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

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OFFICE OF
BUSINESS DEVELOPMENT

Special Event Funding Request Form

Advocates To End Domestic Violence
ORGANIZATION NAME / APPLICANT

Post Office 2529, Carson City, Nevada 89702
MAILING ADDRESS, CITY, STATE, ZIP CODE

883-7654 www.tasteofdowntowncarson.com
PHONE # WEBSITE URL

Lisa Lee
CONTACT / EVENT DIRECTOR NAME

Post Office Box 2529, Carson City, Nevada 89702
MAILING ADDRESS, CITY, STATE, ZIP CODE

883-7654 director@aedv.org
PHONE # EMAIL

Taste of Downtown
NAME OF EVENT

$ 6,500
TOTAL FUNDING REQUEST

Event Date: June 20, 2015,
(June 21, 2014)

Project Area (check one):
Redevelopment Area #1 [X]
Redevelopment Area #2 [ ]

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

By the 1990's, downtown Carson City had become shabby and run down, giving few people any incentive to stop and patronize the businesses located there. Among the neglected properties were several restaurants that mostly went unnoticed and only managed to survive because of a limited regular clientel. Tucked away in a backroom of Mo & Sluggo's (now the Pour House) was the Wild Scallion, a small restaurant with a trendy menu that was only known by word of mouth. Discovering this struggling restaurant and the silent charm of the downtown area was a "light bulb" moment from which the first Taste of DownTown was born. The concept was to host an event that would meet three goals: provide exposure for area restaurants to increase awareness and business; encourage people to stroll the historic streets and discover shops and the forgotten beauty of the capital city; and generate funds for the shelter. No one could have predicted how well received the Taste of DownTown would be or how it would grow from seven participating restaurants in its first year to forty three last year and seven live bands. The Taste of DownTown offers 2,000 ticket holders the opportunity to stroll along tree lined streets, sampling the fare of 35+ area restaurants, enjoying music from live bands, and discovering local shops, all the while participating in a one of-a-kind event that brings the community together and fosters awareness of the renovated downtown and area businesses. In addition, an estimated 3,000+ non-ticket holders are drawn to the outdoor festival and live music, often eating at the downtown restaurants, purchasing beverages from street vendors, and browsing participating shops and galleries. The Taste of DownTown has grown, not necessarily out of support for awareness of domestic violence and sexual assault, but because the event is able to attract people who have an interest in food and live bands, and a desire to dance in the streets, meet old and new friends, and enjoy a summer evening under the sky in the capital city.

Estimated number of local participants: 1,600 Estimated number of out-of-town participants: 400

Number of years event has taken place in Carson City: 20

Event Costs (Attach additional sheets, if necessary)

Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Restaurant Reimbursement –paid per taste	$ 4,000	$8,500	$ 12,500
Trolley/Waste management/Sani Huts/Volunteers t-shirts	$ 0	$ 3,250	$ 3,250
Bands/Entertainment	$ 1,500	$ 4,000	$ 5,500
Advertising/photographer	$ 1,000	$ 4,250	$ 5,250
Wristband tickets/printing/equipment rental/electrician	$ 0	$ 4,250	$ 4,250
Supplies/insurance/postage	$ 0	$ 2,350	$ 2,350
Clean up crew	$ 0	$ 2,200	$ 2,200
Totals:	$ 6,500	$28,800	$ 35,300
Redevelopment Funds as a % of total Event costs:	18%		
		Projected Revenues:	$ 63,000
		Projected Net Profit/Loss:	$ 27,700

Annual Budget of Organization:

	Last Year	Present Year	Next Year
Income:	$1,147,795	$ 978,934	$ 980,000
Expenses:	$ 826,498	$ 868,247	$ 890,000
Reserves:	$ 321,297	$ 110,687	$ 90,000

Number of years your organization has existed: __35__

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

2013: $ __0__ 2011: 5,000 ___ 2014 $6,500

2012: $ 5,000_ 2010: 5,000 ___

Have other organizations besides yours committed funding for this event? ☐ **Yes** [X] **No If yes, what organization(s) and how much funding?** We will be seeking sponsorship as the event gets closer.

Describe any efforts to obtain funding from other sources:
We have a committee of volunteers who solicit sponsorships from local businesses to off-set the cost of producing the event.

Describe why Redevelopment funds are required for the special event:
As a non-profit agency providing services to survivors of domestic violence and sexual assault, it is critical that additional resources are utilized to offset the expense of promoting and hosting the Taste of DownTown. Past financial support through Redevelopment has permitted restaurants to receive payment for participation and the booking of more and better live entertainment.

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);
The Taste of DownTown showcases the historic downtown area, restaurants, and local businesses and shops. This annual event has developed into a STRONG marketing tool that attracts roughly 5,000 people to the downtown area where businesses have the opportunity to capture the interest of potential customers and increase awareness of their merchandise, menus, and location.

List other organizations and businesses partnering or participating in the event: We will partner with 35+ restaurants and several live bands for the event, as well as a minimum of 10 shops. The CCSO provides security and the Nevada Appeal donates a portion of the advertising.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures: The Taste of DownTown will take over 13 blocks ranging from West Spear Street to the Carson Mall. It is anticipated we will seek permission to close the following streets: Third, Curry from King to Spear, Telegraph Square, West Musser, Second, West Telegraph Street, and East/West Proctor Street.

Have you obtained all necessary approvals and/or permits for the event? [ ] **Yes** [X]
No If not, what approvals are still pending? We have secured the permit for the banner across Carson Street and will apply for the necessary permits as the date draws nearer. We have always worked with the City to meet their requirements.

How do plan to market and advertise the event? We anticipate that ads will be purchased in the Nevada Appeal, Record Courier, RGJ, Carson Now, Community Center reader board, posters, and social media.

Explain how the special event may be able to be expanded in the future: The Taste of DownTown has steadily grown to the point that it is the largest event held in downtown Carson City outside of Nevada Day. The event is limited only by the number of ticket holders that the restaurants can accommodate, which is set at 2,000.

Explain how the special event will be able to transition away from City funding support in the future: Revenue from the Taste is limited to a maximum of 2,000 tickets due to the difficulties in feeding large crowds. Annually, the cost of producing the event has increased even though agency staff, board members, and volunteers provide the event with labor in order to reduce the need to hire a promoter and support staff. If sponsorship increases, AEDV will be able to rely less on City funding.

Acknowledgement of Application Provisions: (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 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: 4.4.14

*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:

[x] Complete, signed Special Event Funding Request Form

[x] 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

[x] 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

ADV TO END DOMESTIC VIOLENCE

BALANCE SHEET/STATEMENT OF NET WORTH
FEBRUARY 2014

ASSETS		
Current Assets:		
Cash on Hand	$ 200	
ADVOCATES	64,288	
AEDV	7,501	
CLASSY SECONDS	55,161	
INVESTMENTS	845,666	
SAVINGS	1,197,742	
Total Current Assets		$ 2,170,558
Fixed Assets:		
Accumulated Depreciation	$ -430,295	
LAND/BUILDING/EQUIPMEN	936,489	
Total Fixed Assets		506,194
Other Assets:		
DEPOSITS	$ 1,450	
ESCROW DEPOSIT	5,000	
Total Other Assets		6,450
TOTAL ASSETS		$ 2,683,202
LIABILITIES		
Current Liabilities:		
ADVOCATES (OUTSTANDING)	$ 6,055	
CLASSY (OUTSTANDING)	1,465	
AEDV (OUTSTANDING)	177	
Total Current Liabilities		$ 7,697
TOTAL LIABILITIES		7,697
EQUITY		
YTD Increase (Decrease)	2,675,505	
Total Equity		2,675,505
TOTAL LIABILITIES AND EQUITY		$ 2,683,202

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)
Profit & Loss
February 2014

	Feb 14	
Income		
Income		
Advocate Deposits	55,176.44	
AEDV Deposits	3,405.00	
Classy Deposits	24,014.32	
Total Income		82,595.76
Interest/Dividend		
Investment Earnings	4.61	
Savings Interest	89.55	
Total Interest/Dividend		94.16
Total Income		82,689.92
Expense		
AEDV		
Bank Service	23.50	
Utilities	526.46	
Total AEDV		549.96
Bank Service		
Merchant Card Fees	64.00	
Bank Service - Other	3.00	
Total Bank Service		67.00
Board Expense		249.83
Classy Seconds		
Advertising	160.00	
Bank Charges	34.50	
Merchant Card Fees	288.95	
Office Expense	646.99	
Operating	272.15	
Postage/Mailing	9.00	
Rent	2,900.00	
Supplies	201.12	
Telephone	558.36	
Trash	230.80	
Utilities	1,119.26	
Vehicle	1,441.64	
Total Classy Seconds		7,862.77
Dues/Subscriptions		61.00
Equipment Repairs/Maintena...		145.95
General Fundraising		750.00
Grant Expense		
VOCA	1,050.00	
Total Grant Expense		1,050.00
Insurance		
Liability	1,728.91	
Medical	3,695.76	
Workmans Comp	910.62	
Total Insurance		6,335.29
Legal/Accounting		250.00

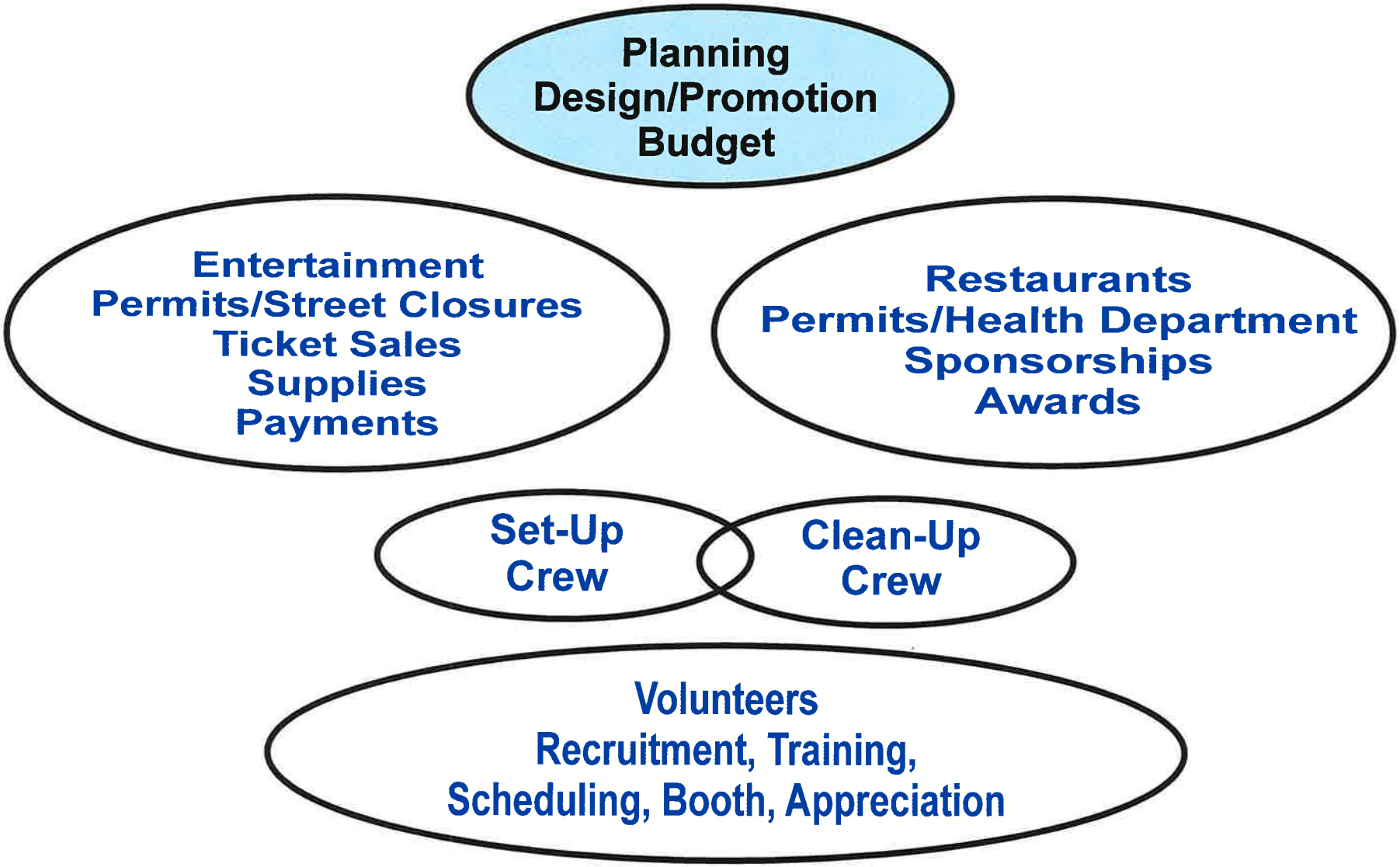
ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)

Profit & Loss

February 2014

	Feb 14	
Office Expense		
Computer Repair	86.25	
Employee Background Check	121.90	
Internet	53.30	
Staff Misc	299.93	
Supplies	3,104.66	
Total Office Expense		3,666.04
Payroll		
Expense	214.50	
Salaries/Wages	38,541.36	
Tax Deposits	9,668.24	
Total Payroll		48,424.10
Postage/Mailing		148.00
Shelter Expenses		
Operating Supplies	293.99	
Repairs/Maint.	1,152.41	
Total Shelter Expenses		1,446.40
Telecommunications		
Answering Service	151.80	
Telephone	1,096.34	
Total Telecommunications		1,248.14
Training		126.00
Utilities		
Refuse	318.76	
Utilities - Other	2,142.74	
Total Utilities		2,461.50
Vehicle Expenses		100.35
Volunteer Expenses		297.13
Total Expense		75,239.46
Net Income		**7,450.46**

Advocates to End Domestic Violence
Taste of DownTown



Board members, staff and volunteers work together to produce the Taste of DownTown