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BUSINESS DEVELOPMENT

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

Special Event Funding Request Form

SILVER DOLLAR CAR SHOW
ORGANIZATION NAME / APPLICANT

P.O. BOX 20122, CARSON CITY, NV 89721
MAILING ADDRESS, CITY, STATE, ZIP CODE

775-741-4267 WWW.SILVERDOLLARCARCLASSIC.COM
PHONE # WEBSITE URL

GENE GREEN
CONTACT / EVENT DIRECTOR NAME

SAME AS ABOVE
MAILING ADDRESS, CITY, STATE, ZIP CODE

SAME SAME
PHONE # EMAIL

NAME OF EVENT

$ 2,500.00
TOTAL FUNDING REQUEST

Event Dates: 7-24-7-27, 2014

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):

SPECIAL REQUEST.
PLEASE SEE
ATTACHED.

Estimated number of local participants: 2,000 Estimated number of out-of-town participants: 300
Number of years event has taken place in Carson City: 20

2014

Event Costs (Attach additional sheets, if necessary)

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

Annual Budget of Organization:

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

Number of years your organization has existed: ____

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

2013: $ _____

2012: $ _____

2011: $ _____

2010: $ _____

Have other organizations besides yours committed funding for this event? ☐ Yes ☒ No

If yes, what organization(s) and how much funding?

Describe any efforts to obtain funding from other sources:

Describe why Redevelopment funds are required for the special event:

please see attachment

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):

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

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

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?

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

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

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:
Joy Cervas / Gene Green	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.

The Silver Dollar Car Classic car show has had a major sponsor for many years. In turn, we have some major events at their property prior to the car show. There are three events that bring in a sizable amount of customers to their establishment and to downtown Carson City.

In January I called the sponsor to insure we still have their support. I was told by the Finance Director the $2,500 has been put aside for us.

Two committee members had a meeting with the banquet manager to go over the particulars of the Friday night welcome party in their banquet room,street dance across the street and sock hop Saturday evening .

In March we received a call from the Banquet Manager who informed us the amount of the sponsorship was no longer available. They could only give us $100 from the $2,500 amount which was set aside for this event. This was after the Finance Manager informed us the entire amount was secured for us.

We had already gone to print with their name on all our advertising materials, posters, rack cards, and made arrangements for the Friday night live band for the downtown street dance. The sponsorship amount is what assisted in paying for the band, the rental of the city stage and extra personnel to set up the parking lot, provide security and removal of all props well into the night when the dance was over. This street dance was for the citizens of Carson City, visitors and the car show participants. The street dance also displayed some beautuful vehichles for everyone to view.

This sponsor will be receiving all the benefits of being a paid sponsor without giving the event any monetary support.

We are asking the City for some help to maintain the high quality of the event which, by the way, does bring in out of town visitors which utilize our lodging properties and amenities the city has to offer and energy to the downtown corridor.

This is a well established event and we are in our 20th year and hope to continue for many years to come. We have already received many out of state participants. We will, however, need to make some changes for next year to ensure our continued excellence in service with a new major sponsor. Most businesses of this magnitude secure their budget in October/November for the following year. This makes it impossible to seek a new sponsorship for this year. We already have our eyes on very possible sponsors for the 2015 season.

Page 2 – EVENT COSTS -
Activities (e.g. Advertising, Equipment Rental, etc.)

Rental of Mills Park	***$1,000.00***
Insurance	***800.00***
Photographer	***500.00***
Santi Huts	***275.00***
Holding Tank	***300.00***
Overnight Security	***600.00***
Portable Office	***300.00***
Dash Plaques	***350.00***
Cruise Night DJ	***650.00***
Awards & Trophies	***1,500.00***
Graphics	***600.00***
Web Site	***300.00***
Printed Materials	***2,000.00***
Sheriff's Office	***200.00***
Event T-Shirts	***3,500.00***
Miscellaneous	***300.00***
Breakfast (Participants)	***1,418.00***
Permits (City)	***300.00***
Talent Cost (Route 66 Band)	***1,200.00***
DJ	***400.00***
Radio Advertising	***1,500.00***
Distribution of Fliers	***600.00***
Beer (Capitol Beverage)	***1,000.00***
Soft Drinks	***100.00***
Ice	***250.00***
Sunday BBQ Dinner	***1,500.00***
Dayton Kiwanis (Breakfast)	***1,200.00***
TOTAL:	***$22,643.00***

Page 2 – HAVE OTHER ORGANIZATIONS BESIDES YOURS COMMITTED FUNDING FOR THIS EVENT?

We obtain funding through Cruise Nights which are held on Thursday nights before the event. This gives our participants a chance to visit new restaurants and establishments.

This year:

Carson Nugget Casino	***$100.00 (Previous - $2,500.00)***
Wyndham Gardens (Carson Station Hotel)	***250.00***
Buffalo Wild Wings	***250.00***
Wing Stop	***250.00***
Bully's Sports Bar & Grill	***250.00***
Courtyard by Marriott	***250.00***
Carson Lanes	***250.00***
Concours Parts	***250.00***
TOTAL:	***$1,850.00***

A Cruise Night will bring in anywhere from 40 – 80 vehicles to their property. (Depending on the weather). Participants love trying new places to eat and experiencing new properties.

S. JOY EVANS

Carson City, NV 89701 *(Cell) 775.230-6750*

Self motivated. Well organized with extensive experience interacting with the public on all levels, maximizing company goals and profitability. Demonstrates expertise in customer service, marketing, training, management, human resource and recruiting. High energy with ability to multi-task and prioritize, achieving effective results. Strong initiative, communication and follow through skills. Adamant about details.

EXPERIENCE:

Carson City Convention & Visitors' Bureau *Administrative Assistant/Event Coordinator*
1986 –

- *Carson City Rendezvous – Responsible for booking entertainment and scheduling same. Oversee all encampments such as the Mountain Man Encampment, Native American Village, Civil War Re-enactors and encampment, Nevada Gunfighters and dealing with problems when they occur.*

- *Carson City Wild West Tour - Contacting and scheduling all volunteers to work the event. Selecting homes, tour guides and docents Designing the tour route contacting the home owners. Setting up the event site for ticket sales and departure. Thanking the volunteers after the event.*

- *Carson City Ghost Walk – Contacting and scheduling all volunteers to work the event. Selecting historic homes, contacting the home owners and scheduling the tour guides and docents for the homes. Design the tour route keeping with a time frame. Setting up the event site for ticket sales and departures. Thanking the volunteers for their time after the event.*

- *Silver Dollar Car Classic Car Show – Sending out registration forms to previous attendees. Placing ads in publications that pertain to the event. Accept the registration forms issuing registration numbers and sending confirmation notifications. Work the event responsible for the sales of merchandise. Schedule volunteers to work the merchandise booth, Cruise Nights and Friday night street dance. Contacting and securing Cruise Night locations for Every Thursday evening 11 weeks before the event.*

- *Responsible for two storage units (off site). Coordinate with the shipping company delivery of brochures and printed materials. Making sure they have a lift gate and pallet jack for delivery. Keep both storage units neat and orderly. Delivery of printed materials to the CCCVB office when needed.*

- *Visitors Center – Working with the public educating them of what to see and what to do while visiting Carson City. Recommending restaurants and lodging properties pertaining to their budget and needs.*

- *Lodging Association – conducted meetings with lodging properties. Listened to their concerns and suggestions. Updated them on upcoming events. Invited them to participate in promotions. Delivered event posters, fliers and printed materials to each hotel and motel providing information to their guests on what to do and see.*

- *Assisted with designing collateral materials such as Dining Guide, Lodging Guide, Events Brochure and proof read all materials for print.*
- *Attended service club meetings educating them on new things in Carson City and informing them of upcoming events and ways they could be involved with sponsorship*
- *Designed the historic home tour to groups and lead the tours providing historic information pertaining to the home and history.*
- *Provide a historic tour for yearly Carson City Leadership members*

Ormsby House Hotel Casino *Front Desk Hotel Reservations/Banquets*
1985-1986

- *Front desk reservations, NCR Posting. Assisted visitors with checking in and out of the hotel. Provided information as to what to see and do. Assisted with banquet reservations, scheduling of food service personnel, room set-up and tear down.*

European Club Management Directorate, Frankfurt, Germany
1981 – 1984 *Personnel Staffing Specialist*

- *Staffing specialist for the Hanau Area Club System/Both Officers and NCO*
- *Responsible for 13 clubs located in Buedengen, Gelenhausen and Hanau*
- *Maintained all submitted employment applications, personnel files and records on all civilians and German nationals.*
- *Insured all applications were filled out properly, in processed new hires.*
- *Conducted seminars for all Military club managers on proper procedures, employee benefits and rights.*
- *Worked as liaison between the Army Club Managers and Civilian Personnel Office*

Sears, Roebuck and Company – Lake Tahoe, California *Telephone (Catalogue) Sales Manager*
1975 – 1981

- *Hired and trained six telephone operators*
- *Trained operators in taking catalogue orders*
- *Presented monthly sales percentage report*

Muntz Stereo Corporation – Van Nuys, California *Personnel Director/Assistant Manager*
1972 – 1975

- *Hired and trained personnel for the sales department*
- *Opened Muntz franchise stores in six (6) states with Mr. Muntz. Hired the sales staff and ordered the music library.*
- *Attended Japaneese language course to converse in Japan regarding the modifications of the stereo units.*
- *Assisted Mr. Muntz with promotions and marketing*

SILVER DOLLAR Car Classic

Event Schedule

Thursday - July 24, 2014

6PM	**SCDD Cruise Night, Show 'n Shine, Music & Spirits** hosted by The Plaza Hotel & Conference Center, 805 S. Carson St.

Friday - July 25, 2014

4PM - 7PM	**Welcome Reception and Registration** ~ Car Participants only - Carson Nugget Ballroom.
6PM - 10PM	**Carson Nugget Street Dance & Show 'n Shine with Route 66** - Public Welcome - West Parking Lot

Saturday - July 26, 2014

8AM - 10:30AM	**Kiwanis Pancake Breakfast**
8AM - 11AM	**Registration at Mills Park**
8AM - 4PM	**Show 'n Shine, Music, Food, Vendors**
10AM - 4PM	**Judging**
6PM - 10PM	**Sock Hop** - Carson Nugget Ballroom

Sunday - July 27, 2014

8AM - 10:30AM	**Kiwanis Pancake Breakfast**
8AM - 12PM	**SDCC Poker Run**
8AM - 3PM	**Show 'n Shine, Music, Food, Vendors**
11AM - 1PM	**Great Fixins' BBQ**
1PM	**SDCC Awards Ceremony**
3PM	**Event Ends**

2014 Cruise Nights

6-8 pm for the Cruise Nights

June 5
Wyndham Garden
Carson Station Hotel - Casino
900 S. Carson Street

June 12
Buffalo Wild Wings
3815 S. Carson Street

June 19
Wing Stop
3965 S. Carson Street

June 26
Bully's Sports Bar & Grill
3530 N. Carson Street

July 3
Courtyard By Marriott Hotel
3870 S. Carson Street

July 10
Carson Lanes
4600 Snyder

July 17
Concours Parts
3655 Arrowhead Drive

July 24
Plaza Conference Center
801 S. Carson Street

For more information or to register call ~~775-687-7410~~, or visit www.silverdollarcarclassic.com

Events Sponsors

Bully's

Carson Lanes