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OFFICE OF
BUSINESS DEVELOPMENT

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

Special Event Funding Request Form

Ventana Sierra
ORGANIZATION NAME / APPLICANT

205 Flicker Circle, Carson City NV 89704
MAILING ADDRESS, CITY, STATE, ZIP CODE

775-384-2290 — PHONE #
ventanasierra.org, carsoncitylitfest.c — WEBSITE URL

Ellen Hopkins
CONTACT / EVENT DIRECTOR NAME

220 Flicker Circle, Carson City NV 89704
MAILING ADDRESS, CITY, STATE, ZIP CODE

775-849-1637 — PHONE #
ellenhopkins@charter.net — EMAIL

Great Carson City Book Festival 2015
NAME OF EVENT

$ 5000
TOTAL FUNDING REQUEST

Event Dates: June 5-7, 2015

Project Area (check one):
- Redevelopment Area #1 ☒
- Redevelopment Area #2 ☐

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

See attached

Estimated number of local participants: 20,000 Estimated number of out-of-town participants: 20,000

Number of years event has taken place in Carson City: 1

Event Costs (Attach additional sheets, if necessary)

Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Advertising	$3,500	$15,000	$20,000
Equipment (tents, tables, chairs, PA, stage, etc.)	$1,500	$8,500	$10,000
Printing (posters, fliers, brochures, programs)	$	$5,000	$5,000
Faculty travel, hotels, etc. (not covered by publishers)	$	$2,500	$2,500
	$	$	$
	$	$	$
	$	$	$
Totals:	$5,000	$	$
Redevelopment Funds as a % of total Event costs:	13 %		
		Projected Revenues:	$37,500
		Projected Net Profit/Loss:	$0

Annual Budget of Organization:

	Last Year	Present Year	Next Year
Income:	$188,600	$237,000	$260,000
Expenses:	$154,431	$229,097	$245,000
Reserves:	$29,167	$37070	$52070

Number of years your organization has existed: 2

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

2013: $ n/a
2012: $ _____
2011: $ _____
2010: $ _____

Have other organizations besides yours committed funding for this event? [X] Yes [ ] No

If yes, what organization(s) and how much funding?
In 2014, the NAC and Humanities awarded us $2200; Nevada Tourism gave us $8000 for marketing. in 2015 these

Describe any efforts to obtain funding from other sources:

see attached

Describe why Redevelopment funds are required for the special event:

As this event is only in its second year in 2015, a major advertising push will help us attain our goal of attracting visitors from distant points. Nevada Tourism is helpful, but not enough to help us fill hotel rooms throughout the city. With your commitment, advertising can begin earlier and obtain a longer reach.

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 attached

List other organizations and businesses partnering or participating in the event:
The Carson City Library, The City of Carson City, The Nevada Arts Council, Nevada Humanities

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:

Mills Park and the Community Center

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

How do plan to market and advertise the event?
see attached

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

see attached

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

see attached

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:
Ellen [illegible]	4/15/14

*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.

The Great Carson City Lit Fest, June 5-7, 2015

Event Description

2014 is the inaugural year of the Great Carson City Lit Fest, which has yet to take place as this grant is written. Though Nevada is home to many writers, there is no literary event of this type in the state, and that includes The Vegas Valley Book Festival, which is largely organized by non-writers.

The Great Carson City Lit Fest is the brainchild of Carson City NY Times bestselling author Ellen Hopkins, whose reach in the publishing industry is long. Ellen's contacts are willing to send top-level authors, poets, storytellers, etc., to Carson City to help her create one of the best book festivals in the country. Similar festivals are attended by tens of thousands of people annually, and we believe the Great Carson City Lit Fest will attract Nevada residents from around the state, as well as visitors from all across the country because of the level of authors who will appear.

Early June was historically devoted to the Rendezvous, which is no more. It's the perfect time for visitors to come to northern Nevada and bring their families along. The Great Carson City Lit Fest is a family friendly event, with something to please everyone from toddler to octogenarian--author talks, panels, readings and book signings; an unplugged battle of the bands; storytelling; kids' crafts and other activities; vendor booths, all free and open to the public. Ticketed events benefit Ventana Sierra, a 501(c)3 helping at-risk youth into safe housing and college. So this event helps the community in multiple ways. It is destined to grow over the years, but in its early stages extra funding is needed. We are seeking corporate sponsors and in coming years, these will become more important than public funding.

Efforts to obtain outside funding:

We are seriously pursuing corporate sponsorships for this event. Beyond actual funding, in-kind donations of travel expenses have been obtained from major and smaller publishers.

How event meets the objective of the Redevelopment Plan:

This event is all about bringing in visitors for a three-day weekend, so hotel rooms will be filled and food, beverages and shopping will all be purchased. As the event grows, more and more vendors/exhibitors will be attracted as well, bolstering sales tax revenues.

Approvals still pending:

The city's special use permit can't be applied for until we know the exact number of exhibitors, which won't be until May1, 2015.

Marketing:

Direct mailings to schools, libraries, bookstores, etc. within a 500-mile radius; travel magazine advertising; online outreach including Google and Facebook advertising; writers and trade magazine advertising; local radio and newspaper advertising; regional newspaper and magazine advertising.

Future expansion:

This event is destined to grow. Similar events in cities like Austin TX regularly draw over 100,000 visitors annually. As the event gains name recognition, publishers will seek to send their authors, and we will attract even bigger names to the stage in Carson City. For 2015, we have commitments from Daniel Handler (aka Lemony Snicket), M.T. Anderson and Stephen Chbosky, huge names in the industry.

Transitioning away from City funding:

We will be writing bigger grants to organizations including the NAC, the NEA, Humanities, etc. AND we will gain corporate sponsors as they see the benefit to themselves and their community.

Ventana Sierra Organizational Chart

Board of Directors

Ellen Hopkins, Executive Director
serves as programs director

Susan Hart Lindquist, Director
serves as community outreach director

Susan Priest, Director
serves as education liaison

Kelly Foutz, CEO
serves as marketing specialist

John Hopkins, President
serves as media liaison

Joaquin Foutz, CFO

Board of Advisers

Chris Bayer
Joyce Buckingham
Robert Crowell
Ruth Gordon
Sara Jones
Larry Messina
John Tatro

About Ellen Hopkins

Ellen Hopkins came to writing young adult fiction via a circuitous route. She studied journalism at UCSB, but dropped out of school to marry Mr. Wrong, start a family and delve into entrepreneurship, owning two small businesses that lasted marginally longer than her first marriage. The small income she received from selling her video store, however, allowed her the ability to explore writing as a career when she and her new husband, John, moved to Lake Tahoe to begin life together.

Hopkins drew on her journalism background to become a freelance writer, publishing hundreds of articles ranging from restaurant reviews to environmental exposes. Her research for a few of these inspired twenty nonfiction books for children, all published between the years 2000-2005. Meanwhile, she fed her more creative side, writing poetry and experimenting with short works of fiction.

Eventually, a quite personal story of family addiction led her to YA, with her first novel, *Crank.* Hopkins chose to write the 2004 book in verse because, she says, it allowed her more deeply inside her protagonist's head and heart, and also because of the visual interest of the more unusual word placement. She discovered a talent for the form, and a desire to write for teens, who have become passionate about her straightforward storytelling and well-drawn characters.

Crank and the ten young adult novels that have followed have all reached coveted top ten spots on the *New York Times* Bestseller List. Hopkins has also taken the plunge into adult fiction with *Triangles* and *Collateral*, and she is currently writing *Tangled*, her third novel for adults, to publish Spring 2015. Her books have won numerous awards, and she was honored with the Nevada Governor's Arts Award in 2010.

Hopkins has recently founded Ventana Sierra, a nonprofit whose mission is to help youth-in-need into safe housing and working toward career goals through higher education, vocational training, mentorship and the arts. She says this is her way of paying success forward.

Learn more about Ellen Hopkins at: http://ellenhopkins.com/
Learn more about Ventana Sierra at: www.ventanasierra.org

Resumes

Ellen Hopkins is the New York Times bestselling author of *Crank, Burned, Impulse, Glass, Identical, Tricks, Fallout, Perfect, Triangles, Tilt,* and *Collateral.* She lives in Carson City, Nevada, with her husband and son. Hopkin's Facebook, Twitter, Tumblr and Pinterest pages get thousands of hits from teens who claim Hopkins is "the only one who understands me". Ellen founded VENTANA SIERRA in 2012 as a way of helping young people in need. Her vitae can be found at www.ellenhopkins.com

Susan Lindquist is a graduate of UCSB, an author, and an award-winning poet. A former SCBWI Regional Advisor and instructor for the Institute of Children's Literature, Susan is a longtime faculty member of Andrea Brown's Big Sur Writing Workshop and a regular speaker and manuscript consultant at SCBWI events, including Nevada SCBWI Mentor Programs

Susan Priest is a Community College Professor at Western Nevada College. She holds the following degrees: Instructor, Counseling and Guidance Personnel BA, Behavioral Sciences, University of Chicago; M. Div., Pacific School of Religion. Susan teaches Introduction To Philosophy, World Religions, and Strategies To Academic Success in the Educational Psychology Department.

Kelly Foutz started working with at-risk youth in 2000. Realizing that this was her calling, in 2005 she and her husband became House Parents to children aged 10-18. They worked in this capacity for five years, before moving back to their home state of Nevada to start a family of their own.

After more than twenty-five years in communications, **John Hopkins** spent five years working for the State of Nevada before recently retiring to write his Great American Novel. In addition to radio stations in California, he worked as news director for Reno's KOZZ radio and as chief assignment editor at KRNV, Reno's NBC TV affiliate. He was also editor at The Tahoe Reader, a critically acclaimed monthly newspaper.

Joaquin Foutz started working as a House Parent with his wife, Kelly, in 2005, caring for children with behavior and addiction problems for five years before moving back to Nevada. He is now a vet assistant, working on his degree. In an earlier incarnation, "Keno" kept books for a Reno pawnshop.

Ventana Sierra Profit and Loss 2013

Income

Individual donations	78,100
Grants	42,500
Fundraising	14,500
In-Kind	53,500
Total	188,600

Expenses

Home startup/repairs	59,176
Mortgage/Rent	11,510
Utilities	3,813
Insurance	2,165
Tuitions	5,170
Equipment	1,725
Supplies	13,669
Payroll	42,000
Fees	507
Postage	50
Fundraising	1,750
Grantwriting	7,078
Marketing	1,500
Transportation	915
Medical	750
Miscellaneous	2,653
Total	154,431

Net Profit (cash on hand) 34,169

Ventana Sierra Balance Sheet
As of April 15, 2014

Assets		
Cash in checking	32,343	
Grants receivable	30,200	
Pledges receivable	5,550	
Subtotal current assets	**68,093**	
Prepaid expense	2,450	
Real property	275,000	
Furniture & equipment	52,000	
Computers	1,725	
Subtotal long term assets	**331,175**	
	Total assets	**399,268**
Liabilities		
Payroll taxes payable	2,448	
Mortgages/options payable	220,000	
	Total liabilities	**222,448**
	Net assets	**176,820**

The vision of one requires the help of many.

Ventana Sierra, a 501(c)(3), is the vision of NY Times bestselling author, Ellen Hopkins, whose own "ventanas" (windows) look to the Sierra. As a contemporary YA novelist, Ellen often hears about young people with the drive and desire to succeed, but who are unable to realize their goals because of unique personal circumstances.

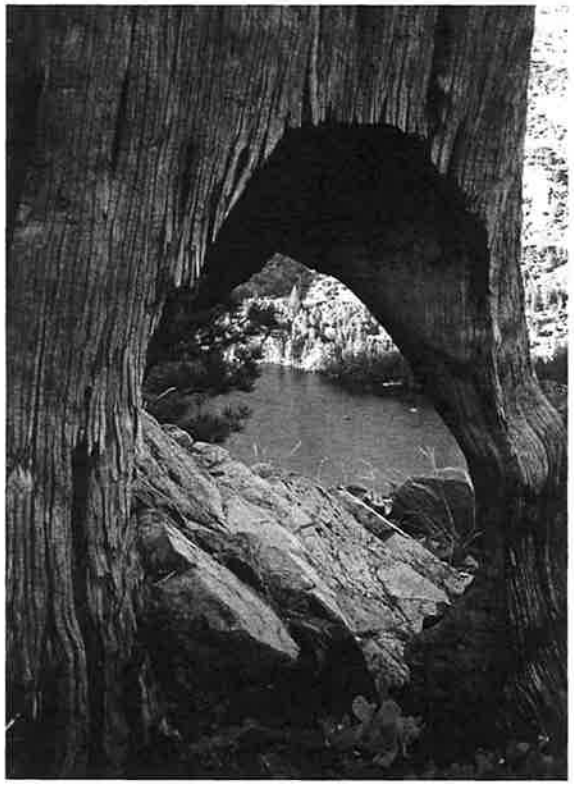
Her dream is to create a dynamic organization that will provide the necessary resources to empower highly motivated youth-in-need to build a brighter future for themselves, their communities, and their world.

Ellen Hopkins with some of our Ventana Sierra girls.

Your tax-deductible gifts will change lives and positively influence the future. Please visit us online to learn how you can help.
www.ventanasierra.org

Ventana Sierra, Inc.
P.O. Box 18005
Reno, Nevada 89511
775-384-2290

Ventana Sierra
YOUTH HOUSING AND RESOURCE INITIATIVE



www.ventanasierra.org

At this moment, some 50,000 young Americans have slept on the street for six months or more.

A large percentage have aged out of foster care or been released from juvenile detention for "status" offenses like curfew violations or running away.

Existing homeless assistance programs are largely designed for adults and are unequipped to provide services for youth.

On any given day in Nevada, some 600 young people are homeless.

Nevada has the highest high school dropout rate of all fifty states.

Nevada ranks last in the percentage of 18-24 year olds who have a high school diploma.

Only 26 % of Nevada's high school students enroll in college, compared to 54% nationwide.

Only 28.6 % of Nevada adults over age 25 have an associate's degree or higher.

If the students who dropped out of the class of 2007 had graduated, Nevada's economy would have benefitted from an additional $4.2 billion over their lifetimes.

Ventana Sierra plays a vital role in the lives of aged-out foster children and other young men and women who might not otherwise attain the skills necessary to succeed in a competitive job marketplace.

Applicants are carefully screened to determine those with the highest likelihood of successfully completing the program.

Those chosen must agree to live substance-free and maintain favorable GPAs and/or mentor evaluations throughout the program.

They are required to attend school or vocational training a minimum thirty hours per week, plus volunteer hours for local service organizations.

Properties purchased for future homes immediately serve as apprenticeship training grounds for those interested in carpentry, plumbing, electrical work, etc.

In this way, they give back to the program, and to their communities.

Ventana Sierra provides:

- *Safe housing in a family style, independent living situation.*
- *College or vocational training.*
- *Apprenticeships under professional mentors.*
- *Tutoring.*
- *Life skills classes.*
- *Transportation.*
- *Necessary medical care.*
- *Daily oversight by skilled professionals.*

Ventana Sierra also serves as a resource liaison, pointing those who need services but don't qualify for the program toward local organizations able to help.