE - GW2009

**TO: CC REDEVELOPMENT**  
**ATTN: JOE MCCARTHY**  
**DATE: NOVEMBER 23, 2009**

**CARSON CITY CONVENTION AND VISITORS' BUREAU  
GHOST WALK INCOME AND EXPENSES 2009**

**GHOST WALK INCOME** 9,517.60  
**(TICKET SALES & SHIRTS)**

**EXPENSES: (INVOICES ATTACHED)**

|   |                 |
|---|-----------------|
| DATA GRAPHICS #16780                                | 180.00          |
| NEVADA MAGAZINE INV#72147                           | 1,323.00        |
| MACWEST #809138                                     | 336.00          |
| GHOST WALK ACTORS                                   | 1,050.00        |
| MARY BENNETT  | 7,000.00        |
| SIGN PRO #13979                                     | 44.50           |
| BILLOW'S CUSTOM EMBROIDERY #4274                    | 317.10          |
| DATA GRAPHICS #16967                                | 317.00          |
| BANK OF AMERICA - JOY - STA 10/25/09                | 118.99          |
| SMITH & JONES - #178-7760                           | 482.25          |
| MACKWEST MARKETING #1009291                         | 400.00          |
| RNR NEWS - #85619                                   | 395.00          |
| RNR NEWS #86061                                     | 395.00          |
| SACRAMENTO NEWS - #85378                            | 397.50          |
| SACRAMENTO NEWS - #85838                            | 397.50          |
| SACRAMENTO NEWS - #86500                            | 397.50          |
| RNR NEWS #86299                                     | 395.00          |
| CLASSIC OPTION                                      | 231.09          |
| CHARLEY'S GRILLED SUBS #102                         | 309.42          |
| CLEAR CHANNEL - #122-94933                          | 893.00          |
| WEDDING EMPORIUM #102809                            | 1,055.00        |
| DATA GRAPHICS #17135                                | 30.00           |
| SMITH & JONES - #1109-NVAPP-GHOST                   | 654.00          |
| CLASSIC OPTION - #CCRDGW09                          | 2,500.00        |
| <br><b>TOTAL</b>                                    | <br>19,618.85   |
| <br><b>INCOME LESS EXPENSES (BALANCE DUE CCCVB)</b> | <br>(10,101.25) |

**PLEASE PAY CCCVB \$10,101.25 BY DECEMBER 7, 2009.**

**Ghost Walk 2008****Financials**

12/3/08

**Income:**

|                               |                    |
|-------------------------------|--------------------|
| NCOT Grant                    | 2,000.00           |
| Tickets Sold for Cash         | 4,763.00           |
| CCCVB Credit Card Net of Fees | 2,806.90           |
| <b>Total Income</b>           | <b>9,569.90 **</b> |

**Expenses:**

|                                    |                     |
|------------------------------------|---------------------|
| Mary Bennett(1)                    | 6,600.00            |
| Scripts/Tickets Printing(1)        | 150.00              |
| Photography/Photos/Frames(1)       | 250.00              |
| Barry Wynott (Music Equip Rental)  | 100.00              |
| Eric Hanks (DJ)                    | 200.00              |
| Gary Teel (Stagecoach)             | 600.00              |
| Bob Gillott (Nev Gunfighters)      | 200.00              |
| Judy Fladland (Gunfighters)        | 200.00              |
| Ben Merrell (Gentle Giant)         | 100.00              |
| Data Graphics (Posters/Rack Cards) | 644.00              |
| Reno Gazette Journal               | 2,662.80            |
| Clear Channel                      | 458.44              |
| Nevada Appeal (Sierra Media Grp)   | 3,021.39            |
| Revelations                        | 1,295.45            |
| Smith & Jones                      | 1,256.25            |
| Mom's & Pop's - Breakfast/lunch    | 500.00              |
| Skoosh, Ink                        | 539.92              |
| Patriot Printing                   | 135.00              |
| MacWest Marketing                  | 737.00              |
| CCCVB for Storage Unit at 5th St.  | 500.00              |
| Thank You Dinner at Reds           | 678.99              |
| <b>Total Expenses</b>              | <b>20,829.24 **</b> |
| <b>Net income (expenses)</b>       | <b>(11,259.34)</b>  |

**Redevelopment owes to CCCVB**

|  |                 |
|--|-----------------|
| Invoice Paid:                          | 20,829.24       |
| Less NCOT Grant                        | (2,000.00)      |
| Less Ticket Sales                      | (7,569.90)      |
| Less Invoices Paid by Redevelopment(1) | (7,000.00)      |
| <b>Balance due CCCVB</b>               | <b>4,259.34</b> |

**Financials for Ghost Walk and Wild West Tours  
For 2007 and 2008**

|                           | Wild West<br>Spring 2007 | Ghost Walk<br>Fall 2007 | Wild West<br>Spring 2008 | Ghost Walk<br>2008 |
|---------------------------|--------------------------|-------------------------|--------------------------|--------------------|
| <b>Income:</b>            |                          |                         |                          |                    |
| NCOT Grant                | -                        | 2,500.00                | -                        | 2,000.00           |
| Ticket Sales              | 2,393.00                 | 11,487.72               | 2,169.79                 | 7,569.90           |
| <b>Total Income</b>       | <b>2,393.00</b>          | <b>13,987.72</b>        | <b>2,169.79</b>          | <b>9,569.90</b>    |
| <b>Expenses:</b>          |                          |                         |                          |                    |
| Actors/Actresses/Costumes | 6,255.00                 | 9,390.00                | 5,960.00                 | 9,295.45           |
| Advertising               | 10,992.51                | 11,262.43               | 9,168.56                 | 9,314.88           |
| Other                     | 926.98                   | 1,639.13                | -                        | 2,218.91           |
| <b>Expenses:</b>          | <b>18,174.49</b>         | <b>22,291.56</b>        | <b>15,128.56</b>         | <b>20,829.24</b>   |
| <b>Net Income</b>         | <b>(15,781.49)</b>       | <b>(8,303.84)</b>       | <b>(12,958.77)</b>       | <b>(11,259.34)</b> |

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



Events Program Application

|   |   |              |           |                  |          |          |                    |          |          |                    |          |          |  |
|---|---|--------------|-----------|------------------|----------|----------|--------------------|----------|----------|--------------------|----------|----------|--|
| <b>Organization Name:</b> Firkin & Fox Pub  | <b>Date:</b><br>April 11, 2011  |              |           |                  |          |          |                    |          |          |                    |          |          |  |
| <b>Organizational Structure</b> (delineate lines of responsibility)   |   |              |           |                  |          |          |                    |          |          |                    |          |          |  |
| <b>Organization Mailing Address:</b><br>1004 Mallory Way<br>Carson City, Nevada 89701   |   |              |           |                  |          |          |                    |          |          |                    |          |          |  |
| <b>Organization URL Address:</b> <a href="http://www.firkinpubsusa.com">http://www.firkinpubsusa.com</a>  |   |              |           |                  |          |          |                    |          |          |                    |          |          |  |
| <b>Contact Name for Project:</b><br>James M. Phalan, Manager  | <b>Contact Phone Number:</b><br>883-1369 & 901-3477 (cell)  |              |           |                  |          |          |                    |          |          |                    |          |          |  |
| <b>Address for Project Contact:</b><br>1012 S. Minnesota St.<br>Carson City, NV 89703   | <b>Contact Fax:</b><br>882-7675<br><b>Contact E-mail:</b><br><a href="mailto:jim.phalan@firkinpubsusa.com">jim.phalan@firkinpubsusa.com</a> |              |           |                  |          |          |                    |          |          |                    |          |          |  |
| <b>Name of Event:</b> 2011 Concerts:<br>Firkin Fridays<br>Legends of the West<br>Dancing for Cancer<br>Rocking the Square   | <b>URL of Event:</b>  |              |           |                  |          |          |                    |          |          |                    |          |          |  |
| <b>Purpose of Organization:</b> the carrying out of the redevelopment plan adopted by the Carson City Board of Supervisors.   | <b>Fax of Event:</b><br>Same as above<br><b>E-mail of Event:</b><br>Same as above   |              |           |                  |          |          |                    |          |          |                    |          |          |  |
| <b>Annual Budget of Organization:</b><br><br><table> <tr> <td>Last Year</td> <td>Present Year</td> <td>Next Year</td> </tr> <tr> <td>Income: \$ _____</td> <td>\$ _____</td> <td>\$ _____</td> </tr> <tr> <td>Expenses: \$ _____</td> <td>\$ _____</td> <td>\$ _____</td> </tr> <tr> <td>Reserves: \$ _____</td> <td>\$ _____</td> <td>\$ _____</td> </tr> </table> | Last Year   | Present Year | Next Year | Income: \$ _____ | \$ _____ | \$ _____ | Expenses: \$ _____ | \$ _____ | \$ _____ | Reserves: \$ _____ | \$ _____ | \$ _____ | <b>How event vision complies with objectives of redevelopment agency plan:</b> Summer Concerts 2011; music for all ages, attracts thousands to our Downtown during times that are otherwise quiet and inactive. The increased foot traffic generated by the Downtown Streets within this "people oriented area" has a direct impact on the success of many small businesses and cultural facilities throughout the area.<br><br><b>Why are redevelopment funds needed?</b> |
| Last Year   | Present Year  | Next Year    |           |                  |          |          |                    |          |          |                    |          |          |  |
| Income: \$ _____  | \$ _____  | \$ _____     |           |                  |          |          |                    |          |          |                    |          |          |  |
| Expenses: \$ _____  | \$ _____  | \$ _____     |           |                  |          |          |                    |          |          |                    |          |          |  |
| Reserves: \$ _____  | \$ _____  | \$ _____     |           |                  |          |          |                    |          |          |                    |          |          |  |
| <b>How long Organization formally organized?</b><br>Going on 4 years  |   |              |           |                  |          |          |                    |          |          |                    |          |          |  |

**Event Name:** 2011 Firkin Fridays, Legends of the West, Dancing for Cancer, Rocking the Square

Project Area: (check one)

- Area #1
- Area #2

**Previous Redevelopment Authority Grant Funding Received, If any:**

Year: 2009, amount: \_\_\_\_\_ Year: 2010, amount: \$ 35,000 \_\_\_\_\_ Year: 2011, amount: 7,500 \_\_\_\_\_

Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_

Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_

**Event Director Name:** James M. Phalan, Manager

**Event Director Resume:** (please attach)

**Event Director Address:**

1004 Mallory Way  
Carson City, Nevada 89701

**Event Director Phone:**

Office: 775-883-1369

**Event Director Email:** [jim.phalan@firkinpubsusa.com](mailto:jim.phalan@firkinpubsusa.com)

**Event Description and Brief Objectives:**

**How they do this:**

- \* Provide positive economic impact for local businesses.
- \* Build community through special events for the public,

|   |              |         |          |
|---|--------------|---------|----------|
| <b>Proof entity has authority to conduct special events.</b>          | See attached |         |          |
|   |              |         |          |
|   |              |         |          |
|   |              |         |          |
| <b>List all permits at right: see attached</b>                        |              |         |          |
| <b>Total Event Cost</b>   | \$           | \$      | \$       |
| <b>Breakdown:</b> (list at right)                                     | \$           | \$      | \$       |
| See attached  | \$           | \$      | \$       |
|   | \$           | \$      | \$       |
|   | <b>Total</b> |         |          |
| <b>Pro Forma Profit and Loss statement for Event:</b> (list at right) | Revenue      | Expense | Reserves |
|   |              |         |          |
|   |              |         |          |
|   | <b>Total</b> |         |          |
| <b>Total Estimated Event Cost</b>                                     | \$           |         |          |
| <b>Total Incentive Funds Requested</b>                                | \$7,500.00   |         |          |
| <b>Incentive as a % of total project</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:**

LIST HERE:

|   |   |  |
|---|---|--|
| <b>Identify current banking relationships and major credit references:</b>  |   | LIST HERE:   |
| <b>Estimated Event Completion Date</b>  |   | September, 2011  |
| <b>Will your organization benefit from event?</b>   |   | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No              |
| <b>If yes, how:</b>   |   |  |
| <b>Will your event increase business in the plan area?</b>  | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No  |
| <b>If yes, how?</b>   |   |  |
| <b>Define, in detail, the marketing and promotional plan:</b><br>Newspaper, Radio, Magazines, Website, Social Media, Billboard, word of mouth.  |   |  |
| <b>What facilities in the Redevelopment Plan Area will be used?</b>   |   | Parking lot/streets  |
| <b>Are there other events taking place at the same time as your event?</b><br>If yes, name and define.  |   | <b>Describe all partnerships from other businesses in service of your event.</b> |
| • Expected attendance:<br>1500 plus   | • Name all vendors and associated fees. | Define how event will become totally self funding? N/A                           |
| Name all team members and attach resumes:   | *Architect /<br>*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)  |   |  |
| 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 for an incentive from the Consolidated Municipality of Carson City, I   |   |  |

|   |              |
|---|--------------|
| <b>Applicant's Signature</b>  | <b>Date:</b> |
| <p><i>James M. Stiles Jr.</i></p> <p><b>*Note:</b> 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.</p> |              |
| (For Internal Use Only)   | <b>Date</b>  |
| Application Approved:   |              |
| Event Commenced:  |              |
| Event Completed:  |              |
| Reimbursement Request submitted to Finance Department   |              |
| Reimbursement remitted to Applicant   |              |

To Whom It May Concern:

The Firkin & Fox Pub & Restaurant would like to submit to the board of supervisors a nominal request for funds for the proposed 2011 Firkin Fridays (6 concerts), Legends of the West, Dancing for Cancer & Rocking the Square events.

Funds requested would be 50% of the total cost to put on all nine events. We have attached a "Basic budget and P&L" outlining the necessary costs associated with these events. The use of the City Stage would be necessary in facilitating these events.

For the use of the stage, The Firkin & Fox will assume the costs for maintaining and fixing the stage due to normal wear and tear.

Thank you for your consideration and making the 2011 Summer events a successful and exciting venue for the citizens of Carson City!

Jim Phalan  
Owner  
The Firkin & Fox Pub & Restaurant

**2011 Firkin Fridays**

| <b>Dates</b> |                  | <b>Band Cost</b> | <b>Sound</b> | <b>Setup &amp; Strike</b> |
|--------------|------------------|------------------|--------------|---------------------------|
| 6/3/11       | Pawn Shope       | \$500.00         | \$550.00     | \$350.00                  |
| 6/18/11      | Craig and Terry  | \$500.00         | \$550.00     | \$350.00                  |
| 7/8/11       | To be determined | \$500.00         | \$550.00     | \$350.00                  |
| 7/22/11      | Shane Dwight     | \$1,500.00       | \$550.00     | \$350.00                  |
| 8/12/11      | Lavish Green     | \$800.00         | \$550.00     | \$350.00                  |
| 8/26/11      | John Nemeth ?    | \$1,000.00       | \$550.00     | \$350.00                  |

**Legends of the West**

|        |            |          |          |          |
|--------|------------|----------|----------|----------|
| 6/4/11 | Road Daddy | \$500.00 | \$550.00 | \$350.00 |
|--------|------------|----------|----------|----------|

**Dancing for Cancer**

|        |                  |          |          |          |
|--------|------------------|----------|----------|----------|
| 9/9/11 | To be determined | \$500.00 | \$550.00 | \$350.00 |
|--------|------------------|----------|----------|----------|

**Rocking the Square**

|         |     |                  |                   |                   |                   |
|---------|-----|------------------|-------------------|-------------------|-------------------|
| 9/17/11 | ??? | To be determined | \$1,000.00        | \$550.00          | \$350.00          |
|         |     |                  | <b>\$6,800.00</b> | <b>\$4,950.00</b> | <b>\$3,150.00</b> |

|                       |                    |
|-----------------------|--------------------|
| Total Cost for Events | <b>\$14,900.00</b> |
| Total Cost per Event  | <b>\$1,655.56</b>  |

**Projected Basic P&L with no help from City**

|                 |                    |
|-----------------|--------------------|
| Estimated Sales | \$5,000.00         |
| Labour Cost     | \$750.00           |
| Liquor Cost     | \$1,000.00         |
| Food Cost       | \$1,500.00         |
| Event Cost      | \$1,655.56         |
| <br>            |                    |
| Gross Revenue   | \$ 94.44           |
| Taxs 7.475%     | \$373.75           |
| <b>Profit</b>   | <b>\$ (279.31)</b> |

**Projected Basic P&L with help from City**

|                 |                  |
|-----------------|------------------|
| Estimated Sales | \$5,000.00       |
| Labour Cost     | \$750.00         |
| Liquor Cost     | \$1,000.00       |
| Food Cost       | \$1,500.00       |
| Event Cost      | \$827.78         |
| <br>            |                  |
| Gross Revenue   | \$ 922.22        |
| Taxs 7.475%     | \$373.75         |
| <b>Profit</b>   | <b>\$ 548.47</b> |

Consolidated Municipality of Carson City  
Office of Business Development



Events Program Application

|  |   |                          |           |                  |          |          |  |
|--|---|--------------------------|-----------|------------------|----------|----------|--|
| Organization Name: Mom & Pop's Diner, Inc.   | Date: 4-19-2011   |                          |           |                  |          |          |  |
| Organizational Structure (delineate lines of responsibility)   |   |                          |           |                  |          |          |  |
| Organization Mailing Address:<br>224 South Carson St<br>Carson City, NV 89701  |   |                          |           |                  |          |          |  |
| Organization URL Address:  |   |                          |           |                  |          |          |  |
| Contact Name for Project:<br>Doug Cramer   | Contact Phone Number:<br>721-3747   |                          |           |                  |          |          |  |
| Address for Project Contact:<br>1200 South Stewart St<br>Carson Mall   | Contact Fax:<br>884-0495  |                          |           |                  |          |          |  |
|  | Contact E-mail:<br>Doug Cramer Charter  |                          |           |                  |          |          |  |
| Name of Event<br>Fridays at the Cove   | URL of Event:   |                          |           |                  |          |          |  |
| Purpose of Organization:<br>Friday Night Entertainment   | Fax of Event:<br>884-0495   |                          |           |                  |          |          |  |
|  | E-mail of Event:  |                          |           |                  |          |          |  |
| Annual Budget of Organization:   | How event vision complies with objectives of redevelopment agency plan: Downtown Events                                 |                          |           |                  |          |          |  |
| <table> <tr> <td>Last Year</td> <td>Present Year</td> <td>Next Year</td> </tr> <tr> <td>Income: \$ 6,000</td> <td>\$ 9,500</td> <td>\$11,000</td> </tr> </table> | Last Year   | Present Year             | Next Year | Income: \$ 6,000 | \$ 9,500 | \$11,000 | Why are redevelopment funds needed? To produce three August nights |
| Last Year  | Present Year  | Next Year                |           |                  |          |          |  |
| Income: \$ 6,000   | \$ 9,500  | \$11,000                 |           |                  |          |          |  |
| Reserves: \$ 0   | \$ ?  | \$ ?                     |           |                  |          |          |  |
| How long Organization formally organized? 10 years   |   |                          |           |                  |          |          |  |
| Event Name: Fridays at the Cove  | Project Area: (check one)<br><input type="checkbox"/> Area #1 <input type="checkbox"/> Area #2 <input type="checkbox"/> |                          |           |                  |          |          |  |
| Previous Redevelopment Authority Grant Funding Received, If any:   |   |                          |           |                  |          |          |  |
| Year: 2000, amount: 8400   | Year: 2003, amount: 4500  | Year: 2006, amount: 7000 |           |                  |          |          |  |
| Year: 2001, amount: 4000   | Year: 2004, amount: 5000  | Year: 2007, amount: 7000 |           |                  |          |          |  |
| Year: 2002, amount: 4500   | Year: 2005, amount: 5000  | Year: , amount:          |           |                  |          |          |  |

|   |                               |   |          |
|---|-------------------------------|---|----------|
| Event Director Name:<br><b>Doug Cramer</b>  |                               |   |          |
| Event Director Resume: (please attach)<br>From 2000 through 2010<br>Directed same event   |                               | Event Director Address:<br><b>224 South Carson St</b> |          |
| Event Director Phone:<br>Cell: <b>721-3747</b><br>Land: <b>884-4411</b>   |                               | Event Director Email:<br><b>Doug Cramer Charter</b>   |          |
| Event Description and Brief Objectives:<br>Entertainment at a safe place for families to enjoy music on a Friday Night the past 8 years we voted best place to hear music |                               |   |          |
| Proof entity has authority to conduct special event.<br><br>List all permits at right:  | <b>Co-sponsor Carson Mall</b> |   |          |
|   |                               |   |          |
|   |                               |   |          |
|   |                               |   |          |
|   | <b>Private Property</b>       |   |          |
|   |                               |   |          |
|   |                               |   |          |
| Total Event Cost<br>Breakdown: (list at right)<br><b>15 nights</b>  | \$ 800/night                  | \$ advertising  | \$       |
|   | \$                            | \$  | \$       |
|   | \$                            | \$  | \$       |
|   | \$                            | \$  | \$       |
|   | \$                            | \$  | \$       |
|   | \$                            | \$  | \$       |
|   | <b>Total 12,000</b>           |   |          |
| Pro Forma Profit and Loss statement for Event: (list at right)<br><br>Lost money in 2010  | Revenue                       | Expense   | Reserves |
|   |                               |   |          |
|   |                               |   |          |
|   |                               |   |          |
|   |                               |   |          |
|   |                               |   |          |
|   | <b>Total</b>                  |   |          |
| Total Estimated Event Cost  | \$12,000.00                   |   |          |
| Total Incentive Funds Requested   | \$2,000.00                    |   |          |
| Incentive as a % of total project   | %6                            |   |          |

|  |   |  |
|--|---|--|
| <p>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.</p> |   |  |
| <p>Identify current banking relationships and major credit references:</p>   |   | <p>LIST HERE:<br/><b>Nevada State Bank</b></p>                                   |
| <p>Estimated Event Completion Date</p>   |   | <p>September 16, 2011</p>  |
| <p>Will your organization benefit from event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>  |   |  |
| <p>If yes, how: <b>Establish Paradise Cove @ Mall</b></p>  |   |  |
| <p>Will your event increase business in the plan area?</p>   | <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>                |  |
| <p>If yes, how? <b>Mall Stores open for 7 events</b></p>   |   |  |
| <p>Define, in detail, the marketing and promotional plan:</p>  |   |  |
| <p>What facilities in the Redevelopment Plan Area will be used?</p>  |   |  |
| <p>Are there other events taking place at the same time as your event? If yes, name and define. <b>Unknown</b></p>   |   | <p>Describe all partnerships from other businesses in service of your event.</p> |
| <ul style="list-style-type: none"> <li>• Expected attendance:</li> </ul>   | <ul style="list-style-type: none"> <li>• Name all vendors and associated fees.</li> </ul> | <p>Define how event will become totally self funding?</p>                        |
| <p>Name all team members and attach resumes:</p>   | <p>*Architect /<br/>*Designer</p>   |  |
|  | <p>*Contractor(s)</p>   | <p>Kevin Ray</p>   |
|  | <p>*Attorney</p>  |  |
|  | <p>*Accountant</p>  |  |
|  | <p>*Project Manager</p>   | <p>Doug Cramer</p>   |
| <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>      |   |  |
| <p><b>Acknowledgement of Application Provisions:</b> (please check each that you acknowledge)</p>  |   |  |
| <p><input 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.</p>  |   |  |
| <p><input type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.</p>   |   |  |
| <p><input type="checkbox"/> I affirm that I am in good standing with the Consolidated Municipality of Carson City with</p>   |   |  |

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

Date:

4-22-11

**\*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)                               | <b>Date</b> |
| Application Approved:                                 |             |
| Event Commenced:                                      |             |
| Event Completed:                                      |             |
| Reimbursement Request submitted to Finance Department |             |
| Reimbursement remitted to Applicant                   |             |

**Mom & Pop's Diner  
224 South Carson Street  
Carson City Nevada 89701  
775 884-4411**

Dear Carson City Redevelopment

April 19, 2011

For the past ten years Mom and Pop's Diner has provided family safe entertainment. From 2000 until 2008 there was a event that was funded by Mom and Pop's Diner and Carson City Redevelopment.

In 2010 we started a same type of events at Paradise Cove Cafe at the Carson Mall. In 2010 the event at the Cove was co sponsored by the Carson Mall and Mom and Pop's. Last year we had twelve Friday nights concerts at the Cove. They were well attended because of a safe environment and music for all ages could enjoy.

This summer 2011 the Carson Mall and Mom and Pop's will provide funding for most of the evening music. In August we have three nights that will cost more then we have.

August 12 we will have Jazz Jam with ten or more musicians playing from five pm to eleven pm. At all the August evenings there will always be a performer on stage.

August 19 we have a blues night with ten or more musicians playing five to eleven pm.

August 26 we are having an acoustic music night that will have guitarist and other acoustic instrumentals. This night also will be five to eleven pm.

The cost for these three nights will cost over \$3500.00. The Carson Mall and Pop's budget is \$1500.00.

We are asking for \$2000.00, that should cover all other costs.

This event is for people who want to go to a safe place, were there are tables and chairs for comfort, were people can go and meet friends, family and co workers.

This event has been good for Carson City. First on Third Street and now at the Mall. Thank you for consideration to help funding for these three nights.

Doug and Jamesa Cramer  
Mom and Pop's Diner INC.

**Eva Chwalisz - profit and loss statement**

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**From:** <dougcramer@charter.net>  
**To:** <echwalisz@carson.org>  
**Date:** 4/21/2011 5:43 PM  
**Subject:** profit and loss statement

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Profit and Loss Statement  
Paradise Cove Cafe  
Friday Nights June to September 2010

Average Sales for Thirteen Nights: \$12,980.00

|                   |            |
|-------------------|------------|
| Cost of music     | \$7,200.00 |
| Personal          | \$4875.00  |
| Food and Supplies | \$5869.00  |

Loss \$-4964.00

Reimbursement  
From Carson Mall \$5200.00

Profit for Thirteen Nights \$236

We stated the Fridays at the Cove after Taste of Downtown in late June 2010..  
The Carson Mall did not install lighting. The shows stated at 6:30 PM and ended at 9:30 PM.  
There was no advertising budget.

# CONCERTS @ THE COVE

**FRIDAYS NIGHTS 5 to 7pm Acoustic Music**

**Music Starts from 7Pm to 11Pm**

**Come join us for fun nights at Carson Cove  
Sit under the Stars, Dine, Dance and listen to music**

**JUNE 3rd      ROAD DADDY  
Great rock and roll Band**

**JUNE 10th      BAKER STREET  
Rock from 70's & 80's**

**JUNE 17th      UNUSUAL SUSPECTS  
Sylvia Sings with Sole**

**JUNE 24th      AM-FM  
Classic Rock 60's & 70's**

**JULY 8th      THE RUSTLERS  
Country & Rock**

**JULY 15th      BOOGIE DADDY  
Steve and his Harmonica**

**JULY 22nd      TEN TO MIDNIGHT  
Named 93.1 FM's Best Band**

**JULY 29th      BIG BAD WOLF  
Great Dancing Music**

**AUGUST 12th      MODERN JAZZ BAND**

**AUGUST 19th      UNFINISHED BUSINESS  
Dance to good Rock & Roll**

**AUGUST 26th      JAKE'S GARAGE  
Female Singer that Rocks**

**SEPTEMBER 9th      BAND TO BE NAMED**

**SEPTEMBER 16th      BOOGIE DADDY  
Steve with his Harmonica**



**1200 South Stewart St Carson City, NV      For Info: 775-841-1199  
SPONSORED BY: CARSON MALL / MOM & POP'S DINER 775-884-4411  
PARADISE COVE CAFÉ AND THE CITY OF CARSON**

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



**Events Program Application**

| Organization Name:<br><b>Nevada Rural Counties RSVP Program, Inc.</b>   | Date: <b>November 30, 2010</b>   |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
|---|--|----------------------------|--------------------|-----------|---------|--------------------|--------------------|--------------------|-----------|--------------------|--------------------|--------------------|-----------|------------------|------------------|------------------|---|
| Organizational Structure:<br><b>501 (c) (3) Non-Profit Organization</b>   |  |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Organization Mailing Address: <b>P.O. Box 1708, Carson City, NV 89702</b>   |  |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Organization URL Address: <b><a href="http://www.nevadaruralsvp.org">www.nevadaruralsvp.org</a></b>   |  |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Contact Name for Project:<br><b>Janice R. Ayres</b>   | Contact Phone Number: <b>687-4680</b>  |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Address for Project Contact:<br><b>2621 Northgate Lane, Suite 6<br/>Carson City, NV 89706</b>   | Contact Fax: <b>687-4494</b>   |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
|   | Contact E-mail:<br><b>branded@rsvp.carson-city.nv.us</b>   |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Name of Events:<br><b>RSVP Spring Fun Fair<br/>RSVP 4<sup>th</sup> of July Fair<br/>RSVP Nevada Days Fair</b>   | URL of Event:<br><b><a href="http://www.nevadaruralsvp.org/index.php?page=rsvp-fairs">www.nevadaruralsvp.org/index.php?page=rsvp-fairs</a></b>             |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Purpose of Organization:<br><b>Provide volunteer opportunities in Carson City and programs to assist low income seniors to remain in their own homes.</b>   | Fax of Event: <b>687-4494</b>  |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
|   | E-mail of Event:<br><b>branded@rsvp.carson-city.nv.us</b>  |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Annual Budget of Organization:<br><br><table> <tr> <th></th> <th>Last Year</th> <th>Present Year</th> <th>Next Year</th> </tr> <tr> <td>Income:</td> <td><u>\$1,301,771</u></td> <td><u>\$1,381,835</u></td> <td><u>\$1,188,957</u></td> </tr> <tr> <td>Expenses:</td> <td><u>\$1,324,848</u></td> <td><u>\$1,460,731</u></td> <td><u>\$1,188,957</u></td> </tr> <tr> <td>Reserves:</td> <td><u>\$200,000</u></td> <td><u>\$200,000</u></td> <td><u>\$200,000</u></td> </tr> </table> |  | Last Year                  | Present Year       | Next Year | Income: | <u>\$1,301,771</u> | <u>\$1,381,835</u> | <u>\$1,188,957</u> | Expenses: | <u>\$1,324,848</u> | <u>\$1,460,731</u> | <u>\$1,188,957</u> | Reserves: | <u>\$200,000</u> | <u>\$200,000</u> | <u>\$200,000</u> | How event vision complies with objectives of redevelopment agency plan:<br><b>To help bring tourists to the events who utilize motels, restaurants, etc., and to raise funds for senior programs.</b> |
|   | Last Year  | Present Year               | Next Year          |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Income:   | <u>\$1,301,771</u>   | <u>\$1,381,835</u>         | <u>\$1,188,957</u> |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Expenses:   | <u>\$1,324,848</u>   | <u>\$1,460,731</u>         | <u>\$1,188,957</u> |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Reserves:   | <u>\$200,000</u>   | <u>\$200,000</u>           | <u>\$200,000</u>   |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| How long Organization formally organized? <b>37 Years</b>   | Why are redevelopment funds needed?<br><b>To cover park fees and other fees that diminish the funds raised, and lessen the ability to hold the events.</b> |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Event Name: <b>N/A</b>  | Project Area: (check one)<br><ul style="list-style-type: none"> <li><input type="checkbox"/> Area #1</li> <li><input type="checkbox"/> Area #2</li> </ul>  |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Previous Redevelopment Authority Grant Funding Received, If any: <b>None</b>  |  |                            |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |
| Year: _____, amount: _____  | Year: _____, amount: _____   | Year: _____, amount: _____ |                    |           |         |                    |                    |                    |           |                    |                    |                    |           |                  |                  |                  |   |

|   |   |                   |                            |  |  |
|---|---|-------------------|----------------------------|--|--|
| Year: _____, amount: _____  |   |                   | Year: _____, amount: _____ |  |  |
| Year: _____, amount: _____  |   |                   | Year: _____, amount: _____ |  |  |
| Event Director Name:  |   |                   |                            |  |  |
| Event Director<br>Resume: (please attach)<br><b>Janice R. Ayres</b>   | Event Director Address:<br><b>2621 Northgate Lane, Suite 6<br/>Carson City, NV 89706</b>  |                   |                            |  |  |
| Event Director<br>Phone:<br>Cell: 224-0904<br>Land: 687-4680, ext.2   | Event Director Email:<br><b>branded@rsvp.carson-city.nv.us</b>  |                   |                            |  |  |
| Event Description and Brief Objectives:<br><b>The three RSVP Fairs are fundraising events to help fund the senior independent living programs provided by RSVP for Carson City seniors, while at the same time bringing tourists to Carson City who might otherwise not come here and utilize motels, casinos and retail stores to help local merchants and boost the economy here. Before RSVP began a 4 day event for Nevada Day and changed the name to Nevada Days, it was 1 day event and a lot of revenue was lost.</b> |   |                   |                            |  |  |
| Proof entity has authority to conduct special event.  | These Fairs have been authorized by Carson City for over 30 years for RSVP as a non-profit 501 (c)(3) agency to raise funds for senior social services. |                   |                            |  |  |
|   |   |                   |                            |  |  |
| List all permits at right:  | Permits are issued at the time of the fairs as these are reserved annually by the Reservation Coordinator in the Parks and Recreation Department.       |                   |                            |  |  |
|   |   |                   |                            |  |  |
| Total Event Cost Breakdown: (list at right)   | \$7,750   | Permits           | \$                         |  |  |
|   | \$2,575   | Dumpster/Clean-Up | \$                         |  |  |
|   | \$1,485   | Toilets           | \$                         |  |  |
|   | \$3,190   | Security          | \$                         |  |  |
|   |   |                   | \$                         |  |  |
|   |   |                   | \$                         |  |  |
|   | <b>Total</b>  |                   |                            |  |  |
| Pro Forma Profit and Loss statement for Event: (list at right)  | Revenue   | Expense           | Reserves                   |  |  |
|   | \$  | \$                | \$                         |  |  |
|   |   |                   |                            |  |  |
|   |   |                   |                            |  |  |
|   |   |                   |                            |  |  |
|   |   |                   |                            |  |  |
|   | <b>Total</b>  |                   |                            |  |  |
| Total Estimated Events Cost   | <b>\$15,000</b>   |                   |                            |  |  |
| Total Incentive Funds Requested   | <b>\$15,000</b>   |                   |                            |  |  |
| Incentive as a % of total project   | <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. **2008 and 2009 Form 990's attached.**

|  |  |  |
|--|--|--|
| Identify current banking relationships and major credit references:<br><br>LIST HERE: Mutual of Omaha Bank – Carson City<br>Chase Credit Card<br>Office Depot<br>Philips Lifeline  |  |  |
| Estimated Event Completion Dates<br><br><b>4<sup>th</sup> of July Fair – July 5, 2011</b><br><b>Nevada Days Fair – October 31, 2011</b><br><b>Spring Fun Fair – May 9, 2012</b>  |  |  |
| Will your organization benefit from event?<br><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  |  |  |
| If yes, how: <b>Provide funds to assist with Senior Independent Living Programs to keep seniors out of costly institutions.</b>  |  |  |
| Will your event increase business in the plan area?<br><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No   |  |  |
| If yes, how? <b>Vendor and attendee room nights &amp; retail \$\$</b><br>Define, in detail, the marketing and promotional plan:<br><b>TV spots on Charter Cable (7days); Display Ads in Nevada Appeal; Print articles in Nevada Appeal and Reno Gazette-Journal; RSVP and Carnival Websites.</b>   |  |  |
| What facilities in the Redevelopment Plan Area will be used?<br>Are there other events taking place at the same time as your event? If yes, name and define. <b>Nevada Day Parade and the various contests. This brings many people to Carson City. The carnival keeps them here and offers a 4 day event. Nevada Day has only one day.</b>  |  |  |
| Describe all partnerships from other businesses in service of your event.<br><b>Nevada Johns; High Sierra Patrol; Nevada Appeal; Waste Management; Local area Food and Product Vendors</b>   |  |  |
| <ul style="list-style-type: none"> <li>• Expected attendance: <b>25,000 for each fair.</b></li> <li>• Name all vendors and associated fees.</li> </ul> Define how event will become totally self funding?<br><b>It has been self funded; however, fees have risen so high to hold these events in Mills Park that without some financial relief their continuance will be difficult.</b> |  |  |
| Name all team members and attach resumes:<br><br>*Architect<br>*Designer   |  |  |
| *Contractor(s) <b>Inland Empire Shows</b>  |  |  |
| *Attorney <b>Lora Myles</b>  |  |  |
| *Controller <b>Donna Dorris</b>  |  |  |
| *Project Manager <b>Mike Hughes</b>  |  |  |

- Your project must conform to all applicable codes, ordinances, and regulations
- Shop drawings must also be submitted for review for all venues and signs prior to beginning work.

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

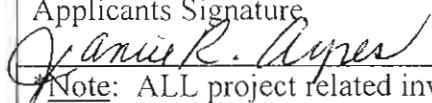
I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.

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.

Applicants Signature



Date: November 30, 2010

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)                               | <b>Date</b> |
| Application Approved:                                 |             |
| Event Commenced:                                      |             |
| Event Completed:                                      |             |
| Reimbursement Request submitted to Finance Department |             |
| Reimbursement remitted to Applicant                   |             |

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**JANICE R. AYRES**  
1762 Montelena Court  
Carson City, NV 89703  
Home (775) 883-8950  
Work (775) 687-4680

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**EMPLOYMENT HISTORY**

**EXECUTIVE DIRECTOR and CEO**  
**Nevada Rural Counties Retired and Senior Volunteer Program**  
**Carson City, NV**  
**1979 - Present**

Executive Director for a 15 rural county, government funded social services program. Responsible for program development and developing long range goals and objectives, fund raising; grant proposals from federal, state and local funds. Public/media relations and fiscal management. Supervise up to 2,600 volunteers, paid and volunteer staff of 25.

**STATE PROGRAM DIRECTOR**  
**Inter-Tribal Council of Nevada**  
**Reno, NV**  
**1977 - 1979**

Served 17 counties, 24 reservations. Planned, organized and managed all senior citizens' programs. Wrote all grant proposals at State and local levels. Supervised subordinate staff of 22. Interpreted and applied Federal guidelines, prepared and controlled program proposals and budgets. Responsible for national and state legislative support. Was successful in lobbying Congress for Title VI nutrition programs for reservation programs.

**ASSOCIATE / CONSULTANT**  
**Don Luke and Associates**  
**Phoenix, AZ**  
**1976 - 1977**

Managed political campaigns, public relations, marketing and financial development. Assisted in goal setting, proposal writing, direct mail campaigns and media coverage, preparation of drafts for legislation of health care improvements. Wrote several technical publications on research being accomplished at the Navajo Nation. Lobbied successfully for state and federal funding for research and additional services.

**STATE EXECUTIVE DIRECTOR**  
**Nevada Association for Retarded Citizens**  
**Las Vegas, NV**  
**1974 - 1976**

Executive Officer for 17 counties, 7 local centers and 11 developmental disability committees throughout the state. Assisted centers in marketing their agencies' goals, planning, management and identifying public needs. Supervised staff of 25, and 300 volunteers. Responsible for fiscal management, grant proposals, public and media relations. Spokesperson for the State Association on legislative matters. Successfully lobbied for additional funding for sheltered workshops and programs for developmentally disabled.

**MARKETING DIRECTOR, PUBLIC INFORMATION/FINANCIAL OFFICER**  
**Southern Nevada Drug Abuse Council**  
**Las Vegas, NV**  
**1973 - 1974**

Planned and implemented funds for 14 public education programs. Responsible for image building, fund raising and all grant proposals. Developed direct mail solicitation program for both business and industry. Supervised 200 volunteers and 10 staff members. Spokesperson for all media and legislative matters, which were considerable. Successfully lobbied for increased funding for rehabilitation programs and educational programs.

**EXECUTIVE DIRECTOR**  
**Clark County Easter Seal Treatment Center**  
**Las Vegas, NV**  
**1971 - 1973**

Responsible for fiscal management, fee-setting, planning, developing an evaluation system, supervising staff of 14 and 250 volunteers. Responsible for marketing agency goals and objectives, fund raising, media campaign and public speaking engagements. Spokesperson statewide for legislation pertaining to handicapped. This was largest treatment center in Las Vegas for children and adults. I was Medicare certified as the Director.

**STATE EXECUTIVE DIRECTOR**  
**Nevada Association for Mental Health**  
**Las Vegas, NV**  
**1969 - 1971**

Responsible for all state chapters in 17 counties including planning and fiscal management and fee setting. Assisted chapters in goal setting, public relations, marketing and provided technical assistance to meet goals and evaluate effectiveness. Supervised staff of 25 employees and 250 volunteers. Successful in lobbying for funds for mental health and mental retardation centers in Las Vegas at both the state and national level.

**PROGRAM and FINANCE DIRECTOR**  
**American Heart Association. Orange County Division**  
**Santa Ana, CA**  
**1959 - 1966**

Responsible for planning and implementing the overall educational and public relations programs for the Association. Programs were for all 44 cities in Orange County with a population of over two million persons. Programs covered all facets of public and professional education including seminars for physicians and nurses. While Director, I innovated 14 new programs in the area of prevention, nutrition, training of rescue teams, cooking schools and menu planning for families of heart patients, counseling for heart patients and their families. I was also responsible for grants and other funding to produce and manage a \$2.5 million dollar budget. Supervised a paid staff of 15 and over 500 volunteers.

**MARKETING DIRECTOR**  
**Disneyland. Inc.**  
**Anaheim, CA**  
**1954 - 1959**

Responsible for developing marketing plans and promotions including the "Magic Kingdom" package to attract groups to Disneyland. Developed short and long range goals and managed a \$3.2 million dollar budget. Supervised a staff of 10 persons.

**CO-OWNER**  
**Tommy Ayres Chevrolet**  
**Laguna Beach, CA**  
**1952 - 1954**

Assumed co-responsibility in the establishment of this business. Actively participated in all phases of management, supervised staff of 30 with total responsibility for the fiscal management, public relations and advertising program of the agency. Continued to direct the PR and advertising even though employed by Disneyland.

**EDUCATION**

University of Southern California  
(2) Bachelor of Arts degrees (2) Masters of Arts degrees  
Business Administration/Mass Communications

ELECTED PUBLIC OFFICES HELD

Elected Carson City/County Supervisor - November 2, 1992 - November 3, 1996

PROFESSIONAL MEMBERSHIPS

National Association, RSVP Directors  
Public Relations Society of America (Founder/President of 1st chapter in Nevada (1974))  
National Society of Fund Raising Executives  
Women in Radio & Television  
American Association of University Women  
League of Women Voters  
American Marketing Association  
American Management Association  
American Society of Association Executives  
International Association of Business Communicators  
Nevada Women's Lobby

SPECIAL HONORS

**Marquis Who's Who-** Who's Who in the World (was included for special Marquis Honors Millennium Limited Edition)  
Who's Who of American Women  
Who's Who In the West  
Who's Who In America  
Who's Who In Finance and Industry

**Strathmore's Who's Who-** Registry of Business Leaders

**Who's Who Sanctioned by the American Biographical Institute-**  
Women of the Year - 1990 & 1993  
Distinguished Leadership Award 1992  
Lifetime Deputy Governor 1990  
2000 Notable American Women 1989 & 1993  
Notable Americans of the Bicentennial Era 1976

**International Who's Who of Professional and Business Women 1993**  
"For Significant Career Achievements and Contributions to Society"

**Who's Who - The National Reference Institute-**  
Who's Who of Women Executives 1980 & 1989  
Who's Who Among Human Service Professionals 1988

**International Who's Who of Professionals 1995**

**Gold Spike Award, 1997, Public Relations Society of America, Outstanding Public Relation Professional**

**Nevada Women's Role Model Award, NV Atty. General Frankie Sue Del Pappa for Women's History Month. 1997**

Appointed to the newly formed (Legislated 1993) Tri-County Railroad Commission (5 members)  
Chairman, 1995 to 2002.

President, Northern Nevada Railroad Foundation 1997 to present

**Governor's Advisory Board** - State of Nevada Mental Health / Mental Retardation 1970 – 1978

**Certificate of Commendation** from Governor of Nevada for outstanding service to mentally ill for a series of technical articles on mental illness to garner public understanding and support for new facilities (required legislative funding) 1987 - 1988

Attended **White House Conference on Aging** – 1970. Appointed by Governor Kenny Guinn to the White House Council on Aging for 2006.

**Outstanding Public Relations Award** from Orange County Press Club for best series of articles by a public relations professional, entitled "Heart Attack".

**Women of Distinction**, Carson City Soroptimist International – 1988

**Women of Distinction**, Sierra Northern Region Soroptimist International – 1988

**Advancing the Status of Women**, Carson Valley Soroptimist International - 2002

**Women of Distinction**, Sierra Nevada Region – 2003

**J.C. Penney Award for Outstanding Director**, Nevada - 1989 (\$1,000)

**Navajo Nation Health Foundation for Distinguished Service** - 1978

**United Way Outstanding Director** - 1989

**Outstanding Director**, Nevada Governor Bryan - 1988/1989

**American Biographical Institution (ABI) Distinguished Leadership Award** for Outstanding Dedication in Human Services Programs 1990 and 1993

**Western Fairs Association** - Hall of Fame for 15 years of Fair contributions – 1995

**Western Fairs Association** - Hall of Fame for 20 years of Fair contributions – 2000

**Invited to White House by President Clinton for Special Recognition as Chair, Nevada Commission for National & Community Service** – October 1999

**Governor Guinn's Points of Light Award for Outstanding Executive Director for Outstanding RSVP Program** – October 2001

**Outstanding Older Worker for the State of Nevada Recognition** held September 2002 in Washington, D.C. and recognized by the Senate & House of Representatives for outstanding contributions to Nevada

#### SEMINARS/WORKSHOPS

Conducted Seminars/Workshops for the following:

**Orange County Public Relation Society of America**. Workshops on "Marketing Non-Profit Organizations".

**Stanford University**. Workshops on "Image Building" and approaches to "Securing Funding From the Private Sector".

**Governor's Conference on Tourism**, (Reno, 1985), participated in workshop covering "Marketing Rural Events". I spoke on how the tourism grants were utilized for optimum marketing for the dollars spent.

**Western Fairs Assoc. Convention**. Monterey, CA Seminar on "It Doesn't Take Big Bucks to Get Big Results". 1984

**International Fairs and Expositions**. Las Vegas, Moderated workshop on "How Small Fairs Can Think Big on Small Funding".

**Janice R. Ayres**  
**Resume Page 5**

**Crisis Management** - Various workshops and handling crisis with the media - 1977 - 1980.

Various workshops on marketing, media relations, fund raising and program monitoring for federal agency ACTION and Corporation for National and Community Service.

**Chairperson, Celebrate Service Conference**, 1997 and 2001, Corporation for National Service - Presented workshop on marketing for non-profits at the 2002 conference, Visioning Conference, Division of Aging Services, Las Vegas. Presenter: Baby Boomers as RSVP Volunteers 1999 Corporation for National Service, Orlando, Florida. Presenter: Pros and Cons on Becoming a Self-Incorporated, Self-Sponsored, Senior Corporation Program.

**APPOINTMENTS**

Appointed by Governor Miller as Commissioner to the Nevada Commission for National and Community Service - 1993 - 1996. Re-appointed February 1, 1996 to January 31, 1999. Elected chairman of Commission 1/8/97. (In compliance with President Clinton's Corporation for National & Community Service Legislation to fund Americore, Learn & Serve, & National Senior Service Corps) Re-appointed to Commission by Governor Kenny Guinn through 2002. Reappointed by Governor Guinn to serve through 2005. Reappointed by Governor Gibbons through 2008.

Appointed to the Nevada Commission on Aging by Governor Kenny Guinn December 21, 2000 to June 30, 2002. Reappointed July 2003-2005. Term limits prevented another appointment.

Appointed to the Nevada Commission for the Reconstruction of the V & T Railroad by Governor Kenny Guinn September 14, 2001 to June 30, 2004, as the Governor's representative. Reappointed through 2007.

As a member of the Board of Supervisors, I received the following appointments:

Chair, Tri-County Railway Commission  
Member, General Obligation Bond Commission  
Member, Carson City Downtown Redevelopment  
Member (Past) Carson City Parks and Recreation Commission  
Member, Nevada Home Health Agency (Board of Directors)  
Member, Carson City Senior Center Advisory Council  
Member, Carson City Transportation Committee

Elected National President, National Association of RSVP Directors 2003. Spokesperson for 800 RSVP programs in 50 states, Guam, Samoa, and Puerto Rico and for 600,000 volunteers. Appeared before Congress as advocate for RSVP programs.

**OTHER**

Board Member, Nevada Department of Transportation Statewide Transportation Commission (25 years)

Janice R. Ayres, Executive Director & CEO:

Ms. Ayres has over 46 years of wide ranging experience in non-profit organizational management, including positions with the American Heart Association, Nevada Association for Mental Health, Easter Seals, Southern Nevada Drug Abuse Council, Nevada Association for Retarded Citizens, and the Inter-Tribal Council of Nevada. She has been the Executive Director of the Nevada Rural Counties RSVP Program since 1979. Among her recent awards were the Governor's 'Points of Light' for outstanding Executive Director and non-profit program, and 'Outstanding Older Worker' for the State of Nevada, and recognized by the United States Senate and House for her contributions. Her many appointments include the Nevada Commission for National and Community Service, the Nevada Commission on Aging, and she served as President of the National Association of RSVP Directors. She is currently the President of the Nevada Senior Corps Association which she founded in November of 2008. She holds two Bachelor of Arts and Master of Arts Degrees in Business Administration and Mass Communication from the University of Southern California.

Michael Hughes, Director of Marketing & Development

Mr. Hughes has over 25 years of marketing experience and has been with RSVP since 2001, directing all marketing, public relations and advertising programs for print, broadcast and online media, including the development and management of the RSVP website and all collateral materials for various publics. He also plans and directs all fundraising activities with the Executive Director. He holds a BA in Journalism and Mass Communication from the University of Wisconsin.

Donna Dorris, Controller

Ms. Dorris has over 15 years of experience in accounting and accounting management in A variety of business settings including the legal and non-profit arenas. Her experience includes both financial and programmatic reporting for both federal, state and foundation grantors.

Lora Myles, Attorney

The RSVP attorney Lora Myles is a member of the National Academy of Elder Law Attorneys, is a certified elder law attorney, and a member the Nevada State Bar Association. A recognized expert in elder law, she has drafted legislation resulting in many of the current State of Nevada Revised Statutes relative to the criminal penalties for elder abuse, while advocating for a more streamlined process for obtaining guardianships and Powers of Attorney to help mitigate criminal fraud against seniors.

RETURN EXTENDED TO NOVEMBER 15, 2010

Form 990

Department of the Treasury  
Internal Revenue Service

## Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung  
benefit trust or private foundation)

► The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No. 1545-0047

2009

Open to Public  
Inspection

## A For the 2009 calendar year, or tax year beginning

and ending

|  |  |  |   |
|--|--|--|---|
| <b>B</b> Check if applicable:<br><input type="checkbox"/> Address change<br><input type="checkbox"/> Name change<br><input type="checkbox"/> Initial return<br><input type="checkbox"/> Terminated return<br><input type="checkbox"/> Amended return<br><input type="checkbox"/> Application pending | <b>C</b> Name of organization<br><b>NEVADA RURAL COUNTIES RSVP PROGRAM, INC.</b><br><b>Doing Business As</b><br><b>PO BOX 1708</b><br><b>City or town, state or country, and ZIP + 4</b><br><b>CARSON CITY, NV 89702</b> |  | <b>D</b> Employer identification number<br><b>94-3164032</b><br><b>E</b> Telephone number<br><b>(775) 687-4680</b><br><b>G</b> Gross receipts \$<br><b>1,406,556.</b><br><b>H(a)</b> Is this a group return<br>for affiliates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br><b>H(b)</b> Are all affiliates included? <input type="checkbox"/> Yes <input type="checkbox"/> No<br>If "No," attach a list. (see instructions)<br><b>H(c)</b> Group exemption number ► |
|  | <b>F</b> Name and address of principal officer:<br><b>JANICE AYRES</b><br><b>P. O. BOX 1708, CARSON CITY, NV 89706</b>   |  |   |
|  | <b>I</b> Tax-exempt status: <input checked="" type="checkbox"/> 501(c)(3) (Insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527   |  |   |
|  | <b>J</b> Website: ► <a href="http://WWW.NEVADARURALRSVP.ORG">WWW.NEVADARURALRSVP.ORG</a>   |  |   |
|  | <b>K</b> Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ►                                      |  |   |
|  | <b>L</b> Year of formation: 1992 <b>M</b> State of legal domicile: NV  |  |   |

## Part I Summary

|  |   |             |              |
|--|---|-------------|--------------|
| Activities & Governance  | 1 Briefly describe the organization's mission or most significant activities: <b>THE ORGANIZATION ARRANGES FOR PERSONS 55 OR OLDER TO VOLUNTEER FOR SERVICES IN COMMUNITIES</b> |             |              |
|  | 2 Check this box ► <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.                                     |             |              |
|  | 3 Number of voting members of the governing body (Part VI, line 1a)   | 3           | 7            |
|  | 4 Number of independent voting members of the governing body (Part VI, line 1b)   | 4           | 7            |
|  | 5 Total number of employees (Part V, line 2a)   | 5           | 22           |
|  | 6 Total number of volunteers (estimate if necessary)  | 6           | 1197         |
|  | 7a Total gross unrelated business revenue from Part VIII, column (C), line 12   | 7a          | 0.           |
| b Net unrelated business taxable income from Form 990-T, line 34 | 7b  | 0.          |              |
| Revenue  | 8 Contributions and grants (Part VIII, line 1h)   | Prior Year  | Current Year |
|  | 9 Program service revenue (Part VIII, line 2g)  | 1,152,227.  | 1,161,335.   |
|  | 10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)  | 138,963.    | 139,901.     |
|  | 11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)   | 9,468.      | 1,554.       |
|  | 12 Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)   | 1,113.      | 79,045.      |
|  | 1,301,771.  | 1,381,835.  |              |
| Expenses   | 13 Grants and similar amounts paid (Part IX, column (A), lines 1-3)   |             |              |
|  | 14 Benefits paid to or for members (Part IX, column (A), line 4)  |             |              |
|  | 15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)  | 520,773.    | 542,639.     |
|  | 16a Professional fundraising fees (Part IX, column (A), line 11e)   |             |              |
|  | b Total fundraising expenses (Part IX, column (D), line 25) ►   | 57,393.     |              |
|  | 17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24f)   | 804,075.    | 918,092.     |
|  | 18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)  | 1,324,848.  | 1,460,731.   |
| 19 Revenue less expenses. Subtract line 18 from line 12          | <23,077.►   | <78,896.►   |              |
| Net Assets or Fund Balances                                      | Beginning of Current Year   | End of Year |              |
|  | 20 Total assets (Part X, line 16)   | 423,386.    | 346,428.     |
|  | 21 Total liabilities (Part X, line 26)  | 102,548.    | 131,685.     |
|  | 22 Net assets or fund balances. Subtract line 21 from line 20   | 320,838.    | 214,743.     |

## Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

## TAXPAYER'S COPY

Sign  
Here

Signature of officer

Date

► **JANICE AYRES, EXECUTIVE DIRECTOR**

Type or print name and title

|                                |  |  |                  |  |   |
|--------------------------------|--|--|------------------|--|---|
| Paid<br>Preparer's<br>Use Only | Preparer's<br>signature ►  | <i>Connie Clouston</i>   | Date<br>11/12/10 | Check if<br>self-<br>employed ► <input type="checkbox"/> | Preparer's identifying number<br>(see instructions) |
|                                | Firm's name (or<br>your if<br>self-employed),<br>address, and<br>ZIP + 4 | KOHN COLODNY LLP<br>5310 KIETZKE LANE, SUITE 101<br>RENO, NEVADA 89511 | EIN ►            |  |   |
|                                |  |  | Phone no. ►      | 775-828-7300   |   |

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

**Part III Statement of Program Service Accomplishments**

1 Briefly describe the organization's mission: SEE SCHEDULE O FOR CONTINUATION  
**RSVP'S MISSION IS TO HELP STRENGTHEN THE FABRIC OF THE COMMUNITIES IN WHICH WE SERVE BY FOSTERING GREATER CIVIC ENGAGEMENT FOR CITIZENS AGED 55 AND OLDER BY PROVIDING MEANINGFUL OPPORTUNITIES FOR VOLUNTEERING IN THEIR COMMUNITIES, AND BY PROVIDING HIGH IMPACT INDEPENDENT LIVING**

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No  
 If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No  
 If "Yes," describe these changes on Schedule O.

4 Describe the exempt purpose achievements for each of the organization's three largest program services by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

**4a (Code: ) (Expenses \$ 917,974. including grants of \$ ) (Revenue \$ 147,448. )**  
**PROVIDED VOLUNTEERS, HOME VISITS, LIFELINE EMERGENCY NOTIFICATION SERVICES, HEALTH AND WELFARE TRAINING, AND TRANSPORTATION SERVICES TO HOMEBOUND SENIORS TO PROMOTE INDEPENDENT LIVING AND PREVENT THEM FROM BEING INSTITUTIONALIZED.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4b (Code: ) (Expenses \$ 188,584. including grants of \$ ) (Revenue \$ 1,740. )**  
**PROVIDED VOLUNTEER SERVICES TO PUBLIC AND NON-PROFIT COMMUNITY AGENCIES**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4c (Code: ) (Expenses \$ 93,309. including grants of \$ ) (Revenue \$ )**  
**PROVIDED LEGAL SERVICES AND OTHER SUPPORT FOR SENIORS THROUGHOUT NEVADA.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4d Other program services. (Describe in Schedule O.)**

**(Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_ ) (Revenue \$ \_\_\_\_\_ )**

**4e Total program service expenses ► \$ 1,199,867.**

## Part IV Checklist of Required Schedules

|   | Yes   | No |
|---|-------|----|
| 1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)?<br>If "Yes," complete Schedule A  | 1 X   |    |
| 2 Is the organization required to complete Schedule B, Schedule of Contributors?  | 2 X   |    |
| 3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I  | 3 X   |    |
| 4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II   | 4 X   |    |
| 5 Section 501(c)(4), 501(c)(5), and 501(c)(6) organizations. Is the organization subject to the section 6033(e) notice and reporting requirement and proxy tax? If "Yes," complete Schedule C, Part III   | 5     |    |
| 6 Did the organization maintain any donor advised funds or any similar funds or accounts where donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I  | 6 X   |    |
| 7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II                                      | 7 X   |    |
| 8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III   | 8 X   |    |
| 9 Did the organization report an amount in Part X, line 21; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV | 9 X   |    |
| 10 Did the organization, directly or through a related organization, hold assets in term, permanent, or quasi-endowments? If "Yes," complete Schedule D, Part V   | 10 X  |    |
| 11 Is the organization's answer to any of the following questions "Yes"? If so, complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable  | 11 X  |    |
| • Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI.  |       |    |
| • Did the organization report an amount for investments - other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII.  |       |    |
| • Did the organization report an amount for investments - program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII.  |       |    |
| • Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX.   |       |    |
| • Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X.  |       |    |
| • Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48? If "Yes," complete Schedule D, Part X.               |       |    |
| 12 Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI, XII, and XIII.   | 12 X  |    |
| 12A Was the organization included in consolidated, independent audited financial statements for the tax year?<br>If "Yes," completing Schedule D, Parts XI, XII, and XIII is optional   | 12A X |    |
| 13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E  | 13 X  |    |
| 14a Did the organization maintain an office, employees, or agents outside of the United States?   | 14a X |    |
| b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, and program service activities outside the United States? If "Yes," complete Schedule F, Part I                             | 14b X |    |
| 15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If "Yes," complete Schedule F, Part II                                      | 15 X  |    |
| 16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If "Yes," complete Schedule F, Part III  | 16 X  |    |
| 17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I   | 17 X  |    |
| 18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II   | 18 X  |    |
| 19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III   | 19 X  |    |
| 20 Did the organization operate one or more hospitals? If "Yes," complete Schedule H  | 20 X  |    |

Form 990 (2009)

## Part IV Checklist of Required Schedules (continued)

|   | Yes | No |
|---|-----|----|
| 21 Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II .....   | 21  | X  |
| 22 Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III .....  | 22  | X  |
| 23 Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J .....                           | 23  | X  |
| 24a Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No", go to line 25 ..... | 24a | X  |
| b Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception? .....   | 24b |    |
| c Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds? .....  | 24c |    |
| d Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year? .....   | 24d |    |
| 25a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I .....   | 25a | X  |
| b Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I .....             | 25b | X  |
| 26 Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If "Yes," complete Schedule L, Part II .....   | 26  | X  |
| 27 Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? If "Yes," complete Schedule L, Part III .....                 | 27  | X  |
| 28 Was the organization a party to a business transaction with one of the following parties, (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):   |     |    |
| a A current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV .....   | 28a | X  |
| b A family member of a current or former officer, director, trustee, or key employee? If "Yes," complete Schedule L, Part IV .....  | 28b | X  |
| c An entity of which a current or former officer, director, trustee, or key employee of the organization (or a family member) was an officer, director, trustee, or direct or indirect owner? If "Yes," complete Schedule L, Part IV .....  | 28c | X  |
| 29 Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M .....   | 29  | X  |
| 30 Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M .....   | 30  | X  |
| 31 Did the organization liquidate, terminate, or dissolve and cease operations?<br>If "Yes," complete Schedule N, Part I .....  | 31  | X  |
| 32 Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II .....   | 32  | X  |
| 33 Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I .....   | 33  | X  |
| 34 Was the organization related to any tax-exempt or taxable entity?<br>If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1 .....   | 34  | X  |
| 35 Is any related organization a controlled entity within the meaning of section 512(b)(13)?<br>If "Yes," complete Schedule R, Part V, line 2 .....   | 35  | X  |
| 36 Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization?<br>If "Yes," complete Schedule R, Part V, line 2 .....  | 36  | X  |
| 37 Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI .....  | 37  | X  |
| 38 Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19?<br>Note. All Form 990 filers are required to complete Schedule O. ....   | 38  | X  |

Form 990 (2009)

## Part V Statements Regarding Other IRS Filings and Tax Compliance

|     |  | Yes | No |
|-----|--|-----|----|
| 1a  | Enter the number reported in Box 3 of Form 1096, Annual Summary and Transmittal of U.S. Information Returns. Enter -0- if not applicable   | 1a  | 27 |
| 1b  | Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable  | 1b  | 0  |
| c   | Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?   | 1c  |    |
| 2a  | Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return  | 2a  | 22 |
| b   | If at least one is reported on line 2a, did the organization file all required federal employment tax returns?<br><i>Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file this return. (see instructions)</i>                              | 2b  | X  |
| 3a  | Did the organization have unrelated business gross income of \$1,000 or more during the year covered by this return?   | 3a  | X  |
| b   | If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O   | 3b  |    |
| 4a  | At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?                                   | 4a  | X  |
| b   | If "Yes," enter the name of the foreign country: ►<br><br>See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.  | 5a  | X  |
| 5a  | Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?  | 5b  | X  |
| b   | Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?   | 5c  |    |
| c   | If "Yes," to line 5a or 5b, did the organization file Form 8886-T, Disclosure by Tax-Exempt Entity Regarding Prohibited Tax Shelter Transaction?   | 6a  | X  |
| 6a  | Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible?  | 6b  |    |
| b   | If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?  | 7a  | X  |
| 7   | <b>Organizations that may receive deductible contributions under section 170(c).</b>   | 7b  |    |
| a   | Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?  | 7c  | X  |
| b   | If "Yes," did the organization notify the donor of the value of the goods or services provided?  | 7d  |    |
| c   | Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?   | 7e  |    |
| d   | If "Yes," indicate the number of Forms 8282 filed during the year  | 7f  |    |
| e   | Did the organization, during the year, receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?  | 7g  |    |
| f   | Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?   | 7h  |    |
| g   | For all contributions of qualified intellectual property, did the organization file Form 8899 as required?   | 8   |    |
| h   | For contributions of cars, boats, airplanes, and other vehicles, did the organization file a Form 1098-C as required?  | 9a  |    |
| 8   | <b>Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations.</b> Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year? | 9b  |    |
| 9   | <b>Sponsoring organizations maintaining donor advised funds.</b>   | 10a |    |
| a   | Did the organization make any taxable distributions under section 4966?  | 10b |    |
| b   | Did the organization make a distribution to a donor, donor advisor, or related person?   | 11a |    |
| 10  | <b>Section 501(c)(7) organizations.</b> Enter:   | 11b |    |
| a   | Initiation fees and capital contributions included on Part VIII, line 12   | 12a |    |
| b   | Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities  | 12b |    |
| 11  | <b>Section 501(c)(12) organizations.</b> Enter:  |     |    |
| a   | Gross income from members or shareholders  |     |    |
| b   | Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.)   |     |    |
| 12a | <b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?  |     |    |
| b   | If "Yes," enter the amount of tax-exempt interest received or accrued during the year  |     |    |

**Part VI Governance, Management, and Disclosure** For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

### Section A. Governing Body and Management

|   | 1a | 1b | 2 | 3 | 4 | 5 | 6 | 7a | 7b | 8a | 8b | 9 | Yes | No |
|---|----|----|---|---|---|---|---|----|----|----|----|---|-----|----|
| 1a Enter the number of voting members of the governing body .....   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| b Enter the number of voting members that are independent .....   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? .....   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| 3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person? ..... |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| 4 Did the organization make any significant changes to its organizational documents since the prior Form 990 was filed? .....   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| 5 Did the organization become aware during the year of a material diversion of the organization's assets? .....   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| 6 Does the organization have members or stockholders? .....   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| 7a Does the organization have members, stockholders, or other persons who may elect one or more members of the governing body? .....  |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| b Are any decisions of the governing body subject to approval by members, stockholders, or other persons? .....   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| a The governing body? .....   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| b Each committee with authority to act on behalf of the governing body? .....   |    |    |   |   |   |   |   |    |    |    |    |   |     |    |
| 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O              |    |    |   |   |   |   |   |    |    |    |    |   |     |    |

### Section B. Policies

 (This Section B requests information about policies not required by the Internal Revenue Code.)

|  | 10a | 10b | 11 | 12a | 12b | 12c | 13 | 14 | 15a | 15b | 16a | 16b | Yes | No |
|--|-----|-----|----|-----|-----|-----|----|----|-----|-----|-----|-----|-----|----|
| 10a Does the organization have local chapters, branches, or affiliates? .....  |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| b If "Yes," does the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with those of the organization? .....   |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| 11 Has the organization provided a copy of this Form 990 to all members of its governing body before filing the form? .....  |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| 11A Describe in Schedule O the process, if any, used by the organization to review this Form 990.  |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| 12a Does the organization have a written conflict of interest policy? If "No," go to line 13 .....   |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| b Are officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts? .....  |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| c Does the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this is done .....   |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| 13 Does the organization have a written whistleblower policy? .....  |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| 14 Does the organization have a written document retention and destruction policy? .....   |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| 15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?  |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| a The organization's CEO, Executive Director, or top management official .....   |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| b Other officers or key employees of the organization .....  |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| If "Yes" to line 15a or 15b, describe the process in Schedule O. (See instructions.)   |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? .....  |     |     |    |     |     |     |    |    |     |     |     |     |     |    |
| b If "Yes," has the organization adopted a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and taken steps to safeguard the organization's exempt status with respect to such arrangements? ..... |     |     |    |     |     |     |    |    |     |     |     |     |     |    |

### Section C. Disclosure

|   |  |
|---|--|
| 17 List the states with which a copy of this Form 990 is required to be filed ► NV  |  |
| 18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply. |  |
| <input checked="" type="checkbox"/> Own website <input type="checkbox"/> Another's website <input checked="" type="checkbox"/> Upon request   |  |
| 19 Describe in Schedule O whether (and if so, how), the organization makes its governing documents, conflict of interest policy, and financial statements available to the public.                                      |  |
| 20 State the name, physical address, and telephone number of the person who possesses the books and records of the organization: ►  |  |
| DONNA DORRIS - (775) 687-4680   |  |
| PO BOX 1708, CARSON CITY, NV 89702  |  |

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**

**Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

**1a** Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year. Use Schedule J-2 if additional space is needed.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation.
- Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees. See instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

Check this box if the organization did not compensate any current officer, director, or trustee.

(A) *labeled* (B) *labeled* (C) *labeled* (D) *labeled*

**Part VI. Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)**

1b Total ..... ► 0. 0. 0.

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 in reportable compensation from the organization ►

|   |  |   |   |
|---|--|---|---|
| 3 | Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? If "Yes," complete Schedule J for such individual   | 3 | X |
| 4 | For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If "Yes," complete Schedule J for such individual | 4 | X |
| 5 | Did any person listed on line 1a receive or accrue compensation from any unrelated organization for services rendered to the organization? If "Yes," complete Schedule J for such person                                     | 5 | X |

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. **NONE**

| (A)<br>Name and business address | (B)<br>Description of services | (C)<br>Compensation |
|----------------------------------|--------------------------------|---------------------|
|                                  |                                |                     |
|                                  |                                |                     |
|                                  |                                |                     |
|                                  |                                |                     |

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 in compensation from the organization ► 0

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Form 990 (2009)

| <b>Part VIII Statement of Revenue</b>   |   | <b>(A)</b><br>Total revenue | <b>(B)</b><br>Related or<br>exempt function<br>revenue | <b>(C)</b><br>Unrelated<br>business<br>revenue | <b>(D)</b><br>Revenue<br>excluded from<br>tax under<br>sections 512,<br>513, or 514 |        |
|---|---|-----------------------------|--|--|---|--------|
| <b>Contributions, gifts, grants<br/>and other similar amounts</b>   | 1 a Federated campaigns .....   | 1a                          |  |  |   |        |
|   | b Membership dues .....   | 1b                          |  |  |   |        |
|   | c Fundraising events .....  | 1c                          |  |  |   |        |
|   | d Related organizations .....   | 1d                          |  |  |   |        |
|   | e Government grants (contributions) .....   | 1e                          | 1076943.   |  |   |        |
|   | f All other contributions, gifts, grants, and<br>similar amounts not included above ..... | 1f                          | 84,392.  |  |   |        |
|   | g Noncash contributions included in lines 1a-1f: \$                                       |                             | 9,584.   |  |   |        |
|   | <b>h Total. Add lines 1a-1f</b>   |                             | ► 1161335.   |  |   |        |
| <b>Program Service<br/>Revenue</b>  | 2 a LIFE LINE   | Business Code<br>624100     | 138,161.   | 138,161.                                       |   |        |
|   | b VOLUNTEER SUPPORT   | 561499                      | 1,740.   | 1,740.   |   |        |
|   | c   |                             |  |  |   |        |
|   | d   |                             |  |  |   |        |
|   | e   |                             |  |  |   |        |
|   | f All other program service revenue .....   |                             |  |  |   |        |
|   | <b>g Total. Add lines 2a-2f</b>   |                             | ► 139,901.   |  |   |        |
|   | 3 Investment income (including dividends, interest, and<br>other similar amounts) .....   |                             | ► 1,554.   |  |   | 1,554. |
| 4 Income from investment of tax-exempt bond proceeds  |   | ►                           |  |  |   |        |
| 5 Royalties .....   |   | ►                           |  |  |   |        |
| 6 a Gross Rents .....   | (i) Real  | (ii) Personal               |  |  |   |        |
| b Less: rental expenses .....   |   |                             |  |  |   |        |
| c Rental income or (loss) .....   |   |                             |  |  |   |        |
| d Net rental income or (loss) .....   | ►   |                             |  |  |   |        |
| 7 a Gross amount from sales of<br>assets other than inventory   | (i) Securities  | (ii) Other                  |  |  |   |        |
| b Less: cost or other basis<br>and sales expenses .....   |   |                             |  |  |   |        |
| c Gain or (loss) .....  |   |                             |  |  |   |        |
| d Net gain or (loss) .....  | ►   |                             |  |  |   |        |
| 8 a Gross income from fundraising events (not<br>including \$ _____ of<br>contributions reported on line 1c). See<br>Part IV, line 18 ..... | a 94,479.   |                             |  |  |   |        |
| b Less: direct expenses .....   | b 24,721.   |                             |  |  |   |        |
| c Net income or (loss) from fundraising events  |   | ► 69,758.                   |  |  | 69,758.   |        |
| 9 a Gross income from gaming activities. See<br>Part IV, line 19 .....  | a   |                             |  |  |   |        |
| b Less: direct expenses .....   | b   |                             |  |  |   |        |
| c Net income or (loss) from gaming activities   |   | ►                           |  |  |   |        |
| 10 a Gross sales of inventory, less returns<br>and allowances .....   | a   |                             |  |  |   |        |
| b Less: cost of goods sold .....  | b   |                             |  |  |   |        |
| c Net income or (loss) from sales of inventory  |   | ►                           |  |  |   |        |
| <b>Miscellaneous Revenue</b>  | Business Code   |                             |  |  |   |        |
| 11 a MISCELLANEOUS  | 900099  | 9,287.                      | 9,287.   |  |   |        |
| b   |   |                             |  |  |   |        |
| c   |   |                             |  |  |   |        |
| d All other revenue .....   |   |                             |  |  |   |        |
| e Total. Add lines 11a-11d  |   | ► 9,287.                    |  |  |   |        |
| <b>12 Total revenue. See instructions.</b>  |   | ► 1381835.                  | 149,188.   | 0.   | 71,312.   |        |

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns.

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D).

| Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.  | (A)<br>Total expenses | (B)<br>Program service expenses | (C)<br>Management and general expenses | (D)<br>Fundraising expenses |
|---|-----------------------|---------------------------------|--|-----------------------------|
| 1 Grants and other assistance to governments and organizations in the U.S. See Part IV, line 21 .....   |                       |                                 |  |                             |
| 2 Grants and other assistance to individuals in the U.S. See Part IV, line 22 .....   |                       |                                 |  |                             |
| 3 Grants and other assistance to governments, organizations, and individuals outside the U.S. See Part IV, lines 15 and 16 .....  |                       |                                 |  |                             |
| 4 Benefits paid to or for members .....   |                       |                                 |  |                             |
| 5 Compensation of current officers, directors, trustees, and key employees .....  | 96,999.               | 94,089.                         | 2,910.                                 |                             |
| 6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) .....   |                       |                                 |  |                             |
| 7 Other salaries and wages .....  | 313,329.              | 196,769.                        | 94,350.                                | 22,210.                     |
| 8 Pension plan contributions (include section 401(k) and section 403(b) employer contributions) .....   | 20,072.               | 13,969.                         | 6,103.                                 |                             |
| 9 Other employee benefits .....   | 75,285.               | 57,836.                         | 17,449.                                |                             |
| 10 Payroll taxes .....  | 36,954.               | 30,897.                         | 4,503.                                 | 1,554.                      |
| 11 Fees for services (non-employees):   |                       |                                 |  |                             |
| a Management .....  |                       |                                 |  |                             |
| b Legal .....   |                       |                                 |  |                             |
| c Accounting .....  | 22,084.               | 8,011.                          | 14,073.                                |                             |
| d Lobbying .....  |                       |                                 |  |                             |
| e Professional fundraising services. See Part IV, line 17 .....   |                       |                                 |  |                             |
| f Investment management fees .....  |                       |                                 |  |                             |
| g Other .....   | 51,826.               | 45,546.                         | 6,280.                                 |                             |
| 12 Advertising and promotion .....  | 50,332.               | 24,527.                         | 240.                                   | 25,565.                     |
| 13 Office expenses .....  | 116,984.              | 89,555.                         | 19,365.                                | 8,064.                      |
| 14 Information technology .....   |                       |                                 |  |                             |
| 15 Royalties .....  |                       |                                 |  |                             |
| 16 Occupancy .....  | 16,318.               | 5,502.                          | 10,816.                                |                             |
| 17 Travel .....   | 17,951.               | 14,313.                         | 3,638.                                 |                             |
| 18 Payments of travel or entertainment expenses for any federal, state, or local public officials .....   |                       |                                 |  |                             |
| 19 Conferences, conventions, and meetings .....   |                       |                                 |  |                             |
| 20 Interest .....   |                       |                                 |  |                             |
| 21 Payments to affiliates .....   |                       |                                 |  |                             |
| 22 Depreciation, depletion, and amortization .....  | 29,717.               | 19,732.                         | 9,985.                                 |                             |
| 23 Insurance .....  |                       |                                 |  |                             |
| 24 Other expenses. Itemize expenses not covered above. (Expenses grouped together and labeled miscellaneous may not exceed 5% of total expenses shown on line 25 below.) .....  |                       |                                 |  |                             |
| a SENIORS FARMERS MARKET  | 305,140.              | 305,140.                        |  |                             |
| b LIFE LINE PROGRAM EXPEN   | 150,542.              | 150,542.                        |  |                             |
| c VOLUNTEER SUPPORT   | 102,146.              | 99,837.                         | 2,309.                                 |                             |
| d VEHICLE   | 43,956.               | 41,956.                         | 2,000.                                 |                             |
| e MISCELLANEOUS   | 10,892.               | 1,646.                          | 9,246.                                 |                             |
| f All other expenses .....  | 204.                  |                                 | 204.                                   |                             |
| 25 Total functional expenses. Add lines 1 through 24f   | 1,460,731.            | 1,199,867.                      | 203,471.                               | 57,393.                     |
| 26 Joint costs. Check here ► <input type="checkbox"/> if following SOP 98-2. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation ... |                       |                                 |  |                             |

## Part X Balance Sheet

|                             |   | (A)<br>Beginning of year |              | (B)<br>End of year |
|-----------------------------|---|--------------------------|--------------|--------------------|
| Assets                      | 1 Cash - non-interest-bearing .....   | 53,216.                  | 1            | 15,954.            |
|                             | 2 Savings and temporary cash investments .....  | 247,849.                 | 2            | 248,703.           |
|                             | 3 Pledges and grants receivable, net .....  |                          | 3            |                    |
|                             | 4 Accounts receivable, net .....  | 10,146.                  | 4            | 9,264.             |
|                             | 5 Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L .....                   |                          | 5            |                    |
|                             | 6 Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete Part II of Schedule L .....      |                          | 6            |                    |
|                             | 7 Notes and loans receivable, net .....   |                          | 7            |                    |
|                             | 8 Inventories for sale or use .....   |                          | 8            |                    |
|                             | 9 Prepaid expenses and deferred charges .....   | 8,970.                   | 9            | 8,791.             |
|                             | 10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....   | 240,488.                 |              |                    |
|                             | b Less: accumulated depreciation .....  | 10b 177,207.             | 10c 101,915. | 63,281.            |
|                             | 11 Investments - publicly traded securities .....   |                          | 11           |                    |
|                             | 12 Investments - other securities. See Part IV, line 11 .....   |                          | 12           |                    |
|                             | 13 Investments - program-related. See Part IV, line 11 .....  |                          | 13           |                    |
|                             | 14 Intangible assets .....  |                          | 14           |                    |
| Liabilities                 | 15 Other assets. See Part IV, line 11 .....   | 1,290.                   | 15           | 435.               |
|                             | 16 Total assets. Add lines 1 through 15 (must equal line 34) .....  | 423,386.                 | 16           | 346,428.           |
|                             | 17 Accounts payable and accrued expenses .....  | 20,641.                  | 17           | 19,746.            |
|                             | 18 Grants payable .....   |                          | 18           |                    |
|                             | 19 Deferred revenue .....   | 28,858.                  | 19           | 58,413.            |
|                             | 20 Tax-exempt bond liabilities .....  |                          | 20           |                    |
| Net Assets or Fund Balances | 21 Escrow or custodial account liability. Complete Part IV of Schedule D .....  |                          | 21           |                    |
|                             | 22 Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L ..... |                          | 22           |                    |
|                             | 23 Secured mortgages and notes payable to unrelated third parties .....   |                          | 23           |                    |
|                             | 24 Unsecured notes and loans payable to unrelated third parties .....   |                          | 24           |                    |
|                             | 25 Other liabilities. Complete Part X of Schedule D .....   | 53,049.                  | 25           | 53,526.            |
|                             | 26 Total liabilities. Add lines 17 through 25 .....   | 102,548.                 | 26           | 131,685.           |
| Net Assets or Fund Balances | Organizations that follow SFAS 117, check here ► <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.                                   |                          |              |                    |
|                             | 27 Unrestricted net assets .....  | 319,548.                 | 27           | 214,308.           |
|                             | 28 Temporarily restricted net assets .....  | 1,290.                   | 28           | 435.               |
|                             | 29 Permanently restricted net assets .....  |                          | 29           |                    |
|                             | Organizations that do not follow SFAS 117, check here ► <input type="checkbox"/> and complete lines 30 through 34.  |                          |              |                    |
|                             | 30 Capital stock or trust principal, or current funds .....   |                          | 30           |                    |
|                             | 31 Paid-in or capital surplus, or land, building, or equipment fund .....   |                          | 31           |                    |
|                             | 32 Retained earnings, endowment, accumulated income, or other funds .....   |                          | 32           |                    |
|                             | 33 Total net assets or fund balances .....  | 320,838.                 | 33           | 214,743.           |
|                             | 34 Total liabilities and net assets/fund balances .....   | 423,386.                 | 34           | 346,428.           |

Form 990 (2009)

**Part XI Financial Statements and Reporting**

|  | Yes | No |
|--|-----|----|
| <b>1</b> Accounting method used to prepare the Form 990: <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other _____<br>If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O.   | 2a  | X  |
| <b>2a</b> Were the organization's financial statements compiled or reviewed by an independent accountant? _____  | 2b  | X  |
| <b>b</b> Were the organization's financial statements audited by an independent accountant? _____  | 2c  | X  |
| <b>c</b> If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? _____<br>If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O. |     |    |
| <b>d</b> If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a consolidated basis, separate basis, or both:<br><input checked="" type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis                        |     |    |
| <b>3a</b> As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133? _____   | 3a  | X  |
| <b>b</b> If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits. _____   | 3b  | X  |

Form 990 (2009)

**SCHEDULE A**  
(Form 990 or 990-EZ)

## Public Charity Status and Public Support

OMB No. 1545-0047

2009

Open to Public  
Inspection

Department of the Treasury  
Internal Revenue Service

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

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**Name of the organization**

**Employer identification number**

94-3164032

## NEVADA RURAL COUNTIES RSVP PROGRAM, INC.

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**Reason for Public Charity Status** (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

|       |  |
|-------|--|
| 1     | <input type="checkbox"/> A church, convention of churches, or association of churches described in <b>section 170(b)(1)(A)(i)</b> .  |
| 2     | <input type="checkbox"/> A school described in <b>section 170(b)(1)(A)(ii)</b> . (Attach Schedule E.)  |
| 3     | <input type="checkbox"/> A hospital or a cooperative hospital service organization described in <b>section 170(b)(1)(A)(iii)</b> .   |
| 4     | <input type="checkbox"/> A medical research organization operated in conjunction with a hospital described in <b>section 170(b)(1)(A)(iii)</b> . Enter the hospital's name, city, and state:   |
| 5     | <input type="checkbox"/> An organization operated for the benefit of a college or university owned or operated by a governmental unit described in <b>section 170(b)(1)(A)(iv)</b> . (Complete Part II.)   |
| 6     | <input type="checkbox"/> A federal, state, or local government or governmental unit described in <b>section 170(b)(1)(A)(v)</b> .  |
| 7     | <input checked="" type="checkbox"/> An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in <b>section 170(b)(1)(A)(vi)</b> . (Complete Part II.)  |
| 8     | <input type="checkbox"/> A community trust described in <b>section 170(b)(1)(A)(vi)</b> . (Complete Part II.)  |
| 9     | <input type="checkbox"/> An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See <b>section 509(a)(2)</b> . (Complete Part III.) |
| 10    | <input type="checkbox"/> An organization organized and operated exclusively to test for public safety. See <b>section 509(a)(4)</b> .  |
| 11    | <input type="checkbox"/> An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in <b>section 509(a)(1)</b> or <b>section 509(a)(2)</b> . See <b>section 509(a)(3)</b> . Check the box that describes the type of supporting organization and complete lines 11e through 11h.  |
|       | a <input type="checkbox"/> Type I      b <input type="checkbox"/> Type II      c <input type="checkbox"/> Type III - Functionally integrated      d <input type="checkbox"/> Type III - Other  |
| e     | <input type="checkbox"/> By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in <b>section 509(a)(1)</b> or <b>section 509(a)(2)</b> .   |
| f     | If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box _____ <input type="checkbox"/>   |
| g     | Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?   |
| (i)   | A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? _____   |
| (ii)  | A family member of a person described in (i) above? _____  |
| (iii) | A 35% controlled entity of a person described in (i) or (ii) above? _____  |
| h     | Provide the following information about the supported organization(s).   |

|          | Yes | No |
|----------|-----|----|
| 11g(i)   |     |    |
| 11g(ii)  |     |    |
| 11g(iii) |     |    |

LHA F

**Form 990 or 990-EZ.**

**Schedule A (Form 990 or 990-EZ) 2009**

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**

(Complete only if you checked the box on line 5, 7, or 8 of Part I.)

**Section A. Public Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005   | (b) 2006   | (c) 2007   | (d) 2008   | (e) 2009   | (f) Total  |
|---|------------|------------|------------|------------|------------|------------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") .....  | 1,042,629. | 1,134,419. | 1,056,719. | 1,053,669. | 1,161,335. | 5,448,771. |
| 2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf .....   |            |            |            |            |            |            |
| 3 The value of services or facilities furnished by a governmental unit to the organization without charge .....   |            |            |            |            |            |            |
| 4 Total. Add lines 1 through 3 .....  | 1,042,629. | 1,134,419. | 1,056,719. | 1,053,669. | 1,161,335. | 5,448,771. |
| 5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) ..... |            |            |            |            |            |            |
| 6 Public support. Subtract line 5 from line 4. ....   |            |            |            |            |            | 5,448,771. |

**Section B. Total Support**

| Calendar year (or fiscal year beginning in) ►  | (a) 2005   | (b) 2006   | (c) 2007   | (d) 2008   | (e) 2009           | (f) Total  |
|--|------------|------------|------------|------------|--------------------|------------|
| 7 Amounts from line 4 .....  | 1,042,629. | 1,134,419. | 1,056,719. | 1,053,669. | 1,161,335.         | 5,448,771. |
| 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources ..... |            |            |            |            |                    |            |
| 11,926.  | 14,354.    | 15,545.    | 8,268.     | 1,554.     | 51,647.            |            |
| 9 Net income from unrelated business activities, whether or not the business is regularly carried on .....                             |            |            |            |            |                    |            |
| 10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV) .....                                |            |            |            |            |                    |            |
| 11 Total support. Add lines 7 through 10 .....   | 1,027.     | 639.       | 2,410.     | 2,313.     | <17,912.><11,523.> | 5,488,895. |
| 12 Gross receipts from related activities, etc. (see instructions) .....   |            |            |            |            | 12                 | 1,140,117. |

13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ► **Section C. Computation of Public Support Percentage**

|   |    |       |                                       |
|---|----|-------|---------------------------------------|
| 14 Public support percentage for 2009 (line 6, column (f) divided by line 11, column (f)) .....   | 14 | 99.27 | %                                     |
| 15 Public support percentage from 2008 Schedule A, Part II, line 14 .....   | 15 | 96.93 | %                                     |
| 16a 33 1/3% support test - 2009. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization .....  |    |       | ► <input checked="" type="checkbox"/> |
| b 33 1/3% support test - 2008. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization .....   |    |       | ► <input type="checkbox"/>            |
| 17a 10% -facts-and-circumstances test - 2009. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization .....    |    |       | ► <input type="checkbox"/>            |
| b 10% -facts-and-circumstances test - 2008. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ..... |    |       | ► <input type="checkbox"/>            |
| 18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions .....   |    |       | ► <input type="checkbox"/>            |

Schedule A (Form 990 or 990-EZ) 2009

**Part III Support Schedule for Organizations Described in Section 509(a)(2)** (Complete only if you checked the box on line 9 of Part I.)**Section A. Public Support**

| Calendar year (or fiscal year beginning in) ►  | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|--|----------|----------|----------|----------|----------|-----------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") .....   |          |          |          |          |          |           |
| 2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose ..... |          |          |          |          |          |           |
| 3 Gross receipts from activities that are not an unrelated trade or business under section 513 .....   |          |          |          |          |          |           |
| 4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf .....  |          |          |          |          |          |           |
| 5 The value of services or facilities furnished by a governmental unit to the organization without charge .....  |          |          |          |          |          |           |
| <b>6 Total.</b> Add lines 1 through 5 .....  |          |          |          |          |          |           |
| <b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons .....   |          |          |          |          |          |           |
| <b>b</b> Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year .....    |          |          |          |          |          |           |
| <b>c</b> Add lines 7a and 7b .....   |          |          |          |          |          |           |
| <b>8 Public support</b> (Subtract line 7c from line 6.)  |          |          |          |          |          |           |

**Section B. Total Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 9 Amounts from line 6 .....   |          |          |          |          |          |           |
| <b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources .....   |          |          |          |          |          |           |
| <b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 .....  |          |          |          |          |          |           |
| <b>c</b> Add lines 10a and 10b .....  |          |          |          |          |          |           |
| <b>11</b> Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on .....   |          |          |          |          |          |           |
| <b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.) .....   |          |          |          |          |          |           |
| <b>13 Total support</b> (Add lines 9, 10c, 11, and 12.)   |          |          |          |          |          |           |
| <b>14 First five years.</b> If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and <b>stop here</b> ► <input type="checkbox"/> |          |          |          |          |          |           |

**Section C. Computation of Public Support Percentage**

|   |    |   |
|---|----|---|
| 15 Public support percentage for 2009 (line 8, column (f) divided by line 13, column (f)) ..... | 15 | % |
| 16 Public support percentage from 2008 Schedule A, Part III, line 15 .....                      | 16 | % |

**Section D. Computation of Investment Income Percentage**

|  |    |   |
|--|----|---|
| 17 Investment income percentage for 2009 (line 10c, column (f) divided by line 13, column (f)) ..... | 17 | % |
| 18 Investment income percentage from 2008 Schedule A, Part III, line 17 .....                        | 18 | % |

19a **33 1/3% support tests - 2009.** If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization .....

b **33 1/3% support tests - 2008.** If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization .....

20 **Private foundation.** If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions .....

**Schedule D**  
(Form 990)

Department of the Treasury  
Internal Revenue Service

**Supplemental Financial Statements**

► Complete if the organization answered "Yes," to Form 990,  
Part IV, line 6, 7, 8, 9, 10, 11, or 12.  
► Attach to Form 990. ► See separate instructions.

OMB No. 1545-0047

**2009**

Open to Public  
Inspection

Name of the organization

NEVADA RURAL COUNTIES RSVP PROGRAM, INC.

Employer identification number  
**94-3164032**

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.** Complete if the organization answered "Yes" to Form 990, Part IV, line 6.

|   | (a) Donor advised funds  | (b) Funds and other accounts    |
|---|--------------------------|---------------------------------|
| 1 Total number at end of year .....   |                          |                                 |
| 2 Aggregate contributions to (during year) .....  |                          |                                 |
| 3 Aggregate grants from (during year) .....   |                          |                                 |
| 4 Aggregate value at end of year .....  |                          |                                 |
| 5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? .....  | <input type="checkbox"/> | Yes <input type="checkbox"/> No |
| 6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? ..... | <input type="checkbox"/> | Yes <input type="checkbox"/> No |

**Part II Conservation Easements.** Complete if the organization answered "Yes" to Form 990, Part IV, line 7.

|   |  |
|---|--|
| 1 Purpose(s) of conservation easements held by the organization (check all that apply).   |  |
| <input type="checkbox"/> Preservation of land for public use (e.g., recreation or pleasure)   | <input type="checkbox"/> Preservation of an historically important land area |
| <input type="checkbox"/> Protection of natural habitat  | <input type="checkbox"/> Preservation of a certified historic structure      |
| <input type="checkbox"/> Preservation of open space   |  |
| 2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.   |  |
|   | <b>Held at the End of the Tax Year</b>                                       |
| a Total number of conservation easements .....  | <b>2a</b>  |
| b Total acreage restricted by conservation easements .....  | <b>2b</b>  |
| c Number of conservation easements on a certified historic structure included in (a) .....  | <b>2c</b>  |
| d Number of conservation easements included in (c) acquired after 8/17/06 .....   | <b>2d</b>  |
| 3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ► .....   |  |
| 4 Number of states where property subject to conservation easement is located ► .....   |  |
| 5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? .....  | <input type="checkbox"/> Yes <input type="checkbox"/> No                     |
| 6 Staff and volunteer hours devoted to monitoring, inspecting, and enforcing conservation easements during the year ► .....   |  |
| 7 Amount of expenses incurred in monitoring, inspecting, and enforcing conservation easements during the year ► \$ .....  |  |
| 8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? .....   | <input type="checkbox"/> Yes <input type="checkbox"/> No                     |
| 9 In Part XIV, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to the organization's financial statements that describes the organization's accounting for conservation easements. |  |

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**

Complete if the organization answered "Yes" to Form 990, Part IV, line 8.

|   |
|---|
| 1a If the organization elected, as permitted under SFAS 116, not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIV, the text of the footnote to its financial statements that describes these items. |
| 1b If the organization elected, as permitted under SFAS 116, to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:   |
| (i) Revenues included in Form 990, Part VIII, line 1 .....  |
| (ii) Assets included in Form 990, Part X .....  |
| 2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 relating to these items:  |
| a Revenues included in Form 990, Part VIII, line 1 .....  |
| b Assets included in Form 990, Part X .....   |

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)**

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

a  Public exhibition  
 b  Scholarly research  
 c  Preservation for future generations

d  Loan or exchange programs  
 e  Other \_\_\_\_\_

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIV.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets

to be sold to raise funds rather than to be maintained as part of the organization's collection?  Yes  No**Part IV Escrow and Custodial Arrangements.** Complete if organization answered "Yes" to Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.1a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?  Yes  No

b If "Yes," explain the arrangement in Part XIV and complete the following table:

|    | Amount |
|----|--------|
| 1c |        |
| 1d |        |
| 1e |        |
| 1f |        |

2a Did the organization include an amount on Form 990, Part X, line 21?  Yes  No

b If "Yes," explain the arrangement in Part XIV.

**Part V Endowment Funds.** Complete if the organization answered "Yes" to Form 990, Part IV, line 10.

|  | (a) Current year | (b) Prior year | (c) Two years back | (d) Three years back | (e) Four years back |
|--|------------------|----------------|--------------------|----------------------|---------------------|
| 1a Beginning of year balance                     |                  |                |                    |                      |                     |
| b Contributions                                  |                  |                |                    |                      |                     |
| c Net investment earnings, gains, and losses     |                  |                |                    |                      |                     |
| d Grants or scholarships                         |                  |                |                    |                      |                     |
| e Other expenditures for facilities and programs |                  |                |                    |                      |                     |
| f Administrative expenses                        |                  |                |                    |                      |                     |
| g End of year balance                            |                  |                |                    |                      |                     |

2 Provide the estimated percentage of the year end balance held as:

a Board designated or quasi-endowment ► \_\_\_\_\_ %

b Permanent endowment ► \_\_\_\_\_ %

c Term endowment ► \_\_\_\_\_ %

3a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

(i) unrelated organizations \_\_\_\_\_  
 (ii) related organizations \_\_\_\_\_

b If "Yes" to 3a(ii), are the related organizations listed as required on Schedule R? \_\_\_\_\_

4 Describe in Part XIV the intended uses of the organization's endowment funds.

**Part VI Investments - Land, Buildings, and Equipment.** See Form 990, Part X, line 10.

| Description of investment | (a) Cost or other basis (investment) | (b) Cost or other basis (other) | (c) Accumulated depreciation | (d) Book value |
|---------------------------|--------------------------------------|---------------------------------|------------------------------|----------------|
| 1a Land                   |                                      |                                 |                              |                |
| b Buildings               |                                      |                                 |                              |                |
| c Leasehold improvements  |                                      |                                 |                              |                |
| d Equipment               | 240,488.                             | 177,207.                        | 63,281.                      |                |
| e Other                   |                                      |                                 |                              |                |

Total. Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10(c).) ► 63,281.

Schedule D (Form 990) 2009

**Part VI Investments - Other Securities.** See Form 990, Part X, line 12.

| (a) Description of security or category<br>(including name of security) | (b) Book value | (c) Method of valuation:<br>Cost or end-of-year market value |
|---|----------------|--|
| Financial derivatives .....   |                |  |
| Closely-held equity interests .....                                     |                |  |
| Other .....   |                |  |
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|   |                |  |

Total. (Col (b) must equal Form 990, Part X, col (B) line 12.) ►

**Part VIII** Investments - Program Related. See Form 990, Part X, line 13.

Total. (Col (b) must equal Form 990, Part X, col (B) line 13.) ►

**Part IX Other Assets.** See Form 990, Part X, line 15.

**Total. (Column (b) must equal Form 990, Part X, col (B) line 15.)**

**Part X** **Other Liabilities.** See Form 990, Part X, line 25.

**Total. (Column (b) must equal Form 990, Part X, col (B) line 25.)** ► **53,526.**

**2. FIN 48 Footnote.** In Part XIV, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48.

**Part XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statements**

|   |    |            |
|---|----|------------|
| 1 Total revenue (Form 990, Part VIII, column (A), line 12) .....                                  | 1  | 1,381,835. |
| 2 Total expenses (Form 990, Part IX, column (A), line 25) .....                                   | 2  | 1,460,731. |
| 3 Excess or (deficit) for the year. Subtract line 2 from line 1 .....                             | 3  | <78,896.>  |
| 4 Net unrealized gains (losses) on investments .....  | 4  |            |
| 5 Donated services and use of facilities .....  | 5  |            |
| 6 Investment expenses .....   | 6  |            |
| 7 Prior period adjustments .....  | 7  |            |
| 8 Other (Describe in Part XIV.) .....   | 8  | <27,199.>  |
| 9 Total adjustments (net). Add lines 4 through 8 .....  | 9  | <27,199.>  |
| 10 Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9 ..... | 10 | <106,095.> |

**Part XII Reconciliation of Revenue per Audited Financial Statements With Revenue per Return**

|   |    |            |
|---|----|------------|
| 1 Total revenue, gains, and other support per audited financial statements .....        | 1  | 1,406,556. |
| 2 Amounts included on line 1 but not on Form 990, Part VIII, line 12:                   |    |            |
| a Net unrealized gains on investments .....   | 2a |            |
| b Donated services and use of facilities .....  | 2b |            |
| c Recoveries of prior year grants .....   | 2c |            |
| d Other (Describe in Part XIV.) .....   | 2d | 24,721.    |
| e Add lines 2a through 2d .....   | 2e | 24,721.    |
| 3 Subtract line 2e from line 1 .....  | 3  | 1,381,835. |
| 4 Amounts included on Form 990, Part VIII, line 12, but not on line 1:                  |    |            |
| a Investment expenses not included on Form 990, Part VIII, line 7b .....                | 4a |            |
| b Other (Describe in Part XIV.) .....   | 4b |            |
| c Add lines 4a and 4b .....   | 4c | 0.         |
| 5 Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.) ..... | 5  | 1,381,835. |

**Part XIII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return**

|  |    |            |
|--|----|------------|
| 1 Total expenses and losses per audited financial statements .....                       | 1  | 1,512,651. |
| 2 Amounts included on line 1 but not on Form 990, Part IX, line 25:                      |    |            |
| a Donated services and use of facilities .....   | 2a |            |
| b Prior year adjustments .....   | 2b |            |
| c Other losses .....   | 2c |            |
| d Other (Describe in Part XIV.) .....  | 2d | 51,920.    |
| e Add lines 2a through 2d .....  | 2e | 51,920.    |
| 3 Subtract line 2e from line 1 .....   | 3  | 1,460,731. |
| 4 Amounts included on Form 990, Part IX, line 25, but not on line 1:                     |    |            |
| a Investment expenses not included on Form 990, Part VIII, line 7b .....                 | 4a |            |
| b Other (Describe in Part XIV.) .....  | 4b |            |
| c Add lines 4a and 4b .....  | 4c | 0.         |
| 5 Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.) ..... | 5  | 1,460,731. |

**Part XIV Supplemental Information**

Complete this part to provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, line 8; Part XII, lines 2d and 4b; and Part XIII, lines 2d and 4b. Also complete this part to provide any additional information.

**LOSS ON DISPOSAL OF LEASE HOLD IMPROVEMENTS**

**SCHEDULE G**  
(Form 990 or 990-EZ)

## **Supplemental Information Regarding Fundraising or Gaming Activities**

OMB No. 1545-0047

2009

**Open To Public  
Inspection**

Department of the Treasury  
Internal Revenue Service

- Complete if the organization answered "Yes" to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.
  - Attach to Form 990 or Form 990-EZ. ► See separate instructions.

**Name of the organization**

Employer identification number  
94-3164032

## NEVADA RURAL COUNTIES RSVP PROGRAM, INC.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions

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**Fundraising Activities.** Complete if the organization answered "Yes" to Form 990, Part IV, line 17. Form 990-EZ filers are not required to complete this part.

1 Indicate whether the organization raised funds through any of the following activities. Check all that apply.

- a  Mail solicitations
- b  Internet and email solicitations
- c  Phone solicitations
- d  In-person solicitations
- e  Solicitation of non-government grants
- f  Solicitation of government grants
- g  Special fundraising events

2 a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services?  Yes  No

b If "Yes," list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization.

Total

3 List all states in which the organization is registered or licensed to solicit funds or has been notified it is exempt from registration or licensing.

**Part II**

**Fundraising Events.** Complete if the organization answered "Yes" to Form 990, Part IV, line 18, or reported more than \$15,000 on Form 990-EZ, line 6a. List events with gross receipts greater than \$5,000.

| Revenue  | (a) Event #1<br>FOURTH OF<br>JULY FESTIVASPRING FAIR | (b) Event #2 | (c) Other events<br>2 | (d) Total events<br>(add col. (a) through<br>col. (c)) |
|--|--|--------------|-----------------------|--|
|  | (event type)   | (event type) | (total number)        |  |
| 1 Gross receipts .....   | 38,307.  | 26,178.      | 29,994.               | 94,479.  |
| 2 Less: Charitable contributions .....                               |  |              |                       |  |
| 3 Gross income (line 1 minus line 2) .....                           | 38,307.  | 26,178.      | 29,994.               | 94,479.  |
| 4 Cash prizes .....  |  |              |                       |  |
| 5 Noncash prizes .....   |  |              |                       |  |
| 6 Rent/facility costs .....  |  |              |                       |  |
| 7 Food and beverages .....   |  |              |                       |  |
| 8 Entertainment .....  |  |              |                       |  |
| 9 Other direct expenses .....  | 20,617.  | 2,199.       | 1,905.                | 24,721.  |
| 10 Direct expense summary. Add lines 4 through 9 in column (d) ..... |  |              |                       | ► ( 24,721 )   |
| 11 Net income summary. Combine line 3, column (d), and line 10 ..... |  |              |                       | ► 69,758.  |

**Part III**

**Gaming.** Complete if the organization answered "Yes" to Form 990, Part IV, line 19, or reported more than \$15,000 on Form 990-EZ, line 6a.

| Revenue   | (a) Bingo   | (b) Pull tabs/instant bingo/progressive bingo                       | (c) Other gaming  | (d) Total gaming (add col. (a) through col. (c)) |
|---|---|---|---|--|
|   |   |   |   |  |
| 1 Gross revenue .....   |   |   |   |  |
| 2 Cash prizes .....   |   |   |   |  |
| 3 Noncash prizes .....  |   |   |   |  |
| 4 Rent/facility costs .....   |   |   |   |  |
| 5 Other direct expenses .....   |   |   |   |  |
| 6 Volunteer labor .....   | <input type="checkbox"/> Yes _____ %<br><input type="checkbox"/> No | <input type="checkbox"/> Yes _____ %<br><input type="checkbox"/> No | <input type="checkbox"/> Yes _____ %<br><input type="checkbox"/> No |  |
| 7 Direct expense summary. Add lines 2 through 5 in column (d) .....       |   |   |   | ► ( )  |
| 8 Net gaming income summary. Combine line 1, column (d), and line 7 ..... |   |   |   | ►  |

9 Enter the state(s) in which the organization operates gaming activities: \_\_\_\_\_

| Yes | No |
|-----|----|
| 9a  |    |
| 10a |    |
| 11  |    |
| 12  |    |

10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year? \_\_\_\_\_

b If "Yes," explain:  
\_\_\_\_\_

11 Does the organization operate gaming activities with nonmembers? \_\_\_\_\_

12 Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity formed to administer charitable gaming? \_\_\_\_\_

13 Indicate the percentage of gaming activity operated in:

a The organization's facility .....  
 b An outside facility .....

14 Enter the name and address of the person who prepares the organization's gaming/special events books and records:

Name ► \_\_\_\_\_

Address ► \_\_\_\_\_

15a Does the organization have a contract with a third party from whom the organization receives gaming revenue? .....

b If "Yes," enter the amount of gaming revenue received by the organization ► \$ \_\_\_\_\_ and the amount of gaming revenue retained by the third party ► \$ \_\_\_\_\_.

c If "Yes," enter name and address of the third party:

Name ► \_\_\_\_\_

Address ► \_\_\_\_\_

16 Gaming manager information:

Name ► \_\_\_\_\_

Gaming manager compensation ► \$ \_\_\_\_\_

Description of services provided ► \_\_\_\_\_  
 \_\_\_\_\_ Director/officer Employee Independent contractor

17 Mandatory distributions:

a Is the organization required under state law to make charitable distributions from the gaming proceeds to retain the state gaming license? .....

b Enter the amount of distributions required under state law to be distributed to other exempt organizations or spent in the organization's own exempt activities during the tax year ► \$ \_\_\_\_\_

**SCHEDULE O**  
(Form 990)

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990**

Complete to provide information for responses to specific questions on  
Form 990 or to provide any additional information.  
► Attach to Form 990.

OMB No. 1545-0047

**2009**  
Open to Public  
Inspection

Name of the organization

NEVADA RURAL COUNTIES RSVP PROGRAM, INC.

Employer identification number  
94-3164032

**FORM 990, PART I, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:**

THROUGHOUT NEVADA AND ASSISTS PERSONS IN NEED OF HOME SERVICE SERVICES  
TO REMAIN AT HOME RATHER THAN IN A CARE FACILITY.

**FORM 990, PART III, LINE 1, DESCRIPTION OF ORGANIZATION MISSION:**

PROGRAMS FOR LOW-INCOME AND HOMEBOUND SENIORS TO ASSIST THEM IN STAYING  
INDEPENDENT AND IN THEIR OWN HOMES AS LONG AS POSSIBLE.

**FORM 990, PART VI, SECTION B, LINE 11: THE FORM 990 IS E-MAILED TO ALL  
MEMBERS OF THE GOVERNING BODY. MEMBERS THEN REVIEW THE FORM FOR ACCURACY  
AND COMPLETNESS.**

**FORM 990, PART VI, SECTION B, LINE 12C: EMPLOYEES AND MEMBERS OF THE  
GOVERNING BOARD ARE REQUIRED TO REVIEW THE CONFLICT OF INTEREST POLICY AND  
SIGN A STATEMENT DISCLOSING ANY CONFLICTS OF INTEREST ANNUALLY. KNOWN  
CONFLICTS OF INTEREST ARE REVIEWED BY THE GOVERNING BOARD ANNUALLY AND  
CORRECTIVE ACTIONS ARE TAKEN.**

**FORM 990, PART VI, SECTION B, LINE 15: COMPENSATION FOR THE EXECUTIVE  
DIRECTOR IS REVIEWED ANNUALLY BY THE GOVERNING BOARD. COMPENSATION IS  
COMPARED TO INDUSTRY STANDARDS DETERMINED BY THE AMERICAN SOCIETY OF  
ASSOCION EXECUTIVES SURVEY AND BASED ON PERFORMANCE. COMPENSATION OF KEY  
EMPLOYEES IS BASED ON A ANNUAL PERFORMANCE REVIEW, RECOMMENDATIONS OF THE  
EXECUTIVE DIRECTOR, AND APPROVED BY THE GOVERNING BOARD. KEY EMPLOYEE  
COMPENSATION RATES ARE ALSO COMPARED TO THE AMERICAN SOCIETY OF ASSOCIATION  
EXECUTIVES EVERY FEW YEARS.**

**SCHEDULE O**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

## Supplemental Information to Form 990

Complete to provide information for responses to specific questions on Form 990 or to provide any additional information.

OMB No. 1545-0047

**2009**

**Open to Public  
Inspection**

Name of the organization

## NEVADA RURAL COUNTIES RSVP PROGRAM, INC.

Employer identification number  
94-3164032

FORM 990, PART VI, SECTION C, LINE 19: GOVERNING DOCUMENTS, CONFLICT OF  
INTEREST POLICY, AND FINANCIAL STATEMENT COPIES ARE MAINTAINED AT THE  
ORGANIZATION'S PHYSICAL LOCATION AND ARE MADE AVAILABLE TO THE PUBLIC UPON  
REQUEST.

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



Events Program Application

|  |  |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
|--|--|------------------|-----------|----------------------------|-------------------|------------------|----------------------------|-------------------|------------------|----------------------------|------------------|------------------|--|
| <b>Organization Name:</b><br>Advocates To End Domestic Violence  | <b>Date:</b><br>The Taste of DownTown will be Saturday, June 18, 2011  |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>Organizational Structure</b> (delineate lines of responsibility)<br>Executive Director is responsible for the agency and the Taste of DownTown event  |  |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>Organization Mailing Address:</b><br>Post Office Box 2529, Carson City, Nevada 89702  |  |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>Organization URL Address:</b> <a href="http://www.aedv.org">www.aedv.org</a>  |  |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>Contact Name for Project:</b><br>Lisa Lee, Executive Director   | <b>Contact Phone Number:</b><br>883-7654   |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>Address for Project Contact:</b><br>Same  | <b>Contact Fax:</b><br>883-0364  |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
|  | <b>Contact E-mail:</b><br><a href="mailto:carsonadvocates@aol.com">carsonadvocates@aol.com</a>               |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>Name of Event</b><br>Taste of DownTown  | <b>URL of Event:</b><br><a href="http://www.tasteofdowntowntcarson.com">www.tasteofdowntowntcarson.com</a>   |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>Purpose of Organization:</b><br>To provide support services and shelter to victims of domestic violence and/or sexual assault.  | <b>Fax of Event:</b><br>Same   |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>E-mail of Event:</b><br>Same  |  |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>Annual Budget of Organization:</b> <table border="0"> <tr> <td>Last Year</td> <td>Present Year</td> <td>Next Year</td> </tr> <tr> <td>Income: <u>\$1,065,000</u></td> <td><u>\$ 965,000</u></td> <td><u>\$910,000</u></td> </tr> <tr> <td>Expenses: <u>\$780,000</u></td> <td><u>\$ 780,000</u></td> <td><u>\$780,000</u></td> </tr> <tr> <td>Reserves: <u>\$285,000</u></td> <td><u>\$185,000</u></td> <td><u>\$130,000</u></td> </tr> </table> <p><i>Reserve funds are restricted toward the future purchase of shelter facilities – currently Advocates rents five properties for shelter, transitional housing, and office space.</i></p> | Last Year  | Present Year     | Next Year | Income: <u>\$1,065,000</u> | <u>\$ 965,000</u> | <u>\$910,000</u> | Expenses: <u>\$780,000</u> | <u>\$ 780,000</u> | <u>\$780,000</u> | Reserves: <u>\$285,000</u> | <u>\$185,000</u> | <u>\$130,000</u> | <b>How event vision complies with objectives of redevelopment agency plan:</b><br>The Taste of DownTown brings attention and focus to the downtown area. |
| Last Year  | Present Year   | Next Year        |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| Income: <u>\$1,065,000</u>   | <u>\$ 965,000</u>  | <u>\$910,000</u> |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| Expenses: <u>\$780,000</u>   | <u>\$ 780,000</u>  | <u>\$780,000</u> |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| Reserves: <u>\$285,000</u>   | <u>\$185,000</u>   | <u>\$130,000</u> |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>How long Organization formally organized?</b><br>Founded in 1979 and Incorporated in 1981   | <b>Why are redevelopment funds needed?</b><br>Funding will be used to offset the costs of hosting the event. |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |
| <b>Event Name:</b><br>Taste of DownTown (first Taste was hosted in 1994)   | <b>Project Area:</b> (check one)<br>• Area #1 <input checked="" type="checkbox"/>                            |                  |           |                            |                   |                  |                            |                   |                  |                            |                  |                  |  |

• Area #2 \_\_\_\_\_

**Previous Redevelopment Authority Grant Funding Received, If any:**

Year: 2009 amount: \$5,000 Year: 2010 amount: \$5,000  
Year: 2009 amount: \$2,000 Year: 2006 amount: \$2,000 Year: 2002 amount: \$2,000

Year: 2008, amount: \$2,800      Year: 2005, amount: \$2,800      Year: 2002, amount: \$2,800

Year: 2007, amount: \$2,800 Year: 2004, amount: \$2,800 Year: 2001, amount: \$2,800

Year: 2006 amount: \$2,800 Year: 2003 amount: \$2,800 Year: 2000 amount: \$2,800

**Event Director Name:** Lisa Lee

|  |  |
|--|--|
| <b>Event Director Resume:</b> (please attach)<br>N/A             | <b>Event Director Address:</b><br>Same |
| <b>Event Director Phone:</b><br>Cell: 745-0174<br>Land: 883-7654 | <b>Event Director Email:</b><br>Same   |

### **Event Description and Brief Objectives:**

The Taste of DownTown will offer 2,000 ticket holders the opportunity of strolling along historic downtown streets, sampling the faire of 35+ area restaurants, enjoying 8 live bands, and participating in a unique community event that raises funds for the emergency shelter, awareness of the renovated downtown area, and a marketing opportunity for local businesses.

|   |  |   |
|---|--|---|
| <p><b>Proof entity has authority to conduct special event.</b></p> <p><b>List all permits at right:</b></p> |  |   |
|   |  | <ul style="list-style-type: none"> <li>* A \$2,000,000 insurance policy will be provided through Philadelphia Insurance Company.</li> <li>* We will be obtaining a “short-term” permit from the City allowing the event to be held downtown and ticket holders to carry open containers.</li> <li>* We have obtained an “agreement for use” permit required to use the Legislative grounds and will be applying for permits to use the Laxalt Park and Attorney Generals parking lot.</li> <li>* We will be applying for the Nevada Department of Transportation permit for street closures which will also be signed off on by the Carson Sheriff Department.</li> </ul> <p><i>These are all permits that we have previously received to host the event.</i></p> |
|   |  |   |
|   |  |   |
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|   |  |   |
|   |  |   |
|   |  |   |
|   |  |   |

|   |  |  |   |
|---|--|--|---|
| <b>Total Event Cost Breakdown:</b> (list at right)                    | \$64,750   | \$ 3,000 (insurance)   | \$  |
|   | \$6,800  | \$950 (printing)   | \$  |
|   | \$   | \$9,600 (restaurants)  | \$  |
|   | \$   | \$2,800 (bands)  | \$  |
|   | \$   | \$2,300 (advertising)  | \$  |
|   |  | \$1,800 (t-shirts)   |   |
|   |  | \$400 (sani-huts)  |   |
|   |  | \$500 (dumpsters)  |   |
|   |  | \$300 (trolleys)   |   |
|   |  | \$1,550 (supplies)   |   |
|   |  | \$85.00 (permits)  |   |
|   |  | \$1,400 (clean-up)   |   |
|   | \$   | \$250 (electrician)  | \$  |
| <b>Total \$71,550</b>   |  |  |   |
| <b>Pro Forma Profit and Loss statement for Event:</b> (list at right) | <b>Revenue</b>   | <b>Expense</b>   | <b>Reserves</b>                                       |
|   | <b>Ticket Sells</b><br>1,850 @ \$35 each<br>150 tickets are given to volunteers        | <b>Insurance</b><br>\$2,000,000 policy required to use City & State property | Funds raised are used to provide programs for victims |
|   | <b>Sponsorship</b><br>Including funding from Redevelopment                             | <b>Printing</b><br>Tickets, posters, volunteer information, vendors          |   |
|   |  | <b>Restaurant Reimbursement</b><br>\$.50 per taste                           |   |
|   |  | <b>Bands</b><br>Several live bands will play in different locations          |   |
|   |  | <b>Advertising</b><br>Newspapers, etc.                                       |   |
|   |  | <b>T-shirts</b><br>\$12.00 x 150 volunteers                                  |   |
|   |  | <b>Sani – Huts</b><br>Several are placed throughout the downtown area        |   |
|   |  | <b>Dumpsters</b><br>Several are placed in the downtown area                  |   |
|   |  | <b>Trolley</b><br>Transportation   |   |
|   | <b>Supplies</b><br>Duct tape, trash can/bags, batteries, clip boards, gas, water, etc. |  |   |

|  |              |   |  |
|--|--------------|---|--|
|  |              | <b>Permits</b>  |  |
|  |              | <b>Clean – up</b><br>Hired help empty<br>trash and clean<br>streets |  |
|  |              | <b>Electrician</b><br>Needed to connect<br>outdoor restaurants      |  |
|  | <b>Total</b> |   |  |
| <b>Total Estimated Event Cost</b>        |              | <b>\$24,935</b>   |  |
| <b>Total Incentive Funds Requested</b>   |              | <b>\$5,000</b>  |  |
| <b>Incentive as a % of total project</b> |              | <b>20%</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.**

Agency audit and 990's has been provided to the City for consideration during the recent Block Grant hearings.

|   |   |
|---|---|
| <b>Identify current banking relationships and major credit references:</b> Advocates is a 501 c (3) non profit. In accordance with our policies, the agency has an annual independent audit, monthly financial statements, and the Standards of Excellence certification from United Way. | <b>LIST HERE:</b>   |
| <b>Estimated Event Completion Date:</b> June 18, 2011   |   |
| <b>Will your organization benefit from event?</b>   | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |

**If yes, how:** Revenue raised will enable the shelter to continue to provide safe emergency housing to victims of domestic violence and their children as well as raise awareness to the issues of family violence and the services available in our community to families fleeing abusive homes.

|  |   |
|--|---|
| <b>Will your event increase business in the plan area?</b> | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No |
|--|---|

**If yes, how?** By brining over 2,000+ people into the downtown area and providing a venue for local businesses, restaurants, and shops to showcase their faire and products.

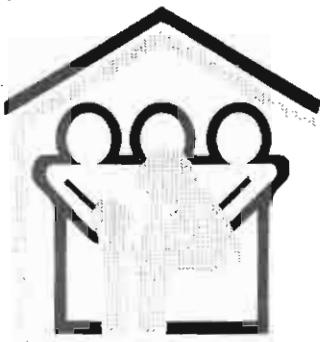
|  |  |
|--|--|
| <b>Define, in detail, the marketing and promotional plan:</b><br>Local media will be used along with posters, internet, and mailers. |  |
|--|--|

**What facilities in the Redevelopment Plan Area will be used?**  
Telegraph Square, Curry Street, Laxult Park, Carson Mall, and 3<sup>rd</sup> Street. Many of the involved restaurants have benefited from Redevelopment funding.

|  |  |
|--|--|
| <b>Are there other events taking place at the same time as your event? If yes, name and define.</b><br>Not that we are aware of. | <b>Describe all partnerships from other businesses in service of your event.</b> |
|--|--|

|  |   |  |
|--|---|--|
|  |   | An anticipated 35 restaurants and 8 live bands along with downtown shops will be participating in the Taste of DownTown.   |
| <ul style="list-style-type: none"> <li><b>Expected attendance:</b><br/>2,000 ticket holders with an additional 2,000+ non-ticket holders attending.</li> </ul>   | <ul style="list-style-type: none"> <li><b>Name all vendors and associated fees.</b><br/>33 to 37 restaurants will participate, receiving reimbursement of \$.50 per taste.</li> </ul> | <b>Define how event will become totally self funding?</b> The size of the event is limited by the number of ticket holders restaurants can accommodate. Annually, the cost of hosting the event has risen, but the number of tickets sold cannot. The cost of tickets needs to remain reasonably priced in order to be able to be sold. To keep the costs down, existing staff and volunteers organize and work the event reducing the need to hire a promoter and work crews. |
| <b>Name all team members and attach resumes:</b>   | <p><b>*Architect / *Designer</b></p> <p>N/A</p> <p><b>*Contractor(s)</b></p> <p><b>*Attorney</b></p> <p><b>*Accountant</b></p> <p><b>*Project Manager</b></p>                         | N/A  |
| <ul style="list-style-type: none"> <li><b>Your project must conform to all applicable codes, ordinances, and regulations</b></li> <li><b>Shop drawings must also be submitted for review for all venues and signs prior to beginning work.</b> N/A</li> </ul>  |   |  |
| <p><b>Acknowledgement of Application Provisions:</b> (please check each that you acknowledge)</p> <p><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.</p> <p><input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.</p> <p><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.</p> <p><input checked="" type="checkbox"/> 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.</p> |   |  |
| <p>Applicants Signature</p>   |   | Date: February 16, 2011  |
| <p><b>*Note:</b> 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.</p>   |   |  |

|   |             |
|---|-------------|
| (For Internal Use Only)                               | <b>Date</b> |
| Application Approved:                                 |             |
| Event Commenced:                                      |             |
| Event Completed:                                      |             |
| Reimbursement Request submitted to Finance Department |             |
| Reimbursement remitted to Applicant                   |             |



# Advocates to End Domestic Violence

P.O. Box 2529 ■ Carson City, NV 89702 ■ (775) 883-7654 ■ Fax (775) 883-0364

February 16, 2011

Carson City Redevelopment  
Joe McCarthy  
108 East Proctor  
Office of Business Development  
Carson City, NV 89701

Dear Joe:

Thank you for the opportunity to apply for continual funding from the Office of Business Development (OBD) to host the 18th Taste of DownTown. As you may recall, Advocates began the Taste with two goals in mind: to raise needed funds for the shelter and to increase awareness of the changing downtown. In 1994, the downtown area had suffered through years of neglect, with shabby store fronts and vacant buildings. A new restaurant had opened in the back of Mo & Sluggo's called the Wild Scallion. It was after having lunch there that I began to notice the life that was slowly coming back into the surrounding streets, and had the idea for the Taste. I felt that there needed to be a vehicle to entice people downtown again in order to encourage new businesses. The Taste was the perfect venue to get people out of their cars, walking from restaurant to restaurant, and having the time to appreciate the historic buildings and the opportunity that could be Carson City.

That first year, the Taste had seven restaurants, 1 live band, and a horse drawn wagon carting ticket holders from 3<sup>rd</sup> street to Telegraph Square. The event was a hit, selling all 500 tickets. Before that time, we had hosted every type of fundraiser from golf tournaments to craft shows, but the Taste was able to get people involved and excited in a way that we had never experienced with any other event. Ticket holders enjoyed strolling along Curry Street, discovering new places to eat, finding little shops, meeting friends and neighbors on every corner, and dancing in the soft summer breeze.

From these humble beginnings grew the Taste of DownTown, an evening that has become a staple in Carson City's calendar of events. This year, the Taste will host an anticipated 35+ restaurants, offer 8 live bands, and sell 2,000 tickets. Ticket sales are limited by participating restaurants, which are challenged to prepare food for such a large number in a short time frame. The funds we receive through OBD allow us to provide a wide range of entertainment from rock n' roll to blue glass as well as contributes toward the reimbursement paid to restaurants. In order to off-set a portion of the expense that restaurants incur to participate, \$.50 cents per taste is provided. This event not only helps to ensure that the shelter doors remain open, but it is also a remarkable marketing tools for businesses and the City of Carson.

Funding provided through OBD is essential to maintaining the quality and quantity of live entertainment that is a contributing draw to the success of the Taste of DownTown. Without the support of this funding, it would be necessary to reduce the number of bands, as well as restrict the reimbursement offered to the restaurants which could limit the number of participating establishments.

Sincerely,

Lisa Lee  
Executive Director

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



**Events Program Application**

|  |   |              |           |                  |          |          |                    |          |          |                    |          |          |   |
|--|---|--------------|-----------|------------------|----------|----------|--------------------|----------|----------|--------------------|----------|----------|---|
| <b>Organization Name:</b><br>3 <sup>rd</sup> & Curry Street Farmers Market   | <b>Date:</b><br>March 27, 2011  |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>Organizational Structure</b> (delineate lines of responsibility)<br>Marketing Manager is responsible for the event  |   |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>Organization Mailing Address:</b><br>1012 S. Minnesota St.<br>Carson City, Nevada 89703   |   |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>Organization URL Address:</b> <a href="http://www.carsonfarmersmarket.com">www.carsonfarmersmarket.com</a>  |   |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>Contact Name for Project:</b><br>Linda Marrone, Manager   | <b>Contact Phone Number:</b><br>882-6741  |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>Address for Project Contact:</b><br>1012 S. Minnesota St.<br>Carson City, NV 89703  | <b>Contact Fax:</b><br>882-6741   |              |           |                  |          |          |                    |          |          |                    |          |          |   |
|  | <b>Contact E-mail:</b><br><a href="mailto:marrone1012@yahoo.com">marrone1012@yahoo.com</a>  |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>Name of Event</b><br>Downtown Farmers Market & Pop Up Park  | <b>URL of Event:</b><br><a href="http://carsonfarmersmarket.com">carsonfarmersmarket.com</a>  |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>Purpose of Organization:</b> Our mission is to operate a community supported farmers market that will provide local access to farm fresh produce, support local businesses and community organizations.   | <b>Fax of Event:</b><br>Same as above   |              |           |                  |          |          |                    |          |          |                    |          |          |   |
|  | <b>E-mail of Event:</b><br><a href="mailto:marrone1012@yahoo.com">Marrone1012@yahoo.com</a>   |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>Annual Budget of Organization:</b> <table> <tr> <td>Last Year</td> <td>Present Year</td> <td>Next Year</td> </tr> <tr> <td>Income: \$ _____</td> <td>\$ _____</td> <td>\$ _____</td> </tr> <tr> <td>Expenses: \$ _____</td> <td>\$ _____</td> <td>\$ _____</td> </tr> <tr> <td>Reserves: \$ _____</td> <td>\$ _____</td> <td>\$ _____</td> </tr> </table> | Last Year   | Present Year | Next Year | Income: \$ _____ | \$ _____ | \$ _____ | Expenses: \$ _____ | \$ _____ | \$ _____ | Reserves: \$ _____ | \$ _____ | \$ _____ | <b>How event vision complies with objectives of redevelopment agency plan:</b> It is held in the heart of downtown and brings people to our downtown core for 15 weeks, promoting local businesses, local farms, musicians and youth organizations. |
| Last Year  | Present Year  | Next Year    |           |                  |          |          |                    |          |          |                    |          |          |   |
| Income: \$ _____   | \$ _____  | \$ _____     |           |                  |          |          |                    |          |          |                    |          |          |   |
| Expenses: \$ _____   | \$ _____  | \$ _____     |           |                  |          |          |                    |          |          |                    |          |          |   |
| Reserves: \$ _____   | \$ _____  | \$ _____     |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>How long Organization formally organized?</b><br>Going on 4 years   | <b>Why are redevelopment funds needed?</b> Because the market cannot sustain itself at its present level without them.                      |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| <b>Event Name:</b> Downtown Farmers Market & Pop Up Park   |   |              |           |                  |          |          |                    |          |          |                    |          |          |   |
| Project Area: (check one)  | <ul style="list-style-type: none"> <li>• Area #1 <input checked="" type="checkbox"/></li> <li>• Area #2 <input type="checkbox"/></li> </ul> |              |           |                  |          |          |                    |          |          |                    |          |          |   |

**Previous Redevelopment Authority Grant Funding Received, If any:**

Year: 2009 \_\_\_\_\_, amount: \$20,000 \_\_\_\_\_ Year: 2010 \_\_\_\_\_, amount: \$20,000 \_\_\_\_\_ Year: 2011 \_\_\_\_\_, amount: \$29,375 \_\_\_\_\_

Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_

Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_

**Event Director Name:** Linda Marrone

|  |   |  |          |
|--|---|--|----------|
| <b>Event Director Resume:</b> (please attach)  |   | <b>Event Director Address:</b><br>1012 S. Minnesota St.<br>Carson City, Nevada 89703 |          |
| <b>Event Director Phone:</b><br>Cell: 775 720-7789<br>Land: 775 882-6741   |   | <b>Event Director Email:</b><br>marrone1012@yahoo.com                                |          |
| <b>Event Description and Brief Objectives:</b> Downtown Farmers Market & Pop Up Park with youth activities are touted as having positive effect on communities both economically and socially. <b>How they do this:</b> <ul style="list-style-type: none"> <li>* They create a social hub of activity and bring life to the area in and around the market.</li> <li>* Bring fresh produce to the community and a place for Senior customers to redeem their coupons.</li> <li>* Provide positive economic impact for local businesses.</li> <li>* Promote healthier communities by increasing awareness of where their food comes from.</li> <li>* Build community through special events for the public, activities for kids and consumer education.</li> </ul> |   |  |          |
| <b>Proof entity has authority to conduct special events.</b>   | I have a Carson City Business License as an events planner. |  |          |
|  | See attached  |  |          |
| <b>List all permits at right:</b> see attached   |   |  |          |
|  |   |  |          |
|  |   |  |          |
|  |   |  |          |
|  |   |  |          |
|  |   |  |          |
| <b>Total Event Cost Breakdown:</b> (list at right)<br>See attached   | \$  | \$   | \$       |
|  | \$  | \$   | \$       |
|  | \$  | \$   | \$       |
|  | \$  | \$   | \$       |
|  | <b>Total</b>  |  |          |
|  |   |  |          |
| <b>Pro Forma Profit and Loss statement for Event:</b> (list at right)  | Revenue   | Expense  | Reserves |
|  |   |  |          |
|  |   |  |          |
|  |   |  |          |
|  | <b>Total</b>  |  |          |
|  |   |  |          |
| <b>Total Estimated Event Cost</b>  |   | \$   |          |
| <b>Total Incentive Funds Requested</b>   |   | \$29,500.00  |          |
| <b>Incentive as a % of total project</b>   |   | %  |          |

|   |  |  |
|---|--|--|
| Corresponding tax returns should also be included.  |  |  |
| <b>Identify current banking relationships and major credit references:</b> Wells Fargo, AE  |  | LIST HERE:   |
| <b>Estimated Event Completion Date</b>  |  | October, 2011  |
| <b>Will your organization benefit from event?</b>   |  | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  |
| <b>If yes, how:</b>   |  |  |
| <b>Will your event increase business in the plan area?</b>  | <input checked="" type="checkbox"/> Yes        | <input type="checkbox"/> No  |
| <b>If yes, how?</b> We bring anywhere from 1500 plus to the FM every week.  |  |  |
| <b>Define, in detail, the marketing and promotional plan:</b> Newspaper, Radio, Magazines, Website, Social Media, Billboard, word of mouth.   |  |  |
| <b>What facilities in the Redevelopment Plan Area will be used?</b>   |  |  |
| <b>Are there other events taking place at the same time as your event?</b><br><b>If yes, name and define.</b> Many events take place in the summer the same day as our market and family Pop Up Park.   |  | <b>Describe all partnerships from other businesses in service of your event.</b> Nevada Appeal, Nevada Certified Farmers Market Assoc. Nevada Grown, Muscle Powered, Brewery Arts Center |
| • <b>Expected attendance:</b><br>1500 plus weekly   | • <b>Name all vendors and associated fees.</b> | <b>Define how event will become totally self funding?</b> N/A  |
| Name all team members and attach resumes:   | *Architect /<br>*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)  |  |  |

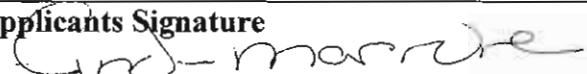
I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.

All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.

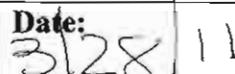
I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.

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.

**Applicants Signature**



**Date:**



**\*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)                               | <b>Date</b> |
|---|-------------|
| Application Approved:                                 |             |
| Event Commenced:                                      |             |
| Event Completed:                                      |             |
| Reimbursement Request submitted to Finance Department |             |
| Reimbursement remitted to Applicant                   |             |

2011 Downtown Farmer's Market & Pop Up Park

| POP UP PARK   |                        | Farmers Market      |                                     |
|---------------|------------------------|---------------------|-------------------------------------|
| \$ 1,000.00   | Sound/Electrical       | \$ 250.00           | Insurance                           |
| \$ 1,600.00   | Segment Managers/labor | \$ 300.00           | Signs, Banners & New/replacement    |
| \$ 200.00     | Clean-Up/Trash Removal | \$ 350.00           | Organization dues, Books & Magazine |
| \$ 1,000.00   | Artists/Activities     | \$ 325.00           | flyers/printing,                    |
| \$ 500.00     | Miscellaneous          | \$ 575.00           | Flowers/lunchen end of the year     |
| \$ 2,500.00   | Insurance              | \$ 17,000.00        | Manager & Labor                     |
|               |                        | \$ 2,600.00         | Conference/education continuance    |
|               |                        | \$ 800.00           | Supplies                            |
|               |                        | \$ 500.00           | Replacement tents                   |
| <b>TOTAL:</b> | <b>\$ 6,800.00</b>     | <b>\$ 22,700.00</b> |                                     |

Total Budget for StreetLife: \$ 29,500.00

Linda Marrone, Market Manager  
 Director NCFMA  
 3rd & Curry St. Farmers Market  
 1012 S. Minnesota St.  
 Carson City, NV. 89703  
 h-775 882-6741 c-775 720-7789  
[marrone1012@yahoo.com](mailto:marrone1012@yahoo.com)  
[carsonfarmersmarket.com](mailto:carsonfarmersmarket.com)

These are  
all local  
Carson City  
musicians

#### Music in the Market 2010

- June 19 Ricky D
- June 26 Hickry' Switch
- July 3 Nathan Alanz
- July 10 Shepherd Darquea
- July 17 Chris Bayer
- July 24 Laura Barrett
- July 31 Vanessa Littrel
- Aug. 7 Shepherd Darquea
- Aug. 14 Ten Dollar Pony
- Aug. 21 Chris Bayer (Jazz Festival)
- Aug. 28 Mike & Linda Badinger
- Sept. 3 Nathan Alanz
- Sept. 11 Hickry' Switch



# the market beet

Newsletter of the Farmers Market Coalition

Spring 2009

Anticipating a New Farmers Market Season  
*by Jim Bingen*

Filling the Food Safety GAPs  
*An Interview with Betsy Bihn, National GAPs Program*

Market Profile: Carson City Farmers Market

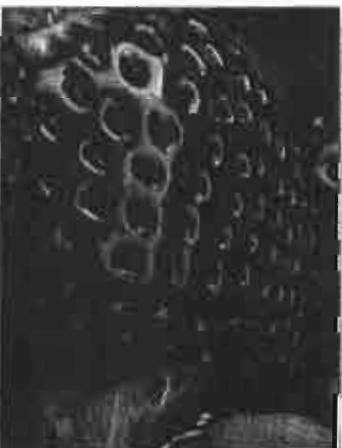
New Outreach Tools for Farmers Market Week

FMC Pilots Educational Sponsorships in Three States

Letting Customers' Fingers Do the Walking in On-line Directories

State Farmers Market Association Survey Highlights

People's Garden Planned Next to USDA Farmers Market



*The mission of the Farmers Market Coalition is to strengthen farmers markets for the benefit of farmers, consumers, and communities.*

# Incentives and Investments Give New Nevada Market a Head Start

by Stacy Miller

Challenges abound for any new market just starting out. One of FMC's newest members, the Carson City Farmers Market (CCFM), just launched last year and has thus far met with surprisingly speedy success. FMC recently interviewed market manager Linda Marrone, who took the lead role in starting the market, a project of the Carson City Office of Business Development.

Marrone is no stranger to the food industry; since the early 1990s, she has worked variously as a restaurant owner, caterer, waitress, food columnist, and packing house worker in California. She also grew up gardening throughout childhood. But not until joining and volunteering at a CSA more than ten years ago did she really appreciate first-hand the work that goes into food production. "Working on the farm and with them over the course a few years gave me a huge appreciation of how hard farmers work for not much pay. It made the restaurant business look like a piece of cake."

*"Working on the farm...made the restaurant business look like a piece of cake."*

*"In its first year, the market had eight Nevada growers, a state record unmatched by even the larger markets with more than 70 vendors."*

Last March, Marrone was asked by the Carson City Office of Business Development (OBD) to help them get a farmers market up and running by the end of June. The time frame, it goes without saying, was one of the biggest challenges in starting the market. "All the research said we should have started six months to a year earlier. We had fewer than three months, and there was already a 13 year old, highly profitable market in Reno. There are only so many farmers to go around, and they were spreading themselves pretty thin as it was. Convincing them to come to our market without any kind of track record was a hard sell."

So how did they do it? Perseverance and existing relationships with area farmers were key. She visited area markets in Reno, Minden, Tahoe, and Fallon, but was also selective. "I didn't want a lot of them selling the same kinds of produce and veggies. I wanted the ones who got along well with each other."

Even with such a tight turnaround, the Carson City Farmers Market soon had twelve farmers, three bakeries, a coffee house, a local caterer, a flower grower, two jewelers, and a handful of other niche and nonprofit vendors on board. In its first year, the market had eight Nevada growers, a state record unmatched by even the larger markets with more than 70 vendors. Product areas CCFM still hopes to fill include cheese, meats, and berries. The current strawberry grower comes from Watsonville, California, a five hour drive.



## *continued*

What may have been the real driver in such successful recruitment was the fact that the market waived the booth rental space, which was originally set for \$20 per day, offering it to the vendors as a "gas rebate" when the price spiked to \$4.00/gallon. This was possible because the Carson City Office of Business Development underwrote all the expenses of the market, including the purchase of a wheelchair accessible portable restroom (in which the market put fresh flowers each week), a storage pod that stays on site in the city parking lot, weekly advertising, signage, supplies, umbrellas, tables with seating, and, most importantly, a manager salary for 30 hours/week during the season. The neighboring Trader Joe's also sponsored the market through in-kind advertising and promotion, offering samples at market and inserting market flyers in all its customers' bags at the store.

One lesson learned in the first season is that far fewer customers than expected took advantage of the "Veggie Valet" service, though the bike valet was much more popular. "So many people rode their bikes to the market that it was great to have a safe and secure place to park them." Another perk for consumers, considering the dry hot climate, was free ice water provided by a neighboring restaurant and made available in five gallon dispensers. Musicians ~~played~~ for free in exchange for the ability to accept tips and sell their CDs.

Was launching a market so quickly easy? No. "I never worked so hard in my entire life as I did last summer." In 2009, the market will forgo at least a portion of the vendor fees again as a way to keep farmers and other producers committed and loyal to the market in what might be a tougher economic climate. Within five years, the city plans for the market to be financially sustainable with limited in-kind municipal support. The market just established a board, and will operate under the umbrella of the nonprofit Carson City Consortium.

Marrone credits the Nevada Certified Farmers Market Association for a lot of technical assistance during the development phase. She worked with Ann Louhela (Executive Director) and Rick Lattin (President) of NCFMA, who supplied her with the list of all the farmers that she used for recruitment mailings. "Ann had been doing some start-up markets in Reno, and any time she had a lead she shared it with me." As it turns out, Linda now has a chance to return the favor: she was elected Vice-President of NCFMA and looks forward to helping other markets grow and thrive.

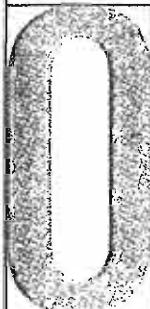
**Learn more about the Carson City Farmers Market on-line at <http://www.downtowncarsoncity.com/FarmersMarket.html>.**



6 Left: Carson City Supervisor Robin Williamson (center) shares a table with friends on a Saturday morning; right: coffee and baked goods from a local café add to the product mix

# Support the Farm Stand To Feed “Locavores” And the Economy

by Nadejda Mishkovsky



In a typical mid-March Saturday morning in Florida, Coral Gables Development Director Cathy Swanson arrives at the parking lot behind city hall by 6 a.m. After tying on her promotional apron and setting up a city information booth, she oversees the arrival of vendors at the city's weekly farmers market.

“We started this 17 years ago because we wanted people to connect with their community on a personal basis—we wanted them to feel better about where they lived and worked, and we also wanted to encourage people to come downtown,” Swanson said. “Business owners were a little skeptical at first, but they realized that this is a huge draw, not only for local families who see it as a social event, but also for snowbirds and tourists. Now the business community actually hangs up banners announcing the annual return of the green market.”

Indeed, over the past few years, shopkeepers have included the market in their promotional efforts in order to harness the economic boost it provides to the community. “It takes a lot of careful planning,” says Swanson. Besides finding the vendors of local fruits, vegetables, plants and trees, spices, and baked goods—no small chore in a region of disappearing farmland and large-scale farming—she lines up free activities, including tai chi, gardening workshops, cooking demonstrations, and children’s activities.

For visitors to the market, the benefits of the weekly ritual are more than social. It’s also a fun way to buy healthy, fresh produce. It’s an excuse to get outside and enjoy the weather with a walk or a bike ride. People feel good because they know they are supporting sustainable agriculture

## Bring the Locavores Downtown

You've heard of carnivores and omnivores, but what's a locavore? The latest epicurean buzzword spotlights the trend of more Americans wanting to eat locally grown food, a preference that's boosting the popularity of farmers markets.

and environmental protection. And, following several food-borne-illness scares last year and the unpredictable cost of fuel, residents—a growing number of whom have become “locavores”—take comfort knowing that their food was grown close to home.

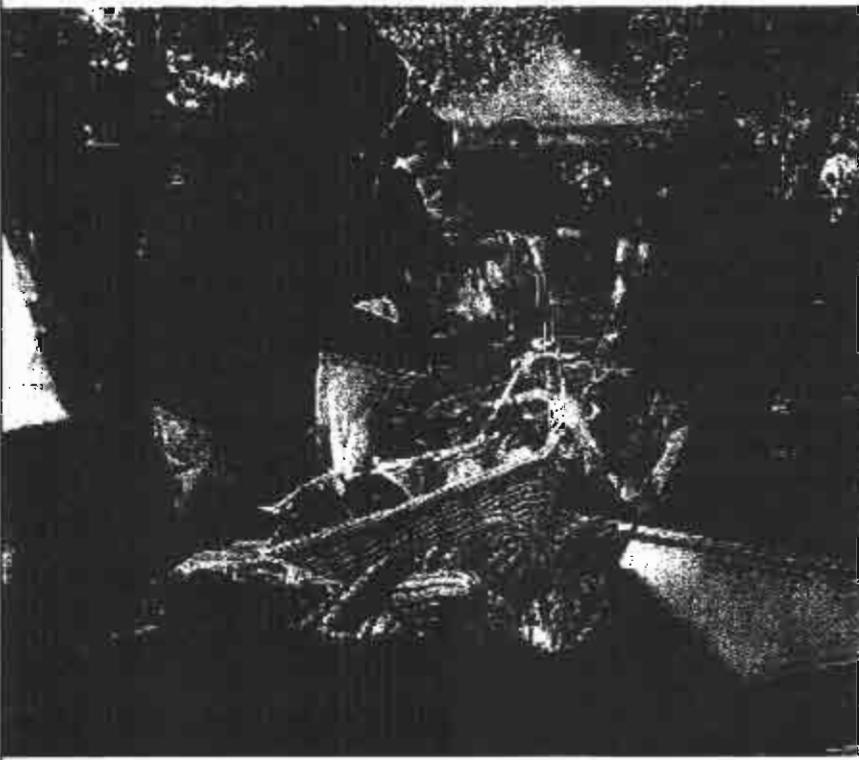
Janice Benson, of the Michigan Land Use Institute's Taste the Local Difference program, notes that “farmers markets bring us back to those important connections: to the people, the land, and the resources that make up a region. When these connections are strong, communities are strong and growing.” Such benefits have contributed to an astonishing growth in the number of farmers markets. According to the USDA, the number of farmers markets has increased 71 percent in the past decade, to about 4,700 nationwide in 2008.

### MARKET PLANNING

Markets are managed in diverse ways. Some are run by farmers' cooperatives, others by nonprofit organizations. Many are based on some form of partnership between local government and a nonprofit entity. Often local governments contribute financially or in kind, and in some cases they run the markets themselves.

For Carson City, Nevada, the coincidence of several factors in 2007 pushed the city to urgently establish a new farmers market. First, news came that a ring road would be constructed to divert high-speed traffic away from downtown. Second, a 2007 Urban Land Institute-sponsored discussion between city leaders and real estate experts resulted in practical recommendations for a latent downtown redevelopment effort.

In sales tax-dependent Nevada, it was clear that the city had to act quickly to bring more foot traffic downtown and boost local businesses. “When I got the call from the city, to see whether I would run a farmers market for them, it was March. . . . I started looking at some of the literature and discovered I should have been talking to vendors back in



**By buying organic produce from a family farm at a farmers market, local residents are helping maintain a healthy environment, a vibrant community, and a strong local economy. Lansdale Farm, shown here at the year-round Clark Park farmers market located in the University City district (West Philadelphia, Pennsylvania), sells certified organic produce, cheese, and beef.**

December and January, telling them to grow more!” says Linda Marrone, Carson City's market manager.

City leaders decided to concentrate on hosting the new farmers market for a 16-week period. Alongside the farmers market, the city also sponsored other downtown activities, including weekend concerts, outdoor play areas for children, gardening demonstrations, and bicycling events. Thanks to an all-volunteer downtown consortium team that took on projects from beautification to traffic management, Carson City's downtown started to see more activity rapidly.

The city purchased a local business license and contributed a shaded public parking lot to host the market. Staff provided advertising and promotion for the new market and leased a portable storage unit on-site to facilitate weekly logistics. The city also provided dumpsters for trash and street cleaning to tidy the area for its

return to use as parking on Monday mornings.

The local government also rented and purchased such conveniences as picnic tables, insulated water pitchers, and a handicapped-accessible portable toilet with a washing area outside. Finally, since the Nevada growing season is so short and many vendors were coming from as far as four and five hours away in California, the city waived its already low vendor fees of \$20 per week, provided that vendors would commit to coming for the entire 16-week period.

“We worked tirelessly for crazy weeks” for about a year, says Tammy Westagard, assistant director in Carson City's Office of Business Development, “but [the market has] definitely paid its own way.” She adds, “We only spent about \$50,000 on salaries, marketing, and advertising because we did as much as possible in-house. . . .” Besides covering their estimated costs,



**There are almost 2 million farms in the United States and about 80 percent of them are small farms. Farmers markets are one of the oldest forms of direct marketing by small farmers. Pennypack Farm, an educational and nonprofit organization, also attends the Clark Park market held in the University City district of Philadelphia, Pennsylvania. The stand is often staffed by volunteers.**

Westagard credits the effort with sustaining businesses in the downtown core and getting citizens excited about going downtown again. "We brought over 130,000 people downtown during the 16 weeks, and each month we had sales tax revenue of 10 percent over the previous month."

#### **SITE SELECTION**

A critical element in selecting a site for a farmers market is ensuring that people can reach it with a variety of forms of transportation. The site for the Carson City market, located near a residential area, wasn't the city's first choice, but as it ended up there were "more people biking and walking to the market than we would have ever dreamed....

People really came and stayed," says Linda Morrone, market manager. The proximity to a residential neighborhood is particularly valuable for a weekend market, when many shoppers are coming from home.

Transportation choices and location are particularly important for low-income residents who may not have access to a car or who are likely to be more sensitive to the cost of

both fuel and food. Because many residents of low-income communities face higher rates of chronic disease than those in higher-income areas and because the risk of chronic disease can be reduced through a healthy diet, access to good nutrition is especially important. Unfortunately, many low-income neighborhoods lack full-service supermarkets that provide a variety of foods, especially fruits and vegetables.

A recent New York City Health Department study comparing Harlem with the Upper East Side found that supermarkets in Harlem are 30 percent less common, and that only 3 percent of bodegas in Harlem carry leafy green vegetables compared with 20 percent on the Upper East Side. The Food Trust, a nonprofit organization in Philadelphia that works to improve the supply of healthy, affordable food in the mid-Atlantic region, found that nearly half of poor adults (44 percent) travel outside of their neighborhoods to a grocery store, compared with 30 percent of the non-poor.

In areas where full-service grocery stores are limited, fast-food restaurants and convenience stores often

take up the slack, but they typically provide foods that are less nutritious but at higher cost. So-called food deserts or grocery gaps occur in rural and urban areas alike. To address its own food deserts, the city of New York has instituted a creative initiative that allows farmers to bring their produce closer to hungry residents. The city's new Green Carts Program, approved in early 2008, will permit up to 1,500 mobile food cart vendors to sell unprocessed produce in neighborhoods with low consumption of and limited access to fresh fruits and vegetables.

Across the country, communities and nonprofit groups are working to tie farmers markets into their efforts to improve access to healthy food for residents of neighborhoods where fresh produce is largely unavailable. The Food Trust operates 30 farmers markets in the Philadelphia area, many of which are in neighborhoods underserved by supermarkets, grocery stores, and other fresh food outlets.

All of the Food Trust's markets accept food stamp/EBT/Access cards, WIC, and Senior Farmers Market Nu-



**PM MAGAZINE**

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## **About Public Management (PM) Magazine**



**Beth Payne**  
**Editor**

Public Management (PM) is the official magazine of the International City/County Management Association (ICMA), with a track record of more than 80 years as a trusted source of local government management information. PM is dedicated exclusively to the public sector practitioner. Designed for quick and informative reading, articles deal with issues of common concern to local government managers.

PM's circulation of 9,500 includes ICMA members, and individual subscribers. The print version of PM is published 11 times a year.

The print magazine's editorial purpose is aligned with ICMA's Mission, which is "To create excellence in local government by developing and fostering professional local government management worldwide." Each issue contains a cover story and feature articles that focus on local government operations from the real perspective of the chief administrator and other management practitioners.

Editorial content is recommended and reviewed by local government managers. Articles are written by experts in the field, experienced local government professionals, and observers who have firsthand knowledge of the topic they are writing about.

The online version has the same editorial focus and posts articles found in the print issue, except when permission to reprint online is not received from other sources.

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ICMA is the leading organization for information on professional local government management. Its membership includes city managers, county managers, and other chief appointed officials and assistants in local governments throughout the world. ICMA's mission is to create excellence in local government by developing and fostering professional local government management worldwide.

# OPINION

A24

[nevadaappeal.com/opinion](http://nevadaappeal.com/opinion)

1100 • 25th Anniversary • 2010

Sunday, September 19, 2010

## SILVER DOLLARS & WOODEN NICKELS

# Green thumbs up for farmer's market vendors

**T**he Nevada Appeal's "Silver Dollar" and "Wooden Nickel" feature recognizes positive achievements from the capital region and, when warranted, points out others that missed the mark.

**SILVER DOLLAR:** To Linda Marrone and all the vendors who made the 3rd and Curry Street Farmer's Market such a great community event. The last market of the season was Saturday, capping a successful summer. Thanks to all the farmers, musicians, masseuses, restaurants, artists, ponies and more who

make this the place to be on a Saturday morning. We're already looking forward to next year's fresh strawberries.

**WOODEN NICKEL:** To the report that found more Americans are living in poverty. Some may try to downplay the findings by parsing the definition of "poverty," but the fact remains that more of us are just getting by. On Tuesday, Sept. 28 the Nevada Appeal will have a list of organizations that are making a difference in our community. Check it out, and if you are in a position to help in any way, please do so.

Your neighbors need it now more than ever.

**WOODEN NICKEL:** To the news that Mexican drug cartels have been growing massive amounts of marijuana in what is practically our backyard. Alpine County, Calif., officials destroyed a marijuana operation last week, destroying plants that would have been worth \$30 million on the street. If a hiker stumbles across one of these "grows," it could have deadly results. They need to be weeded out and kept out for good.

### SILVER DOLLARS TO:

- Vendors for making farmer's market such a great community event



### WOODEN NICKELS TO:

- Number of Americans living in poverty
- Mexican drug cartels growing marijuana in our "backyards"

**Country Woman Magazine Profile Review**

Wednesday, March 23, 2011 2:00 PM

From: "Selz, Sharon (RDA Milwaukee)" <Sharon\_Selz@rd.com>  
To: "marrone1012@yahoo.com" <marrone1012@yahoo.com>

Hi, Linda,

Below, please find a draft of the story on you and farmers marketing, planned for our Aug/Sept 11 issue. (There's always a slim chance scheduling may change, but I will inform you if it does.) We hope you like it! Please review it for factual content at your earliest convenience, and get back to me with your approval or corrections, if necessary. You can either phone or e-mail your response.

Also, can you tell me which photographer took which photos? You sent us two CDs.

I look forward to hearing from you!

Sharon Selz  
Creative Editor  
Country Woman  
5400 S. 60th St.  
Greendale WI 53129

414-423-3764  
800-682-9019 ext. 3764

Sharon\_Selz@rd.com  
[www.countrywomanmagazine.com](http://www.countrywomanmagazine.com)

I (Heart) Farmers Markets

(For heart graphic, use heart-shaped stock tomato cut in half)

Want to be a bounty hunter? I can show you how to track down locally grown food at its freshest!

By Linda Marrone, Carson City, Nevada

Summer and early autumn are prime seasons for farmers markets. So if you've never visited one, now's the time. Not only can you learn about the people behind the products and why they do what they do, you become part of the food process rather than simply the end consumer.



# CURRY ST. PROMENADE

*Get Down\_2011*

## Street Life Program

### FAST FACTS

#### COMPLETED PROJECTS DETAIL

- Begin/End: April -- October
- City Facilitator: Office of Business Development
- Supported businesses downtown with activities that boost foot traffic
  - Boosted foot traffic Saturdays: 15,725 visits. Average 925 per Saturday (engaging in concurrent events activities Events = Saturday Morning Downtown Farmer's Market, Park N Pedal, Family Pop Up Park.)
- Earned 2 (two) nationally circulated publications stories recognizing Carson City's downtown activities. First from **PM Magazine**, the publication of the International City/County Management Association (ICMA), Carson City's support of the downtown farmers market was the subject of their March story: "*Support the Farm Stand to Feed "Locavores" and the Economy*", by Nadejda Mishkovsky. The feature outlined our downtown streetlife efforts as a healthy approach to keeping money in the local economy that at the same time forwards a more sustainable community. (Full story available online at [www.carsonfarmersmarket.com](http://www.carsonfarmersmarket.com))

Second from **The Market Beet**, the quarterly newsletter of the Farmer's Market Coalition (FMC), Carson City's Saturday Morning Downtown Farmer's Market is the profile story: *Incentives and Investments Give New Nevada Market a Head Start*, by Stacy Miller. Downtown market coordinator, Linda Marrone was extensively interviewed and featured for a "surprising speedy success" of the downtown market. Full articles are at [www.carsonfarmersmarket.com](http://www.carsonfarmersmarket.com).

- Garnered endorsement from Nevada Certified Farmer's Market Association as the best market for Nevada growers, with the most Nevada farmers at any one time in all the region's markets combined.
  - NOTE: In 2008 the FMC reported "in excess of 3 million consumers shop and more than 60,000 farmers sell at farmer's markets annually. The United States Department of Agriculture estimates that these markets generate more than \$1 billion in consumer spending each year." The ripple effect of farmer's markets is recognized as a healthy marriage between community and commerce.
- Beautification/Cleanliness completed
  - 2 major clean ups
  - 16 weeks Saturday morning trash pick up



POP UP Park  
Located at Farmers Market  
2nd & 3rd between Nevada and Curry



# Scope of Work

**CONTRACT TITLE:** Farmer's Market Management Services

**CONTRACT TERM:** Effective from June 4, 2011 until October 2, 2011

## General Operations

### Equipment and General Operations

- Provide on-site management of the operations of the Carson City Saturday Morning Downtown Farmer's Market
- Ensure that the market operations are in compliance with state law, health regulations and market rules.
- Set up, break down, and take care of market operations equipment.
- Ensure that vendors are in the correct stalls, market tents and non-profit booths are properly located and on-site and day-of signage is installed.
- Keep an eye out for potential safety hazards to customers or vendors.
- Ensure that the market area is clean throughout the venue areas day of and clean at the end of the day.
- Make sure operations occur in a timely manner.
- Assist in the coordination of market special events.

### Market Staff/Volunteers

- Supervise market-day volunteers, youth, and support staff as necessary.
- Attend the Saturday Morning Farmer's Market Board meetings, and support the Board as needed.

### Vendors

- Travel to area farmers' markets to maintain and build relationships with local vendors (with an emphasis on small family farms) and collect required documentation for market participation.
- Assist in the scheduling of vendor attendance, and assigning of promenade stall spaces.
- Serve as main on-site enforcer of promenade rules and regulations.
- Assist in solving problems and resolving conflicts, as they come up.
- Provide traffic control for vendor vehicles, when necessary.
- Collect and process vendor fees, reimbursements, and other paperwork.
- Collect and track market data for the completion of weekly market reports.

### Customer & Community Relations

- Provide the highest level of customer service to vendors and shoppers.
- Reconcile market coupons at the end of the market day.
- Staff the market information booths. Ensure that market signage, literature, merchandise, educational information are properly and attractively displayed at all times during the market day.
- Conduct outreach activities and presentations to increase attendance at the farmer's market and Curry Street Promenade.
- Forward all market information to [www.downtowncarsoncity.com](http://www.downtowncarsoncity.com) and [www.carsonfarmersmarket.com](http://www.carsonfarmersmarket.com) for posting and extend all electronic, print and in person outreach activities and presentations to increase attendance at the Curry Street Promenade.

### Other

- Provide weekly and monthly updates to the Farmer's Market Board and the Office of Business Development
- Assist in enlisting market volunteers and/or monetary and/or in-kind contributions to the Saturday Morning Farmer's Market via the Carson City Downtown Consortium.
- Perform other duties as assigned.

Farmer's Market Management Services cost is \$22,000; estimating 800 hours at \$25/hr.

#### Contact Person / Title:

Linda Marrone / Owner

#### Company Name:

dba Linda Marrone

#### Address:

1012 South Minnesota St.

#### City:

Carson City State: NV Zip Code: 89703

#### Telephone#:

882-6741 (office) 720-7789 (cell)

#### Email:

[marrone2@yahoo.com](mailto:marrone2@yahoo.com)

## **Carson City Saturday Morning Downtown Farmer's Market Professional Services**

### **Services Summary**

The Saturday Morning Farmer's Market events require organizational assistance and leadership in the management and operations of its weekly activities. Successful support comes from effective and diplomatic organizers with initiative, creativity, and an understanding of food security principles, events planning, destination marketing, staging, audio visual, way finding, venue set up and strike of simple to complex staging infrastructure. Adept public speakers with strong outreach, organizational, financial, marketing, and project management skills are necessary to support the Office of Business Development. Contract services involve extensive outreach to growers, vendors, artists, customers and community partners in order to ensure the success of the Saturday Morning Farmer's Market, 2011. Responsibilities for on-site management of the Saturday Morning Farmer's Market, as well as preseason and postseason tasks, are assigned by the Office of Business Development. Funding for the seasonal support has been secured through October 2011, with the potential for a longer term, depending on the season and further funding availability.

### **ORGANIZATION DESCRIPTION**

The Downtown Redevelopment Area was established January 9, 1986 after a year of community-based initiative and advocacy. While the Redevelopment Authority has been actively supporting community events since 1996, the Curry Street Promenade demonstration project was established June 3, 2008 as a result of the Carson City Downtown Consortium's Action Group presentation adopted October 2008 5-0 Carson City Board of Supervisors.

After sixteen consecutive weeks of successful operations, the Curry Street Promenade concluded on October 2<sup>nd</sup>, 2008. During those four months, customers made approx. 117,300 visits. 1,700 per Saturday for 69 concurrent events/ Saturday Morning Downtown Farmer's Market, Park 'N Pedal, Family Pop Up Park. In 2011, the promenade seeks to expand its customer base, increase the number of growers and vendors selling, and move family into the farmer's market. A publicity campaign will be necessary. The professional services will help with all of these efforts.

### **RESPONSIBILITIES**

#### **Equipment and General Operations**

- Provide on-site management of the operations of the Carson City Saturday Morning Downtown Farmer's Market
- Ensure that the market operations are in compliance with state law, health regulations and market rules.
- Set up, break down, and take care of market operations equipment.
- Ensure that vendors are in the correct stalls, market tents and non-profit booths are properly located and on-site and day-of signage is installed.
- Keep an eye out for potential safety hazards to customers or vendors.
- Ensure that the market area is clean throughout the venue areas day of and clean at the end of the day.
- Make sure operations occur in a timely manner.
- Assist in the coordination of market special events.

#### **Market Staff/Volunteers**

- Supervise market-day volunteers, youth, and support staff as necessary.
- Attend the Saturday Morning Farmer's Market Board meetings, and support the Board as needed.

#### **Vendors**

- Travel to area farmers' markets to maintain and build relationships with local vendors (with an emphasis on small family farms) and collect required documentation for market participation.
- Assist in the scheduling of vendor attendance, and assigning of promenade stall spaces.
- Serve as main on-site enforcer of promenade rules and regulations.
- Assist in solving problems and resolving conflicts, as they come up.
- Provide traffic control for vendor vehicles, when necessary.
- Collect and process vendor fees, reimbursements, and other paperwork.
- Collect and track market data for the completion of weekly market reports.

#### **Customer & Community Relations**

- Provide the highest level of customer service to vendors and shoppers.
- Reconcile market coupons at the end of the market day.
- Staff the market information booths. Ensure that market signage, literature, merchandise, educational information are properly and attractively displayed at all times during the market day.
- Conduct outreach activities and presentations to increase attendance at the farmer's market and Curry Street Promenade.
- Forward all market information to [www.downtowncarsoncity.com](http://www.downtowncarsoncity.com) and [www.carsonfarmersmarket.com](http://www.carsonfarmersmarket.com) for posting and extend all electronic, print and in person outreach activities and presentations to increase attendance at the Curry Street Promenade.

#### **Other**

- Provide weekly and monthly updates to the Farmer's Market Board and the Office of Business Development
- Assist in enlisting market volunteers and/or monetary and/or in-kind contributions to the Saturday Morning Farmer's Market via the Carson City Downtown Consortium.
- Perform other duties as assigned.

## **Carson City Saturday Morning Family Pop Up Park Professional Services**

### **Services Summary**

The Saturday Morning Family Pop Up Park (a component of the Curry Street Farmer's Market Activities) activities require organizational assistance and leadership in the management and operations of its weekly activities. Successful support comes from effective and diplomatic organizers with initiative, creativity, and an understanding of family activity principles, events planning, destination marketing, staging, audio visual, way finding, venue set up and strike of simple to complex staging infrastructure. Adept public speakers with strong outreach, organizational, financial, marketing, and project management skills are necessary to support the Office of Business Development. Contract services involve extensive outreach to family advocacy groups, vendors, artists, customers and community partners in order to ensure the success of the Saturday Morning Family Pop Up Park, 2011 Responsibilities for on-site management of the Saturday Morning Family Pop Up Park, as well as preseason and postseason tasks, are assigned by the Office of Business Development. Funding for the seasonal support has been secured through October 2011, with the potential for a longer term, depending on the season and further funding availability.

### **ORGANIZATION DESCRIPTION**

The Downtown Redevelopment Area was established January 9, 1986 after a year of community-based initiative and advocacy. While the Redevelopment Authority has been actively supporting community events since 1996, the Curry Street Promenade demonstration project was established June 3, 2008 as a result of the Carson City Downtown Consortium's Action Group presentation adopted October 2008 5-0 Carson City Board of Supervisors.

After sixteen consecutive weeks of successful operations, the Curry Street Promenade concluded on October 2<sup>nd</sup>, 2009. During those four months, customers made approx. 117,300 visits. 1,700 per Saturday for 69 concurrent events/ Saturday Morning Downtown Farmer's Market, Park "N Pedal, Family Pop Up Park. In 2011, the promenade seeks to expand its customer base, increase the number of growers and vendors selling. A publicity campaign will be necessary. The professional services will help with all of these efforts.

### **RESPONSIBILITIES**

#### **Equipment and General Operations**

- Provide on-site management of the operations of the Carson City Saturday Morning Family Pop Up Park.
- Ensure that the pop up park operations are in compliance with state law, health regulations.
- Set up, break down, and take care of Pop Up Park operations equipment.
- Ensure that vendors are in the correct stalls, park tents and non-profit booths are properly located and on-site and day-of signage is installed.
- Keep an eye out for potential safety hazards to customers or vendors.
- Ensure that the Pop Up Park area is clean throughout the venue areas day of and clean at the end of the day.
- Make sure operations occur in a timely manner.
- Assist in the coordination of Pop Up Park special events.

#### **Market Staff/Volunteers**

- Supervise Pop Up Park day volunteers, youth, and support staff as necessary.
- Attend the Saturday Morning Farmer's Market Board meetings, and support the Board as needed.

#### **Vendors**

- Build relationships with local vendors family activity advocates and or organizations (with an emphasis on Carson City School District, Carson City's pre schools, Carson City Private Schools, Carson City Churches, Carson City Library, Boys and Girls Club of Western Nevada, Carson City Parks and Recreation, CASA, Advocates to End Domestic Violence, Western Nevada College, Carson Tahoe Hospital) and collect required documentation for Pop Up Park participation.
- Assist in the scheduling of vendor attendance and assigning of Pop Up Park stall spaces.
- Serve as main on-site enforcer of Pop Up Park rules and regulations.
- Assist in solving problems and resolving conflicts, as they come up.
- Provide traffic control for vendor vehicles, when necessary.
- Collect and process vendor fees, reimbursements, and other paperwork.
- Collect and track Pop Up Park data for the completion of weekly market reports.

#### **Customer & Community Relations**

- Provide the highest level of customer service to vendors and participants.
- Staff the Pop Up Park activity centers and information booths. Ensure that Pop Up Park signage, literature, merchandise, educational information are properly and attractively displayed at all times during the market day.
- Conduct outreach activities and presentations to increase attendance at the Family Pop Up Park and Curry Street Promenade.
- Forward all market information to [www.downtowncarsoncity.com](http://www.downtowncarsoncity.com) and [www.carsonfarmersmarket.com](http://www.carsonfarmersmarket.com) for posting and extend all electronic, print and in person outreach activities and presentations to increase attendance at the Curry Street Promenade.

#### **Other**

- Provide weekly and monthly updates to the Farmer's Market Board and the Office of Business Development
- Assist in enlisting Pop Up Park volunteers and/or monetary and/or in-kind contributions to the Saturday Morning Family Pop Up Park via the Carson City Downtown Consortium.
- Perform other duties as assigned.



Carson City, a Consolidated Municipality

RECEIVED

FEB 23 2011

CARSON CITY  
EXECUTIVE OFFICES

Application for

Community Support Services Funding  
Fiscal Year 2011-2012

Name of Organization: NEVADA DAY INC

Amount Requested: \$ 24,000.00

Contact Person: KEN HAMILTON

Mailing Address: P.O BOX 999

City: CARSON CITY State: NV Zip Code: 89702

Phone Number: 882-2600 E-mail: ADMIN@NEVADADAY.COM

501(c)3 Taxpayer I.D. Number: 75-3022297

Date Submitted: 2/22/2011

Please mail completed application and attachments to:  
Carson City Executive Offices  
201 N. Carson Street, Suite 2  
Carson City, NV 89701

Carson City Community Support Services  
**APPLICATION FOR GRANT FUNDS**  
Fiscal Year 2011-2012

**Organization Information**

1. What is the overall purpose or goal of your organization?  
**TO CELEBRATE NEVADA'S ADMISSION INTO STATEHOOD BY PROVIDING EVENTS SURROUNDING THE OFFICIAL NEVADA DAY STATE HOLIDAY FOR A FOUR DAY PERIOD, INCLUDING THE PARADE. TO PROMOTE AND MARKET THESE EVENTS TO BOTH STATE AND NATIONAL MARKETS.**
  
2. How long has your organization been in existence? 73 Years    Months  
How long has your organization been in Carson City? 43 Years    Months
  
3. Describe in general the activities or services of your organization:  
**TO ORGANIZE, PROMOTE, MARKET, AND COORDINATE THE NEVADA DAY PARADE AND ALL OF THE SURROUNDING EVENTS**
  
  
4. How many people do you intend to serve during this Fiscal Year 2011-2012?  
# of Youth **N/A**      # of Adults **N/A**      # of Seniors **N/A**
  
5. How many people served this Fiscal Year 2011-2012 will be Carson City residents?  
# of Youth **N/A**      # of Adults **N/A**      # of Seniors **N/A**
  
6. How many paid employees/volunteers does your organization employ?  
# of full-time employees \_\_\_\_\_      # of part-time employees 1
  
7. Percentage of organizational funds to be utilized for administrative costs (i.e., salaries, travel, training, etc): **NONE**
  
8. Describe how your organization is managed and governed (i.e., Board of Directors).  
**BOARD, CONSISTING OF FOUR EXECUTIVE BOARD MEMBERS, AND UP TO, BUT NOT EXCEEDING, THIRTEEN BOARD MEMBERS**
  
9. Please provide information on your Executive Board members or contact person:  

| <u>Name</u>        | <u>Title</u>          | <u>Phone</u>    |
|--------------------|-----------------------|-----------------|
| <b>ROBERT BEAN</b> | <b>VICE PRESIDENT</b> | <b>885-9524</b> |
| <b>KEN BROWN</b>   | <b>TREASURER</b>      | <b>888-2008</b> |
| <b>KERI PUTNAM</b> | <b>SECRETARY</b>      | <b>684-3354</b> |

Program/Proposal Information

10. Amount of funds requested? \$ 24,000.00
11. Purpose of Program/Proposal: Describe the program/proposal, target population, number to be served, what the grant will specifically fund. Explain your organization's qualifications to deal with the issue. **TO ORGANIZE AND PROMOTE THE NEVADA DAY CELEBRATION. THE TARGET POPULATION WOULD BE LOCAL REIDENTS AND BUSINESS' OF CARSON CITY, ALL OTHER COUNTIES WITHIN THE STATE, AND THE REST OF THE UNITED STATES, ESPECIALLY OUR NEIGHBORING STATES. THE GRANT WILL FUND EVERYDAY OPERATIONS, OFFICE EXPENSES, ADVERTISING, GRAND MARSHAL SELECTION, INSURANCE, PROMOTIONS, GRAPHIC, WEBSITE, ETC... NEVADA DAY INC HAS BEEN MARKETING AND PROMOTING THE NEVADA DAY CELEBRATION FOR OVER 40 YEARS.**
12. Goals, Objectives & Measurable Outcomes: The events and/or services must assist the City to fulfill its vision statement and accomplish one or more of the City's Goals. Please indicate which goal(s) will be met. Clearly state measurable outcomes of the project. Tell how you propose to achieve the outcomes of the project in terms of specific activities, including a timetable (proposed starting date and duration of the project): **OUR MAIN GOAL IS TO PROMOTE A COMMUNITY RICH IN HISTORY, CULTURE, AND THE ARTS. THE PARADE AND OTHER RELATED EVENTS DRAW A LARGE NUMBER OF PARTICIPANTS EVERY YEAR, DURING MAINLY A FOUR DAY PERIOD, WHICH WILL BE OCTOBER 27TH THROUGH OCTOBER 30TH. THIS CAN ONLY BE ACHIEVED BY THE HARD WORK OF NUMEROUS VOLUNTEERS, LOCAL BUSINESS', CITY AND STATE OFFICIALS, AND LOCAL LAW ENFORCEMENT AGENCIES.**
13. Indicate who will benefit from the use of these funds, and how they will benefit. If this is an ongoing event, please state how you intend to fund the program in future years. **THE ENTIRE COMMUNITY BENEFITS FROM THE NEVADA DAY CELEBRATION, BUT MAINLY LOCAL BUSINESS', DUE TO A LARGE NUMBER OF LOCAL AND OUT OF TOWN PEOPLE CONGREGATING AROUND THE DOWNTOWN AREA, STAYING IN HOTELS, AND EATING IN OUR LOCAL RESTAURANTS. SPONSORSHIPS, PRIVATE DONATIONS, MERCHANDISE SALES, PARADE ENTRY FEES, AND CITY AND/OR STATE GRANTS.**
14. Are you aware of any other private sector/nonprofit/governmental/agencies in the area providing the same services as your program/proposal? If yes, please explain how your project will compliment other existing programs? **NO**

15. Please include a detailed budget for this program/event, and detailed list of intended expenditures and revenues.

16. Has your organization been funded by Carson City previously?  Yes  No  
If yes, please list:

| <u>Year</u> | <u>Amount</u> | <u>Program/Event</u>   |
|-------------|---------------|------------------------|
| 2010        | 21,500        | NEVADA DAY CELEBRATION |
| 2009        | 25,000        | NEVADA DAY CELEBRATION |
| 2008        | 9,000         | NEVADA DAY CELEBRATION |
| 2007        | 9,000         | NEVADA DAY CELEBRATION |
| 2006        | 10,000        | NEVADA DAY CELEBRATION |

**Required Attachments:**

- A copy of your 501(c)3 Designation Letter from the IRS. For branches of a larger organization (i.e., local troop of Boy Scouts of America), please provide the letter for your umbrella organization.
- A copy of your most recent audited financial statement. For smaller organizations, or branches, a more simple budget showing income and expenses is acceptable. Also include an IRS form 990.
- **Previous Grantees:** If your organization received grant funding in Fiscal Year 2010-2011 you must complete and submit an Annual Report form detailing how those funds were spent. Applications for former grantees will not be considered if an Annual Report has not been included.
- Signed Guidelines for Grants (please keep a copy for your files).

Carson City, a Consolidated Municipality

**Annual Report**  
For Community Support Services Funding  
**Fiscal Year 2010-2011**

Name of Organization: NEVADA DAY INC

Program/Project: NEVADA DAY CELEBRATION

Amount of Funds Received \$ 21,500.00

Contact Person: KEN HAMILTON

Mailing Address: P O BOX 999

City: CARSON CITY State: NV Zip Code: 89702

Phone Number: 775-882-2600 E-mail: ADMIN@NEVADADAY.COM

Date Submitted: 2/25/2010

1. Please attach a final financial income and expense statement that specifically explains how grant funds were used, including a comparison between your budgeted and your actual incomes and expenses.
  
2. Evaluate your achievement of the measurable outcomes listed in your application:

OVERALL WE ARE VERY PLEASED WITH LAST YEARS ACHIEVEMENTS. THE NEVADA DAY OFFICE WAS MOVED INTO THE DOWNTOWN AREA ALLOWING US TO PARTICIPATE IN DOWNTOWN EVENTS, GIVING US MORE EXPOSURE, AND HELPING US PROMOTE THE RICH HISTORY OF NEVADA AND NEVADA DAY. WE BROUGHT BACK THE GRAND MARSHAL RECEPTION DINNER BY PROVIDING A WELL KNOWN FIGURE IN AMERICAN, IF NOT INTERNATIONAL, HISTORY, WHERE OVER 300 PARTICIPANTS WERE IN ATTENDANCE. THE PARADE AND ALL OTHER EVENTS WERE VERY WELL ATTENDED, AND EVERYTHING SEEMED TO GO OFF FAIRLY SMOOTHLY AND SAFELY.

3. Approximately how many people benefitted from your project? How many of those people were Carson City residents? What were some of the individual benefits?

THE EXACT NUMBER OF PEOPLE THAT BENEFITTED AND WHICH OF THOSE WERE CARSON CITY RESIDENTS IS UNKNOWN. WE HAD WELL OVER 200 PARADE ENTRIES, 300 PLUS AT THE GRAND MARSHAL RECEPTION DINNER, AND WOULD ESTIMATE 30,000 OR MORE SPECTATORS ENJOYED THE PARADE AND THE NEVADA DAY EVENTS. MANY LOCAL BUSINESS' BENEFIT FROM THE ADDED REVENUE THE NEVADA DAY CELEBRATION BRINGS.

4. What specific community benefit did your project provide Carson City?

THE NEVADA DAY CELEBRATION SEEMS TO BRING THE ENTIRE COMMUNITY TOGETHER TO HELP RECOGNIZE AND PARTAKE IN NEVADA'S ADMISSION INTO STATEHOOD CELEBRATION. THE PARADE ALSO PROVIDES THE OPPORTUNITY FOR CITY AND STATE OFFICIALS TO DISPLAY THEIR SERVICES, HELPING THE COMMUNITY TO RECOGNIZE WHAT AN IMPORTANT ROLE THEY PLAY.

5. Will this program/project be reoccurring? How do you anticipate funding the project in the future?

YES. THE NEVADA DAY PARADE AND CELEBRATION HAS TAKEN PLACE IN CARSON CITY SINCE 1938, AND WE INTEND TO CONTINUE THIS VERY IMPORTANT TRADITION. SPONSORSHIPS, PRIVATE DONATIONS, MERCHANDISE SALES, ENTRY FEES, AND GRANTS.

6. Describe any challenges that impacted your program.

FUNDING IS, AND WILL PROBABLY ALWAYS BE, OUR BIGGEST CHALLENGE, FOLLOWED BY COORDINATING ALL THE EVENTS WITH LOCAL OFFICIALS, PROMOTION, AND MARKETING. THIS IS PARTICULARLY DIFFICULT TO ACHIEVE WITH VOLUNTEERS, AND ONE SEASONAL EMPLOYEE.

| Nevada Day, Inc.<br>2010 Budget     |                  |                  |                  |                  |                  |                  |
|-------------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
|                                     | 2006 Actual      | 2007 Actual      | 2008 Actual      | 2009 Actual      | 2010 Projected   | 2010 Actual      |
| <b>INCOME:</b>                      |                  |                  |                  |                  |                  |                  |
| Administrative Income               |                  |                  |                  |                  | 21,500.00        | City             |
| Credit Cards                        |                  |                  |                  |                  | 5,000.00         | CCVB             |
| Dividends                           | 131.25           | 250.74           |                  |                  |                  |                  |
| Donations                           | 66.00            | 20.00            |                  | 0.30             | 0.30             |                  |
| Grants                              | 18,500.00        | 18,056.00        | 15,453.76        | 30,014.19        | 27,950.00        | 26,500.00        |
| Interest                            | 41.98            |                  |                  | 0.10             | 0.10             |                  |
| Rebate                              | 0.00             |                  |                  | 98.24            | 98.24            |                  |
| Friends of Nevada - Parade          |                  |                  |                  | 1,496.00         | 1,500.00         | 850.00           |
| Sponsorship                         | 30,250.00        | 31,554.00        | 21,876.00        | 15,300.00        | 15,000.00        | 17,880.00        |
| Sponsorships Prior Year             |                  |                  | 1,850.00         | 1,060.00         |                  |                  |
| <b>Total Administrative Income</b>  | <b>48,988.23</b> | <b>49,880.74</b> | <b>39,178.75</b> | <b>48,203.83</b> | <b>44,548.84</b> | <b>46,230.00</b> |
| <b>Events Income</b>                |                  |                  |                  |                  |                  |                  |
| Bar Sales                           | 0.00             | 0.00             | 0.00             | 0.00             | 0.00             |                  |
| <b>Total Bar Sales</b>              | <b>0.00</b>      | <b>0.00</b>      | <b>0.00</b>      | <b>0.00</b>      | <b>0.00</b>      |                  |
| Balloon Rides                       |                  |                  |                  | 0.00             |                  |                  |
| <b>Total Balloon Rides</b>          | <b>0.00</b>      | <b>0.00</b>      | <b>0.00</b>      | <b>0.00</b>      | <b>0.00</b>      |                  |
| Downtown Entertainment              | 591.65           | 610.00           |                  |                  |                  |                  |
| <b>Total Downtown Entertainment</b> | <b>591.65</b>    | <b>610.00</b>    | <b>0.00</b>      | <b>0.00</b>      | <b>0.00</b>      |                  |
| Golf Tournament                     |                  |                  |                  |                  |                  |                  |
| Entry Fees                          | 3,100.00         | 2,450.00         |                  | 3,600.00         | 3,600.00         | 500.00           |
| Golf Tournament - Sponsorship       | 5,000.00         | 5,200.00         |                  | 2,072.00         | 2,072.00         | 1,125.00         |
| Hole Sponsor                        | 150.00           | 150.00           |                  |                  |                  | 100.00           |
| Raffle                              | 4,150.00         |                  |                  |                  |                  | 206.57           |
| <b>Total Golf Tournament</b>        | <b>12,400.00</b> | <b>7,800.00</b>  | <b>0.00</b>      | <b>5,672.00</b>  | <b>5,672.00</b>  | <b>1,931.57</b>  |
| Grand Marshal Reception Dinner      |                  |                  |                  | 1,365.00         | 1,365.00         | 3,640.00         |
| <b>Total Nugget Dinner</b>          | <b>0.00</b>      | <b>0.00</b>      | <b>0.00</b>      | <b>1,365.00</b>  | <b>1,365.00</b>  | <b>3,640.00</b>  |
| Pinewood Derby                      |                  |                  |                  |                  |                  |                  |
| Sponsorship                         |                  | 2,750.07         | 2,500.00         | 1,740.00         | 1,740.00         | 2,000.00         |
| Friends of the derby                |                  |                  | 172.00           | 44.00            | 44.00            | 300.00           |
| <b>Total Pinewood Derby</b>         | <b>0.00</b>      | <b>2,750.07</b>  | <b>2,672.00</b>  | <b>1,784.00</b>  | <b>1,784.00</b>  | <b>2,300.00</b>  |
| Rock Drilling                       |                  |                  |                  |                  |                  |                  |
| Entry Fees                          | 850.00           | 1,150.00         | 850.00           | 1,000.00         | 1,000.00         | 700.00           |
| Sponsorships                        | 2,100.00         | 4,700.00         | 4,950.00         | 3,600.00         | 3,600.00         | 2,000.00         |
| Friends of the Rock                 |                  |                  |                  |                  |                  | 500.00           |
| <b>Total Rock Drilling</b>          | <b>2,950.00</b>  | <b>5,850.00</b>  | <b>5,800.00</b>  | <b>4,600.00</b>  | <b>4,600.00</b>  | <b>3,300.00</b>  |
| Vendor                              | 2,425.00         | 2,712.50         | 2,972.50         | 2,337.50         | 2,337.50         | 3,550.00         |
| <b>Total Vendor</b>                 | <b>2,425.00</b>  | <b>2,712.50</b>  | <b>2,972.50</b>  | <b>2,337.50</b>  | <b>2,337.50</b>  | <b>3,550.00</b>  |
| <b>Total Events Revenue</b>         | <b>18,366.85</b> | <b>19,722.67</b> | <b>11,444.50</b> | <b>15,758.50</b> | <b>15,758.50</b> | <b>14,621.57</b> |
| Other Income                        |                  |                  |                  |                  |                  |                  |
| Total Merchandise                   | 7,369.50         | 14,236.52        | 5,886.28         | 6,798.50         | 8,000.00         | 4,033.00         |
| Parade Entry Fees                   | 10,865.00        | 8,735.00         | 11,265.00        | 9,560.00         | 10,000.00        | 15,150.00        |
| Uncategorized                       |                  |                  |                  |                  |                  | 11,000.00        |
| <b>Total Other Income</b>           | <b>18,234.50</b> | <b>22,971.52</b> | <b>16,951.28</b> | <b>16,348.50</b> | <b>18,000.00</b> | <b>19,183.00</b> |
| <b>TOTAL INCOME</b>                 | <b>83,589.38</b> | <b>92,574.83</b> | <b>67,574.53</b> | <b>80,310.83</b> | <b>78,307.14</b> | <b>79,034.57</b> |
|                                     |                  |                  |                  |                  |                  | <b>76,100.00</b> |

|                                | 2006 Actual      | 2007 Actual      | 2008 Actual      | 2009 Actual      | 2010 Projected   | 2010 Actual      | 2011 Projected   |
|--------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| <b>EXPENSE:</b>                |                  |                  |                  |                  |                  |                  |                  |
| <b>Administrative Expenses</b> |                  |                  |                  |                  |                  |                  |                  |
| Awards(internal)               | 160.85           |                  | 1,417.54         | 252.85           | 500.00           | 178.72           | 180.00           |
| Bank Charges                   | 11.00            | 148.65           | 92.00            | 57.72            | 120.00           | 124.75           | 125.00           |
| Storage Rent                   |                  |                  |                  |                  |                  | 612.15           | 612.15           |
| Credit Card Fees               | 453.16           | 395.27           | 372.77           | 479.35           | 451.34           | 496.45           | 496.45           |
| Dues & Subscriptions           | 1,700.00         | 270.00           | 630.00           | 820.00           | 820.00           | 461.83           | 450.00           |
| Equipment Maintenance          | 98.00            |                  | 197.14           |                  | 360.00           | 617.00           | 600.00           |
| History Project                |                  | 177.92           | 0.00             |                  |                  |                  |                  |
| Insurance                      | 3,303.92         | 4,196.68         | 3,210.08         | 3,048.00         | 3,048.00         | 2,779.88         | 2,800.00         |
| Internet                       | 239.40           | 1,238.16         | 230.26           | 1,362.10         | 872.76           | 812.50           | 760.00           |
| License - Carson City          |                  |                  | 21.30            | 68.60            | 68.60            | 76.07            | 75.05            |
| Meeting                        | 18.06            | 718.84           | 11.98            | 73.53            | 73.53            | 127.73           | 125.00           |
| Distribution                   | 164.90           |                  |                  |                  |                  |                  |                  |
| Payroll Expense                | 10,257.68        | 13,452.89        | 7,442.24         | 4,745.66         | 10,000.00        | 5,592.00         | 7,500.00         |
| Payroll Preparation            | 140.00           |                  |                  |                  |                  | 295.00           | 300.00           |
| Payroll Taxes                  | 3,043.36         |                  |                  |                  |                  | 768.00           |                  |
| Postage                        | 242.60           | 901.92           | 455.71           | 239.45           | 250.00           | 529.28           | 600.00           |
| Poster                         |                  |                  | 36.56            |                  |                  |                  |                  |
| Rent                           | 1,800.00         | 4,060.00         | 3,600.00         | 4,300.00         | 4,800.00         | 4,800.00         | 4,800.00         |
| Supplies                       | 2,210.04         | 1,609.65         | 1,421.18         | 797.15           | 1,300.00         | 1,217.87         | 1,200.00         |
| Sponsor Fulfillment            |                  |                  | 864.10           |                  |                  |                  |                  |
| Sponsorship Commission         |                  |                  | 500.00           |                  |                  |                  |                  |
| Parking fees                   | 0.00             |                  |                  |                  |                  | 80.00            | 0                |
| Telephone                      | 1,676.80         | 1,999.99         | 1,544.74         | 1,783.02         | 1,600.00         | 1,963.65         | 1,800.00         |
| Travel                         | 753.01           | 400.00           |                  |                  |                  |                  |                  |
| Administrative                 | 6,948.26         | 1,504.69         | 1,029.00         | 1,466.00         | 1,500.00         | 100.00           | 100.00           |
| Wine walk                      |                  |                  |                  |                  |                  | 307.06           | 550              |
| <b>Total Administrative</b>    | <b>33,221.73</b> | <b>30,984.86</b> | <b>22,976.58</b> | <b>10,493.43</b> | <b>20,522.22</b> | <b>21,150.83</b> | <b>22,963.66</b> |
| <b>Marketing</b>               |                  |                  |                  |                  |                  |                  |                  |
| Print Advertising              | 23,195.56        | 17,722.40        | 11,057.52        | 6,765.76         | 5,500.00         | 10,343.50        | 10,000           |
| Promotions                     | 250.98           |                  |                  |                  |                  |                  |                  |
| Commission on Sponsorships     |                  |                  |                  |                  |                  |                  |                  |
| Distribution                   |                  |                  |                  |                  |                  |                  |                  |
| Program printing               |                  |                  |                  |                  | 3,000.00         | 1,816.38         | 1800             |
| Sponsor Fulfillment            | 2,440.00         | 1,268.47         | 248.47           |                  |                  |                  |                  |
| Outside Services               | 10,746.00        | 13,675.00        | 18,247.50        | 17,500.00        | 12,000.00        | 6,891.25         | 7,000.00         |
| <b>Total Marketing</b>         | <b>30,632.54</b> | <b>32,605.87</b> | <b>20,553.49</b> | <b>23,285.76</b> | <b>20,500.00</b> | <b>19,051.13</b> | <b>18,800.00</b> |
| <b>Merchandise</b>             |                  |                  |                  |                  |                  |                  |                  |
| Various Merchandise            | 5,724.51         | 9,143.09         | 5,488.71         | 5,214.96         | 5,214.96         | 3,974.62         | 4,000            |
| Buttons/Buckles                |                  | 510.00           | 375.00           | 635.00           | 635.00           | 549.50           | 560.00           |
| Coins                          |                  | 2,381.65         | 1,859.00         | 2,066.00         | 2,066.00         | 0.00             | 0.00             |
| <b>Total Merchandise</b>       | <b>6,724.51</b>  | <b>12,034.74</b> | <b>7,722.71</b>  | <b>7,804.05</b>  | <b>7,804.05</b>  | <b>4,524.12</b>  | <b>4,550.00</b>  |
| <b>Events Expense</b>          |                  |                  |                  |                  |                  |                  |                  |
| Balloon                        |                  |                  |                  |                  |                  |                  |                  |
| Balloon Expense                | 301.00           | 1,300.00         |                  | 316.00           | 200.00           | 1,168.00         | 200.00           |
| Advertising                    |                  |                  |                  |                  |                  |                  |                  |
| <b>Total Balloon Expense</b>   | <b>301.00</b>    | <b>1,300.00</b>  | <b>0.00</b>      | <b>316.00</b>    | <b>200.00</b>    | <b>1,168.00</b>  | <b>200</b>       |
| Beard Contest                  |                  |                  |                  |                  |                  |                  |                  |
| Beard Contest Expense          |                  |                  | 166.00           | 510.63           | 510.63           | 278.50           | 300.00           |
| Awards                         |                  |                  |                  |                  |                  |                  |                  |
| <b>Total Beard Contest</b>     | <b>0.00</b>      | <b>0.00</b>      | <b>166.00</b>    | <b>510.63</b>    | <b>510.63</b>    | <b>278.50</b>    | <b>300</b>       |
| Golf Tournament                |                  |                  |                  |                  |                  |                  | 0                |
| Advertising                    |                  | 431.10           |                  |                  |                  | 640.00           |                  |
| Awards                         | 460.00           |                  |                  |                  |                  |                  |                  |
| Miscellaneous                  | 1,036.23         |                  |                  | 112.26           | 112.26           |                  |                  |
| Raffle                         | 2,215.00         |                  |                  |                  |                  |                  |                  |
| Refreshments                   | 0.00             | 4,588.90         |                  |                  |                  |                  |                  |
| <b>Total Golf Tournament</b>   | <b>3,701.23</b>  | <b>5,020.00</b>  | <b>0.00</b>      | <b>112.26</b>    | <b>112.26</b>    | <b>540.00</b>    | <b>0</b>         |

|                                      | 2008 Actual        | 2007 Actual        | 2008 Actual       | 2009 Actual      | 2010 Projected   | 2010 Actual      | 2011 Projected   |
|--------------------------------------|--------------------|--------------------|-------------------|------------------|------------------|------------------|------------------|
| <b>Grand Marshal Reception</b>       |                    |                    |                   |                  |                  |                  |                  |
| Grand Marshal Costs                  |                    |                    |                   |                  | 6,000.00         | 6,000.00         | 2000             |
| Band                                 | 500.00             | 250.00             |                   |                  |                  |                  |                  |
| Other                                |                    |                    |                   |                  |                  | 46.00            |                  |
| Caterer                              | 2,110.99           | 1,838.70           |                   |                  |                  |                  |                  |
| Grand Marshal Reception - Other      | 306.83             |                    |                   |                  |                  | 5,338.07         | 4,000.00         |
| <b>Total Grand Marshal Reception</b> | <b>2,917.82</b>    | <b>2,088.70</b>    | <b>0.00</b>       | <b>0.00</b>      | <b>5,000.00</b>  | <b>10,384.07</b> | <b>6,000.00</b>  |
| <b>Pinewood Derby</b>                |                    |                    |                   |                  |                  |                  |                  |
| Awards                               |                    | 123.50             |                   | 63.00            | 53.00            | 53.00            | 60.00            |
| Advertising (Fliers)                 |                    |                    |                   |                  |                  |                  |                  |
| Shirts/Banners                       |                    | 233.03             |                   | 226.00           | 226.00           | 176.00           | 200.00           |
| Pinewood Derby - Other               | 449.00             | 1,657.00           | 278.36            | 278.36           | 269.00           | 300.00           |                  |
| <b>Total Pinewood Derby</b>          | <b>0.00</b>        | <b>805.53</b>      | <b>1,657.00</b>   | <b>556.36</b>    | <b>556.36</b>    | <b>497.00</b>    | <b>580.00</b>    |
| <b>Rock Drilling</b>                 |                    |                    |                   |                  |                  |                  |                  |
| Advertising                          | 630.57             |                    |                   |                  |                  |                  |                  |
| Awards                               | 6,053.94           | 6,076.14           | 6,310.15          | 6,310.15         | 6,310.15         | 4,000.00         | 6,000            |
| Outside Services                     | 580.21             | 181.78             | 90.40             | 97.65            | 97.65            | 293.95           | 300.00           |
| Shirts                               |                    | 401.70             |                   |                  |                  |                  |                  |
| Rock Drilling - Other                |                    | 350.00             |                   |                  |                  |                  |                  |
| <b>Total Rock Drilling</b>           | <b>7,264.72</b>    | <b>7,009.62</b>    | <b>6,400.55</b>   | <b>6,407.80</b>  | <b>5,407.80</b>  | <b>4,293.95</b>  | <b>5,300.00</b>  |
| <b>Total Events</b>                  | <b>14,184.77</b>   | <b>16,223.85</b>   | <b>8,223.55</b>   | <b>7,903.05</b>  | <b>12,787.05</b> | <b>17,161.52</b> | <b>12,380.00</b> |
| <b>Parade</b>                        |                    |                    |                   |                  |                  |                  |                  |
| Advertising                          |                    |                    |                   |                  |                  |                  |                  |
| Awards                               | 3,699.83           | 5,684.45           |                   | 1,203.44         | 1,203.44         | 1,708.28         | 1,700.00         |
| Fees                                 | 900.00             | 400.00             |                   | 32.41            | 32.41            | 172.32           | 175.00           |
| Banners (Sponsors)                   | 884.48             | 3,258.10           | 975.00            | 498.00           | 498.00           | 771.80           | 750.00           |
| Catering                             | 956.00             | 831.00             | 200.00            |                  | 200.00           | 250.00           | 250.00           |
| Grandstand Expense                   |                    | 417.02             | 429.36            | 48.11            | 50.00            |                  |                  |
| Equipment                            | 900.00             | 1,275.00           | 0.00              |                  |                  | 500.00           | 500.00           |
| Parade Marshals                      | 260.00             | 353.45             | 400.00            | 460.00           | 500.00           | 480.00           | 450.00           |
| Portable Human Waste Disposal        | 850.00             | 850.00             | 961.00            | 969.00           | 989.00           | 1,246.00         | 1,200.00         |
| Supplies                             |                    | 222.91             | 94.95             |                  | 150.00           | 162.10           | 165.00           |
| <b>Total Parade</b>                  | <b>8,450.31</b>    | <b>13,291.93</b>   | <b>3,060.31</b>   | <b>3,230.95</b>  | <b>3,622.85</b>  | <b>5,290.50</b>  | <b>5,190.00</b>  |
| <b>Vendors</b>                       |                    |                    |                   |                  |                  |                  |                  |
| Commissions                          | 1,228.52           | 1,475.60           | 100.75            |                  |                  |                  |                  |
| Refund                               |                    |                    |                   | 50.00            | 0.00             |                  |                  |
| Vendors - Other                      |                    |                    |                   |                  |                  |                  |                  |
| <b>Total Vendors</b>                 | <b>1,228.52</b>    | <b>1,475.60</b>    | <b>100.75</b>     | <b>50.00</b>     | <b>0.00</b>      | <b>0.00</b>      |                  |
| <b>Volunteer Expense</b>             |                    |                    |                   |                  |                  |                  |                  |
| Volunteer Thank You Party            | 2,848.11           | 1,850.00           | 1,600.00          | 1,325.00         | 1,325.00         | 1,236.48         | 1,300.00         |
| Awards                               | 0.00               |                    |                   | 250.00           | 250.00           |                  | 200              |
| <b>Total Volunteers</b>              | <b>2,848.11</b>    | <b>1,850.00</b>    | <b>1,600.00</b>   | <b>1,575.00</b>  | <b>1,575.00</b>  | <b>1,236.48</b>  | <b>1,500.00</b>  |
| <b>Total Expenses</b>                | <b>102,290.49</b>  | <b>108,506.65</b>  | <b>73,237.39</b>  | <b>63,323.15</b> | <b>72,812.07</b> | <b>68,414.58</b> | <b>65,363.65</b> |
| <b>Net Income</b>                    | <b>(18,701.11)</b> | <b>(15,931.82)</b> | <b>(5,862.86)</b> | <b>16,987.68</b> | <b>5,495.07</b>  | <b>10,619.99</b> | <b>10,736.35</b> |

Internal Revenue Service  
Director, EO Rulings & Agreements  
P.O. Box 2508  
Cincinnati, OH 45201

Date: October 5, 2009

NEVADA DAY INC  
PO BOX 999  
CARSON CITY, NV 89702

Department of the Treasury

Employer Identification Number:  
75-3022297

Document Locator Number:  
17053-269-71709-9  
Toll Free Number: 877-829-5500

*Acknowledgement of Your Request*

We received your Form 8734, Support Schedule for Your Advance Ruling, or other information regarding your public support status. When communicating with us, please refer to the employer identification number and document locator number shown above.

Your tax exempt status under section 501(c)(3) of the Internal Revenue Code remains in effect.

*What Happens Next?*

The information you submitted was entered into our computer system at our processing center in Covington, Kentucky, and has been sent to our Cincinnati office for initial review. We approve some cases based on this review. If this is the case, you will receive a letter stating that you are a publicly supported organization.

If the review indicates that additional information or changes are necessary, your case will be assigned to an Exempt Organization Specialist in Cincinnati who will call or write you. We assign cases in the order we receive them.

If the additional information indicates that you meet one of the public support tests, you will receive a letter stating that you are a publicly supported organization. If the public support tests are not met, we will send you a letter re-classifying you as a private foundation. That letter will tell you why we believe you do not meet the public support tests, and will include a complete explanation of your appeal rights.

*When Can You Expect To Initially Hear From Us About Your Application?*

Normally, you may expect to hear from us within 120 days. If you do not, you may call our toll free number at 1-877-829-5500 Monday through Friday. Please have your identification numbers available so that we can identify your case. If you would rather write than call, please include a copy of this notice with your correspondence.

# Short Form Return of Organization Exempt From Income Tax

2009

Department of the Treasury  
Internal Revenue ServiceUnder section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code  
(except black lung benefit trust or private foundation)

► Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total assets less than \$1,250,000 at the end of the year may use this form.

► The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2009 calendar year, or tax year beginning

, 2009, and ending

, 20

B Check if applicable:

Address change  
 Name change  
 Initial return  
 Terminated  
 Amended return  
 Application pending

Please use IRS label or print or type.  
See Specific Instructions.

C Name of organization

NEVADA DAY INC

Number and street (or P.O. box, if mail is not delivered to street address)

PO BOX 999

D Employer identification number

75-3022297

E Telephone number

City or town, state or country, and ZIP + 4

CARSON CITY, NV 89701

F Group Exemption Number ►

● Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).

G Accounting Method:  Cash  Accrual  
Other (specify) ►

I Website: ►

J Tax-exempt status (check only one) -  501(c) ( 3 ) (insert no.)  4947(a)(1) or  527K Check ►  if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return.

L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts; if \$500,000 or more, file Form 990 instead of Form 990-EZ ► \$ 80,311

## Revenue, Expenses, and Changes in Net Assets or Fund Balances (See the instructions for Part I.)

|          |   |            |
|----------|---|------------|
| Revenue  | 1 Contributions, gifts, grants, and similar amounts received . . . . .  | 1 80,311   |
|          | 2 Program service revenue including government fees and contracts . . . . .   | 2          |
|          | 3 Membership dues and assessments . . . . .   | 3          |
|          | 4 Investment income . . . . .   | 4          |
|          | 5a Gross amount from sale of assets other than inventory . . . . .  | 5a         |
|          | b Less: cost or other basis and sales expenses . . . . .  | 5b         |
|          | c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a) . . . . .   | 5c         |
|          | 6 Special events and activities (complete applicable parts of Schedule G). If any amount is from gaming, check here ► <input type="checkbox"/>                |            |
|          | a Gross revenue (not including \$ of contributions reported on line 1) . . . . .  | 6a         |
|          | b Less: direct expenses other than fundraising expenses . . . . .   | 6b         |
|          | c Net income or (loss) from special events and activities (Subtract line 6b from line 6a) . . . . .   | 6c         |
|          | 7a Gross sales of inventory, less returns and allowances . . . . .  | 7a         |
|          | b Less: cost of goods sold . . . . .  | 7b 7,805   |
|          | c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a) . . . . .  | 7c (7,805) |
|          | 8 Other revenue (describe ► ) . . . . .   | 8          |
|          | 9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8 . . . . . ►  | 9 72,506   |
| Expenses | 10 Grants and similar amounts paid (attach schedule) . . . . .  | 10         |
|          | 11 Benefits paid to or for members . . . . .  | 11         |
|          | 12 Salaries, other compensation, and employee benefits . . . . .  | 12 4,746   |
|          | 13 Professional fees and other payments to independent contractors . . . . .  | 13         |
|          | 14 Occupancy, rent, utilities, and maintenance . . . . .  | 14 4,300   |
|          | 15 Printing, publications, postage, and shipping . . . . .  | 15         |
|          | 16 Other expenses (describe ► STM130) . . . . .   | 16 49,898  |
|          | 17 Total expenses. Add lines 10 through 16 . . . . . ►  | 17 58,944  |
| Assets   | 18 Excess or (deficit) for the year (Subtract line 17 from line 9) . . . . .  | 18 13,562  |
|          | 19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return) . . . . . | 19 7,307   |
|          | 20 Other changes in net assets or fund balances (attach explanation) . . . . .  | 20         |
|          | 21 Net assets or fund balances at end of year. Combine lines 18 through 20 . . . . . ►  | 21 20,869  |

## Balance Sheets. If Total assets on line 25, column (B) are \$1,250,000 or more, file Form 990 instead of Form 990-EZ.

(See the instructions for Part II.)

|  |       |    |        |
|--|-------|----|--------|
| 22 Cash, savings, and investments . . . . .  | 7,307 | 22 | 14,315 |
| 23 Land and buildings . . . . .  |       | 23 |        |
| 24 Other assets (describe ► STM131) . . . . .  |       | 24 | 6,554  |
| 25 Total assets . . . . .  | 7,307 | 25 | 20,869 |
| 26 Total liabilities (describe ► ) . . . . .   |       | 26 |        |
| 27 Net assets or fund balances (line 25 of column (B) must agree with line 21) . . . . . | 7,307 | 27 | 20,869 |

**Statement of Program Service Accomplishments** (See the instructions for Part III.)

What is the organization's primary exempt purpose? PRESENT NEVADA DAY

Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, or other relevant information for each program title.

**Expenses**  
(Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts; optional for others.)

|    |   |     |   |
|----|---|-----|---|
| 28 | HISTORICAL EDUCATION OF THE STATE OF NEVADA. ORGANIZED ANNUAL CELEBRATION OF THE STATE OF NEVADA'S ENTRANCE INTO THE UNION OF THE UNITED STATES |     |   |
|    | (Grants \$ ) If this amount includes foreign grants, check here . . . . . ► <input type="checkbox"/>  | 28a | 0 |
| 29 | <hr/> <hr/>   |     |   |
|    | (Grants \$ ) If this amount includes foreign grants, check here . . . . . ► <input type="checkbox"/>  | 29a |   |
| 30 | <hr/> <hr/>   |     |   |
|    | (Grants \$ ) If this amount includes foreign grants, check here . . . . . ► <input type="checkbox"/>  | 30a |   |
| 31 | Other program services (attach schedule) . . . . .  |     |   |
|    | (Grants \$ ) If this amount includes foreign grants, check here . . . . . ► <input type="checkbox"/>  | 31a |   |
| 32 | Total program service expenses (add lines 28a through 31a) . . . . . ► <input type="checkbox"/>   | 32  | 0 |

**List of Officers, Directors, Trustees, and Key Employees.** List each one even if not compensated. (See the Instructions for Part IV.)

| (a) Name and address                             | (b) Title and average hours per week devoted to position | (c) Compensation (If not paid, enter -0-) | (d) Contributions to employee benefit plans & deferred compensation | (e) Expense account and other allowances |
|--|--|---|---|--|
| KEN HAMILTON<br>PO BOX 999 CARSON CITY NV, 89701 | PRESIDENT<br>0   | STMA01<br>0                               | 0<br>0  | 0<br>0                                   |
| KEN BROWN<br>1027 S CARSON CARSON CITY NV, 89701 | TREASURER<br>0   | STMA02<br>0                               | 0<br>0  | 0<br>0                                   |
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**Other Information** (Note the statement requirements in the instructions for Part V.)

|  | Yes           | No           |
|--|---------------|--------------|
| 33 Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity  | 33            | X            |
| 34 Were any changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the changes  | 34            | X            |
| 35 If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T.  | [REDACTED]    |              |
| a Did the organization have unrelated business gross income of \$1,000 or more or was it subject to section 6033(e) notice, reporting, and proxy tax requirements?   | 35a           | X            |
| b If "Yes," has it filed a tax return on Form 990-T for this year?   | 35b           |              |
| 36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N   | 36            | X            |
| 37 a Enter amount of political expenditures, direct or indirect, as described in the instructions  | 37a           |              |
| b Did the organization file Form 1120-POL for this year?   | 37b           | X            |
| 38 a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the period covered by this return?  | 38a           | X            |
| b If "Yes," complete Schedule L, Part II and enter the total amount involved   | 38b           |              |
| 39 Section 501(c)(7) organizations. Enter:   | [REDACTED]    |              |
| a Initiation fees and capital contributions included on line 9   | 39a           |              |
| b Gross receipts, included on line 9, for public use of club facilities  | 39b           |              |
| 40 a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 ► _____ ; section 4912 ► _____ ; section 4955 ► _____  | [REDACTED]    |              |
| b Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or is it aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I | 40b           | X            |
| c Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958  | [REDACTED]    |              |
| d Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization  | [REDACTED]    |              |
| e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T   | [REDACTED]    |              |
| 41 List the states with which a copy of this return is filed.  | [REDACTED]    |              |
| 42 a The organization's books are in care of ► KEN HAMILTON<br>Located at ► TELEGRAPH CARSON CITY, NV  | Telephone no. | 775-882-2600 |
|  | ZIP + 4       | 89701        |
| b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?   | [REDACTED]    |              |
| If "Yes," enter the name of the foreign country: ► _____<br>See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.  | [REDACTED]    |              |
| c At any time during the calendar year, did the organization maintain an office outside of the U.S.?   | [REDACTED]    |              |
| If "Yes," enter the name of the foreign country: ► _____   | [REDACTED]    |              |
| 43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041-Check here and enter the amount of tax-exempt interest received or accrued during the tax year   | 43            | [REDACTED]   |
| 44 Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ  | 44            | X            |
| 45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ   | 45            | X            |

**Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.** All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 46-49b and complete the tables for lines 50 and 51.

|      |   |  | Yes | No |
|------|---|--|-----|----|
| 46   | Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I  |  | 46  | X  |
| 47   | Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II  |  | 47  | X  |
| 48   | Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E  |  | 48  | X  |
| 49 a | Did the organization make any transfers to an exempt non-charitable related organization?   |  | 49a | X  |
| b    | If "Yes," was the related organization a section 527 organization?  |  | 49b | X  |
| 50   | Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None." |  |     |    |

| (a) Name and address of each employee paid more than \$100,000 | (b) Title and average hours per week devoted to position | (c) Compensation | (d) Contributions to employee benefit plans & deferred compensation | (e) Expense account and other allowances |
|--|--|------------------|---|--|
| NONE   |  |                  |   |  |
|  |  |                  |   |  |
|  |  |                  |   |  |
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f Total number of other employees paid over \$100,000 ►

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

| (a) Name and address of each independent contractor paid more than \$100,000 | (b) Type of service | (c) Compensation |
|--|---------------------|------------------|
| NONE   |                     |                  |
|  |                     |                  |
|  |                     |                  |
|  |                     |                  |
|  |                     |                  |

d Total number of other independent contractors each receiving over \$100,000 . . . ►

|                          |   |            |                          |
|--------------------------|---|------------|--------------------------|
| Sign Here                | Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge. |            |                          |
|                          | Signature of officer  | Date       |                          |
|                          | KEN BROWN, TREASURER  |            |                          |
|                          | Type or print name and title  |            |                          |
| Paid Preparer's Use Only | Preparer's signature  | Date       | Check if self-employed   |
|                          |   | 02-22-2011 | <input type="checkbox"/> |
|                          | Firm's name (or yours if self-employed), address, and ZIP + 4   | EIN        | <input type="checkbox"/> |
|                          | KEN BROWN LTD<br>1027 S CARSON<br>Carson City, NV 89701   |            |                          |
|                          |   | Phone no.  | 775-888-2008             |

May the IRS discuss this return with the preparer shown above? See instructions . . . ►  Yes  No

**SCHEDULE A**  
(Form 990 or 990-EZ)

## Public Charity Status and Public Support

OMB No. 1545-0047

2009

Department of the Treasury  
Internal Revenue Service

Name of the organization  
**NEVADA DAY INC**

Employer identification number  
75-3022297

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

► See separate instructions.

**Reason for Public Charity Status** (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

|       |  |   |                                  |   |   |   |   |
|-------|--|---|----------------------------------|---|---|---|---|
| 1     | <input type="checkbox"/> A church, convention of churches, or association of churches described in <b>section 170(b)(1)(A)(i)</b> .  |   |                                  |   |   |   |   |
| 2     | <input type="checkbox"/> A school described in <b>section 170(b)(1)(A)(II)</b> . (Attach Schedule E.)  |   |                                  |   |   |   |   |
| 3     | <input type="checkbox"/> A hospital or a cooperative hospital service organization described in <b>section 170(b)(1)(A)(III)</b> .   |   |                                  |   |   |   |   |
| 4     | <input type="checkbox"/> A medical research organization operated in conjunction with a hospital described in <b>section 170(b)(1)(A)(III)</b> . Enter the hospital's name, city, and state: _____   |   |                                  |   |   |   |   |
| 5     | <input type="checkbox"/> An organization operated for the benefit of a college or university owned or operated by a governmental unit described in <b>section 170(b)(1)(A)(IV)</b> . (Complete Part II.)   |   |                                  |   |   |   |   |
| 6     | <input type="checkbox"/> A federal, state, or local government or governmental unit described in <b>section 170(b)(1)(A)(V)</b> .  |   |                                  |   |   |   |   |
| 7     | <input checked="" type="checkbox"/> An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in <b>section 170(b)(1)(A)(VI)</b> . (Complete Part II.)  |   |                                  |   |   |   |   |
| 8     | <input type="checkbox"/> A community trust described in <b>section 170(b)(1)(A)(VII)</b> . (Complete Part II.)   |   |                                  |   |   |   |   |
| 9     | <input type="checkbox"/> An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions - subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See <b>section 509(a)(2)</b> . (Complete Part III.) |   |                                  |   |   |   |   |
| 10    | <input type="checkbox"/> An organization organized and operated exclusively to test for public safety. See <b>section 509(a)(4)</b> .  |   |                                  |   |   |   |   |
| 11    | <input type="checkbox"/> An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in <b>section 509(a)(1)</b> or <b>section 509(a)(2)</b> . See <b>section 509(a)(3)</b> . Check the box that describes the type of supporting organization and complete lines 11e through 11h.  |   |                                  |   |   |   |   |
| a     | <input type="checkbox"/> Type I  | b | <input type="checkbox"/> Type II | c | <input type="checkbox"/> Type III-Functionally integrated | d | <input type="checkbox"/> Type III-Other |
| e     | <input type="checkbox"/> By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in <b>section 509(a)(1)</b> or <b>section 509(a)(2)</b> .   |   |                                  |   |   |   |   |
| f     | If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box: . . . . .   |   |                                  |   |   |   |   |
| g     | Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?   |   |                                  |   |   |   |   |
| (i)   | A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? . . . . .   |   |                                  |   |   |   |   |
| (ii)  | A family member of a person described in (i) above? . . . . .  |   |                                  |   |   |   |   |
| (iii) | A 35% controlled entity of a person described in (i) or (ii) above? . . . . .  |   |                                  |   |   |   |   |
| h     | Provide the following information about the supported organization(s).   |   |                                  |   |   |   |   |

For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ. EEA Schedule A (Form 990 or 990-EZ) 2008

**Support Schedule for Organizations Described In Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**  
(Complete only if you checked the box on line 5, 7, or 8 of Part I.)

**Section A. Public Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") · · · · ·  | 67,027   | 83,417   | 92,603   | 51,794   | 80,311   | 375,152   |
| 2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf · · · · ·   |          |          |          |          |          |           |
| 3 The value of services or facilities furnished by a governmental unit to the organization without charge · · · · ·   |          |          |          |          |          |           |
| 4 Total. Add lines 1 through 3 · · · · ·  | 67,027   | 83,417   | 92,603   | 51,794   | 80,311   | 375,152   |
| 5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) · · · · · |          |          |          |          |          |           |
| 6 Public support. Subtract line 5 from line 4 · · · · ·   |          |          |          |          |          | 375,152   |

**Section B. Total Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 7 Amounts from line 4 · · · · ·   | 67,027   | 83,417   | 92,603   | 51,794   | 80,311   | 375,152   |
| 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources · · · · ·  |          |          |          |          |          |           |
| 9 Net income from unrelated business activities, whether or not the business is regularly carried on · · · · ·  |          |          |          |          |          |           |
| 10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.) · · · · ·  |          |          |          |          |          |           |
| 11 Total support. Add lines 7 through 10 · · · · ·  |          |          |          |          |          | 375,152   |
| 12 Gross receipts from related activities, etc. (see instructions) · · · · ·  |          |          |          |          | 12       |           |
| 13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here · · · · · ► <input type="checkbox"/> |          |          |          |          |          |           |

**Section C. Computation of Public Support Percentage**

|   |    |        |   |
|---|----|--------|---|
| 14 Public support percentage for 2009 (line 6, column (f) divided by line 11, column (f)) · · · · ·   | 14 | 100.00 | % |
| 15 Public support percentage from 2008 Schedule A, Part II, line 14 · · · · ·   | 15 |        | % |
| 16a 33 1/3% support test - 2009. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization · · · · · ► <input checked="" type="checkbox"/>  |    |        |   |
| b 33 1/3% support test - 2008. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization · · · · · ► <input type="checkbox"/>  |    |        |   |
| 17a 10%-facts-and-circumstances test - 2009. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization · · · · · ► <input type="checkbox"/>    |    |        |   |
| b 10%-facts-and-circumstances test - 2008. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization · · · · · ► <input type="checkbox"/> |    |        |   |
| 18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions · · · · · ► <input type="checkbox"/>  |    |        |   |

**Support Schedule for Organizations Described in Section 509(a)(2)**  
 (Complete only if you checked the box on line 9 of Part I.)

**Section A. Public Support**

| Calendar year (or fiscal year beginning in) ►  | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|--|----------|----------|----------|----------|----------|-----------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.")   |          |          |          |          |          |           |
| 2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose |          |          |          |          |          |           |
| 3 Gross receipts from activities that are not an unrelated trade or bus. under sec 513   |          |          |          |          |          |           |
| 4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf  |          |          |          |          |          |           |
| 5 The value of services or facilities furnished by a governmental unit to the organization without charge  |          |          |          |          |          |           |
| 6 Total. Add lines 1 through 5   |          |          |          |          |          |           |
| 7a Amounts included on lines 1, 2, and 3 received from disqualified persons  |          |          |          |          |          |           |
| b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year           |          |          |          |          |          |           |
| c Add lines 7a and 7b  |          |          |          |          |          |           |
| 8 Public support (Subtract line 7c from line 6.)   |          |          |          |          |          |           |

**Section B. Total Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 9 Amounts from line 6   |          |          |          |          |          |           |
| 10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources  |          |          |          |          |          |           |
| b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975   |          |          |          |          |          |           |
| c Add lines 10a and 10b   |          |          |          |          |          |           |
| 11 Net Income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on  |          |          |          |          |          |           |
| 12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.)  |          |          |          |          |          |           |
| 13 Total support. (Add lines 9, 10c, 11, and 12.)   |          |          |          |          |          |           |
| 14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ► <input type="checkbox"/> |          |          |          |          |          |           |

**Section C. Computation of Public Support Percentage**

|   |    |   |
|---|----|---|
| 15 Public support percentage for 2009 (line 8, column (f) divided by line 13, column (f)) | 15 | % |
| 16 Public support percentage from 2008 Schedule A, Part III, line 15                      | 16 | % |

**Section D. Computation of Investment Income Percentage**

|  |    |   |
|--|----|---|
| 17 Investment income percentage for 2009 (line 10c, column (f) divided by line 13, column (f)) | 17 | % |
| 18 Investment income percentage from 2008 Schedule A, Part III, line 17                        | 18 | % |

19a 33 1/3% support tests - 2009. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ►

b 33 1/3% support tests - 2008. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and stop here. The organization qualifies as a publicly supported organization ►

20 Private Foundation: If the organization did not check a box on line 14, 19a, or 19b, check this box and see Instructions ►

**Federal Supporting Statements****2009**

Name(s) as shown on return

FEIN

**FORM 990EZ, PART I, LINE 16  
OTHER EXPENSES SCHEDULE 2**

| <u>DESCRIPTION</u>        | <u>AMOUNT</u>     |
|---------------------------|-------------------|
| ADVERTISING               | 5,766             |
| ADVERTISING PREVIOUS YEAR | 3,062             |
| AWARDS                    | 253               |
| BANK FEES                 | 58                |
| CREDIT CARD FEES          | 524               |
| DUES & SUBSCRIPTIONS      | 820               |
| INSURANCE                 | 3,048             |
| INTERNET                  | 1,362             |
| LICENSE                   | 69                |
| MARKETING                 | 17,550            |
| MEETINGS                  | 74                |
| POSTAGE                   | 239               |
| SUPPLIES                  | 797               |
| TELEPHONE                 | 1,783             |
| OTHER                     | 1,466             |
| BALLOON EXPENSE           | 316               |
| BEARD CONTEST             | 511               |
| GOLF TOURNAMENT           | 112               |
| PINE WOOD DERBY           | 556               |
| ROCK DRILLING             | 6,408             |
| PARADE EXPENSE            | 3,499             |
| VENDOR REFUND             | 50                |
| VOLUNTEER EXPENSE         | 1,575             |
| <br>TOTAL                 | <br><u>49,898</u> |

**FORM 990EZ, PART II, LINE 24  
OTHER ASSETS SCHEDULE 3**

| <u>DESCRIPTION</u> | <u>BEGINNING<br/>OF YEAR</u> | <u>END OF YEAR</u> |
|--------------------|------------------------------|--------------------|
| VARIOUS INVENTORY  |                              | 6,554              |
| <br>TOTAL          | <br><u>6,554</u>             |                    |

## **Guidelines for Grants**

Fiscal Year 2011-2012

### **Vision**

A leader among cities as an inviting, prosperous community where people live, work and play!

### **Mission**

Preserve and enhance the quality of life and heritage of Carson City for present and future generations of residents, workers and visitors.

### **City's Goals**

A Safe and Secure Community

A Healthy Community

An Active and Engaged Community

A Clean and Healthy Environment

A Vibrant, Diverse and Sustainable Economy

A Community Rich in History, Culture and the Arts

A Community Dedicated to Excellence in Education

A Physically and Socially Connected Community

A Community Where Information is Available to All

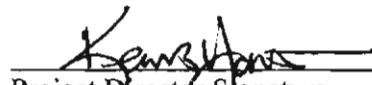
1. The competitive grant review process seeks to identify and fund those projects and programs with the greatest potential for furthering the City's goals while benefitting the community.
2. Funding is provided on a year to year basis only. Funding is strictly limited by the availability of funds.
3. Upon approval by the Board of Supervisors of the request, the grant money will be included in the next succeeding year's budget and will be dispensed by the City Manager's Office without further hearing. However, the Board shall continue to retain the prerogative and authority to deny any payment, if in the opinion of the Board, the applicant is not making a "good faith" effort in meeting the obligations and commitments outlined by said applicant within the application process. All grants approved shall be subject to funding availability.
4. The Board of Supervisors may in any event decide by majority vote to conduct a subsequent hearing concerning the application and, if so, the applicant will be notified as to the date of the subsequent hearing.
5. The applicant will utilize the grant monies solely for the general benefit of Carson City and the purpose set forth in the grant application.
6. These guidelines shall not prevent the City from entering into a contract to provide grant money for a term of years.
7. These guidelines shall not control any grants of money provided by any other public or private entity.

8. Approval of each request for funds and/or other forms of consideration shall have a condition that the applicant must complete an Annual Report form detailing all funds utilized, measurable outcomes and benefit to the citizens of Carson City. The completed Annual Report must be submitted to the City Manager's Office no later than March 1, 2011.
9. Any and all individuals and/or entities desiring a grant from the City must complete and execute an "Application for Grant Funds" form and include the required attachments as listed in the application.
10. The **original and nine (9) copies** of the application packet must be submitted to the City Manager's Office no later than **5:00 p.m. on February 23, 2011**. An electronic pdf version may also be e-mailed to [cceo@carson.org](mailto:cceo@carson.org).

*I have read and understand the Guidelines for Grants. The information that is included within this application and its attachments are true to my knowledge.*

**NEVADA DAY CELEBRATION**

Name of Program

  
Project Director Signature

2/23/11  
Date

Carson City Executive Offices  
201 N. Carson Street, Suite 2  
Carson City, NV 89701  
775-887-2100  
775-887-2286 (fax)  
[cceo@carson.org](mailto:cceo@carson.org)  
[www.carson.org](http://www.carson.org)



RECEIVED

FFB 23 2011 *SD*

CARSON CITY  
EXECUTIVE OFFICES

Carson City, a Consolidated Municipality

Application for

Community Support Services Funding  
Fiscal Year 2011-2012

Name of Organization: Mile High Jazz Band Assoc., Inc.

Amount Requested: \$3,000

Contact Person: Elinor H. Bugli

Mailing Address: 191 Heidi Circle

City: Carson City State: Nevada Zip Code: 89701-6532

Phone Number: 775-883-4154 E-mail: ehbugli@aol.com

501(c)3 Taxpayer I.D. Number: 80-0027719

Date Submitted: 7/22/2011

Please mail completed application and attachments to:  
Carson City Executive Offices  
201 N. Carson Street, Suite 2  
Carson City, NV 89701

**Carson City Community Support Services**  
**APPLICATION FOR GRANT FUNDS**  
**Fiscal Year 2011-2012**

### Organization Information

1. What is the overall purpose or goal of your organization?

Our organization formed to support the Mile High Jazz Band (big band) and its subgroup, the Millennium Bugs (jazz combo), promote live jazz performance in and around Carson City, educate the public about jazz, and enrich the cultural life of the community.

2. How long has your organization been in existence? 10 Years 2 Months

How long has your organization been in Carson City? 10 Years 2 Months

3. Describe in general the activities or services of your organization:

Mile High Jazz Band (MHJB), the capital city's resident jazz big band, provides numerous performance opportunities for musicians and audiences, has a strong and supportive relationship with the high-school jazz program and with elementary and middle schools, and collaborates with other arts organizations, such as the Brewery Arts Center in Carson City and For the Love of Jazz in Reno. For this grant, we seek support for the 8th annual Jazz! Carson City music festival, August 9-21, 2011, in multiple venues in Carson City.

4. How many people do you intend to serve during this Fiscal Year 2011-2012?

Note: This does not include 100+ festival musicians and 2500+ audience members.

5. How many people served this Fiscal Year 2011-2012 will be Carson City residents?

6. How many paid employees/volunteers does your organization employ?

# of full-time employees 0 # of part-time employees 12 volunteers  
Musicians (19 in the big band) receive a small stipend per performance and are paid for  
contracted services. Musicians in the jazz festival are paid \$50-\$75 each.

7. Percentage of organizational funds to be utilized for administrative costs (i.e., salaries, travel, training, etc): None for administrators. Only musicians and guest artists are paid. Overhead is 4% of the budget.

8. Describe how your organization is managed and governed (i.e., Board of Directors).

We have no paid administrative staff, but operate on a professional level with the help of our nine-member board of trustees—a mix of Mile High Jazz Band musicians and community members—and a group of volunteers. The Board of Trustees meets quarterly and provides planning, publicity, fundraising, educational, and administrative services for the performing groups and the educational programs. Board members and committees are responsible for membership, marketing, volunteer coordination, and liaison with other arts organizations. The Jazz! Carson City festival committee meets monthly January-September, and more frequently as needed, especially in months leading to the festival. Funding is primarily from contracted services, ticket sales, memberships, program ads, donations, and grants. The organization has operated without a deficit since its inception in 2001.

9. Please provide information on your Executive Board members or contact person:

| <u>Name</u>     | <u>Title</u>          | <u>Phone</u> |
|-----------------|-----------------------|--------------|
| David Bugli     | President/Band Leader | 775-883-4154 |
| Gail Linsley    | Vice President        | 775-588-2822 |
| Robert Sullivan | Recording Secretary   | 775-882-7742 |
| Elinor Bugli    | Treasurer             | 775-883-4154 |
| Elizabeth Young | Trustee               | 775-885-6830 |
| Dean Carter     | Trustee               | 775-882-8342 |
| Rita Geil       | Trustee               | 775-230-9817 |
| Gil Linsley     | Trustee               | 775-721-8769 |
| Gail Black      | Trustee               | 775-641-0520 |

## Program/Proposal Information

10. Amount of funds requested? **\$ 3,000 (plus in-kind services)**
11. Purpose of Program/Proposal: Describe the program/proposal, target population, number to be served, what the grant will specifically fund. Explain your organization's qualifications to deal with the issue.

The proposal is for city support for a summer music festival, "Jazz! Carson City," to benefit Carson City residents and visitors. We are qualified because we have produced or co-produced a jazz festival each year since August 2004; the festival meets a community need and fulfills our artistic and educational mission. In 2004, Mile High Jazz Band Assoc. (MHJB) ran the festival and the Brewery Arts Center (BAC) provided the venue; later, BAC ran the festival and MHJB provided planning and liaison with local performers. BAC discontinued active participation two years ago, but still provides a venue for some festival activities. We collaborate with businesses and other organizations by publicizing and adding a jazz component to their August events. The festival is attended by about 2,500 people, involves more than 100 musicians in over 40 performances—from solos to big bands—and is like nothing else in Carson City and surrounding rural areas.

We did not plan a profit, but with the help of one-time Stimulus Funding of \$6,310 in 2009 through the Nevada Arts Council's SNAP Grant Program, an equal amount from private donations, and in-kind services from the city, we stayed within a cash budget of \$12,000 (not including donated, in-kind services), and finished with a small reserve to use as "starter" for the 2010 festival. In 2010, despite severe cuts in NAC grant programs, we met costs with first-time City Support Services and Redevelopment grants totaling \$2,500, increased sponsorships, and part of the reserve. In addition to funds, the City supplied staging and technical support on the Third St. venue and helped with permitting and liability insurance certification at the Legislative Plaza Amphitheater.

We seek support to pay musicians who will perform in "Jazz! Carson City" and for audio technicians. Preference will be given to jazz groups from the Carson City-Reno-Tahoe area who have performed in previous years. Most will play a one-hour set during the Aug. 19-21 weekend. We propose to pay \$50-75 per person in the band per performance, and \$2,100 for the traditional festival finale on Aug. 21, a two-hour picnic concert at the Legislative/Capitol Amphitheater by the Reno Jazz Orchestra with vocalist Cami Thompson. The main performance areas will be Third Street, closed to traffic on Aug. 20; the courtyard between Third and Fourth Streets (Comma Courtyard); and the Legislative Plaza between the State Capitol and the Legislature Building.

12. Goals, Objectives & Measurable Outcomes: The events and/or services must assist the City to fulfill its vision statement and accomplish one or more of the City's Goals. Please indicate which goal(s) will be met. Clearly state measurable outcomes of the project. Tell how you propose to achieve the outcomes of the project in terms of specific activities, including a timetable (proposed starting date and duration of the project):

By bringing residents together to enjoy music played primarily by local and regional musicians, including students, and holding open jam sessions and educational workshops, "Jazz! Carson City" promotes an active and engaged community, as well as contributing to a community rich in history, culture, and arts. The festival includes the whole spectrum of jazz and related music, from its historic roots in ragtime to original compositions of today.

To measure outcomes we count the audience at most performances, and collect and compile results of audience questionnaires. Questions on past attendance, place of residence, quality of events, suggestions for future, and more, are considered in planning festival events each year.

The festival would take place during August 2010, with performances beginning Aug. 9, culminating in a full weekend of events Aug. 19-21, and the traditional festival closer at the Legislative/Capitol Amphitheater on Aug. 21. We anticipate about 40 acts - student groups, combos, vocal jazz, big bands - featuring more than 100 performers.

13. Indicate who will benefit from the use of these funds, and how they will benefit. If this is an ongoing event, please state how you intend to fund the program in future years.

The annual jazz festival employs many local/regional musicians on a short-term basis and brings joy to the community. Our goal is to maintain the event for an eighth year. With a City grant to jump-start the festival, MHJB Assoc. will solicit private donations and sponsors, and if necessary, commit our limited reserve funds to ensure its success. Our marketing grant from the Commission on Tourism will benefit visitors who enjoy the festival and the local economy that benefits from tourists. In future years, we will continue to obtain funds from grantors, sponsors such as For the Love of Jazz, and private contributions.

14. Are you aware of any other private sector/nonprofit/governmental/agencies in the area providing the same services as your program/proposal? If yes, please explain how your project will compliment other existing programs?

The University of Neveda, Reno, holds a jazz festival each April. This is largely a competition for high school and college jazz bands and vocal jazz ensembles from across the nation, and features famous name guest artists and clinicians. Reno also holds an annual blues festival. Our project differs by serving Carson City and surrounding communities as a "down-home" event, although some international musicians participate each year, and we have begun to attract tourists.

15. Please include a detailed budget for this program/event, and detailed list of intended expenditures and revenues.

## Jazz! Carson City - 2011 Budget

### INCOME

|                          |                        |       |
|--------------------------|------------------------|-------|
| Admissions (Jazz Brunch) |                        | 1,200 |
| Donations/Sponsorships   | Corporate              | 600   |
|                          | FTLOJ                  | 500   |
|                          | Private                | 3,500 |
| Program Ads              |                        | 2,000 |
| Sales                    | T-shirts               | 700   |
| Grants, City             |                        | 3,000 |
| Grants, State            | Tourism matching grant | 1,500 |

**TOTAL INCOME** **\$13,000**

### EXPENSE

|                           |  |       |
|---------------------------|--|-------|
| Musicians                 | \$50-75 per band member                          | 7,200 |
| Marketing                 | Website, banner, radio,<br>TV, postcards, flyers | 2,600 |
| Contracted service        | Brunch   | 1,000 |
| Merchandise               | T-shirts, incidentals                            | 700   |
| Program printing          | 500 programs                                     | 500   |
| Sound technicians         | Third Street/Leg. Amph.                          | 500   |
| Restrooms at Leg./Capitol | Three days                                       | 300   |
| Insurance                 |  | 200   |

**TOTAL EXPENSE** **\$13,000**

16. Has your organization been funded by Carson City previously?  Yes  No  
If yes, please list:

| <u>Year</u> | <u>Amount</u> | <u>Program/Event</u>             |
|-------------|---------------|----------------------------------|
| 2010        | \$2,500       | Jazz! Carson City music festival |

### Required Attachments:

- ❖ A copy of your 501(c)3 Designation Letter from the IRS. For branches of a larger organization (i.e., local troop of Boy Scouts of America), please provide the letter for your umbrella organization.
- ❖ A copy of your most recent audited financial statement. For smaller organizations, or branches, a more simple budget showing income and expenses is acceptable. Also include an IRS form 990.
- ❖ **Previous Grantees:** If your organization received grant funding in Fiscal Year 2010-2011 you must complete and submit an Annual Report form detailing how those funds were spent. **Applications for former grantees will not be considered if an Annual Report has not been included.**
- ❖ Signed Guidelines for Grants (please keep a copy for your files).

**Annual Report**  
**For Community Support Services Funding**  
**Fiscal Year 2010-2011**

Name of Organization: Mile High Jazz Band Assoc., Inc.

Program/Project: Arts and Education: Jazz! Carson City Music Festival

Amount of Funds Received \$2,500 (from Community Support Services and Redevelopment)

Contact Person: Elinor H. Bugli

Mailing Address: 191 Heidi Circle

City: Carson City State: NV Zip Code: 89701-6532

Phone Number: 775-883-4154 E-mail: [ehbugli@aol.com](mailto:ehbugli@aol.com)

Date Submitted: Feb. 22, 2011

1. Please attach a final financial income and expense statement that specifically explains how grant funds were used, including a comparison between your budgeted and your actual incomes and expenses.
  
2. Evaluate your achievement of the measurable outcomes listed in your application:

Our major event was the seventh annual jazz festival, "Jazz! Carson City," produced in partnership with Carson City and local businesses. The August event, with a 3-day core and two weeks of lead-in performances, featured more than 40 local bands at several outdoor and indoor downtown venues. The festival emphasized local musicians and downtown venues, and admission to almost all events was free to the public. Attendance was greater than in the previous year.

3. Approximately how many people benefitted from your project? How many of those people were Carson City residents? What were some of the individual benefits?

An estimated 2,500 people of all ages benefitted directly by attending the festival and experiencing live jazz; more than 100 performers benefited by presenting their music to a broad and receptive audience; and businesses that were visited by festival attendees, including tourists, benefitted from increased commerce. On the basis of audience surveys, we estimate that about 60 percent of festival attendees were Carson City

residents. We believe the whole community benefits from the enhanced cultural and educational opportunities that the festival provided.

4. What specific community benefit did your project provide Carson City?

Carson City is gaining recognition as an arts and culture community. The Jazz! Carson City music festival, growing in scope and artistic quality each year, contributes to that favorable reputation.

5. Will this program/project be reoccurring? How do you anticipate funding the project in the future?

We hope to continue the music festival in August 2011. We anticipate a mix of state, local, and foundation grants; private sponsorship and support; and individual donations. We have been awarded a grant from the state Commission on Tourism to promote the festival outside the area (more than 100 miles from Carson City). An important component, in addition to funds, is logistical support that Carson City has given us each year.

6. Describe any challenges that impacted your program.

Challenges were:

Coordinating a major event entirely with volunteers.

Scheduling more than 40 music events in the course of one month.

Finding financial support adequate to pay musicians and technicians, and to publicize and document the festival.

Jazz! Carson City - 2010 Budget

Final report

City and businesses provided in-kind support for Third Street staging, trash bins, and state permits

**INCOME**

|                        |             | Budget (\$)   | Actual (\$)   | Difference (\$) |
|------------------------|-------------|---------------|---------------|-----------------|
| Admissions             | Jazz Brunch | 0             | 1,134         | 1,134           |
| Donations/Sponsorships | Corporate   | 500           | 600           | 100             |
|                        | FTLOJ       | 500           | 500           | 0               |
|                        | Private     | 2,000         | 3,306         | 1,306           |
| Program Ads            |             | 1,800         | 1,990         | 190             |
| Sales                  | T-shirts    | 700           | 1,055         | 355             |
| MHJB funds             | Reserved    | 3,000         | 1,658         | (1,342)         |
| Grants                 | City        | 2,500         | 2,500         | 0               |
|                        | State       | 1,200         | 170           | (1,030)         |
| <b>TOTAL INCOME</b>    |             | <b>12,200</b> | <b>12,913</b> | <b>713</b>      |

**EXPENSE**

|                           |   |               |               |            |
|---------------------------|---|---------------|---------------|------------|
| Musicians - local         | \$50-75 per band member                       | 6,800         | 7,910         | 1,110      |
| Musicians - headliner     |   | 0             | 0             | 0          |
| Contracted service        | Jazz Brunch                                   | 0             | 994           | 994        |
| Marketing                 | Website, banner, radio, TV, postcards, flyers | 2,400         | 2,043         | (357)      |
| Merchandise               | T-shirts, incidentals                         | 600           | 1,402         | 802        |
| Program printing          | 500 programs                                  | 500           | 0             | (500)      |
| Tent (for shade) rental   | 15x20 - \$300 tent/day                        | 600           | 0             | (600)      |
| Sound technicians         | Third Street/Leg. park                        | 500           | 0             | (500)      |
| Security                  | Sat., Aug. 21, evening                        | 200           | 0             | (200)      |
| Restrooms at Leg./Capitol | \$100 per day                                 | 300           | 375           | 75         |
| Permits, licenses         | City/State                                    | 100           | 0             | (100)      |
| Postage                   |   | 0             | 14            | 14         |
| Insurance                 | Prorated                                      | 200           | 175           | (25)       |
| <b>TOTAL EXPENSE</b>      |   | <b>12,200</b> | <b>12,913</b> | <b>713</b> |

|            |  |   |   |   |
|------------|--|---|---|---|
| Difference |  | 0 | 0 | 0 |
|------------|--|---|---|---|

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date **AUG 14 2006**

MILE HIGH JAZZ BAND ASSOCIATION INC  
191 HEIDI CIR  
CARSON CITY, NV 89701-6532

Employer Identification Number:  
80-0027719  
DLN:  
17053196704026  
Contact Person:  
DEL TRIMBLE ID# 31309  
Contact Telephone Number:  
(877) 829-5500  
Public Charity Status:  
170(b)(1)(A)(vi)

Dear Applicant:

Our letter dated May 2002, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements



191 Heidi Circle  
Carson City, NV 89701-6532

Phone: 775-883-4154  
Fax: 775-883-4371  
Web: milehighjazz.com

Mile High Jazz Band Assoc. Financial Report - FY11

| CATEGORY                   | BUDGET<br>FY11 | PROJECTED<br>Final FY11 | BUDGET<br>FY12 |
|----------------------------|----------------|-------------------------|----------------|
| <b>INCOME</b>              |                |                         |                |
| Admissions                 | 3,500          | 3,000                   | 3,000          |
| Contracted Services        | 7,200          | 6,900                   | 7,000          |
| Program ad sales           | 4,000          | 3,850                   | 4,000          |
| Interest earned            | 25             | 115                     | 150            |
| Membership donations       | 2,000          | 2,150                   | 2,200          |
| Other sales                | 700            | 1,055                   | 1,000          |
| Corporate support          | 1,500          | 75                      | 1,000          |
| Foundation support (FTLOJ) | 500            | 500                     | 500            |
| Other private donations    | 2,375          | 2,385                   | 2,400          |
| City Gov't.                | 2,500          | 2,500                   | 3,000          |
| State Gov't.               | 2,991          | 4,661                   | 4,500          |
| <b>TOTAL INCOME</b>        | <b>27,291</b>  | <b>27,191</b>           | <b>28,750</b>  |

| EXPENSES                        |               |               |               |
|---------------------------------|---------------|---------------|---------------|
| Musicians fees                  | 19,000        | 14,950        | 15,800        |
| Poets fees                      | 200           | 200           | 200           |
| Scholarships (CHJB)             | 1,500         | 1,850         | 2,000         |
| Tech fees                       | 200           | 300           | 1,000         |
| Travel & Training               | 0             | 25            | 150           |
| Space rental                    | 1,400         | 1,400         | 1,500         |
| Marketing                       | 2,241         | 3,350         | 3,550         |
| Permits & licenses              | 400           | 0             | 0             |
| Insurance                       | 350           | 350           | 350           |
| Entertainment/Contracted brunch | 100           | 994           | 1,000         |
| Program setup & printing        | 100           | 0             | 600           |
| Music charts                    | 250           | 0             | 250           |
| Supplies & Other                | 800           | 1,575         | 1,600         |
| Postage                         | 100           | 45            | 100           |
| Memberships/donations           | 400           | 150           | 350           |
| Utilities/phone                 | 250           | 270           | 300           |
| <b>TOTAL EXPENSES</b>           | <b>27,291</b> | <b>28,459</b> | <b>28,750</b> |

|         |   |        |   |
|---------|---|--------|---|
| BALANCE | 0 | -1,268 | 0 |
|---------|---|--------|---|

Form **990-EZ**

# Short Form

## Return of Organization Exempt From Income Tax

Department of the Treasury  
Internal Revenue ServiceUnder section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code  
(except black lung benefit trust or private foundation)

► Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total assets less than \$1,250,000 at the end of the year may use this form.

► The organization may have to use a copy of this return to satisfy state reporting requirements.

**2009**Open to Public  
Inspection

|   |  |   |                    |            |  |       |
|---|--|---|--------------------|------------|--|-------|
| <b>A For the 2009 calendar year, or tax year beginning</b>  |  | 07/01   | , 2009, and ending |            | 06/30  | 20 10 |
| <b>B Check if applicable:</b><br><input type="checkbox"/> Address change<br><input type="checkbox"/> Name change<br><input type="checkbox"/> Initial return<br><input type="checkbox"/> Terminated<br><input type="checkbox"/> Amended return<br><input type="checkbox"/> Application pending |  | <b>C Name of organization</b><br><b>MILE HIGH JAZZ BAND ASSOCIATION INC</b><br>Number and street (or P.O. box, if mail is not delivered to street address)<br><b>191 Heidi Circle</b> |                    | Room/suite | <b>D Employer identification number</b><br><b>80-0027719</b><br><b>E Telephone number</b><br><b>775-883-4154</b> |       |
|   |  | City or town, state or country, and ZIP + 4<br><b>Carson City, NV 89701-6532</b>  |                    |            | <b>F Group Exemption Number</b><br><b>►</b>  |       |

|   |  |   |  |
|---|--|---|--|
| <b>• Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).</b>                                      |  | <b>G Accounting Method:</b> <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual<br>Other (specify) <b>►</b>   |  |
| <b>I Website:</b> ► <a href="http://milehighjazz.com">http://milehighjazz.com</a>   |  | <b>H Check</b> ► <input checked="" type="checkbox"/> if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).  |  |
| <b>J Tax-exempt status</b> (check only one) — <input checked="" type="checkbox"/> 501(c) ( 3 ) ► (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527 |  | <b>K Check</b> ► <input type="checkbox"/> if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return. |  |
| <b>L Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts; if \$500,000 or more, file Form 990 instead of Form 990-EZ</b> ► <b>\$ 28,381</b>                           |  |   |  |

| <b>Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances</b> (See the instructions for Part I.) |   |        |        |
|--|---|--------|--------|
| <b>Revenue</b>   | 1 Contributions, gifts, grants, and similar amounts received  | 1      | 12,923 |
|  | 2 Program service revenue including government fees and contracts   | 2      | 13,381 |
|  | 3 Membership dues and assessments   | 3      | 2,050  |
|  | 4 Investment income   | 4      | 27     |
|  | 5a Gross amount from sale of assets other than inventory  | 5a     | 0      |
|  | b Less: cost or other basis and sales expenses  | 5b     | 0      |
|  | c Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)   | 5c     | 0      |
|  | 6 Special events and activities (complete applicable parts of Schedule G). If any amount is from gaming, check here ► <input type="checkbox"/>      |        |        |
|  | a Gross revenue (not including \$ _____ 0 of contributions reported on line 1)  | 6a     | 0      |
| b Less: direct expenses other than fundraising expenses  | 6b  | 0      |        |
| c Net income or (loss) from special events and activities (Subtract line 6b from line 6a)                      | 6c  | 0      |        |
| 7a Gross sales of inventory, less returns and allowances   | 7a  | 0      |        |
| b Less: cost of goods sold   | 7b  | 0      |        |
| c Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)                               | 7c  | 0      |        |
| 8 Other revenue (describe ► )  | 8   | 0      |        |
| <b>9 Total revenue.</b> Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8 ► <b>9 28,381</b>                              | 9   | 28,381 |        |
| <b>Expenses</b>  | 10 Grants and similar amounts paid (attach schedule)  | 10     | 1,525  |
|  | 11 Benefits paid to or for members  | 11     | 0      |
|  | 12 Salaries, other compensation, and employee benefits  | 12     | 0      |
|  | 13 Professional fees and other payments to independent contractors  | 13     | 18,145 |
|  | 14 Occupancy, rent, utilities, and maintenance  | 14     | 1,197  |
|  | 15 Printing, publications, postage, and shipping  | 15     | 0      |
|  | 16 Other expenses (describe ► See Statement 1 )   | 16     | 4,961  |
|  | <b>17 Total expenses.</b> Add lines 10 through 16 ► <b>17 25,828</b>  | 17     | 25,828 |
| <b>Net Assets</b>  | 18 Excess or (deficit) for the year (Subtract line 17 from line 9)  | 18     | 2,553  |
|  | 19 Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return) | 19     | 13,114 |
|  | 20 Other changes in net assets or fund balances (attach explanation) <b>See Statement 2</b>   | 20     | 200    |
|  | <b>21 Net assets or fund balances at end of year. Combine lines 18 through 20 ► 21 15,867</b>   | 21     | 15,867 |

|  |        |                              |                        |
|--|--------|------------------------------|------------------------|
| <b>Part II Balance Sheets.</b> If Total assets on line 25, column (B) are \$1,250,000 or more, file Form 990 instead of Form 990-EZ. |        |                              |                        |
| (See the instructions for Part II.)  |        |                              |                        |
|  |        | <b>(A) Beginning of year</b> | <b>(B) End of year</b> |
| 22 Cash, savings, and investments  | 8,114  | 22                           | 10,667                 |
| 23 Land and buildings  | 0      | 23                           | 0                      |
| 24 Other assets (describe ► See Statement 3 )  | 5,000  | 24                           | 5,200                  |
| <b>25 Total assets</b>   | 13,114 | 25                           | 15,867                 |
| <b>26 Total liabilities (describe ► )</b>  | 0      | 26                           | 0                      |
| <b>27 Net assets or fund balances</b> (line 27 of column (B) must agree with line 21)  | 13,114 | 27                           | 15,867                 |

**Part III Statement of Program Service Accomplishments (See the instructions for Part III.)**

What is the organization's primary exempt purpose? See Statement 4

Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

**Expenses**  
quired for section  
(c)(3) and 501(c)(4)  
anizations and section  
7(a)(1) trusts; optional  
others.)

|    |  |      |        |
|----|--|------|--------|
| 28 | Mile High Jazz Band and Millennium Bugs held about 20 performances, including four Jazz & Poetry events, attended by from 50 to 500 each, and performed with the Carson High Jazz Band to raise funds for the (Continued on Statement 5) |      |        |
|    | (Grants \$ 1,525 ) If this amount includes foreign grants, check here . . . ► <input type="checkbox"/>   | 28a  | 24,303 |
| 29 |  |      |        |
|    |  |      |        |
|    | (Grants \$ ) If this amount includes foreign grants, check here . . . ► <input type="checkbox"/>   | 29a  |        |
| 30 |  |      |        |
|    |  |      |        |
|    | (Grants \$ ) If this amount includes foreign grants, check here . . . ► <input type="checkbox"/>   | 30a  |        |
| 31 | Other program services (attach schedule) . . . . .   |      |        |
|    | (Grants \$ ) If this amount includes foreign grants, check here . . . ► <input type="checkbox"/>   | 31a  |        |
| 32 | Total program service expenses (add lines 28a through 31a) . . . . .   | ► 32 | 24,303 |

**Part IV List of Officers, Directors, Trustees, and Key Employees.** List each one even if not compensated. (See the instructions for Part IV.)

## Part V Other Information (Note the statement requirements in the instructions for Part V.)

33 Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity . . . . .

34 Were any changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the changes . . . . .

35 If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T.

a Did the organization have unrelated business gross income of \$1,000 or more or was it subject to section 6033(e) notice, reporting, and proxy tax requirements? . . . . .

b If "Yes," has it filed a tax return on Form 990-T for this year? . . . . .

36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N . . . . .

37a Enter amount of political expenditures, direct or indirect, as described in the instructions. ► 37a 0

b Did the organization file Form 1120-POL for this year? . . . . .

38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the period covered by this return? . . . . .

b If "Yes," complete Schedule L, Part II and enter the total amount involved . . . . .

39 Section 501(c)(7) organizations. Enter:

a Initiation fees and capital contributions included on line 9 . . . . .

b Gross receipts, included on line 9, for public use of club facilities . . . . .

40a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under:

section 4911 ► 0 ; section 4912 ► 0 ; section 4955 ► 0

b Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or is it aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I . . . . .

c Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 . . . . . ► 0

d Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization . . . . . ► 0

e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T. . . . .

41 List the states with which a copy of this return is filed. ►

42a The organization's books are in care of ► Elinor Bugli Telephone no. ► 775-883-4154  
Located at ► 191 Heidi Circle, Carson City, NV 89701-6532 ZIP + 4 ► 89701-6532

b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? . . . . .

If "Yes," enter the name of the foreign country: ►

See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.

c At any time during the calendar year, did the organization maintain an office outside of the U.S.? . . . . .  
If "Yes," enter the name of the foreign country: ►

43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041—Check here and enter the amount of tax-exempt interest received or accrued during the tax year ► 43

44 Did the organization maintain any donor advised funds? If "Yes," Form 990 must be completed instead of Form 990-EZ . . . . .

45 Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes," Form 990 must be completed instead of Form 990-EZ . . . . .

|     | Yes | No |
|-----|-----|----|
| 33  |     | ✓  |
| 34  |     | ✓  |
| 35a |     | ✓  |
| 35b |     |    |
| 36  |     | ✓  |
| 37a |     | 0  |
| 37b |     | ✓  |
| 38a |     | ✓  |
| 38b |     |    |
| 39a |     |    |
| 39b |     |    |
| 40a |     |    |
| 40b |     | ✓  |
| 40c |     |    |
| 40d |     |    |
| 40e |     | ✓  |

|     | Yes | No |
|-----|-----|----|
| 42b |     | ✓  |
| 42c |     | ✓  |

|    | Yes | No |
|----|-----|----|
| 44 |     | ✓  |
| 45 |     | ✓  |

**Part VI** **Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.** All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 46-49b and complete the tables for lines 50 and 51.

| 46  | Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I  | Yes | No |
|-----|---|-----|----|
| 47  | Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II  | 46  | ✓  |
| 48  | Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E  | 47  | ✓  |
| 49a | Did the organization make any transfers to an exempt non-charitable related organization?   | 48  | ✓  |
| b   | If "Yes," was the related organization a section 527 organization?  | 49a | ✓  |
| 50  | Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None." | 49b |    |

| (a) Name and address of each employee paid more than \$100,000 | (b) Title and average hours per week devoted to position | (c) Compensation | (d) Contributions to employee benefit plans & deferred compensation | (e) Expense account and other allowances |
|--|--|------------------|---|--|
| None   |  |                  |   |  |
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**f Total number of other employees paid over \$100,000** ►

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

| (a) Name and address of each independent contractor paid more than \$100,000 | (b) Type of service | (c) Compensation |
|--|---------------------|------------------|
| None   |                     |                  |
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d Total number of other independent contractors each receiving over \$100,000

|                      |   |      |  |
|----------------------|---|------|--|
| <b>Sign<br/>Here</b> | Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge. |      |  |
|                      | Signature of officer<br><b>Elinor Bugli, Treasurer</b>  | Date |  |
|                      | Type or print name and title  |      |  |

May the IRS discuss this return with the preparer shown above? See instructions

Form 990-EZ (2009)

Department of the Treasury  
Internal Revenue Service

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ. ► See separate Instructions.

---

**Name of the organization**

## MILE HIGH JAZZ BAND ASSOCIATION INC

**Employer identification number**

80 | 0027719

**Part I Reason for Public Charity Status** (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

1  A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.  
 2  A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E.)  
 3  A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.  
 4  A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state: \_\_\_\_\_  
 5  An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II.)  
 6  A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.  
 7  An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)  
 8  A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)  
 9  An organization that normally receives: (1) more than 33 1/3 % of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3 % of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)  
 10  An organization organized and operated exclusively to test for public safety. See **section 509(a)(4)**.  
 11  An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**. See **section 509(a)(3)**. Check the box that describes the type of supporting organization and complete lines 11e through 11h.  
 a  Type I      b  Type II      c  Type III—Functionally Integrated      d  Type III—Other  
 e  By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**.  
 f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box . . . . .   
 g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?  
 (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? . . . . .  
 (ii) A family member of a person described in (i) above? . . . . .  
 (iii) A 35% controlled entity of a person described in (i) or (ii) above? . . . . .  
 h Provide the following information about the supported organization(s).

| Yes      | No |
|----------|----|
| 11g(i)   |    |
| 11g(ii)  |    |
| 11g(iii) |    |

|          | Yes | No |
|----------|-----|----|
| 11g(i)   |     |    |
| 11g(ii)  |     |    |
| 11g(iii) |     |    |

For Privacy Act and Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Cat. No. 11285F

Schedule A (Form 990 or 990-EZ) 2009

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**  
 (Complete only if you checked the box on line 5, 7, or 8 of Part I.)

**Section A. Public Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") . . . . .  |          |          |          |          |          |           |
| 2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . . . .   |          |          |          |          |          |           |
| 3 The value of services or facilities furnished by a governmental unit to the organization without charge . . . . .   |          |          |          |          |          |           |
| 4 <b>Total.</b> Add lines 1 through 3 . . . . .   |          |          |          |          |          |           |
| 5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) . . . . . |          |          |          |          |          |           |
| 6 <b>Public support.</b> Subtract line 5 from line 4.   |          |          |          |          |          |           |

**Section B. Total Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005 | (b) 2006 | (c) 2007 | (d) 2008 | (e) 2009 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 7 Amounts from line 4 . . . . .   |          |          |          |          |          |           |
| 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources . . . . .  |          |          |          |          |          |           |
| 9 Net income from unrelated business activities, whether or not the business is regularly carried on . . . . .  |          |          |          |          |          |           |
| 10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.) . . . . .  |          |          |          |          |          |           |
| 11 <b>Total support.</b> Add lines 7 through 10 . . . . .   |          |          |          |          |          | 12        |
| 12 Gross receipts from related activities, etc. (see instructions) . . . . .  |          |          |          |          |          |           |
| 13 <b>First five years.</b> If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and <b>stop here</b> . . . . . ► <input type="checkbox"/> |          |          |          |          |          |           |

**Section C. Computation of Public Support Percentage**

|  |    |   |
|--|----|---|
| 14 Public support percentage for 2009 (line 6, column (f) divided by line 11, column (f)) . . . . .  | 14 | % |
| 15 Public support percentage from 2008 Schedule A, Part II, line 14 . . . . .  | 15 | % |
| 16a <b>33½% support test—2009.</b> If the organization did not check the box on line 13, and line 14 is 33½% or more, check this box and <b>stop here</b> . The organization qualifies as a publicly supported organization . . . . . ► <input type="checkbox"/>   |    |   |
| b <b>33½% support test—2008.</b> If the organization did not check a box on line 13 or 16a, and line 15 is 33½% or more, check this box and <b>stop here</b> . The organization qualifies as a publicly supported organization . . . . . ► <input type="checkbox"/>  |    |   |
| 17a <b>10%-facts-and-circumstances test—2009.</b> If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and <b>stop here</b> . Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization . . . . . ► <input type="checkbox"/>    |    |   |
| b <b>10%-facts-and-circumstances test—2008.</b> If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and <b>stop here</b> . Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization . . . . . ► <input type="checkbox"/> |    |   |
| 18 <b>Private foundation.</b> If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ► <input type="checkbox"/>  |    |   |

**Part III Support Schedule for Organizations Described in Section 509(a)(2)**

(Complete only if you checked the box on line 9 of Part I.)

**Section A. Public Support**

| Calendar year (or fiscal year beginning in) ►  | (a) 2005      | (b) 2006      | (c) 2007      | (d) 2008      | (e) 2009      | (f) Total      |
|--|---------------|---------------|---------------|---------------|---------------|----------------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") . . . . .   | 5,224         | 6,737         | 5,981         | 8,910         | 14,973        | 41,825         |
| 2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose . . . . . | 16,391        | 19,595        | 18,498        | 26,822        | 13,381        | 94,687         |
| 3 Gross receipts from activities that are not an unrelated trade or business under section 513 . . . . .   | 0             | 0             | 0             | 0             | 0             | 0              |
| 4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf . . . . .  | 0             | 0             | 0             | 0             | 0             | 0              |
| 5 The value of services or facilities furnished by a governmental unit to the organization without charge . . . . .  | 0             | 0             | 0             | 0             | 0             | 0              |
| <b>6 Total.</b> Add lines 1 through 5 . . . . .  | <b>21,615</b> | <b>26,332</b> | <b>24,479</b> | <b>35,732</b> | <b>28,354</b> | <b>136,512</b> |
| <b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons . . . . .   | 0             | 0             | 0             | 0             | 0             | 0              |
| <b>b</b> Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year . . . . .    | 0             | 0             | 0             | 0             | 0             | 0              |
| <b>c</b> Add lines 7a and 7b . . . . .   | 0             | 0             | 0             | 0             | 0             | 0              |
| <b>8 Public support</b> (Subtract line 7c from line 6.) . . . . .  |               |               |               |               |               | <b>136,512</b> |

**Section B. Total Support**

| Calendar year (or fiscal year beginning in) ►   | (a) 2005      | (b) 2006      | (c) 2007      | (d) 2008      | (e) 2009      | (f) Total      |
|---|---------------|---------------|---------------|---------------|---------------|----------------|
| <b>9</b> Amounts from line 6 . . . . .  | <b>21,615</b> | <b>26,332</b> | <b>24,479</b> | <b>35,732</b> | <b>28,354</b> | <b>136,512</b> |
| <b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources . . . . .   | 0             | 0             | 0             | 5             | 27            | 32             |
| <b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 . . . . .  | 0             | 0             | 0             | 0             | 0             | 0              |
| <b>c</b> Add lines 10a and 10b . . . . .  | 0             | 0             | 0             | 5             | 27            | 32             |
| <b>11</b> Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on . . . . .   | 0             | 0             | 0             | 0             | 0             | 0              |
| <b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.) . . . . .   | 0             | 0             | 0             | 0             | 0             | 0              |
| <b>13 Total support.</b> (Add lines 9, 10c, 11, and 12.) . . . . .  | <b>21,615</b> | <b>26,332</b> | <b>24,479</b> | <b>35,737</b> | <b>28,381</b> | <b>136,544</b> |
| <b>14 First five years.</b> If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and <b>stop here</b> ► <input type="checkbox"/> |               |               |               |               |               |                |

**Section C. Computation of Public Support Percentage**

|   |    |         |
|---|----|---------|
| 15 Public support percentage for 2009 (line 8, column (f) divided by line 13, column (f)) . . . . . | 15 | 99.98 % |
| 16 Public support percentage from 2008 Schedule A, Part III, line 15 . . . . .                      | 16 | 100 %   |

**Section D. Computation of Investment Income Percentage**

|   |    |        |
|---|----|--------|
| 17 Investment income percentage for 2009 (line 10c, column (f) divided by line 13, column (f)) . . . . .  | 17 | 0.02 % |
| 18 Investment income percentage from 2008 Schedule A, Part III, line 17 . . . . .   | 18 | 0 %    |
| <b>19a 33 1/3 % support tests—2009.</b> If the organization did not check the box on line 14, and line 15 is more than 33 1/3 %, and line 17 is not more than 33 1/3 %, check this box and <b>stop here</b> . The organization qualifies as a publicly supported organization ► <input checked="" type="checkbox"/> |    |        |
| <b>b 33 1/3 % support tests—2008.</b> If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3 %, and line 18 is not more than 33 1/3 %, check this box and <b>stop here</b> . The organization qualifies as a publicly supported organization ► <input type="checkbox"/>    |    |        |
| <b>20 Private foundation.</b> If the organization did not check a box on line 14, 19a, or 19b, check this box and <b>see instructions</b> ► <input type="checkbox"/>  |    |        |

**Part IV** **Supplemental Information.** Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Provide any other additional information. See instructions.

**Statement 1 : Other Expenses Schedule**

**Statement 2 : Other Changes in Net Assets Schedule**

**Statement 3 : Other Assets**

**Statement 4 : Primary Exempt Purpose**

**Statement 5 : First Program Service Accomplishments Description**

9

10  
Statement 1  
Form: 990-EZ

Page: 1  
Line Number: Part I Line 16

MILE HIGH JAZZ BAND ASSOCIATION INC  
80-0027719

Other Expenses Schedule

| Description             | Amount       |
|-------------------------|--------------|
| Travel & Training       | 63           |
| Marketing               | 2,096        |
| Permits & Licenses      | 364          |
| Entertainment           | 30           |
| Insurance               | 350          |
| Music Charts            | 210          |
| Supplies                | 1,483        |
| Donations & Memberships | 365          |
| <b>Total:</b>           | <b>4,961</b> |

Statement 2

Form: 990-EZ

Page: 1

Line Number: Part I Line 20

MILE HIGH JAZZ BAND ASSOCIATION INC

80-0027719

11

Other Changes In Net Assets Schedule

| Description   | Amount     |
|---------------|------------|
| Sheet music   | 200        |
| <b>Total:</b> | <b>200</b> |

Statement 3

Form: 990-EZ

Page: 1

Line Number: Part II Line 24

MILE HIGH JAZZ BAND ASSOCIATION INC

80-0027719

12  
Other Assets

| Description   | BOY<br>Amount | EOY<br>Amount |
|---------------|---------------|---------------|
| Sheet music   | 5,000         | 5,200         |
| <b>Total:</b> | <b>5,000</b>  | <b>5,200</b>  |

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**Primary Exempt Purpose**

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**Primary Exempt Purpose**

The MHJB Association supports the MHJB, a 17-piece big band+vocalist, and its subgroup, the Millennium Bugs jazz combo, promotes live jazz performances, about 20 per year, in and around Carson City, educates the public about jazz, and enriches the cultural life of the community. It produces a multi-day, admission-free jazz festival, raises funds for the High School jazz band, plays benefits for other charitable organizations, and holds 4 Jazz & Poetry events annually.

14  
**First Program Service Accomplishments Description**

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**Description**

high-school Jazz band's annual trip. The Association co-produced an August jazz festival attended by more than 3,000 people.

ORIGINAL

Carson City, A Consolidated Municipality

## **Guidelines for Grants**

Fiscal Year 2011-2012

### **Vision**

A leader among cities as an inviting, prosperous community where people live, work and play!

### **Mission**

Preserve and enhance the quality of life and heritage of Carson City for present and future generations of residents, workers and visitors.

### **City's Goals**

A Safe and Secure Community

A Healthy Community

An Active and Engaged Community

A Clean and Healthy Environment

A Vibrant, Diverse and Sustainable Economy

A Community Rich in History, Culture and the Arts

A Community Dedicated to Excellence in Education

A Physically and Socially Connected Community

A Community Where Information is Available to All

1. The competitive grant review process seeks to identify and fund those projects and programs with the greatest potential for furthering the City's goals while benefitting the community.
2. Funding is provided on a year to year basis only. Funding is strictly limited by the availability of funds.
3. Upon approval by the Board of Supervisors of the request, the grant money will be included in the next succeeding year's budget and will be dispensed by the City Manager's Office without further hearing. However, the Board shall continue to retain the prerogative and authority to deny any payment, if in the opinion of the Board, the applicant is not making a "good faith" effort in meeting the obligations and commitments outlined by said applicant within the application process. All grants approved shall be subject to funding availability.
4. The Board of Supervisors may in any event decide by majority vote to conduct a subsequent hearing concerning the application and, if so, the applicant will be notified as to the date of the subsequent hearing.
5. The applicant will utilize the grant monies solely for the general benefit of Carson City and the purpose set forth in the grant application.
6. These guidelines shall not prevent the City from entering into a contract to provide grant money for a term of years.
7. These guidelines shall not control any grants of money provided by any other public or private entity.

8. Approval of each request for funds and/or other forms of consideration shall have a condition that the applicant must complete an Annual Report form detailing all funds utilized, measurable outcomes and benefit to the citizens of Carson City. The completed Annual Report must be submitted to the City Manager's Office no later than March 1, 2011.
9. Any and all individuals and/or entities desiring a grant from the City must complete and execute an "Application for Grant Funds" form and include the required attachments as listed in the application.
10. The original and nine (9) copies of the application packet must be submitted to the City Manager's Office no later than **5:00 p.m. on February 23, 2011**. An electronic pdf version may also be e-mailed to [cceo@carson.org](mailto:cceo@carson.org).

*I have read and understand the Guidelines for Grants. The information that is included within this application and its attachments are true to my knowledge.*

Jazz! CARSON CITY Music FESTIVAL

Name of Program

David C. Bixby

Project Director Signature

Feb. 22, 2011

Date

Carson City Executive Offices  
201 N. Carson Street, Suite 2  
Carson City, NV 89701  
775-887-2100  
775-887-2286 (fax)  
[cceo@carson.org](mailto:cceo@carson.org)  
[www.carson.org](http://www.carson.org)

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



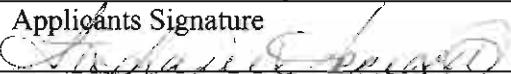
**Events Program Application**

|   |  |                                |
|---|--|--------------------------------|
| Organization Name: Western Nevada Musical Theatre Company (Western Nevada College's theatre organization) | Date:<br>March 30, 2011  |                                |
| Organizational Structure (delineate lines of responsibility) Attached                                     |  |                                |
| Organization Mailing Address:   | Western Nevada Musical Theatre Company<br>c/o Western Nevada College<br>2201 W. College Parkway<br>Carson City, NV 89703 |                                |
| Organization URL Address:   | wnc.edu/arts/wnmtc and wnmvc.com   |                                |
| Contact Name for Project: Stephanie Arrigotti   | Contact Phone Number:<br>775/445-4250  |                                |
| Address for Project Contact:<br><br>Same as organization  | Contact Fax:<br>775/445-3154   |                                |
|   | Contact E-mail:<br>arrigotti@wnc.edu   |                                |
| Name of Event<br>Phantom of the Opera   | URL of Event:<br>wnc.edu/arts/wnmtc and wnmvc.com  |                                |
| Purpose of Organization:<br><br>See attached.   | Fax of Event:<br>775/445-3154  |                                |
|   | E-mail of Event:<br>musicals@wnc.edu   |                                |
| Annual Budget of Organization:  | How event vision complies with objectives of redevelopment agency plan:<br><br>See attached.                             |                                |
| Last Year<br>Income: \$ <u>164,129.90</u>   | Present Year<br>\$ <u>192,200.93</u>   | Next Year<br>\$ <u>165,000</u> |
| Expenses: \$ <u>177,612.57</u>  | \$ <u>215,870</u>  | \$ <u>165,000</u>              |
| Reserves: \$ <u>78,874.73</u>   | \$ <u>55,204.73</u>  | \$ <u>55,204.73</u>            |
| How long Organization formally organized? 20 years.   | Why are redevelopment funds needed?<br><br>See attached.   |                                |
| Event Name:<br>Phantom of the Opera   | Project Area: (check one)<br><br>• Area #1 _____<br>• Area #2 _____  |                                |
| Previous Redevelopment Authority Grant Funding Received, If any: N/A                                      |  |                                |
| Year: _____, amount: _____  | Year: _____, amount: _____   | Year: _____, amount: _____     |
| Year: _____, amount: _____  | Year: _____, amount: _____   | Year: _____, amount: _____     |
| Year: _____, amount: _____  | Year: _____, amount: _____   | Year: _____, amount: _____     |

|  |   |   |          |
|--|---|---|----------|
| Event Director Name:<br>Stephanie Arrigotti  |   |   |          |
| Event Director Resume: (please attach)   |   | Event Director Address:<br>Same as organization |          |
| Event Director Phone:<br>Cell: 544 - 7144<br>Land: 445 - 4250                              |   | Event Director Email:<br>arrigott@wnc.edu       |          |
| Event Description and Brief Objectives: See attached.                                      |   |   |          |
| Proof entity has authority to conduct special event.<br><br>List all permits at right:     | We get a wine and concessions permit through the community center |   |          |
|  |   |   |          |
| Total Event Cost Breakdown: (list at right)<br><br>See attached budget.                    | \$  | \$  | \$       |
|  | \$  | \$  | \$       |
|  | \$  | \$  | \$       |
|  | \$  | \$  | \$       |
|  | \$  | \$  | \$       |
|  | \$  | \$  | \$       |
|  | <b>Total</b>  |   |          |
| Pro Forma Profit and Loss statement for Event: (list at right)<br><br>See attached budget. | Revenue   | Expense   | Reserves |
|  |   |   |          |
|  |   |   |          |
|  |   |   |          |
|  |   |   |          |
|  |   |   |          |
|  | <b>Total</b>  |   |          |
| Total Estimated Event Cost   | \$  |   |          |
| Total Incentive Funds Requested  | \$ 12,000   |   |          |
| Incentive as a % of total project  | % 11%   |   |          |

|   |   |   |
|---|---|---|
| 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. See attached show budget. |   |   |
| Identify current banking relationships and major credit references: Accounts handled by Western Nevada College Foundation   | LIST HERE: If more information is needed, please advise.  |   |
| Estimated Event Completion Date   | November 20, 2011   |   |
| Will your organization benefit from event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  |   |   |
| If yes, how: See attached.  |   |   |
| Will your event increase business in the plan area?   | <input checked="" type="checkbox"/> Yes   | <input type="checkbox"/> No   |
| If yes, how? See attached.  |   |   |
| Define, in detail, the marketing and promotional plan: See attached.  |   |   |
| What facilities in the Redevelopment Plan Area will be used? The Community Center   |   |   |
| Are there other events taking place at the same time as your event? If yes, name and define.  | Downtown Wine Walk - November 12. This event is happening during the day as does a matinee performance for Phantom. |   |
|   |   | Describe all partnerships from other businesses in service of your event. See attached. |
| • Expected attendance: 4,000-6,000  | • Name all vendors and associated fees. See attached.   | Define how event will become totally self funding?<br>See attached.                     |
| Name all team members and attach resumes:<br><br>Gina Davis - Choreographer - Resume attached   | *Architect /<br>*Designer<br><br>*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. \* Within the limits of the show rights agreement.

Applicants Signature  Date: 3/30/11

\*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                   |      |

## **Event Description**

In the fall of 2011, WNMTC will present mega-musical *The Phantom of the Opera*. This production promises to be one of the community's biggest events yet. This wildly popular musical by Andrew Lloyd Webber is the longest-running musical in Broadway history, the second-longest-running West End musical, and arguably the world's most financially successful single entertainment project to date.

*The Phantom of the Opera* will be WNMTC's largest undertaking. The massive chandelier that travels over the audience, the elaborate sets and ornate costumes, the unusually intricate musical score - all add up to an unforgettable, yet profoundly expensive experience.

## **Benefit to Community and Organization**

Many people in the area have never had the opportunity to experience this incredible work, and we are bringing it to them at a price that they can afford. Many performers will be challenged to new artistic levels by undertaking this project. Our community will savor the prestige and economic stimulus of hosting this event.

## **Further Facts about the Production**

- WNMTC will be the first Northern Nevada theater company to present *The Phantom of the Opera*.
- The production will take place at the Carson City Community Center in the Bob Boldrick Theater; 851 E. William St., Carson City, NV.
- There will be eleven performances as follows: November 4, 5, 11, 12, 18, and 19 at 7:30 pm, and 6, 12, 13, 19, and 20 at 2 pm.

## **About the Company and Organizational Structure**

The Western Nevada Musical Theatre Company is the self-reliant theatre company of Western Nevada College. Run by Stephanie Arrigotti, the head of the musical theatre department, it is the largest regional theatre company in this area and one of the largest musical theatre companies in the state. It regularly attracts patrons from several California and Nevada communities, including Reno, Carson City, Sparks, Douglas County, Lake Tahoe, Fallon, Yerington and Susanville. Some season ticket holders commute to the company's shows from as far away as San Jose.

WNMTC presents large-scale Broadway productions accompanied by live orchestras that have drawn as many as 6,000 people. The company presents three productions a year, offering economical ticket prices as well as discounted season passes.

## **Purpose of Organization**

It is our job to create, to inspire, and to lift the imagination of our community. We fulfill this mission in two ways: presenting quality musical theatre in Northern Nevada, and educating and training students.

The success of the company has led to the development of a comprehensive musical theatre program at Western Nevada College, culminating in an associate of arts degree in musical theatre. Students in the program enroll in coursework to develop skills in acting, singing, dancing and technical theatre. These apprentice actors participate in the productions along with seasoned performers.

## **How the Event Vision Complies with the Objectives of Redevelopment Agency Planning**

A full-scale production of The Phantom of the Opera will attract attention and tourism to the Carson City area. We are working with several organizations throughout Carson City, including the Convention and Visitor's Bureau, the Nevada Appeal, several hotels, and numerous vendors to ensure this production is a success and a memorable moment in Carson City's artistic growth.

## **Why Are Redevelopment Funds Needed?**

It takes a village to raise a phantom. The Phantom of the Opera is unique in its grandeur and opulence. Theatergoers of the Broadway productions often describe getting "chills" by the sheer magnificence of the production. To achieve such grandeur, the production is projected to cost almost twice as much as WNMTC's regular productions. Here are some of the challenges:

- The set requires the entire proscenium (the frame around the stage) be decorated as if it belonged to an old and fashionable opera house of the late 19<sup>th</sup> century
- There are several locales, including the opera house and the subterranean lair of the Phantom
- The numerous costumes are elaborate period outfits
- The challenging music requires a professional orchestra
- A massive chandelier flies over the audience and in and out of the visible stage area. Not only must we build a safe stage chandelier, we must hire FOY, a professional fly company, to rig the chandelier.

For this reason, we are seeking further funding to ensure the production's success and continue to remain a sturdy and soluble company.

## **How Do Plan to Fund the Event?**

We plan to fund this event with ticket sales and fundraising efforts. Any profits that exceed our expenses will go toward: inviting disadvantaged children and seniors to see the production, funding future scholarships for students, and continuing to build the program.

## **Operating Budget**

While WNMTC's financial accounts are operated by the Western Nevada College Foundation, the company's expenses, including the regular hiring of several musicians and other artistic staff, rental of the community center, costumes, sets, and other costs, are entirely compensated by ticket sales and program sales. On rare occasion, the company seeks funding from the community to help with its larger scale productions.

## **Increasing Business in Area**

Not only does WNMTC hire area artists and use local business for materials and services, but our shows regularly attract out-of-town business. Assuming 33% of our audience dines or drinks before or after the show, we estimate stimulating a minimum of \$30,000 for restaurants. Assuming 5% of our audience requires hotels, we further estimate stimulating \$15,000 for hotels. Additionally, we team with several tour groups from Sacramento to attract individuals to the area. Lastly, such highly visible events help support the perception of Carson City as an active and exciting community.

## **Vendors**

We heavily support:

JoAnn Fabrics  
Mill End Fabrics  
Home Depot  
Lowe's  
Meeks  
WalMart  
Payless Cleaners  
Costco

Nevada Appeal for both program printing and advertising  
Sign Pro  
Sherwin Williams  
Kohls  
Multiple local restaurants, including B'Sghettis and Firkin and Fox

## **Marketing and Promotion Plan**

WNMTC plans the following marketing:

- Print ads in the Nevada Appeal, the Reno Gazette-Journal, and the Reno News & Review
- Billboards in Reno and possibly outside of area
- Posters and flyers
- 20,000 handbills distributed throughout the school districts
- Galaxy theater ads
- Banner over Carson Street and outside Community Center
- Direct mail of postcards
- Networking with other arts organizations
- College website

The royalties company for *The Phantom of the Opera* does not allow any web marketing outside of the college website. To compensate for this limitation, our marketing budget for this production is also higher than our other productions.

## The Production Team

**Stephanie Arrigotti, artistic director**, graduated from the University of California, Davis with a bachelor's degree in English and worked in public relations before completing her master of music degree from the University of Nevada, Reno. She started the music program at Western Nevada College in 1977, where she serves as the only full-time performing arts professor, coordinating 12 part-time instructors in music, dance and theatre. She has continued her education in theatre and music at UNR for several years, and studied privately with Gary Aldrich. She has directed many WNMTC productions, including *The Sound of Music*, *The King and I*, *Joseph and the Amazing Technicolor Dreamcoat*, *A Grand Night for Singing*, *Guys and Dolls*, *Thoroughly Modern Millie*, *Brigadoon*, *Grease*, *Fiddler on the Roof*, *Beauty and the Beast*, *West Side Story*, *The Music Man*, *Once Upon a Mattress*, *The Wizard of Oz*, *Hello, Dolly!*, *Forever Plaid*, *South Pacific*, 2008's *Annie Get Your Gun*, and *Damn Yankees*, and has produced more than 80 shows for the company. Often found conducting the orchestra, she hopped on stage to play Ruth in *Pirate of Penzance*, Grace Farrell in *Annie* and *Annie Warbucks*, Irene Molly in *Hello, Dolly!* and Golde in *Fiddler on the Roof*. Stephanie was named Outstanding Faculty Member of the Year in 2007.

**Gina Kaskie-Davis, choreographer**, began her training in England where she danced semi-professionally from the age of 13. She was a professional dancer for 20 years in London, Paris and the United States. Gina has been dancing and choreographing shows for 15 years, now operating her own studio, the Western Nevada Performing Arts Center, which has won many outstanding high point and choreography awards. Her choreography credits include the Northern Nevada high school productions of *Chorus Line*, *Godspell*, *Crazy for You*, and *Grease*. She is also the choreographer for the musical theatre program at Carson High School. Her WNMTC choreography credits include *The King and I*, *Joseph and the Amazing Technicolor Dreamcoat*, *A Grand Night For Singing*, *Guys and Dolls*, *Thoroughly Modern Millie*, *Grease*, *Crazy for You*, *Beauty and the Beast*, *The Wizard of Oz*, *South Pacific*, *Mame*, *The Music Man*, *Anything Goes*, the 2000 production of *My Fair Lady*, *Kiss Me, Kate*, *The Pajama Game*, *Hello, Dolly!*, *Camelot*, *Once Upon a Mattress*, *Carousel*, 2008's *Annie Get Your Gun* and *West Side Story*.

**Projected Budget for The Phantom of the Opera**

**EXPENSES**

**RENTALS/RIGHTS**

|                          |           |                         |
|--------------------------|-----------|-------------------------|
| Royalties/Script rentals | Phantom   | Typical Fall production |
|                          | 10,600.00 | 4,000.00                |
| Community Center rental  | 12,000.00 | 8,000.00                |

**MATERIALS**

|                         |           |           |
|-------------------------|-----------|-----------|
| Costume materials       | 7,000.00  | 5,000.00  |
| Set materials           | 8,000.00  | 4,000.00  |
| Chandelier construction | 5,000.00  | N/A       |
| Backdrops               | 10,000.00 | 10,000.00 |
| Props                   | 1,000.00  | 1,000.00  |

**PERSONNEL**

|  |           |          |
|--|-----------|----------|
| Rehearsal Pianist  | 2,000.00  | 2,000.00 |
| Set Builder  | 2,000.00  | 1,000.00 |
| Costumer   | 3,500.00  | 3,000.00 |
| Choreographer  | 3,000.00  | 3,000.00 |
| Music Director   | 2,000.00  | 2,000.00 |
| Riggers  | 1,000.00  | N/A      |
| Orchestra  | 21,120.00 | 8,000.00 |
| Flying by Foy (for flying chandelier and "hanging" a victim) | 14,000.00 | N/A      |
| Ticket Sales Staff   | 1,000.00  | 1,000.00 |

**PUBLICITY**

|                     |          |          |
|---------------------|----------|----------|
| Newspapers          | 4,000.00 | 3,000.00 |
| Billboards          | 4,000.00 | N/A      |
| Postcards/bookmarks | 350.00   | 350.00   |
| Mailing             | 180.00   | 180.00   |
| Banners             | 850.00   | 850.00   |

**SCHOLARSHIPS\***

3,000.00

**59,380.00**

**INCOME**

|                                 |           |           |
|---------------------------------|-----------|-----------|
| Ticket Sales (about 6,500/show) | 71,500.00 | 58,500.00 |
| Concessions (about 500/show)    | 5,500.00  | 4,500.00  |
| Program Ads (per production)    | 3,000.00  | 3,000.00  |

**80,000.00**

**66,000.00**

**NET**

-35,600.00

6,620.00

\* Everyone in the production is a student of WNC and given a scholarship for half the price of the class' tuition.