Office of Business Development

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Date: April 28, 2014

To: Redevelopment Authority Citizens Committee
Meeting of May 5, 2014

From: Lee Plemel, Director

Subject: Special Event Funding Requests for FY 2014-15

RECOMMENDED RACC MOTION: I move to recommend to the Redevelopment Authority approval of the expenditure of $65,000 from the Fiscal Year 2014-15 Revolving Fund to support the special event requests, distributed to the applicants as identified in Alternative __ as approved by RACC, as an expense incidental to the carrying out of the redevelopment plan that 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 adopted Redevelopment Authority Policies and Procedures provide for the process and criteria for reviewing Special Event funding requests. Applications for funding are due by April 15 each year and are reviewed by RACC in May. Staff anticipates that the RDA and Board of Supervisors will make the final special event funding allocations on May 15.

The policies and procedures identify specific application submittal requirements and establish criteria that the RACC and Redevelopment Authority shall consider when evaluating applications for special event funding. The following factors are identified for consideration:

a. The number of participants the event draws compared to the amount of Redevelopment funding and other City support requested for the event.
b. The amount of City funding requested for the event compared to funding obtained or sought from other sources.
c. The amount of funding requested in past years compared to funding currently being requested.
d. The longevity of the event in Carson City and its importance to the community.
e. The possibility for the event to grow in the future.
f. Potential conflicts with other special events on the same date as the proposed event.
g. Other factors as deemed appropriate by the Authority.

The FY 2014-15 Redevelopment Tentative Budget, as approved the Board of Supervisors on April 24, 2014, allocates $65,000 in discretionary funds for special events, the same amount as was allocated last year. Certain recurring events supported by the City are included separately as budget line items: Nevada Day ($25,000), Farmers Market ($15,000), and the Christmas

Tree Lighting ($10,000). The Board of Supervisors is tentatively scheduled to take final action on the budget on May 19, 2014.

SPECIAL EVENT APPLICATIONS:
The Office of Business Development received 15 applications for a total of $121,250 in requested funding, which exceeds the $65,000 allocated for special events by $56,250. Attachment A is a table showing the special event funding requests received, with the dates of the events, the requested funding, and funding that the events received from Redevelopment last year for comparison purposes, if applicable.

Following is a summary of the applications received. Refer to the attached application packets for more detail and explanation.

1. Applicant: Pinkerton Ballet Theatre
Event: Nutcracker Ballet
Requested funding (% of event budget): $2,500 (5%)
Description: Annual Nutcracker ballet performance over Thanksgiving weekend at the Community Center's Bob Boldrick Theater.
Total event budget: $48,000
Prior year funding: $2,000
Estimated number of participants (local/out-of-town): 1,000 (unknown)
Dollars of City funding per participant: $2.50

2. Applicant: Sierra Nevada Ballet
Event: Peanutcracker – The Story in a Nutshell
Requested funding (% of event budget): $2,500 (9%)
Description: Annual ballet performance designed especially for children and families with young children, performed at the Community Center Bob Boldrick Theater.
Total event budget: $26,700
Prior year funding: $2,000
Estimated number of participants (local/out-of-town): 1,900 (1,800 / 100)
Dollars of City funding per participant: $1.32

3. Applicant: Sierra Nevada Ballet
Event: Duke's Place – A Story in Dance
Requested funding (% of event budget): $10,000 (22%)
Description: A new original production based on Nevada history in celebration of the Nevada Sesquicentennial, in partnership with the Reno Jazz Orchestra, performed at the Community Center Bob Boldrick Theater.
Total event budget: $44,510
Prior year funding: N/A
Estimated number of participants (local/out-of-town): 600 (unknown)
Dollars of City funding per participant: $16.67

4. Applicant: Mile High Jazz Band Association, Inc.
Event: Jazz & Beyond – Carson City Music Festival
Requested funding (% of event budget): $8,000 (34%)
Description: Summer music festival consisting of free performances for people of all ages from August 1-17.
Total event budget: $23,500
Prior year funding: $6,000
Estimated number of participants (local/out-of-town): 3,500 (2,500 / 1,000)
Dollars of City funding per participant: $2.29

5. Applicant: Capital City Arts Initiative
Event: CCAI 2014-15 Season
Requested funding (% of event budget): $6,000 (9%)
Description: A yearlong season of visual arts programs in many non-traditional art sites making arts programming available to many residents, including those who might never chose to visit an arts venue.
Total event budget: $66,625
Prior year funding: $5,000
Estimated number of participants (local/out-of-town): 37,500 (35,000 / 2,500)
Dollars of City funding per participant: $0.16

6. Applicant: Silver Dollar Car Classic/Joy Evans
Event: Silver Dollar Car Classic
Requested funding (% of event budget): $2,500 (11%)
Description: Annual downtown three-day car show, including live music of the 50's, 60's, and 70's, show-n-shines, food, and cruising.
Total event budget: $22,643
Prior year funding: $5,000
Estimated number of participants (local/out-of-town): 2,300 (2,000 / 300)
Dollars of City funding per participant: $1.09

7. Applicant: Joy Evans
Event: Lone Mountain Cemetery Tour
Requested funding (% of event budget): $6,100 (100%)
Description: Tour of the Lone Mountain Cemetery to educate locals and visitors on the historic "characters" that reside in the cemetery.
Total event budget: $6,100
Prior year funding: N/A
Estimated number of participants (local/out-of-town): 500 (400 / 100)
Dollars of City funding per participant: $12.20

8. Applicant: Nevada Rural Counties RSVP Program
Event: Spring Fun Fair (2015)
Requested funding (% of event budget): $10,000 (48%)
Description: Carnival, food, drinks, and crafts vendors to raise money for RSVP programs.
Total event budget: $21,000
Prior year funding: $8,333
Estimated number of participants (local/out-of-town): 34,000 (25,000 / 9,000)
Dollars of City funding per participant: $0.29

9. Applicant: Nevada Rural Counties RSVP Program
Event: Fourth of July Celebration
Requested funding (% of event budget): $10,000 (27%)
Description: Fourth of July fireworks, carnival, food, drinks, and crafts vendors to raise money for RSVP programs.
Total event budget: $37,000
Prior year funding: $8,333
Estimated number of participants (local/out-of-town): 40,000 (30,000 / 10,000)
Dollars of City funding per participant: $0.25

10. Applicant: Nevada Rural Counties RSVP Program
Event: Nevada Days Celebration
Requested funding (% of event budget): $10,000 (48%)
Description: Carnival, food, drinks, and crafts vendors to raise money for RSVP programs.
Total event budget: $21,000
Prior year funding: $8,334
Estimated number of participants (local/out-of-town): 40,000 (30,000 / 10,000)
Dollars of City funding per participant: $0.25

11. Applicant: Advocates to End Domestic Violence
Event: Taste of Downtown
Requested funding (% of event budget): $6,500 (18%)
Description: Outdoor festival and live music with food sampling from local restaurants to raise money for Advocates to End Domestic Violence.
Total event budget: $35,300
Prior year funding: $6,500
Estimated number of participants (local/out-of-town): 2,000 (1,600 / 400)
Dollars of City funding per participant: $3.25

12. Applicant: Carson City Senior Citizens Center
Event: MOW Classic Car Show and Concert in the Park
Requested funding (% of event budget): $4,150 (66%)
Description: Classic car show and concert at Mills Park to raise money for Meals on Wheels.
Total event budget: $6,290
Prior year funding: $2,000
Estimated number of participants (local/out-of-town): 1,900 (15,000 / 400)
Dollars of City funding per participant: $2.18

13. Applicant: Carson City
Event: Nevada Sesquicentennial Fair
Requested funding (% of event budget): $10,000 (14%)
Description: Five-day fair at the Fairgrounds/Fuji Park in celebration of Nevada's 150th anniversary.
Total event budget: $72,850
Prior year funding: N/A
Estimated number of participants (local/out-of-town): 50,000 (30,000 / 20,000)
Dollars of City funding per participant: $0.20

14. Applicant: Ventana Sierra
Event: Great Carson City Book Festival 2015
Requested funding (% of event budget): $5,000 (13%)
Description: Book festival at Fuji Park including author talks, panels, readings, book signings, and vendor booths free and open to the public.
Total event budget: $37,500
Prior year funding: N/A
Estimated number of participants (local/out-of-town): 40,000 (20,000 / 20,000)
Dollars of City funding per participant: $0.13

15. Applicant: NVision Live Events
Event: NVision Live Event Series
Requested funding (% of event budget): $28,000 (100%)
Description: Series of six downtown events including music, carnivals, craft fairs, and food and drink vendors.
Total event budget: $28,000
Prior year funding: N/A
Estimated number of participants (local/out-of-town): 12,000 (9,000 / 3,000)
Dollars of City funding per participant: $2.33

As noted previously, there is a total of $121,250 in funding requests, which exceeds the $65,000 allocated for special events by $56,250. Last year a total of $85,325 in requests were received for $65,000 in allocated funds. The RACC should consider the established criteria for reviewing special event applications and make a recommendation to the Redevelopment Authority for funding special events within the $65,000 allocated budget. Office of Business Development staff will provide a spreadsheet at the meeting to assist RACC in developing alternative funding scenarios for consideration and recommendation.

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

Attachments:
A. Redevelopment Special Event Requests Table
B. Special Event Funding Request applications