



Office of Business Development

108 E. Proctor Street
Carson City, Nevada 89701
(775) 887-2101 – Hearing Impaired: 711
www.carson.org/obd

Date: April 28, 2014

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

From: Lee Plemel, Director

Subject: Recommendation regarding the expenditure of \$20,000 from the Redevelopment Revolving Fund to match a recently acquired Nevada Commission on Tourism grant to complete phase one of the Fairground/Fuji Park Sign.

Recommended Motion: I move to recommend to the Redevelopment Authority approval of the expenditure of \$20,000 from the Redevelopment Revolving Fund to match a Nevada Commission on Tourism grant to complete phase one of the Fairground/Fuji Park Sign.

Discussion:

The Parks and Recreation Department has been working to obtain grant funds and other funds to construct a freestanding sign at the Fairgrounds/Fuji Park to promote the facilities. The Parks and Recreation Department recently received a grant of \$20,000 from the Nevada Commission on Tourism (NCOT) to offset the estimated \$70,000 cost of the first phase of sign construction. They are seeking \$20,000 from Redevelopment and \$30,000 from “Question 18” parks and recreation funds to match the grant funds and complete the first phase of construction. Refer to the attached memo and supporting materials from the Parks and Recreation Department for more information regarding the proposed sign construction and funding.

When the Redevelopment budget was augmented earlier this year, the Finance Department identified approximately \$26,000 in carry-over/cost savings from FY 2012-13 that was rolled into the FY 2013-14 budget. The City Manager, in conjunction with the Parks and Recreation Department, has asked that RACC and the Redevelopment Authority consider using these available funds to match the NCOT grant for the sign.

On September 5, 2013, the Redevelopment Authority and Board of Supervisors approved the expenditure of \$122,851 for a Fairgrounds plaza shade structure. On December 19, 2013, the Redevelopment Authority and Board of Supervisors approved the expenditure of an additional \$159,273 for Fairgrounds and Fuji Park infrastructure improvements including electrical utility extensions and lighting improvements. These improvements are scheduled to be completed before the Sesquicentennial Fair being held at the Fairgrounds July 30-August 3 and will help support future events at the venue, as well. Construction of the proposed sign will not be completed before the Sesquicentennial Fair but will be a beneficial addition to the marketing of the facilities into the future.

The Fairgrounds are located within Redevelopment Area #2. The Redevelopment Area #2 Plan allows use of Redevelopment funds for a broad range of activities to implement the goals and objectives of the Plans. The applicable section identifying the objectives and activities in

Redevelopment Area #2 is attached for reference. The complete Redevelopment Area Plans can be downloaded from the Office of Business Development website at www.carson.org/obd.

If you have any questions regarding this item, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

Attachments:

1. Parks and Recreation Department memo and supporting materials
2. Redevelopment Area #2 Plan excerpt – Proposed Redevelopment Actions

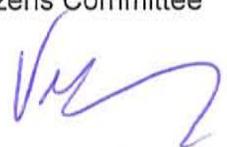


CARSON CITY, NEVADA

CONSOLIDATED MUNICIPALITY AND STATE CAPITAL

Date: April 22, 2014

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

From: Vern L. Krahn, Park Planner 

Subject: Funding request for \$20,000 in Redevelopment Authority funds to match a recently acquired Nevada Commission on Tourism grant to complete Phase 1 of the Fairground/Fuji Park Complex Directional/Event Banner Sign.

Discussion:

At the April 7, 2014 Redevelopment Authority Citizen Committee meeting, Interim City Manager, Marena Works announced that Carson City had received a \$20,000 grant from the Nevada Commission on Tourism for a directional/event banner sign at the Fairgrounds/Fuji Park Complex (Refer to Exhibit A). The City received the official notification letter on Monday, March 31, 2014. After the meeting it became apparent that City staff had unintentionally caused some confusion during a project update agenda item related to this sign project, specifically the Phase 1 costs of the project, the total cost of the project, and what funding amount staff would be asking the Redevelopment Authority to fund.

The Fairgrounds/Fuji Park Complex sign was identified as a site amenity in the Conceptual Plan for the complex adopted by the Board of Supervisors in 2006 (Refer to Exhibit B). In addition, City staff believes the complex is an under-utilized facility and the City's long term desire is to have the facility become an event destination center for many large multi-day events. A sign on US 395 South is needed to make the motorist aware of the complex's amenities. Also, the sign would be a significant promotional tool for event promoters to use as a communication tool to inform both visitors and residents about upcoming events.

Due to City funding limitations, the directional/event banner sign is designed to be constructed in three phases (Refer to Exhibit C). Phase 1 will provide the sign's base with the incorporation of directional information and an upper metal frame which will be designed to allow for changeable banners to be installed for event promotion at the complex. The estimated cost for Phase 1 is \$70,000. As mentioned above, the Nevada Commission of Tourism has provided a \$20,000 toward this project. City staff is requesting \$20,000 from the Redevelopment Authority to match the NCOT grant.

The remaining funds necessary to complete Phase 1 would come from the Quality of Life Initiative (Question 18). Unfortunately, the project schedule will not allow the sign's first phase to be completed until after the Fair (Refer to Exhibit D). Although disappointing, this improvement is still worth pursuing because this infrastructure will support any future Fair and other events at the complex.

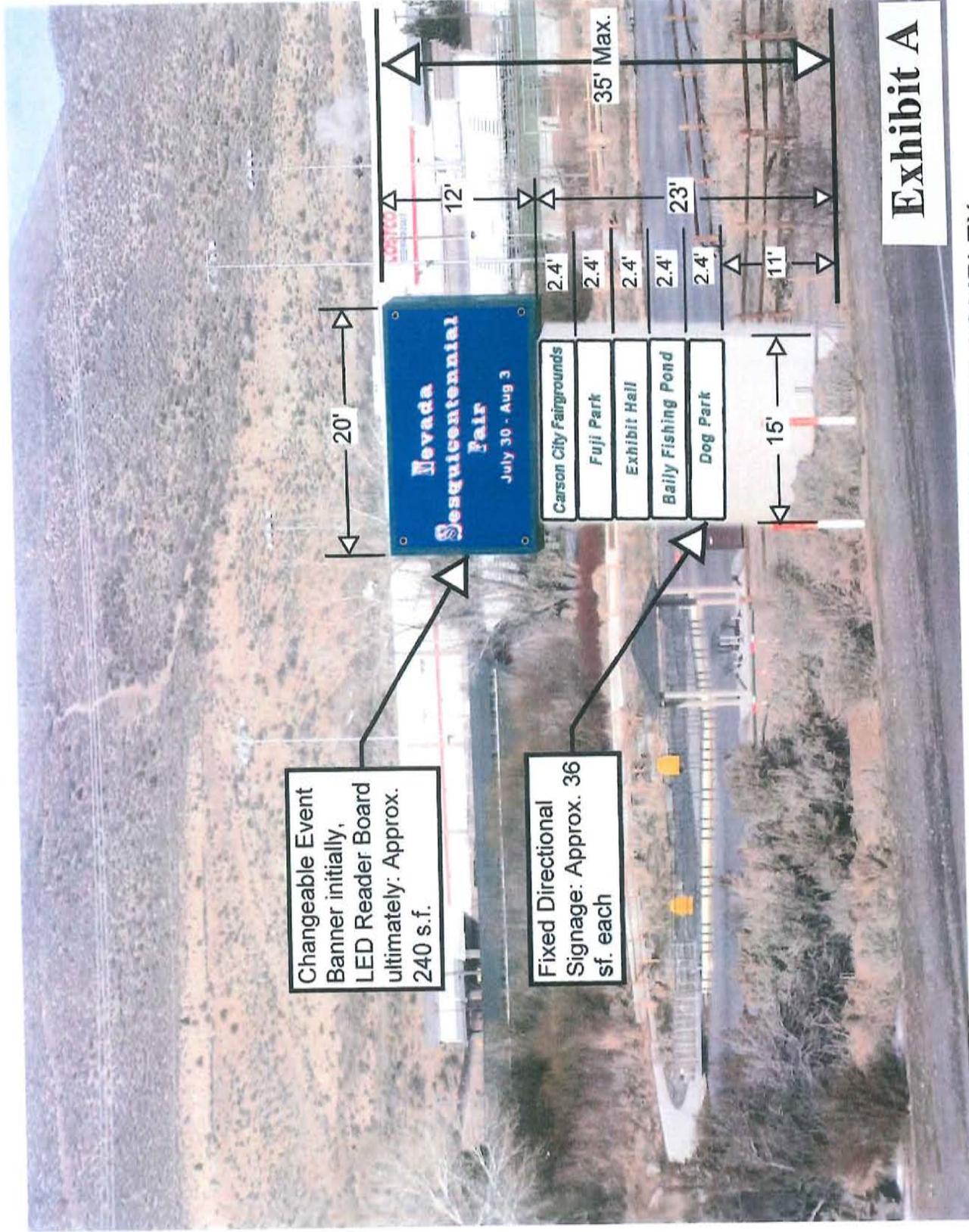


In preparation for this project, City staff applied for and received a Special Use Permit for the complex's sign on Wednesday, March 26, 2014.

The sign's second phase when funding become available would bring in power to light the sign. The estimated cost for solar power is \$14,500 and to provide a power drop from NV Energy's power grid is \$32,000. The disadvantage to solar power is the proposed solar array is not big enough to power the future LED Reader Board or provide future power for the parking lot lights, possible RV hook ups, and other miscellaneous power needs on the south side of the creek. Therefore, it is staff's recommendation to use a power drop from NV Energy's power grid to light the sign and provide a future power source for other electrical improvements on the south side of Clear Creek. The last phase of the sign project would be to install the LED components for the sign and that cost is estimated at \$276,000. The entire project at phase three build out using Option B (NV Energy power grid connection) for power is estimated to be at \$378,000.

As the Redevelopment Authority Citizens Committee knows, the Fairgrounds/Fuji Park Complex is located within Redevelopment Area #2. The Redevelopment Area #2 Plan allows use of Redevelopment funds for a broad range of activities to implement the goals and objectives of the Plans. The complete Redevelopment Area Plans can be downloaded from the Office of Business Development website at www.carson.org/obd.

If you have any questions regarding the above information, please feel free to contact me at (775) 887-2262 ext. 7343 or at VKrahn@carson.org.



Changeable Event Banner initially, LED Reader Board ultimately: Approx. 240 s.f.

Fixed Directional Signage: Approx. 36 sf. each

Exhibit A

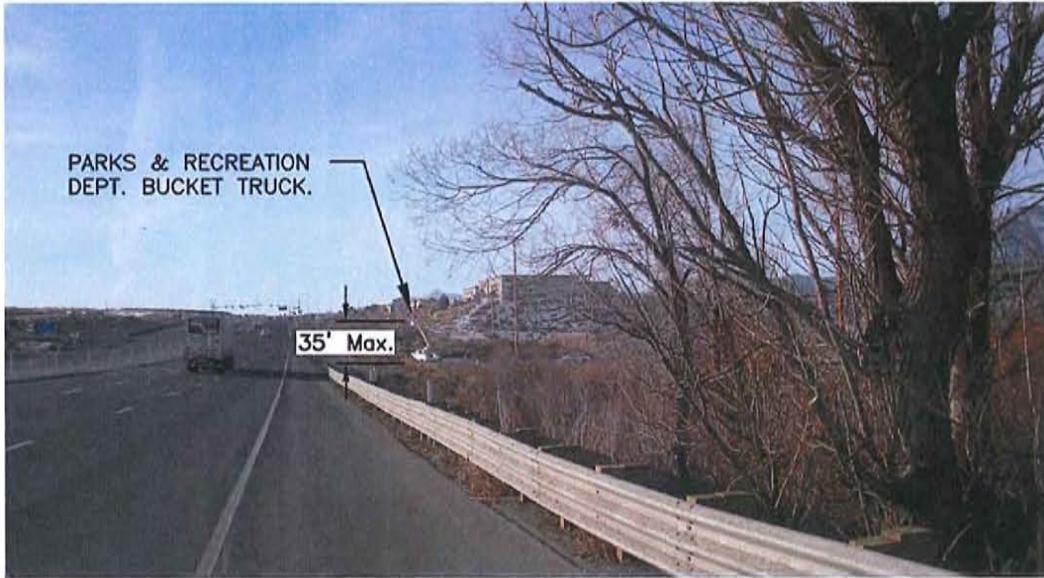
**CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER CONCEPTUAL SIGN WITH APPROXIMATE DIMENSIONS**
Final drawings for sign permit to be provided by sign contractor.

**CARSON CITY
PARKS AND RECREATION**
3303 BUTTI WAY CARSON CITY, NEVADA 89701
PH: 887-2262

**CARSON CITY FAIRGROUNDS
& FUJI PARK COMPLEX
DIRECTIONAL/EVENT BANNER SIGN
CONCEPTUAL SIGN**

DESIGNED BY: TG
DRAWN BY: DLO
CHECKED BY: TG
SCALE (HORIZ): AS SHOWN
DATE: 2/19/14

**FIGURE
1**



SIGN SITE FROM 600' NORTH

Looking up the hill. Please note the relative size of the semi tractor/trailer and the Parks & Recreation Dept. bucket truck, with the bucket placed at the top of sign elevation. It is apparent that the sign needs to be a significant height.



SIGN SITE FROM 600' SOUTH

Looking down the hill. Please note the relative size of the semi tractor/trailer, the van and the Parks & Recreation Dept. bucket truck, with the bucket placed at the top of sign elevation. It is apparent that the sign needs to be a significant height.

<p>CARSON CITY PARKS AND RECREATION 3303 BUTTI WAY CARSON CITY, NEVADA 89701 PH: 887-2262</p>	<p>CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX DIRECTIONAL/EVENT BANNER SIGN EXISTING SITE PHOTOS</p>	<p>DESIGNED BY: _____ TG DRAWN BY: _____ DLO CHECKED BY: _____ TG SCALE (HORIZ): AS SHOWN DATE: _____ 2/13/14</p>	<p>FIGURE 2</p>
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SIGN SITE FROM 600' NORTH

Looking up the hill. Please note the relative size of the semi tractor/trailer and the proposed sign. It is apparent that the sign needs to be a significant height.



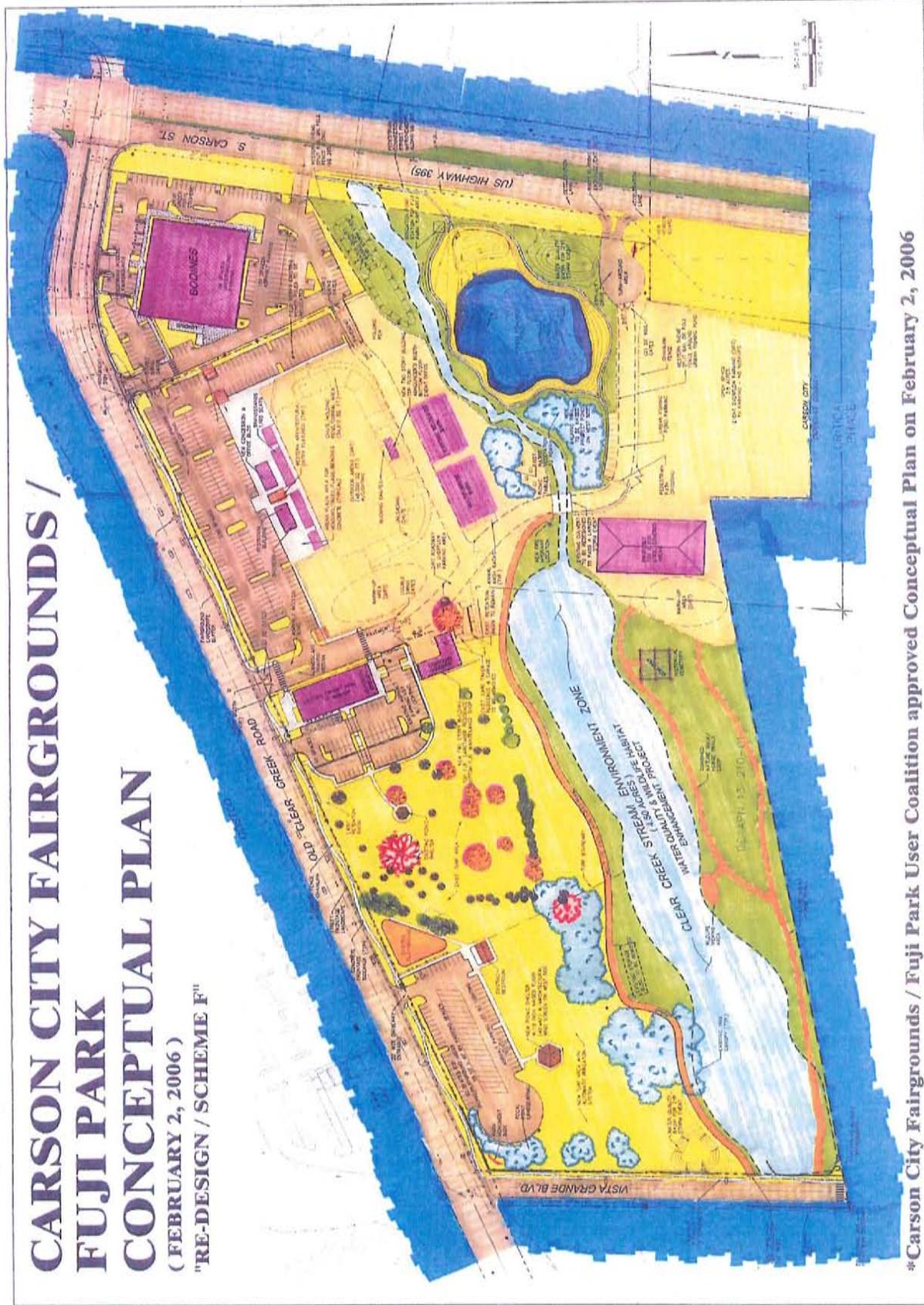
SIGN SITE FROM 600' SOUTH

Looking down the hill. Please note the relative size semi tractor/trailer, the van, and the proposed sign. It is apparent that the sign needs to be a significant height.

<p>CARSON CITY PARKS AND RECREATION 3303 BUTTI WAY CARSON CITY, NEVADA 89701 PH: 887-2262</p>	<p>CARSON CITY FAIRGROUNDS & FUJI PARK COMPLEX DIRECTIONAL/EVENT BANNER SIGN CONCEPTUAL SIGN SITE PHOTOS</p>	<p>DESIGNED BY: TG DRAWN BY: DLO CHECKED BY: TG SCALE (HORIZ): AS SHOWN DATE: 2/12/14</p>	<p>FIGURE 3</p>
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CARSON CITY FAIRGROUNDS / FUJI PARK CONCEPTUAL PLAN

(FEBRUARY 2, 2006)
"RE-DESIGN / SCHEME F"



*Carson City Fairgrounds / Fuji Park User Coalition approved Conceptual Plan on February 2, 2006

Exhibit B

Fairgrounds/Fuji Complex Sign
Phase 1 Preliminary Estimate of Probable Costs*
No electrical service, lighting or reader boards
4/13/2014

Funding

NCOT	\$ 20,000
RCCA (Match to NCOT Grant)	\$ 20,000
Q18	\$ 30,000
Total Funding	\$ 70,000

Costs

RFP	\$ 520
Staff Time for RFP	\$ 1,600
Permits	\$ 550
Construction	\$ 58,000
Testing	\$ 600
CM	\$ 500
PM (tg, vk)	\$ 2,600
subtotal	\$ 64,370
Contingency	\$ 5,630
Total Estimated Cost	\$ 70,000

* This estimate of probable costs represents staff's best estimate for the proposed work, based on limited data.

Fairgrounds/Fuji Complex Sign
Phase 2 Preliminary Estimate of Probable Costs*
Provide Illumination to "Banner" sign
4/13/2014

Option A- Solar Powered

Packaged Solar Lighting Solution	\$ 8,500
Mob/Demob	\$ 1,000
Design/PM/CM	\$ 2,500
Permit	\$ 200
Testing	\$ 200
subtotal	\$ 12,400
Contingency	\$ 2,100
Total Cost Option A	\$ 14,500

Option B - Grid Powered
277/480 Volt 3 Phase

NV Energy Costs (rough estimate 200A service)	\$ 8,000
Power meter, panels etc.	\$ 12,000
Sign Illumination	\$ 2,500
Mob/Demob	\$ 1,000
Design/PM/CM	\$ 3,500
Permit	\$ 250
Testing	\$ 200
subtotal	\$ 27,450
Contingency	\$ 4,550
Total Cost Option B	\$ 32,000

Notes - Option A

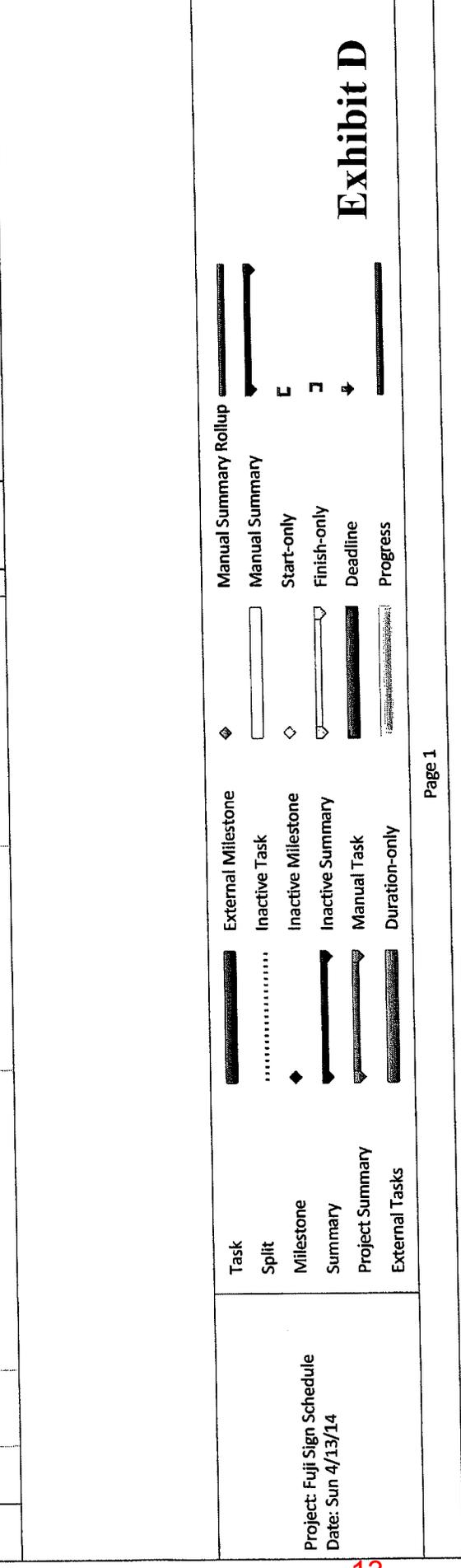
Lower first cost
 Lower O&M costs - just maintenance
 Looks "green"
 Unsightly panels
 A "throwaway" solution. Won't power readerboard or future improvements at Fuji
 Lifespan ~20 years

Notes Option B

Lower maintenance
 Higher O&M Costs
 Will operate 24/7/365 if desired
 "Infinite" life
 Could power readerboard and future improvements at Fuji.

* This estimate of probable costs represents staff's best estimate for the proposed work, based on limited data.

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors
1	Task	Funding Approval	9 days	Mon 5/5/14	Thu 5/15/14	
2	Task	RACC Meeting	1 day	Mon 5/5/14	Mon 5/5/14	
3	Task	Parks and Rec Comission Meeting	1 day	Tue 5/6/14	Tue 5/6/14	2
4	Task	Redevelopment Authority/BOS	1 day	Thu 5/15/14	Thu 5/15/14	3
5	Task	RFP on Street	11 days	Fri 5/16/14	Fri 5/30/14	4
6	Task	Evaluate RFP's	5 days	Mon 6/2/14	Fri 6/6/14	5
7	Task	Meet to Discuss RFP's	1 day	Mon 6/9/14	Mon 6/9/14	6
8	Task	Award at BOS	1 day	Thu 6/19/14	Thu 6/19/14	7
9	Task	Contractor to Design Sign	21 days	Fri 6/20/14	Fri 7/18/14	8
10	Task	Permit	5 days	Mon 7/21/14	Fri 7/25/14	9
11	Task	Manufacture/Construct	15 days	Mon 7/28/14	Fri 8/15/14	10
12	Task	Closeout	28 days	Mon 8/18/14	Wed 9/24/14	11



Manual Summary Rollup

Manual Summary

Start-only

Finish-only

Deadline

Progress

External Milestone

Inactive Task

Inactive Milestone

Inactive Summary

Manual Task

Duration-only

Task

Split

Milestone

Summary

Project Summary

External Tasks

Project: Fuji Sign Schedule
Date: Sun 4/13/14

Exhibit D