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

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APR 15 2014
OFFICE OF
BUSINESS DEVELOPMENT

Special Event Funding Request Form

NVision Live Events

ORGANIZATION NAME / APPLICANT
108 E. Telegraph

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-230-2232
PHONE # WEBSITE URL

Nvision Live Events Series
NAME OF EVENT
28,000
$ _____
TOTAL FUNDING REQUEST

Event Dates: July 26th, August 9th, August 23rd, August 30th, October 31st

Project Area (check one):
Redevelopment Area #1 __x **Downtown**
Redevelopment Area #2 __

Dana Lee Fruend

CONTACT / EVENT DIRECTOR NAME
108 E. Telegraph

MAILING ADDRESS, CITY, STATE, ZIP CODE
775-230-2232

PHONE # EMAIL
Event Description and Objectives
Include history of the event and importance to the community (use additional pages as needed):

The Series of Events are first time events. Designed to bring in more "out of town" people and "New Wealth" into the Downtown area. The intent is to
"Piggy Back" off of Sporting events held in Carson City. Entice them with activities Downtown. Therefore promoting increased sales for the Downtown businesses. The hope is to also attract local folks to come and join in the fun.
We have 6 events this year and look to increase next year.

Events: NVision Live Events have created a standard package that is used for most large events and scaled down for smaller ones.
Approx $6,000 Standard Event package
Includes: Permits, Insurance, Event Coordinators, Staff, Stage, Table N Chairs for service of approximately 200-500 people, Tent, Barricades, Cones, Advertising, Website, Posters, Flyers, Graphic Designer, Trash Cans, Porta Potties x 5, expenses.
Stage is $600 and can be omitted as needed, tables and chairs scaled down as well.
Estimated number of local participants: **500- 2000** Estimated number of out-of-town participants: Approximately an average **2,000** Number of years event has taken place in Carson City: **Zero**

Event Costs (Attach additional sheets, if necessary)

Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
	$28,000	$	$
	$	$	$
	$	$	$
	$	$	$
	$	$	$
	$	$	$
	$	$	$
Totals:	$	$	$
Redevelopment Funds as a % of total Event costs:	28,000 % 100%		
		Projected Revenues:	$
		Projected Net Profit/Loss:	$

Annual Budget of Organization:

	Last Year	Present Year	Next Year
Income:	$ 0	$ 0	$
Expenses:	$ 0	$ 0	$
Reserves:	$ 0	$	$

Number of years your organization has existed: ____

Redevelopment funding your organization received for this event in prior years, if any:

2013: $ 0
2012: $
2011: $
2010: $

Have other organizations besides yours committed funding for this event? ☐ Yes ☐ No Not yet!
If yes, what organization(s) and how much funding?

Describe any efforts to obtain funding from other sources:
See Attached!

Describe why Redevelopment funds are required for the special event:
NO Other startup source ... Yet.

Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):
See Attachment.

List other organizations and businesses partnering or participating in the event:
See Attachment

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:
Downtown, Nugget, Brewery Art Center

Have you obtained all necessary approvals and/or permits for the event? ☐ Yes ☑ No
If not, what approvals are still pending?

How do plan to market and advertise the event?

See Attachments

Explain how the special event may be able to be expanded in the future:

See Attachments

Explain how the special event will be able to transition away from City funding support in the future:

See Attachments

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.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature	Date:
Dana Lo Ghruend	4/14/2014

*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.

Application submittal checklist:

- ☑ Complete, signed Special Event Funding Request Form
- ☑ Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- ☐ Resumes of the key individuals in the organization conducting the special event
- ☐ 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.

Request for Event Funding From April 14,2014

NVision Live Events

108 E. Telegraph

Carson City, NV. 89701

775-230-2232

$28,000

6 Downtown Events

NVision Live Events a for Profit Company in an effort to bring more events and activities to the Carson City Downtown, plans to create a series of events that will boost sales, increase tourism and stimulate the local economy. Nvision Live Events was specifically formed to meet a need in the Carson City Community. Downtown Businesses and Property owners are looking into forming a BID District. We are a part of this effort, the Event part. Puting on events that will attract people to come to Carson City, stay, play, shop and eat, especially in the Downtown. We will also work with other organizations to help grow or enhance their events.

We wish to work toword more Multi-Cultural events as well. This takes time and monies to start up. We are hoping with Redevelopments help we can achieve this to benefit all.

Support Materials

We have limited support materiels, If this is a consideration for funding we will have a more detaled assesment for you. This was put together and decided upon with a short amount of time to prepare. We just had to make sure our commitments to do this were solid.

Planning of Events

These events are being planned on the same days and or weekends as many of the annual sporting events. (See Attached Sport calendar)

The sporting events bring in Approximately 77,000 people per year, not including locals who also attend these events. (CCVB)

The events are all held at the sports fields in Carson City.

This is a plan is a start. Other activities may be added but with other support.

Event Coordinators/Promoters

NVision Live Events of Carson City. A subsidiary of Agency 36.
Agency 36, an Enhanced Media and Publication company is owned and operated by Dana lee Fruend and Jennifer Smith.

NVision Live Events- Owned and operated by Dana Lee Fruend and Diane Dye Hansen

Mission statement

Born out of the spirit of revitalization in Carson City, we bring an infusion of experience, fun, and entertainment. We spark the imagination by creating and promoting exciting destination worthy events and competitions.

Attendees out of town are national, regional as well as international

Our hopes are to create events that will attract these Sporting families to come Downtown, enjoy our City and spend their dollars in our local Downtown and surrounding area. We want to encourage attendees to stay in our Hotels and enjoy the weekend events and competitions.

Attendees are from Local and surrounding areas that include: Carson, Reno, Sparks, Tahoe and Dayton.

Branding

The intent is to Brand these events. Making them enticing to all, Sports attendees, locals and tourists. Some are two day events to encourage staying in Carson City. The plan is to create annual events and campaigns that include: Websites, Social Media, Logos, Posters, Flyers and a Buzz about each event. Full media packages.

Itineraries

Itineraries will be given on other sporting event days to let attendees know what other events or activities are in town, like the Wine walk or Fridays at 3rd Street. Sporting event coordinators are sent Itineraries via email. Plus flyers will be given out at the events on the Sport Fields and at concession stands.

Partnerships

We will partner with the Carson City Visitors Bureau to assist us with stand alone websites, posters, flyers and some advertising. We will work with the businesses to encourage support of events and teach them how to best use the events to their advantage. Examples: Staying open later hours, hospitality/tour training or booths at events to extend their services or products.

Sponsorships

NVision Live Events will seek sponsorships. Sponsorship like, Coke, Capital Beverage, corporate and local. Partnering appropriate events with businesses.

Volunteers

We will use volunteers as we can obtain them from different organizations.

Events: NVision Live Events have created a standard package that is used for most large events and scaled down for smaller ones.

Approx $6,000 Standard Event package

Includes: Permits, Insurance, Event Coordinators, Staff, Stage, Table N Chairs for service of approximately 200-500 people, Tent, Barricades, Cones, Advertising, Website, Posters, Flyers, Graphic Designer, Trash Cans, Porta Potties x 5, expenses.

Stage is $600 and can be omitted as needed, tables and chairs scaled down as well.

First Event- July- 26th –Saturday

BBQ, Boots N Brews- Large Event Package $6,000

BBQ Competition, Live Country Music, Vendors, Beer garden

Attending 1200, out of towners, 500 to 1000 locals

Closing Downtown from Robinson to Telegraph

Revenue: Vendor Booths, Sponsorships, Alcohol

August 9th

Fam Fest – Large Event Package $6,000

Downtown Carnival, Street Faire

Family fun, Games, Vendors, Street dance on Saturday night

Close Carson Street from Robinson to Proctor

Looking into Carnival for Friday - Sunday

Attendees- 16,000- CHS Football-SYFL

Revenue: Carnival, Booths, Alcohol

August 23rd

Fire on 4th Street- Small event package $3,000

Art and Craft Street Faire, Street Dance, Live musicians, Vendors. Burner Show and Shine. Held during the Bud Light Dropping Bombs Sporting Event and Burning man event

Attendees-1000

Bud Light Dropping bombs- Adult Softball

Revenue: Vendors, Car show entries, Sponsorship

Close off 4th Street

August 30th-

Summer Showdown- Family- Large Event Package $6000, Approx

Battle of the Bands competition

BBQ, Vendors, Street Dance, Games

Baseball, King of the Dirt

Attendees- 7,000- Youth SoftBall

Revenue: Vendors, Band entry fees, Sponsorship

Close off Telegraph and Curry from Spear to proctor

October 31st

Steam Punk Ball- Event cost $3,000 approx.

Costume Dance

Attendees- 300 Plus

Revenue- Alcohol, Concession, Ticket sales

Brewery Art Center Ball Room

December 6th Winter Ball - Small Event- $4,000

Nugget Ball room, Formal Dance

Attendees: 300 $25 per ticket

Revenue: Ticket sales, Auction, Raffles

Thank you for your consideration,

Dana Lee Fruend

2014 CARSON CITY TOURNAMENTS

DATE	TOURNAMENT	DIVISION	DIRECTOR
Apr 12/13	Comstock	Youth	Eric Ingbar 721-9903 2600
Apr 26/27	Comstock	Youth	Eric Ingbar 721-9903
May 3/4	AWS Softball	Adult	Jay Zetz
May 17/18	AWS Baseball	Youth	Jay Zetz
May 23/24	NIAA State T&F Meet	Youth	CCSD
May 23/26	Midnight Madness SB	Adult	Jay Zetz
May 23/24/25	Swim Meet	Youth	Tiger Sharks
May 30/31/June 1	Senior World	45-75	THenesy 916-326-5303
June 7/June 8	AWS Baseball	Youth	Jay Zetz
Jun 20/21/22	Midnight Madness BB	Youth	Jay Zetz
July 7/16	Little League All-Stars	Youth	CCLL
Jul 4/5/6	AWS Baseball	Youth	Jay Zets
Jul 4/5/6	NAFA World Series	Adult	Benji 503-559-5398
Jul 10/11/12/13	NAFA World Series	Youth	Jay Zetz
Jul 17-/18/19/20	All World World	Youth	Jay Zetz
July 21-25	Triple Crown Sports	Youth	Bill Walters triplecrownsports.com
July 25/26/27	Swim Meet	Youth	Tiger Sharks
Jul 26/27	Senior Invitational	Seniors	HDunbar 916-802-2683 916-813-0792
Aug 9/10	SYFL	Youth	Randy Horsefall
Aug 16/17	Youth Baseball	Youth	Jay Zetz
Aug 23/24	AWS Dropping Bombs	Adult	Jay Zetz 916-687-779
Aug 30/31 Sept 1	AWS Baseball	Youth	Jay Zetz
Sep 12/13/14	NAFA WORLD	45-75	Benji 503-559-5398
Sep 20/21	AWS Baseball	Youth	Jay Zetz Harold
Oct 11/12	AWS Baseball	Youth	Jay Zetz Judy
Oct 18/19	AWS Softball 1/2 Off	Adult	Jay Zetz
Nov 1/2	Kit Carson	Youth	Eric Ingbar 721-9903
Nov 7/8/9/10	State Swim Meet	Youth	Tiger Sharks

Start week

Please note: All Tournaments, dates, and locations may be modified, subject to change and/or canceled.

out of Town Teams

- improvements -

2014 Carson City Recreation Tournament Schedule

Beginning Date	Ending Date	Tournament Name	Secured Facilities	Style of Tournament	Contact Name	Contact Info
Saturday, May 03, 2014	Sunday, May 04, 2014	AWS Softball	Centennial	Adult Softball	Jay Zetz	info@playallworld.com
Saturday, May 17, 2014	Sunday, May 18, 2014	AWS Baseball	Centennial	Youth Baseball	Jay Zetz	info@playallworld.com
Friday, May 23,2014	Saturday, May 24, 2014	NIAA State Track and Field Meet	CHS	High School Athletics	Mark Komick	MKorinek@carson.k12.nv.us
Friday, May 23, 2014	Monday, May 26, 2014	Bone Yard Midnight Softball	Centennial	Adult Softball	Jay Zetz	info@playallworld.com
Friday, May 30, 2014	Sunday, June 01, 2014	Senior Invitational	Centennial	Senior Softball	Dave Dowell	dave.dowell@att.net
Saturday, June 07, 2014	Sunday, June 08, 2014	AWS Baseball	Centennial	Youth Baseball	Jay Zetz	info@playallworld.com
Friday, June 20, 2014	Sunday, June 22, 2014	AWS Baseball Midnight Madness	Centennial, Governors	Youth Baseball	Jay Zetz	info@playallworld.com
Tuesday, July 1, 2014	Saturday, July 26, 2014	Little League All Stars Region, and State	Governors	Youth Baseball	Tom Lawson	eclipresident@gmail.com>
Saturday, July 5, 2014	Sunday, July 6, 2014	NAFA World Series	Centennial, Edmonds	Men's Fast Pitch	Benji Hedgecock	nafafastpitch@gmail.com
Saturday, July 05, 2014	Sunday, July 06, 2014	AWS Baseball	Centennial	Youth Baseball	Jay Zetz	info@playallworld.com
Thursday, July 10, 2014	Sunday, July 13, 2014	Girls Fast Pitch World Series	Centennial, Edmonds	Girls Fast pitch Softball	Jay Zetz	info@playallworld.com
Thursday, July 17, 2014	Sunday, July 20, 2014	AWS World Series	Centennial, Edmonds	Youth Baseball	Jay Zetz	info@playallworld.com
Monday, July 21, 2014	Friday, July 25, 2014	Triple Crown World Series	Centennial	Youth Fast Pitch	Bill Walters	billw@triplecrownsports.com
Saturday, July 26, 2014	Sunday, July 27, 2014	Seniors Invitational	Centennial	Senior Softball	Harold Dunbar	
Saturday, August 02, 2014	Sunday, August 03, 2014	Unavailable	Unavailable	Unavailable	Unavailable	Unavailable
Saturday, August 09, 2014	Saturday, August 10, 2014	SYFL	CHS	Youth Football	Randy Horsfall	RHorsfall@clickbond.com
Saturday, August 16, 2014	Sunday, August 17, 2014	AWS Baseball	Centennial	Youth Baseball	Jay Zetz	info@playallworld.com
Saturday, August 23, 2014	Sunday, August 24, 2014	Bud light Dropping Bombs	Centennial	Adult Softball	Jay Zetz	info@playallworld.com
Saturday, August 30, 2014	Monday, September 01, 2014	Baseball King of the Dirt	Centennial, Governors, Edmonds	Youth Baseball	Jay Zetz	info@playallworld.com
Friday, September 12, 2014	Sunday, September 14, 2014	NAFA Worlds	Centennial	Adult Fast Pitch	Benji Hedgecock	nafafastpitch@gmail.com
Saturday, September 20, 2014	Sunday, September 21, 2014	AWS Baseball	Centennial	Youth Baseball	Jay Zetz	info@playallworld.com
Saturday, October 11, 2014	Sunday, October 12, 2014	AWS Baseball	Centennial	Youth Baseball	Jay Zetz	info@playallworld.com
Saturday, October 18, 2014	Sunday, October 19, 2014	1/2 Off Everything Tournament	Centennial	Adult Softball	Jay Zetz	info@playallworld.com

40 Teams 5-600 P 25 T 3-400 Non local — 10,000 people — 6,000 people — Thur, 29 — * 2500 peopl — 1000 people — 2500 — out of town 1000 — 1200 — Carson Sandville 4000 — * 5,000 — out of Town 2,000 people — 2,000 people — * 12,00 — Day - * 16,000 — 1,000 — 1,000 — * 7,000 — 2,000 * — 2000 — 1500 — 0

FSS — FSS — Fri - Sat event — 120 Teams 6,000 out people — TFSS — FSS — TFSS — TFSS — M-F — Q day — FSS

Midnight - Madness - Bone Yard - Fri - mid - T.1 monday night Adult Legends — Rock n Reno - Nutrigen Ch Show - — Youth baseball — 4th weekend — Karate — open ceremonies thurs. — Girls — * Parade — Carson street. — Big - — All World — Triple Crown — Adults — 40 - 80. V.P — Family — All fields — Youth — Brew fest — Adult - — Mtal World Top Teams — Youth — Youth

mmg 3 of 18

Swim meet may 23 - 1,000 People outside — Soccer swim

Aug - 9 - Swfl - Sierra Youth Football league - 6 AM - 5-5 1 one day.