

**Carson City
Agenda Report**

Date Submitted: May 6, 2014

Agenda Date Requested: May 15, 2014

To: Redevelopment Authority

Time Requested: One hour.

From: Community Development – Office of Business Development

Subject Title: For Possible Action: To prioritize and make a recommendation to the Board of Supervisors regarding the expenditure of \$65,000 from the Fiscal Year 2014-15 Redevelopment Revolving Fund to support various special events in support of the Redevelopment District. (Lee Plemel)

Staff Summary: The Redevelopment Agency annually funds special events within the Redevelopment District from a portion of the Revolving Fund. The Redevelopment Agency has received more requests for funding (\$121,250 total) than expected Redevelopment funds available (\$65,000 tentatively budgeted) to support the requests, leaving a funding shortfall of \$56,250. The requests include \$2,500 for Nutcracker Ballet, \$2,500 for Sierra Nevada Ballet Peanutcracker, \$10,000 for Sierra Nevada Ballet Duke's Place, \$8,000 for Jazz and Beyond Music Festival, \$6,000 for Capital City Arts Initiative, \$2,500 for the Silver Dollar Car Classic, \$6,100 for Lone Mountain Cemetery Tour, \$10,000 for RSVP Fourth of July Fair, \$10,000 for RSVP Nevada Day Fair, \$10,000 for RSVP Spring Fun Fair, \$6,500 for Taste of Downtown, \$4,150 for Carson City Senior Center Car Show and Concert, \$10,000 for the Nevada Sesquicentennial Fair, \$5,000 for the Great Carson City Book Festival, and \$28,000 for NVision Live Events Series concerts and festivals.

Type of Action Requested: (check one)
☐ Resolution ☐ Ordinance
☒ Formal Action/Motion ☐ Other (Specify)

Does This Action Require a Business Impact Statement: ☐ Yes ☒ No

Redevelopment Authority Citizens Committee Recommendation: Recommended approval of allocating \$65,000 from the Redevelopment Revolving Fund as identified in the attached spreadsheet by a vote of 6 ayes, 0 nays, and 1 absent, on May 5, 2014.

Recommended Board Action: I move to approve and recommend that the Board of Supervisors authorize the expenditure of \$65,000 from the Fiscal Year 2014-15 Redevelopment Revolving Fund to support various special events in support of the Redevelopment District as recommended by RACC.

Explanation for Recommended Board Action: See the attached staff memo to RACC and special event applications for more information.

Applicable State, Code, Policy, Rule or Regulation: NRS 279.382 – 279.685

Fiscal Impact: \$65,000 from FY 2014015 budget.

Explanation of Impact: \$65,000 has been tentatively budgeted into the FY 2014-15 Redevelopment budget.

Funding Source: Redevelopment annual budget.

Alternatives:

- 1) Do not approve use of the funds or modify the amount of funding for various events.

Supporting Material:

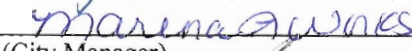
- 1) RACC recommendations spreadsheet
- 2) Staff memo to RACC
- 3) Special Event applications

Prepared By: Lee Plemel, AICP, Community Development Director

Reviewed By:


(Community Development Director)


Date: 5-6-14


(City Manager)

Date: 5-6-14


(District Attorney)

Date: 5/6/14


(Finance Director)

Date: 5/6/14

Board Action Taken:

Motion: _____

| | |
|----------|---------|
| 1) _____ | Aye/Nay |
| 2) _____ | _____ |
| | _____ |
| | _____ |
| | _____ |
| | _____ |

(Vote Recorded By)

**FY 2014-15 Redevelopment Special Events
RACC Recommendation May 5, 2014**

| Organization | Event | Event Date(s) | Requested 2014-15 (\$) | Approved last year 2013-14 (\$) | Alt. 1 | Alt. 2 | Alt. 3 | Alt. 4 | Alt. 5 RACC Recom. |
|---------------------------------|------------------------------|------------------------------|---------------------------|---------------------------------------|---------------|---------------|---------------|---------------|--------------------------|
| Pinkerton Ballet Theater | Nutcracker Ballet | Nov. 21-22-23, 2014 | 2,500 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,500 |
| Sierra Nevada Ballet | Peanutcracker Ballet | Dec.5-6, 2014 | 2,500 | 2,000 | 2,000 | 2,000 | 2,000 | 2,000 | 2,500 |
| Sierra Nevada Ballet | Duke's Place | Oct. 24, 2014 | 10,000 | 0 | 9,000 | 5,000 | 9,000 | 9,000 | 9,000 |
| Mile High Jazz Band Assoc. | Jazz & Beyond Music Festival | Aug. 1-17, 2014 | 8,000 | 6,000 | 6,000 | 6,000 | 6,000 | 8,000 | 8,000 |
| Capital City Arts Initiative | CCAI Season | July 1, 2014 - June 30, 2015 | 6,000 | 5,000 | 6,000 | 6,000 | 6,000 | 6,000 | 6,000 |
| Silver Dollar Car Classic | Silver Dollar Car Classic | July 24-27, 2014 | 2,500 | 5,000 | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Joy Evans | Lone Mountain Cemetery Tour | Oct. 30-31, 2014 | 6,100 | 0 | 0 | 0 | 0 | 0 | 0 |
| RSVP Program | Spring Fun Fair * | May 7-10, 2015 | 10,000 | 8,333 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| RSVP Program | 4th of July Celebration * | July 3-6, 2014 | 10,000 | 8,333 | 5,000 | 9,000 | 6,000 | 6,000 | 8,000 |
| RSVP Program | Nevada Day Celebration * | Oct. 30-Nov. 2, 2014 | 10,000 | 8,334 | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| Advo. to End Dom. Violence | Taste of Downtown | Jun. 20, 2015 | 6,500 | 6,500 | 6,500 | 6,500 | 6,500 | 6,500 | 6,500 |
| Carson City Senior Center | Classic Car Show & Concert | Aug. 30, 2014 | 4,150 | 2,000 | 0 | 0 | 0 | 0 | 0 |
| City of Carson City | Nevada Sesquicentennial Fair | July 30-Aug. 3, 2014 | 10,000 | 0 | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Ventana Sierra | Great Carson Book Festival | June 5-7, 2015 | 5,000 | 0 | 0 | 0 | 0 | 0 | 0 |
| Nvision Live Events | Nvision Live Events Series | July-October, 2014 | 28,000 | 0 | 6,000 | 6,000 | 5,000 | 5,000 | 0 |
| Carson City Ghost Walk | Carson City Ghost Walk | Once Monthly, May-Oct | 0 | 5,000 | | | | | |
| WNC Musical Theatre Co. | Les Miserables | Nov. 9-11, 2013 | 0 | 6,500 | | | | | |
| Totals: | | | 121,250 | 65,000 | 65,000 | 65,000 | 65,000 | 67,000 | 65,000 |
| 2014-15 Budgeted Amount: | | | 65,000 | | 65,000 | 65,000 | 65,000 | 65,000 | 65,000 |
| Remainder/Deficit: | | | -56,250 | | 0 | 0 | 0 | -2,000 | 0 |

RACC considered several funding alternative and approved "Alternative 5" by a vote of 6-0.



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: 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

Redevelopment Special Event Funding Requests FY 2014-15

ATTACHMENT A

| Organization | Event | Event Date(s) | Requested 2014-15 (\$) | Approved last year 2013-14 (\$) | RACC Recomm. |
|------------------------------------|--|---------------------------------|---------------------------|---------------------------------------|-----------------|
| Pinkerton Ballet Theater | Nutcracker Ballet | Nov. 21-22-23, 2014 | 2,500 | 2,000 | |
| Sierra Nevada Ballet | Peanutcracker Ballet | Dec. 5-6, 2014 | 2,500 | 2,000 | |
| Sierra Nevada Ballet | Duke's Place | Oct. 24, 2014 | 10,000 | 0 | |
| Mile High Jazz Band Association | Jazz & Beyond Music Festival | Aug. 1-17, 2014 | 8,000 | 6,000 | |
| Capital City Arts Initiative | CCAI Season | July 1, 2014 - June 30, 2015 | 6,000 | 5,000 | |
| Silver Dollar Car Classic | Silver Dollar Car Classic | July 24-27, 2014 | 2,500 | 5,000 | |
| Joy Evans | Lone Mountain Cemetery Tour | Oct. 30-31, 2014 | 6,100 | 0 | |
| RSVP Program | Spring Fun Fair * | May 7-10, 2015 | 10,000 | 8,333 | |
| RSVP Program | 4th of July Celebration * | July 3-6, 2014 | 10,000 | 8,333 | |
| RSVP Program | Nevada Day Celebration * | Oct. 30-Nov. 2, 2014 | 10,000 | 8,334 | |
| Advocates to End Domestic Violence | Taste of Downtown | Jun. 20, 2015 | 6,500 | 6,500 | |
| Carson City Senior Center | MOW Classic Car Show & Concert in the Park | Aug. 30, 2014 | 4,150 | 2,000 | |
| City of Carson City | Nevada Sesquicentennial Fair | July 30-Aug. 3, 2014 | 10,000 | 0 | |
| Ventana Sierra | Great Carson City Book Festival 2015 | June 5-7, 2015 | 5,000 | 0 | |
| Nvision Live Events | Nvision Live Events Series | July-October, 2014 | 28,000 | 0 | |
| Carson City Ghost Walk | Carson City Ghost Walk | Once Monthly, May-Oct. 2013 | 0 | 5,000 | |
| WNC Musical Theatre Co. | Les Miserables | Nov. 9-11, 2013 | 0 | 6,500 | |
| | | Totals: | 121,250 | 65,000 | 0 |
| | | 2014-15 Budgeted Amount: | 65,000 | | 65,000 |
| | | Remainder/Deficit: | -56,250 | | 65,000 |

2014 Special Events Applications Index

| | |
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RECEIVED

APR 15 2014

OFFICE OF
BUSINESS DEVELOPMENT

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



Special Event Funding Request Form

Pinkerton Ballet Theatre

ORGANIZATION NAME / APPLICANT

PO Box 2792 Carson City NV 89702

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-230-1915

PHONE #

WEBSITE URL

Denise Gillott

CONTACT / EVENT DIRECTOR NAME

503 N Division Street Carson City NV 89703

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-230-1915

jdgillott@charter.net

PHONE #

EMAIL

Nutcracker Ballet

NAME OF EVENT

\$ 2500.00

TOTAL FUNDING REQUEST

Event Dates: 11/21, 11/22 & 11/23 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):

Objectives: 1. Dance Education, 2. Provide dancers opportunities to perform, 3. Enhance the arts in Carson city

Estimated number of local participants: 1000 Estimated number of out-of-town participants: Unk

Number of years event has taken place in Carson City: 26

| Event Costs (Attach additional sheets, if necessary) | | | | |
|---|---------------------|--------------|---|-----------|
| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total | |
| Facilities rental | \$2500 | \$4150 | \$6650 | |
| Advertising | \$ | \$3200 | \$3200 | |
| Choreography | \$ | \$5650 | \$5650 | |
| Performers fees | \$ | \$20000 | \$20000 | |
| Show expenses | \$ | \$5200 | \$5200 | |
| Operating expenses | \$ | \$7300 | \$7300 | |
| | \$ | \$ | \$ | |
| Totals: | \$2500 | \$ | \$ | |
| Redevelopment Funds as a % of total Event costs: | 5.2 % | 45500 | 48000 | |
| Projected Revenues: | | | \$48000 | |
| Projected Net Profit/Loss: | | | \$0 | |
| Annual Budget of Organization: | | | Redevelopment funding your organization received for this event in prior years, if any: 2013: \$ 2000 2012: \$ 2500 2011: \$ 2125 2010: \$ 2500 | |
| | Last Year | Present Year | | Next Year |
| Income: | \$48042 | \$48000 | | \$48000 |
| Expenses: | \$51104 | \$48000 | | \$48000 |
| Reserves: | \$-3062 | \$0 | | \$0 |
| Number of years your organization has existed: 26 | | | | |
| Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, what organization(s) and how much funding? | | | | |
| Describe any efforts to obtain funding from other sources: Fundraisers, private donations, event video and merchandise sales | | | | |
| Describe why Redevelopment funds are required for the special event: To assist with rebuilding audience attendance. | | | | |
| 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): The Nutcracker performances attract appx 1000 people to downtown Carson city as well as supporting local restaur | | | | |
| List other organizations and businesses partnering or participating in the event: N/A | | | | |
| Describe the facilities and/or area in which the event will occur. Include any proposed street closures: Performed at the Bob Boldrick Theatre. No street closures are required. | | | | |

| | |
|--|------------------|
| Have you obtained all necessary approvals and/or permits for the event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If not, what approvals are still pending? | |
| How do plan to market and advertise the event? radio, print, tv and internet | |
| Explain how the special event may be able to be expanded in the future: Attracting new talent and the addition of an orchestra | |
| Explain how the special event will be able to transition away from City funding support in the future: We brought in choreographers from a variety of studios which bring in more dancers & increase attendance. | |
| Acknowledgement of Application Provisions: (please check each that you acknowledge) <input checked="" type="checkbox"/> I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City. <input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement. <input checked="" type="checkbox"/> 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. <input checked="" type="checkbox"/> 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: 4-16-14 |
| *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: | |
| <input checked="" type="checkbox"/> | Complete, signed Special Event Funding Request Form |
| <input checked="" type="checkbox"/> | Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility |
| <input checked="" type="checkbox"/> | Resumes of the key individuals in the organization conducting the special event |
| <input checked="" type="checkbox"/> | 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. |

Pinkerton Ballet Theatre
P.O. Box 2792
Carson City, Nevada 89702

April 16, 2014

To: Carson City Redevelopment Authority Board of Supervisors
Fr: Denise Gillott, Pinkerton Ballet Theatre
Re: 2014 Nutcracker Ballet

Pinkerton Ballet Theatre's annual performance of the traditional Nutcracker Ballet has been a Thanksgiving weekend tradition in Carson City for 25 years. Pinkerton Ballet Theatre is proud to announce its 26th Anniversary of the Nutcracker in 2014. Pinkerton Ballet Theatre is dedicated to providing opportunities for dancers to perform and establishing outreach programs for special constituencies with the goal of generating public appreciation of dance in the Carson City area.

The 2014 Nutcracker performances are scheduled Friday and Saturday, November 28th and 29th, and Sunday, November 30th, at the Community Center's Boldrick Theater. The case of over 80 members consists of children and adults from Northern Nevada and featured professional guest performers that will travel to Carson City from around the nation. Our performances are enjoyed by audiences of all ages.

The Nutcracker vision complies with the objectives of the Redevelopment Agency Plan by furthering the arts as an attraction to the downtown area. Based on our 26 years of experience, the Nutcracker attracts hundreds of attendees and performers to Carson City. We support local restaurants and retail stores throughout the extensive rehearsal period (September through November), during and after performances, and with our end of performance cast and crew celebration which is held at a local restaurant or casino. The redevelopment funds are needed to help produce the highest level of performing art entertainment for residents and visitors of all ages. To help celebrate our 26th Anniversary, we are hoping to raise funds to entertain the audience with a live orchestra. The orchestra will cost \$12,000 to play all 3 performances.

As a non-profit organized under Internal Revenue Code 501(c)(3), Pinkerton Ballet Theatre also has an extremely active volunteer board of directors consisting of several local professionals and Nutcracker veterans.

I hope the Carson City Redevelopment Authority will consider approving our request for financial assistance to help us celebrate our 25th Anniversary. With the continued economic downturn, our ability to raise funds to support a quality production has continued to be a challenge. We appreciate your time and attention to our request.

Sincerely,



Denise Gillott
Vice President
Pinkerton Ballet Theatre

1:12 PM

04/16/14

Accrual Basis

PINKERTON BALLET THEATRE
Balance Sheet
As of March 31, 2014

| | <u>Mar 31, 14</u> | |
|---------------------------------------|-------------------|------------|
| ASSETS | | |
| Current Assets | | |
| Checking/Savings | | |
| US Bank 4137 | 9,492.91 | |
| Total Checking/Savings | 9,492.91 | |
| Accounts Receivable | | |
| Accounts Receivable | 2,000.00 | + 4,000.00 |
| Total Accounts Receivable | 2,000.00 | |
| Total Current Assets | 11,492.91 | |
| TOTAL ASSETS | <u>11,492.91</u> | |
| LIABILITIES & EQUITY | | |
| Equity | | |
| Opening Balance Equity | 11,205.00 | + 4,000.00 |
| Unrestricted Net Assets | 4,032.75 | |
| Net Income | -3,744.84 | |
| Total Equity | 11,492.91 | |
| TOTAL LIABILITIES & EQUITY | <u>11,492.91</u> | |

1:13 PM

04/16/14

Accrual Basis

PINKERTON BALLET THEATRE

Profit & Loss

July 2013 through March 2014

| | Jul '13 - Mar 14 | |
|--------------------------------|------------------|--|
| Ordinary Income/Expense | | |
| Income | | |
| Cast Party Revenue | 1,826.00 | |
| City Redevelopment Revenue | 2,000.00 | |
| Concessions Revenue | 848.67 | |
| EScrip Revenue | 4.21 | |
| Merchandise Revenue | 2,176.50 | |
| Miscellaneous Revenue | 3,465.66 | |
| Nutcracker Income | 21,397.96 | |
| Performer Fees Revenue | 11,128.80 | |
| Program Income | 1,180.00 | |
| Raffle Prizes Revenue | 252.00 | |
| Silent Auction Revenue | 783.00 | |
| Tights Revenue | 2,980.00 | |
| Total Income | 48,042.80 | |
| Gross Profit | 48,042.80 | |
| Expense | | |
| Advertising | 4,401.75 | |
| Bank Charges | 6.26 | |
| Cast Party Expense | 1,910.33 | |
| Choreography Fees | 5,300.00 | |
| Contract Services | | |
| Accounting Fees | 380.00 | |
| Outside Contract Services | 504.50 | |
| Total Contract Services | 884.50 | |
| Costume Expense | 977.99 | |
| Facilities and Equipment | | |
| Rent, Parking, Utilities | 5,368.85 | |
| Total Facilities and Equipment | 5,368.85 | |
| Memberships | 100.00 | |
| Merchandise Expense | 2,422.62 | |
| Miscellaneous Expenses | 263.81 | |
| Operations | | |
| Postage, Mailing Service | 115.18 | |
| Printing and Copying | 2,023.97 | |
| Supplies | 505.53 | |
| Total Operations | 2,644.68 | |
| Other Types of Expenses | | |
| Other Costs | 80.55 | |
| Total Other Types of Expenses | 80.55 | |

+4,000.00

1:13 PM
04/16/14
Accrual Basis

PINKERTON BALLET THEATRE
Profit & Loss
July 2013 through March 2014

| | <u>Jul '13 - Mar 14</u> |
|------------------------------|-------------------------|
| Performer Fees Expense | 10,125.00 |
| Performer Per Diem | 1,225.00 |
| Performer Travel Expense | 4,125.34 |
| Show Expenses | 14,950.64 |
| Storage Rent | 862.50 |
| Website Development & Design | 519.93 |
| Wreath Fundraiser | -1,065.00 |
| Total Expense | <u>55,104.75</u> |
| Net Ordinary Income | <u>-7,061.95</u> |
| Net Income | <u><u>-7,061.95</u></u> |

+ 4,000.00

1:11 PM

04/16/14

Accrual Basis

PINKERTON BALLET THEATRE

Profit & Loss

January through March 2014

| | <u>Jan - Mar 14</u> |
|--------------------------------|-------------------------|
| Ordinary Income/Expense | |
| Income | |
| EScrip Revenue | 4.21 |
| Total Income | <u>4.21</u> |
| Gross Profit | 4.21 |
| Expense | |
| Bank Charges | 4.76 |
| Costume Expense | 129.94 |
| Facilities and Equipment | |
| Rent, Parking, Utilities | <u>3,108.85</u> |
| Total Facilities and Equipment | 3,108.85 |
| Performer Fees Expense | 150.00 |
| Storage Rent | 315.50 |
| Wreath Fundraiser | <u>40.00</u> |
| Total Expense | <u>3,749.05</u> |
| Net Ordinary Income | <u>-3,744.84</u> |
| Net Income | <u><u>-3,744.84</u></u> |

Pinkerton Ballet Theatre

2013 List Of Officers

| | |
|-------------------|----------------|
| President: | Molly Walt |
| Director: | Denise Gillott |
| Treasurer: | Darsi Casey |
| Secretary: | Susie Giurlani |

Molly Walt

900 Crain St. | Carson City, NV 89703 | 775-883-0342 (H), 775-297-5007 (C) | kmkcwalt@charter.net

Administrator Summary

Skilled in developing curriculum and documenting policies and procedures; active participant in developing and implementing innovative programs and products and services; building and retaining exceptional staffs and creating excellent work environments; leading organizations and departments through periods of substantial growth and transition; event management, business development, and sponsor recruitment and a track record of revolutionizing events profitability, popularity, and performance; proactive in promoting team progress toward event success; strong drive to help others grow professionally, coupled with a personal conviction of life-long learning.

Area of Expertise

Project management
Negotiations expert
Self-motivated
Employee relations
Event Management and Promotion
Leadership/ communication skills

Staff/ Teacher Training
Special Events Planning
Performance Analysis
Budgeting expertise
Human resources
Instructional Strategies

Professional Experience

CARSON CITY SCHOOL DISTRICT, Carson City, NV

1994-Present

Educator

As an Educator

- Plan, prepare and deliver instructional activities that facilitate active learning experiences.
- Prepare materials for courses of study and help in developing curriculum.
- Design and implement lesson plans for students at different learning levels.
- Utilize a variety of lesson methods including cooperative learning, projects, discussion, games, and discovery.
- Establish and communicate clear objectives for all learning activities.
- Update all necessary records accurately and completely as required by laws, district policies and school regulations.
- Prepare required reports on students and activities.
- Manage student behavior in the classroom by establishing and enforcing rules and procedures.
- Maintain discipline in accordance with the rules and disciplinary systems of the school.
- Perform certain pastoral duties including but not limited to student support, counseling students with academic problems and providing student encouragement.
- Participate in extracurricular activities such as social activities, sporting activities, clubs and student organizations.
- Participate in department and school meetings, parent meetings.
- Helped students to overcome math anxiety by critiquing math lessons, and collaborating with teachers to design and implement math units with an emphasis on encouraging students to build a strong foundation, explore the topics, and enjoy math.
- Coordinated projects and activities to strengthen the classroom community and the relationship between the class, parents, and greater community.
- Communicate necessary information regularly to students, colleagues and parents regarding student progress and student needs.

CARSON CITY SUPERVISOR, Carson City, NV

2009-2012

Elected Official

As an Elected Official of Carson City

- Direct or coordinate organization's financial and budget activities to fund operations, maximize investments, or increase efficiency,

- Implemented "Carson City Convention and Visitors Bureau (CCCVB) Strategic Plan," a comprehensive plan to manage and evaluate the CCCVB and determine ways to generate, revitalize, and sustain tourism and businesses.
- Review and analyze legislation, laws, and public policy, and recommend changes to promote and support interests of both the general population and special groups.
- Make presentations to legislative or other government committees regarding policies, programs, or budgets.
- Confer with board members, organization officials, or staff members to discuss issues, coordinate activities, or resolve problems.
- Review reports submitted by staff members to recommend approval or to suggest changes.
- Direct, plan, or implement policies, objectives, or activities of organizations or businesses to ensure continuing operations, to maximize returns on investments, or to increase productivity.
- Analyze operations to evaluate performance of a company or its staff in meeting objectives or to determine areas of potential cost reduction, program improvement, or policy change.
- Direct or coordinate an organization's financial or budget activities to fund operations, maximize investments, or increase efficiency.
- Implement corrective action plans to solve organizational or departmental problems.
- Negotiate or approve contracts or agreements with suppliers, distributors, federal or state agencies, or other organizational entities.
- Deliver speeches or present information at meetings or conventions to promote services, exchange ideas, or accomplish objectives.
- Serve as liaisons between organizations, shareholders, and outside organizations.

Education

Master of Arts In Education/ Administration and Supervision, 2001
UNIVERSITY OF PHOENIX, Reno Nevada

Bachelor of Elementary Education, 1994
Bachelor of History and Social Science, 1994
UNIVERSITY OF MONTANA WESTERN, Dillon, Montana

Professional Affiliations

- BOARD MEMBER OF REDEVELOPMENT AUTHORITY
- BOARD MEMBER CARSON CITY HEALTH BOARD
- BOARD MEMBER OF CARSON CITY LIQUOR AND ENTERTAINMENT BOARD
- BOARD OF DIRECTORS OF PARTNERSHIP CARSON CITY
- VICE-CHAIRMAN OF CARSON CITY CONVENTION AND VISITORS BUREAU
- COMMISSIONER OF CARSON CITY PARKS AND RECREATION COMMISSION
- VICE-PRESIDENT OF NACO (NEVADA ASSOCIATION OF COUNTIES)

Community Service Organization

- 2011 – Present AMERICAN YOUTH SOCCER ORGANIZATION REGION 140 – Regional Commissioner
- 2011 – Present NEVADA PERFORMANCE ACADEMY – Board of Directors
- 2010 – Present FOOD FOR THOUGHT NON-PROFIT ORGANIZATION - Board of Directors
- 2008 – Present PINKERTON BALLET THEATRE – President
- 2002 – 2010 WIDE SMILES CLASSIC YOUTH BASKETBALL TOURNAMENT DIRECTOR

Awards/ Recognitions

Elected as Vice-President of NACO, January 2011
Appointed by Governor Brian Sandoval to Nevada Out-of School Time Task Force, January 2011
Appointed by Governor Brian Sandoval to the Board of Trustees of the Fund for Hospital Care to Indigent Persons, January 2011
Rotary Teacher of the Month, March 1999
Eagle Valley Middle School PTSA Teacher of the Year, 1998-99
Eagle Valley Middle School Staff Appreciation Award, 1997-98

DARSI J. CASEY, CPA, MST

Position: Managing Partner
Casey, Neilon & Associates, LLC

Education: Bachelor of Science Degree in Business Administration,
University of Nevada, Reno
Masters of Science Degree in Taxation,
Golden Gate University

Licenses: Certified Public Accountant – Nevada
Certified Public Accountant – California
FINRA – Series 7
FINRA – Series 66
Life and Health Agent – Nevada

Professional Affiliations: Member - American Institute of Certified Public Accountants
Member - Nevada Society of Certified Public Accountants

Ms. Casey is the managing partner of the public accounting firm of Casey, Neilon & Associates, LLC, which was founded in October 2006.

From 2001 to 2006, Ms. Casey was a managing partner at the public accounting firm of KBCA, LLC, and prior to that a shareholder in the statewide accounting firm of Kafoury, Armstrong & Co. From 1988 through 1997, she was a staff accountant with the Roger E. Hildahl, CPA firm in Reno, Nevada.

Ms. Casey has over twenty-three years of experience in the public accounting field, and during that time has provided strategic growth and technical tax strategies for closely held businesses and business owners. Darsi is also experienced in litigation support, having served numerous times as an expert witness on behalf of the State of Nevada. Her success is a direct result of her unique ability to evaluate complex situations, formulate creative alternatives and implement successful solutions.

Ms. Casey strongly believes in giving back to her profession and the community. Darsi currently serves on the Board of Directors for the Pinkerton Ballet Theatre and on the Advisory Board of Alltott Group North America. She has previously been a board member for Volunteer Attorneys for Rural Nevada, and the Curriculum Advisory Board of Western Nevada College. Ms. Casey has been associated with the Nevada Taxpayers Association for over fifteen years. In addition, her firm has provided financial support to area high school seniors to assist them in their goal of attending college.

Denise Gil Iott

1300 Fremont Street
Carson City, NV 89701
State of Nevada Licensed Appraiser License # A.0005661-RES

Cell: (775) 230-1915
email: jdgillott@charter.net

Personal Assets

- Licensed Residential Fee Appraiser with 12+ years appraisal experience, including field review and desk quality assurance experience
- Proven provider of prompt and accurate residential mortgage collateral underwriting services to internal and external clients

Experience:

June 2011- Present

PNC Bank
Collateral Reviewer II
2650 Warrenville Rd
Downers Grove, IL 60515

- Responsible for review and analysis of residential real estate appraisal reports used to support lending decisions and determine if the appraisal meets bank, Agency, and other professional appraisal standards and represents a valid estimate of property value to meet PNC Mortgage lending guidelines.

2006-2011

Denise Gillott Appraisals LLC
Owner/Appraiser
Carson City, NV 89701

- Provider of valuation services of 1-4 family units
- Extensive fraud and forensic as well as desk and field review experience
- Responsible for identifying appraisal deficiencies for FNMA repurchase requests as well as validating data for possible MI recissions

2001-2006

Secrest, Inc
Licensed Residential Appraiser
892 Brooksprings Drive
Reno, NV 89509

- Apprenticed as an appraiser trainee for the first year, producing 523 1-4 family reports

Education:

1992-1995 Virginia City High School, Virginia City, Nevada
1995-1995 Truckee Meadows Community College, Reno, Nevada
1998-1999 Western Nevada College, Carson City, Nevada
Lincoln Graduate School, Chicopee Group, Appraisal Institute
Mc Kissock Real Estate and Appraisal School, Pioneer School of Real Estate

Accolades:

- Real estate valuation, collateral underwriting, credit analysis and mortgage servicing
- Committed, team player with proven ability to meet and exceed goals
- Excellent written and verbal communication skills
- Proficient in Microsoft Office and Windows interfaces, including Windows 2007, Windows XP, Quickbooks, SAP and Lotus

References Furnished Upon Request

PINKERTON BALLET THEATRE

[New Search](#)
[Calculate Fees](#)
[Print \(\)](#)

| Business Entity Information | | | |
|-----------------------------|---------------------------------|-----------------------|-------------|
| Status: | Active | File Date: | 05/06/1999 |
| Type: | Domestic Non-Profit Corporation | Entity Number: | C10979-1999 |
| Qualifying State: | NV | List of Officers Due: | 05/31/2014 |
| Managed By: | | Expiration Date: | |
| Foreign Name: | | On Admin Hold: | No |
| NV Business ID: | NV19991250715 | Business License Exp: | |

| Registered Agent Information | | | |
|------------------------------|--------------------------------|--------------------|-------------------|
| Name: | DARSI CASEY | Address 1: | 503 N DIVISION ST |
| Address 2: | | City: | CARSON CITY |
| State: | NV | Zip Code: | 89703 |
| Phone: | | Fax: | |
| Mailing Address 1: | | Mailing Address 2: | |
| Mailing City: | | Mailing State: | |
| Mailing Zip Code: | | | |
| Agent Type: | Noncommercial Registered Agent | | |

View all business entities under this registered agent ()

| Officers | <input type="checkbox"/> Include Inactive Officers |
|----------|--|
|----------|--|

Treasurer - DARSI CASEY

| | | | |
|------------|-------------|------------|----|
| Address 1: | PO BOX 2792 | Address 2: | |
| City: | CARSON CITY | State: | NV |
| Zip Code: | 89701 | Country: | |
| Status: | Active | Email: | |

Director - DENISE GILLOTT

| | | | |
|------------|-------------|------------|----|
| Address 1: | PO BOX 2792 | Address 2: | |
| City: | CARSON CITY | State: | NV |
| Zip Code: | 89701 | Country: | |
| Status: | Active | Email: | |

Secretary - SUSIE GIURLANI

| | | | |
|------------|-------------|------------|----|
| Address 1: | PO BOX 2792 | Address 2: | |
| City: | CARSON CITY | State: | NV |
| Zip Code: | 89701 | Country: | |
| Status: | Active | Email: | |

President - MOLLY WALT

| | | | |
|------------|-------------|------------|----|
| Address 1: | PO BOX 2792 | Address 2: | |
| City: | CARSON CITY | State: | NV |
| Zip Code: | 89701 | Country: | |
| Status: | Active | Email: | |

Status: Active

Entity:

Actions/Amendments

[Click here to view 21 actions/amendments associated with this company \(\)](#)

Disclaimer ()

Entity Actions for "PINKERTON BALLET THEATRE"

Sort By: File Date

▼ ☒ Descending ☐ Ascending order

1 - 24 of 24 actions

| Actions\Amendments | | | |
|----------------------------|--|---------------------------------|-----------------|
| Action Type: | | Annual List | |
| Document Number: | | 20130275198-78 | # of Pages: 1 |
| File Date: | | 04/25/2013 | Effective Date: |
| (No notes for this action) | | | |
| Action Type: | | Annual List | |
| Document Number: | | 20120234213-90 | # of Pages: 1 |
| File Date: | | 04/02/2012 | Effective Date: |
| (No notes for this action) | | | |
| Action Type: | | Annual List | |
| Document Number: | | 20110219631-16 | # of Pages: 1 |
| File Date: | | 03/24/2011 | Effective Date: |
| (No notes for this action) | | | |
| Action Type: | | Annual List | |
| Document Number: | | 20100373904-59 | # of Pages: 1 |
| File Date: | | 05/18/2010 | Effective Date: |
| (No notes for this action) | | | |
| Action Type: | | Annual List | |
| Document Number: | | 20090760480-06 | # of Pages: 2 |
| File Date: | | 10/21/2009 | Effective Date: |
| (No notes for this action) | | | |
| Action Type: | | Registered Agent Address Change | |
| Document Number: | | 20090310480-77 | # of Pages: 1 |
| File Date: | | 03/26/2009 | Effective Date: |
| (No notes for this action) | | | |
| Action Type: | | Annual List | |
| Document Number: | | 20080369517-21 | # of Pages: 2 |
| File Date: | | 05/29/2008 | Effective Date: |
| 2008-2009 | | | |
| Action Type: | | Annual List | |
| Document Number: | | 20070320026-42 | # of Pages: 1 |
| File Date: | | 05/07/2007 | Effective Date: |
| 07-08 | | | |
| Action Type: | | Registered Agent Change | |

| | | | |
|---|-------------------------|-----------------|---|
| Document Number: | 20070119519-35 | # of Pages: | 1 |
| File Date: | 02/20/2007 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20060441314-75 | # of Pages: | 1 |
| File Date: | 07/11/2006 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | 20050142442-64 | # of Pages: | 1 |
| File Date: | 04/26/2005 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Amendment | | |
| Document Number: | C10979-1999-006 | # of Pages: | 1 |
| File Date: | 10/20/2004 | Effective Date: | |
| NONPROFIT AMENDMENT FILED AMENDING ARTICLE FIRST. (NAME) (1) PG FRA | | | |
| Action Type: | Amendment | | |
| Document Number: | C10979-1999-006 | # of Pages: | 1 |
| File Date: | 10/20/2004 | Effective Date: | |
| PINKERTON DANCE COMPANY FRAB [00001 | | | |
| Action Type: | Annual List | | |
| Document Number: | C10979-1999-002 | # of Pages: | 1 |
| File Date: | 07/28/2004 | Effective Date: | |
| List of Officers for 2004 to 2005 | | | |
| Action Type: | Registered Agent Change | | |
| Document Number: | C10979-1999-004 | # of Pages: | 1 |
| File Date: | 07/28/2004 | Effective Date: | |
| CONNIE FRANZ-LEWIS | | | |
| Action Type: | Registered Agent Change | | |
| Document Number: | C10979-1999-004 | # of Pages: | 1 |
| File Date: | 07/28/2004 | Effective Date: | |
| 2903 PANAMINT RD CARSON CITY NV 89706 DAR | | | |
| Action Type: | Amendment | | |
| Document Number: | C10979-1999-005 | # of Pages: | 1 |
| File Date: | 07/28/2004 | Effective Date: | |
| REINSTATED/REVOKED 06/01/04 DAR | | | |
| Action Type: | Annual List | | |
| Document Number: | C10979-1999-008 | # of Pages: | 2 |
| File Date: | 05/20/2002 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Registered Agent Change | | |
| Document Number: | C10979-1999-003 | # of Pages: | 1 |
| File Date: | 10/04/2001 | Effective Date: | |
| BETH KITCHEN | | | |
| Action Type: | Registered Agent Change | | |
| Document Number: | C10979-1999-003 | # of Pages: | 1 |
| File Date: | 10/04/2001 | Effective Date: | |
| 510 STAFFORD WAY #A CARSON CITY NV 89701 RAA | | | |

| | | | |
|----------------------------|---------------------------|-----------------|---|
| Action Type: | Annual List | | |
| Document Number: | C10979-1999-007 | # of Pages: | 1 |
| File Date: | 05/02/2001 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | C10979-1999-010 | # of Pages: | 1 |
| File Date: | 06/07/2000 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Annual List | | |
| Document Number: | C10979-1999-009 | # of Pages: | 1 |
| File Date: | 07/15/1999 | Effective Date: | |
| (No notes for this action) | | | |
| Action Type: | Articles of Incorporation | | |
| Document Number: | C10979-1999-001 | # of Pages: | 3 |
| File Date: | 05/06/1999 | Effective Date: | |
| (No notes for this action) | | | |

Return to Entity Details for "PINKERTON BALLET THEATRE"



INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201.

DEPARTMENT OF THE TREASURY

Date: SEP 18 2001.

PINKERTON DANCE COMPANY
C/O CONNIE FRANZ-LEWIS
2903 PANAMINT RD
CARSON CITY, NV 89706

Employer Identification Number:
88-0438843

DLN:

17053149021021

Contact Person:

RYAN HIRSCH

ID# 31245

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31

Form 990 Required:
Yes

Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a)(2).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, if you are involved in an excess benefit transaction, that transaction might be subject to the excise taxes of section 4958. Additionally, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please contact your key district office.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the

Letter 947 (DO/CG)

PINKERTON DANCE COMPANY

part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of Code sections 2055, 2106, and 2522.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, which sets forth guidelines regarding the deductibility, as charitable contributions, of payments made by taxpayers for admission to or other participation in fundraising activities for charity.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5 percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return, unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete, so be sure your return is complete before you file it.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

Letter 947 (DO/CG)

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

RECEIVED

MAR 25 2014

OFFICE OF
BUSINESS DEVELOPMENT



Special Event Funding Request Form

Sierra Nevada Ballet
ORGANIZATION NAME / APPLICANT

21 Heath Circle, Reno, NV, 89509
MAILING ADDRESS, CITY, STATE, ZIP CODE

775-737-9101 Sieranevadaballet.org
PHONE # WEBSITE URL

Rosine Bena
CONTACT / EVENT DIRECTOR NAME

21 Heath Circle, Reno, NV 89509
MAILING ADDRESS, CITY, STATE, ZIP CODE

775-720-5204 rosineb@hotmail.com
PHONE # EMAIL

PEANUTCRACKER-The Story IN A Nutshell
NAME OF EVENT

\$ 2,500
TOTAL FUNDING REQUEST

Event Dates: Dec 5 + 6, 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):

The PEANUTCRACKER-The Story In A Nutshell was originally designed by Rosine Bena in the 1990's in the SF Bay area as the central event of a holiday celebration developed to bring visitors to downtown Redwood City (the CA capitol city) during the holiday season. At that point in time Redwood City was not a busy downtown area and was in the process of redevelopment. The holiday event was so successful that it continued to grow year after year with more groups and businesses getting involved and more visitors attending and the PEANUTCRACKER acted as the crowd pleaser central event.

Redwood City grew considerably with more and more business moving into downtown and now the holiday event attracts many, many visitors from other areas and includes a parade and fire works.

Bena moved to Nevada in 2000 and founded Sierra Nevada Ballet in 2001. After meeting with the Carson City Redevelopment and based upon the history and success of the PEANUTCRACKER in the SF Bay area, Bena collaborated with Joe McCarthy and the City of Carson Redevelopment to design a holiday celebration for downtown Carson with the PEANUTCRACKER as the central event. The idea being to attract more and more people to the downtown area during the holiday season and to make a holiday celebration in down town as an annual tradition similar to the celebration in Redwood City. PEANUTCRACKER was first performed in Nevada on the lawn of the Legislature in 2002. This proved to be a difficult venue due to the weather conditions. It was then moved indoors to the Brewery Arts Center but this was difficult because of the size of the stage and the limited dressing room areas and set and lighting limitations. In addition to that, the event quickly gained popularity and outgrew that venue as more and more people began to attend. It was then moved to the Carson City Community Center.

SEE ATTACHED FOR CONTINUATION OF DESCRIPTION

Estimated number of local participants: 40 cast; 1,8000 audience. Estimated number of out-of-town participants: 3 cast 100 audience

Number of years event has taken place in Carson City: 12

Based on the original NUTCRACKER, PEANUTCRACKER is a 45-minute narrated version of the Nutcracker Ballet, especially designed to introduce young children (age 3 through grade 4) to the wonderful world of ballet. A free, pre-performance educational packet is provided to teachers and families that request one.

This exciting version of the ballet was inspired by, and written for, young audiences by Sierra Nevada Ballet's Artistic Director, Rosine Bena. Ms. Bena, a professional Ballerina with a 28 year professional stage career, danced throughout the USA and Europe with the Stuttgart Ballet, the Washington Ballet, and Peninsula Ballet Theater. Ms. Bena danced the role of the Sugarplum Fairy professionally for twenty-five years. During this time, she had the opportunity to speak with many young fans about their ballet experience. Nutcracker is often a child's first introduction to ballet and Ms. Bena found a way of making this a more personal, enjoyable and educational experience for young people by shortening it and including narration throughout the production. Bena begins the program by explaining a little about the art of ballet in an age appropriate manner. After the performance, audience members are then invited to meet the dancers and have photos taken with their favorite characters.

Through this event, SNB has grown in popularity through the years with more and more families attending and has also become an annual public school field trip event.

In 2012, KNPB presented a TV special about the PEANUTCRACKER which has significantly helped publicize the event and has attracted more audience members to attend the live performance of the production.

Last year SNB presented four performances to the community, two of which were special school performances with FREE busing and two of which were open to the general public.

The school field trips have increased the audience as more and more children tell their families about the exciting production.

SNB is able to offer this production at a greatly reduced rate for school children and for families in the community annually due to the partnership with Carson City Redevelopment and to generous grants from the E.L. Cord Foundation, the Nevada Arts Council and several businesses in the area. Besides FREE busing, SNB provides FREE tickets to PEANUTCRACKER for approximately 1,000 AT RISK children per year.

| Event Costs (Attach additional sheets, if necessary) | | | |
|--|---------------------|--------------|---|
| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total |
| Artists | \$ | \$ 9,000 | \$ 9,000 |
| Administrative Staff | \$ | \$ 1,500 | \$ 1,500 |
| PR/ads/Programs/ticket printing | \$ | \$ 5,000 | \$ 5,000 |
| Rehearsal Space Rental/insurance | \$ | \$ 2,200 | \$ 2,200 |
| Costume, set construction, alterations, | \$ | \$ 1,000 | \$ 1,000 |
| Floor and stage Crew, theatre rental | \$ 2,500 | \$ 2,000 | \$ 4,500 |
| Office/phone/postage/travel/housing /busing | \$ | \$ 3,500 | \$ 3,500 |
| Totals: | \$ 2,500 | \$ 24,200 | \$ 26,700 |
| Redevelopment Funds as a % of total Event costs: | 9.4% | | |
| Projected Revenues: | | | \$ 26,700 with R Funds + Ticket rev. |
| Projected Net Profit/Loss: | | | \$ 0 with R Funds |
| Annual Budget of Organization: | | | Redevelopment funding your organization received for this event in prior years, if any: |
| | Last Year | Present Year | Next Year |
| Income: | \$ 224,816 | \$ 319,337 | \$ 350,000 |
| Expenses: | \$ 224,816 | \$ 319,337 | \$ 350,000 |
| Reserves: | \$ 60,000 | \$ 60,000 | \$ 60,000 |
| Number of years your organization has existed: _____ | | | 2013: \$ 2,000 2012: \$ 2,500 2011: \$ 2,500 2010: \$ 2,500 |
| Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No | | | |
| If yes, what organization(s) and how much funding? E. L.Cord - \$4,000, Carol Franc Buck \$1,000, WNPAC \$1,000, FR Dance \$1,000, NAC: \$ 4,000, Individuals; \$3,000 SNB; \$2,000 | | | |
| Describe any efforts to obtain funding from other sources: In addition to the above funding, SNB continues to seek new partnerships with local businesses in the area and sponsorships for At Risk students from individuals throughout the community. | | | |
| Describe why Redevelopment funds are required for the special event: Funds are needed to off set the venue expenses and help make it possible for SNB to be able to offer this production at a greatly reduced rate to the community, including FREE busing for school children and FREE tickets for AT RISK families. | | | |
| 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): Usually families include a lunch or dinner prior to the event and a dessert or drink after the event. Families often purchase clothing to wear to the event and visit the local beauty salon prior to attending and purchase a musical cd or book about the Nutcracker prior to or after attending. This event brings more people to the down town area of Carson City. | | | |

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

E. L. Cord Foundation, NAC, NEA, Carol Franc Buck Foundation, Western Nevada Performing Arts Center, Fascinating Rhythms School of Performing Arts, Brewery Arts Center, Body and Soul School of Dance, Sierra Nevada Ballet Academy, Sierra Nevada Ballet professional company, Carson City TV, CCACC, the Parasol Community Foundation, Dance Theatre of Harlem, Douglas County Schools and Busing and individuals from throughout the community.

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

The B.B. Theatre in the Carson City Community Center.

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?

Event will be promoted on the SNB website; shared on the SNB Face Book Page and by all company members, board and staff: publicized at all SNB performances and SNB events (including the Reno ARTOWN Festival and the LAKE TAHOE SHKESEARE FESTIVAL), publicized by the Western Nevada Performing Arts Center, Fascinating Rhythms School of Performing Arts, the Brewery Arts Center, Body and Soul School of Dance, Sierra Nevada Ballet Academy, Carson City TV, CCACC, by some of the local businesses, through the Douglas County public school system and through a media plan developed by our Marketing consultant which includes: newspapers, flyers, tv and radio.

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

This event has started to become a Carson City tradition. As our reputation grows, and our audiences increase, more and more families will attend this event from other areas. It is our hope that, with the help of the CCACC and the Brewery Arts Center and more local businesses that we will be able to implement our original plan with Carson Redevelopment and expand to a larger holiday event for downtown Carson City.

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

This event has started to become a Carson City tradition. As our reputation grows, our audiences increase and soon revenue will increase with additional performances required including additional performances for public school children. As the holiday event expands, revenue will increase.

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:

3-19-2014

***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.

SIERRA NEVADA BALLET COMPANY STRUCTURE

Sierra Nevada Ballet is a 501C3 non-profit performing arts organization governed by a Board of Directors and formed to cater to the increasingly culturally diverse appetite of the Northern Nevada and California performing arts community. The purpose of this high caliber professional company is to bring cultural enrichment and arts education into the Reno/Carson/Tahoe/Truckee communities and to collaborate with other arts organizations whenever possible to expand and educate the dance audience. This company is designed in two branches: the performing branch and the educational branch. This design shall promote, educate and sponsor the art and beauty of ballet and dance in the regions of Northern Nevada and California.

Sierra Nevada Ballet is a professional level performing company of dancer/artists founded and directed by former ballerina, Rosine Bena, assisted by a small administrative and artistic staff.

SIERRA NEVADA BALLET Production and Administrative STAFF

Artistic Director- Rosine Bena
Production Manager/Executive Advisor-Steven M.Porter
PR Director-Lee Koch with Stasia Warren
Graphic Designer –Rachel Chipp
Executive and Artistic Advisor-Barbara Land
Artistic Associate-Ananda Bena-Weber
Technical/Lighting Design- Gary Guberman
Production Coordinator-Laurie Bertero
Assistant Production Coordinator-Cathy Viario
Music Coordinator-James Walker
Website/FaceBook- Stasia Warren with Steffany Walker
Programs-Dave Riske
Sets –James Walker
Costumes- Leslie Govidich, Vicki McMasters, Alicia Goddard, Jeanette Owlett
Rehearsal assistants: Ananda Bena-Weber, Domingo Rubio, Molly Story Arbogast, Alexander Biber
Reno Schools Coordinator for PEANUTCRAKCR- Elizabeth Cuff
Carson Schools Coordinator for PEANUTCRAKCR-Gina Nelson
Assistant Choreographer and Stage Manager for PEANUTCRAKCR- Gina Kaskie Davis
Set for PEANUTCRAKCR- Ziggy/Sew What?
Heads for PEANUTCRAKCR-James Walker

SNB PERFORMING ARTISTS

SAM WEBER
DOMINGO RUBIO
ANANDA BENA-WEBER
ERICA CHIPP
MAYKEL SOLAS
CHLOE FELESINA
MOLLY STORY ARBOGAST
ALEXANDER BIBER
OLIVER ADAMS

LAURA LUNDE
COURTNEY JANKOVIC
VASILY BALDIN
Daniel Miller
Stasia Warren
Natalie Gray
Shaynee Copple
Destiny Gillan
Kiara Riske,
Arthur Reloj
Clara Bachman
Todd Lani
Kaitlin Viaro
Callie Cuff
Carlee Bertero
Anna Peralez
Lane Saunders
Katrina Arbogast

The SNB Company is housed at Fascinating Rhythms School of Performing Arts in Reno and also rehearses at Western Nevada Performing Arts in Carson City.

In 2013, SNB formed the **SNB Academy** which is directed by Rosine Bena ; is the official school of the company and located at Fascinating Rhythms School of Performing Arts in Reno.

The official affiliated school of SNB is **Western Nevada Performing Arts Center** in Carson City. Rosine Bena is the Director of Ballet at WNPAC and is fully certified as a Master Ballet Teacher by American Ballet Theatre (the National Ballet Company for the USA) to teach all levels of ballet and therefore all educational programs affiliated with SNB follow the American Ballet Theatre National Ballet Training Curriculum.

SNB's DANCER ARTISTS

ROSINE BENA- Sierra Nevada Ballet Artistic Director
Choreographer/Master Teacher/Grant Writer
Sierra Nevada Ballet, 21 Heath Circle, Reno, NV 89509
775-737-9101; Fax: 775-737-9102;

email: info@sierranevadaballet.com; website: sierranevadaballet.com

Rosine Bena was a professional ballerina who danced throughout the US and Europe with the Stuttgart Ballet under John Cranko, The Washington Ballet, and Peninsula Ballet Theatre. She received critical acclaim as a "Prima" for principal roles in ballets such as Giselle, Swan Lake, The Nutcracker, Cinderella, Sleeping Beauty, Romeo & Juliet, Coppelia, La Fille Mal Gardee and contemporary works by choreographers such as John Cranko, Jiri Kylian and many others. In addition to guest performing with various ballet companies, Bena danced opposite Patrick DuPond of the Paris Opera in the movie, *She Dances Alone*.

The recipient of numerous grant awards, Rosine was given the title of "Outstanding Individual Artist 1992" by the San Mateo County Arts Council and honored by the US Congress and the Ca. State Legislature for her work in the arts. Bena is the former Artistic Director of two professional ballet companies (The Reno Ballet and Perspectives Dance Theatre), and the internationally known, Peninsula Ballet Theatre School. She has choreographed and directed over 60 professional productions and numerous non- professional productions and her choreography has been favorably compared to the work of choreographers such as George Balanchine, John Cranko, Kurt Joos and Michael Smuin. Ms. Bena is the former director/founder of the dance program for Kollage Community School for the Arts which serves over 8,000 students in the SF Bay area and the former Arts Education Specialist for the Arts Council of San Mateo County. Having taught ballet for over 35 years, Rosine, presently, directs the new professional ballet company for Northern Nevada, the Sierra Nevada Ballet, and is the Consultant for In Motion Studio of Dance in Reno and Director of Ballet at Western Nevada Performing Arts Center in Carson City, Nevada. She is a guest master teacher for the Regional Dance America Ballet Festivals, and was elected as RDA Adjudicator for the national festival in Montreal for 2012 and will act as Adjudicator for the Pacific Region in 2013.

Bena is a certified grant writer with an excellent track record and a member of the International Association for Dance Medicine and Science lecturing and teaching ballet and injury prevention throughout the US and Europe. As a former graduate of the Academy of the Washington School of Ballet, Rosine was one of the alumni honored at the Kennedy Center and the White House by the Clintons and in *Who's Who in America* in the category of Outstanding Americans. Rosine was invited by American Ballet Theatre Artistic Director, Kevin McKenzie, to take part in the ABT Alumni Curriculum training and was one of the first master teachers to be fully certified to teach all levels of the curriculum and act as ambassador. Bena joined the staff of ABT in 2010 teaching in two of their five national ballet summer programs. In 2008, Bena was awarded an Endowment from the Sierra Arts Foundation and a Fellowship from The Nevada State Arts Council for her outstanding artistic work as a choreographer and director. She continues to lecture and guest teach throughout the USA and Europe.

SAM WEBER – First Permanent Guest Artist

Sam Weber is SNB's first Permanent Guest Artist and is a founding member of the Company. He was one of the first permanent guest artists of The Reno Ballet under the direction of Rosine Bena. Weber danced with the Joffrey Ballet, San Francisco Ballet, Sacramento Ballet, Peninsula Ballet Theatre and The Jazz Tap Ensemble. Besides being a fine ballet dancer, Weber is considered one of the greatest Tap dancers in the world. He is known as "the fastest feet in tap". He dances all over the USA and Europe and receives standing ovations and rave reviews wherever he performs. He has done numerous TV appearances (including Mr. Rodgers Neighborhood) and starred in the German film, TWO IN TAILS. He is one of the few tap artists to perform Morton Gould's Concerto for Tap Dancer and Orchestra throughout the US and Europe. Weber has performed with SNB since 2001. Sam appears regularly with Sierra Nevada Ballet and the Jazz Tap Ensemble and guest performs as a master tap dancer throughout the USA and Europe.

DOMINGO RUBIO- Second Permanent Guest Artist

Domingo Rubio is SNB's second Permanent Guest Artist as of May 2005. He has danced professionally for some 20 years. Domingo has danced with the Joffrey Ballet and Ballet Hispanico and was featured in the Robert Altman film, THE COMPANY. Rubio danced the role of Maxfield Parrish in A PAINTER'S LOVE STORY and was a featured artist in SNB's Dancing By the River and A Celebration Of Gershwin. Mr. Rubio has choreographed several works for SNB including the audience favorite, PRELUDE, a pas des deux for himself and SNB principal, Ananda Bena-Weber which premiered in Reno in July of 2005. In addition to performing as a ballet dancer, he is a concert pianist, composer, choreographer and visual artist. He has illustrated several books on ballet and exhibits his sculpture art work throughout the USA. In addition to his work with SNB, Mr. Rubio teaches ballet and guest performs with dance companies throughout the USA.

ANANDA BENA-WEBER - Dance Artist/ Ballerina/Principal Dancer

Ananda Bena-Weber is principal dancer artist with the Sierra Nevada Ballet and a founding member. She has danced professionally as a soloist with the Reno Ballet when it was formed in 1994/95 and 1996. She danced with Perspectives Dance Theatre and Fascinating Rhythm Productions. She has appeared as featured soloist with Sam Weber performing in Morton Gould's "Concerto for Tap Dancer and Orchestra" throughout the SF Bay Area. She has appeared in principal roles in several original dance works such as Dreams, Take Me To The River, Dancing In The New Millennium, GSR, Back Street, Laura, Blue Rondo, Armando's Rumba and classics such as The Nutcracker, Les Sylphides, Romeo and Juliet and Paquita. Ms Bena-Weber is an award winning artist and has performed acting, singing and dancing featured roles in over 30 theater productions in the SF Bay Area. A gifted choreographer, Ananda has choreographed several works for the professional ballet company, Sierra Nevada Ballet, and for the San Francisco State Drama Department, Peninsula Ballet Theater School Performing Group and San Mateo High School performing arts program. Bena-Weber is a Magna cum Laude graduate of San Francisco State University, has attended Columbia University Masters Program in Drama and studies acting at the Linklater Center in New York City. She has taught at Mary Mount College and guest teaches all levels of ballet and related dance classes and acting (without words) throughout the US. She has performed leading acting roles with Nevada Shakespeare Company and has been featured as a Principal dancer with the Sierra Nevada Ballet company since 2001. In addition to SNB, Ananda is a member of the Jazz Tap Ensemble.

Maykel Solas- Dance Artist/Principal This is Maykel Solas second appearance as a principal dancer with Sierra Nevada Ballet. He Solas began his ballet training at the Escuela Provincial de Arte in his homeland of Pinar del Rio, Cuba and then continued in the Escuela Nacional de Arte in Havana where he graduated in 1998. As a student he received classes with many greats such as Alicia Alonso, toured the Dominican Republic and won a silver medal in the 1997 Ballet Competition in Havana. After graduation he joined the Ballet Nacional de Cuba and later danced with the Compañia Nacional de Danza in Mexico City. In 2001, he was awarded the silver medal in the twelfth International Ballet competition of Trujillo, Peru. He was a principal dancer with the Ballet Municipal de Lima and is presently a principal with Ballet San Jose. He has danced principal roles in Giselle, Swan Lake, La Bayadere, Le Corsaire, The Nutcracker and other classical and neoclassical repertoire.

RACHAEL SPEIDEL-Dance Artist/Principal

Rachael Speidel joined Sierra Nevada Ballet as a principal in the summer of 2008. She is a native of Michigan and was trained at the Flint School of Performing Arts, Pennsylvania Ballet, Milwaukee Ballet and the Joffrey Ballet School. She has performed with a number of ballet companies throughout the USA. She began her career as a trainee with the Milwaukee Ballet then going on to dance with Ballet Wisconsin, Channel Islands Ballet, Oakland Ballet, Les Grands Ballet Canadiens de Montreal and Ballet de Teatres Generalitat Valenciana in Spain. In addition to the classical repertoire, she has performed soloist and principal roles in numerous works by such notable choreographers as George Balanchine, Yves de Bouteiller, Philip Trehet, Bronisloava Nijinska, Eugene Loring, Jean Paul Comelin and Twyla Tharp. Rachael was featured in Flower Festival, Percussivelund, After The Ball Is Over, West Side Story Medley and was featured in SNB's work, LOSS, created by Rosine Bena in 2008 through the NAC Performing Arts Fellowship. In addition to her work with

SNB, Rachael continues to perform with various companies throughout the USA and Canada.

ERICA CHIPP - Dance Artist/Principal

A native of Nevada, Erica completed her formal dance training as a full-scholarship student at The Harid Conservatory in Boca Raton, Florida. Prior to attending Harid, she studied with Pinkerton Ballet Academy, Nevada Festival Ballet, and Western Nevada Performing Arts Center. Her ballet teachers and coaches include Olivier Pardina, Victoria Schneider, Svetlana Osiyeva, Kyle Tucker, Vickie McMaster, Ayako Britt and Rosine Bena. Erica also attended summer programs at Burklyn Ballet Theater, Central Pennsylvania Youth Ballet and Boston Ballet. Currently, besides performing with SNB, Erica is a member of Festival Ballet Providence, which she joined in 2004. While dancing with FBP, Erica has performed in the world premieres of *Schéhérazade*, *Romeo & Juliet*, as a Spivey boy in *The Widow's Broom*, and Viktor Plotnikov's *Coma*. Some of her notable roles have been in Gianni Dimarco's *Azucar*, as the Chinese doll in *The Nutcracker*, in Daniel Pelzig's *The Princess and the Pea*, George Balanchine's *Rubies* and various roles in Up CLOSE on HOPE repertoire. This past November, Erica was given the opportunity to tour with FBP to various cities in Venezuela, including Caracas, to perform the soloist red girl in Mihailo Djuric's *Soledad*. Erica enjoys returning to her hometown area regularly to perform as a principle with Sierra Nevada Ballet and to spend time with her supportive family. Erica was featured in Unsquare Dance and Gershwin Concerto and in Percussivelund in 2007.

ALEXANDER BIBER-Dance Artist /Principal

Alexander has trained exclusively with Rosine Bena at Western Nevada Performing Arts Center in Carson and at In Motion Studio in Reno. Alex was taken into the SNB Apprentice Program in June of 2003 and appeared with the Apprentice Company and the professional Company since. Biber was raised to the company in 2006 and to soloist in 2008. He created the role of the Wolf in Peter and The Wolf and was featured in Tarentella For Three and SNB's A Celebration of Gershwin, Take Five, Mozartina and Take Me To The River. He has danced the roles of the Russian Prince, Snow Prince, Rat King, Flower Prince, Lead Father and Chinese Prince in the Peanutcracker-The Story In A Nutshell. He created roles of the Count and the Gorgon in the SNB 2007 production of The Unicorn, The Gorgon and The Manticore. Alexander was also featured in After The Ball Is Over, West Side Story Medley and SNB's work, LOSS, created by Rosine Bena in 2008 through the NAC Performing Arts Fellowship. Besides his work with SNB, Alex performs with the Bruka Theater and teaches all levels of ballet at schools in the community.

OLIVER ADAMS ~ Dance Artist /Principal

This is Oliver Adams' second year with Sierra Nevada Ballet. Born in Stoke-on-Trent, England, Oliver trained at the Jill Clewes School For Dance and the Elmhurst School For Dance In Association With The Birmingham Royal Ballet. He has danced professionally with the Birmingham Royal Ballet and the Slovak National Ballet and has been a member of the Sacramento Ballet since 2010. He has been featured in SNB's Giselle and Coppelia ; David Bintley's Flowers of the Forest; A Midsummer Night's Dream; Jiri Kylian's Un Ballo; Pas De Trois in Swan Lake and Blue Bird in Sleeping Beauty.

LAURA LUNDE- Dance Artist/Soloist

Laura joined SNB as an apprentice in the summer of 2007 and was raised to the company in September of that year. She was raised to soloist in 2009. Laura's early training was in Washington DC. at the Kirov Academy. She trained with Rosine Bena in Reno and in Carson City since 2007. She has performed in SNB's summer series in 2007 and 2008 and was featured as a Snow Flurry and The Doll in Peanutcracker, in America (West Side Story Medley) and as the Cat in Peter and The Wolf.

COURTNEY JANKOVIC –Dance Artist/Soloist

Courtney Jankovic joined SNB as a soloist in June of 2007. She is a native of Cleveland Ohio and received the majority of her dance training at the School of Cleveland San Jose Ballet. She spent the years of 2000-2002 as a member of their youth ballet company under the direction of Gladisa Guadalupe. Her early training included summer intensives at Pittsburgh Ballet Theatre, North Carolina Dance Theatre and Cleveland San Jose Ballet as a scholarship recipient. She danced professionally with the Minnesota Ballet touring and performing ballets such as Cinderella, Coppelia, The Nutcracker, George Balanchine's Valse Fantaisie and numerous other repertoire works. Jankovic was a member of the Ohio Dance Theatre and performed multiple soloist roles in Sleeping Beauty, Snow White, The Nutcracker, Swan Lake and more. It was there that she began teaching all levels of ballet, tap, pilates, and choreographing. Courtney was featured in Top Hat, Gershwin Concerto and Percussivelund in 2007 and 2008 and in America (West Side Story Medley).

ERIC CORT LARSON- Dance Artist/ Soloist

E. Cort Larson is a soloist with Sierra Nevada Ballet. Cort was trained exclusively with Rosine Bena at Western Nevada Performing Arts Center in Carson City and at In Motion Studio in Reno. Larson was taken into the SNB Apprentice program in January of 2003, and was raised to the first Company in September 2004 and raised to soloist in June of 2006. He has danced featured roles in Story Book Tales; A Painter's Love Story; A Tribute to Roy Orberson, Tarantella for Three, The Peanutcracker-The Story In A Nutshell, Take Five, Mozartina, Take Me To The River and the Gershwin Concerto. He created the role of Peter in SNB's Peter and The Wolf and the Russian Prince in The Peanutcracker-The Story in a Nutshell. A talented teacher and choreographer, Cort is the recipient of the SNB's 2005 Young Choreographers Award for SLAVE DANCE which was featured in SNB's 2005 Summer Concert series. In addition to dancing with SNB, Cort dances with the Sacramento Ballet in California and guest teaches ballet at various schools in NV and CA. He was featured in Mozartina, Take Me To The River, Flower Festival and as the Manticore and The Friend to the Count in the SNB 2007 production of The Unicorn, The Gorgon and The Manticore.

Trainees and Apprentices from SNB Training Program

SNB COMPOSER/MUSICIANS

Susan Mazer –Composer/Musician

Susan Mazer has been SNB's Composer in Residence since 2001. Born in Detroit, Michigan, Susan Mazer graduated from Wayne State University and was awarded a graduate fellowship to Stanford University, where she completed her Master of Arts degree. Following graduate school, she performed professionally as a jazz harpist in the San Francisco, California, Lake Tahoe, and Reno, Nevada, areas. Her work in healthcare began in 1980, when she developed the workshop, "Music: A Life-Altering Decision," at the request of the Center for Health Awareness in San Jose, California. That workshop, which is accredited for nurses and physicians, became the foundation for Healing HealthCare Systems. Since 1980, Susan has developed other educational programs that have been presented to over 5,500 nurses and healthcare professionals in the U.S. She has also developed and presented programs in substance abuse prevention for students (K-12), which have been attended by over 80,000 students and are endorsed by the U.S. Department of Justice as a Promising Program Against Violence (PAVNET). As president of Healing HealthCare Systems, Susan oversees the sales, marketing, sound system design, and product development for the company. She, together with Dallas Smith, is a facilitator and speaker for their various educational programs.

Dallas Smith –Composer/ Musician

Dallas Smith has been SNB composer in Residence since 2001. Born in Columbus, Georgia, Dallas attended Florida State University and then went on to study in Germany, India, and Sweden. Following schooling, he performed as a woodwinds jazz musician in the San Francisco Bay area, India, Japan, and Europe. From 1987-1992, he was the chairman of the Department of Recording Studies at Sierra Nevada College in Incline Village, Nevada. Dallas has taught CEU and CME courses for nurses and physicians since 1989, and has been asked back to do further training at such facilities such as the Texas Medical Center in Houston, Texas; St. Charles Medical Center in Bend, Oregon, and Union Hospital in Lynn, Massachusetts. As executive vice president of Healing HealthCare Systems, Dallas is the producer of audio/video programming for The C.A.R.E. Channel, C.A.R.E. With Music, and C.A.R.E. on Hold. He also co-facilitates the HHS educational programs.

Andy Heglund-Composer/Musician

Andy Heglund has been SNB's Composer in Residence since 2007. He is Assistant Professor at the University of Nevada, Reno where he teaches percussion, directs the UNR Percussion Ensemble and Jazz Big Band 1. He has a Doctor of Arts in Music from the University of Northern Colorado and a Masters of Music in Jazz from the University of North Texas. He performs with the Collective, the Reno Jazz orchestra, the Ed Corey Trio, Susan Mazer and Dallas Smith, the Reno Philharmonic, and the Discover Music Percussion Ensemble. Andy performed with SNB as a musician since 2003 and became SNB's third Composer in the summer of Residence in 2007. He composed the all percussive score for PERCUSSIVELUND in 2007.

SIERRA NEVADA BALLET 2014 BOARD MEMBER LISTING

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Sierra Nevada Ballet

Additional Information not reflected in the financial statement for 2013

Each year the SNB Board, Staff and Volunteers work to get donations from within the community to help cover some of the company expenses. While these items are reflected in the overall yearly budget, they are not reflected in the financial statement. The amount of budget items covered through donations differs from year to year as some years are better than others.

In 2012, the total donations not reflected in the financial statement equaled approximately \$135,600.00.

In 2013, the total donations not reflected in the financial statement equaled approximately \$121,450.00.

BUDGET NOTE To Be Included with P and L or listed in 990

Each year SNB Board members and volunteers work to get donations within the community to help cover company expenses. Some years are better than others. The amount of donations that offset expenses differs from year to year.

SNB ESTIMATED BUDGET EXPENSE ITEMS DONATED

Breakdown for 2013 (*this does NOT include SNB dancer donations, volunteer donations and time –just direct budget expenses*)

| | |
|--------------------------|---------------------|
| PR | \$15,000.00 |
| OFFICE | \$5,000.00 |
| Rehearsal Space | \$14,000.00 |
| Artistic Director | \$19,000.00 |
| Executive Director | \$20,000.00 |
| Grant Consultant | \$10,000.00 |
| Accounting/Book Keeper | \$5,000.00 |
| Costume Rental | \$9,500.00 |
| Costume Design/Execution | \$3,000.00 |
| Prop/Set construction | \$4,000.00 |
| Housing Public | \$600.00 |
| Housing Private | \$4,000.00 |
| Food | \$4,000.00 |
| Printing | \$1,200.00 |
| Program Design | \$3,500.00 |
| Transportation | \$650.00 |
| Comp. Coordinator | \$2,000.00 |
| Stage Manager | \$1,000.00 |
| | |
| Estimated TOTAL | \$121,450.00 |

Sierra Nevada Ballet Balance Sheet

As of December 31, 2013

| | Total |
|-------------------------------------|---------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| Bank America checking (deleted) | 0.00 |
| Savings | 40,124.63 |
| Sierra Nevada Ballet (deleted) | 0.00 |
| transfer | 12,313.55 |
| Wells Fargo checking | 71,647.63 |
| Wells Fargo Savings | 25,837.22 |
| Total Bank Accounts | \$149,923.03 |
| Accounts Receivable | |
| Accounts Receivable | 0.00 |
| Total Accounts Receivable | \$0.00 |
| Other current assets | |
| Bank Bal Adj Temp Acct | 0.00 |
| INVENTORY | 0.00 |
| Undeposited Funds | 0.00 |
| Total Other current assets | \$0.00 |
| Total Current Assets | \$149,923.03 |
| Fixed Assets | |
| ballet bars | 1,122.00 |
| costumes | 32,168.43 |
| dance floor | 5,884.19 |
| office equipment | 1,060.09 |
| production sets | 4,800.00 |
| props | 3,679.24 |
| Depreciation | -76,768.52 |
| Original Cost | 100.00 |
| Total props | -72,989.28 |
| small mirrors | 400.00 |
| sound tapes | 10,750.00 |
| video tapes | 21,490.00 |
| Total Fixed Assets | \$4,685.43 |
| TOTAL ASSETS | \$154,608.46 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Total Liabilities | |
| Equity | |
| Opening Bal Equity | 527.02 |
| Retained Earnings | 175,943.24 |
| Net Income | -21,861.80 |
| Total Equity | \$154,608.46 |
| TOTAL LIABILITIES AND EQUITY | \$154,608.46 |

Thursday, Jan 31, 2013 08:14:13 PM PST GMT-8 - Accrual Basis

Sierra Nevada Ballet Profit & Loss

January - December 2013

| | Total |
|-----------------------------------|---------------------|
| Income | |
| Contributions | 100.00 |
| Contributions Income | |
| Restricted | 500.00 |
| Unrestricted | 7,000.00 |
| Total Contributions Income | 7,500.00 |
| Grants | 42,602.00 |
| Miscellaneous Income | 1,955.46 |
| NAC grant | 9,050.00 |
| Porter | 5,000.00 |
| ticket sales | 37,085.48 |
| Uncategorized Income | 113.49 |
| Total Income | \$103,406.43 |
| Expenses | |
| accounting software | 159.80 |
| ADVERTISING | 1,634.58 |
| Automobile Expense | 362.22 |
| bank charge | 3.00 |
| Contract Labor | 74,935.93 |
| Costume / alterations | 2,960.26 |
| donation | 610.98 |
| Dues and Subscriptions | 110.00 |
| Equipment Rental | 89.46 |
| Insurance | |
| Liability Insurance | 1,326.00 |
| Total Insurance | 1,326.00 |
| INTUIT | 34.94 |
| Licenses and Permits | 197.00 |
| Marketing Sculptures | 2,700.00 |
| MEDIA MARKETING | 942.14 |
| Miscellaneous | 1,810.25 |
| Office Supplies | 105.14 |
| performance fee | -405.00 |
| Printing and Reproduction | 1,761.06 |
| Professional Fees | |
| Accounting | 650.00 |
| Total Professional Fees | 650.00 |
| Reimbursed Expenses | 4,793.52 |
| Rent | 14,473.25 |
| shoe allowance | 44.81 |
| Supplies | 1,181.51 |
| Marketing | 750.00 |

| | Total |
|-------------------------------|----------------------|
| Office | 84.85 |
| Total Supplies | 2,016.36 |
| Travel & Ent | 3,166.66 |
| LODGING | 331.25 |
| Meals | 473.95 |
| Travel | 958.83 |
| Total Travel & Ent | 4,930.69 |
| void | 2.00 |
| WEB SITE | 411.99 |
| Total Expenses | \$116,660.38 |
| Net Operating Income | \$ -13,253.95 |
| Other Income | |
| Interest Income | 229.86 |
| refund | 250.00 |
| Total Other Income | \$479.86 |
| Net Other Income | \$479.86 |
| Net Income | \$ -12,774.09 |

Thursday, Jan 31, 2013 08:13:21 PM PST GMT-8 - Accrual Basis

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



Special Event Funding Request Form

Sierra Nevada Ballet
ORGANIZATION NAME / APPLICANT
21 Heath Circle, Reno, NV 89509

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-737-9101

PHONE # WEBSITE URL sierranevadaballet.org

CONTACT / EVENT DIRECTOR NAME Rosine Bena
21 Heath Circle, Reno, NV
89509

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-720-5204

PHONE # EMAIL rosineb@hotmail.com

DUKE's PLACE-A Story in Dance
NAME OF EVENT

\$ 10,000.00
TOTAL FUNDING REQUEST

Event Dates: October 24, 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):

THE EVENT

Sierra Nevada Ballet shall partner with the Reno Jazz Orchestra, Carson Tourism and local Carson businesses to create a package in celebration of the 150th anniversary of Nevada designed around a brand new original production, DUKE'S PLACE, based on Nevada History. Audiences will be treated to an exciting new production (about northern Nevada in the 1940's and 50's) complete with sets and stunning costumes combined with wonderful music and fabulous dance. DUKE'S PLACE gives insight into Nevada history and also tells the story of a magical reunion between a father and long lost daughter. The combined partnership between the magical professional dancers of the Sierra Nevada Ballet and accomplished musicians of The Reno Jazz Orchestra creates a stunning dance production set to live jazz music.

DUKE'S PLACE is an original story ballet designed, written and choreographed by Rosine Bena and features music by Duke Ellington

and Billy Strayhorn with some of the most delightful and masterful music of Count Basie.

The production also features international tap super star, Sam Weber, (known as the “fastest feet in Tap”), former Joffrey Ballet principal, Domingo Rubio (Featured in the Robert Altman film, THE COMPANY), and Sierra Nevada Ballet popular principal, Ananda Bena-Weber (Jazz Tap Ensemble), with a cast of 30 dancers and full orchestra and special appearances by a few local celebrities.

OBJECTIVES:

This event is designed to attract new audiences and visitors from out of state to take part in the 150th celebration of Nevada and to give them a little *taste* of our wonderful area.

Versatile and innovative, Sierra Nevada Ballet is northern Nevada’s only professional ballet company and incorporates the popular with the experimental. Always a crowd pleaser, the Ballet offers music and different types of dance from well known classical to new age contemporary original pieces.

Estimated number of local participants: 600
20

Estimated number of out-of-town participants: ?
2

Number of years event has taken place in Carson City: 0

Event Costs (Attach additional sheets, if necessary)

| | | |
|---------------|--|--|
| Redevelopment | | |
|---------------|--|--|

| Activity (e.g. Advertising, Equipment Rental, etc.) | Funds | Other Funds | Total |
|---|-----------|----------------------------|------------------------|
| Artists: Artistic Director/Choreographer; Conductor | \$ 500 | \$ 2500 | 3,000 |
| 3 Principal dancers; 15 group; 16 Musicians | \$ 8,000 | \$ 12,300 | \$ 20,300 |
| Project Manager; PR Manager | \$ | \$ 1,500 | \$ 1,500 |
| Lighting, Sound, Stage Manager, Crew | \$ | \$ 1,750 | \$ 1,750 |
| Rehearsal Space Rental, Venue Rental | \$ 500 | \$ 3,500 | \$ 4,000 |
| Travel, Housing, Food | \$ | \$ 2,200 | \$ 2,200 |
| Marketing/Advertising; Costumes, Sets, Supplies | \$ 1,000 | \$ 10,760 | \$ 11,760 |
| Totals: | \$ 10,000 | \$ 34,510 (34,510) | \$ 44,510 (44,510) |
| Redevelopment Funds as a % of total Event costs: | 22% | | * with R Funds |
| | | Projected Revenues: | \$ 44,610 + Ticket rev |
| | | Projected Net Profit/Loss: | \$ 0 * with R Funds |

| Annual Budget of Organization: | | | | Redevelopment funding your organization received for this event in prior years, if any: | |
|---|------------|--------------|------------|---|-------------|
| | Last Year | Present Year | Next Year | | |
| Income: | \$ 224,816 | \$ 319,337 | \$ 350,000 | | 2013: \$ NA |
| Expenses: | \$ 224,816 | \$ 319,337 | \$ 350,000 | | 2012: \$ NA |
| Reserves: | \$ 60,000 | \$ 40,000 | \$ 60,000 | | 2011: \$ NA |
| Number of years your organization has existed: 13 | | | | 2010: \$ NA | |

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

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

E. L. Cord Foundation-\$4,000, the Nevada Arts Council-\$2,000, the NEA, Private Donations: \$4,000 Western Nevada Performing Arts Center-\$2,000, Fascinating Rhythms School of Performing Arts-\$1,000, SNB -\$2,650

Describe any efforts to obtain funding from other sources:

In addition to above, SNB shall request PR help from Carson Tourism and local businesses and hotel/casinos in the area.

Describe why Redevelopment funds are required for the special event:

This is a brand new original production created especially for the 150th anniversary of Nevada and designed to bring interest and attention to the community and attract visitors to the area. Creating a brand new original production with costumes, sets, professional performers and live music requires a substantial budget and a great deal of work when it is first created. It is hoped that the presentation of this work shall be repeated annually as part of Carson's Nevada Day celebrations.

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):

This event shall attract visitors from out of state and tourists to the area and bring people downtown to see the event and partake of all that our down town area has to offer.

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

Reno Jazz Orchestra, E.L.Cord Foundation, NAC, NEA, WNPAC, FR Dance, CC Community Center

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

CC Community Center-B.B. Theatre

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?

Posters, flyers, news ads, internet, radio ,ARTOWN, in all written materials and at all SNB,RJO, WNPAC and FR events.

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

It is hoped that this shall become a Nevada Day tradition and help attract more and more visitors to our community annually each October.

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

Once this original production is mounted, SNB shall perform this program each year as part of the NEVADA DAY celebration in downtown Carson City. As word gets out, more and more visitors will attend this event.

This event shall help to promote the State while attracting visitors from other areas to Carson City to attend this event. This event shall become an annual part of Carson City's Nevada Day tradition and be self-supportive.

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:

3-19-2014

***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.

SIERRA NEVADA BALLET COMPANY STRUCTURE

Sierra Nevada Ballet is a 501C3 non-profit performing arts organization governed by a Board of Directors and formed to cater to the increasingly culturally diverse appetite of the Northern Nevada and California performing arts community. The purpose of this high caliber professional company is to bring cultural enrichment and arts education into the Reno/Carson/Tahoe/Truckee communities and to collaborate with other arts organizations whenever possible to expand and educate the dance audience. This company is designed in two branches: the performing branch and the educational branch. This design shall promote, educate and sponsor the art and beauty of ballet and dance in the regions of Northern Nevada and California.

Sierra Nevada Ballet is a professional level performing company of dancer/artists founded and directed by former ballerina, Rosine Bena, assisted by a small administrative and artistic staff.

SIERRA NEVADA BALLET Production and Administrative STAFF

Artistic Director- Rosine Bena
Production Manager/Executive Advisor-Steven M.Porter
PR Director-Lee Koch with Stasia Warren
Graphic Designer –Rachel Chipp
Executive and Artistic Advisor-Barbara Land
Artistic Associate-Ananda Bena-Weber
Technical/Lighting Design- Gary Guberman
Production Coordinator-Laurie Bertero
Assistant Production Coordinator-Cathy Viario
Music Coordinator-James Walker
Website/FaceBook- Stasia Warren with Steffany Walker
Programs-Dave Riske
Sets –James Walker
Costumes- Leslie Govidich, Vicki McMasters, Alicia Goddard, Jeanette Owlett
Rehearsal assistants: Ananda Bena-Weber, Domingo Rubio, Molly Story Arbogast, Alexander Biber
Reno Schools Coordinator for PEANUTCRAKCR- Elizabeth Cuff
Carson Schools Coordinator for PEANUTCRAKCR-Gina Nelson
Assistant Choreographer and Stage Manager for PEANUTCRAKCR- Gina Kaskie Davis
Set for PEANUTCRAKCR- Ziggy/Sew What?
Heads for PEANUTCRAKCR-James Walker

SNB PERFORMING ARTISTS

SAM WEBER
DOMINGO RUBIO
ANANDA BENA-WEBER
ERICA CHIPP
MAYKEL SOLAS
CHLOE FELESINA
MOLLY STORY ARBOGAST
ALEXANDER BIBER
OLIVER ADAMS

LAURA LUNDE
COURTNEY JANKOVIC
VASILY BALDIN
Daniel Miller
Stasia Warren
Natalie Gray
Shaynee Copple
Destiny Gillan
Kiara Riske,
Arthur Reloj
Clara Bachman
Todd Lani
Kaitlin Viaro
Callie Cuff
Carlee Bertero
Anna Peralez
Lane Saunders
Katrina Arbogast

The SNB Company is housed at Fascinating Rhythms School of Performing Arts in Reno and also rehearses at Western Nevada Performing Arts in Carson City.

In 2013, SNB formed the **SNB Academy** which is directed by Rosine Bena ; is the official school of the company and located at Fascinating Rhythms School of Performing Arts in Reno.

The official affiliated school of SNB is **Western Nevada Performing Arts Center** in Carson City. Rosine Bena is the Director of Ballet at WNPAC and is fully certified as a Master Ballet Teacher by American Ballet Theatre (the National Ballet Company for the USA) to teach all levels of ballet and therefore all educational programs affiliated with SNB follow the American Ballet Theatre National Ballet Training Curriculum.

SNB's DANCER ARTISTS

ROSINE BENA- Sierra Nevada Ballet Artistic Director
Choreographer/Master Teacher/Grant Writer
Sierra Nevada Ballet, 21 Heath Circle, Reno, NV 89509
775-737-9101; Fax: 775-737-9102;

email: info@sierranevadaballet.com; website: sierranevadaballet.com

Rosine Bena was a professional ballerina who danced throughout the US and Europe with the Stuttgart Ballet under John Cranko, The Washington Ballet, and Peninsula Ballet Theatre. She received critical acclaim as a "Prima" for principal roles in ballets such as Giselle, Swan Lake, The Nutcracker, Cinderella, Sleeping Beauty, Romeo & Juliet, Coppelia, La Fille Mal Gardee and contemporary works by choreographers such as John Cranko, Jiri Kylian and many others. In addition to guest performing with various ballet companies, Bena danced opposite Patrick DuPond of the Paris Opera in the movie, *She Dances Alone*.

The recipient of numerous grant awards, Rosine was given the title of "Outstanding Individual Artist 1992" by the San Mateo County Arts Council and honored by the US Congress and the Ca. State Legislature for her work in the arts. Bena is the former Artistic Director of two professional ballet companies (The Reno Ballet and Perspectives Dance Theatre), and the internationally known, Peninsula Ballet Theatre School. She has choreographed and directed over 60 professional productions and numerous non- professional productions and her choreography has been favorably compared to the work of choreographers such as George Balanchine, John Cranko, Kurt Joos and Michael Smuin. Ms. Bena is the former director/founder of the dance program for Kollage Community School for the Arts which serves over 8,000 students in the SF Bay area and the former Arts Education Specialist for the Arts Council of San Mateo County. Having taught ballet for over 35 years, Rosine, presently, directs the new professional ballet company for Northern Nevada, the Sierra Nevada Ballet, and is the Consultant for In Motion Studio of Dance in Reno and Director of Ballet at Western Nevada Performing Arts Center in Carson City, Nevada. She is a guest master teacher for the Regional Dance America Ballet Festivals, and was elected as RDA Adjudicator for the national festival in Montreal for 2012 and will act as Adjudicator for the Pacific Region in 2013.

Bena is a certified grant writer with an excellent track record and a member of the International Association for Dance Medicine and Science lecturing and teaching ballet and injury prevention throughout the US and Europe. As a former graduate of the Academy of the Washington School of Ballet, Rosine was one of the alumni honored at the Kennedy Center and the White House by the Clintons and in *Who's Who in America* in the category of Outstanding Americans. Rosine was invited by American Ballet Theatre Artistic Director, Kevin McKenzie, to take part in the ABT Alumni Curriculum training and was one of the first master teachers to be fully certified to teach all levels of the curriculum and act as ambassador. Bena joined the staff of ABT in 2010 teaching in two of their five national ballet summer programs. In 2008, Bena was awarded an Endowment from the Sierra Arts Foundation and a Fellowship from The Nevada State Arts Council for her outstanding artistic work as a choreographer and director. She continues to lecture and guest teach throughout the USA and Europe.

SAM WEBER – First Permanent Guest Artist

Sam Weber is SNB's first Permanent Guest Artist and is a founding member of the Company. He was one of the first permanent guest artists of The Reno Ballet under the direction of Rosine Bena. Weber danced with the Joffrey Ballet, San Francisco Ballet, Sacramento Ballet, Peninsula Ballet Theatre and The Jazz Tap Ensemble. Besides being a fine ballet dancer, Weber is considered one of the greatest Tap dancers in the world. He is known as "the fastest feet in tap". He dances all over the USA and Europe and receives standing ovations and rave reviews wherever he performs. He has done numerous TV appearances (including Mr. Rodgers Neighborhood) and starred in the German film, TWO IN TAILS. He is one of the few tap artists to perform Morton Gould's Concerto for Tap Dancer and Orchestra throughout the US and Europe. Weber has performed with SNB since 2001. Sam appears regularly with Sierra Nevada Ballet and the Jazz Tap Ensemble and guest performs as a master tap dancer throughout the USA and Europe.

DOMINGO RUBIO- Second Permanent Guest Artist

Domingo Rubio is SNB's second Permanent Guest Artist as of May 2005.

He has danced professionally for some 20 years. Domingo has danced with the Joffrey Ballet and Ballet Hispanico and was featured in the Robert Altman film, THE COMPANY. Rubio danced the role of Maxfield Parrish in A PAINTER'S LOVE STORY and was a featured artist in SNB's Dancing By the River and A Celebration Of Gershwin. Mr. Rubio has choreographed several works for SNB including the audience favorite, PRELUDE, a pas des deux for himself and SNB principal, Ananda Bena-Weber which premiered in Reno in July of 2005. In addition to performing as a ballet dancer, he is a concert pianist, composer, choreographer and visual artist. He has illustrated several books on ballet and exhibits his sculpture art work throughout the USA. In addition to his work with SNB, Mr. Rubio teaches ballet and guest performs with dance companies throughout the USA.

ANANDA BENA-WEBER - Dance Artist/ Ballerina/Principal Dancer

Ananda Bena-Weber is principal dancer artist with the Sierra Nevada Ballet and a founding member. She has danced professionally as a soloist with the Reno Ballet when it was formed in 1994/95 and 1996. She danced with Perspectives Dance Theatre and Fascinating Rhythm Productions. She has appeared as featured soloist with Sam Weber performing in Morton Gould's "Concerto for Tap Dancer and Orchestra" throughout the SF Bay Area. She has appeared in principal roles in several original dance works such as Dreams, Take Me To The River, Dancing In The New Millennium, GSR, Back Street, Laura, Blue Rondo, Armando's Rumba and classics such as The Nutcracker, Les Sylphides, Romeo and Juliet and Paquita. Ms Bena-Weber is an award winning artist and has performed acting, singing and dancing featured roles in over 30 theater productions in the SF Bay Area. A gifted choreographer, Ananda has choreographed several works for the professional ballet company, Sierra Nevada Ballet, and for the San Francisco State Drama Department, Peninsula Ballet Theater School Performing Group and San Mateo High School performing arts program. Bena-Weber is a Magna cum Laude graduate of San Francisco State University, has attended Columbia University Masters Program in Drama and studies acting at the Linklater Center in New York City. She has taught at Mary Mount College and guest teaches all levels of ballet and related dance classes and acting (without words) throughout the US. She has performed leading acting roles with Nevada Shakespeare Company and has been featured as a Principal dancer with the Sierra Nevada Ballet company since 2001. In addition to SNB, Ananda is a member of the Jazz Tap Ensemble.

Maykel Solas- Dance Artist/Principal This is Maykel Solas second appearance as a principal dancer with Sierra Nevada Ballet. He Solas began his ballet training at the Escuela Provincial de Arte in his homeland of Pinar del Rio, Cuba and then continued in the Escuela Nacional de Arte in Havana where he graduated in 1998. As a student he received classes with many greats such as Alicia Alonso, toured the Dominican Republic and won a silver medal in the 1997 Ballet Competition in Havana. After graduation he joined the Ballet Nacional de Cuba and later danced with the Compañia Nacional de Danza in Mexico City. In 2001, he was awarded the silver medal in the twelfth International Ballet competition of Trujillo, Peru. He was a principal dancer with the Ballet Municipal de Lima and is presently a principal with Ballet San Jose. He has danced principal roles in Giselle, Swan Lake, La Bayadere, Le Corsaire, The Nutcracker and other classical and neoclassical repertoire.

RACHAEL SPEIDEL-Dance Artist/Principal

Rachael Speidel joined Sierra Nevada Ballet as a principal in the summer of 2008.

She is a native of Michigan and was trained at the Flint School of Performing Arts, Pennsylvania Ballet, Milwaukee Ballet and the Joffrey Ballet School. She has performed with a number of ballet companies throughout the USA. She began her career as a trainee with the Milwaukee Ballet then going on to dance with Ballet Wisconsin, Channel Islands Ballet, Oakland Ballet, Les Grands Ballet Canadiens de Montreal and Ballet de Teatres Generalitat Valenciana in Spain. In addition to the classical repertoire, she has performed soloist and principal roles in numerous works by such notable choreographers as George Balanchine, Yves de Bouteiller, Philip Trehet, Bronisloava Nijinska, Eugene Loring, Jean Paul Comelin and Twyla Tharp. Rachael was featured in Flower Festival, Percussivelund, After The Ball Is Over, West Side Story Medley and was featured in SNB's work, LOSS, created by Rosine Bena in 2008 through the NAC Performing Arts Fellowship. In addition to her work with

SNB, Rachael continues to perform with various companies throughout the USA and Canada.

ERICA CHIPP - Dance Artist/Principal

A native of Nevada, Erica completed her formal dance training as a full-scholarship student at The Harid Conservatory in Boca Raton, Florida. Prior to attending Harid, she studied with Pinkerton Ballet Academy, Nevada Festival Ballet, and Western Nevada Performing Arts Center. Her ballet teachers and coaches include Olivier Pardina, Victoria Schneider, Svetlana Osiyeva, Kyle Tucker, Vickie McMaster, Ayako Britt and Rosine Bena. Erica also attended summer programs at Brooklyn Ballet Theater, Central Pennsylvania Youth Ballet and Boston Ballet. Currently, besides performing with SNB, Erica is a member of Festival Ballet Providence, which she joined in 2004. While dancing with FBP, Erica has performed in the world premieres of *Schéhérazade*, *Romeo & Juliet*, as a Spivey boy in *The Widow's Broom*, and Viktor Plotnikov's *Coma*. Some of her notable roles have been in Gianni Dimarco's *Azucar*, as the Chinese doll in *The Nutcracker*, in Daniel Pelzig's *The Princess and the Pea*, George Balanchine's *Rubies* and various roles in Up CLOSE on HOPE repertoire. This past November, Erica was given the opportunity to tour with FBP to various cities in Venezuela, including Caracas, to perform the soloist red girl in Mihailo Djuric's *Soledad*. Erica enjoys returning to her hometown area regularly to perform as a principle with Sierra Nevada Ballet and to spend time with her supportive family. Erica was featured in Unsquare Dance and Gershwin Concerto and in Percussivelund in 2007.

ALEXANDER BIBER-Dance Artist /Principal

Alexander has trained exclusively with Rosine Bena at Western Nevada Performing Arts Center in Carson and at In Motion Studio in Reno. Alex was taken into the SNB Apprentice Program in June of 2003 and appeared with the Apprentice Company and the professional Company since. Biber was raised to the company in 2006 and to soloist in 2008. He created the role of the Wolf in Peter and The Wolf and was featured in Tarentella For Three and SNB's A Celebration of Gershwin, Take Five, Mozartina and Take Me To The River. He has danced the roles of the Russian Prince, Snow Prince, Rat King, Flower Prince, Lead Father and Chinese Prince in the Peanutcracker-The Story In A Nutshell. He created roles of the Count and the Gorgon in the SNB 2007 production of The Unicorn, The Gorgon and The Manticore. Alexander was also featured in After The Ball Is Over, West Side Story Medley and SNB's work, LOSS, created by Rosine Bena in 2008 through the NAC Performing Arts Fellowship. Besides his work with SNB, Alex performs with the Bruka Theater and teaches all levels of ballet at schools in the community.

OLIVER ADAMS ~ Dance Artist /Principal

This is Oliver Adams' second year with Sierra Nevada Ballet. Born in Stoke-on-Trent, England, Oliver trained at the Jill Clewes School For Dance and the Elmhurst School For Dance In Association With The Birmingham Royal Ballet. He has danced professionally with the Birmingham Royal Ballet and the Slovak National Ballet and has been a member of the Sacramento Ballet since 2010. He has been featured in SNB's Giselle and Coppelia ; David Bintley's Flowers of the Forest; A Midsummer Night's Dream; Jiri Kylian's Un Ballo; Pas De Trois in Swan Lake and Blue Bird in Sleeping Beauty.

LAURA LUNDE- Dance Artist/Soloist

Laura joined SNB as an apprentice in the summer of 2007 and was raised to the company in September of that year. She was raised to soloist in 2009. Laura's early training was in Washington DC. at the Kirov Academy. She trained with Rosine Bena in Reno and in Carson City since 2007. She has performed in SNB's summer series in 2007 and 2008 and was featured as a Snow Flurry and The Doll in Peanutcracker, in America (West Side Story Medley) and as the Cat in Peter and The Wolf.

COURTNEY JANKOVIC –Dance Artist/Soloist

Courtney Jankovic joined SNB as a soloist in June of 2007. She is a native of Cleveland Ohio and received the majority of her dance training at the School of Cleveland San Jose Ballet. She spent the years of 2000-2002 as a member of their youth ballet company under the direction of Gladisa Guadalupe. Her early training included summer intensives at Pittsburgh Ballet Theatre, North Carolina Dance Theatre and Cleveland San Jose Ballet as a scholarship recipient. She danced professionally with the Minnesota Ballet touring and performing ballets such as Cinderella, Coppelia, The Nutcracker, George Balanchine's Valse Fantaisie and numerous other repertoire works. Jankovic was a member of the Ohio Dance Theatre and performed multiple soloist roles in Sleeping Beauty, Snow White, The Nutcracker, Swan Lake and more. It was there that she began teaching all levels of ballet, tap, pilates, and choreographing. Courtney was featured in Top Hat, Gershwin Concerto and Percussivelund in 2007 and 2008 and in America (West Side Story Medley).

ERIC CORT LARSON- Dance Artist/ Soloist

E. Cort Larson is a soloist with Sierra Nevada Ballet. Cort was trained exclusively with Rosine Bena at Western Nevada Performing Arts Center in Carson City and at In Motion Studio in Reno. Larson was taken into the SNB Apprentice program in January of 2003, and was raised to the first Company in September 2004 and raised to soloist in June of 2006. He has danced featured roles in Story Book Tales; A Painter's Love Story; A Tribute to Roy Orberson, Tarantella for Three, The Peanutcracker-The Story In A Nutshell, Take Five, Mozartina, Take Me To The River and the Gershwin Concerto. He created the role of Peter in SNB's Peter and The Wolf and the Russian Prince in The Peanutcracker-The Story in a Nutshell. A talented teacher and choreographer, Cort is the recipient of the SNB's 2005 Young Choreographers Award for SLAVE DANCE which was featured in SNB's 2005 Summer Concert series. In addition to dancing with SNB, Cort dances with the Sacramento Ballet in California and guest teaches ballet at various schools in NV and CA. He was featured in Mozartina, Take Me To The River, Flower Festival and as the Manticore and The Friend to the Count in the SNB 2007 production of The Unicorn, The Gorgon and The Manticore.

Trainees and Apprentices from SNB Training Program

SNB COMPOSER/MUSICIANS

Susan Mazer –Composer/Musician

Susan Mazer has been SNB's Composer in Residence since 2001. Born in Detroit, Michigan, Susan Mazer graduated from Wayne State University and was awarded a graduate fellowship to Stanford University, where she completed her Master of Arts degree. Following graduate school, she performed professionally as a jazz harpist in the San Francisco, California, Lake Tahoe, and Reno, Nevada, areas. Her work in healthcare began in 1980, when she developed the workshop, "Music: A Life-Altering Decision," at the request of the Center for Health Awareness in San Jose, California. That workshop, which is accredited for nurses and physicians, became the foundation for Healing HealthCare Systems. Since 1980, Susan has developed other educational programs that have been presented to over 5,500 nurses and healthcare professionals in the U.S. She has also developed and presented programs in substance abuse prevention for students (K-12), which have been attended by over 80,000 students and are endorsed by the U.S. Department of Justice as a Promising Program Against Violence (PAVNET). As president of Healing HealthCare Systems, Susan oversees the sales, marketing, sound system design, and product development for the company. She, together with Dallas Smith, is a facilitator and speaker for their various educational programs.

Dallas Smith –Composer/ Musician

Dallas Smith has been SNB composer in Residence since 2001. Born in Columbus, Georgia, Dallas attended Florida State University and then went on to study in Germany, India, and Sweden. Following schooling, he performed as a woodwinds jazz musician in the San Francisco Bay area, India, Japan, and Europe. From 1987-1992, he was the chairman of the Department of Recording Studies at Sierra Nevada College in Incline Village, Nevada. Dallas has taught CEU and CME courses for nurses and physicians since 1989, and has been asked back to do further training at such facilities such as the Texas Medical Center in Houston, Texas; St. Charles Medical Center in Bend, Oregon, and Union Hospital in Lynn, Massachusetts. As executive vice president of Healing HealthCare Systems, Dallas is the producer of audio/video programming for The C.A.R.E. Channel, C.A.R.E. With Music, and C.A.R.E. on Hold. He also co-facilitates the HHS educational programs.

Andy Heglund-Composer/Musician

Andy Heglund has been SNB's Composer in Residence since 2007. He is Assistant Professor at the University of Nevada, Reno where he teaches percussion, directs the UNR Percussion Ensemble and Jazz Big Band 1. He has a Doctor of Arts in Music from the University of Northern Colorado and a Masters of Music in Jazz from the University of North Texas. He performs with the Collective, the Reno Jazz orchestra, the Ed Corey Trio, Susan Mazer and Dallas Smith, the Reno Philharmonic, and the Discover Music Percussion Ensemble. Andy performed with SNB as a musician since 2003 and became SNB's third Composer in the summer of Residence in 2007. He composed the all percussive score for PERCUSSIVELUND in 2007.

SIERRA NEVADA BALLET 2014 BOARD MEMBER LISTING

JOE LESAR

J.Lesar@washoeschools.net jjblesar@charter.net

1550 Wyoming Court Reno, NV 89503 C) 775-772-8441 H) 775-747-6601

STEVE PORTER (Pres./Treas.) smp196@hotmail.com

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Cheifet@aol.com

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SIERRA NEVADA BALLET

info@sierranevadaballet.org

775-737-9101

ADVISORS TO BOARD

ROSINE BENA –SNB AD

rosineb@hotmail.com

Reno, NV. 775-720-5204

BARBARA LAND

bland@unr.edu

Reno, NV. 775-2322243

ADVISORY BOARD

LEE WEBER KOCH (Sec.) **therightbrain@sbcglobal.net**

PO Box 5129 Incline Village, NV 89450 775-832-6547

GINA KASKIE DAVIS

gina@westernnevadaperformingarts.com

Carson City, NV 775-450-4086

KIA CRADER

Kialynn12@aol.com

Reno, NV 775-815-3222

ANANDA BENA-WEBER

anandabenaweber@gmail.com

Reno, NV and New York, NY 917-331-2773

ADELA CLARA

Adela1y2@comcast.net

San Francisco, CA. 415-641-8590



Sierra Nevada Ballet

Additional Information not reflected in the financial statement for 2013

Each year the SNB Board, Staff and Volunteers work to get donations from within the community to help cover some of the company expenses. While these items are reflected in the overall yearly budget, they are not reflected in the financial statement. The amount of budget items covered through donations differs from year to year as some years are better than others.

In 2012, the total donations not reflected in the financial statement equaled approximately \$135,600.00.

In 2013, the total donations not reflected in the financial statement equaled approximately \$121,450.00.

BUDGET NOTE To Be Included with P and L or listed in 990

Each year SNB Board members and volunteers work to get donations within the community to help cover company expenses. Some years are better than others. The amount of donations that offset expenses differs from year to year.

SNB ESTIMATED BUDGET EXPENSE ITEMS DONATED

Breakdown for 2013 (*this does NOT include SNB dancer donations, volunteer donations and time –just direct budget expenses*)

| | |
|--------------------------|---------------------|
| PR | \$15,000.00 |
| OFFICE | \$5,000.00 |
| Rehearsal Space | \$14,000.00 |
| Artistic Director | \$19,000.00 |
| Executive Director | \$20,000.00 |
| Grant Consultant | \$10,000.00 |
| Accounting/Book Keeper | \$5,000.00 |
| Costume Rental | \$9,500.00 |
| Costume Design/Execution | \$3,000.00 |
| Prop/Set construction | \$4,000.00 |
| Housing Public | \$600.00 |
| Housing Private | \$4,000.00 |
| Food | \$4,000.00 |
| Printing | \$1,200.00 |
| Program Design | \$3,500.00 |
| Transportation | \$650.00 |
| Comp. Coordinator | \$2,000.00 |
| Stage Manager | \$1,000.00 |
| Estimated TOTAL | \$121,450.00 |

Sierra Nevada Ballet Balance Sheet

As of December 31, 2013

| | Total |
|-------------------------------------|---------------------|
| ASSETS | |
| Current Assets | |
| Bank Accounts | |
| Bank America checking (deleted) | 0.00 |
| Savings | 40,124.63 |
| Sierra Nevada Ballet (deleted) | 0.00 |
| transfer | 12,313.55 |
| Wells Fargo checking | 71,647.63 |
| Wells Fargo Savings | 25,837.22 |
| Total Bank Accounts | \$149,923.03 |
| Accounts Receivable | |
| Accounts Receivable | 0.00 |
| Total Accounts Receivable | \$0.00 |
| Other current assets | |
| Bank Bal Adj Temp Acct | 0.00 |
| INVENTORY | 0.00 |
| Undeposited Funds | 0.00 |
| Total Other current assets | \$0.00 |
| Total Current Assets | \$149,923.03 |
| Fixed Assets | |
| ballet bars | 1,122.00 |
| costumes | 32,168.43 |
| dance floor | 5,884.19 |
| office equipment | 1,060.09 |
| production sets | 4,800.00 |
| props | 3,679.24 |
| Depreciation | -76,768.52 |
| Original Cost | 100.00 |
| Total props | -72,989.28 |
| small mirrors | 400.00 |
| sound tapes | 10,750.00 |
| video tapes | 21,490.00 |
| Total Fixed Assets | \$4,685.43 |
| TOTAL ASSETS | \$154,608.46 |
| LIABILITIES AND EQUITY | |
| Liabilities | |
| Total Liabilities | |
| Equity | |
| Opening Bal Equity | 527.02 |
| Retained Earnings | 175,943.24 |
| Net Income | -21,861.80 |
| Total Equity | \$154,608.46 |
| TOTAL LIABILITIES AND EQUITY | \$154,608.46 |

Thursday, Jan 31, 2013 08:14:13 PM PST GMT-8 - Accrual Basis

Sierra Nevada Ballet Profit & Loss

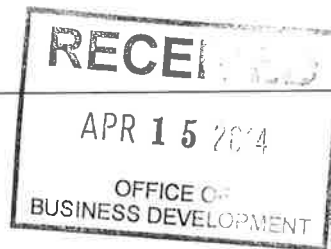
January - December 2013

| | Total |
|-----------------------------------|---------------------|
| Income | |
| Contributions | 100.00 |
| Contributions Income | |
| Restricted | 500.00 |
| Unrestricted | 7,000.00 |
| Total Contributions Income | 7,500.00 |
| Grants | 42,602.00 |
| Miscellaneous Income | 1,955.46 |
| NAC grant | 9,050.00 |
| Porter | 5,000.00 |
| ticket sales | 37,085.48 |
| Uncategorized Income | 113.49 |
| Total Income | \$103,406.43 |
| Expenses | |
| accounting software | 159.80 |
| ADVERTISING | 1,634.58 |
| Automobile Expense | 362.22 |
| bank charge | 3.00 |
| Contract Labor | 74,935.93 |
| Costume / alterations | 2,960.26 |
| donation | 610.98 |
| Dues and Subscriptions | 110.00 |
| Equipment Rental | 89.46 |
| Insurance | |
| Liability Insurance | 1,326.00 |
| Total Insurance | 1,326.00 |
| INTUIT | 34.94 |
| Licenses and Permits | 197.00 |
| Marketing Sculptures | 2,700.00 |
| MEDIA MARKETING | 942.14 |
| Miscellaneous | 1,810.25 |
| Office Supplies | 105.14 |
| performance fee | -405.00 |
| Printing and Reproduction | 1,761.06 |
| Professional Fees | |
| Accounting | 650.00 |
| Total Professional Fees | 650.00 |
| Reimbursed Expenses | 4,793.52 |
| Rent | 14,473.25 |
| shoe allowance | 44.81 |
| Supplies | 1,181.51 |
| Marketing | 750.00 |

| | Total |
|-------------------------------|----------------------|
| Office | 84.85 |
| Total Supplies | 2,016.36 |
| Travel & Ent | 3,166.66 |
| LODGING | 331.25 |
| Meals | 473.95 |
| Travel | 958.83 |
| Total Travel & Ent | 4,930.69 |
| void | 2.00 |
| WEB SITE | 411.99 |
| Total Expenses | \$116,660.38 |
| Net Operating Income | \$ -13,253.95 |
| Other Income | |
| Interest Income | 229.86 |
| refund | 250.00 |
| Total Other Income | \$479.86 |
| Net Other Income | \$479.86 |
| Net Income | \$ -12,774.09 |

Thursday, Jan 31, 2013 08:13:21 PM PST GMT-8 - Accrual Basis

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



Special Event Funding Request Form

Mile High Jazz Band Association, Inc.

ORGANIZATION NAME / APPLICANT

191 Heidi Circle, Carson City, NV 89701-6532

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-883-4154 <http://MileHighJazz.com>

PHONE # WEBSITE URL

Elinor Bugli/David Bugli

CONTACT / EVENT DIRECTOR NAME

191 Heidi Circle, Carson City, NV 89701-6532

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-883-4154 ehbugli@aol.com

PHONE # EMAIL

Jazz & Beyond: Carson City Music Festival

NAME OF EVENT

8,000

\$

TOTAL FUNDING REQUEST

Event Dates: Aug. 1- Aug. 17, 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):

See attached Narrative.

Estimated number of local participants: 2,500 Estimated number of out-of-town participants: 1,000

Number of years event has taken place in Carson City: 10

| Event Costs (Attach additional sheets, if necessary) | | | |
|--|---------------------|------------------|------------------|
| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total |
| Musicians' fees | \$ 4,000 | \$ 8,500 | \$ 12,500 |
| Technicians' fees/Other services | \$ 1,000 | \$ 2,100 | \$ 3,100 |
| Advertising/Marketing/Web/Mailing | \$ 1,500 | \$ 2,450 | \$ 3,950 |
| Graphics/program printing | \$ 500 | \$ 700 | \$ 1,200 |
| Insurance (prorated) | \$ 0 | \$ 250 | \$ 250 |
| Permits, licenses, rental fees | \$ 500 | \$ 1,000 | \$ 1,500 |
| Other operating expenses | \$ 500 | \$ 500 | \$ 1,000 |
| Totals: | \$ 8,000 | \$ 15,500 | \$ 23,500 |
| Redevelopment Funds as a % of total Event costs: | 34 % | | |
| Projected Revenues: | | | \$ 23,500 |
| Projected Net Profit/Loss: | | | \$ 0 |

| Annual Budget of Organization: | | | | Redevelopment funding your organization received for this event in prior years, if any: |
|--------------------------------|-----------|--------------|-----------|---|
| | Last Year | Present Year | Next Year | |
| Income: | \$ 29,573 | \$ 35,187 | \$ 38,775 | 2013: \$ 6,000 |
| Expenses: | \$ 29,784 | \$ 33,260 | \$ 38,775 | 2012: \$ 4,000 |
| Reserves: | \$ 11,077 | \$ 13,007 | \$ 13,008 | 2011: \$ 3,000 |
| | | | | 2010: \$ 2,500 |

Number of years your organization has existed: 13

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

If yes, what organization(s) and how much funding?
See attached Narrative.

Describe any efforts to obtain funding from other sources:
See attached Narrative.

Describe why Redevelopment funds are required for the special event:
The funds enable us pay musicians; to market the festival; and to keep most events admission free, encouraging attendance by low- and moderate-income individuals and families. In addition to funds, the City supplies staging and technical support at the Third St. venue and helps with permitting and liability insurance certification at the Legislative Plaza/Capitol Amphitheater.

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 Narrative.

List other organizations and businesses partnering or participating in the event:
See attached Narrative.

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

Have you obtained all necessary approvals and/or permits for the event? ☐ Yes ☒ No

If not, what approvals are still pending?

See attached Narrative.

How do plan to market and advertise the event?

See attached Narrative.

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

See attached Narrative.

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

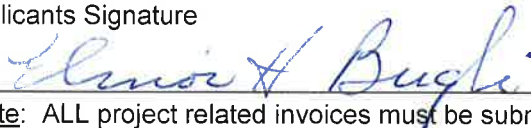
See attached Narrative.

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:

April 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.

Office of Business Development
Special Event Request Form
Mile High Jazz Band Association, Inc.

SUPPLEMENTAL SHEETS – 2014 NARRATIVE

Event Description and Objectives

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

Mile High Jazz Band Association (MHJB) began a multi-day jazz festival in August 2004 as a one-time event on the Brewery Arts Center (BAC) campus, to honor the 100th anniversary of the birth of jazz legend William "Count" Basie. In response to its success, the festival became an annual event. From 2005 to 2008, BAC ran the festival and MHJB provided planning and liaison with local performers and shared costs. In 2009, Mile High Jazz Band Assoc. took it to town, with numerous venues, and more performing groups than ever. With support of the City and the community, the festival - now named "Jazz & Beyond - Carson City Music Festival" - has continued to grow.

Jazz & Beyond is a summer music festival consisting of performances, mostly admission free, for people of all ages. The goal is to present live music, entertain and educate the community about jazz and other music genres, provide performance opportunities for local and regional musicians, and to collaborate with businesses and other arts organizations for the benefit of the community. The festival is attended by about 2,500 people, involves more than 100 musicians in over 40 performances—from solos to big bands; from concerts to forums, workshops, and jam sessions—and is like nothing else in Carson City and surrounding rural areas.

The eleventh year of Jazz & Beyond will take place August 1-17, 2014. The festival will tie in with the Nevada 150 Sesquicentennial Fair with special music performances at the fair in Fuji Park on August 2, and will culminate in a full weekend of events, August 15-17, and the traditional closer at the Legislative Plaza/Capitol Amphitheater on August 17.

This event showcases Carson City as a thriving arts community. It brings musicians and their followers to our city and garners support from organizations within and beyond our borders. The festival benefits local businesses by operating at several locations in the core of the city, and it provides activities for youth and families during the summer.

Have other organizations besides yours committed funding for this event? ☒ Yes ☐ No
If yes, what organization(s) and how much funding?

NCOT \$1,500 (matching grant) for marketing outside the area; For the Love of Jazz \$500; Carson City Downtown Business Association, \$500 (anticipated). Mile High Jazz Band Association also anticipates funding from the Nevada Arts Council that can be used, in part, for the festival, but due to limits in NEA funding and increased competition for support, it continues be less than in the past.

Describe any efforts to obtain funding from other sources:

We solicit sponsorships from businesses and individuals, sell advertising in the festival program book, apply for grants (Nevada Arts Council, NCOT, Nevada Humanities, FTLOJ), and develop partnerships with other organizations and businesses, such as the Farmers Market, Carrington Co. (Carson Mall), Brewery Arts Center, and Downtown Business Assoc. We also collect contributions from event attendees.

Describe why Redevelopment funds are required for the special event:

The funds enable us pay musicians; to market the festival; and to keep most events admission free, encouraging attendance by low- and moderate-income individuals and families. In addition to funds, the City supplies staging and technical support at the Third St. venue and helps with permitting and liability insurance certification at the Legislative Plaza/Capitol Amphitheater.

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):

The annual jazz festival employs many musicians on a short-term basis; draws visitors who also frequent shops, restaurants, gas stations, hotels, and other attractions; and creates a buzz about the cultural vibrancy of Carson City. By tying in with the NV150 Fair, we enhance the economic benefits of both events.

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

Last year, more than two dozen organizations and businesses partnered, supported, or participated in the event as sponsors, program advertisers, or venues. See p. 36 in the 2013 festival program (attached) and ads throughout the program. We anticipate similar participation in 2014.

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

Last year, performances were held at 20 venues. See list and map on p. 32-33 of the 2013 festival program (attached). We anticipate similar locations in 2014 and two additional stages at the NV150 Fair at Fuji Park on Sat., Aug. 2. Proposed street closures are Third Street between Carson and Curry Streets on Fri. evening, Aug. 15, and on Sat. afternoon and evening, Aug. 16.

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

We plan to obtain a contract with Carson City for Aug. 3, 10, and 17 for "Sunday in the Park" performances at the Legislative Plaza and Capitol Amphitheater, and a permit for closure of Third Street between Carson and Curry Streets for Fri. evening and Sat., Aug. 15-16.

How do plan to market and advertise the event?

We send news releases to local newspapers, radio and television stations, and magazines. More than 70 email addresses are on our media distribution list. Events are announced on public radio stations (KUNR in Reno and northern Nevada, and KKTO in Sacramento and the Lake Tahoe area). The web sites JazzCarsonCity.com and MileHighJazz.com give information on performers and schedules. Information is sent via e-mail or regular mail to a list of more than 850 addresses. We use social media (Facebook and Google accounts) to promote activities. Performances are listed in the calendar on the Carson City Visitors Bureau website visitcarsoncity.com, the statewide calendar arts4nevada.org, the community-wide public arts calendar maintained by ACCtv, and in Carson City Chamber of Commerce communications. We have been approved for a banner across Carson Street July 28-August 3, reserved space on the William Street electronic reader board for the first week of June, July, and August; and through Carson City Arts and Culture Coalition we have reserved an ad at the Galaxy movie theaters for the months of July and August. The festival director will be interviewed on the public access television program, It's Your City. Flyers will be printed, posted, and distributed. They will be posted at Western Nevada College and

the senior center and distributed at the Third & Curry Street Farmers Market. We will promote the jazz festival beyond 100 miles of Carson City with help of a matching grant awarded by the Nevada Commission on Tourism.

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

It might be possible to add arts and crafts vendors and food booths to the Sunday events, present additional educational workshops, and promote tourist packages with local lodging partners. We could further expand music varieties and book headliner groups.

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

MHJB Assoc. operates the festival by a committee of its nine-member board of trustees—a mix of Mile High Jazz Band musicians and community members—and other volunteers. Therefore, overhead costs are minimal and unlikely to be reduced. We plan to charge admission for two events this year. When the festival is more widely known, we may begin to charge admission to more events without decreasing audience, thereby increasing revenue.



Organizational Structure

MILE HIGH JAZZ BAND ASSOCIATION, INC.
191 Heidi Circle, Carson City, NV 89701-6532
BOARD OF TRUSTEES, 2013-14 - FY2014

| Term Ends | Name, Position on Board, Affiliation | Phone, Cell phone, Fax, Email | Address |
|------------------|---|---|--|
| 2016 | David Bugli President, Band Leader Programmer Analyst, State of Nevada, retired | (H) 775-883-4154 (C) 775-720-1741 (F) 775-883-4371 dcbugli@aol.com | 191 Heidi Circle Carson City, NV 89701-6532 |
| 2014 | Steve Hayes Vice President, Nominations Chair, Band Liaison, Guitarist Programmer/technical director, retired | (H) 775-781-3655 iseeyou@fastmail.com | 291 Five Creek Rd. Gardnerville, NV 89460 |
| 2016 | Bob Sullivan Recording Secretary, Audit Chair, Nominations Committee Retired | (H) 775-882-7742 rtsully1@aol.com | 1853 Pyrenees St. Carson City, NV 89703-2332 |
| 2014 | Elinor Bugli Corresponding Secretary-Treasurer, Grants Committee, Publicity Hydrologist, U.S. Geological Survey, retired | (H) 775-883-4154 (C) 775-721-6302 (F) 775-883-4371 ehbugli@aol.com | 191 Heidi Circle Carson City, NV 89701-6532 |
| 2014 | Susan Crowell Volunteer Coordinator Educator, retired | (H) 775-883-1136 sacrowell@charter.net | 4 E. Sunset Way Carson City, NV 89703-3754 |
| 2015 | Gail Black Membership Chair Office administrator, Carson Valley Oil Co. | (H) 775-461-0520 blackgoose44@hotmail.com | 105 Yellow Jacket Lane Carson City, NV 89706 |
| 2015 | Betty Young Volunteer Committee Nurse, retired | (H) 775-885-6830 Elizabeth_young@sbcglobal.net | 1110 W. Bonanza Carson City, NV 89706 |
| 2016 | Rita Geil Poet, Advocacy Contact | (H) 775-230-9817 rita.darlene.geil@gmail.com | 2780 Lorraine St. Carson City, NV 89706-1022 |
| 2015 | Kelly Dodge Trustee, Audio Tech IT-GPS Technician, Campbell Construction | (C) 775-772-6011 (W) 775-677-9111 kellyedodge@sbcglobal.net | 4949 Edmonds Dr. Carson City, NV 89701 |

Tax Exempt FEI No. 80-0027719

Web site: MileHighJazz.com

Resumes of Key Individuals

2014 Steering Committee, *Jazz & Beyond* - Carson Music Festival

David Bugli is founder and an organizer of *Jazz & Beyond* since its inception as *Basie@100* in 2004. He also has organized the annual Capitol Tree Lighting on the steps of the Nevada State Capitol in Carson City, which featured performances by the Holiday Brass Ensemble (generally about two dozen players) and about two hundred elementary school singers. He brought the annual TubaChristmas event to Reno, managed it for several years, and continues to perform in and MC the event. He is President of Mile High Jazz Band Assoc., President of the Foundation for the Betterment of Carson City Parks and Recreation, and a Vice-President of the Carson City Historical Society.

Bugli founded, leads, and plays keyboard in the Mile High Jazz Band, conducts the Carson City Symphony, and has been Assistant Conductor of the Foundation Orchestra in Reno and guest conductor of the Ruby Mountain Symphony in Elko. A recipient of the 2007 Nevada Governor's Arts Award for Distinguished Service to the Arts, Bugli earned a Bachelor of Science Degree in music education from Ithaca College, N.Y., where he studied composition for four years with Karel Husa, and a Master of Music Degree from the University of Massachusetts. He has participated in Conductors Workshops of the American Symphony Orchestra League in San Francisco and St. Louis. In addition to conducting, he plays classical and jazz piano, tuba, and trombone, and he composes and arranges music. He recently completed a series of coordinated orchestral and choral arrangements of "Home Means Nevada" for the State's sesquicentennial. Bugli retired from employment as a programmer/analyst with the State of Nevada in 2010 and currently teaches piano at Western Nevada College.

Website: DavidBugli.com

Cherie Shipley has participated as a performer with *Jazz & Beyond* for several years, and joined the Steering, Performance, and Promotion Committees this year. She is Owner and Director of Operations of Lake Tahoe Entertainment, which for the past 18 years has specialized in booking musical entertainment, and in planning and organizing meetings, events, concerts, and weddings in North and South Lake Tahoe, Reno, Carson City, Carson Valley, and surrounding areas. She is a member Weddings of the West, the Better Business Bureau, and the Board of Directors of For the Love of Jazz in Reno.

Shipley is a vocalist, entertainer, and DJ. She runs Live Open Jazz jams at Plan: b Microlounge in Carson City every month and performs several styles of music with area bands and throughout the U.S. Originally from Oakland, Calif., Shipley has an Associate Arts degree from the College of San Mateo.

Elinor Bugli has participated in organization and management of *Jazz & Beyond* since its inception in 2004, and served on the Steering Committee and as Chair of the Finance Committee since 2011. She is Treasurer of the Mile High Jazz Band Association, President of the Carson City Symphony Assoc., Treasurer of the Carson City Arts and Culture Coalition, member of the Carson City Cultural Commission, a past president of the Brewery Arts Center, and has been docent chair and member of the Volunteers in Art executive committee at the Nevada Museum of Art. She is a 2001 graduate of Leadership Carson City.

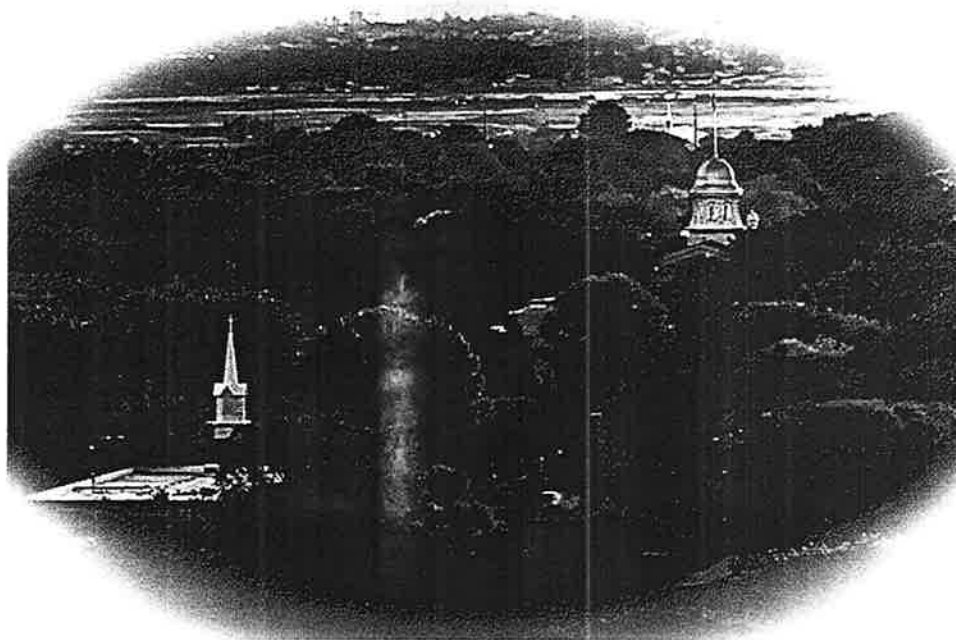
Bugli earned B.A. and M.A. degrees in geology (University of Minnesota and Wesleyan University, Conn.) and retired as a hydrologist from the U.S. Geological Survey. She plays violin in the Carson City Symphony, Ruby Mountain Symphony, Carson Valley Pops Orchestra, and Silver Strings Quartet.

Mile High Jazz Band Association - Financial Report
Profit & Loss FY2014 to date (July 1, 2013 to April 14, 2014)

| | |
|--------------------------------|------------------|
| Inflows | |
| I01 - Admissions | 6,447.84 |
| I02 - Contracted services | 6,795.00 |
| I03 - Other: | |
| I03d - Ads | 2,182.22 |
| I03i - Interest earned | 5.59 |
| I03m - Membership: | |
| I03m-b - Board membership | 505.00 |
| I03m - Membership - Other | 1,460.00 |
| | <hr/> |
| Total I03m - Membership | 1,965.00 |
| I03o - Other | 35.00 |
| I03s - Sales | 2,122.26 |
| | <hr/> |
| Total I03 - Other | 6,310.07 |
| I04 - Corporate | 775.00 |
| I06 - Other Private: | |
| I06-b Board donations | 15.00 |
| I06 - Other Private - Other | 1,613.03 |
| | <hr/> |
| Total I06 - Other Private | 1,628.03 |
| I07 - Fed. Gov't | 326.00 |
| I08 - State Gov't | 5,430.00 |
| I09 - Local Gov't | 7,500.00 |
| | <hr/> |
| Total Inflows | 35,211.94 |
| Outflows | |
| E04 - Artistic fees: | |
| E04a - Musicians' Fees | 21,813.00 |
| E04b - Poets' Fees | 75.00 |
| E04s - Scholarships | 1,574.74 |
| | <hr/> |
| Total E04 - Artistic fees | 23,462.74 |
| E05 - Fees & Services: | |
| E05a - Technical fees | 816.00 |
| E05b - Services | 1,653.70 |
| E05 - Fees & Services - Other | 41.92 |
| | <hr/> |
| Total E05 - Fees & Services | 2,511.62 |
| E06 - Space rental | 800.00 |
| E07 - Travel & training | 200.00 |
| E08 - Marketing : | |
| E08a - Advertising | 2,190.00 |
| E08m - Mailing, postage | 229.56 |
| E08p - Printing | 1,649.84 |
| | <hr/> |
| Total E08 - Marketing | 4,069.40 |
| E09 - Operating Expenses: | |
| E09i - Insurance | 425.00 |
| E09m - Music charts | 53.00 |
| E09o - Supplies & other | 748.21 |
| E09p - Postage & PO Box | 111.64 |
| E09q - Donations, Memberships | 50.00 |
| E09u - Utilities, Phone | 457.17 |
| | <hr/> |
| Total E09 - Operating Expenses | 1,845.02 |
| | <hr/> |
| Total Outflows | 32,888.78 |
| | <hr/> |
| Net Inflows/Outflows | 2,323.16 |

Bank balance: \$15,237

Assets: Music library \$5,000; Banners & Signs \$1,000



**COME CELEBRATE JAZZ
IN
CARSON CITY**

**"NOT JUST AN ORDINARY COLLECTION OF
NEIGHBORHOODS, BUT A COMMUNITY RICH IN
HISTORY, CULTURE, ART AND MUSIC"**

Mayor Bob and Susan Crowell

**MILE HIGH JAZZ BAND ASSOCIATION
PRESENTS**



★ CELEBRATE

TEN
YEARS

★ 2013 ★

AUGUST 2 - 18, 2013



Carson City, Nevada

Contents (continued)

For details, see page:

| | |
|--|----|
| Saturday, Aug. 10 | |
| 8:30 a.m.-1:00 p.m. - Will & Sheree Rose at Farmers' Market | 13 |
| 12:00-2:00 p.m. - CeCe Gable & the Biggest Little City Slickers in Carson Mall | 14 |
| 3:30-5:30 p.m. - "A Little Jazz, A Little Latin" at Hanafin's Art & Antiques | 14 |
| 6:00-8:00 p.m. - Smooth Two at A to Zen Gifts & Thrift | 14 |
| 7:00-9:00 p.m. - Diving into the Arts Youth Musical at BAC Performance Hall | 15 |
| 8:00-11:00 p.m. - Ed Corey Trio at plan: b | 15 |
| Sunday, Aug. 11 | |
| 2:00-4:00 p.m. - Diving into the Arts Youth Musical at BAC Performance Hall | 15 |
| 4:30-5:30 p.m. - Cherie & John Shipley at Legislative Plaza | 15 |
| 6:00-8:00 p.m. - Buddy Emmer Blues Band at Capitol Amphitheater | 16 |
| Monday, Aug. 12 | |
| 12:00-2:00 p.m. - CW & Mr. Spoons at Comma Coffee | 16 |
| 6:00-8:00 p.m. - Deep Groove trio at Comma Courtyard | 21 |
| Tuesday, Aug. 13 | |
| 7:30-9:30 p.m. - Millennium Bugs at Comma Courtyard | 21 |
| Wednesday, Aug. 14 | |
| 2:30-3:30 p.m. - Me & Bobby McGee at Sierra Place | 21 |
| 7:30-10:30 p.m. - Rocky Tatarelli & Judith Ames: Live Open Jazz Jam at plan: b | 22 |
| Thursday, Aug. 15 | |
| 6:30-7:30 p.m. - STRAZZ youth strings at Comma Courtyard | 22 |
| 6:30-9:30 p.m. - Latisha Lewis trio at Adele's | 22 |
| 7:00-9:00 p.m. - Dale Poune: Open Mic at plan: b | 22 |
| Friday, Aug. 16 | |
| 5:30-7:30 p.m. - Carson City Rascals at Comma Courtyard | 23 |
| 8:00-10:00 p.m. - Under the Radar on 3rd Street Stage | 23 |
| 8:00-10:00 p.m. - Norbert Yao & Anouaze Beat: World Dance Open Floor at Comma Courtyard | 23 |
| 8:00-11:00 p.m. - No Comprende at plan: b | 24 |
| Saturday, Aug. 17 | |
| 8:30 a.m.-1:00 p.m. - Carolyn Dolan at Farmers' Market | 24 |
| 11:00 a.m.-2:00 p.m. - Jakki Ford: Art Show at Greenhouse Garden Center | 25 |
| 12:00-2:00 p.m. - Back Forty Bluegrass Band in Carson Mall | 25 |
| 1:45-2:45 p.m. - Rick Hammond Blues Duo at Comma Courtyard | 25 |
| 2:30-3:30 p.m. - Judith Ames-Rocky Tatarelli trio at Hanafin's Art & Antiques | 25 |
| 3:00-4:00 p.m. - RoseBud's Dance Band on 3rd St. Stage | 26 |
| 4:15-5:15 p.m. - Slow Djinn Fez at Comma Courtyard | 26 |
| 5:30-6:30 p.m. - RVG Tantalus on 3rd St. Stage | 26 |
| 6:45-7:45 p.m. - Colin Ross Trio at Comma Courtyard | 27 |
| 8:00-10:00 p.m. - Mile High Jazz Band with singers on 3rd St. Stage | 27 |
| 9:00 p.m.-12:00 a.m. - New World Jazz Project at plan: b | 29 |
| Sunday, Aug. 18 | |
| 3:30-4:30 p.m. - 4 Piece Puzzle at Capitol Amphitheater | 29 |
| 4:45-5:45 p.m. - Champagne Singers & Andrews Sisters Act at Legislative Plaza | 29 |
| 6:00-8:00 p.m. - "Genius Times Three": Reno Jazz Orchestra with Pat Esters at Capitol Amphitheater | 31 |



**Mile High Jazz Band
Association
presents**



Contents

For details, see page:

| | |
|--|--------------|
| List and Map of Performance Locations | 32-33 |
| Schedule at a Glance | 34-35 |
| History and Acknowledgments | 36 |

2013 Concerts/Events

For last minute changes, check our website JazzCarsonCity.com

| | |
|--|----|
| Friday, Aug. 2 | |
| 5:30-7:30 p.m. - Cami Thompson & Friends: Garden Party at the Mansion | 3 |
| 8:00-10:00 p.m. - Route 66 at Silver Dollar Classic Street Dance at Nugget | 3 |
| 8:00-11:00 p.m. - Tristan Selzler & Reno Jazz Syndicate at plan: b | 3 |
| Saturday, Aug. 3 | |
| 8:30 a.m.-1:00 p.m. - CW & Mr. Spoons at Farmers' Market | 4 |
| 12:00-2:00 p.m. - Linda Arnn & Blue Jasmine in Carson Mall | 4 |
| 12:00-3:30 p.m. - Laura Hall Improv Workshop at BAC Performance Hall | 5 |
| 2:00-4:00 p.m. - In Stride folk duo and art show at BRIC | 5 |
| 2:30-4:30 p.m. - Alex "Muddy" Smith on Wine Walk at Purple Avocado | 5 |
| 3:00-5:00 p.m. - First Take with Rick Metz on Wine Walk at Yaple's Ballroom | 5 |
| 6:00-8:00 p.m. - Millennium Bugs at Foreman-Roberts House Park | 6 |
| 7:30-9:30 p.m. - Laura & Rick Hall Improv Concert at BAC Performance Hall | 6 |
| 7:30-9:30 p.m. - Roy Rogers & the Delta Rhythm Kings at CC Community Center | 6 |
| 8:00-11:00 p.m. - Hans Halt Quartet at plan: b | 7 |
| Sunday, Aug. 4 | |
| 1:30-4:15 p.m. - Piano Summit: Alex Tutunov, Lisa DeSpain, & Tristan Selzler at BAC Performance Hall | 7 |
| 4:30-5:30 p.m. - Mariachi Cazadores de Nevada at Legislative Plaza | 8 |
| 6:00-8:00 p.m. - Two Plus with Tom Stryker at Capitol Amphitheater | 8 |
| 7:30-9:30 p.m. - Cassandra McGrath quartet with Joe Berry at plan: b | 9 |
| Monday, Aug. 5 | |
| 12:00-2:00 p.m. - CW & Mr. Spoons at Comma Coffee | 9 |
| Tuesday, Aug. 6 | |
| 7:00-8:30 p.m. - History of Rock n' Roll with John Shipley at BAC bBallroom | 9 |
| Wednesday, Aug. 7 | |
| 2:30-3:30 p.m. - Johnny Hamlin Quartet at Sierra Place | 11 |
| 7:30-10:30 p.m. - Mental Notes: Live Open Jazz Jam at plan: b | 11 |
| Thursday, Aug. 8 | |
| 11:45 a.m.-1:00 p.m. - Mark Dorio (piano) at Comma Coffee | 11 |
| 6:30-9:30 p.m. - Barbara Baxter at Adele's | 11 |
| 7:00-10:00 p.m. - Dale Poune: Open Mic at plan: b | 12 |
| Friday, Aug. 9 | |
| 7:00-9:00 p.m. - Diving into the Arts Youth Musical at BAC Performance Hall | 12 |
| 7:30-11:00 p.m. - Baker Street Band: Fridays @ Firkin on 3rd St. Stage | 12 |
| 8:00-10:00 p.m. - Frank n' Dale Quintet: Speakeasy Dance Party at BAC Ballroom | 13 |
| 8:00-11:00 p.m. - Tim Shaghoian Quartet at plan: b | 13 |

(continued on p. 2)

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

Special Event Funding Request Form

RECEIVED

APR - 9 2014

OFFICE OF
BUSINESS DEVELOPMENT



ORGANIZATION NAME / APPLICANT

PO Box 1333, Carson City NV 89702
MAILING ADDRESS, CITY, STATE, ZIP CODE

775.721.7424 arts-initiative.org
PHONE # WEBSITE URL

Sharon Rosse, Executive Director
CONTACT / EVENT DIRECTOR NAME

PO Box 1333, Carson City NV 89702
MAILING ADDRESS, CITY, STATE, ZIP CODE

775.721.7424 sharonrosse2001@yahoo.com
PHONE # EMAIL

NAME OF EVENT

\$ 6,000.
TOTAL FUNDING REQUEST

Event Dates: July 1, 2014 – June 30, 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):

Please see the answer on the attached pages.

Estimated number of local participants: 35,000 Estimated number of out-of-town participants: 2,500

| | | | |
|---|---------------------|---|------------|
| Number of years event has taken place in Carson City: 11 years, since March 2003 | | | |
| Event Costs (Attach additional sheets, if necessary) | | | |
| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total |
| CCAI staff to produce and coordinate programs | \$ 6,000. | \$ 27,000. | \$ 33,000. |
| Artists' honoraria | \$ | \$ 15,400. | \$ 15,400. |
| Artists' travel | \$ | \$ 5,580. | \$ 5,580. |
| Marketing | \$ | \$ 8,670. | \$ 8,670. |
| Remaining Operating [art supplies, exhibition supplies, shipping, insurance, web server, po box rent, ink, postage, etc] | \$ | \$ 3,975. | \$ 3,975. |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals: | \$ 6,000. | \$ 60,625. | \$ 66,625. |
| Redevelopment Funds as a % of total Event costs: | 9 % | | |
| Projected Revenues: | | | \$ 66,625. |
| Projected Net Profit/Loss: | | | \$ |
| Annual Budget of Organization: | | Redevelopment funding your organization received for this event in prior years, if any: | |
| | Last Year | Present Year | Next Year |
| Income: | \$ 60,630 | \$ 58,840. | \$ 66,625. |
| Expenses: | \$ 59,815. | \$ 58,840. | \$ 66,625. |
| Reserves: | \$ 1,800. | \$ 100. | \$ 3,000. |
| Number of years your organization has existed: 11 | | 2013: \$ 5,000. 2012: \$ 5,000. 2011: \$ 4,250. 2010: \$ 5,000. | |
| Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, what organization(s) and how much funding? | | | |
| Describe any efforts to obtain funding from other sources: | | | |
| Please see the answer on the attached pages. | | | |
| Describe why Redevelopment funds are required for the special event: | | | |
| The Redevelopment funds are crucial to ensure CCAI program production/coordination and to help leverage funding from other public and private sources. Throughout the year, CCAI produces four art exhibitions, four Nevada Neighbors talks, four Books & Writers events, and public school art workshops. CCAI programs enhance the City's cultural life for all residents and visitors during the year. All CCAI programs are free to the public. | | | |
| 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): | | | |
| Please see the answer on the attached pages. | | | |

List other organizations and businesses partnering or participating in the event:
Please see the answer on the attached pages.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:
Please see the answer on the attached pages.

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

How do plan to market and advertise the event?
Please see the answer on the attached pages.

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

CCAI looks to expand its Artists In Education outreach and plans to maintain its current schedule for the Exhibition, Nevada Neighbors, and Books & Writers programs.

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

CCAI will continue its annual funding requests to private, state, and federal public agencies. The City's support is a highly valuable tool in leveraging these outside funds.

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:



***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.

Carson City
Office of Business Development
108 E Proctor St
Carson City NV 89701

Special Event Funding Request Form

Capital City Arts Initiative [CCAI]

CCAI "see attached" answers from the application's page one

Event Description and Objectives: Include the history of the event and importance to the community.

- CCAI Mission Statement

The Capital City Arts Initiative [CCAI] is an artist-centered organization committed to the encouragement and support of artists and the arts and culture of Carson City and the surrounding region. The Initiative is committed to community building for the area's diverse adult and youth populations through art exhibitions, live events, arts education programs, artist residencies, and online projects.

- Objectives/Importance to the Community and Event Descriptions

The Initiative is committed to enhancing the area's cultural environment and widening cultural ties throughout the community. CCAI programs sustain and increase arts programming in Carson City. To build awareness of and audiences for the arts, the Initiative presents a year-long season of programs in many public sites making cultural programming easily available to residents, including those who might never chose to visit an arts venue.

CCAI presents three exhibitions by local and national artists in the CCAI Courthouse Gallery; each exhibition is in the gallery for approximately months. CCAI curates year-long group exhibitions presenting northern Nevada artists in the City's Business Resource Innovation Center [BRIC]. To interpret exhibitions for the public, CCAI commissions writers to write essays for the Courthouse Gallery exhibitions; the Initiative makes these essays available to the public in the gallery and online.

Through its Artists In Education program, local and visiting artists give art enrichment workshops to students at Carson Middle School.

CCAI's Nevada Neighbors series of public talks brings artists, curators, and scholars to town for four events annually. CCAI's Books & Writers series presents readings and writing workshops by four published writers each year. Both series are free to the public. Both series take place at the BRIC and are co-sponsored with the Carson City Library.

- CCAI History

CCAI was founded in 2002 to fill a void for contemporary visual arts programs in the area and in response to a citywide 2001 Carson City arts assessment that requested more art by visiting artists from outside the area and additional exhibition venues for local artists. CCAI programming began in 2003.

CCAI has presented 29 exhibitions in the CCAI Courthouse Gallery [since 2004] and in the City's BRIC business resource/engineering building [since 2010]; both of these

venues have brought art into the workplace for the buildings' staff and the visiting public. CCAI has commissioned exhibition essays by arts writers for the Courthouse Gallery shows since 2004. CCAI has presented an annual exhibit in the lobby of the Carson City Library for the past eight years. Since 2008, CCAI has had six Artists-In-Residence for its annual residency/exhibition project at St. Mary's Art Center in Virginia City. In years past, CCAI presented exhibitions at Classy Seconds thrift store, at Harley Davidsons' showroom, at Greenhouse Garden Center, and commissioned public murals for a pedestrian alley and a commercial building.

Through its Artists In Education program [since 2004], local and visiting artists have given workshops and talks at Carson City School District schools, at high schools in Douglas and Lyon counties, and at Sierra Nevada College in Incline Village. This program enriches students' education, expands standard curricula, and provides informal In-Service opportunities for attending faculty.

Four times a year in its Nevada Neighbors series, CCAI brings prominent curators and artists to give public talks at the BRIC and at area schools. Since spring 2003, CCAI has presented 46 Nevada Neighbors speakers, most from the states [Arizona, California, Montana, New York] and an occasional international guest [Canada, Croatia, Singapore]. Recent speakers included Melaine Fales, Director of the Boise Art Museum, and Paul Paret, Art Historian from the University of Utah.

CCAI launched its Books & Writers series in co-sponsorship with the Carson City Library to present readings and workshops by literary artists for the public. Artists from California, Carson City, Reno, and Colombia SA have participated since the program began in 2010.

Financial history highlights: In 2012 and 2013, CCAI received Challenge America grants from the National Endowment for the Arts for two Courthouse Gallery exhibitions. CCAI received two multi-year grants from The Andy Warhol Foundation for the Visual Arts for 2006 & 2007 and 2010 & 2011. CCAI was the first recipient in Nevada of the prestigious Warhol Foundation grants.

- Please see the attached program list for CCAI's 2014 – 2015 season.

Estimated number of local participants: 35,000

Estimated number of out-of-town participants: 2,500

- CCAI Artists In Education program will serve an estimated 90 students, 2 faculty members, and 3 artists at Carson Middle School.
- The Nevada Neighbors and Books & Writers programs will serve an estimated 300 members of the public.
- Through its Exhibitions, CCAI will serve an estimated 34,400 members of the public: 40 people daily at the BRIC [10,400] and 100+ people daily at the CCAI Courthouse Gallery [24,000]. City staff at each of these venues tracks public attendance.

CCAI "see attached" answers from the application's page two, continued

Have other organizations besides yours committed funding for this event? If yes, what organizations and how much funding?

The following partners have confirmed their participation and support for 2014 - 2015.

CCAI will receive Fees for Services from:

Carson City Library, \$300.

Carson City School District, \$1,500.

Douglas County School District, \$500.

Healthy Communities Coalition for Lyon County School District, \$400.

Sierra Nevada College, \$800.

Describe any efforts to obtain funding from other sources:

CCAI has grant applications pending with:

Private Foundations:

John and Grace Naumann Foundation [appl. due May 1, \$3,000 request]

John Ben Snow Memorial Trust [letter of intent accepted,
appl. submitted March 21, 2014; \$10,000 request]

US Bank Foundation [application due August 1, \$3,000. request]

Public Funders:

National Endowment for the Arts [application due May 8, \$10,000. request]

Nevada Arts Council [application submitted March 12, \$15,500. request]

Nevada Humanities [application submitted March 10, \$3,000. request]

CCAI receives donations from board dues, memberships from individuals and businesses, and donations to support specific programs; see following answer for business members' list. CCAI continually canvases local businesses for support. CCAI receives significant in-kind support from the City of Carson City for the BRIC, Carson City Courthouse, and Carson City Library; Steele & Associates LLC; and partner schools.

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 [Downtown Redevelopment Area 1]:

The Initiative's 2014 - 2015 programs both sustain and increase arts programming in Carson City and the region. CCAI plays a critical leadership role in Carson City's development as a center of arts and culture. CCAI presents strong programs designed to encourage participation in and discussion of the arts in our community's evolving cultural life. The Initiative works toward these goals through all its program activities.

A strong arts and culture environment helps Carson City as it works to diversify and expand its business base. When businesses consider moving their facilities to a new community, among the primary questions asked are: How are the schools in your community? What is there to do in your community? CCAI helps the City provide positive answers to both of those questions. CCAI provides enrichment programs at

the schools and has a strong record of providing visual and literary arts programs distinguished by excellence and innovation to residents throughout the community.

CCAI actively markets its programs via print and electronic media to Carson City residents and to Douglas, Lyon, Storey, and Washoe county residents to encourage them to come to Carson City to participate in the town's cultural activities. Many audience members and gallery visitors travel from outside Carson City to attend CCAI events and programs, and in the process, augment the local tax base through support of local restaurants and other services.

CCAI "see attached" answers from the application's page three

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

CCAI public and community partners include the Carson City Courthouse, Carson City Library, Carson City School District, Douglas County School District, Healthy Communities Coalition with Lyon County School District, Sierra Nevada College, St. Mary's Art Center in Virginia City, and the University of Nevada, Reno.

CCAI Business partners to-date include: Allison MacKenzie law firm, Aloha Medicinals, Carson Horseshoe Club, Carson City Ghost Walk, Chromalloy Nevada, Cracker Box, Data Graphics, Edw Jones Investments – Jennifer Rust, Resource Concepts Inc., Silver State Stainless, State Farm Insurance – Marilyn Lewis, Steele & Associates CPA LLC, and Vineburg Machining Inc.

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

CCAI will produce three exhibitions and companion artists' receptions at the Carson City Courthouse during the year and one yearlong exhibition/artist reception at the BRIC in the fall. The four Nevada Neighbors talks and the four Books & Writers readings/workshops will take place at the BRIC. Numerous Artists In Education artist talks and workshops will take place in the participating schools. CCAI will not request any street closures during 2014 – 2015.

Have you obtained all the necessary approvals and/or permits for the event?

CCAI submits the required event permit applications for its art receptions at the Courthouse and the BRIC in a timely manner prior to each event. The estimated dates for the upcoming special event permits will be September and October 2014, February and May 2015.

How do you plan to market and advertise the events?

CCAI widely distributes press releases to area print and electronic media and distributes public information via social media [CCAI website blog and Facebook event page].

CCAI produces and prints fliers for its fall and spring programs with print runs of 5,000 for each item. The board and staff widely distribute the fliers to the public through: Carson City and Douglas County libraries, Sierra Nevada College, University of Nevada Reno, Western Nevada College, area arts organizations, art workshop students, and to CCAI funders and members. Please see the 2013 – 2014 bookmarks/fliers in the CCAI supplemental folder.

The Carson City Library lists the Books & Writers and Nevada Neighbors events on its electronic Roop Street reader board for up to a week before each event.

The board and staff are in active collaboration with individuals, local organizations, and businesses and its Advisory Board members all who help to spread-the-word about CCAI events.

| | A | B | C | D | E |
|----|---|-------------|---|-------------|-------------|
| 1 | Capital City Arts Initiative Grant Application Request to | FY15 Budget | | FY14 Budget | FY14 Budget |
| 2 | The City of Carson City • Special Events | projected | | projected | to date |
| 3 | July 1, 2014 - June 30, 2015 • FY15 | | | | |
| 4 | | | | | |
| 5 | CCAI operates on a cash basis. | | | | |
| 6 | CCAI Expenses | | | | |
| 7 | CCAI Staff | | | | |
| 8 | Executive Director | 18,000 | | 15,000 | 9,000 |
| 9 | AIE Program Manager | 15,000 | | 15,000 | 12,500 |
| 10 | staff subtotal | 33,000 | | 30,000 | 21,500 |
| 11 | | | | | |
| 12 | Program Expenses | | | | |
| 13 | Artist Honoraria: visiting artists, speakers, writers | 15,400 | | 13,350 | 8,750 |
| 14 | AIE & NVN honoraria: fy15: 4,300. fy14: 4,750. | | | | |
| 15 | Exhibition artists honoraria: fy15: 6,500. fy14: 4,550. | | | | |
| 16 | exhibition essay writers honoraria: fy15: 3,000. fy14: 1,800. | | | | |
| 17 | Books & Writers honoraria: fy15: 1,600. fy14: 2,250. | | | | |
| 18 | Travel for visiting artists | 5,580 | | 4,435 | 2,910 |
| 19 | Remaining Operating | | | | |
| 20 | artists' supplies | 750 | | 300 | 130 |
| 21 | artists' shipping | 100 | | 400 | 265 |
| 22 | exhibition supplies | 625 | | 365 | 305 |
| 23 | hosting, receptions, event permits | 500 | | 700 | 660 |
| 24 | office supplies l misc | 2,000 | | 2,000 | 1,745 |
| 25 | [po box rent, web server, ink, copies, misc postage, paper, | | | | |
| 26 | Nevada Secty of State, insurance: workers comp 425. and liability 275.] | | | | |
| 27 | program expenses subtotal | 24,955 | | 21,550 | 14,765 |
| 28 | Marketing | | | | |
| 29 | advertising [Carson Quarterly] | 500 | | 420 | 345 |
| 30 | website redesign/consulting | 1,500 | | 950 | 550 |
| 31 | graphic design: Exhibition fliers, Nevada Neighbors and Books & Writers bookmarks | 1,500 | | 1,450 | 900 |
| 32 | printing: Exhibition fliers, Nevada Neighbors, and Books & Writers bookmarks | 3,370 | | 3,370 | 2,475 |
| 33 | mailing: bulk mail postage and mailing service | 1,800 | | 1,700 | 1,315 |
| 34 | marketing subtotal | 8,670 | | 7,890 | 5,585 |
| 35 | Total Expenses | 66,625 | | 59,440 | 41,850 |

| | A | B | C | D | E |
|----|--|-------------|---|-------------|-------------|
| 36 | CCAI Income | FY15 Budget | | FY14 Budget | FY14 Budget |
| 37 | | projected | | projected | to date |
| 38 | CCAI Cash | | | 2,800 | 2,800 |
| 39 | Earned Income | | | | |
| 40 | Event Donation Box | 450 | | 410 | 200 |
| 41 | donations by artists for art work sales [25% commission to CCAI] | 3,750 | | 3,925 | 3,220 |
| 42 | Fees for Services | | | | |
| 43 | Carson City Library: for Nevada Neighbors lectures, 4 @ \$75. ea | 300 | | 300 | 150 |
| 44 | Carson City School District for Carson Middle School | 1,500 | | 1,485 | 1,485 |
| 45 | Douglas County School District for Douglas High School | 500 | | 500 | 500 |
| 46 | Healthy Communities Coalition for Lyon Cty School Dist / Dayton HS, Silver Stage HS | 400 | | 480 | 280 |
| 47 | Partnership Carson City | | | 1,000 | 0 |
| 48 | Sierra Nevada College: for Nevada Neighbors lectures, 4 @ \$200. ea | 800 | | 800 | 600 |
| 49 | General Donations | 3,200 | | 3,000 | 1,000 |
| 50 | subtotal | 10,900 | | 14,700 | 10,235 |
| 51 | Foundation Support | | | | |
| 52 | Comstock Foundation for History and Culture | | | 1,000 | 1,000 |
| 53 | John & Grace Naumann Foundation [appl due May 1] | 3,000 | | 1,000 | 1,000 |
| 54 | John Ben Snow Memorial Trust [letter of intent accepted, appl submitted April 1] | 9,000 | | 8,000 | 8,000 |
| 55 | US Bank Foundation [appl due August 1] | 3,000 | | 2,000 | 2,000 |
| 56 | subtotal | 15,000 | | 12,000 | 12,000 |
| 57 | Local Support | | | | |
| 58 | Board of Directors [annual dues] | 2,700 | | 2,650 | 2,485 |
| 59 | Memberships: individuals and businesses | 9,500 | | 9,500 | 7,500 |
| 60 | subtotal | 12,200 | | 12,150 | 9,985 |
| 61 | Public Support: Federal/State | | | | |
| 62 | National Endowment for the Arts: Challenge American Grant [appl due May 8] | 10,000 | | | |
| 63 | Nevada Arts Council Partners in Excellence & Arts Ed Grants [submitted March 12] | 7,525 | | 7,520 | 6,765 |
| 64 | Nevada Arts Council Artists Residency Express grants [Books & Writers, appl ongoing] | 2,000 | | 2,600 | 1,900 |
| 65 | Nevada Humanities [appl submitted March 10] | 3,000 | | 2,670 | 2,400 |
| 66 | subtotal | 22,525 | | 12,790 | 11,065 |
| 67 | Income Subtotal | 60,625 | | 54,440 | 46,085 |
| 68 | City of Carson City / Special Events request | 6,000 | | 5,000 | 5,000 |
| 69 | Total Income | 66,625 | | 59,440 | 51,085 |

| | A | B | C | D |
|-----|---|--------------------|---|----------------|
| 70 | CCAI FY15 • In-Kind Contributions | FY15 Budget | | AIE |
| 71 | Outside Fees/Services | Projected | | In-Kind |
| 72 | Courthouse staff: 52 weeks @ \$150. per week | 7,800 | | |
| 73 | includes security, gallery maintenance/janitorial, gallery prep, staff liaison | | | |
| 74 | Steele & Associates, LLC, CPA/accountant [annual IRS 990 form preparation] | 2,000 | | |
| 75 | Site Coordinators I Teachers | | | |
| 76 | Carson Middle School site coordinator, 10 hours @ 35. per | 350 | | 350 |
| 77 | Dayton High School: site coordinator, 10 hrs @ 35 per | 35 | | 35 |
| 78 | Douglas HS site coordinator, 10 hours @ 35. per | 350 | | 350 |
| 79 | Healthy Communities coordinator for Lyon County, 5 hours @ 35 per | 175 | | 175 |
| 80 | Sierra Nevada College site coordinator, 5 hours @ 35. per | 175 | | 175 |
| 81 | subtotal | 10,885 | | 1,085 |
| 82 | Space Rental | | | |
| 83 | Bliss Mansion: summer art & book sale, holiday party December @ \$300. each | 600 | | |
| 84 | BRIC office space @ \$100. per month, July 2012 - June 2013 | 1,200 | | |
| 85 | BRIC exhibition space, \$500. per month, 12 months | 6,000 | | |
| 86 | BRIC: conference A for NVN, 4 @ \$75. ea. | 300 | | |
| 87 | BRIC: conference A for Books & Writers' workshops-readings, 4 @ \$75. ea. | 300 | | |
| 88 | St Mary's Art Center: studio space, two weeks @ \$500 per | 1,000 | | |
| 89 | St Mary's Art Center: gallery space, nine weeks @ \$250 per | 2,250 | | |
| 90 | Carson City Courthouse: gallery space 52 weeks @ \$350. each, includes utilities | 18,200 | | |
| 91 | 2 part-time staff members office space 12 months @ \$400. ea per | 9,600 | | 2,700 |
| 92 | Space Rental: AIE | | | |
| 93 | Carson Middle School: space for 9 workshops @ \$100. each | 900 | | 900 |
| 94 | Dayton High School: classroom space for 4 artists talks | 400 | | 400 |
| 95 | Douglas High School: Media Center auditorium, 4 artist talks | 400 | | 400 |
| 96 | Sierra Nevada College: classroom lecture space for 4 NVN talks @ \$150. ea. | 600 | | 600 |
| 97 | Silver Stage High School: classroom lecture space for 2 artist talks | 200 | | 200 |
| 98 | subtotal | 41,950 | | 5,200 |
| 99 | Travel | | | |
| 100 | local area travel by CCAI board/staff: local driving for visiting artists, flier delivery | 750 | | 250 |
| 101 | residency lodging at St Mary's Art Center, two weeks @ \$100. per night | 1,400 | | |
| 102 | subtotal | 2,150 | | |

| | A | B | C | D |
|-----|--|-------------|---|---------|
| 103 | CCAI FY15 • In-Kind Contributions, continued | FY15 Budget | | AIE |
| 104 | Remaining Operating Expenses | Projected | | In-Kind |
| 105 | General Administration | | | |
| 106 | City of Carson City: insurance for four CCAI exhibitions @ \$500. ea | 2,000 | | |
| 107 | [Courthouse and BRIC exhibits] | | | |
| 108 | mobile telephones for 2 staff, est. \$60 per mth per person | 1,440 | | |
| 109 | computers/technology for 2 part-time staff, est. \$100. per mth per person | 2,400 | | |
| 110 | subtotal | 5,840 | | |
| 111 | AIE supplies | | | |
| 112 | CCSD for Carson Middle School, art supplies | 150 | | 150 |
| 113 | xxx | | | |
| 114 | subtotal | 150 | | 150 |
| 115 | Hosting/Receptions | | | |
| 116 | Board members hosting donations | 300 | | |
| 117 | xxx | | | |
| 118 | subtotal | 300 | | |
| 119 | In-kind Total | 61,275 | | 6,435 |
| 120 | Total Cash Expenses + Total In-Kind = Total Project Costs | 69,945 | | |



CAPITAL CITY ARTS INITIATIVE

Regarding a CCAI Audit:

The Capital City Arts Initiative [CCAI] is a small 501(c)3 organization with less than \$90,000. in annual expenditures. As such, CCAI is not required under OMB-A133 guidelines to have an independent audit conducted. Given the organization's size, an audit would be cost prohibitive. To assist the Board of Supervisors with their review of the application, CCAI has included its most recently completed IRS 990-EZ report for 2012 – 2013 [FY13].

Forms 990 / 990-EZ Return Summary

For calendar year 2012, or tax year beginning **07/01/12**, and ending **06/30/13**

20-1343468

Capital City Arts Initiative

Net Asset / Fund Balance at Beginning of Year 4,663

Revenue

| | | |
|-------------------------|---------------|---------------|
| Contributions | <u>46,042</u> | |
| Program service revenue | <u>10,833</u> | |
| Investment income | | |
| Capital gain / loss | | |
| Special events: | | |
| Gross revenue | | |
| Direct expenses | | |
| Net income | | |
| Other income | <u>1,104</u> | |
| Total revenue | | <u>57,979</u> |

Expenses

| | | |
|---------------------------|--|---------------|
| Program services | | |
| Management and general | | |
| Fundraising | | |
| Total expenses | | <u>59,751</u> |
| Excess / (deficit) | | <u>-1,772</u> |
| Other changes | | |

Net Asset / Fund Balance at End of Year 2,891

Reconciliation of Revenue

| | |
|--|--------------------------|
| Total revenue per financial statements | |
| Less: | |
| Unrealized gains | |
| Donated services | |
| Recoveries | |
| Other | |
| Plus: | |
| Investment expenses | |
| Other | |
| Total revenue per return | <u><u> </u></u> |

Reconciliation of Expenses

| | |
|---|--------------------------|
| Total expenses per financial statements | |
| Less: | |
| Donated services | |
| Prior year adjustments | |
| Losses | |
| Other | |
| Plus: | |
| Investment expenses | |
| Other | |
| Total expenses per return | <u><u> </u></u> |

| | Beginning | Balance Sheet Ending | Differences |
|-------------|--------------|-------------------------|---------------|
| Assets | <u>4,663</u> | <u>2,891</u> | |
| Liabilities | | | |
| Net assets | <u>4,663</u> | <u>2,891</u> | <u>-1,772</u> |

Miscellaneous Information

Amended return _____
 Return / extended due date 11/15/13
 Failure to file penalty _____

Form **8879-EO****IRS e-file Signature Authorization
for an Exempt Organization**

OMB No. 1545-1878

Department of the Treasury
Internal Revenue ServiceFor calendar year 2012, or fiscal year beginning **7/01** 2012, and ending **6/30** 20**13**▶ **Do not send to the IRS. Keep for your records.****2012**

Name of exempt organization

Capital City Arts Initiative

Employer identification number

20-1343468

Name and title of officer

**Cyndy Brenneman
President****Part I Type of Return and Return Information (Whole Dollars Only)**

Check the box for the return for which you are using this Form 8879-EO and enter the applicable amount, if any, from the return. If you check the box on line 1a, 2a, 3a, 4a, or 5a, below, and the amount on that line for the return being filed with this form was blank, then leave line 1b, 2b, 3b, 4b, or 5b, whichever is applicable, blank (do not enter -0-). But, if you entered -0- on the return, then enter -0- on the applicable line below. **Do not complete** more than 1 line in Part I.

| | | | |
|---|--|----|---------------|
| 1a Form 990 check here ▶ <input type="checkbox"/> | b Total revenue, if any (Form 990, Part VIII, column (A), line 12) | 1b | |
| 2a Form 990-EZ check here ▶ <input checked="" type="checkbox"/> | b Total revenue, if any (Form 990-EZ, line 9) | 2b | 57,979 |
| 3a Form 1120-POL check here ▶ <input type="checkbox"/> | b Total tax (Form 1120-POL, line 22) | 3b | |
| 4a Form 990-PF check here ▶ <input type="checkbox"/> | b Tax based on investment income (Form 990-PF, Part VI, line 5) | 4b | |
| 5a Form 8868 check here ▶ <input type="checkbox"/> | b Balance Due (Form 8868, Part I, line 3c or Part II, line 8c) | 5b | |

Part II Declaration and Signature Authorization of Officer

Under penalties of perjury, I declare that I am an officer of the above organization and that I have examined a copy of the organization's 2012 electronic return and accompanying schedules and statements and to the best of my knowledge and belief, they are true, correct, and complete. I further declare that the amount in Part I above is the amount shown on the copy of the organization's electronic return. I consent to allow my intermediate service provider, transmitter, or electronic return originator (ERO) to send the organization's return to the IRS and to receive from the IRS (a) an acknowledgement of receipt or reason for rejection of the transmission, (b) the reason for any delay in processing the return or refund, and (c) the date of any refund. If applicable, I authorize the U.S. Treasury and its designated Financial Agent to initiate an electronic funds withdrawal (direct debit) entry to the financial institution account indicated in the tax preparation software for payment of the organization's federal taxes owed on this return, and the financial institution to debit the entry to this account. To revoke a payment, I must contact the U.S. Treasury Financial Agent at 1-888-353-4537 no later than 2 business days prior to the payment (settlement) date. I also authorize the financial institutions involved in the processing of the electronic payment of taxes to receive confidential information necessary to answer inquiries and resolve issues related to the payment. I have selected a personal identification number (PIN) as my signature for the organization's electronic return and, if applicable, the organization's consent to electronic funds withdrawal.

Officer's PIN: check one box only

☒ I authorize **Steele & Associates, LLC** to enter my PIN **98765** as my signature
ERO firm name Enter five numbers, but do not enter all zeros

on the organization's tax year 2012 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I also authorize the aforementioned ERO to enter my PIN on the return's disclosure consent screen.

☐ As an officer of the organization, I will enter my PIN as my signature on the organization's tax year 2012 electronically filed return. If I have indicated within this return that a copy of the return is being filed with a state agency(ies) regulating charities as part of the IRS Fed/State program, I will enter my PIN on the return's disclosure consent screen.

Officer's signature ▶

Date ▶ **11/08/13****Part III Certification and Authentication**

ERO's EFIN/PIN. Enter your six-digit electronic filing identification number (EFIN) followed by your five-digit self-selected PIN.

88200912345

do not enter all zeros

I certify that the above numeric entry is my PIN, which is my signature on the 2012 electronically filed return for the organization indicated above. I confirm that I am submitting this return in accordance with the requirements of Pub. 4163, Modernized e-File (MeF) Information for Authorized IRS e-file Providers for Business Returns.

ERO's signature ▶

Jonathan S. Steele, CPA

Date ▶

ERO Must Retain This Form—See Instructions**Do Not Submit This Form To the IRS Unless Requested To Do So**

For Paperwork Reduction Act Notice, see back of form.

Form **8879-EO** (2012)

Form **990-EZ****Short Form**
Return of Organization Exempt From Income Tax

OMB No. 1545-1150

2012**Open to Public
Inspection**Department of the Treasury
Internal Revenue Service

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code
(except black lung benefit trust or private foundation)

▶ Sponsoring organizations of donor advised funds, organizations that operate one or more hospital facilities, and certain controlling organizations as defined in section 512(b)(13) must file Form 990 (see instructions). All other organizations with gross receipts less than \$200,000 and total assets less than \$500,000 at the end of the year may use this form.

▶ The organization may have to use a copy of this return to satisfy state reporting requirements.

A For the 2012 calendar year, or tax year beginning **07/01/12**, and ending **06/30/13****B** Check if applicable:

- ☐ Address change
- ☐ Name change
- ☐ Initial return
- ☐ Terminated
- ☐ Amended return
- ☐ Application pending

C Name of organization**Capital City Arts Initiative**

Number and street (or P.O. box, if mail is not delivered to street address)

PO Box 1333

Room/suite

City or town, state or country, and ZIP + 4

Carson City**NV 89702****D** Employer identification number**20-1343468****E** Telephone number**775-267-3295****F** Group Exemption

Number ▶

G Accounting Method: ☒ Cash ☐ Accrual Other (specify) ▶**I** Website: ▶ **www.arts-initiative.org****J** Tax-exempt status (check only one) — ☒ 501(c)(3) ☐ 501(c)() (insert no.) ☐ 4947(a)(1) or ☐ 527**H** Check ☐ if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).**K** Check ☐ if the organization is not a section 509(a)(3) supporting organization or a section 527 organization and its gross receipts are normally not more than \$50,000. A Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions). But if the organization chooses to file a return, be sure to file a complete return.**L** Add lines 5b, 6c, and 7b, to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, line 25, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ▶ \$ **57,979****Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances** (see the instructions for Part I)

Check if the organization used Schedule O to respond to any question in this Part I

☒

| | | | | |
|------------|--|--|--------|--------|
| Revenue | 1 | Contributions, gifts, grants, and similar amounts received | 1 | 46,042 |
| | 2 | Program service revenue including government fees and contracts | 2 | 10,833 |
| | 3 | Membership dues and assessments | 3 | |
| | 4 | Investment income | 4 | |
| | 5a | Gross amount from sale of assets other than inventory | 5a | |
| | b | Less: cost or other basis and sales expenses | 5b | |
| | c | Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a) | 5c | |
| | 6 | Gaming and fundraising events | | |
| | a | Gross income from gaming (attach Schedule G if greater than \$15,000) | 6a | |
| b | Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000) | 6b | | |
| c | Less: direct expenses from gaming and fundraising events | 6c | | |
| d | Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c) | 6d | | |
| 7a | Gross sales of inventory, less returns and allowances | 7a | | |
| b | Less: cost of goods sold | 7b | | |
| c | Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a) | 7c | | |
| 8 | Other revenue (describe in Schedule O) | 8 | 1,104 | |
| 9 | Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8 | 9 | 57,979 | |
| Expenses | 10 | Grants and similar amounts paid (list in Schedule O) | 10 | |
| | 11 | Benefits paid to or for members | 11 | |
| | 12 | Salaries, other compensation, and employee benefits | 12 | |
| | 13 | Professional fees and other payments to independent contractors | 13 | 51,717 |
| | 14 | Occupancy, rent, utilities, and maintenance | 14 | |
| | 15 | Printing, publications, postage, and shipping | 15 | 444 |
| | 16 | Other expenses (describe in Schedule O) | 16 | 7,590 |
| 17 | Total expenses. Add lines 10 through 16 | 17 | 59,751 | |
| Net Assets | 18 | Excess or (deficit) for the year (Subtract line 17 from line 9) | 18 | -1,772 |
| | 19 | Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return) | 19 | 4,663 |
| | 20 | Other changes in net assets or fund balances (explain in Schedule O) | 20 | |
| | 21 | Net assets or fund balances at end of year. Combine lines 18 through 20 | 21 | 2,891 |

For Paperwork Reduction Act Notice, see the separate instructions.

Form **990-EZ** (2012)

Part II

Balance Sheets (see the instructions for Part II)

Check if the organization used Schedule O to respond to any question in this Part II

| | (A) Beginning of year | (B) End of year |
|--|-----------------------|-----------------|
| 22 Cash, savings, and investments | 4,663 | 22 2,891 |
| 23 Land and buildings | 0 | 23 |
| 24 Other assets (describe in Schedule O) | 0 | 24 |
| 25 Total assets | 4,663 | 25 2,891 |
| 26 Total liabilities (describe in Schedule O) | 0 | 26 0 |
| 27 Net assets or fund balances (line 27 of column (B) must agree with line 21) | 4,663 | 27 2,891 |

Part III

Statement of Program Service Accomplishments (see the instructions for Part III)

Check if the organization used Schedule O to respond to any question in this Part III

Expenses

(Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts; optional for others.)

What is the organization's primary exempt purpose?

See Schedule O

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

| | | | |
|----|---|-----|--------|
| 28 | See Schedule O | | |
| | (Grants \$) If this amount includes foreign grants, check here | 28a | 53,771 |
| 29 | | | |
| | (Grants \$) If this amount includes foreign grants, check here | 29a | |
| 30 | | | |
| | (Grants \$) If this amount includes foreign grants, check here | 30a | |
| 31 | Other program services (describe in Schedule O) | | |
| | (Grants \$) If this amount includes foreign grants, check here | 31a | |
| 32 | Total program service expenses (add lines 28a through 31a) | 32 | 53,771 |

Part IV

List of Officers, Directors, Trustees, and Key Employees List each one even if not compensated (see the instructions for Part IV)

Check if the organization used Schedule O to respond to any question in this Part IV

| (a) Name and title | (b) Average hours per week devoted to position | (c) Reportable compensation (Forms W-2/1099-MISC) (If not paid, enter -0-) | (d) Health benefits, contributions to employee benefit plans, and deferred compensation | (e) Estimated amount of other compensation |
|---------------------------------------|--|--|---|--|
| Kevin Hill Director | 1.00 | 0 | 0 | 0 |
| Jay Giovacchini Treasurer | 1.00 | 0 | 0 | 0 |
| Leona Kockenmeister Vice President | 1.00 | 0 | 0 | 0 |
| Sharon Rosse Executive Director | 10.00 | 18,000 | 0 | 0 |
| Cyndy Brenneman Director | 0.00 | 0 | 0 | 0 |
| Glenn Clemmer President | 4.00 | 0 | 0 | 0 |
| Karen Michael Secretary | 1.00 | 0 | 0 | 0 |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

Part V**Other Information** (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V) Check if the organization used Schedule O to respond to any question in this Part V ☐

| | Yes | No |
|--|-----|----|
| 33 Did the organization engage in any significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O | | X |
| 34 Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions) | | X |
| 35a Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)? | | X |
| b If "Yes," to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O | | |
| c Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III | | X |
| 36 Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N | | X |
| 37a Enter amount of political expenditures, direct or indirect, as described in the instructions 37a | | |
| b Did the organization file Form 1120-POL for this year? | | X |
| 38a Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return? | | X |
| b If "Yes," complete Schedule L, Part II and enter the total amount involved 38b | | |
| 39 Section 501(c)(7) organizations. Enter: | | |
| a Initiation fees and capital contributions included on line 9 39a | | |
| b Gross receipts, included on line 9, for public use of club facilities 39b | | |
| 40a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 40a ; section 4912 40a ; section 4955 40a | | |
| b Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I | | X |
| c Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 40c | | |
| d Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization 40d | | |
| e All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T | | X |
| 41 List the states with which a copy of this return is filed None | | |
| 42a The organization's books are in care of Sharon Rosse Telephone no. 775-267-3295 478 Bavarian Drive Located at Carson City NV ZIP + 4 89705 | | |
| b At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country: 42b | | X |
| See the instructions for exceptions and filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts. | | |
| c At any time during the calendar year, did the organization maintain an office outside the U.S.? If "Yes," enter the name of the foreign country: 42c | | X |
| 43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 — Check here 43 and enter the amount of tax-exempt interest received or accrued during the tax year | | |
| 44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ 44a | | X |
| b Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ 44b | | X |
| c Did the organization receive any payments for indoor tanning services during the year? 44c | | X |
| d If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O 44d | | |
| 45a Did the organization have a controlled entity within the meaning of section 512(b)(13)? 45a | | X |
| 45b Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ (see instructions) 45b | | X |

- 46 Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I

| | Yes | No |
|----|-----|----------|
| 46 | | X |

Part VI Section 501(c)(3) organizations only

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51

Check if the organization used Schedule O to respond to any question in this Part VI ☐

- 47 Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II

| | Yes | No |
|----|-----|----------|
| 47 | | X |

- 48 Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E

| | | |
|----|--|----------|
| 48 | | X |
|----|--|----------|

- 49a Did the organization make any transfers to an exempt non-charitable related organization?

| | | |
|-----|--|----------|
| 49a | | X |
|-----|--|----------|

- b If "Yes," was the related organization a section 527 organization?

| | | |
|-----|--|--|
| 49b | | |
|-----|--|--|

- 50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

| (a) Name and title of each employee paid more than \$100,000 | (b) Average hours per week devoted to position | (c) Reportable compensation (Forms W-2/1099-MISC) | (d) Health benefits, contributions to employee benefit plans, and deferred compensation | (e) Estimated amount of other compensation |
|--|--|---|---|--|
| None | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

- f Total number of other employees paid over \$100,000 ▶

- 51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

| (a) Name and address of each independent contractor paid more than \$100,000 | (b) Type of service | (c) Compensation |
|--|---------------------|------------------|
| None | | |
| | | |
| | | |
| | | |
| | | |
| | | |

- d Total number of other independent contractors each receiving over \$100,000 ▶

- 52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A ▶

☒ Yes ☐ No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign
Here

Signature of officer

Cyndy Brenneman

Type or print name and title

Date

President

Paid
Preparer
Use Only

| | | | | |
|--|--|-------------------------|---|--------------------------|
| Print/Type preparer's name Jonathan S. Steele, CPA | Preparer's signature Jonathan S. Steele, CPA | Date 11/11/13 | Check <input type="checkbox"/> if self-employed | PTIN P01362786 |
| Firm's name ▶ Steele & Associates, LLC | | | Firm's EIN ▶ 88-0479248 | |
| Firm's address ▶ 680 W Nye Ln Ste 202 Carson City, NV 89703 | | | Phone no. 775-882-7198 | |

May the IRS discuss this return with the preparer shown above? See instructions ▶

☒ Yes ☐ No

SCHEDULE A
(Form 990 or 990-EZ)Department of the Treasury
Internal Revenue Service**Public Charity Status and Public Support**

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

▶ Attach to Form 990 or Form 990-EZ. ▶ See separate instructions.

OMB No. 1545-0047

2012Open to Public
Inspection

Name of the organization

Capital City Arts Initiative

Employer identification number

20-1343468**Part I Reason for Public Charity Status** (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1 ☐ A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2 ☐ A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E.)
- 3 ☐ A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4 ☐ A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state: _____
- 5 ☐ An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II.)
- 6 ☐ A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7 ☐ An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 8 ☐ A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 9 ☒ An organization that normally receives: (1) more than 33 1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions—subject to certain exceptions, and (2) no more than 33 1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)
- 10 ☐ An organization organized and operated exclusively to test for public safety. See **section 509(a)(4)**.
- 11 ☐ An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2). See **section 509(a)(3)**. Check the box that describes the type of supporting organization and complete lines 11e through 11h.
- a ☐ Type I b ☐ Type II c ☐ Type III—Functionally integrated d ☐ Type III—Non-functionally integrated
- e ☐ By checking this box, I certify that the organization is not controlled directly or indirectly by one or more disqualified persons other than foundation managers and other than one or more publicly supported organizations described in section 509(a)(1) or section 509(a)(2).
- f If the organization received a written determination from the IRS that it is a Type I, Type II, or Type III supporting organization, check this box ☐
- g Since August 17, 2006, has the organization accepted any gift or contribution from any of the following persons?
- (i) A person who directly or indirectly controls, either alone or together with persons described in (ii) and (iii) below, the governing body of the supported organization? ☐
- (ii) A family member of a person described in (i) above? ☐
- (iii) A 35% controlled entity of a person described in (i) or (ii) above? ☐

| | Yes | No |
|----------|-----|----|
| 11g(i) | | |
| 11g(ii) | | |
| 11g(iii) | | |

h Provide the following information about the supported organization(s).

| (i) Name of supported organization | (ii) EIN | (iii) Type of organization (described on lines 1–9 above or IRC section (see instructions)) | (iv) Is the organization in col. (i) listed in your governing document? | | (v) Did you notify the organization in col. (i) of your support? | | (vi) Is the organization in col. (i) organized in the U.S.? | | (vii) Amount of monetary support |
|------------------------------------|----------|---|---|----|--|----|---|----|----------------------------------|
| | | | Yes | No | Yes | No | Yes | No | |
| (A) | | | | | | | | | |
| (B) | | | | | | | | | |
| (C) | | | | | | | | | |
| (D) | | | | | | | | | |
| (E) | | | | | | | | | |
| Total | | | | | | | | | |

For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2012

Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

Section A. Public Support

| Calendar year (or fiscal year beginning in) ► | (a) 2008 | (b) 2009 | (c) 2010 | (d) 2011 | (e) 2012 | (f) Total |
|--|----------|----------|----------|----------|----------|-----------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") | | | | | | |
| 2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf | | | | | | |
| 3 The value of services or facilities furnished by a governmental unit to the organization without charge | | | | | | |
| 4 Total. Add lines 1 through 3 | | | | | | |
| 5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) | | | | | | |
| 6 Public support. Subtract line 5 from line 4. | | | | | | |

Section B. Total Support

| Calendar year (or fiscal year beginning in) ► | (a) 2008 | (b) 2009 | (c) 2010 | (d) 2011 | (e) 2012 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 7 Amounts from line 4 | | | | | | |
| 8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources | | | | | | |
| 9 Net income from unrelated business activities, whether or not the business is regularly carried on | | | | | | |
| 10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.) | | | | | | |
| 11 Total support. Add lines 7 through 10 | | | | | | |
| 12 Gross receipts from related activities, etc. (see instructions) | | | | | 12 | |
| 13 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ► <input type="checkbox"/> | | | | | | |

Section C. Computation of Public Support Percentage

| | | |
|---|----|---|
| 14 Public support percentage for 2012 (line 6, column (f) divided by line 11, column (f)) | 14 | % |
| 15 Public support percentage from 2011 Schedule A, Part II, line 14 | 15 | % |
| 16a 33 1/3% support test—2012. If the organization did not check the box on line 13, and line 14 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization ► <input type="checkbox"/> | | |
| b 33 1/3% support test—2011. If the organization did not check a box on line 13 or 16a, and line 15 is 33 1/3% or more, check this box and stop here. The organization qualifies as a publicly supported organization ► <input type="checkbox"/> | | |
| 17a 10%-facts-and-circumstances test—2012. If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ► <input type="checkbox"/> | | |
| b 10%-facts-and-circumstances test—2011. If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the "facts-and-circumstances" test, check this box and stop here. Explain in Part IV how the organization meets the "facts-and-circumstances" test. The organization qualifies as a publicly supported organization ► <input type="checkbox"/> | | |
| 18 Private foundation. If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions ► <input type="checkbox"/> | | |

Part III Support Schedule for Organizations Described in Section 509(a)(2)

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II.
If the organization fails to qualify under the tests listed below, please complete Part II.)

Section A. Public Support

| Calendar year (or fiscal year beginning in) ► | (a) 2008 | (b) 2009 | (c) 2010 | (d) 2011 | (e) 2012 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 1 Gifts, grants, contributions, and membership fees received. (Do not include any "unusual grants.") | 61,252 | 82,071 | 59,749 | | 46,042 | 249,114 |
| 2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose | | | 3 | | 11,937 | 11,940 |
| 3 Gross receipts from activities that are not an unrelated trade or business under section 513 | | | | | | |
| 4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf | | | | | | |
| 5 The value of services or facilities furnished by a governmental unit to the organization without charge | 73,255 | 66,532 | | | | 139,787 |
| 6 Total. Add lines 1 through 5 | 134,507 | 148,603 | 59,752 | | 57,979 | 400,841 |
| 7a Amounts included on lines 1, 2, and 3 received from disqualified persons | | | | | | |
| b Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year | | | | | | |
| c Add lines 7a and 7b | | | | | | |
| 8 Public support. (Subtract line 7c from line 6.) | | | | | | 400,841 |

Section B. Total Support

| Calendar year (or fiscal year beginning in) ► | (a) 2008 | (b) 2009 | (c) 2010 | (d) 2011 | (e) 2012 | (f) Total |
|---|----------|----------|----------|----------|----------|-----------|
| 9 Amounts from line 6 | 134,507 | 148,603 | 59,752 | | 57,979 | 400,841 |
| 10a Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources | | | | | | |
| b Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975 | | | | | | |
| c Add lines 10a and 10b | | | | | | |
| 11 Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on | | | | | | |
| 12 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV.) | | | | | | |
| 13 Total support. (Add lines 9, 10c, 11, and 12.) | 134,507 | 148,603 | 59,752 | | 57,979 | 400,841 |
| 14 First five years. If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and stop here ► <input type="checkbox"/> | | | | | | |

Section C. Computation of Public Support Percentage

| | | |
|--|-----------|----------|
| 15 Public support percentage for 2012 (line 8, column (f) divided by line 13, column (f)) | 15 | 100.00 % |
| 16 Public support percentage from 2011 Schedule A, Part III, line 15 | 16 | 100.00 % |

Section D. Computation of Investment Income Percentage

| | | |
|---|-----------|---|
| 17 Investment income percentage for 2012 (line 10c, column (f) divided by line 13, column (f)) | 17 | % |
| 18 Investment income percentage from 2011 Schedule A, Part III, line 17 | 18 | % |

19a 33 1/3% support tests—2012. If the organization did not check the box on line 14, and line 15 is more than 33 1/3%, and line 17 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ► ☒

b 33 1/3% support tests—2011. If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33 1/3%, and line 18 is not more than 33 1/3%, check this box and **stop here**. The organization qualifies as a publicly supported organization ► ☐

20 Private foundation. If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions ► ☐

Part IV

Supplemental Information. Complete this part to provide the explanations required by Part II, line 10; Part II, line 17a or 17b; and Part III, line 12. Also complete this part for any additional information. (See instructions).

Schedule B
(Form 990, 990-EZ,
or 990-PF)Department of the Treasury
Internal Revenue Service**Schedule of Contributors**

OMB No. 1545-0047

2012▶ **Attach to Form 990, Form 990-EZ, or Form 990-PF.****Name of the organization****Capital City Arts Initiative****Employer identification number****20-1343468****Organization type (check one):****Filers of:****Section:**

Form 990 or 990-EZ

☒ 501(c)(**3**) (enter number) organization☐ 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation☐ 527 political organization

Form 990-PF

☐ 501(c)(3) exempt private foundation☐ 4947(a)(1) nonexempt charitable trust treated as a private foundation☐ 501(c)(3) taxable private foundationCheck if your organization is covered by the **General Rule** or a **Special Rule**.**Note.** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.**General Rule**

- ☐
- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II.

Special Rules

- ☒ For a section 501(c)(3) organization filing Form 990 or 990-EZ that met the 33¹/₃ % support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi) and received from any one contributor, during the year, a contribution of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- ☐ For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 for use exclusively for religious, charitable, scientific, literary, or educational purposes, or the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- ☐ For a section 501(c)(7), (8), or (10) organization filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions for use exclusively for religious, charitable, etc., purposes, but these contributions did not total to more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an exclusively religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received nonexclusively religious, charitable, etc., contributions of \$5,000 or more during the year

▶ \$

Caution. An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer "No" on Part IV, line 2 of its Form 990; or check the box on line H of its Form 990-EZ or on Part I, line 2 of its Form 990-PF, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF.

Schedule B (Form 990, 990-EZ, or 990-PF) (2012)

Name of organization

Capital City Arts Initiative

Employer identification number

20-1343468

Part I **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

| (a) No. | (b) Name, address, and ZIP + 4 | (c) Total contributions | (d) Type of contribution |
|------------|---|----------------------------|--|
| 1 | Nevada Arts Council 716 No. Carson St., Suite A Carson City NV 89701 | \$ 7,110 | Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.) |
| 2 | John Ben Snow Memorial Trust Snow Memorial Trust P.O. Box 5605 Reno NV 89513 | \$ 10,000 | Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.) |
| 3 | Carson City Carson City 201 North Carson, Suite 3 Carson City NV 89701 | \$ 5,000 | Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.) |
| 4 | National Endowment for the Arts National Endowment for the Arts 1100 Pennsylvania Avenue Washington DC 20506 | \$ 10,000 | Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.) |
| | | \$ | Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.) |
| | | \$ | Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II if there is a noncash contribution.) |

SCHEDULE O
(Form 990 or 990-EZ)Department of the Treasury
Internal Revenue Service

Name of the organization

Supplemental Information to Form 990 or 990-EZComplete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or 990-EZ.

OMB No. 1545-0047

2012Open to Public
Inspection**Capital City Arts Initiative**

Employer identification number

20-1343468**Form 990-EZ, Part I, Line 8 - Other Revenue**

| Description | Amount |
|-------------------------|-----------------|
| Rembursements & Refunds | \$ 1,104 |
| Total | \$ 1,104 |

Form 990-EZ, Part I, Line 16 - Other Expenses

| Description | Amount |
|-------------------------------|-----------------|
| Expenses | |
| Marketing Expenses | \$ 5,835 |
| Office Expenses | \$ 544 |
| Staff Professional Developmen | \$ 65 |
| Web Server | \$ 239 |
| Insurance | \$ 907 |
| Total | \$ 7,590 |

Form 990-EZ, Part III - Primary Exempt Purpose

The Capital City Arts Initiative is an artist-centered organization committed to the encouragement and support of artists and the arts and culture of Carson City and the surrounding region. The Initiative is committed to community building for the area's diverse adult and youth populations through art projects and exhibitions, live events, arts education programs, artist residencies, and its website.

Form 990-EZ, Part III, Line 28 - First Accomplishment

The membership dues and assessments contribute toward the

Name of the organization

Capital City Arts Initiative

Employer identification number

20-1343468

accomplishment of the company's exempt purpose because
they support artisits in Carson City and the surrounding
region.

Federal Statements

Schedule A, Part III, Line 1(e)

| Description | Amount |
|---------------------------------|-----------|
| Membership Dues | \$ 4,880 |
| Board Dues | 2,650 |
| Donations | 402 |
| Nevada Arts Council | |
| Cash Contribution | 7,110 |
| NV Humanities | |
| Cash Contribution | 2,951 |
| John & Grace Naumann Foundation | |
| Cash Contribution | 3,000 |
| Razoo Foundation | |
| Cash Contribution | 49 |
| John Ben Snow Memorial Trust | |
| Cash Contribution | 10,000 |
| Carson City | |
| Cash Contribution | 5,000 |
| National Endowment for the Arts | |
| Cash Contribution | 10,000 |
| Total | \$ 46,042 |

Schedule A, Part III, Line 2(e)

| Description | Amount |
|-------------------------|-----------|
| Art Sales | \$ 1,773 |
| Services | 9,060 |
| Rembursements & Refunds | 1,104 |
| Total | \$ 11,937 |



CAPITAL CITY ARTS INITIATIVE

Organizational Chart

The Board supervises the staff and participates in fundraising, curatorial research and decisions, event production, and program evaluation.

The staff works for and reports to the Board of Directors. Staff coordinates and organizes program production, public information, and grants writing.

Board of Directors

Cyndy Brenneman

608 Elizabeth Street
Carson City Nevada 89703
Artist

Glenn Clemmer, Ph.D., President

1718 N Division Street, Carson City, Nevada 89703
Biologist, retired

J.P. Giovacchini, Treasurer

73 Arrowhead Road, Carson City, Nevada 89706
Supervisory Auditor, Department of Employment Training and
Rehabilitation, State of Nevada

Kevin Hill

3898 Westwood Dr, Carson City, Nevada 89703
Program Manager for Governor's Office of Energy Efficiency,
State of Nevada

Leona Kockenmeister, Vice-President

4335 Wild Eagle Terrace, Reno, Nevada 89511
Artist

Sharon Rosse

478 Bavarian Drive, Carson City, Nevada 89705
Artist; Arts Administrator

Karen Michael, Secretary

PO Box 4777, Carson City, Nevada 89702
Administrator for Silverflume, Nevada's Business Portal
with the Nevada Secretary of State

Michael Salogga

1373 Falstaff Lane, Gardnerville, Nevada 89410
Business Development Manager, City of Carson City



CAPITAL CITY
ARTS INITIATIVE

Staff

Sharon Rosse

Executive Director

Artist; Arts Administrator

Christel Passink

Artists In Education Program Manager

Graphic Designer; Arts Administrator

Revised: March 2014

CHRISTEL PASSINK

2761 Fuller Avenue

Minden, NV 89423

775-450-3842

cpassink@gmail.com

WORK EXPERIENCE

Artists In Education Program Manager – Capital City Arts Initiative, Carson City, Nevada

2009 - present

Responsibilities include coordinating the Artists In Education program including coordinating workshops with schools and artists, attending workshops and assisting the artists; assisting with all program production; distributing public information; and graphic design.

2010 - present

Teach art workshops at various Carson City School District schools

Graphic Designer – Charter Advertising/Design, Inc., Tahoe Paradise, California

2012 - present

Creative services include advertising, marketing and design. Design responsibilities include logos, print/web ads, brochures, signage, calendars, and multi-media design.

Sales Representative – Nevada Magazine, Carson City

2008 - 2009

Nevada Magazine, a non-profit agency and division of the Nevada Commission on Tourism.

Responsibilities included: selling ads to the community that would be featured in the Tour Around Nevada article.

Administrative Assistant - The Market Place, The Ridge Resorts, Stateline, Nevada

2006 to 2008

Responsibilities included creating flyers in Publisher, annual newsletters, and weekly information guides, process invoices, and contact vendors

Executive Assistant to President - RAM Builders, LLC/Suds Shine Car Wash, Minden, Nevada

2003-2006

Ram Builders, LLC

Administered all aspects of a construction business which included meeting with clients and vendors, managed and maintained deadlines, prepared and submitted invoices, and coordinated with the escrow companies to close homes

Suds and Shine Car Detailing

Created pricing menus, invoices, business cards, and coupon booklets, processed payroll and paid invoices

Executive Assistant - Resorts West, Stateline, Nevada

2002 - 2003

Assisted the President, Vice President, Chief Financial Officer and the General Manager in the day-to-day operations of four upscale resorts. The positions responsibilities changed daily and included such tasks as creating newsletters, processing ballots, proxies, and owner survey information for four Homeowner Associations

OTHER EXPERIENCE AND AWARDS

From Ridge Resorts: Superior Achievement Recognition Award, Employee of the Year,
Associate Management Preparation Program graduate,

EDUCATION

A.A.S. Graphic Communications, cum laude, Western Nevada College, Carson City, 2012

Sharon Rosse
478 Bavarian Drive, Carson City, Nevada 89705
775.267.3295 landline
775.721.7424 mobile
sharonrosse2001@yahoo.com

Resume

Professional Experience

2002 – present Executive Director, Capital City Arts Initiative [CCAI], Carson City, Nevada
Founding Executive Director. Responsibilities include: organizational leadership; chief financial officer / grants manager / development; staff and board management; coordinating collaborations with community organizations; curatorial committee member; and program oversight for Exhibition programs at BRIC Gallery, CCAI Courthouse Gallery, and St. Mary's Art Center; Nevada Neighbors and Books & Writers series; and the Artists In Education program.

2003 – present Board Member, Capital City Arts Initiative [CCAI]

2002 – 2008 Consultant with Homer & Associates Consultants, Carson City.
Consulting services for northern Nevada non-profit organizations including Nevada Hispanic Services-Carson City and Nevada Shakespeare Company, Reno, Nevada.

1992 - 2001 Nevada Arts Council, a State of Nevada agency.

- **Artists' Services Program Coordinator, 1995 - 2001**

Responsibilities included: addressing the needs of individual artists through grants technical assistance, ongoing programs, statewide initiatives, conferences, and networking opportunities. Program administration and development included: Artists' Fellowships [public and private funding]; Artists' Professional Development; literary arts touring program: Tumblewords; visual arts exhibits, tours, programs: annual artists' Governor's Arts Awards commissions, LXS at the State Legislature, *LXS On The Road, night*, Save Outdoor Sculpture, Women's Health Conference exhibition; Artists' Services' intern/volunteer program; and fiscal administration for the preceding programs.

- **Director of Services, 1992 - 1995**

Responsibilities included: administration and development of Artists Fellowships, LXS at the State Legislature; Arts in Education Program: Artists-In-Residence, Teacher In-Service Conferences, Special Project Grants for Teachers, Arts Organizations and Schools; Community Arts Development programs: Nevada Presenters' Network, NPN conferences; NAC public information.

1985 – 2001 Director, LXS, Legislative eXhibition Series, Carson City.

Co-founder / co-curator of the biennial visual arts exhibition program at the Nevada State Legislature, Carson City. Presented ninety exhibits during nine biennial legislative sessions. Presented in various legislative sessions through the Nevada Arts Council and Western Nevada Community College-Carson City.

1984 – 1992 Director, XS Gallery, Western Nevada Community College, Carson City
Co-founder. Responsibilities included: administration for nine exhibition per year, the visiting artists program, arts writing program in conjunction with the exhibition program, development and administration of LXS Gallery at the Nevada State Legislature, grants writing and management; coordination of publicity and graphic design, public relations, fund-raising. Participating artists and writers included: Karen Atkinson, Nancy Barton, John Beech, Nayland Blake, Mark Durant, Jeanne Finley, René DeGuzman, Caryl Henry, Jin Lee, Rita McBride, Wendy Oberlander, Robert Morrison, Maria Porges, Valerie Soe and Christine Tamblyn.

1988 – 1990 Director, DICE, Truckee Meadows Community College, Reno, Nevada
Co-founder. Established the college's gallery program. Responsibilities included administration and management of visual arts exhibition program.

Additional Professional Activities

2014

- **CCAI representative**, Carson City Arts & Culture Coalition [CCACC], 2006 - present

2012

- **Guest Participant**, Graduate Student Open Critiques, Art Department, University of Nevada Reno [UNR]

2011

- **Guest Participant**, Graduate Student Open Critiques, Art Department, UNR
- **Member**, Advisory Board, United Latino Community

2010

- **Member**, Capital City Reads Committee, Carson City Library, 2009 – 2010

2009

- **Member**, Advisory Committee, Carson City Library

2008

- **Speaker** for *Sine Cera*, Galen Brown exhibition at Nevada Arts Council OXS Gallery

2007

- **Guest Participant**, Graduate Student Open Critiques, Department of Art, UNR
- **CCACC Steering Committee**, 2006-2007

2006

- **Participant**, Community Committee with Outside Review Team, Department of Art, UNR

2003

- **Panelist**, "Becoming A Professional Artist," Sierra Nevada College
- **Radio interview**, KUNR, Artist-in-Residence Program, with on-air host Terry Joy
- **Juror**, "8th Annual Recycled Art(icles)," College Gallery, WNCC-Carson
- **Community Member**, UNR Art Department Scholarship Committee

2002

- **LXS 2003 Curatorial Committee**, LXS at Nevada Legislative Building, Nevada Arts Council

2001

- **Author**, catalog essay for "Great Basin Points of View" exhibit; Mary Lee Fulkerson, curator; exhibition sponsored by the Racial Justice Institute of the Truckee Meadows
- **Juror**, Scholastic Art Competition, Nevada Museum of Art, Reno [high school art, all media]

1991

- **Guest Curator**, Nevada Museum of Art, Reno *Nevada Country Christmas/Holiday Traditions*; designed and installed exhibit, juried and coordinated performing arts events
- **Juror**, Scholastic Art Competition, Nevada Museum of Art, Reno [high school art, all media]
- **Juror**, Carson City High School Parent Teacher Student Association sponsored art contest
- **Juror**, Carson City Jr. Hi School Parent Teacher Student Association sponsored art contest

1990

- **Juror**, Nevada Day Show, Nevada Artists' Association, Brewery Arts Center, Carson City

1989

- **Presenter** at "Creative Programming for Visual Arts Centers" session, Southwest Arts Conference, Scottsdale, Arizona

1987

- **Exhibition Assistant**, Nevada State Museum, Carson City

1986

- **Juror**, Student, Faculty & Staff Show, Manville Gallery, University of Nevada, Reno

1985

- **Juror**, Great Balloon Poster Contest, Sierra Arts, Reno

1984 - 1985

- **Member**, Board of Directors, Brewery Arts Center, Carson City

1984

- **Juror**, Olympics of the Mind, State Finals, Nevada State Department of Education

1983

- **Juror**, *Listen*, University of Nevada, Reno Arts Festival, Student Competition

1982

- **Evaluator** of *Nevada Contemporary*, Sierra Nevada Museum of Art exhibition for Nevada Arts Council grant

Teaching Experience

2008 – 2009 **Artist In Education** for CCAI with Carson City School District: Carson High School ECHO Club, Mark Twain Elementary School [PTA Reflections project], Empire Elementary School X-Factor.

1984 - 1989/1991/2001 **Artist in Residence** at twenty-one residencies in northern Nevada for the Nevada Arts Council; Sierra Arts, Reno; and the Lake Foundation, Incline Village.

1984 - 1991 **Instructor**, visual arts studio and arts administration classes, Western Nevada Community College, Carson City. Courses included Beg. and Advanced Sculpture, Beg. and Advanced Ceramics, Beg. and Advanced Drawing, Gallery Management, and summer workshops.

1981 - 1987/1991 **Instructor** for various art classes and workshops at schools for Washoe County School District; Brewery Arts Center; Sierra Nevada Museum of Art; and Very Special Arts Nevada in Reno and Elko.

Education

B.A. University of Nevada Reno, major: Studio Art, 1981.



CCAI's 12th Year Programs July 2014 – June 2015

Exhibitions

CCAI commissions an exhibition essay for most of its exhibitions. Essays are published online, posted in the gallery, and available as a handout for gallery visitors.

At the CCAI Courthouse Gallery

CCAI's art gallery located on the second floor atrium in the high-traffic downtown Carson City Courthouse, 885 E Musser St, Carson City, Nevada.

- *Introductions*, solo exhibition by Rogelio Manzo, Los Angeles, California, and Puerto Vallarta Mexico; essay writer Zoe Bray, PhD, Reno NV; September 2014 – January 2015
- *Silk & Sinew*; solo exhibition by Paul Chung, Zephyr Cove, Nevada; essay writer tba; February – May 2015
- *New Crop 2*, invitational group show with two BFA student artists from Sierra Nevada College and two BFA/MFA student artists from University of Nevada, Reno; curatorial selections will talk place during the 2014 – 2015 school year; essay writer tba; June – September 2015

Other Exhibition Venues

- *BRIC Art 5*; group exhibition in Carson City's Business Resource Innovation Center [BRIC], Carson City; September 2012 – August 2013; curatorial selections in process
- *Walks in a World Above*, artist residency and exhibition by Emily Silver, Ferndale, California; at St. Mary's Art Center, Virginia City, Nevada; residency June 14 – 28, 2015; exhibition June 29 – August 29, 2015; essay writer tba

Artists In Education

CCAI artists present artists' talks and art workshops for students at the sites listed below. Professional artists from the CCAI Artists In Education Roster and visiting artists or Nevada Neighbors speakers teach the classes or give the presentations.

- Carson Middle School, Carson City School District; nine art workshops
- Dayton High School, Lyon County School District; visiting artist talks and Nevada Neighbors speakers
- Douglas High School, Minden, Douglas County School District; visiting artist talks and Nevada Neighbors speakers
- Sierra Nevada College, Incline Village; Nevada Neighbors speakers and visiting artist talks
- Silver Stage High School, Silver Springs, Lyon County School District; two artist talks

Nevada Neighbors

CCAI hosts four Nevada Neighbors events annually bringing artists, curators, and scholars to Carson City to discuss their work in a public presentation at the BRIC, a City/Library business facility. During their visit, the speakers also give their talks for art students and faculty at Sierra Nevada College and at area high schools. Since spring 2003, CCAI has presented 46 Nevada Neighbors speakers, some from near-by states and some international speakers [Canada, Croatia, Singapore]. These events are free to the public and co-sponsored with the Carson City Library.

Fall 2013

- Nevada Neighbors XLVII: *On Portraits* with Zoe Bray, PhD, Reno, Nevada; companion talk to Rogelio Manzo's exhibition, October 2014
- Nevada Neighbors XLVIII: *Art From Walking* with Emily Silver, Ferndale, California; companion talk to her 2015 residency/exhibition at St. Mary's Art Center; November 2014

Spring 2014

- Nevada Neighbors XLIX: *The Language of Textiles: Fiber in Contemporary Art* with Tom Lundberg, Fort Collins, Colorado; companion talk to Paula Chung's exhibition; February 2015
- Nevada Neighbors L: *Curatorial Pursuits: Nevada Museum of Art* with JoAnne Northrup, Reno, Nevada; March 2015

Books & Writers

The Books & Writers series includes public readings, book signings, and workshops given by professional writers for area writers, students, and the public. The 2014 – 2015 edition will feature writers from the Nevada Arts Council's Tumblewords roster reading from their poetry and prose works. CCAI will present two writers in fall 2014 and two writers in spring 2015. These events at the BRIC are free and co-sponsored with the Carson City Library.

CCAI Online

- CCAI Website: www.arts-initiative.org with announcements of upcoming CCAI events, programs, commissioned essays, and an extensive program archive.
- CCAI Facebook Page
<http://www.facebook.com/pages/Capital-City-Arts-Initiative/96391381287>

Updated: March 2014

**CAPITAL CITY
ARTS INITIATIVE**

ARTIST TALKS

NEVADA NEIGHBORS
TEMPORARY ART PRACTICE IN THE WEST

**JULIA
SCHWADRON**

NEVADA NEIGHBORS XLV

YOU ARE HERE

WEDNESDAY • 7PM
FEBRUARY 19, 2014

**JUSTIN
FAVELA**

NEVADA NEIGHBORS XLVI

**WE MIGHT
SHOULD COULD**

WEDNESDAY • 7PM
MARCH 26, 2014

Now @ the
BRIC

BRIC

108 E PROCTOR STREET
CARSON CITY • NEVADA

FREE ADMISSION
THE PUBLIC IS CORDIALLY INVITED



**CAPITAL CITY
ARTS INITIATIVE**

Books & Writers

Reading and Workshops
by Contemporary Writers

**ISMAEL
SANTILLANES**

Indelicate Angels

Tuesday • April 8, 2014
Writing Workshop 4pm
Reading 5:30pm

CALEB CAGE

*The Gods of Diyala:
Transfer of
Command In Iraq*

Saturday • May 17, 2014
Reading 5pm

Now @ the
BRIC

BRIC

108 E Proctor Street
Carson City Nevada

Books and Writers is supported
by a lead donation from the
Carson Horseshoe Club.

Free Admission

The public is cordially invited



SEVEN SENNINGS
SUZANNE KANATSIZ



**CAPITAL CITY
ARTS INITIATIVE**

CAPITAL CITY
ARTS INITIATIVE

Capital City Arts Initiative is an artist-centered organization committed to the encouragement and support of artists and the arts and culture of Carson City and the surrounding region. The Initiative is committed to community building for the area's diverse adult and youth populations through art projects and exhibitions, live events, arts education programs, artist residencies, and online projects.

CCAI PROGRAMS

ARTISTS IN EDUCATION
Curators work with local college, high school, and elementary students on a range of projects.

EXHIBITIONS
Art exhibitions at the CCAI Courthouse Gallery, 885 E Musser Street and at the BRIC, 108 E Proctor Street, both in Carson City, Nevada.

NEVADA NEIGHBORS
A series of illustrated talks on contemporary art practice in the West [and beyond] by curators, art historians, and artists. Co-sponsored with the Carson City Library.

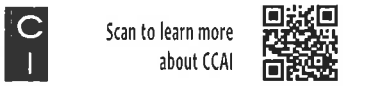
BOOKS & WRITERS
Celebrating the literary arts, CCAI presents readings and writing workshops by contemporary writers. Co-sponsored with the Carson City Library.

ONLINE
Web site, www.arts-initiative.org, features information on all current CCAI programs and an archive of previous events and exhibition essays. Like us on Facebook.

MEMBERSHIP
A deductible contribution helps support CCAI programs. To become a member, please visit: arts-initiative.org/about/join/

The Capital City Arts Initiative [CCAI] is funded in part by the John Ben Snow Memorial Trust, Nevada Arts Council and the National Endowment for the Arts, Carson City, Nevada Humanities and the National Endowment for the Humanities, US Bank Foundation, and the John and Grace Naumann Foundation.

WWW.ARTS-INITIATIVE.ORG
CAPITAL CITY ARTS INITIATIVE
PO Box 1333 CARSON CITY NV 89702



CAPITAL CITY
ARTS INITIATIVE

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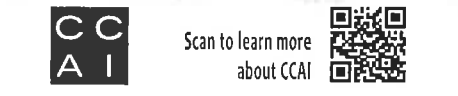
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www.arts-initiative.org
Capital City Arts Initiative
PO Box 1333 Carson City NV 89702



CARSON CITY COURTHOUSE
885 E MUSSEY STREET
CARSON CITY • NEVADA

SUZANNE
KANATSIZ

SEVEN SENNING

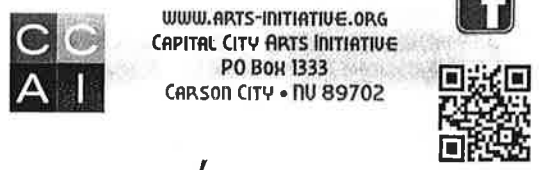
FEBRUARY 7 - MAY 29, 2014

RECEPTION FOR THE ARTIST
FEBRUARY 7, FRIDAY • 5 - 7PM
ARTIST TALK IN THE GALLERY 5:30PM

GALLERY HOURS: MON - FRI • 8AM - 5PM
FREE ADMISSION • THE PUBLIC IS CORDIALLY INVITED

IMAGE COURTESY OF THE ARTIST: "RESTITUTION", GRAPHITE ON DUALAR, 90"X 40", 2013

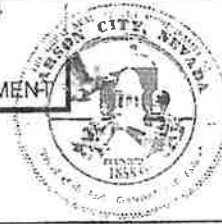
THE CAPITAL CITY ARTS INITIATIVE (CCAI) IS FUNDED IN PART BY THE JOHN BEN SNOW MEMORIAL TRUST, NEVADA ARTS COUNCIL AND THE NATIONAL ENDOWMENT FOR THE ARTS, CITY OF CARSON CITY, NEVADA HUMANITIES AND THE NATIONAL ENDOWMENT FOR THE HUMANITIES, US BANK FOUNDATION, AND THE JOHN AND GRACE NAUMANN FOUNDATION.



RECEIVED

APR 22 2014

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: 2000 Estimated number of out-of-town participants: 300

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 |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals: | \$ | \$ | \$ |
| Redevelopment Funds as a % of total Event costs: | % <u> </u> | | |
| Projected Revenues: | | | \$ |
| Projected Net Profit/Loss: | | | \$ |

| | | | | | |
|--|-----------|--------------|-----------|---|-----------------------------|
| Annual Budget of Organization: | | | | Redevelopment funding your organization received for this event in prior years, if any: | |
| | Last Year | Present Year | Next Year | | |
| Income: | \$ | \$ | \$ | 2013: \$ | <u> </u> |
| Expenses: | \$ | \$ | \$ | 2012: \$ | <u> </u> |
| Reserves: | \$ | \$ | \$ | 2011: \$ | <u> </u> |
| Number of years your organization has existed: <u> </u> | | | | 2010: \$ | <u> </u> |

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:

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

By Thomas / Gene Green

Date:

4-17-2014

***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 beautiful vehicles 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: | <u>\$1,850.00</u> |

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
1986 -

Administrative Assistant/Event Coordinator

- *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
1985-1986*

Front Desk Hotel Reservations/Banquets

- *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
1975 – 1981*

*Telephone (Catalogue) Sales
Manager*

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

*Muntz Stereo Corporation – Van Nuys, California
1972 – 1975*

Personnel Director/Assistant Manager

- *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 Japanese 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
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

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-
7440, or visit www.silverdollarcarrclassic.com

Events Sponsors



2014 Cruise Nights
6-8 pm for the Cruise Nights

RECEIVED

APR 14 2014

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

OFFICE OF
 BUSINESS DEVELOPMENT



Special Event Funding Request Form

| | | | |
|---|----------------------|---|--|
| <u>JOY EVANS</u> ORGANIZATION NAME / APPLICANT | | <u>HONE MOUNTAIN CEMETERY TOUR</u> NAME OF EVENT | |
| <u>4491 MORGAN MILL RD.</u> MAILING ADDRESS, CITY, STATE, ZIP CODE | | \$ <u>6,100.00</u> TOTAL FUNDING REQUEST | |
| <u>CARSON CITY, NV. 89701</u> PHONE # <u>775-230-6750</u> WEBSITE URL <u>JOYJOYEVANS45@GMAIL.COM</u> | | Event Dates: <u>OCT 30 + 31, 2014</u> | |
| <u>JOY EVANS</u> CONTACT / EVENT DIRECTOR NAME | | Project Area (check one): Redevelopment Area #1 <input type="checkbox"/> Redevelopment Area #2 <input type="checkbox"/> | |
| <u>SAME AS ABOVE</u> MAILING ADDRESS, CITY, STATE, ZIP CODE | | | |
| <u>SAME</u> PHONE # | <u>SAME</u> EMAIL | | |

Event Description and Objectives

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

PLEASE SEE ATTACHMENT "A"

Estimated number of local participants: 400 Estimated number of out-of-town participants: 100
 Number of years event has taken place in Carson City: 1

ATTACHMENT A.

IN ORDER TO KNOW A COMMUNITY, ONE MUST OBSERVE THE STYLE OF IT'S FUNERALS AND HOW WHAT MANNER OF MEN THEY BURY MOST CEREMONY.

Mark Twain, *Roughing It*, 1872

Event Description & Objectives:

To educate the public both locals and visitor the historic characters that reside in the Lone Mountain Cemetery. These are those that left their initials on our rich Carson City and Nevada history.

It is my intent to offer this as educational, interesting and of historic value. Other cemetery tours, Carson Valley and Virginia City, have been quite successful.

The characters I will highlight (and bring back to life) will be:

Hank Monk - (famous stagecoach driver)

Abe Curry – (Considered the father of Carson City)

Nellie Mighels Davis (Journalism, newspaper reporter and the only women to cover the Corbet Fitzsimmons fight in 1897)

Jennie Clemens (Niece of Mark Twain who died of spotted fever at age 9)

H.M. Yerington – (Superintendent of the Virginia Truckee Railroad)

The Civil War Monument – (A civil war reenactor will tell the story of this area. A bagpiper will be on the hill piping. This area is a tribute to the soldiers, sailors and marines who fought to preserve the Union during the War Between the States (1861 to 1865). This area is very unique and deserves special attention.)

Cuba Cruchfield - (One of the earliest 20th century cowboy stars, cousin of Will Rogers and one of the most famous trick ropers of all time. The actor portraying Cuba actually knew him as a small boy and he taught him how to rope.)

Each character actor will be in period dress, standing next to the grave site and will describe their involvement in Carson City and how they left their mark on history.

In contacting members of our Carson City history, which now reside in the Lone Mountain Cemetery - many are quite honored and are excited to make an appearance.

| Event Costs (Attach additional sheets, if necessary) | | | |
|--|---------------------|-------------|-------|
| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total |
| <i>COSTUMES + PROPS</i> | \$ <i>600.00</i> | \$ | \$ |
| <i>ADVERTISING, PROGRAMS, FLIERS</i> | \$ <i>800.00</i> | \$ | \$ |
| <i>LANTERNS + STAFFS</i> | \$ <i>200.00</i> | \$ | \$ |
| <i>ACTORS</i> | \$ <i>4,500.00</i> | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals: | \$ <i>6,100.00</i> | \$ | \$ |
| Redevelopment Funds as a % of total Event costs: | <i>100</i> % | | |
| Projected Revenues: | | | \$ |
| Projected Net Profit/Loss: | | | \$ |

| | | | | | |
|--|-----------|--------------|-----------|---|--|
| Annual Budget of Organization: | | | | Redevelopment funding your organization received for this event in prior years, if any: | |
| | Last Year | Present Year | Next Year | | |
| Income: | \$ _____ | \$ _____ | \$ _____ | 2013: \$ _____ | |
| Expenses: | \$ _____ | \$ _____ | \$ _____ | 2012: \$ _____ | |
| Reserves: | \$ _____ | \$ _____ | \$ _____ | 2011: \$ _____ | |
| Number of years your organization has existed: _____ | | | | 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: *LOCAL FUNERAL HOMES TO ASSIST WITH COST OF PROGRAMS + ADVERTISING.*

Describe why Redevelopment funds are required for the special event:
FIRST TIME EVENT. REDEVELOPMENT FUNDS ARE REQUIRED TO INSURE A PROFESSIONAL EVENT. IM SURE AFTER THE FIRST EVENT THERE WILL BE SPONSORS DUE TO THE SUCCESS.

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): *I AM SURE VISITORS WILL COME TO CARSON CITY EARLIER TO ATTEND THE CEMETERY TOUR BEFORE THE NEVADA DAY PARADE. THIS WILL ENHANCE REVENUE FOR THE CITY.*

List other organizations and businesses partnering or participating in the event:
NEVADA DAY PARADE ORGANIZATION WILL ASSIST IN PROMOTING THE TOUR AS PART OF THE NEVADA DAY CELEBRATION.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:
LOVE MOUNTAIN CEMETERY. NO 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? *WE PLAN TO ADVERTISE THIS EVENT IN CONJUNCTION WITH THE NEVADA DAY WEEKEND. FLIERS WILL GO TO SURROUNDING AREA CHAMBERS & VISITOR CENTERS.*

Explain how the special event may be able to be expanded in the future:
WE MAY BE ABLE TO EXPAND THE TOUR TO 4 EVENINGS IN THE FUTURE. NEXT YEAR WE PLAN TO HIGHLIGHT GOVERNORS.

Explain how the special event will be able to transition away from City funding support in the future:
I AM CONFIDENT THE FIRST YEARS SUCCESS WILL GENERATE FUNDS FOR THE FOLLOWING YEAR.

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

S. Jody Evans

Date:

4-10-2014

***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.

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
1986 -

Administrative Assistant/Event Coordinator

- *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
1985-1986***

Front Desk Hotel Reservations/Banquets

- *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, inprocessed 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
1975 – 1981***

***Telephone (Catalogue) Sales
Manager***

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

***Muntz Stereo Corporation – Van Nuys, California
1972 – 1975***

Personnel Director/Assistant Manager

- *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 Japanese language course to converse in Japan regarding the modifications of the stereo units.*
- *Assisted Mr. Muntz with promotions and marketing*

COMMUNITY INVOLVMENT – Past & Current
S. JOY EVANS

- *Jacks Valley Volunteer Firefighter - Firefighter/EMT*
- *SARA Member – (Sexual Assault Response Advocate) through Advocates to End Domestic Violence*
- *CERT – (Community Emergency Response Team)*
- *Search & Rescue – Carson City*
- *POST – Police Officers Standard Training – Roll player for cadets and evaluator*
- *Carson City Rendezvous Event Coordinator (26 years)*
- *Silver Dollar Car Classic Car Show – Event Coordinator (19 years)*
- *Carson City Ghost Walk – Director. Wrote scripts and responsible for the volunteers*
- *EMT – Current (22 years)*
- *Polar Express V&T train – (November – December) Responsible for the elf's at the North Pole*
- *Nevada Day Parade Committee Member – Grand Marshal Coordinator & marshal for Division One*

MEET THE PROFESSIONAL



We are visiting with Joy Evans, Special Events Manager for the Carson City, Nevada Convention and Visitors Bureau.

Welcome, Joy. Tell the membership a little about yourself.

I was born in Los Angeles. I consider myself very fortunate to have lived in many places including, Washington, Lake Tahoe, Georgia, Alabama, Texas, Idaho and 4 years in Hanau, Germany where I was a Personnel Staffing Specialist for the U. S. Army. I'm married and have two grown children.

Share with CalFest the events sponsored by the CVB.

MAY - 12th Annual - KIT CARSON TRAIL - WILD WEST TOUR

This is a guided walking tour on a two mile journey through our historic district which includes historic homes and buildings. The costumed guides will tell you about the homes, history and take you into selected historic mansions where character actors appear portraying interesting characters of the past. This is a collective production between the Carson City CVB and the Carson City Redevelopment Authority.

JUNE - 22nd Annual - CARSON CITY RENDEZVOUS

This is one of my favorite events. I've been involved with this event for the past 19 years.

This is a living history weekend which takes place at Mills Park and draws 20 - 25 thousand people. The Rendezvous includes a Mountain Man encampment, Native American village with dancing, Civil War Volunteer camp with skirmishes, Old Time Fiddlers Contest, Nevada Gunfighters Show, stagecoach rides, camel rides, Main Stage entertainment, Scottish Clan & Bagpipers, Back Stage Kids performances, Pony Express re-enactments, Dutch Oven Demonstrations, Western Arts and Crafts and a great food court. This is a great event for Carson City with so many new people moving into our community it showcases our history without opening a Nevada history book.

JULY - 11TH Annual - SILVER DOLLAR CAR CLASSIC - CAR SHOW

The difference between this car show and so many others is that we accept any make, any model and any year. This opens up our registration to everyone out there that has an older (or newer) vehicle. We offer a Friday night street dance which is downtown in our historic district and a Saturday Show & Shine at the park. Sunday is our Poker Run which takes car owners on a scenic drive to Lake Tahoe or the beautiful Carson Valley.



OCTOBER - 13TH Annual - KIT CARSON TRAIL, GHOST WALK

Like the Wild West Tour, a costumed guide will lead you on a walking tour through the historic district of Carson City where homes and buildings come alive with spirits of the past appearing. Throughout the tour you are educated about spells, superstitions and some of the super natural things that still happen today. Tour goers can expect special 'appearances' on the route and not just in the homes. This is also an event that is sponsored by Carson City CVB and the Carson City Downtown Redevelopment Authority.



How did you get involved with the festivals and events industry?

When I started working with the CVB nineteen years ago it was a relatively new agency. Through the years and with the city growing we saw a need for more community involved events and those that would put heads in beds during a slow time. I was already involved with the Rendezvous and found that I was in the right place at the right time.

"...SHOWCASES
OUR HISTORY
WITHOUT
OPENING A
NEVADA
HISTORY BOOK."

How long have you been special events manager and what are your duties?

It seems I've been a Special Events Manager all my life...but seriously, I've been involved for 19 years with the CVB. Along with events, I have the front desk at the office assisting customers with where to go, what to see, what to do. I also provide our hotel and motels a Front Desk Information book that I compile at the end of the year with the following years information on events, restaurants, etc. I also set up all the Lodging Association meetings and schedule event meetings. I also compile the new event dates which are submitted to our web site along with restaurant information and recreation.

What do you like most about event management?

The first thing I realized was to expect the unexpected. I love solving problems and working on the next year's event with new ideas then implementing them. After an event you have time to reflect on what went right and what can be improved. A critique meeting takes place after each event and we ask everyone involved what could be improved.

Is there a part you like least?

I know I need therapy, but I really dislike an event ending. We work so hard the year before to bring this event together and when it's only one day or three I feel we need to make it last longer. Committee members have looked at me like I have a 3rd eye when I suggest we take the Rendezvous to a full week.

When things don't go as planned we need to remember that we are probably the only ones that know something did not go as planned. The public doesn't see this – so, don't stress, just put it on your list to change the next year.

What advice would you give to someone who is relatively new to the special events profession?

I would suggest anyone going into the events profession have an imagination and a strong dose of it. You need to be able to look beyond what the event is now. You need to visualize the future and what it can be. If you use volunteers remember they are your backbone. Have a critique with them, each and every one, after the event and ask how you can improve. Listen to them. REALLY LISTEN. The Wild West Tour and Ghost Walk uses volunteers that are dressed in period costumes so we take photos of each volunteer in their costume and present it to them at our thank you dinner. We also give them an allowance for their costume rental and provide lunch during the day of the event. Treat them right and they will be back.

What do you see as the value(s) of festivals and events to the community of Carson City?

Events are the heart of the city and the catalyst for the people. Valuable? You bet! The Rendezvous gives everyone in this community a chance to peek behind the curtain and see what Nevada was like in the early days. The Wild West Tour and Ghost Walk introduce you to our historic characters such as Mark Twain and Hank Monk, the famous stage coach driver and many others that were an intricate part of our history. With Carson City growing so fast and so many people of varied cultures moving in, it's imperative we keep the early west and our fascinating history alive.

The Silver Dollar Car Classic car show brings in participants from many states and we then have a chance to showcase our many activities and sites and friendly city.

Naturally, our main purpose is to support the hotels and motels and the events we provide definitely help fill rooms.

Thank you, Joy.

Go to: www.visitcarsoncity.com for more information on the events.

Photos provided by: Ronni Hannamen, Nevada Appeal and Maxine Nietz



"COMMITTEE MEMBERS HAVE LOOKED AT ME LIKE I HAVE A 3RD EYE....."



Lone Mountain Cemetery Tour

Tales From the Graves of Carson City

Friday October 22, 2010

Tour begins at 5:30 pm



Advance tickets
are recommended
www.activitytickets.com

Tickets:

Adults \$20

Ages 6-12 \$10

Under 6 Free

Save \$5

When you
purchase both
Ghost Walk Tour
(on reverse)
& Cemetery Tour

Tickets & Information
800-Nevada-1
or 775-687-7410



www.visitcarsoncity.com

Sponsored by the Carson City Office of Business Development

18TH ANNUAL FALL GHOST WALK

"Festival of the Spirits"

CARSON CITY

SAT, OCTOBER 23, 2010

Visit historic homes with costumed guides while professional actors celebrate the festival of the spirits.

Two tours available:

**GURSES TOUR &
RUMORS TOUR**

Guided walking tours
begin every half hour
from 10:00 am to 2:00 pm

Beginning at
310 S. Carson Street
(Once home to the legendary
St. Charles Hotel, now the
renowned Firkin & Fox Pub)

Tickets:
Adults \$20
Ages 6-12 \$10
Under 6 Free

Save \$5

When you
purchase both
Ghost Walk Tour
& Cemetery Tour
(on reverse)

Advance tickets are recommended
www.activitytickets.com



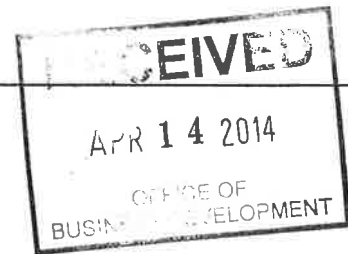
www.visitcarsoncity.com

Sponsored by the Carson City Office of Business Development

Tickets & Information
800-Nevada-1
or 775-687-7410

Joy Evans

From: "Roger Moellendorf" <RMoellendorf@carson.org>
To: <jevans@visitcarsoncity.com>
Sent: Friday, December 03, 2010 11:39 AM
Subject: Lone Mountain Cemetery Tour



Dear Joy:

My wife and I attended the Lone Mountain Cemetery Tour before Halloween and found it to an extremely pleasurable and informative event. We were very impressed with the professionalism of the actors and the production of the tour. This sounds strange and contradictory, but the ghosts, who are obviously dead, made the history of Carson City come alive. While all of the characters were outstanding, the moment that impressed me the most was the stage coach coming through the cemetery and picking old Hank Monk at the end of his presentation. This gave the whole experience a very unworldly and ephemeral atmosphere. I certainly would recommend the tour to residents and visitors alike of Carson City, and I know my wife and I look forward to attending it again next year.

Sincerely,

Roger Moellendorf
Parks and Recreation Director

12/3/2010

Cheers & Kudos Nov. 7

On Oct. 22, my son's girlfriend and I had the opportunity to go on the Lone Mountain Cemetery Tour (Tales From the Graves of Carson City).

We really enjoyed ourselves and the cast of characters was great. When we were at Hank Monk's grave listening to him talk, we could hear hoof beats coming off in the distance.

Then around the corner comes a stagecoach, coming to a stop right in front of Hank's grave. The wind rustling in the trees and the clouds overhead just added to the atmosphere.

A big thanks to Joy Evans from the Visitors and Convention Bureau for putting this on.

Also, thanks to all those who participated.

Jerri Biddle

Carson City

Thank you for helping with Eagle Boy Scout project

Thank you: Two simple words that show your appreciation and gratitude. I just completed my Eagle Boy Scout rank advancement. I could not have achieved this award without the help of Mr. Chris Bayer, the director of CASA and the guidance of my mentor, Bill Knight.

I would like to thank the CASA organization for the opportunity to complete my community service project for them. With the help of my Troop 145, we were able to construct shelving and a hanging rack for their "Kids Closet." Many children in transition from abusive homes and in the court system will benefit from this project.

These are the scouts and parents who helped bring this project to completion: Kyle and Bryant Smith, Andrew Peckham, Rickie and Christian Curtis, Sean and Scott Clapperton, Mat Boggs, Will and Gail Struble, Trevor, Clay Lavon and Pat Sollberger, Justin Snowden, Robby Shouppe, Tyler Kerver, Andrew Hernandez and Michael Brister.

This type of service project cannot happen without the generous donations from businesses and friends in the community. A big thank you to the store managers of Home Depot and Lowe's for their donations, and to Dr. "Drew" Robison of Redrock Family Dental.

Lastly, I don't know how I would have gotten through the last 10 years without the loving push of my parents. There were times when I wanted to quit, but their constant love, support and involvement in Boy Scouts saw me through to becoming an Eagle Scout.

u will teach; by
ill understand."

— LATIN PROVERB

OPINION • A11

NEVADA APPEAL - OCT 27-2011



LETTERS TO THE EDITOR

City needs to bring back cemetery tour

You have no idea how upset we were to discover that Carson City was not backing the cemetery tour this year for Halloween.

We live in Benicia, Calif., and planned a three-day, two-night weekend so we could participate in Carson City's activities. We brought in several tourist dollars last year, and were hoping to do it again this year, and bring friends along with us.

It is a three-hour drive, and one that my wife and I feel is well worth it. I truly hope that you back this activity in the future.

DOUGLAS BENNY
Benicia, Calif.

Safeway closure crushes

SUBMITTING LETTERS

Letters must include the writer's name, address and phone number and should be no more than 250 words. The Appeal reserves the right to edit them. Letters also may appear on the Appeal's Web site. • Only one letter every 30 days • Mail it to: Letters to the Editor, Nevada Appeal, 580 Mallory Way, Carson City, NV 89701 • E-mail to: editor@nevadaappeal.com

Hey, Occupy protesters, move to Europe

I have the solution for the left-wing population of the "Occupy Wall Street" protesters: Move to Europe.

IHOP were, closing and tearing down the IHOP is not the answer.

Using your reasons, we should shut down Hawaii because of the lives lost at Pearl Harbor. I have lived in two apartment complexes where people were murdered, and those should be closed and torn down. I suppose Columbine High School should have been torn down, too.

Every home and/or business which has had a senseless killing should be torn down. Now there is a salon in California where several died. Close that down, too? If he would have gone into Raley's and opened fire on people at the check-out, should they close down Raley's? I suppose you no longer fly on planes because of the people murdered on 9/11?

The fact is, it is not illegal to be



TOUR



NETTIE MIGHELS DAVIS



NELLIE MIGHELS DAVIS



H.M. YERRINGTON



NEILLIE MIGHELS DAVIS



NEILLIE MIGHELS DAVIS



STAGE COACH



HANK MONK



JENNIE CLEMENS



HANK MONK



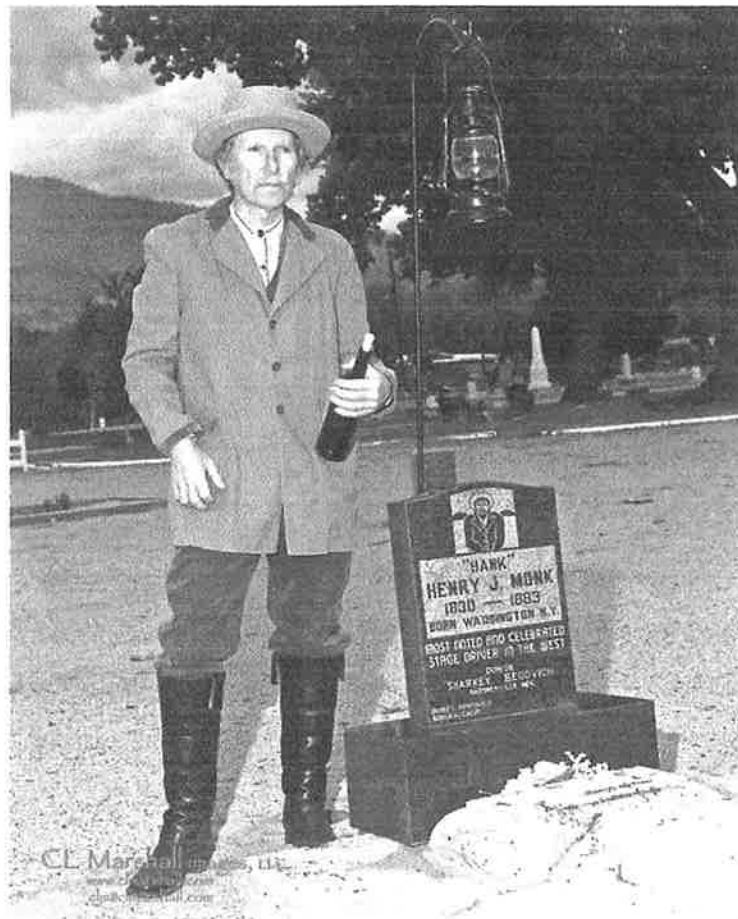
CUKA CRUCHFIELD



TOUR GUIDE

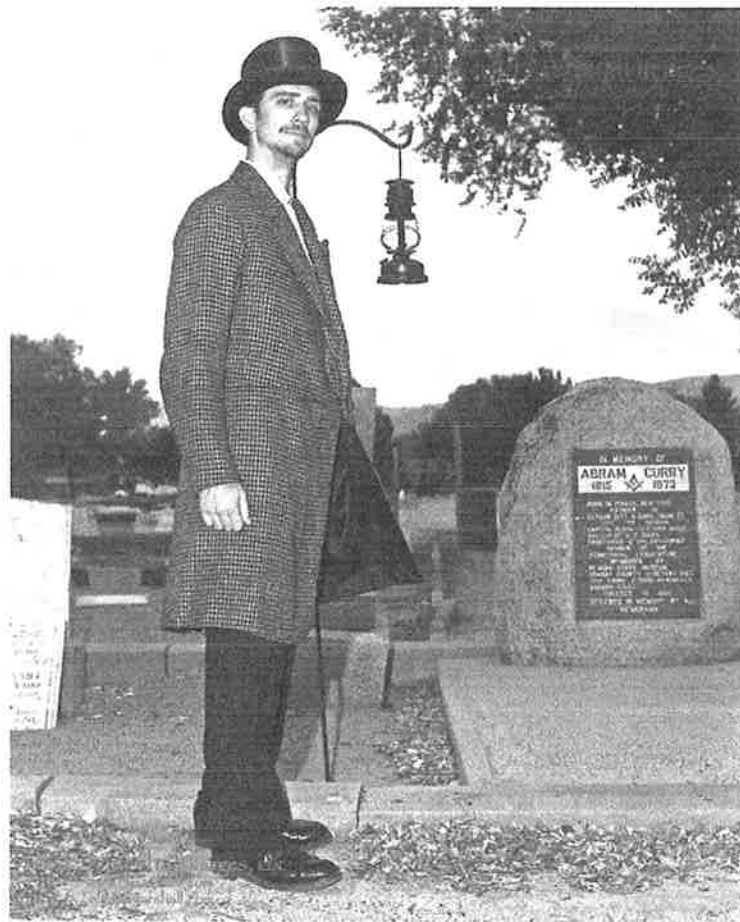


MATHIAS + MARCELLA RINCKEL



HANK MONK





ABE CURRY





H.M. YERRINGTON

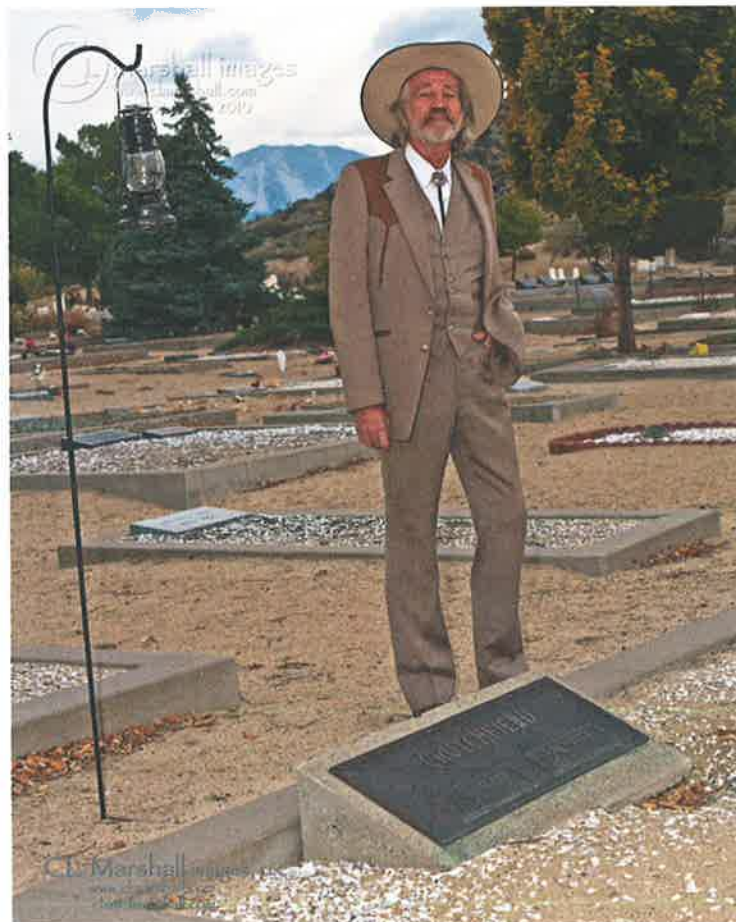


NELLIE MIGHEIS DAVIS



CL Marshall Images, LLC
www.clmarshall.com
clm@clmarshall.com

MATTHIAS & MARCELLA RINCKEL



CL Marshall Images, LLC
www.clmarshall.com
clm@clmarshall.com

CUBA CHUCK FIELDS

Our Friends In Low Places



NELLIE MICHELS DAVIS

Sept, 1844 - June, 1945

Journalism, newspaper reporter, Daily Morning Appeal, 1st Nevada State President of the Red Cross, Covered Corbett-Fitzsimons fight in 1897.

HANK MONK

Famous stagecoach driver. Drove Horace Greeley over the Sierras from Carson City to Placerville. Drove a stage from 1857 - 1883.



MATHIAS & MARCELLA RINCKEL

1833 - 1879 (Mathias)

Mathias immigrated to America from Germany as a child. Settled in Carson City in 1863. Ran Eagle Market & owned a horse racing track on Roop Street. Built Rinckel Mansion, 102 N. Curry, in 1876.

ABE CURRY

1815-1873

Father of Carson City. Many contributions to Carson and the State. First superintendent and founder of U.S. Branch Mint. Home located at 406 N Nevada Street.



Our Friends In Low Places (continued)



CUBA CRUTCHFIELD

March 1859 - Oct 1969

One of the early 20th century biggest cowboy stars.
Cousin of Will Rogers and part Cherokee Indian.
Star of Buffalo Bill Cody Wild West Show.
One of the greatest trick ropers of all time.

JENNIE CLEMENS

1855 - 1864

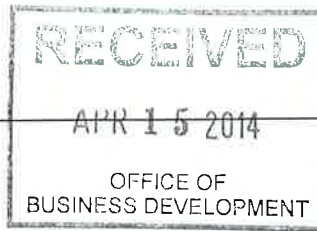
Niece of Mark Twain and daughter of Orion &
Jane Clemens. Was working to buy the new
Presbyterian Church a bible at the time of her
death at age 8 of spotted fever. Abe Curry
donated the sandstone marker for her gravesite
502 N. Division St.



H.M. YERINGTON

1829 - 1910

Superintendent of Virginia Truckee
Railroad. Home located at
512 N. Division St.



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



Special Event Funding Request Form

NV Rural Counties RSVP Program, Inc.

ORGANIZATION NAME / APPLICANT

2621 Northgate Lane, Ste. 6 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 687-4680 x 2 www.nevadaruralrsvp.org

PHONE #

WEBSITE URL

Susan C. Haas

CONTACT / EVENT DIRECTOR NAME

2621 Northgate Lane, Ste. 6 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 687-4680 x2 shaas@nvrsvp.com

PHONE #

EMAIL

NAME OF EVENT: Spring Fun Fair

\$ 10,000

TOTAL FUNDING REQUEST

Event Dates: May 7-10, 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):

RSVP has been hosting a Spring Fun Fair and Carnival at Mills Park in Carson City since 1983 and each year both local residents and visitors to our area are excited to shake off the winter slump and spend a day or two in the sun, enjoying great food, unique crafts and merchandise, and the excitement of carnival rides and games designed for the whole family.

RSVP promotes this event in radio, print and electronic media and it has become a favorite and a very successful multi-day event. It continues to grow in popularity each year. The celebration draws thousands of tourists from Reno, Virginia City, Lake Tahoe, Fallon, Douglas and other counties as well as people from California and other neighboring states.

People are drawn to Carson City because they can enjoy themselves and have fun at Mills Park with their families. Admission is free and families can spend as much time as they wish at the carnival, enjoy the food and craft vendors on site or experience Carson City's local restaurants, businesses, casinos, and hotels at their discretion. A \$5 discount coupon is offered to reduce the cost of an all-day carnival wristband online and in newspaper ads and there is a special promotion for Mothers and other family caregivers on Sunday, May 11th. New to the event is live music performed on a stage in 3 separate sessions over the course of the weekend and is an excellent opportunity for local musicians to gain exposure and new fans in the local area. We encourage people to bring their lawn chairs or dance. It also helps promote the family aspect of coming to the fair, offering a reason to have parents and other adults spend time with younger family members.

The event draws between 25 and 30 local and out of state vendors. These vendors set up booths and sell food and crafts. Many of the vendors travel from other states and are able to make a profit all the while contributing to

Carson City's local economy. Vendors stay at motels, RV parks, eat at local restaurants, and purchase fuel and goods.

This event brings sales tax revenue into our community where it is needed. We cannot express enough that the benefits to Carson City from the Spring Fun Fair are really twofold. While it is a fund raiser to keep seniors at home and out of costly institutions, it is also an event that brings "heads in beds" to motel/hotel operators and revenue to other businesses such as casinos, restaurants, convenience stores, gas stations and more. Vendors come from out of state and have 3 or 4 staff that stay in hotels, motels and eat out and enjoy gaming. Additionally, some vendors hire extra temporary workers from Carson City upon arrival which also benefits the Carson City economy.

As an added incentive, not only does the community benefit from the entertainment that they can enjoy for free, proceeds from the Spring Fun Fair help to fund RSVP's Independent Living Programs which assist seniors to remain independent and in their own homes. Seniors are enabled to live with dignity and avoid premature institutionalization. These Independent Living Programs are provided by RSVP volunteers who assist seniors with their everyday basic needs.

Many seniors can no longer see well enough to drive or may have some confusion or fear about going out alone. RSVP provides escorted transportation so that seniors will have access to the goods and services that they need to be able to continue to live at home where they want to be. Studies show that seniors fear "going into a home" and institutionalization more than death. Transportation to doctor, dental, and vision appointments, or to pick up groceries and prescriptions is paramount to seniors remaining at home. Additionally, the emotional support that seniors receive is imperative as the homebound elderly need reassurance that their needs will be met so that they can remain at home in safety.

Other programs of assistance include the Lifeline Personal Emergency Response System which sends for help if a senior falls or is injured or just needs assistance and gives seniors access to emergency response services enabling them to feel secure, increasing their self-sufficiency and thus being able to remain independently at home.

The Home Companion Program provides seniors with companionship and emotional support – seniors are able to feel that they are still members of society and the community with the support provided to them by RSVP volunteers. Unfortunately, Nevada continues to have the highest suicide rate among seniors in the nation, and with many people having little or no family support, RSVP programs help keep seniors from being depressed due to isolation and loneliness.

The RSVP Homemaker Program provides homemaker and chore assistance to low-income and homebound seniors who are unable to perform these tasks on their own. RSVP Homemakers help seniors who are struggling to live safely and comfortably by providing them with a clean, hygienic environment. After a homemaker visit, the senior's spirits are lifted as they are left to enjoy a clean and comfortable home.

RSVP's Resistance Exercise Program provides seniors with light weights training, which is a proven method to build muscle mass and therefore, helps to develop strength, balance, and cognitive awareness. It also helps to avert falls and prevent depression.

Our Carson and Rural Elder Law Program (CARE Law) provides pro-bono legal services for low-income and homebound seniors and helps with wills, estate planning, elder abuse issues, guardianships, and Social Security and Medicaid/Medicare issues, and more. Additionally, RSVP's CARE Law attorney serves the Carson City community by serving as the Carson City Public Guardian's attorney.

The RSVP Respite Care Program provides regular breaks to 24/7 caregivers who are taking care of a homebound loved-one. RSVP volunteers provide these essential lifesaving breaks to caregivers which provides the caregiver with some free time. They can return to their care giving refreshed and able to continue their unselfish care of their loved-one. The program also provides the one being cared for someone new to spend time with and share their stories and thoughts with which stimulates their minds and bodies and assures them they are still worthwhile people. Working together with volunteers, families form a care partnership and the

needs of the family caregiver and the loved one struggling to remain at home are met, allowing for a healthier existence and better quality of life.

RSVP administers the Senior Farmer's Market Nutrition Program and volunteers assist with the distribution of Farmers' Market coupons which provide low-income seniors with free coupons to purchase healthy fresh fruits and vegetables during spring and summer.

All RSVP programs work to match the talents of volunteers with the needs of the community and assist seniors to live independently with dignity at home for as long as possible. RSVP programs are free of charge to the clients with the exception of the Lifeline monitoring fee; however, those who are below poverty can qualify for the service at no charge.

RSVP does an exit survey of all vendors to ascertain their involvement in Carson City while they are at our event.

Estimated number of local participants: 25,000 Estimated number of out-of-town participants: 9,000
Number of years event has taken place in Carson City: 32

| Event Costs (Attach additional sheets, if necessary) | | | |
|--|---------------------|--------------|---|
| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total |
| Park Permits | \$ 2,600 | \$ | \$2,600 |
| Dumpster/Toilets/Park Clean-Up/Security | \$ 3,240 | \$ | \$3,240 |
| RSVP Staff Promoter/Coordinator/Set-up/Oversight | \$ | \$ 6,000 | \$6,000 |
| Advertising/Marketing | \$ 3,055 | \$ 5,000 | \$8,055 |
| Admin (copies, postage, supplies, equipment rental) | \$ 1,105 | \$ | \$1,105 |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals: | \$ 10,000 | \$11,000 | \$ 21,000 |
| Redevelopment Funds as a % of total Event costs: | (48%) 47% | | |
| Projected Revenues: | | | \$41,500 |
| Projected Net Profit/Loss: | | | \$20,600 |
| Annual Budget of Organization: | | | |
| | Last Year | Present Year | Next Year |
| Income: | \$1,403,735 | \$1,450,300 | \$1,430,300 |
| Expenses: | \$1,378,385 | \$1,430,000 | \$1,420,300 |
| Reserves: | \$ 180,000 | \$ 160,000 | \$ 160,000 |
| Number of years your organization has existed: 41 | | | Redevelopment funding your organization received for this event in prior years, if any: |
| | | | 2013-14: \$ 8,333 |
| | | | 2012-13: \$ 8,333 |
| | | | 2011-12: \$ 3,350 |
| | | | 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:

RSVP works to find supportive funding from local businesses. In these uncertain economic times, coming out of a recession, we have had difficulty obtaining funding for the event. Businesses have been dealing with an uncertain economic climate for many years and although things have started to turn around for many, they have not been able to commit to sponsorship of the event.

Describe why Redevelopment funds are required for the special event:

Redevelopment funds are required in order for RSVP to be able to provide the event. RSVP needs to promote the Spring Fun Fair and Carnival at Mills Park to a wider audience and as a regional, 4-day event. RSVP would like to bring more vendors and tourists into Carson City to enjoy the celebration and to contribute to the economy of Carson City. We would like to create more awareness of the events featured in Carson City to locals, tourists, and Nevadans in the surrounding counties as well as more awareness about RSVP's programs of service to Carson City seniors.

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):

The local economy is strengthened when citizens and tourists participate in special events in Carson City. The Spring Fun Fair & Carnival at Mills Park contributes significantly to the overall economic health and vitality of the city and provides a 4 day event to draw consumers to Carson City. This keeps the dollars in our community over the course of the event. Motels, restaurants, local businesses, casinos, gas stations, retail and grocery stores all benefit from the influx of people who are consumers of the goods and services that they provide. Auto dealers such as Carson City Toyota Scion display their vehicles at the event, enhancing their sales efforts and creating more awareness of their dealership located in Carson City.

The carnival and some of the vendors also hire local people to help with set-up and tear-down. This event strengthens the local economy with the sales tax revenues it receives from the goods and services the people purchase when they come to Carson City for the event as well as providing some employment opportunities here locally. RSVP collects sales taxes from the vendors.

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

Carson City Toyota-Scion, CCCVB, Carson Chamber of Commerce, Carson City Parks and Recreation, Carson Nugget and Adele's for support of the Spring Fun Fair and Mother's Day event.

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

The event is held at Mills Park. There will be no 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?

We plan to market the event on radio spots, display ads in the Nevada Appeal, feature articles in area newspapers, word of mouth, RSVP website and FACE Book, informational flyers, posters, as well as Carnival and vendor websites.

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

With support from the Redevelopment funds RSVP will be able to continue to offer the event and to attract a wider range of vendors, tourists, as well as additional attractions and entertainment options to enhance the event and to help boost attendance. We have expanded the attractions to include live music performed on stage by local musicians and dancing to draw more people into the park.

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

RSVP continually seeks funding and we work in an ongoing manner to find new revenue streams. Historically the RSVP Fairs have been self-funded and self-sustaining and until recently we have not asked for assistance with Redevelopment Funds. However, RSVP needs assistance now. Park fees were raised and the costs of marketing the event has raised and the general costs of doing business are higher. Without help with marketing and funding assistance we won't be able to draw as well from the surrounding counties. Those we attract will spend money here in Carson City. Gas prices are much higher and people have many venues to choose from. We have to work harder to attract and retain our clientele, find new people to attend the Spring Fun Fair and Carnival at Mills Park, and keep them in Carson City where their dollars help to support our local economy.

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

Susan C. Haas

Date:

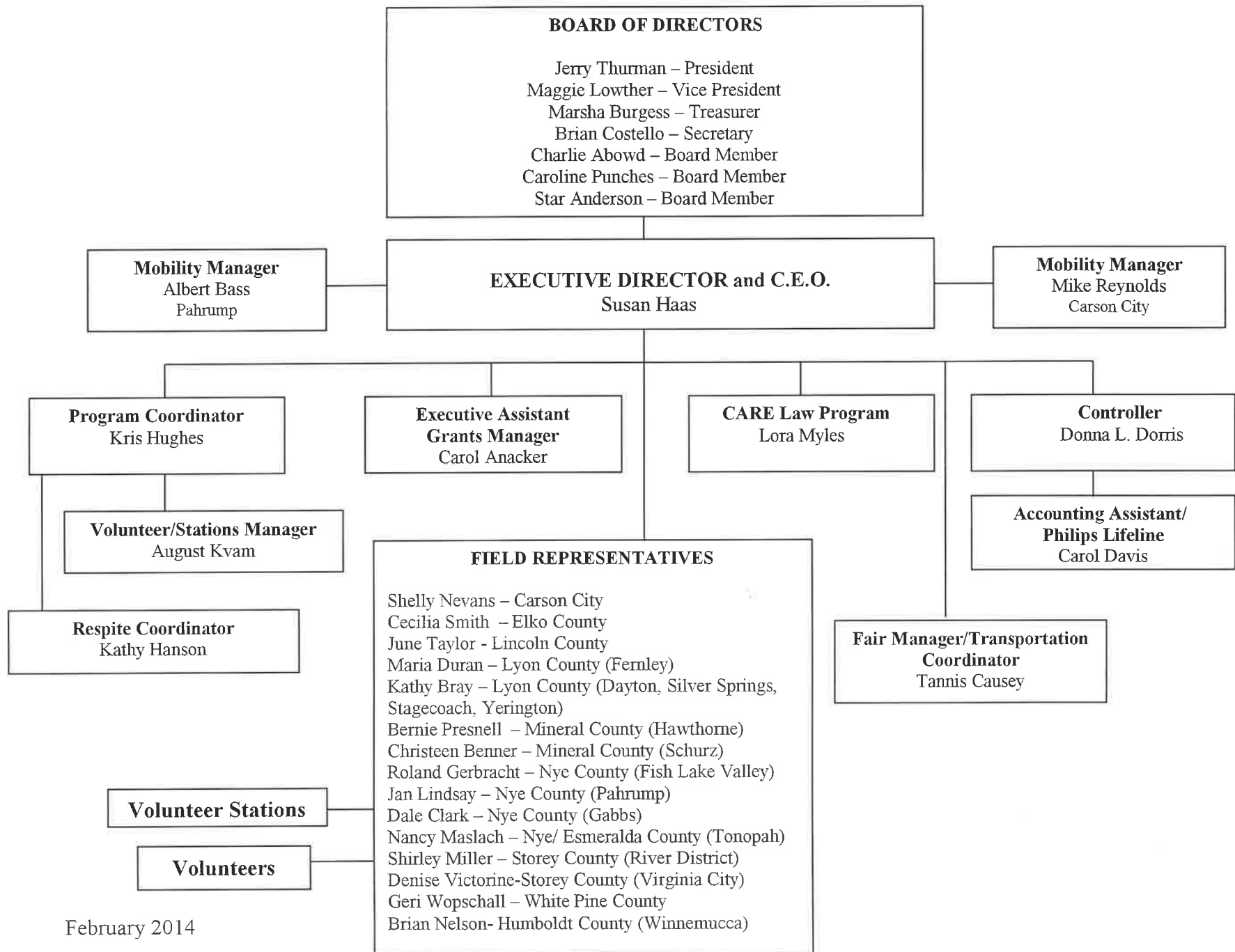
4/10/2014

*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.

**Nevada Rural Counties RSVP Program, Inc.
Organizational Chart**



February 2014

**Susan Haas, Executive Director & C.E.O.
Nevada Rural Counties RSVP Program, Inc.
2621 Northgate Lane, Ste. 6
Carson City, NV 89706
Telephone: (775) 687-4680 x 2 / Fax: (775) 687-4494
E-mail: shaas@nvrsvp.com**

PROFESSIONAL EXPERIENCE:

NV Rural Counties RSVP Program, Inc.: June, 2013 – Present

EXECUTIVE DIRECTOR & C.E.O. Reports to RSVP's Board of Directors. As the Executive Director I have overall strategic and operational responsibility for RSVP's nonprofit organization, staff, programs, sustainability, expansion, and execution of its mission. I supervise 13 employees, 15 Field Representatives and more than 1,200 volunteers in the State of Nevada.

NV Rural Counties RSVP Program, Inc.: Sept. 2007 – June, 2013

PROGRAM DIRECTOR, DIRECTOR OF DEVELOPMENT, INTERIM EXECUTIVE DIRECTOR:

As Program Director RSVP, I supervised and provided on-going training and development of four employees, fifteen field representatives, AmeriCorps VISTA members, AARP trainees and over 1,200 volunteers statewide. This position enabled me to recruit volunteers and clients, develop innovative programs that build civic engagement, and provide direct needs services to senior citizens and the disabled with the goal of assisting them to remain independent in and their own homes and thus avoid premature institutionalization.

Administered programmatic aspects; ensured completion of grant-related objectives; monitored and assisted with budget development, grant opportunities, funding proposals, and civic presentations to assure program sustainability and development of innovative projects. Acted as Interim Executive Director from May 30, 2013 until my appointment as Executive Director in July, 2013. RSVP is a 501 (c)(3) non-profit national service organization.

Department of Personnel/State of Nevada/Director's Office: Carson City, Nevada:

Oct. 2006 - July 2007

EXECUTIVE ASSISTANT: Acted as liaison officer for the Department of Personnel for the State of Nevada processing personnel related documentation. My duties included the handing of sensitive human resource materials and interactions with tact, confidentiality and diplomacy. I maintained and monitored technical correspondence, assisted with budget development and analysis, special projects and research. Additionally, I was responsible for the supervision of two staff members.

Office of the Lt. Governor: Carson City, Nevada: Nov. 1999 - Oct. 2006

DEPUTY CHIEF OF STAFF: As Deputy Chief of Staff, I assisted the Lt. Governor with the promotion of economic development and tourism for the State of Nevada on a local, national and global level. As head of the northern Nevada office, it was my responsibility to act as liaison for the Office with state agencies, local businesses, and foreign diplomats. I delivered speeches and certificates of appreciation and recognition on behalf of the Lt. Governor. My duties included the supervision two staff members, day-to-day operations management at the State Capitol, budget administration and development, preparation of briefs, legislative assistance, and assistance with speech preparation, documentation of Office accomplishments, press releases and scheduling. Published the newsletter, attended national Lt. Governor's conferences, annual Tourism and Economic Development conferences, Territory meetings and events. I accompanied and assisted the Lt. Governor on three world trade and tourism missions to China which resulted in Nevada opening the first tourism office from the United States in Beijing.

Frontier Tours: Carson City, Nevada: Sept. 1998 - Nov. 1999

SPECIAL EVENTS MANAGER: Designed, coordinated and managed special events and group tour products. These projects involved all aspects of the group tour process from research, design, logistics, costing, descriptive writing, marketing and sales promotion to full operation and budget reconciliation. Responsible for coordinating a wide variety of tour products and promotions nationally, notably the "Pasadena Tournament of Roses Tour" successfully leading 2,200 passengers and supervising 25 staff members. This product exceeded one million dollars in gross revenue.

Frontier Tours, Carson City, Nevada: Sept. 1989 - April 1996, Nov. 1996 - July, 1998

ASSISTANT MANAGER SCENIC DEPARTMENT/MANAGER, INTERNATIONAL TOURS: These positions embodied a broad spectrum of responsibilities including the supervision of staff, design, creative writing, costing, advertisement, marketing, sales and operations of products for the Scenic, International and Special Events Tour Departments. I was able to contribute significantly to the continuing growth and success of this market by utilizing essential components of the industry such as: familiarization tours, destination development, competitive pricing, attention to detail and professional partnering.

Lake Tahoe Cruises, Inc.: Lake Tahoe, California: April 1996 - Nov. 1996

DIRECTOR OF SALES: Responsibilities as Director of Sales included the marketing and sales of cruises and weddings on board this 500-passenger paddle wheeler. Duties in this position included supervision of a staff of five, problem solving, setting goals and objectives, maintaining a high level of quality, customer service and attention to detail. This was accomplished for individuals, groups, wedding parties and special events.

MILITARY SERVICE:

United States Navy Communications Technician/Communications and Telecommunications Specialist
Stationed in Florida, Spain, Iceland and West Virginia, honorably discharged.

EDUCATION:

University of Toledo – Toledo, Ohio/Associates of Science Degree/Marketing and Sales
CTO – Communications Technician Operator Class "A" School, Pensacola, Florida
Soule' Business College, New Orleans, Louisiana
Belle Chasse High School, Belle Chasse, Louisiana

BOARDS AND ASSOCIATIONS:

Certified Tour Professional, CTP, National Tour Association, October, 1994
Tour Operator Advisory Board, Branson, Missouri, 1994-1996
Nevada Hispanic Services Executive Board Member, 2003-2005
Reno Tahoe Territory Executive Committee Board Member, 2002-2006
Association of Fundraising Professionals, 2012 – Present
Nevada Senior Corps Association Board Member – April 2014- Present
Commissioner, Governor's Commission on Service – February, 2014 - Present

Tannis L. Andrews-Causey

1115 Kennedy Drive
Carson City, NV 89706
775.220-4065 or 884-4019

QUALIFICATIONS

I am self-directed, well organized and have many years of direct customer service, complex project management and successful event planning and execution experience, both professionally and personally. The traits I possess which suit the position of Fair Manager for the Retired Senior Volunteer Program include my exceptional written and verbal communication skills, professionalism, flexibility and creativity. I am a team player who takes pride in helping others to achieve their goals, while consistently seeking to provide quality in all that I do.

EMPLOYMENT HISTORY

Retired and Senior Volunteer Program

Fair Manager and Transportation Coordinator September 2013- Current

In my role as Fair Manager, I produce the multiple raising events that support RSVP's programs in both Carson City and Lyon County. This oversight includes vendor and entertainment solicitation and selection, approvals and permitting and event production. On a daily basis, I am responsible for meeting the transportation needs of senior clients and disabled adults, ensuring their continuing independence and ability to live in their own homes.

AmeriCorps VISTA, then Program Director July 2012 – September 2013

In my role of Program Director, I was responsible for management and expansion of programs designed to help keep Nevada seniors living independently. These exist in 15 counties statewide and are run by a team of Field Representatives that reported to me and the Executive Director.

GE Energy March 2004-2010

Marketing Communications Manager

My role involved providing service to 3 different areas of our business. I coordinate an extremely diverse offering of marketing related products and services for 12 different internal clients, and act as a project manager between them and the creative team, both locally and globally. I led a major product launch for our flagship software product, coordinated trade publication advertisement, and executed multiple global events.

Bentley Nevada August 2000- March 2004

Customer Information Coordinator/Executive Assistant to the Marketing Manager

I was the primary contact within the Marketing Communications Department for both internal and external customer requests. These were product or service related and required me to establish a deep knowledge of the company's global resources to match the right answerer with the requestor. I also managed a \$1MM budget for the department.

Horizon USA, Inc. March 1994 – August 2000

Training Coordinator, March 1999 – August 2000

Responsible for the product, systems and procedure training for all new sales people joining the firm as well as continuing improvement monitoring for an active sales force of 25. I also sought to analyze and implement ways to increase profitability through higher margin sales.

Territory Manager, June 1996 - March 1999

Directed the sales of merchandise to college bookstores nationwide as well as the 18 northeastern states. My team achieved quota goals consistently and increased our ordering population more than any other regional group.

Buyer, March 1994 - June 1996

Managed an inventory of approximately \$5 MM of computer supplies. The company was achieving annual sales in excess of \$50 MM but has grown substantially since. My responsibilities included sourcing, raw materials management, and timely production scheduling as well as new item selection for a mail order catalogue.

Soul Industries, Design and Production Manager 1992- 1994

Allison Rose, Production Manager 1988-1992

Little Laura of California, Design Room Manager 1986- 1988

Nevada Rural Counties RSVP Program, Inc
Balance Sheet
February 28, 2014

ASSETS

Current Assets

| | | |
|-------------------------------------|--------------|---------------|
| Mutual of Omaha Bank-Checking | \$ 19,812.07 | |
| Mutual of Omaha Bank-Federal | 244.63 | |
| Mutual of Omaha Bank-Non Fed | 1,779.12 | |
| CareLaw Trust Cash | 543.55 | |
| Mutual of Omaha Bank-Fireworks Fund | 5,888.28 | |
| Smith Barney Money Mkt | 125,906.84 | |
| Petty Cash | 350.00 | |
| Total Current Assets | | \$ 154,524.49 |

Accounts Receivable

| | | |
|----------------------------------|-----------|-----------|
| | 19,548.69 | |
| Total Accounts Receivable | | 19,548.69 |

Property and Equipment

| | | |
|-------------------------------------|--------------|-----------|
| Equipment | 85,765.24 | |
| Accum Dep - Equipment | (76,043.59) | |
| Vehicles | 166,671.25 | |
| Accum Dep - Vehicles | (115,451.24) | |
| Total Property and Equipment | | 60,941.66 |

Other Assets

| | | |
|------------------|-------------|--|
| Prepaid Expenses | \$ 3,865.89 | |
|------------------|-------------|--|

Total Other Assets

3,865.89

Total Assets

238,880.73

LIABILITIES AND CAPITAL

Current Liabilities

| | | |
|----------------------------------|--------------|--------------|
| Accounts Payable | \$ 12,296.94 | |
| Total Current Liabilities | | \$ 12,296.94 |

Other Current Liabilities

| | | |
|----------------------------|------------|--|
| Deferred Income | 1,054.32 | |
| Payroll Taxes Payable | (4,311.44) | |
| Direct Deposit Liabilities | 563.08 | |
| Payroll Deductions Payable | 408.49 | |
| Accrued Vacation | 10,147.15 | |

Total Other Current Liabilities

\$ 7,861.60

Total Current Liabilities

\$ 20,158.54

Capital

| | | |
|--------------------------------|---------------|------------|
| Retained Earnings | \$ 196,722.32 | |
| Fund Bal-Vehicle Temp Restrict | 12,798.00 | |
| Initial Fund Balance-Equipment | 7,952.95 | |
| Net Income | 1,248.92 | |
| Total Capital | | 218,722.19 |

Total Liabilities & Capital

\$ 238,880.73

Nevada Rural Counties RSVP Program, Inc
Balance Sheet
February 28, 2014

Note: RSVP reports information regarding its financial position and activities according to the three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets, based upon the existence or absence of donor-imposed restrictions. Contributions received are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence and/or nature of any donor restrictions. The Program has not received any contributions with donor-imposed restrictions that would result in permanently restricted net assets.

RSVP prepares its financial statements using the accrual method of accounting, which recognizes revenue when earned and expenses as incurred.

NEVADA RURAL COUNTIES RSVP PROGRAM
PROFIT & LOSS
February 28, 2014

Jan-Feb 2014

Revenues

| | |
|---|-------------------|
| Federal Grants | |
| Corporation for National & Community Service | 2,955.00 |
| Aging Services Grants | |
| Homemaker Services | 15,600.00 |
| Home Companion | 14,700.00 |
| Transportation Program | 6,752.00 |
| Volunteer Grant | 5,270.00 |
| Lifeline | 9,852.00 |
| Respite | 20,436.00 |
| Farmers' Market Nutrition Program | 5,000.00 |
| CARE Law Program-Donations | 5,171.35 |
| CARE Law Program-Justice League | 19,000.00 |
| Lifeline Program Billings- Lincoln County Customers | 1,451.40 |
| Lifeline Program Billings- Northern NV Customers | 18,146.64 |
| Fair Revenue | 8,334.00 |
| City/County Government | 14,919.00 |
| Transportation Program - Donations | 1,104.89 |
| United Way North | 1,938.49 |
| Interest Income | 1.74 |
| Volunteer Expense Reimbursement | |
| Restricted Contributions | 5,044.00 |
| Donated Professional Services | |
| Miscellaneous Gifts/Income | 19,782.06 |
| Total Revenues | 175,458.57 |

NEVADA RURAL COUNTIES RSVP PROGRAM
PROFIT & LOSS
February 28, 2014

| | Jan-Feb 2014 |
|--|---------------------|
| Expenditures | |
| Federal Funding | |
| Corp. for National Service | 3,602.60 |
| Non-Federal Funds | |
| Aging Services | |
| Homemaker Services | 9,065.43 |
| Home Companion | 9,789.07 |
| Transportation | 7,818.12 |
| Lifeline | 4,367.00 |
| Respite | 9,734.81 |
| Volunteer Grant | 4,202.08 |
| Farmers Market Nutrition Program | 1,537.66 |
| CARE Law Program Costs | 7,865.79 |
| NDOT - Carson City and Pahrump | 14,687.21 |
| CDBG - Transportation | 2,924.31 |
| Fund for Healthy Nevada - Transportation | 5,398.02 |
| Barrick Mines | 163.50 |
| Newmont-NMC Legacy | 117.56 |
| Nye County | 450.00 |
| Nevada Energy Foundation | 2,214.70 |
| Lifeline Program Costs-Northern Nevada | 24,305.18 |
| Lifeline Program Costs-Lincoln County | 2,096.65 |
| Fair Expense | 15.52 |
| Non-Federal Funds Program Costs | 63,854.44 |
| Total Expenses | 174,209.65 |
| Excess Revenues over Expenditures | 1,248.92 |

2014 Projected Budget

| Category | Budget |
|------------------|---------------------|
| Salaries | \$ 460,000 |
| Retirement | \$ 23,000 |
| PR Taxes | \$ 43,700 |
| Advertising | \$ 9,000 |
| Bank Fees | \$ 4,000 |
| Contract Labor | \$ 42,000 |
| Homemakers | \$ 41,860 |
| Cache Pension | \$ 3,700 |
| Dues/Lic/Misc | \$ 2,500 |
| Rent | \$ 4,800 |
| Lifeline Rentals | \$ 134,140 |
| Equip Rentals | \$ 5,500 |
| Group Ins | \$ 71,000 |
| Prof Lia Ins | \$ 2,487 |
| Building Ins | \$ 11,892 |
| Contributions | \$ 100 |
| Postage/Box ren | \$ 10,000 |
| Printing/Promo | \$ 15,782 |
| Accounting | \$ 15,500 |
| Contractual-IT | \$ 4,900 |
| Software Update | \$ 2,000 |
| Equip Maint | \$ 500 |
| Bldg Maint | \$ 5,850 |
| Staff Travel | \$ 28,065 |
| Supplies & LL | \$ 18,747 |
| Telephone | \$ 19,107 |
| Utilities | \$ 6,770 |
| Vehicle | \$ 36,831 |
| Fundraising | \$ 41,676 |
| Subtotal | \$ 1,065,407 |

VOLUNTEERS

| | |
|----------------------|------------|
| Vol Recog &Awar | \$ 10,000 |
| Backgrd Checks | \$ 2,200 |
| Vol Insur | \$ 3,900 |
| Lodging | \$ 100 |
| Meals | \$ 500 |
| Mileage | \$ 120,000 |
| Recruitment/Uniforms | \$ 3,000 |
| Cards, Flowers | \$ 500 |
| Stipends | \$ 84,000 |
| Training | \$ 1,000 |

Subtotal \$ 225,200

Total Cash \$ 1,290,607

FOOD SECURITY

Senior Farmers Market \$ 145,000

DONATED PROF FEES

Estimated \$ 500,000

TOTAL \$ 1,935,607

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

RECEIVED

APR 15 2014

OFFICE OF
BUSINESS DEVELOPMENT



Special Event Funding Request Form

NV Rural Counties RSVP Program, Inc.

ORGANIZATION NAME / APPLICANT

2621 Northgate Lane, Ste. 6 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 687-4680 x 2 www.nevadaruralrsvp.org

PHONE #

WEBSITE URL

Susan C. Haas

CONTACT / EVENT DIRECTOR NAME

2621 Northgate Lane, Ste. 6 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 687-4680 x2 shaas@nvrsvp.com

PHONE #

EMAIL

NAME OF EVENT: Fourth of July Celebration and
Carnival

\$ 10,000

TOTAL FUNDING REQUEST

Event Dates

July 3-6, 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):

RSVP will be hosting our 22nd Annual Fourth of July Celebration and Carnival at Mills Park in Carson City and once again expects both local residents and the many visitors to our area to join us for great food, unique crafts and merchandise, and the excitement of carnival rides and games designed for the whole family. The great people at Pyrotechnica will also produce a beautiful and thrilling fireworks display at dusk on Friday, July 4th that brings thousands of additional visitors to the park and surrounding areas.

RSVP promotes this event in radio, print and electronic media with additional coverage through Cumulus Radio and a live remote emanating from Mills Park. It has become a favorite and a very successful multi-day event. It has grown in popularity over the years. The celebration draws thousands of tourists from Reno, Virginia City, Lake Tahoe, Fallon, Douglas and other counties as well as people from California and other neighboring states.

People are drawn to Carson City because they can enjoy themselves and have fun at Mills Park with their families. Admission is free and families can spend as much time as they wish at the carnival, enjoy the food and craft vendors on site or experience Carson City's local restaurants, businesses, casinos, and hotels at their discretion. A \$5 discount coupon is offered to reduce the cost of an all-day carnival wristband online and in newspaper ads.

New to the event is live music performed on a stage on 3 separate sessions over the course of the weekend and is an excellent opportunity for local musicians to gain exposure and new fans in the local area. We encourage people to bring their lawn chairs or dance. It also helps promote the multigenerational family aspect of coming to the fair, offering a reason to have parents and other adults spend time with younger family members.

The event draws between 30 and 35 local and out of state vendors. These vendors set up booths and sell food and crafts. Many of the vendors travel from other states and find it worthwhile to attend the event as they are able to make a profit all the while contributing to our local economy, as they stay at motels, RV parks or with friends as well as other businesses where they purchase goods and gifts to take home.

This event brings sales tax revenue into our community where it is needed. We cannot express enough that the benefits to Carson City from the Fourth of July Celebration event are really twofold. While it is a fund raiser to keep seniors at home and out of costly institutions, it is also an event that brings "heads in beds" to motel/hotel operators and revenue to other businesses such as casinos, restaurants, etc.; vendors come from out of state and have 3 or 4 staff that stay in hotels, motels and eat out and enjoy gaming. Also, some vendors hire extra temporary workers upon arrival which is a benefit to Carson City.

As an added incentive, not only does the community benefit from the entertainment that they can enjoy for free, proceeds from the Fourth of July Celebration help to fund RSVP's Independent Living Programs which assist seniors to remain independent and in their own homes. Seniors are enabled to live with dignity and avoid premature institutionalization. These Independent Living Programs are provided by RSVP volunteers who assist seniors with their everyday basic needs, such as escorted transportation.

Many seniors can no longer see well enough to drive or may have some confusion or fear about going out alone. RSVP provides escorted transportation so that seniors will have access to the goods and services that they need to be able to continue to live at home where they want to be. Studies show that seniors fear institutionalization more than death. Transportation to doctor, dental, and vision appointments, or to pick up groceries and prescriptions is paramount to seniors remaining at home. Additionally, the emotional support that seniors receive is imperative as the homebound elderly need reassurance that their needs will be met so that they can remain at home in safety.

Other programs of assistance include the Lifeline Personal Emergency Response System which sends for help if a senior falls, is injured or just needs assistance and gives seniors one-button access to emergency response services enabling them to feel secure, increasing their self-sufficiency and thus being able to remain independently at home.

The Home Companion Program provides seniors with companionship and emotional support – seniors are able to feel that they are still members of society and the community with the support provided to them by RSVP volunteers. Unfortunately, Nevada continues to have the highest suicide rate among seniors in the nation, and with many people having little or no family support, RSVP programs help keep seniors from being depressed due to isolation and loneliness.

The RSVP Homemaker Program provides homemaker and chore assistance to low-income and homebound seniors who are unable to perform these tasks on their own. RSVP Homemakers help seniors who are struggling to live safely and comfortably by providing them with a clean, hygienic environment. After a homemaker visit, the senior's spirits are lifted as they are left to enjoy a clean and comfortable home.

RSVP's Resistance Exercise Program provides seniors with light weights training, which is a proven method to build muscle mass and therefore, helps to develop strength, balance, and cognitive awareness. It also helps to avert falls and prevent depression.

Our Carson and Rural Elder Law Program (CARE Law) provides pro-bono legal services for low-income and homebound seniors and helps with wills, estate planning, elder abuse issues, guardianships, and Social Security and Medicaid/Medicare issues, and more. Additionally, RSVP's CARE Law attorney serves the Carson City community by serving as the Carson City Public Guardian's attorney.

The RSVP Respite Care Program provides regular breaks to 24/7 caregivers who are taking care of a homebound loved-one. RSVP volunteers provide these essential lifesaving breaks to caregivers, which provides the caregiver with some free time. They can return to their care giving refreshed and able to continue their unselfish care of their loved-one. The program also provides the one being cared for someone new to spend time with and share their stories and thoughts with which stimulates their minds and bodies and assures them

they are still worthwhile people.

RSVP administers the Senior Farmer's Market Nutrition Program and volunteers assist with the distribution of Farmers' Market coupons which provide low-income seniors with free coupons to purchase healthy fresh fruits and vegetables during spring and summer.

All RSVP programs work to match the talents of volunteers with the needs of the community and assist seniors to live independently with dignity at home for as long as possible. RSVP programs are free of charge to the clients with the exception of the Lifeline monitoring fee; however, those who are below poverty can qualify for the service at no charge

RSVP does an exit survey of all vendors to ascertain their involvement in Carson City while they are at our event.

Estimated number of local participants: 30,000 Estimated number of out-of-town participants: 10,000
Number of years event has taken place in Carson City: 26 years – 22 years under RSVP

Event Costs (Attach additional sheets, if necessary)

| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total |
|---|---------------------|-------------|-----------|
| Park Permits | \$ 2,200 | \$ | \$ 2,200 |
| Dumpster/Toilets/Park Clean-Up/Security | \$ 3,640 | \$ | \$ 3,640 |
| 4 th of July Fireworks | \$ | \$ 18,000 | \$18,000 |
| RSVP Staff Promoter/Coordinator/Set-up/Oversight | \$ | \$ 6,000 | \$ 6,000 |
| Advertising/Marketing | \$ 3,055 | \$ 3,000 | \$ 6,055 |
| Admin (copies, postage, supplies, equipment rental) | \$ 1,105 | \$ | \$ 1,105 |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals: | \$ 10,000 | \$27,000 | \$ 37,000 |
| Redevelopment Funds as a % of total Event costs: | 27% | | |

Projected Revenues: \$60,000

Projected Net Profit/Loss: \$23,000

Annual Budget of Organization:

| | Last Year | Present Year | Next Year |
|-----------|-------------|--------------|-------------|
| Income: | \$1,403,735 | \$1,450,300 | \$1,430,300 |
| Expenses: | \$1,378,385 | \$1,430,000 | \$1,420,300 |
| Reserves: | \$ 180,000 | \$ 160,000 | \$ 160,000 |

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

2013-14: \$ 8,333

2012-13: \$ 8,333

2011-12: \$ 3,350

2010: \$ _____

Number of years your organization has existed: 41

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:

RSVP works to find funding from local businesses. In these uncertain economic times, coming out of a recession, we have had difficulty obtaining funding for the event. Businesses have been dealing with an uncertain economic climate for many years and although things have started to turn around for many, they have not been able to commit to sponsoring the event. However, RSVP does receive assistance from some local businesses to fund the cost of the pyrotechnics portion of the 4th of July event which helps tremendously.

Describe why Redevelopment funds are required for the special event:

Redevelopment funds are required in order for RSVP to be able to provide the event. RSVP needs to promote the Fourth of July Celebration and Carnival to a wider audience and as a multi, 4-day event. RSVP would like to bring more vendors and tourists into Carson City to enjoy the celebration and to contribute to the economy of Carson City. We would like to create more awareness of the events featured in Carson City to locals, tourists, and Nevadans in the surrounding counties.

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):

The local economy is strengthened when citizens and tourists participate in special events in Carson City. The Fourth of July Celebration and Carnival contributes significantly to the overall economic health and vitality of the city and provides a 4 day event to draw consumers to Carson City. This keeps the dollars in our community over the course of the event. Motels, restaurants, local businesses, casinos, gas stations, and grocery stores all benefit from the influx of people who are consumers of the goods and services that they provide. Auto dealers such as Carson City Toyota Scion display their vehicles at the event, enhancing their sales efforts and creating more awareness of their dealerships located in Carson City.

The carnival and some of the vendors also hire local people to help with set-up and tear-down. This event strengthens the local economy with the sales tax revenues it receives from the goods and services the people purchase when they come to Carson City for the event as well as providing some employment opportunities here locally. RSVP collects sales taxes from the vendors.

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

Carson City Toyota-Scion, CCCVB, Carson Chamber of Commerce, Carson Nugget and Adele's for support of the Spring Fun Fair and Mother's Day event.

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

The event is held at Mills Park. There will be no 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?

We plan to market the event on radio spots, display ads in the Nevada Appeal, feature articles in area newspapers, word of mouth, RSVP website and FACE Book, informational flyers, posters, as well as Carnival and vendor websites.

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

With support from the Redevelopment funds RSVP will be able to continue to offer the event and to attract a wider range of vendors, tourists, as well as additional attractions and entertainment options to enhance the event and to help boost attendance. We have expanded the attractions to include live music performed on stage by local musicians and dancing to draw more people into the park.

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

RSVP continually seeks funding and we work in an ongoing manner to find new revenue streams. Historically

the RSVP fairs have been self-funded and self-sustaining and until recently we have not asked for assistance with Redevelopment Funds. However, RSVP needs assistance now. Park fees were raised and the costs of Marketing the event has raised and the general costs of doing business are higher. Without help with marketing and funding assistance we won't be able to draw as well from the surrounding counties. Those we attract will spend money here in Carson City. Gas prices are much higher and people have many venues to choose from. We have to work harder to attract and retain our clientele, find new people to attend the Fourth of July Celebration, and keep them in Carson City where their dollars help to support our local economy.

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

Susan C. Shaan

Date:

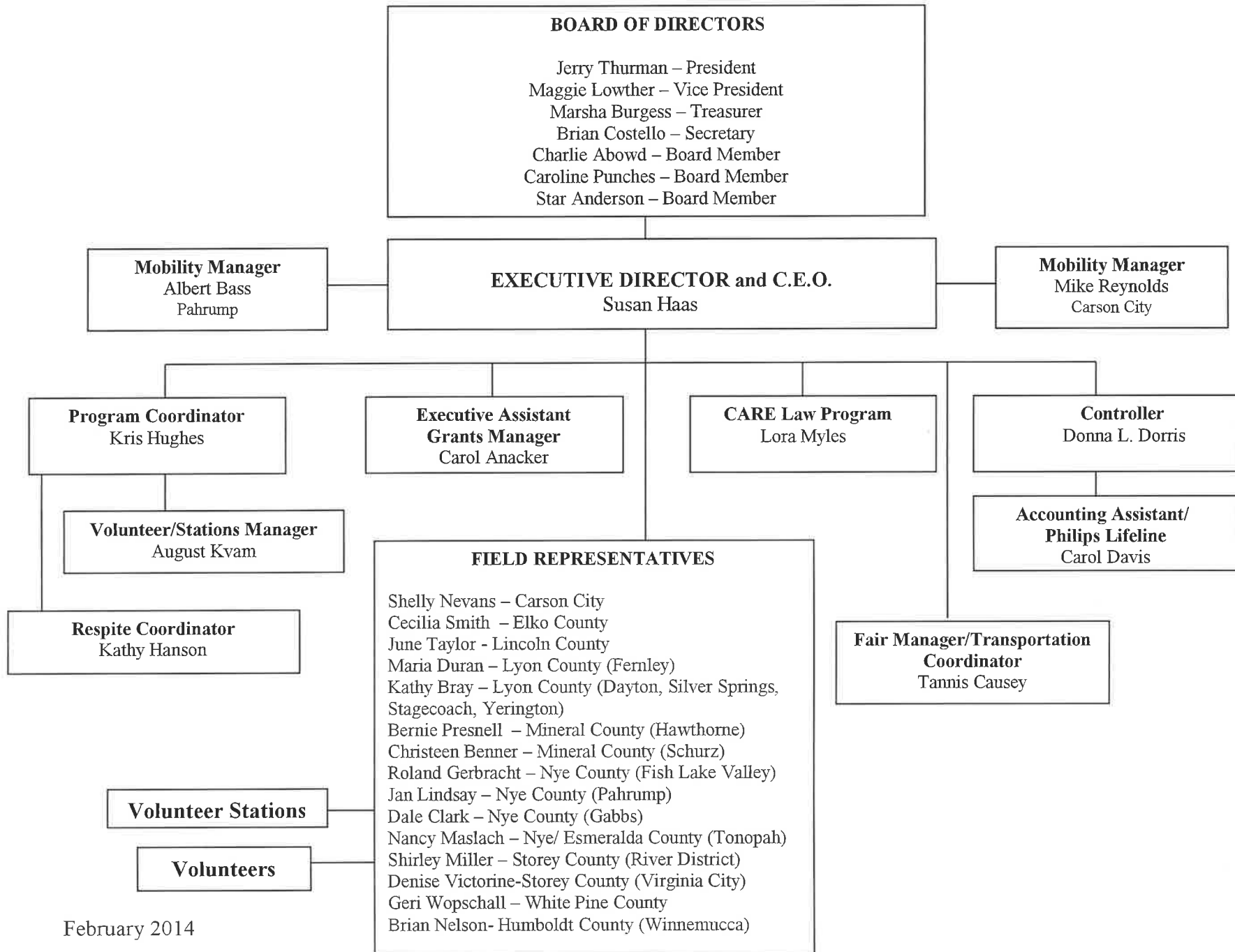
4/10/2014

***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.

Nevada Rural Counties RSVP Program, Inc. Organizational Chart



February 2014

**Susan Haas, Executive Director & C.E.O.
Nevada Rural Counties RSVP Program, Inc.
2621 Northgate Lane, Ste. 6
Carson City, NV 89706
Telephone: (775) 687-4680 x 2 / Fax: (775) 687-4494
E-mail: shaas@nvrsvp.com**

PROFESSIONAL EXPERIENCE:

NV Rural Counties RSVP Program, Inc.: June, 2013 – Present

EXECUTIVE DIRECTOR & C.E.O. Reports to RSVP's Board of Directors. As the Executive Director I have overall strategic and operational responsibility for RSVP's nonprofit organization, staff, programs, sustainability, expansion, and execution of its mission. I supervise 13 employees, 15 Field Representatives and more than 1,200 volunteers in the State of Nevada.

NV Rural Counties RSVP Program, Inc.: Sept. 2007 – June, 2013

PROGRAM DIRECTOR, DIRECTOR OF DEVELOPMENT, INTERIM EXECUTIVE DIRECTOR:

As Program Director RSVP, I supervised and provided on-going training and development of four employees, fifteen field representatives, AmeriCorps VISTA members, AARP trainees and over 1,200 volunteers statewide. This position enabled me to recruit volunteers and clients, develop innovative programs that build civic engagement, and provide direct needs services to senior citizens and the disabled with the goal of assisting them to remain independent in and their own homes and thus avoid premature institutionalization.

Administered programmatic aspects; ensured completion of grant-related objectives; monitored and assisted with budget development, grant opportunities, funding proposals, and civic presentations to assure program sustainability and development of innovative projects. Acted as Interim Executive Director from May 30, 2013 until my appointment as Executive Director in July, 2013. RSVP is a 501 (c)(3) non-profit national service organization.

Department of Personnel/State of Nevada/Director's Office: Carson City, Nevada:

Oct. 2006 - July 2007

EXECUTIVE ASSISTANT: Acted as liaison officer for the Department of Personnel for the State of Nevada processing personnel related documentation. My duties included the handing of sensitive human resource materials and interactions with tact, confidentiality and diplomacy. I maintained and monitored technical correspondence, assisted with budget development and analysis, special projects and research. Additionally, I was responsible for the supervision of two staff members.

Office of the Lt. Governor: Carson City, Nevada: Nov. 1999 - Oct. 2006

DEPUTY CHIEF OF STAFF: As Deputy Chief of Staff, I assisted the Lt. Governor with the promotion of economic development and tourism for the State of Nevada on a local, national and global level. As head of the northern Nevada office, it was my responsibility to act as liaison for the Office with state agencies, local businesses, and foreign diplomats. I delivered speeches and certificates of appreciation and recognition on behalf of the Lt. Governor. My duties included the supervision two staff members, day-to-day operations management at the State Capitol, budget administration and development, preparation of briefs, legislative assistance, and assistance with speech preparation, documentation of Office accomplishments, press releases and scheduling. Published the newsletter, attended national Lt. Governor's conferences, annual Tourism and Economic Development conferences, Territory meetings and events. I accompanied and assisted the Lt. Governor on three world trade and tourism missions to China which resulted in Nevada opening the first tourism office from the United States in Beijing.

Frontier Tours: Carson City, Nevada: Sept. 1998 - Nov. 1999

SPECIAL EVENTS MANAGER: Designed, coordinated and managed special events and group tour products. These projects involved all aspects of the group tour process from research, design, logistics, costing, descriptive writing, marketing and sales promotion to full operation and budget reconciliation. Responsible for coordinating a wide variety of tour products and promotions nationally, notably the "Pasadena Tournament of Roses Tour" successfully leading 2,200 passengers and supervising 25 staff members. This product exceeded one million dollars in gross revenue.

Frontier Tours, Carson City, Nevada: Sept. 1989 - April 1996, Nov. 1996 - July, 1998

ASSISTANT MANAGER SCENIC DEPARTMENT/MANAGER, INTERNATIONAL TOURS: These positions embodied a broad spectrum of responsibilities including the supervision of staff, design, creative writing, costing, advertisement, marketing, sales and operations of products for the Scenic, International and Special Events Tour Departments. I was able to contribute significantly to the continuing growth and success of this market by utilizing essential components of the industry such as: familiarization tours, destination development, competitive pricing, attention to detail and professional partnering.

Lake Tahoe Cruises, Inc.: Lake Tahoe, California: April 1996 - Nov. 1996

DIRECTOR OF SALES: Responsibilities as Director of Sales included the marketing and sales of cruises and weddings on board this 500-passenger paddle wheeler. Duties in this position included supervision of a staff of five, problem solving, setting goals and objectives, maintaining a high level of quality, customer service and attention to detail. This was accomplished for individuals, groups, wedding parties and special events.

MILITARY SERVICE:

United States Navy Communications Technician/Communications and Telecommunications Specialist
Stationed in Florida, Spain, Iceland and West Virginia, honorably discharged.

EDUCATION:

University of Toledo – Toledo, Ohio/Associates of Science Degree/Marketing and Sales
CTO – Communications Technician Operator Class "A" School, Pensacola, Florida
Soule' Business College, New Orleans, Louisiana
Belle Chasse High School, Belle Chasse, Louisiana

BOARDS AND ASSOCIATIONS:

Certified Tour Professional, CTP, National Tour Association, October, 1994
Tour Operator Advisory Board, Branson, Missouri, 1994-1996
Nevada Hispanic Services Executive Board Member, 2003-2005
Reno Tahoe Territory Executive Committee Board Member, 2002–2006
Association of Fundraising Professionals, 2012 – Present
Nevada Senior Corps Association Board Member – April 2014- Present
Commissioner, Governor's Commission on Service – February, 2014 - Present

Tannis L. Andrews-Causey

1115 Kennedy Drive
Carson City, NV 89706
775.220-4065 or 884-4019

QUALIFICATIONS

I am self-directed, well organized and have many years of direct customer service, complex project management and successful event planning and execution experience, both professionally and personally. The traits I possess which suit the position of Fair Manager for the Retired Senior Volunteer Program include my exceptional written and verbal communication skills, professionalism, flexibility and creativity. I am a team player who takes pride in helping others to achieve their goals, while consistently seeking to provide quality in all that I do.

EMPLOYMENT HISTORY

Retired and Senior Volunteer Program

Fair Manager and Transportation Coordinator September 2013- Current

In my role as Fair Manager, I produce the multiple raising events that support RSVP's programs in both Carson City and Lyon County. This oversight includes vendor and entertainment solicitation and selection, approvals and permitting and event production. On a daily basis, I am responsible for meeting the transportation needs of senior clients and disabled adults, ensuring their continuing independence and ability to live in their own homes.

AmeriCorps VISTA, then Program Director July 2012 – September 2013

In my role of Program Director, I was responsible for management and expansion of programs designed to help keep Nevada seniors living independently. These exist in 15 counties statewide and are run by a team of Field Representatives that reported to me and the Executive Director.

GE Energy March 2004-2010

Marketing Communications Manager

My role involved providing service to 3 different areas of our business. I coordinate an extremely diverse offering of marketing related products and services for 12 different internal clients, and act as a project manager between them and the creative team, both locally and globally. I led a major product launch for our flagship software product, coordinated trade publication advertisement, and executed multiple global events.

Bentley Nevada August 2000- March 2004

Customer Information Coordinator/Executive Assistant to the Marketing Manager

I was the primary contact within the Marketing Communications Department for both internal and external customer requests. These were product or service related and required me to establish a deep knowledge of the company's global resources to match the right answerer with the requestor. I also managed a \$1MM budget for the department.

Horizon USA, Inc. March 1994 – August 2000

Training Coordinator, March 1999 – August 2000

Responsible for the product, systems and procedure training for all new sales people joining the firm as well as continuing improvement monitoring for an active sales force of 25. I also sought to analyze and implement ways to increase profitability through higher margin sales.

Territory Manager, June 1996 - March 1999

Directed the sales of merchandise to college bookstores nationwide as well as the 18 northeastern states. My team achieved quota goals consistently and increased our ordering population more than any other regional group.

Buyer, March 1994 - June 1996

Managed an inventory of approximately \$5 MM of computer supplies. The company was achieving annual sales in excess of \$50 MM but has grown substantially since. My responsibilities included sourcing, raw materials management, and timely production scheduling as well as new item selection for a mail order catalogue.

Soul Industries, Design and Production Manager 1992- 1994

Allison Rose, Production Manager 1988-1992

Little Laura of California, Design Room Manager 1986- 1988

Nevada Rural Counties RSVP Program, Inc
Balance Sheet
February 28, 2014

ASSETS

Current Assets

| | | |
|-------------------------------------|--------------|---------------|
| Mutual of Omaha Bank-Checking | \$ 19,812.07 | |
| Mutual of Omaha Bank-Federal | 244.63 | |
| Mutual of Omaha Bank-Non Fed | 1,779.12 | |
| CareLaw Trust Cash | 543.55 | |
| Mutual of Omaha Bank-Fireworks Fund | 5,888.28 | |
| Smith Barney Money Mkt | 125,906.84 | |
| Petty Cash | 350.00 | |
| Total Current Assets | | \$ 154,524.49 |

| | | |
|----------------------------------|-----------|-----------|
| Accounts Receivable | 19,548.69 | |
| Total Accounts Receivable | | 19,548.69 |

Property and Equipment

| | | |
|-------------------------------------|--------------|-----------|
| Equipment | 85,765.24 | |
| Accum Dep - Equipment | (76,043.59) | |
| Vehicles | 166,671.25 | |
| Accum Dep - Vehicles | (115,451.24) | |
| Total Property and Equipment | | 60,941.66 |

Other Assets

| | | |
|---------------------------|-------------|-------------------|
| Prepaid Expenses | \$ 3,865.89 | |
| Total Other Assets | | 3,865.89 |
| Total Assets | | <u>238,880.73</u> |

LIABILITIES AND CAPITAL

Current Liabilities

| | | |
|----------------------------------|--------------|--------------|
| Accounts Payable | \$ 12,296.94 | |
| Total Current Liabilities | | \$ 12,296.94 |

Other Current Liabilities

| | | |
|----------------------------|------------|--|
| Deferred Income | 1,054.32 | |
| Payroll Taxes Payable | (4,311.44) | |
| Direct Deposit Liabilities | 563.08 | |
| Payroll Deductions Payable | 408.49 | |
| Accrued Vacation | 10,147.15 | |

| | | |
|--|--------------|--|
| Total Other Current Liabilities | \$ 7,861.60 | |
| Total Current Liabilities | \$ 20,158.54 | |

Capital

| | | |
|--|---------------|----------------------|
| Retained Earnings | \$ 196,722.32 | |
| Fund Bal-Vehicle Temp Restrict | 12,798.00 | |
| Initial Fund Balance-Equipment | 7,952.95 | |
| Net Income | 1,248.92 | |
| Total Capital | | 218,722.19 |
| Total Liabilities & Capital | | <u>\$ 238,880.73</u> |

Nevada Rural Counties RSVP Program, Inc
Balance Sheet
February 28, 2014

Note: RSVP reports information regarding its financial position and activities according to the three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets, based upon the existence or absence of donor-imposed restrictions. Contributions received are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence and/or nature of any donor restrictions. The Program has not received any contributions with donor-imposed restrictions that would result in permanently restricted net assets.

RSVP prepares its financial statements using the accrual method of accounting, which recognizes revenue when earned and expenses as incurred.

NEVADA RURAL COUNTIES RSVP PROGRAM
PROFIT & LOSS
February 28, 2014

Jan-Feb 2014

Revenues

| | |
|---|-------------------|
| Federal Grants | |
| Corporation for National & Community Service | 2,955.00 |
| Aging Services Grants | |
| Homemaker Services | 15,600.00 |
| Home Companion | 14,700.00 |
| Transportation Program | 6,752.00 |
| Volunteer Grant | 5,270.00 |
| Lifeline | 9,852.00 |
| Respite | 20,436.00 |
| Farmers' Market Nutrition Program | 5,000.00 |
| CARE Law Program-Donations | 5,171.35 |
| CARE Law Program-Justice League | 19,000.00 |
| Lifeline Program Billings- Lincoln County Customers | 1,451.40 |
| Lifeline Program Billings- Northern NV Customers | 18,146.64 |
| Fair Revenue | 8,334.00 |
| City/County Government | 14,919.00 |
| Transportation Program - Donations | 1,104.89 |
| United Way North | 1,938.49 |
| Interest Income | 1.74 |
| Volunteer Expense Reimbursement | |
| Restricted Contributions | 5,044.00 |
| Donated Professional Services | |
| Miscellaneous Gifts/Income | 19,782.06 |
| Total Revenues | 175,458.57 |

**NEVADA RURAL COUNTIES RSVP PROGRAM
PROFIT & LOSS
February 28, 2014**

Jan-Feb 2014

Expenditures

| | |
|--|-------------------|
| Federal Funding | |
| Corp. for National Service | 3,602.60 |
| Non-Federal Funds | |
| Aging Services | |
| Homemaker Services | 9,065.43 |
| Home Companion | 9,789.07 |
| Transportation | 7,818.12 |
| Lifeline | 4,367.00 |
| Respite | 9,734.81 |
| Volunteer Grant | 4,202.08 |
| Farmers Market Nutrition Program | 1,537.66 |
| CARE Law Program Costs | 7,865.79 |
| NDOT - Carson City and Pahrump | 14,687.21 |
| CDBG - Transportation | 2,924.31 |
| Fund for Healthy Nevada - Transportation | 5,398.02 |
| Barrick Mines | 163.50 |
| Newmont-NMC Legacy | 117.56 |
| Nye County | 450.00 |
| Nevada Energy Foundation | 2,214.70 |
| Lifeline Program Costs-Northern Nevada | 24,305.18 |
| Lifeline Program Costs-Lincoln County | 2,096.65 |
| Fair Expense | 15.52 |
| Non-Federal Funds Program Costs | 63,854.44 |
| Total Expenses | 174,209.65 |

Excess Revenues over Expenditures **1,248.92**

2014 Projected Budget

| Category | Budget |
|------------------|---------------------|
| Salaries | \$ 460,000 |
| Retirement | \$ 23,000 |
| PR Taxes | \$ 43,700 |
| Advertising | \$ 9,000 |
| Bank Fees | \$ 4,000 |
| Contract Labor | \$ 42,000 |
| Homemakers | \$ 41,860 |
| Cache Pension | \$ 3,700 |
| Dues/Lic/Misc | \$ 2,500 |
| Rent | \$ 4,800 |
| Lifeline Rentals | \$ 134,140 |
| Equip Rentals | \$ 5,500 |
| Group Ins | \$ 71,000 |
| Prof Lia Ins | \$ 2,487 |
| Building Ins | \$ 11,892 |
| Contributions | \$ 100 |
| Postage/Box ren | \$ 10,000 |
| Printing/Promo | \$ 15,782 |
| Accounting | \$ 15,500 |
| Contractual-IT | \$ 4,900 |
| Software Update | \$ 2,000 |
| Equip Maint | \$ 500 |
| Bldg Maint | \$ 5,850 |
| Staff Travel | \$ 28,065 |
| Supplies & LL | \$ 18,747 |
| Telephone | \$ 19,107 |
| Utilities | \$ 6,770 |
| Vehicle | \$ 36,831 |
| Fundraising | \$ 41,676 |
| Subtotal | \$ 1,065,407 |

VOLUNTEERS

| | |
|----------------------|------------|
| Vol Recog &Awar | \$ 10,000 |
| Backgrd Checks | \$ 2,200 |
| Vol Insur | \$ 3,900 |
| Lodging | \$ 100 |
| Meals | \$ 500 |
| Mileage | \$ 120,000 |
| Recruitment/Uniforms | \$ 3,000 |
| Cards, Flowers | \$ 500 |
| Stipends | \$ 84,000 |
| Training | \$ 1,000 |

Subtotal \$ 225,200

Total Cash \$ 1,290,607

FOOD SECURITY

Senior Farmers Market \$ 145,000

DONATED PROF FEES

Estimated \$ 500,000

TOTAL \$ 1,935,607

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



Special Event Funding Request Form

NV Rural Counties RSVP Program, Inc.

ORGANIZATION NAME / APPLICANT

2621 Northgate Lane, Ste. 6 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 687-4680 x 2 www.nevadaruralrsvp.org

PHONE #

WEBSITE URL

Susan C. Haas

CONTACT / EVENT DIRECTOR NAME

2621 Northgate Lane, Ste. 6 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 687-4680 x2 shaas@nvrsvp.com

PHONE #

EMAIL

NAME OF EVENT: Nevada Day Celebration and Carnival

\$ 10,000

TOTAL FUNDING REQUEST

Event Dates: Oct 30-Nov 2, 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):

RSVP has been hosting a Nevada Day Celebration and Carnival at Mills Park in Carson City for 29 years and is excited to celebrate our Nevada's sesquicentennial in 2014. We hope to have our Celebration designated a Signature Event and reap the benefits of additional visibility on the Nevada 150 website. Each year both local residents and visitors to our area are excited to come together and celebrate Nevada's statehood and spend a day or two in the park enjoying great food, unique crafts and merchandise, and the excitement of carnival rides and games designed for the whole family.

RSVP promotes this event in radio, print and electronic media and it has become a favorite and a very successful multi-day event. It continues to grow in popularity each year. The celebration draws thousands of tourists from Reno, Virginia City, Lake Tahoe, Fallon, Douglas and other counties as well as people from California and other neighboring states.

People are drawn to Carson City to celebrate Nevada Day to take part in the various activities around the Capital and include time to visit the event at Mills Park with their families. Admission is free and families can spend as much time as they wish at the carnival, enjoy the food and craft vendors on site or experience Carson City's local restaurants, businesses, casinos, and hotels at their discretion. A \$5 discount coupon is offered to reduce the cost of an all-day carnival wristband online and in newspaper ads.

Returning to the event is live music performed on an elevated stage over the course of the weekend and is an excellent opportunity for local musicians to gain exposure and bring new fans in the area. We encourage people to bring their lawn chairs and to dance. It also helps promote the multigenerational family aspect of coming to the fair, offering a reason to have parents and other adults spend time with younger family members.

The event draws between 20 and 30 local and out of state vendors. These vendors set up booths and sell food and crafts. Many of the vendors travel from other states and find it worthwhile to attend the event as they are able to make a profit all the while contributing to our local economy, as they stay at motels or RV parks as well as patronize other businesses where they purchase goods and gifts to take home.

This event brings sales tax revenue into our community where it is needed. We cannot express enough that the benefits to Carson City from the Nevada Day Celebration and Carnival are really twofold. While it is a fund raiser to keep seniors at home and out of costly institutions, it is also an event that brings "heads in beds" to motel/hotel operators and revenue to other businesses such as casinos, restaurants, etc.; vendors come from out of state and have 3 or 4 staff that stay in hotels, motels and eat out and enjoy gaming. Also, some vendors hire extra temporary workers upon arrival which is a benefit to Carson City.

As an added incentive, not only does the community benefit from the entertainment that they can enjoy for free, proceeds from the Nevada Day Celebration help to fund RSVP's Independent Living Programs which assist seniors to remain independent and in their own homes. Seniors are enabled to live with dignity and avoid premature institutionalization. These Independent Living Programs are provided by RSVP volunteers who assist seniors with their everyday basic needs, such as escorted transportation.

Many seniors can no longer see well enough to drive or may have some confusion or fear about going out alone. RSVP provides escorted transportation so that seniors will have access to the goods and services that they need to be able to continue to live at home where they want to be. Studies show that seniors fear institutionalization more than death. Transportation to doctor, dental, and vision appointments, or to pick up groceries and prescriptions is paramount to seniors remaining at home. Additionally, the emotional support that seniors receive is imperative as the homebound elderly need reassurance that their needs will be met so that they can remain at home in safety.

Other programs of assistance include the Lifeline Personal Emergency Response System which sends for help if a senior falls or is injured or just needs assistance and gives seniors access to emergency response services enabling them to feel secure, increasing their self-sufficiency and thus being able to remain independently at home.

The Home Companion Program provides seniors with companionship and emotional support – seniors are able to feel that they are still members of society and the community with the support provided to them by RSVP volunteers. Unfortunately, Nevada continues to have the highest suicide rate among seniors in the nation, and with many people having little or no family support, RSVP programs help keep seniors from being depressed due to isolation and loneliness.

The RSVP Homemaker Program provides homemaker and chore assistance to low-income and homebound seniors who are unable to perform these tasks on their own. RSVP Homemakers help seniors who are struggling to live safely and comfortably by providing them with a clean, hygienic environment. After a homemaker visit, the senior's spirits are lifted as they are left to enjoy a clean and comfortable home.

RSVP's Resistance Exercise Program provides seniors with light weights training, which is a proven method to build muscle mass and therefore, helps to develop strength, balance, and cognitive awareness. It also helps to avert falls and prevent depression.

Our Carson and Rural Elder Law Program (CARE Law) provides pro-bono legal services for low-income and homebound seniors and helps with wills, estate planning, elder abuse issues, guardianships, and Social Security and Medicaid/Medicare issues, and more. Additionally, RSVP's CARE Law attorney serves the Carson City community by serving as the Carson City Public Guardian's attorney.

The RSVP Respite Care Program provides regular breaks to 24/7 caregivers who are taking care of a homebound loved-one. RSVP volunteers provide these essential lifesaving breaks to caregivers which provides the caregiver with some free time. They can return to their care giving refreshed and able to continue their unselfish care of their loved-one. The program also provides the one being cared for someone new to spend

time with and share their stories and thoughts with which stimulates their minds and bodies and assures them they are still worthwhile people.

RSVP administers the Senior Farmer's Market Nutrition Program and volunteers assist with the distribution of Farmers' Market coupons which provide low-income seniors with free coupons to purchase healthy fresh fruits and vegetables during spring and summer.

All RSVP programs work to match the talents of volunteers with the needs of the community and assist seniors to live independently with dignity at home for as long as possible. RSVP programs are free of charge to the clients with the exception of the Lifeline monitoring fee; however, those who are below poverty can qualify for the service at no charge

RSVP does an exit survey of all vendors to ascertain their involvement in Carson City while they are at our event.

Estimated number of local participants: 30,000 Estimated number of out-of-town participants: 10,000

Number of years event has taken place in Carson City: 29

Event Costs (Attach additional sheets, if necessary)

| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total |
|---|---------------------|-------------|-----------|
| Park Permits | \$ 2,200 | \$ | \$2,200 |
| Dumpster/Toilets/Park Clean-Up/Security | \$ 3,640 | \$ | \$3,640 |
| RSVP Staff Promoter/Coordinator/Set-up/Oversight | \$ | \$ 6,000 | \$6,000 |
| Advertising/Marketing | \$ 3,055 | \$ 5,000 | \$8,055 |
| Admin (copies, postage, supplies, equipment rental) | \$ 1,105 | \$ | \$1,105 |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals: | \$ 10,000 | \$11,000 | \$ 21,000 |
| Redevelopment Funds as a % of total Event costs: | (48%) 47% | | |

Projected Revenues: \$41,000

Projected Net Profit/Loss: \$20,000

Annual Budget of Organization:

| | Last Year | Present Year | Next Year |
|-----------|-------------|--------------|-------------|
| Income: | \$1,403,735 | \$1,450,300 | \$1,430,300 |
| Expenses: | \$1,378,385 | \$1,430,000 | \$1,420,300 |
| Reserves: | \$ 180,000 | \$ 160,000 | \$ 160,000 |

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

2013-14: \$ 8,333

2012-13: \$ 8,333

2011-12: \$ 3,350

2010: \$ _____

Number of years your organization has existed: 41

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:

RSVP works to find funding from local businesses. In these uncertain economic times, coming out of a recession, we have had difficulty obtaining funding for the event. Businesses have been dealing with an uncertain economic climate for many years and although things have started to turn around for many, they have not been able to commit to sponsoring the event.

Describe why Redevelopment funds are required for the special event:

Redevelopment funds are required in order for RSVP to be able to provide the event. RSVP needs to promote the Nevada Day Celebration and Carnival to a wider audience and as a multi, 4-day event. RSVP would like to bring more vendors and tourists into Carson City to enjoy the celebration and to contribute to the economy of Carson City. We would like to create more awareness of the events featured in Carson City to locals, tourists, and Nevadans in the surrounding counties.

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):

The local economy is strengthened when citizens and tourists participate in special events in Carson City. The Nevada Day Celebration contributes significantly to the overall economic health and vitality of the city and provides a 4 day event to draw consumers to Carson City. This keeps the dollars in our community over the course of the event. Motels, restaurants, local businesses, casinos, gas stations, and grocery stores all benefit from the influx of people who are consumers of the goods and services that they provide. Auto dealers such as Carson City Toyota Scion display their vehicles at the event, enhancing their sales efforts and creating more awareness of their dealerships located in Carson City.

The carnival and some of the vendors also hire local people to help with set-up and tear-down. This event strengthens the local economy with the sales tax revenues it receives from the goods and services the people purchase when they come to Carson City for the event as well as providing some employment opportunities here locally. RSVP collects sales taxes from the vendors.

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

Carson City Toyota-Scion, CCCVB, Carson Chamber of Commerce, Carson City Parks & Recreation, Carson Nugget and Adele's for support of the Spring Fun Fair and Mother's Day event.

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

The event is held at Mills Park. There will be no 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?

We plan to market the event on radio spots, display ads in the Nevada Appeal, feature articles in area newspapers, word of mouth, RSVP website and FACE Book, informational flyers, posters, as well as Carnival and vendor websites.

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

With support from the Redevelopment funds RSVP will be able to continue to offer the event and to attract a wider range of vendors, tourists, as well as additional attractions and entertainment options to enhance the event and to help boost attendance. We have expanded the attractions to include live music performed on stage by local musicians and dancing to draw more people into the park.

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

RSVP continually seeks funding and we work in an ongoing manner to find new revenue streams. Historically

the RSVP Nevada Day Celebrations have been self-funded and self-sustaining and until recently we have not asked for assistance with Redevelopment Funds. However, RSVP needs assistance now. Park fees were raised and the costs of Marketing the event has raised and the general costs of doing business are higher. Without help with marketing and funding assistance we won't be able to draw as well from the surrounding counties. Those we attract will spend money here in Carson City. Gas prices are much higher and people have many venues to choose from. We have to work harder to attract and retain our clientele, find new people to attend the Nevada Day Celebration, and keep them in Carson City where their dollars help to support our local economy.

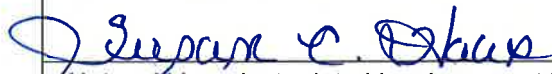
Acknowledgement of Application Provisions: (please check each that you acknowledge)

- ☒ 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:



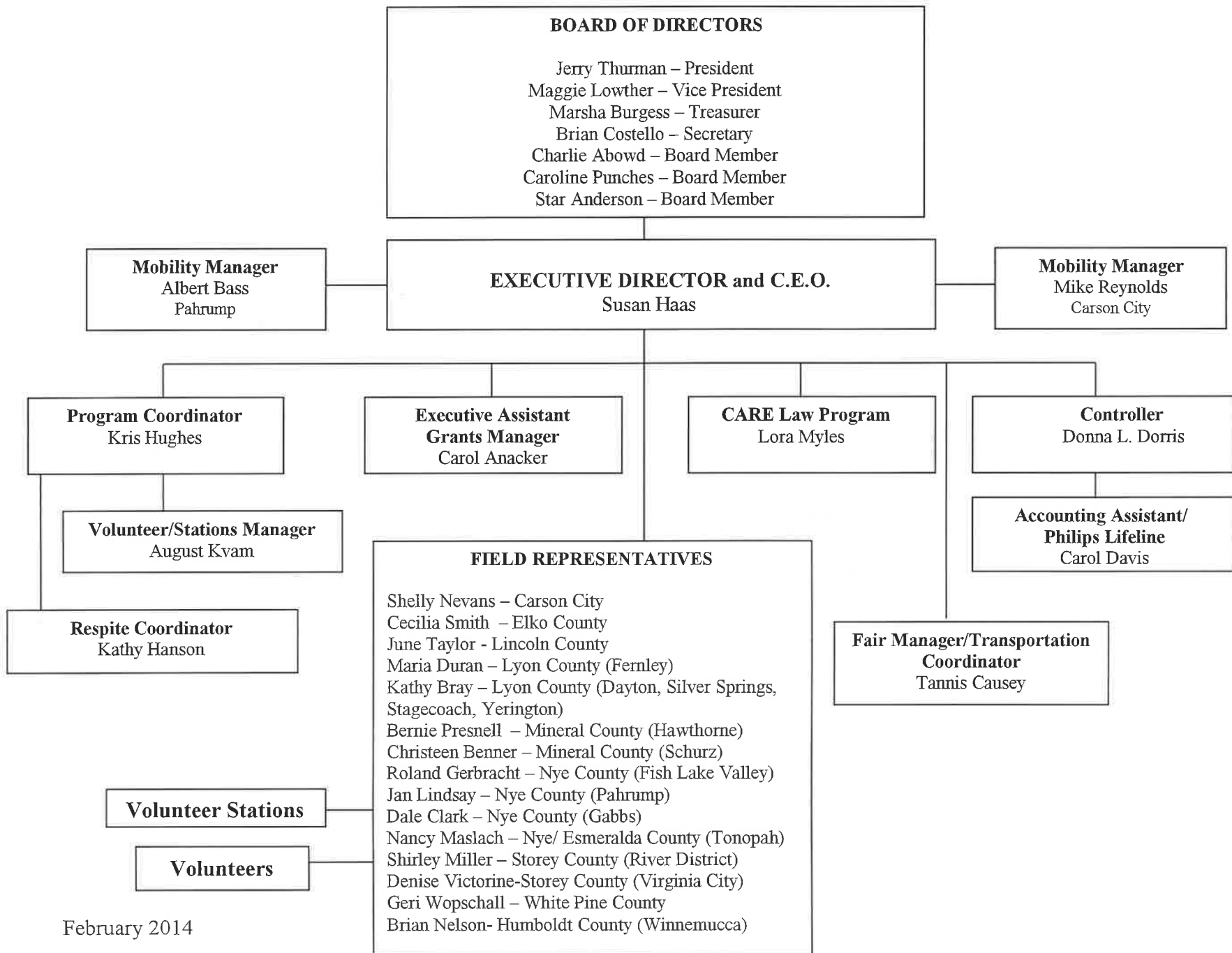
4/10/2014

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.

**Nevada Rural Counties RSVP Program, Inc.
Organizational Chart**



February 2014

Susan Haas, Executive Director & C.E.O.
Nevada Rural Counties RSVP Program, Inc.
2621 Northgate Lane, Ste. 6
Carson City, NV 89706
Telephone: (775) 687-4680 x 2 / Fax: (775) 687-4494
E-mail: shaas@nrvsyp.com

PROFESSIONAL EXPERIENCE:

NV Rural Counties RSVP Program, Inc.: June, 2013 – Present

EXECUTIVE DIRECTOR & C.E.O. Reports to RSVP's Board of Directors. As the Executive Director I have overall strategic and operational responsibility for RSVP's nonprofit organization, staff, programs, sustainability, expansion, and execution of its mission. I supervise 13 employees, 15 Field Representatives and more than 1,200 volunteers in the State of Nevada.

NV Rural Counties RSVP Program, Inc.: Sept. 2007 – June, 2013

PROGRAM DIRECTOR, DIRECTOR OF DEVELOPMENT, INTERIM EXECUTIVE DIRECTOR:

As Program Director RSVP, I supervised and provided on-going training and development of four employees, fifteen field representatives, AmeriCorps VISTA members, AARP trainees and over 1,200 volunteers statewide. This position enabled me to recruit volunteers and clients, develop innovative programs that build civic engagement, and provide direct needs services to senior citizens and the disabled with the goal of assisting them to remain independent in and their own homes and thus avoid premature institutionalization.

Administered programmatic aspects; ensured completion of grant-related objectives; monitored and assisted with budget development, grant opportunities, funding proposals, and civic presentations to assure program sustainability and development of innovative projects. Acted as Interim Executive Director from May 30, 2013 until my appointment as Executive Director in July, 2013. RSVP is a 501 (c)(3) non-profit national service organization.

Department of Personnel/State of Nevada/Director's Office: Carson City, Nevada:

Oct. 2006 - July 2007

EXECUTIVE ASSISTANT: Acted as liaison officer for the Department of Personnel for the State of Nevada processing personnel related documentation. My duties included the handing of sensitive human resource materials and interactions with tact, confidentiality and diplomacy. I maintained and monitored technical correspondence, assisted with budget development and analysis, special projects and research. Additionally, I was responsible for the supervision of two staff members.

Office of the Lt. Governor: Carson City, Nevada: Nov. 1999 - Oct. 2006

DEPUTY CHIEF OF STAFF: As Deputy Chief of Staff, I assisted the Lt. Governor with the promotion of economic development and tourism for the State of Nevada on a local, national and global level. As head of the northern Nevada office, it was my responsibility to act as liaison for the Office with state agencies, local businesses, and foreign diplomats. I delivered speeches and certificates of appreciation and recognition on behalf of the Lt. Governor. My duties included the supervision two staff members, day-to-day operations management at the State Capitol, budget administration and development, preparation of briefs, legislative assistance, and assistance with speech preparation, documentation of Office accomplishments, press releases and scheduling. Published the newsletter, attended national Lt. Governor's conferences, annual Tourism and Economic Development conferences, Territory meetings and events. I accompanied and assisted the Lt. Governor on three world trade and tourism missions to China which resulted in Nevada opening the first tourism office from the United States in Beijing.

Frontier Tours: Carson City, Nevada: Sept. 1998 - Nov. 1999

SPECIAL EVENTS MANAGER: Designed, coordinated and managed special events and group tour products. These projects involved all aspects of the group tour process from research, design, logistics, costing, descriptive writing, marketing and sales promotion to full operation and budget reconciliation. Responsible for coordinating a wide variety of tour products and promotions nationally, notably the "Pasadena Tournament of Roses Tour" successfully leading 2,200 passengers and supervising 25 staff members. This product exceeded one million dollars in gross revenue.

Frontier Tours, Carson City, Nevada: Sept. 1989 - April 1996, Nov. 1996 - July, 1998

ASSISTANT MANAGER SCENIC DEPARTMENT/MANAGER, INTERNATIONAL TOURS: These positions embodied a broad spectrum of responsibilities including the supervision of staff, design, creative writing, costing, advertisement, marketing, sales and operations of products for the Scenic, International and Special Events Tour Departments. I was able to contribute significantly to the continuing growth and success of this market by utilizing essential components of the industry such as: familiarization tours, destination development, competitive pricing, attention to detail and professional partnering.

Lake Tahoe Cruises, Inc.: Lake Tahoe, California: April 1996 - Nov. 1996

DIRECTOR OF SALES: Responsibilities as Director of Sales included the marketing and sales of cruises and weddings on board this 500-passenger paddle wheeler. Duties in this position included supervision of a staff of five, problem solving, setting goals and objectives, maintaining a high level of quality, customer service and attention to detail. This was accomplished for individuals, groups, wedding parties and special events.

MILITARY SERVICE:

United States Navy Communications Technician/Communications and Telecommunications Specialist
Stationed in Florida, Spain, Iceland and West Virginia, honorably discharged.

EDUCATION:

University of Toledo – Toledo, Ohio/Associates of Science Degree/Marketing and Sales
CTO – Communications Technician Operator Class "A" School, Pensacola, Florida
Soule' Business College, New Orleans, Louisiana
Belle Chasse High School, Belle Chasse, Louisiana.

BOARDS AND ASSOCIATIONS:

Certified Tour Professional, CTP, National Tour Association, October, 1994
Tour Operator Advisory Board, Branson, Missouri, 1994-1996
Nevada Hispanic Services Executive Board Member, 2003-2005
Reno Tahoe Territory Executive Committee Board Member, 2002–2006
Association of Fundraising Professionals, 2012 – Present
Nevada Senior Corps Association Board Member – April 2014- Present
Commissioner, Governor's Commission on Service – February, 2014 - Present

Tannis L. Andrews-Causey

1115 Kennedy Drive
Carson City, NV 89706
775.220-4065 or 884-4019

QUALIFICATIONS

I am self-directed, well organized and have many years of direct customer service, complex project management and successful event planning and execution experience, both professionally and personally. The traits I possess which suit the position of Fair Manager for the Retired Senior Volunteer Program include my exceptional written and verbal communication skills, professionalism, flexibility and creativity. I am a team player who takes pride in helping others to achieve their goals, while consistently seeking to provide quality in all that I do.

EMPLOYMENT HISTORY

Retired and Senior Volunteer Program

Fair Manager and Transportation Coordinator September 2013- Current

In my role as Fair Manager, I produce the multiple raising events that support RSVP's programs in both Carson City and Lyon County. This oversight includes vendor and entertainment solicitation and selection, approvals and permitting and event production. On a daily basis, I am responsible for meeting the transportation needs of senior clients and disabled adults, ensuring their continuing independence and ability to live in their own homes.

AmeriCorps VISTA, then Program Director July 2012 – September 2013

In my role of Program Director, I was responsible for management and expansion of programs designed to help keep Nevada seniors living independently. These exist in 15 counties statewide and are run by a team of Field Representatives that reported to me and the Executive Director.

GE Energy March 2004-2010

Marketing Communications Manager

My role involved providing service to 3 different areas of our business. I coordinate an extremely diverse offering of marketing related products and services for 12 different internal clients, and act as a project manager between them and the creative team, both locally and globally. I led a major product launch for our flagship software product, coordinated trade publication advertisement, and executed multiple global events.

Bentley Nevada August 2000- March 2004

Customer Information Coordinator/Executive Assistant to the Marketing Manager

I was the primary contact within the Marketing Communications Department for both internal and external customer requests. These were product or service related and required me to establish a deep knowledge of the company's global resources to match the right answerer with the requestor. I also managed a \$1MM budget for the department.

Horizon USA, Inc. March 1994 – August 2000

Training Coordinator, March 1999 – August 2000

Responsible for the product, systems and procedure training for all new sales people joining the firm as well as continuing improvement monitoring for an active sales force of 25. I also sought to analyze and implement ways to increase profitability through higher margin sales.

Territory Manager, June 1996 - March 1999

Directed the sales of merchandise to college bookstores nationwide as well as the 18 northeastern states. My team achieved quota goals consistently and increased our ordering population more than any other regional group.

Buyer, March 1994 - June 1996

Managed an inventory of approximately \$5 MM of computer supplies. The company was achieving annual sales in excess of \$50 MM but has grown substantially since. My responsibilities included sourcing, raw materials management, and timely production scheduling as well as new item selection for a mail order catalogue.

Soul Industries, Design and Production Manager 1992- 1994

Allison Rose, Production Manager 1988-1992

Little Laura of California, Design Room Manager 1986- 1988

Nevada Rural Counties RSVP Program, Inc
Balance Sheet
February 28, 2014

ASSETS

Current Assets

| | | |
|-------------------------------------|--------------|---------------|
| Mutual of Omaha Bank-Checking | \$ 19,812.07 | |
| Mutual of Omaha Bank-Federal | 244.63 | |
| Mutual of Omaha Bank-Non Fed | 1,779.12 | |
| CareLaw Trust Cash | 543.55 | |
| Mutual of Omaha Bank-Fireworks Fund | 5,888.28 | |
| Smith Barney Money Mkt | 125,906.84 | |
| Petty Cash | 350.00 | |
| Total Current Assets | | \$ 154,524.49 |

Accounts Receivable

| | | |
|----------------------------------|-----------|-----------|
| | 19,548.69 | |
| Total Accounts Receivable | | 19,548.69 |

Property and Equipment

| | | |
|-------------------------------------|--------------|-----------|
| Equipment | 85,765.24 | |
| Accum Dep - Equipment | (76,043.59) | |
| Vehicles | 166,671.25 | |
| Accum Dep - Vehicles | (115,451.24) | |
| Total Property and Equipment | | 60,941.66 |

Other Assets

| | | |
|------------------|-------------|--|
| Prepaid Expenses | \$ 3,865.89 | |
|------------------|-------------|--|

Total Other Assets

| | | |
|---------------------|----------|--------------------------|
| | 3,865.89 | |
| Total Assets | | <u><u>238,880.73</u></u> |

LIABILITIES AND CAPITAL

Current Liabilities

| | | |
|----------------------------------|--------------|--------------|
| Accounts Payable | \$ 12,296.94 | |
| Total Current Liabilities | | \$ 12,296.94 |

Other Current Liabilities

| | | |
|--|------------|--------------|
| Deferred Income | 1,054.32 | |
| Payroll Taxes Payable | (4,311.44) | |
| Direct Deposit Liabilities | 563.08 | |
| Payroll Deductions Payable | 408.49 | |
| Accrued Vacation | 10,147.15 | |
| Total Other Current Liabilities | | \$ 7,861.60 |
| Total Current Liabilities | | \$ 20,158.54 |

Capital

| | | |
|--|---------------|-----------------------------|
| Retained Earnings | \$ 196,722.32 | |
| Fund Bal-Vehicle Temp Restrict | 12,798.00 | |
| Initial Fund Balance-Equipment | 7,952.95 | |
| Net Income | 1,248.92 | |
| Total Capital | | 218,722.19 |
| Total Liabilities & Capital | | <u><u>\$ 238,880.73</u></u> |

Nevada Rural Counties RSVP Program, Inc
Balance Sheet
February 28, 2014

Note: RSVP reports information regarding its financial position and activities according to the three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets, based upon the existence or absence of donor-imposed restrictions. Contributions received are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence and/or nature of any donor restrictions. The Program has not received any contributions with donor-imposed restrictions that would result in permanently restricted net assets.

RSVP prepares its financial statements using the accrual method of accounting, which recognizes revenue when earned and expenses as incurred.

**NEVADA RURAL COUNTIES RSVP PROGRAM
PROFIT & LOSS
February 28, 2014**

| | Jan-Feb 2014 |
|---|-------------------------|
| <hr/> | |
| Revenues | |
| Federal Grants | |
| Corporation for National & Community Service | 2,955.00 |
| Aging Services Grants | |
| Homemaker Services | 15,600.00 |
| Home Companion | 14,700.00 |
| Transportation Program | 6,752.00 |
| Volunteer Grant | 5,270.00 |
| Lifeline | 9,852.00 |
| Respite | 20,436.00 |
| Farmers' Market Nutrition Program | 5,000.00 |
| CARE Law Program-Donations | 5,171.35 |
| CARE Law Program-Justice League | 19,000.00 |
| Lifeline Program Billings- Lincoln County Customers | 1,451.40 |
| Lifeline Program Billings- Northern NV Customers | 18,146.64 |
| Fair Revenue | 8,334.00 |
| City/County Government | 14,919.00 |
| Transportation Program - Donations | 1,104.89 |
| United Way North | 1,938.49 |
| Interest Income | 1.74 |
| Volunteer Expense Reimbursement | |
| Restricted Contributions | 5,044.00 |
| Donated Professional Services | |
| Miscellaneous Gifts/Income | 19,782.06 |
| Total Revenues | <hr/> 175,458.57 |

**NEVADA RURAL COUNTIES RSVP PROGRAM
PROFIT & LOSS
February 28, 2014**

Jan-Feb 2014

Expenditures

| | |
|--|-------------------|
| Federal Funding | |
| Corp. for National Service | 3,602.60 |
| Non-Federal Funds | |
| Aging Services | |
| Homemaker Services | 9,065.43 |
| Home Companion | 9,789.07 |
| Transportation | 7,818.12 |
| Lifeline | 4,367.00 |
| Respite | 9,734.81 |
| Volunteer Grant | 4,202.08 |
| Farmers Market Nutrition Program | 1,537.66 |
| CARE Law Program Costs | 7,865.79 |
| NDOT - Carson City and Pahrump | 14,687.21 |
| CDBG - Transportation | 2,924.31 |
| Fund for Healthy Nevada - Transportation | 5,398.02 |
| Barrick Mines | 163.50 |
| Newmont-NMC Legacy | 117.56 |
| Nye County | 450.00 |
| Nevada Energy Foundation | 2,214.70 |
| Lifeline Program Costs-Northern Nevada | 24,305.18 |
| Lifeline Program Costs-Lincoln County | 2,096.65 |
| Fair Expense | 15.52 |
| Non-Federal Funds Program Costs | 63,854.44 |
| Total Expenses | 174,209.65 |

Excess Revenues over Expenditures **1,248.92**

2014 Projected Budget

| Category | Budget |
|------------------|---------------------|
| Salaries | \$ 460,000 |
| Retirement | \$ 23,000 |
| PR Taxes | \$ 43,700 |
| Advertising | \$ 9,000 |
| Bank Fees | \$ 4,000 |
| Contract Labor | \$ 42,000 |
| Homemakers | \$ 41,860 |
| Cache Pension | \$ 3,700 |
| Dues/Lic/Misc | \$ 2,500 |
| Rent | \$ 4,800 |
| Lifeline Rentals | \$ 134,140 |
| Equip Rentals | \$ 5,500 |
| Group Ins | \$ 71,000 |
| Prof Lia Ins | \$ 2,487 |
| Building Ins | \$ 11,892 |
| Contributions | \$ 100 |
| Postage/Box ren | \$ 10,000 |
| Printing/Promo | \$ 15,782 |
| Accounting | \$ 15,500 |
| Contractual-IT | \$ 4,900 |
| Software Update | \$ 2,000 |
| Equip Maint | \$ 500 |
| Bldg Maint | \$ 5,850 |
| Staff Travel | \$ 28,065 |
| Supplies & LL | \$ 18,747 |
| Telephone | \$ 19,107 |
| Utilities | \$ 6,770 |
| Vehicle | \$ 36,831 |
| Fundraising | \$ 41,676 |
| Subtotal | \$ 1,065,407 |

VOLUNTEERS

| | |
|----------------------|------------|
| Vol Recog &Awar | \$ 10,000 |
| Backgrd Checks | \$ 2,200 |
| Vol Insur | \$ 3,900 |
| Lodging | \$ 100 |
| Meals | \$ 500 |
| Mileage | \$ 120,000 |
| Recruitment/Uniforms | \$ 3,000 |
| Cards, Flowers | \$ 500 |
| Stipends | \$ 84,000 |
| Training | \$ 1,000 |

Subtotal \$ 225,200

Total Cash \$ 1,290,607

FOOD SECURITY

Senior Farmers Market \$ 145,000

DONATED PROF FEES

Estimated \$ 500,000

TOTAL \$ 1,935,607

**Carson City
Office of Business Development**

108 East Proctor Street
Carson City, NV 89701

RECEIVED

APR 11 2014

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 ☒

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 clientele. 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: <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;"></th> <th style="width: 25%; text-align: right;">Last Year</th> <th style="width: 25%; text-align: right;">Present Year</th> <th style="width: 25%; text-align: right;">Next Year</th> </tr> </thead> <tbody> <tr> <td>Income:</td> <td style="text-align: right;">\$1,147,795</td> <td style="text-align: right;">\$ 978,934</td> <td style="text-align: right;">\$ 980,000</td> </tr> <tr> <td>Expenses:</td> <td style="text-align: right;">\$ 826,498</td> <td style="text-align: right;">\$ 868,247</td> <td style="text-align: right;">\$ 890,000</td> </tr> <tr> <td>Reserves:</td> <td style="text-align: right;">\$ 321,297</td> <td style="text-align: right;">\$ 110,687</td> <td style="text-align: right;">\$ 90,000</td> </tr> <tr> <td colspan="4">Number of years your organization has existed: <u> 35 </u></td> </tr> </tbody> </table> | | 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: <u> 35 </u> | | | | Redevelopment funding your organization received for this event in prior years, if any: 2013: \$ <u> 0 </u> 2011: <u>5,000</u> 2014 <u>\$6,500</u> 2012: \$ <u>5,000</u> 2010: <u>5,000</u> |
|--|-------------|--------------|--------------|-----------|---------|-------------|------------|------------|-----------|------------|------------|------------|-----------|------------|------------|-----------|--|--|--|--|--|
| | 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: <u> 35 </u> | | | | | | | | | | | | | | | | | | | | | |

Have other organizations besides yours committed funding for this event? ☐ Yes ☒ 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 ☒

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)

- ☒ 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:

[Signature]

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)
Total Equity

2,675,505

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 |

8:52 PM
03/28/14

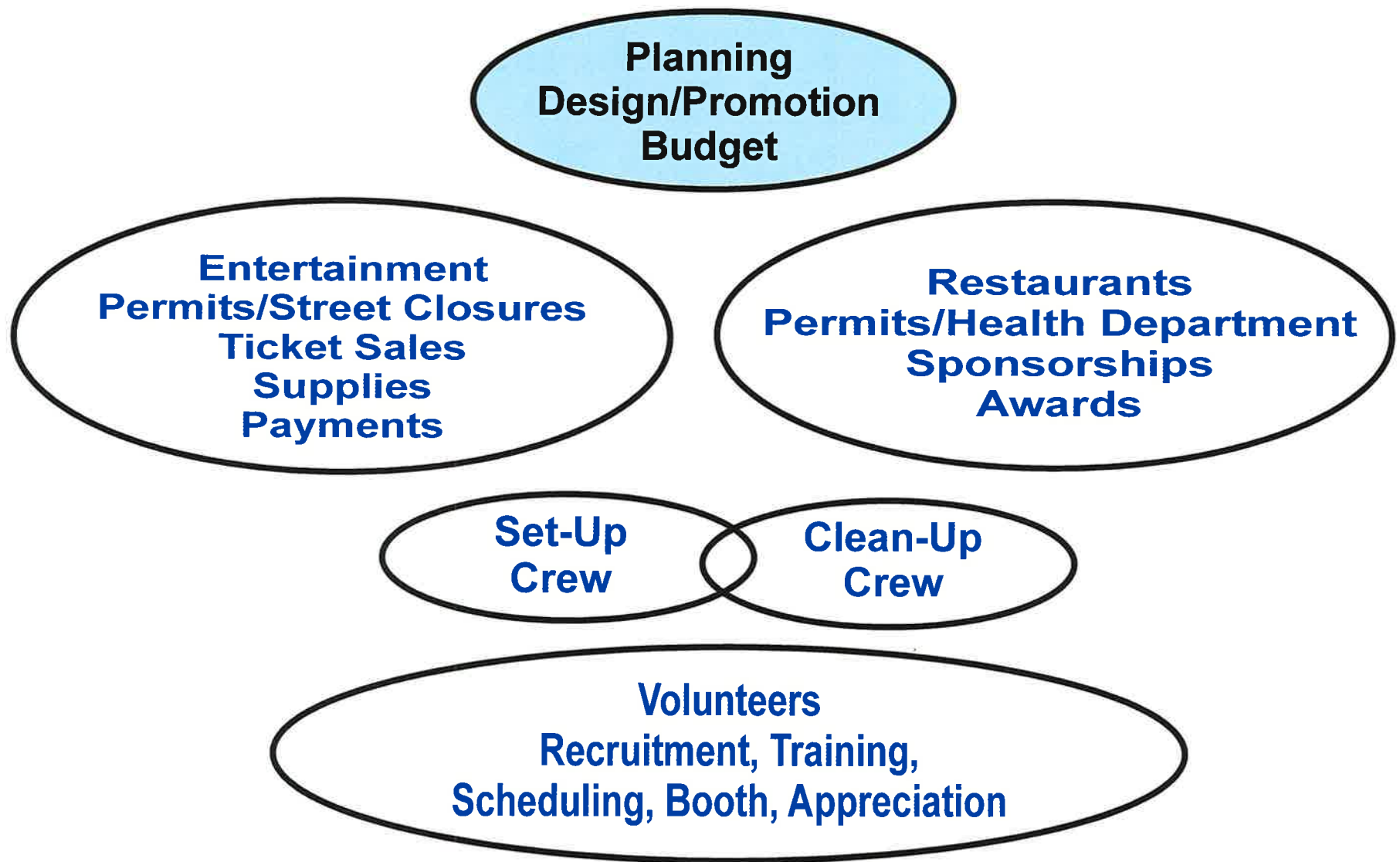
ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)

Profit & Loss

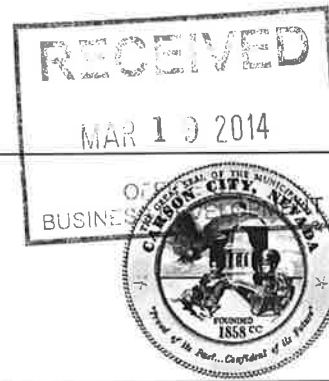
February 2014

| | 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



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

Special Event Funding Request Form

Carson City Senior Citizens Center

ORGANIZATION NAME / APPLICANT

911 Beverly Drive Carson City NV 89406

MAILING ADDRESS, CITY, STATE, ZIP CODE

775 883-0703 x103 N/A

PHONE #

WEBSITE URL

Warren Bottino, Social Work Program Manager

CONTACT / EVENT DIRECTOR NAME

911 Beverly Drive Carson City NV 89406

MAILING ADDRESS, CITY, STATE, ZIP CODE

775 883-0703 x103 ccscmanager@gbis.com

PHONE #

EMAIL

MOW Classic Car Show & Concert in the Park

NAME OF EVENT

\$ 4,150

TOTAL FUNDING REQUEST

Event Dates: Saturday August 30, 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):

Classic Car Show & Concert in the Park to generate funds for Meals on Wheels. *Please see attached.

Estimated number of local participants: 1,500 Estimated number of out-of-town participants: 400

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 |
| Car Show Expenses | \$ 4,150 | \$ | \$ |
| Facility, Food, Staffing | \$ | \$2,140 | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals: | \$4,150 | \$ | \$ |
| Redevelopment Funds as a % of total Event costs: | 66 % | 2,140 | 6,290 |
| Projected Revenues: | | | \$5,770 |
| Projected Net Profit/Loss: | | | \$1,650 |

| Annual Budget of Organization: <table style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 20%;"></th> <th style="width: 20%; text-align: right;">Last Year</th> <th style="width: 20%; text-align: right;">Present Year</th> <th style="width: 20%; text-align: right;">Next Year</th> </tr> <tr> <td style="padding: 5px;">Income:</td> <td style="text-align: right; padding: 5px;">\$260,065</td> <td style="text-align: right; padding: 5px;">\$74,719</td> <td style="text-align: right; padding: 5px;">\$N/A</td> </tr> <tr> <td style="padding: 5px;">Expenses:</td> <td style="text-align: right; padding: 5px;">\$310,169</td> <td style="text-align: right; padding: 5px;">\$107,678</td> <td style="text-align: right; padding: 5px;">\$</td> </tr> <tr> <td style="padding: 5px;">Reserves:</td> <td style="text-align: right; padding: 5px;">\$(50,104)</td> <td style="text-align: right; padding: 5px;">\$(32,959)</td> <td style="text-align: right; padding: 5px;">\$</td> </tr> </table> | | Last Year | Present Year | Next Year | Income: | \$260,065 | \$74,719 | \$N/A | Expenses: | \$310,169 | \$107,678 | \$ | Reserves: | \$(50,104) | \$(32,959) | \$ | Redevelopment funding your organization received for this event in prior years, if any: 2013: \$ 2,000 2012: \$ 2011: \$ 2010: \$ |
|---|------------|--------------|--------------|-----------|---------|-----------|----------|-------|-----------|-----------|-----------|----|-----------|------------|------------|----|---|
| | Last Year | Present Year | Next Year | | | | | | | | | | | | | | |
| Income: | \$260,065 | \$74,719 | \$N/A | | | | | | | | | | | | | | |
| Expenses: | \$310,169 | \$107,678 | \$ | | | | | | | | | | | | | | |
| Reserves: | \$(50,104) | \$(32,959) | \$ | | | | | | | | | | | | | | |
| Number of years your organization has existed: | | | | | | | | | | | | | | | | | |

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:

 Carson City facility space, Senior Center staff costs, Carson Elks Lodge #2177 food donation

Describe why Redevelopment funds are required for the special event:
 Initial support to establish a credible and consistent program. Redevelopment funds would provide the necessary means to ensure all standard essentials associated with a successful car show and concert fund raising event could be provided; and start up equipment and supplies could be secured to allow for future marketing and program development.

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):

 Meals on Wheels services both redevelopment areas. Event takes place in area #1. * Please see attached.

List other organizations and businesses partnering or participating in the event:
 Carson City Senior Center, Carson City Parks and Recreation and, various community businesses.

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

 Mills Park. No street closures will be necessary.

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?

Extensive marketing plan. * Please see attached narrative and marketing check list.

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

Program consistency. Increased community and business involvement and awareness.

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

Brand recognition, acceptance in community, increased participation and program offerings. * 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

W. Bathe II

Date:

March 7, 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.

Special Event Funding Request Form

Carson City Senior Citizens Center

911 Beverly Drive Carson City NV 89706

(775) 783-0708 x103

Warren Bottino / Social Work Program Manager

911 Beverly Drive Carson City NV 89706

(775) 883-0703 x 103 ccsccmanager@gbis.com

Event Description and Objectives

Include history of the event and importance to the community

The Carson City Senior Citizens Center will be conducting the second annual classic car show to benefit Meals on Wheels, Saturday August 30, 2014 at Mills Park. This year's event is called the Classic Car Show and Concert in the Park. There are multiple goals and objectives related to the successful implementation of this fund raising event.

The primary objective is to generate funds for homebound nutrition; but within that objective are a number of goals. The Meals on Wheels program is structured to provide nutrition to people 60 years of age or older, residing in Carson City, who are homebound due to a disabling condition or illness, and are physically incapacitated. Meals on Wheels programs have been shown to significantly improve the nutritional status of older people, particularly those who have difficulties shopping for food or cooking meals as a result of mobility problems, reduced income or loss of appetite.

The Meals on Wheels program provides an important social contact as well. Research has highlighted how the sudden absence of a companion through bereavement can have a significant impact on older adults. Loneliness and loss of status following retirement may lead to depression, a loss of interest in food, and disruption in the patterns of food procurement and consumption. Socio-economic status, social isolation and disability can also increase the prevalence of food insecurity, and can lead to related problems, such as the onset of mental health problems, particularly where social supports are limited.

Meals on Wheels staff are an important point of contact with meal recipients, and are often the first to find out about the recipients declining health, or to arrive on the scene after a fall or emergency. Knowing they will receive a regular visit can help an older person to feel more secure and less socially isolated.

Meals on Wheels services act as an important instrument to provide further help and support for isolated seniors through access to social assessment and vital resources. Relationships created through the program, and daily welfare checks have resulted in numerous instances of addressing elder abuse, or providing further social, medical, nutrition, housing, legal and home care resources that help to keep our senior community in their homes, and living independently. A state of New York study determined that for each senior citizen kept out of long term care, a city will experience a savings of \$19,882 annually per client. (Jerome 2009).

The Classic Car Show and Concert In the Park will serve to promote an awareness of senior related issues before the community; and provide the community, local businesses, senior participants, and their families an opportunity to interact and create a communication with community leaders and valuable community resources.

The Carson City Meals on Wheels program has experienced 48% growth over the last three years. The Carson City Senior Center provided 64,179 meals in fiscal year 2013.

The Homebound Nutrition program operates under a projected budget of \$238,148 annually. Each meal has a cost of \$6.03 to deliver. To stay within the projected budget, the homebound nutrition program is able to deliver 108 meals daily. The program presently delivers 185 meals each day; and is operating at a projected 2014 deficit of (\$71,977).

Government funding covers 44% of costs. Programs will be further challenged by current and impending budget cuts. Nationally 70% of programs have reduced meals and began waiting lists. It would be our desire to generate additional income to meet demand; and not have to decline service to the disadvantaged, reduce service to outlying areas, or establish a waiting list; while also making the event a positive and rewarding experience for our car owners, music lovers and the community.

Special events, like the Classic Car Show and Concert in the Park, that provide a community day of awareness, are essential for strengthening and maintaining a healthy community. These events bring neighbors together, encourage safer, cleaner neighborhoods and create a livelier community atmosphere; they serve to improve a community's image and enhance the area's desirability.

Social bonds are improved when families recreate together and when seniors and individuals with disabilities are actively engaged in activities. Seniors will benefit from reduced feelings of alimentionation and loneliness and increased intergenerational understanding.

Because of community consciousness in united purpose, there develops an opportunity to strengthen family bonds, promote diversity and understanding, and stimulate a greater acceptance of others that can create better and more livable communities.

| | |
|---|---------------------|
| Estimated number of local participants: | <u>1,500</u> |
| Estimated number of out-of-town participants | <u>400</u> |
| Number of year's event has taken place in Carson City | <u>(1) one year</u> |

Event Costs

| Activity | Re-Development Funds | Other Funds | Total |
|----------------------|---|-------------|---------|
| Car Show Expenses | | | |
| T-Shirts | \$800 | | \$800 |
| Dash Plaques | \$200 | | \$200 |
| Promotional Banners | \$600 | | \$600 |
| Highway Banner | \$800 | | \$800 |
| Trophies | \$500 | | \$500 |
| Sponsor Certificates | \$150 | | \$150 |
| Youth Activities | \$400 | | \$400 |
| Music | \$500 | | \$500 |
| Marketing | \$200 | | \$200 |
| Food | <i>Courtesy Carson City Elks Club #2177</i> | | \$500 |
| Facility Rental | <i>Courtesy Carson City non-profit donation</i> | | \$640 |
| Staffing Costs | <i>Carson City Senior Citizens Center</i> | | \$1,000 |
| Totals | \$4,150 | | \$6,290 |

Projected Revenues: \$4,550

Projected Net Profit/Loss: \$ 400
 Projected Car Registration: \$1,250

Projected Total Net Profit/Loss: \$1,650

Redevelopment Funds as a % of total Event costs: 66%

Annual Budget of Organization:

Meals On Wheels

| | Last Year | Present Year (02/25/2104) | Next Year |
|-----------|----------------|-------------------------------|----------------|
| Income: | \$260,065.34 | \$74,719.52 | Not determined |
| Expenses: | \$310,169.27 | \$107,678.51 | |
| Reserves: | (\$ 50,103.93) | (\$ 32,958.99) - Year to Date | |

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

2013 \$ 2,000
2012 \$ N/A
2011: \$ N/A
2010: \$ N/A
2009: \$ N/A

Number of years your organization has existed: 39 years

Have other organization (s) besides yours committed funding for this event? X Yes
If yes, what organization (s) and how much funding?

Carson City Park and Recreation has provided facility space at a savings of \$640 and the Carson City Elks Club has agreed to handle food concessions; with the intent of donating 20% back to the program.

Describe efforts to obtain funding from other sources:

The Social Work Program Manager has approached the Karson Kruzers car club for direction. In an effort to make the show appealing to car enthusiasts, it was determined that an entrance fee of \$25 per participant would be most desirable. After event costs are applied there will be a remaining \$3.50 of profit per participant.

Accepting that it is important to establish a desirable event that will provide for car owner participation and create a unique environment that will make the car show stand out and create foot traffic to the event; it's understood that initial fundraising profits may be limited, but will set the framework for future development.

In this same manner, any initial fundraising profit would need to be generated through the pursuit of event sponsorship. Last year in addition to the Carson City Office of Business Development award, \$1,500 in sponsorship from local businesses was generated for the event. Presently, the Social Work Program Manager is working with our senior volunteers to pursue personal appointments with business leaders in an effort to maintain established funding relationships and create new support partnerships.

Describe why Redevelopment funds are required for the special event:

Redevelopment funds help in all aspects of event operations and fundraising success.

Funding would help to create awareness in the community that not only meets strategic objectives, but creates an environment that supports those objectives in a memorable and exciting way; to create an impetus needed for attendees to “want” to come, to perceive the event as the “place to be”, and to spread the word so others attend.

Marketing this year will include a banner over Carson St. the week of August 25, 2014; a remarkable gift, but it will come at a onetime cost of \$800.

The Classic Car Show and Concert in the Park remains a start up event, without an established budget to guarantee facilitation. Optimistically, the necessary funds would be generated through sponsorship and car owner entry fees.

The challenges are that it was suggested by local car clubs to keep the registration fee modest, as to encourage first time participation. Additionally, as a new event, we have not yet established a dependable sponsorship group to ensure program stability and growth.

Redevelopment funds would provide the necessary means to ensure all standard essentials associated with a successful car show fundraising event could be provided; and start up equipment and supplies could be secured to allow for future marketing and program development.

Funds would provide the initial support necessary to establish consistency and credibility within the community for a start up event. Funds would provide the program every opportunity to generate vital funds during initial development of operation, as well as to assist in building the foundation to allow for growth, both as an event of interest to the community; but more importantly, as a robust fundraising event for families and the elderly frail.

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 (Redevelopment Area #2):

The Carson City Senior Center meals on Wheels program operates throughout all of Carson City, and provides meals and care to senior participants in both redevelopment areas, including outlying areas not normally serviced by public or elder care providers.

These efforts help to expand public revenue by keeping elderly Americans in their homes, with their families, and out of long term care. As previously mentioned, for each individual our program keeps as a tax paying contributing member of our community, the city will experience a tremendous savings on long term care costs, which will allow valuable dollars to be put back into the local economy through purchases at local businesses.

Additionally, the program will be conducted at Mills Park which lies within Redevelopment area #2. The event will bring consumers from out of town to stay in local hotels and generate revenue in area businesses and restaurants. It will provide a new type of activity to help highlight and promote the availability of Mills Park and the Pony Express Pavilion.

Lastly, the preponderance of attendees will be car enthusiasts and young families. Local auto sales professionals will be provided the opportunity to utilize the event to provide static displays of available automobiles and set up areas to meet with prospective buyers and discuss new car purchasing opportunities.

By providing social and recreational services to senior participants and local families we help to:

- Promote family values by helping to create strong and supportive families and reduce the need for social services.
- Promote ethnic and cultural harmony by providing a cross cultural and intergenerational program.
- Reduces alienation and isolation. Shut in live-alone elderly and many youth are disconnected from the community. Daily visitations from homebound nutrition, and programs targeting youth and senior involvement serve to reduce loneliness and increases intergenerational understanding.
- Promotes understanding for the disadvantaged – Providing programming and for the physically and economically disadvantaged, and providing community resources to them, brings these individuals into contact with society and encourages the entire community to participate and support the those in need.

- Shared community involvement – By generating funds and providing for community involvement and education through the collective energies of intergenerational and cross cultural demographics, service providers, local businesses and community leaders the event would create pride in community, provide educational resources, focus on quality of life in Carson City, and create a foundation for future program growth and awareness.
- Reduces anti-social behavior – Reducing alienation and loneliness, increasing understanding between cultures and generations, instilling pride in ones community, and providing a purpose for being; all serve to reduce the likelihood of anti-social behavior.
- Special events, like the Classic Car Show and Concert in the Park, that provide a community day of awareness, are essential for strengthening and maintaining a healthy community. These events bring neighbors together, encourage safer, cleaner neighborhoods and create a livelier community atmosphere; they serve to improve a community's image and enhance the area's desirability.
- Social bonds are improved when families recreate together and when seniors and individuals with disabilities are actively engaged in activities. Seniors will benefit from reduced feelings of alimention and loneliness and increased intergenerational understanding.
- Because of community consciousness in united purpose, there develops an opportunity to strengthen family bonds, promote diversity and understanding, and stimulate a greater acceptance of others that can create better and more livable communities.

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

Currently, the Carson City Senior Citizens Center, Karson Kruzers Car Club, Carson City Elks Club #277, Carson City Parks and Recreation, Sierra Place Assisted Living, Home Instead Senior Home Care, Carson Plaza Senior Care, Les Schwab Tires, Home Depot and United Blood Services have provided input, involvement and financial support. We are optimistic that as the program progresses more community leaders will provide involvement and direction.

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

The Car Show is to be held at Mills Park, within the Oxoby loop. The boxing show will be conducted in the Pony Express Pavilion. No street closures will be necessary.

Have you obtained all necessary approvals and/or permits for the event? X Yes No

How do you plan to market and advertise the event?

- Event Banner on Carson Street the week of August 25, 2014
- Flyer distribution to Carson City, Dayton and Storey County schools.
- The event has already been placed on two leading publications within the car show community, Ken's Car Show Calendar 2014 and the Cool Cruisin' & Car Events 2014 calendar.
- Submit program information and registrations to all Northern Nevada and California Car Clubs.
- Direct Mail to car show participants.
- Visitation of area car shows to distribution information.
- Consistent contact and input with the Carson Kruzers Car Club
- Website marketing with the Carson City Website, Convention and Visitors Bureau Calendar, Carson City Parks and Recreation (Flyers, Internet & Facebook), Nevada Magazine online and UNR's Nevada Sagebrush.
- Newspapers to include Nevada Appeal, Record Courier, Reno Gazette Journal, Mason Valley News, Fernley Leader, Dayton Courier, North Lake Tahoe Bonanza, Tahoe Daily Tribune, Sparks Tribune and the Reno News and Review.
- Pursue photo opportunity with Nevada Appeal
- News Release to television stations KOLO, KNRV, KTNV and Carson City Community Access.
- News Release to local radio stations.
- Community Flyer Postings
- Promotional Banners placed in high traffic areas of the community
- Public speaking opportunities
- Daily announcements at the Senior Center.

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

In previous car show experience, the event began with a modest turnout of cars. In subsequent years the show grew to 200 annual participants and generates \$8,000 annually. More service clubs and service groups became involved and more offerings became possible for dining, flea market and youth activities. A consistent program with T-Shirt distribution created name awareness of the event, a dependable base of participants and visitors, and year round marketing. The addition of a live concert, youth activities and food trucks provides greater opportunities for growth with families and young adults in outlying areas and neighboring communities. All will help to create "Word of mouth"; which can be the best brand-building activity we can invest in, and then work to make each subsequent year consistent, meaningful, relevant, and most importantly, social.

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

Once startup equipment and necessary supplies are established; the securement of sustainable fundraising commitments will be principal to our target goal of program independence and continuous growth through community support.

Program brand recognition and word of mouth with in car club, senior care, youth, music and local business communities will serve to provide greater awareness and support, and most importantly, increased registration and participation.

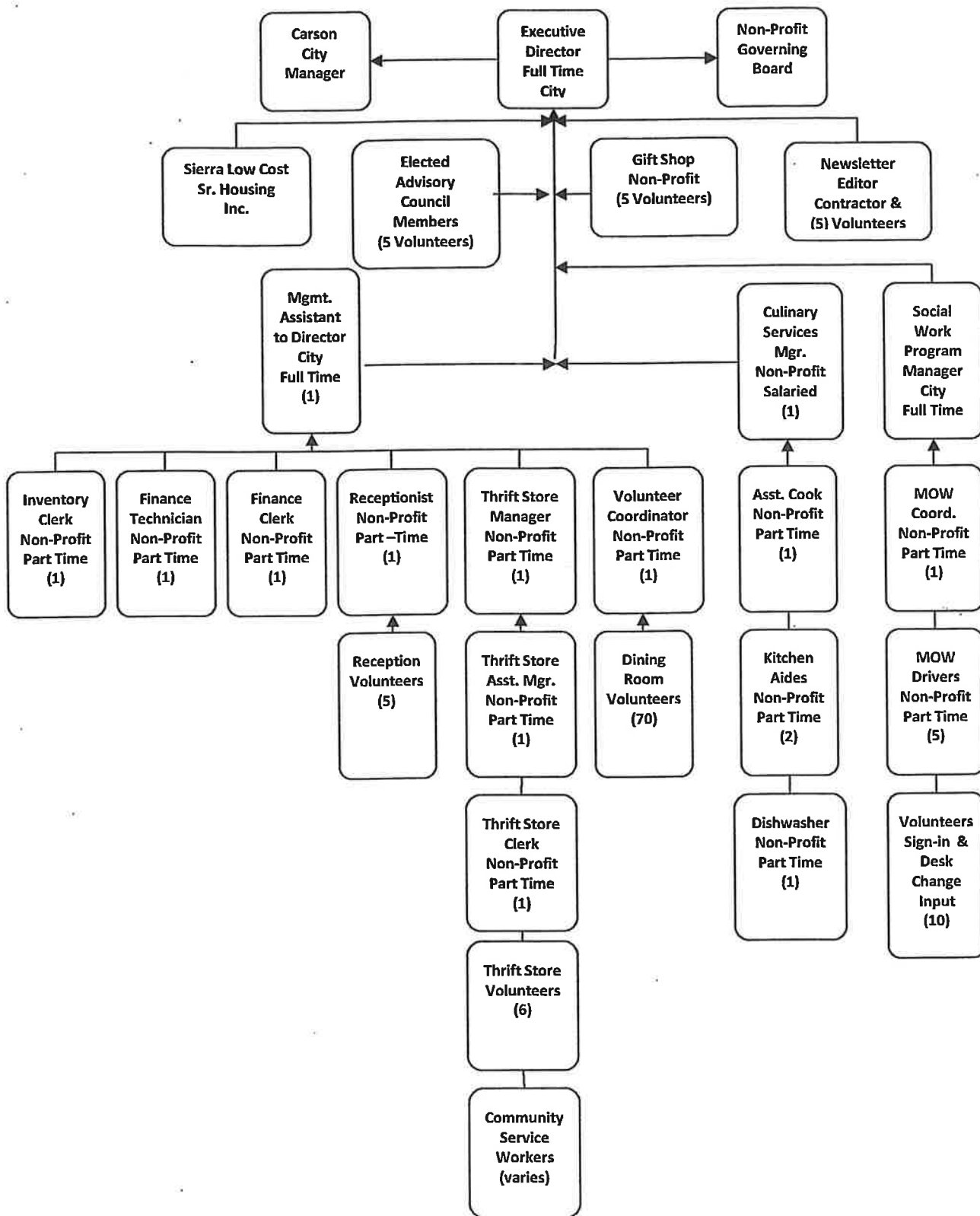
We will be able to establish a strong and dependable sponsorship program and increase community service group involvement that will allow for security in operations and support, as well as, expanded program offerings.

With consistency and success we will be able to re-evaluate fee structures and cost analysis to maximize profit and growth, while still providing an affordable and educational and entertaining community based program.

CARSON CITY SENIOR CITIZENS CENTER, INC.

ORGANIZATION CHART

February 25, 2013



A BRIEF HISTORY
OF
CARSON CITY SENIOR CITIZENS CENTER
CARSON CITY, NEVADA

| | |
|-------------|---|
| 1972 – 1974 | Carson City Kiwanis Club in response to their international theme. “Enrich the Lives of those in the Golden Years,” secured the first two buildings and had them moved onto the city property. A great deal of community involvement resulted in the remodeling and furnishing of the building. Many local businesses contributed time, services, equipment, materials and money. |
| 7/01/74 | Kiwanis sponsored the first federal grant for the senior center. |
| 10/75 | First Kiwanis sponsored nutrition program. |
| 8/27/76 | Carson City Senior Citizens Center, Inc. was formed as a non-profit corporation of active Kiwanians and other community leaders to sponsor senior programs. |
| 1977 | Program growth required addition to existing facility, again accomplished with community support from clubs and businesses. |
| 1980 | Recreation hall added. |
| 1983 | Kitchen storage/workroom added. Senior Transportation program transferred to Senior Center. Carson Rotary sponsored two vehicles. Citizens supported a tax override for construction and operation of a new senior center, effective 85/86 fiscal year. |
| 1984-87 | Preliminary planning for design and funding of new building, including restructuring design to accommodate available funding. |
| 1988-90 | Planning and construction of new building. |
| 7/90 | Grand Opening of new senior center (14,000 sq. ft.). |
| 1/91 | Grand Opening of remodeled original center which is used as a Thrift and Gift Shop as well as for programs. |
| 2000-2003 | Planning for expansion of existing center. |
| 2/2003 | Expansion started – kitchen floor replaced.\ |
| 8/03 | Construction start of new senior center building east of existing senior center and remodel/expansion of existing building. |
| 4/2004 | Applied for income tax credits in partnership with Community Development, Inc. for affordable senior housing. |
| 5/04 | Notified by the State of NV Housing Division that we were awarded tax credits for the affordable senior housing project. |
| 6/30/04 | Construction complete on new/remodeled/expanded senior center. |
| 7/1/04 | Grand Opening of new/remodeled/expanded senior center (total sq. ft. = 33,000). |
| 2005 | Construction of Autumn Village I, 48 affordable sr. housing apts. started |
| 1/3/06 | Share the Day Adult Day Center opened |
| 2006 | Autumn Village I Senior apts. opened – 47 - affordable units |
| 2006 | Autumn Village II Senior apts. started – 42 affordable units |
| 2007 | Autumn Village II Senior apts. opened – 42 affordable units |
| 2009 | Sierra Ridge Senior apts. tax credits awarded |
| 2010 | Sierra Ridge Senior apts. ground breaking June 2, 2010 |
| 2010 | Sierra Ridge Senior apts. construction started – 42 affordable units |
| 2010 | Application for Christina Court Apts. started – 42 affordable units |
| 9/14/11 | Sierra Ridge Senior apts. opening/ribbon cutting |
| 10/1/11 | Christina Court Construction starts |

Nutrition Profit & Loss YTD Comparison October 2012 through September 2013

| | Oct '12 - Sep 13 | Oct '12 - Sep 13 |
|---|-------------------|-------------------|
| Ordinary Income/Expense | | |
| 4-0000 - Income | | |
| 4-1199 - Gleeson-Otten MOW | 115,006.64 | 115,006.64 |
| 4-1210 - Division for Aging Grant - MOW | 133,970.00 | 133,970.00 |
| 4-1222 - NSIP - MOW | 26,175.26 | 26,175.26 |
| 4-1224 - ADSD allocated for vehicle | 31,620.00 | 31,620.00 |
| 4-1235 - Donations | 26,948.45 | 26,948.45 |
| 4-1240 - Fund Raising Program - MOW | 14,836.69 | 14,836.69 |
| 4-1246 - Funds Raised - Gas | 50.23 | 50.23 |
| 4-1280 - Program Revenue - MOW | 26,464.71 | 26,464.71 |
| Total 4-0000 - Income | 375,071.98 | 375,071.98 |
| Total Income | 375,071.98 | 375,071.98 |
| Expense | | |
| 1-1224 - MOW Ford Truck | 43,152.25 | 43,152.25 |
| 6-0000 - Expenses | | |
| 6-1370 - Insurance - C2 | 3,794.84 | 3,794.84 |
| 6-1380 - C2 Wages | 148,753.39 | 148,753.39 |
| 6-1410 - Raw Food - MOW | 119,922.41 | 119,922.41 |
| 6-1415 - Kitchen Supplies - MOW | 22,727.43 | 22,727.43 |
| 6-1430 - Travel & Training | 131.10 | 131.10 |
| 6-1444 - Vehicle Fuel | 8,670.32 | 8,670.32 |
| 6-1455 - Vehicle Maintenance | 6,081.28 | 6,081.28 |
| 6-1475 - Miscellaneous | 88.50 | 88.50 |
| Total 6-0000 - Expenses | 310,169.27 | 310,169.27 |
| Total Expense | 353,321.52 | 353,321.52 |
| Net Ordinary Income | 21,750.46 | 21,750.46 |
| Net Income | 21,750.46 | 21,750.46 |

Nutrition
Profit & Loss YTD Comparison
October 1, 2013 through February 25, 2014

| | Oct 1, '13 - Feb 25, 14 | Oct 1, '13 - Feb 25, 14 |
|---|-------------------------|-------------------------|
| Ordinary Income/Expense | | |
| Income | | |
| 4-0000 : Income | | |
| 4-1210 : Division for Aging Grant - MOW | 42,976.00 | 42,976.00 |
| 4-1235 : Donations | 14,060.81 | 14,060.81 |
| 4-1240 : Fund Raising Program - MOW | 4,700.19 | 4,700.19 |
| 4-1270 : Misc. - MOW | -5.97 | -5.97 |
| 4-1280 : Program Revenue - MOW | 12,988.49 | 12,988.49 |
| Total 4-0000 : Income | 74,719.52 | 74,719.52 |
| Expense | | |
| 6-0000 : Expenses | | |
| 6-1370 : Insurance - C2 | 1,090.05 | 1,090.05 |
| 6-1380 : C2 Wages | 55,969.71 | 55,969.71 |
| 6-1410 : Raw Food - MOW | 44,402.62 | 44,402.62 |
| 6-1415 : Kitchen Supplies - MOW | 1,590.82 | 1,590.82 |
| 6-1444 : Vehicle Fuel | 3,086.24 | 3,086.24 |
| 6-1455 : Vehicle Maintenance | 1,539.07 | 1,539.07 |
| Total 6-0000 : Expenses | 107,678.51 | 107,678.51 |
| Total Expense | 107,678.51 | 107,678.51 |
| Net Ordinary Income | -32,958.99 | -32,958.99 |
| Net Income | -32,958.99 | -32,958.99 |

The Nutrition program Profit & Loss YTD Comparison submitted for October 2012 through September 2013, reflects a positive Net Income of \$21,750.46.

This total is misleading, in that the Carson City Senior Center received the Gleeson-Otten trust donation; a one-time donation from a personal family trust, of \$115, 006.64, which was used to offset the costs of the meals on wheels program. Had the trust not be utilized, the program would have operated at a fiscal year loss of (\$93,256.18).

The current Nutrition program Profit & Loss YTD Comparison for October 1, 2013 through February 25, 2014 reflects a more customary result. Presently, at the (5) five month mark, the homebound nutrition program operates at a deficit of (\$32,958.99).

Carson City Senior Citizens Center
Meals on Wheels

*Car Show and Concert
In the Park*



Benefit for Carson Homebound Seniors

Saturday August 30, 2014

10:00 am – 3:00 pm

\$25 Entry Fee

Mills Park, Carson City

Central Carson City 1111 E. Williams St. (US Hwy 50 E)

Name: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

Vehicle Year & Make _____

Vehicle Model: _____

EMAIL: _____ Club Organization _____

Amount Enclosed: _____

Make Checks Payable to: Carson City Senior Citizens Center (CCSCC)
901 Beverly Drive, Carson City NV 89706

T-Shirts for first 50 registrations: T-Shirt Size _____

Liability Release: All participants are responsible for having a valid driver's license, insurance and registration for their vehicles. The undersigned releases The Carson City Senior Center, Carson City and all other officials/person connected with this event from any and all unknown damage, injuries, losses, judgements and or claims; suffered by entrant to person or property. Also relinquishes any rights to any photo or video taken in conjunction with the event.

Signature: _____

For information call Warren Bottino (775) 883-0703 x103 or email ccscmanager@gbis.com

Marketing Carson City

Website

| | |
|--|--|
| _____ Carson City Parks and Recreation (Flyers, Internet, Facebook) Megan Soracco | 887-2662 x 7428 |
| _____ Carson City Website Janet Busey | 283-7124 jbussy@carson.org |
| _____ Convention and Visitors Bureau Calendar 1900 S. Carson St. | 687-7410 www.visitcarsoncity.com |
| _____ Nevada Magazine Online | kwikander@unr.edu |
| _____ Nevada Sagebrush (UNR) Ben Miller – Editor Emma Shaffer – Online Copy Editor | editor@nevadasagebrush.com eshaffer@nevadasagebrush.com |

Newspapers

| | |
|--|--|
| _____ Nevada Appeal Adam Trumble | 882-2111 Editor@nevadaappeal.com |
| _____ Record Courier Kurt Hildebrand | 782-5121 Editor@recordcourier.com |
| _____ Reno Gazette Journal Kathleen Eagan Calendar | 788-6397 keagan@rgj.com News@rgj.com rgj.com/submittevent |
| _____ Mason Valley News/Fernley Leader/Dayton Courier Kathy | 463-4242 463-2856 Yerington dsanford@masonvalleynews.com |
| _____ Tahoe Daily Tribune Peggy | (530) 541-3880 |
| _____ North Lake Tahoe Bonanza Kevin Macmillan | 831-4666 kmacmillan@tahoebonanza.com |
| _____ Sparks Tribune Dan Eckles | 358-8061 deckles@dailysparkstribune.com |
| _____ Reno News & Review | Calendar: www.newsreview.com/calendar |

Television Stations

_____ KOLO Channel 8
Doug Tepe

news@kolotv.com
doug.tepe@kolotv.com

_____ KRNV Channel 4
Patti Olmstead

polmstead@mynews4.com

_____ KTNV Channel 2

producers@ktvn.com

_____ Carson City Community Access

Production Coordinator-Darla Bayer

dbayer@bactv.org

Cel-775-830-7939

Radio Stations

_____ KCMY/KKFT – Cowboy County & FM Talk

884-8000
prod@991fmtalk.com

_____ Citadel Broadcasting
KBUL, KKOH, KNEV, KWYL
Monica Jaye

789-6700
monica.jaye@cumulus.com

_____ Cub Country

793-2822
Cubcountry945.com

_____ KDOT – Rock 104.5

793-1045

_____ Alice 96.5, River, Sunny, SWAG, CBS, KKFK
Bill Shulz

829-1964
webmaster@alice965.com

_____ KOZZ – FM 105

793-1057

_____ KSVL92 - Yerington

463-7923
KSVL92.com

_____ KRLT/KOWL Cherry Creek Radio (Stateline)
Steve – Program Manager

580-7130
Steve@krltfm.com

_____ School Flyers

_____ Banners

_____ Direct Mail

_____ Daily Senior Center Announcements

WARREN BOTTINO

**1306 Jackie
Lane
Minden, NV
89423**

775-267-4763
Warrenbottino@aol.com

Objective

To secure a position that would allow for continued personal and professional growth. To be a part of a program that will provide significance within the community.

Work Experience

Social Work Program Manager Carson City Senior Citizens Center March 2011 – Present

- Plan, direct, manage and oversee the Meals on Wheels program at the Carson City Senior Center. Duties include staff supervision, vehicle maintenance and personnel actions.
- Acts as an advocate to offer guidance and counseling to seniors in crisis. Make available valuable resources to the senior community. Duties include home visitations, assessments and detailed case notes. Resource and care provider networking and client interaction.
- Provide leadership in the planning, coordination, and evaluation of large-scale fund raising events. Duties include program development and implementation, sponsorship development and marketing.
- Supervisorial duties related to Senior Center operations. Duties include volunteer coordination, facility management, writing monthly resource article for newsletter and assuming responsibilities of Director in the event of absence.
- Ability to work with diverse language, ethnic, age and economic populations; and handle each interaction with concern, compassion and empathy.

Case Manager Lyon County Human Services March 2009 – March 2011

- Case manage clients for Independent Living, (homebound seniors 60 years of age and older), through assessment of physical, psychological, and social needs. Activities include assessing needs, developing care plans, identifying available providers, follow-up and reassessment. Act as advocate on behalf of the client/client's family with agencies and service providers. Duties include development of care plans and coordination and delivery of services to senior clients. Consult with public officials, agency representatives and health care professionals to determine and secure resource care and services. Resource programs include Energy Assistance, Medicaid, Medicare, Nevada Rural Housing and Development, Home Delivered Meals, Senior RX, Nevada Legal Services and Alzheimer's care among others. Cases are followed long-term with bi-annual assessments.
- Agent for the Representative Payee program through Social Security Administration assisting seniors in money management with the goal of remaining independent and out of long term care facilities.

WARREN BOTTINO

**1306 Jackie
Lane
Minden, NV
89423**

775-267-4763
Warrenbottino@aol.com

Manager of Senior Services Douglas County Senior Services

July 2000 – October 2008

- Manage all aspects of Senior Center operations to include: Preparation and administration of a \$ 1.6 million budget, Division for Aging Services and Nevada Department of Transportation grant writing, operation of daily services, personnel management overseeing 24 employees, development and administration of policies and procedures, representation of the County before the public and the recruitment and administration of over 100 volunteers.

- Oversee services to include: Class instruction, Congregate Dining, Congregate Transportation, fitness and wellness instruction, Homebound Nutrition, Home Companion Services, Homemaker Services, Medic Alert, Nevada Legal Aid, Medical Transportation, social and recreational activities, special events and various support groups. Work cooperatively with the Douglas County Board of Commissioners, Division for Aging Services, (AARP) American Association of Retired Persons, AVID (Active Volunteers in Douglas), Douglas County Community Partnership, County Health Nurse, (RSVP) Retired and Senior Volunteer Program, various service clubs, (SHIP) Senior Health Insurance Program, Social Services, various support groups, TRIAD (Sheriff, Fire Department and Senior Services) , the Senior Advisory Board and the Young at Heart Senior Citizens Club.

Manager of Transportation Douglas Area Rural Transit (DART) Alpine Mountain Transportation

- Manage all operations associated with Public Transportation in Douglas County and a contractual agreement with Alpine County. Services include operation of a deviated fixed route throughout Douglas County, which connects with JAC (Carson City) and RTC (Reno), Congregate Transportation, Nutritional Transportation and Medical Transportation.

- Oversee staff operations. Supervise drivers, dispatch and clerical personnel. Ensure the safe operation of vehicles, coordinate driver training, and ensure all vehicle records, trip schedules, driver schedules and other record systems are accurately maintained. Prepare and implement a \$ 682,000 annual budget, which includes \$ 255,000 grant funds, and monitor expenditures in accordance with the Nevada Division of Transportation and the Division for Aging Services. Direct advertising and marketing operations. Work cooperatively with the Transportation Advisory Committee, Northwest Regional Transportation Coalition, Division for Aging Services and Nevada Department of Transportation. Serve on State Advisory Committee for Transit Economic Development with Statewide Advisory Committee for Transit (ACT).

Recreation Supervisor Douglas County Parks and Recreation October 1996 – July 2000

- Work cooperatively with Community Service Director to oversee all aspects of recreational services in the Carson Valley and at Lake Tahoe. Duties included personnel and volunteer management, contract classes for pre-kinder, youth, teens and adults, Adventure Camp and Kid's Club after school programs, youth and adult sports, and various special events. Additional duties included marketing, a monthly newspaper column and brochure development.

Recreation Supervisor
City of Lompoc Parks and Recreation
Youth and Teen Programs and Services
November 1992 – October 1996

- Duties include management of Contract Instructed Classes, Excursions, Special Events, Summer Camps, Child Care, Brochure Development, Budget Analysis, Fundraising, Grant Writing, Volunteer Organizational and Community Services.

- Developed and oversaw the most successful after school program in the state of California, averaging over 90 students daily. The after school program was the catalyst in acquiring a four year, five million dollar Juvenile Justice Grant for the City of Lompoc.

Recreation Coordinator
Pacific Lodge Boys Home
Woodland Hills, California
June 1992 – November 1992

- Assisted the recreational Therapist in developing and implementing all activities for the residents of the facility. Responsibilities included organizing and facilitating numerous Intramural Sports Programs, Coaching a wide array of traveling competitive teams, preparing evaluation and treatment summaries for the residents, implementing special events and excursions, fundraising, and resident counseling.

Recreation Leader
Conejo Valley Park and Recreation District
Thousand Oaks, California
Teen Center Facility
December 1988 – June 1992

- Designed and administered extensive educational and vocational programs in addition to social and recreational events, managed reservation book and weekly schedules, formulated literature now serving as reference for future excursions. Supervised facilitation of Teen Center orchestrated major fundraising events and communicated and interacted with the teen population of Conejo Valley.

Recreation Leader
City of Moorpark Parks and Recreation
1986 – 1988

- Oversaw the city adult sports leagues and assisted with the children's after school daycare. In addition, I acted as Interim Director of Recreation during a transition period of Directors.

Athletic Director and Coach
Lutheran High School of Ventura County
Simi Valley, California
1986 – 1989

- Duties included scheduling, transportation and coach selection. Coached Football and Girls Softball. Coach of the Year; 1986, 1987 and 1988. League Champion; 1986, 1987 and 1988. 1989 Heritage League Sportsmanship Award

Education

- Bachelor of Science, Leisure Studies and Recreational Services
California State University at Northridge: December 1990

- Associate of Arts Degree in Liberal Studies, Moorpark College 1986

References

Cathy Steed

Aging and Disability Resource Specialist

(775) 688-2964 x 275

csteed@adsd.nv.gov

Maria Dent

AARP Director of Community Outreach

(702) 938-3238

mdent@aarp.org

Kathy Bradshaw

Accountant / Comptroller

Douglas County, Nevada

(775) 782-9859

kbradshaw@co.douglas.nv.us

Becky Boatwright

Resource Development Specialist (Retired)

Division of Aging Services

Carson City, Nevada

(775) 781-2284

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

RECEIVED

APR 15 2014

OFFICE OF
BUSINESS DEVELOPMENT



Special Event Funding Request Form

Carson City

ORGANIZATION NAME / APPLICANT

201 N. Carson Street, Carson City, NV 89701

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 887-2100 www.nv150fair.org

PHONE #

WEBSITE URL

Marena Works - Susan Taylor

CONTACT / EVENT DIRECTOR NAME

201 N. Carson Street, Carson City, NV 89701

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 887-2100 mworks@carson.org

PHONE #

EMAIL

NV Sesquicentennial Fair
NAME OF EVENT

\$ 10,000.00

TOTAL FUNDING REQUEST

Event Dates: *July - August, 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):

See Attached.

Estimated number of local participants: 30,000 Estimated number of out-of-town participants: 20,000

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

| Event Costs (Attach additional sheets, if necessary) | | | |
|---|---------------------|---------------------|----------------------|
| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total |
| Tent & Equipment Rentals | \$ 5,000.00 | \$ 13,000.00 | \$ 18,000.00 |
| Advertising & Signage | \$ 1,000.00 | \$ 9,000.00 | \$ 10,000.00 |
| Entry Program & Supplies | \$ 500.00 | \$ 700.00 | \$ 1,200.00 |
| Livestock Show & Sale Expenses | \$ 3,500.00 | \$ 13,450.00 | \$ 16,950.00 |
| Entertainment | \$ | \$ 12,000.00 | \$ 12,000.00 |
| Office Supplies & Concession Expense | \$ | \$ 2,000.00 | \$ 2,000.00 |
| Exhibit Expense - Transportation | \$ | \$ 12,400.00 | \$ 12,400.00 |
| Totals: | \$ 10,000.00 | \$ 62,550.00 | \$ 72,550.00 |
| Redevelopment Funds as a % of total Event costs: | 14.918 % | 62,550.00 | 72,550.00 |
| Projected Revenues: | | | \$ 157,500.00 |
| Projected Net Profit/Loss: | | | \$ 84,650.00 |

| | | | | |
|--|-----------|---------------|-----------|---|
| Annual Budget of Organization: | | | | Redevelopment funding your organization received for this event in prior years, if any: 2013: \$ n/a 2012: \$ n/a 2011: \$ n/a 2010: \$ n/a |
| | Last Year | Present Year | Next Year | |
| Income: | \$ | \$ 157,500.00 | \$ | |
| Expenses: | \$ | \$ 72,850.00 | \$ | |
| Reserves: | \$ | \$ 84,650.00 | \$ | |
| Number of years your organization has existed: 1st | | | | |

Have other organizations besides yours committed funding for this event? ☒ Yes ☐ No
If yes, what organization(s) and how much funding?
We are receiving sponsorships from businesses in Carson City and surrounding areas. See attached.

Describe any efforts to obtain funding from other sources:
Sponsorship packages have been presented to businesses.

Describe why Redevelopment funds are required for the special event:
See attached.

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:
A complete list of sponsoring businesses will be provided once it is complete. See attached list to date.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:
Fuji Park. No street closures are planned, however, we will require some traffic control.

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?
See attached.

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

The Fair will promote positive activities for families and after it is established this year, it will be a yearly event.

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

Income will be received from commercial vendors, food & beverage sales, carnival, RV parking, show admissions.

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

Marena Wicks

Date:

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.

Event Description and Objectives:

The creation of a Fair in Carson City has met with an enthusiastic response from members of the Carson City community, Carson City Convention and Visitors Bureau, the Chamber of Commerce, Carson City businesses, and elected representatives.

The Sesquicentennial Fair committee felt Carson City to be an excellent location to draw in tourists and celebrate the Capitol of Nevada. A Fair provides a unique and valuable experience and promotes positive activities for families. The long-term goal is to continue the Fair beyond 2014 and establish an annual Fair in Carson City.

It is felt the plan for Carson City to host the Nevada Sesquicentennial Fair would play an important role in the economic vitality of the area and provide an opportunity to showcase businesses and local attractions. Additional benefits include the support of agriculture in Nevada, recognition of the history and importance of mining, and promotion of business and industry in Carson City. The Fair will also include the showcasing of youth through the show and sale of livestock projects and the exhibits that will be on display.

Goals for the Fair include:

- Showcase agriculture in Nevada
- Showcase mining in Nevada
- Multi-faceted education for all ages.
- Youth competition for livestock and static projects
- Promote tourism in the State Capitol
- Family entertainment from Nevada
- Community pride and involvement
- Support of local businesses
- Free admission so all people, regardless of ability to pay, may attend the Fair.

Describe why Redevelopment funds are required for the special event:

We are using current funds for the preparation of the facilities for this event including power, water, lighting, etc.

Additional funds are needed from Redevelopment for the actual event expenses.

All costs are estimates. The Board of Supervisors initially gave \$75,000 as seed money for the Fair. They would like to see their money paid back and the Fair become self supporting.

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):

The Sesquicentennial Fair committee felt Carson City to be an excellent location to draw in tourists and celebrate the Capitol of Nevada. A Fair provides a unique and valuable experience and promotes positive activities for families. The long-term goal is to continue the Fair beyond 2014 and establish an annual Fair in Carson City.

It is felt the plan for Carson City to host the Nevada Sesquicentennial Fair would play an important role in the economic vitality of the area and provide an opportunity to showcase businesses and local attractions. It is expected the first year will have

How do you plan to market and advertise the event?

We are using the Carson City Convention and Visitor's Bureau and Chamber of Commerce resources. We have a website, facebook page, and are promoting the Fair through various social media. We have promoted the Fair through the 4-H and FFA state offices in order to reach every 4-H club and FFA chapter in the state. Advertising will be circulated Reno Gazette Journal and Nevada Appeal.

Note: This list will be continually updated

4/14/14;

Nevada Sesquicentennial Fair Sponsors

Carson City Chamber of Commerce
Carson City Downtown Business Association
Dick Campagni's Carson City Toyota Scion
Douglas County
Dynamic Diversified Development

Nevada Sesquicentennial Fair Vendors

Jason Woodbury
Costco (Wine Competition)
Debble's Gifts
Delta Kappa Gamma

Nevada Sesquicentennial Fair Food Vendors

Blending Sweet Success
Rawlings Concessions
Scotty's

FINANCIAL INFORMATION

1. **As required by NRS 354.624, the City of Carson City, Nevada has an annual audit of its financial statements performed by an independent certified public accounting firm (Kafoury, Armstrong & Company). A copy of the City's Comprehensive Annual Financial Report can be found on the City's website at <http://www.carson.org/index.aspx?page=2024>.**
2. **As required by NRS 354.598, the City adopts an annual budget by the favorable votes of a majority of all members of the governing body. A copy of the City's budget can be found on the City's website at <http://www.carson.org/index.aspx?page=2024>.**
3. **As required by NRS 244.225, the City maintains current and year to date statements of receipts and expenditures on the City's website at <http://www.carson.org/index.aspx?page=2024>.**
4. **Carson City's major sources of financial support include:**
 1. **Property Taxes.**
 2. **Consolidated Taxes (Sales tax distributions, cigarette tax, liquor tax, real property transfer tax, and government services tax).**
 3. **Business, Liquor and City / County Gaming Licenses.**
 4. **Franchise Fees.**
 5. **Federal, State and Local grants.**
 6. **Charges for Services.**
 7. **Court Fines and Forfeits.**
 8. **Motor Vehicle Fuel Taxes.**
 9. **County Option Sales Tax.**

NEVADA SESQUICENTENNIAL FAIR
FAIR BUDGET
ESTIMATED

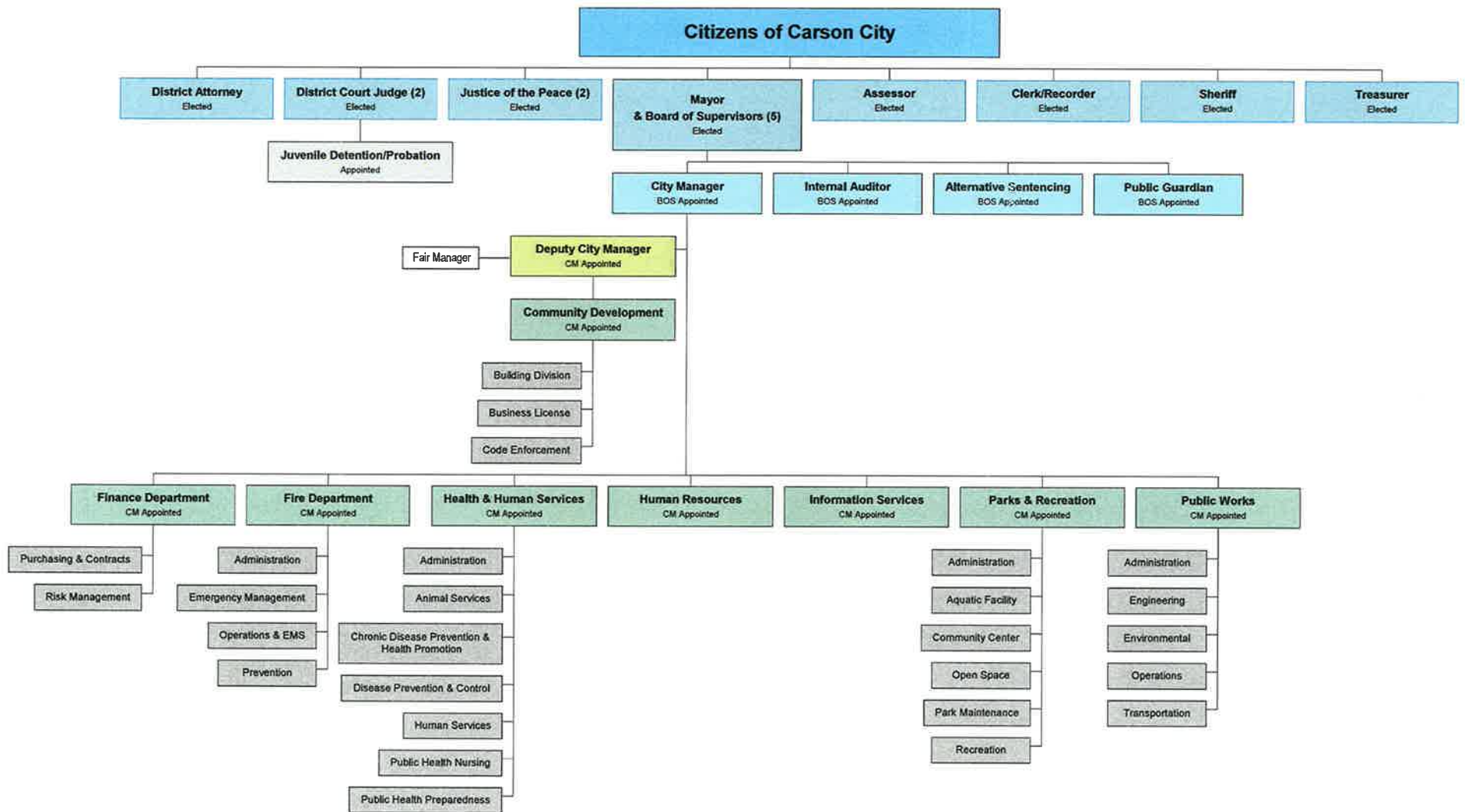
INCOME

| | |
|-----------------------------------|---------------------|
| Carnival Income | \$42,000.00 |
| Commercial Vendors | \$14,000.00 |
| Entry Fees - Exhibits & Livestock | \$5,000.00 |
| Food Concessions | \$36,000.00 |
| Grandstand Shows | \$5,000.00 |
| Livestock Auction Commission | \$2,500.00 |
| RV Parking | \$3,000.00 |
| Sponsorships | \$50,000.00 |
| TOTAL INCOME | \$157,500.00 |

EXPENSES

| | |
|---------------------------------------|--------------------|
| Advertising | \$7,500.00 |
| Awards | \$2,750.00 |
| Grounds Entertainment | \$10,000.00 |
| Equipment & Tent Rental | \$18,000.00 |
| Exhibit Expense | \$1,200.00 |
| Jr. Livestock Auction | \$5,000.00 |
| Judges - Exhibit | \$1,700.00 |
| Office Supplies | \$500.00 |
| Premium Expense | \$5,000.00 |
| Printing | \$1,500.00 |
| Professional Services - Livestock | \$2,500.00 |
| Professional Services - Concessions | \$1,500.00 |
| Professional Services - Entertainment | \$2,000.00 |
| Signage | \$2,500.00 |
| Supplies - Exhibits | \$1,200.00 |
| Transportation - Shuttles | \$10,000.00 |
| TOTAL EXPENSES | \$72,850.00 |

| | |
|-----------------------------|--------------------|
| ESTIMATED NET INCOME | \$84,650.00 |
|-----------------------------|--------------------|



Susan Taylor

6404 County Road 27
Orland, CA 95963
(530) 990-8258
ewes_fluffy@hotmail.com

Summary of Qualifications

I have extensive experience in planning and executing fairs and other events. I am an enthusiastic outgoing person who works well with people.

Education

| | |
|----------------------------|---|
| University of Nevada, Reno | Accounting Major Minor - Agriculture Business |
| College of the Siskiyous | Accounting Major Minors - Agricultural Business and Animal Science |
| Fall River High School | Diploma, 1972 |

Experience

2/1/08 - Present **SUSAN TAYLOR SHOW & SALE SERVICES**
Contract Work With Various Fairs & Livestock Shows & Sales

In addition to accounting functions from budget preparation to financial statement preparation and analysis, I review and book grandstand and grounds entertainment, organize rodeos, bull riding events, 4 x 4 pulls, auto racing, destruction derby's, mutton busting, pig scrambles, and various other events. I organize various competitive exhibits including livestock, horse shows, arts and crafts, home arts, floriculture, etc. I schedule employees and volunteers for various exhibit buildings, am a liaison between commercial vendors and management, work with law enforcement and private companies for event security. I hire and manage personnel for ticket sales, audit concession accounts at the conclusion of the event, prepare interim and fair time rental contracts, develop advertising and promote facility use for interim events. I have used both ShoWorks and Blue Ribbon entry programs for various fairs, shows, and sales from set up to final report preparation. I work with maintenance crews for buildings and grounds preparation for various events both at fair time and interim use, and have reviewed safety programs with those crews. I have been an announcer for horse shows, gymkhanas, junior rodeos, award ceremonies, and fashion shows. I have excellent knowledge in the use of Excel, Word, Power Point, Publisher, Page Maker, and QuickBooks and various accounting and office programs. I have attended conferences and conventions offered by WFA and IAFE to keep abreast of changes, get new ideas, and network with other fair management personnel. I also manage livestock shows and beef and sheep production sales including advertising, sale catalog production, and sale accounting.

3/05 - 01/31/08 **NEVADA STATE FAIR**
General Manager

Reno, NV

Overall management of the fair in the areas of business administration, public relations, marketing, communications, and entertainment. I reviewed and booked grandstand and grounds entertainment, organized rodeos, bull riding events, 4 x 4 pulls, destruction derby's, and various other events. I developed departmental budgets and oversaw the day to day accounting including accounts receivable, accounts payable, payroll, etc. I reviewed financial statements monthly and prepared financial reports for Board review. I prepared a sponsorship program and wrote grants for funding. Hired and trained office staff and trained volunteers for fair. Developed a public relations program with a private firm to increase community awareness of the fair and make the fair a part of the community and state. Worked with representatives of each county and for the first time in the history of the fair all counties were present with exhibit booths. I helped create advertising campaigns including television commercials, print ads, and radio promotions. I worked with commercial and food vendors to increase the number and quality of vendors at the fair and improve relations with those vendors. I also worked to improve relations with livestock and creative living exhibitors from throughout Nevada and thus increase entries in the fair.

8/01 - 2/05 **TULELAKE - BUTTE VALLEY FAIR** Tulalake, CA
Business Assistant

Extensive computer use of Excel, Word, Word Perfect, Page Maker, and QuickBooks. Use of Power Point for public presentations. In addition to general accounting and management functions, other fair duties included event ticket sales, booking on grounds entertainment, concession accounting, interim rentals including contract preparation, premium book preparation, advertising, capital outlay and special project funding spreadsheets and analysis, standard agreement preparation, preparation of RFP's and bid packages, Integrated Waste Management reporting, and preparation of numerous other state and management reports.

1995 - 8/01 **SELF EMPLOYED**
Contract Work With Various Fairs

In addition to accounting functions, I developed sponsorship programs, reviewed and booked grandstand and grounds entertainment, organized rodeos, bull riding events, 4 x 4 pulls, auto racing, destruction derby's, mutton busting, pig scrambles, and various other events. I organized various competitive exhibits including livestock, arts and crafts, home arts, floriculture, etc. I scheduled employees for various exhibit buildings, was a liaison between commercial vendors and management, worked with law enforcement and private companies for event security, hired and managed personnel for ticket sales, audited concession accounts at the conclusion of the event, prepared interim and fair time rental contracts, developed advertising and promoted facility use for interim events. I used both ShoWorks and Blue Ribbon entry programs for various fairs from set up to final report preparation. I worked with maintenance crews for buildings and grounds preparation for various events both at fair time and interim use, and have reviewed safety programs with those crews.

Fairs/Shows/Sales

California State University, Chico Sheep & Goat Day, Chico, CA
Crane-Milroy Sheep Production Sale, OH
El Dorado County Fair, Placerville, CA
Glenn County Fair, Orland, CA
Klamath County Fair, OR
National Dexter Show & Sale, Rupert, ID
National Sheep Dog Finals, Klamath Falls, OR
Nevada Ag In The Classroom, Various Cities In Nevada
Nevada 4-H Expo, Winnemucca, NV
Nevada Jr. Livestock Show and Sale, Reno, NV
Nevada State Fair, Reno, NV
Northern Exposure Heifer & Steer Show & Sale
Plumas-Sierra County Fair, Quincy, CA
Redwood Acres Fair & Rodeo, Eureka, CA
Redwood Empire Fair Jr. Livestock Sale, Ukiah, CA
Siskiyou Golden Fair, Yreka, CA
Tehama District Fair, Red Bluff, CA
Tulelake-Butte Valley Fair, Tulelake, CA
West Coast Dorper Sheep Sale, Red Bluff, CA
Western Regional Sheep Dog Finals, Bonanza, OR

References

Dennis Hellwinkle
Farm Bureau Bank
4 Hall Lane
Yerington, NV 89447
775/463-1604 Home
775/303/2385 Cell

Celina Johnson - Phillips, Professor of Agriculture
California State University, Chico
400 West First Street
Chico, CA 95929-0310
530/898-4147 Office
530/592-6196 Cell

Larry Ford, Former CEO
Redwood Acres Fair & Rodeo
1700 Charles Ave
Arcata, Ca 95521
707/822-4782 Home
707/499-7077 Cell

Wes Patton, Retired Professor of Agriculture
California State University, Chico
6352 Co. Road 27
Orland, CA 95963
530/865-7250 Home
530/514-7250 Cell

Joan Haskins, Past President
Tulelake-Butte Valley Fair Board
2621 Haskins Road
Tulelake, CA 96134
530/667-5456 Home

Marty Bailey, Rancher
7043 County Road 27
Orland, CA 95963
530/865-2224

Marena Works, MSN, MPH, APN

mworks@carson.org

379 E. Roland St, Carson City, NV 89701

Ph: (775) 315-3136 Work Ph: (775) 887-2100

Work fax: (775) 887-2286

| | |
|--|---|
| Education | <p>MSN/MPH University of Nevada, Reno, May 2007 <i>Master's Thesis: Meeting the Goals for Healthy People 2010: The Significance of Campus-Based Health Centers and Their Role in Promoting the Health of Community College Students</i></p> <p>BSN: University of Nevada, Reno, May 1995 AA: General Studies, Western Nevada Community College, May, 1993</p> |
| Honors: | Director's award for highest Nursing School cumulative GPA, Class of 1995 Dean's list four semesters, WNCC |
| College Activities: | <p>Secretary: Orvis Student Nurse's Association</p> <p>Independent Study: Spent 132 hours at Northern Nevada Medical Center in the operating room to earn 3 upper division credits. Presented an inservice on surgical wound infections</p> |
| Present: December 2013 | <p><u>Interim City Manager, Carson City, Nevada.</u> Under general policy guidance from the Board of Supervisors, plans, organizes, integrates, fiscally controls, directs, administers and evaluates the activities, operations, programs and services of Carson City as the top appointed executive in the City; responsible for carrying out the policies and programs determined by the elected Board of Supervisors; ensures development and execution of the municipality's strategic plan and annual budget; ensures City government operations and functions effectively serve the needs of Carson City residents and other stakeholders while complying with applicable laws and regulations. Responsible for coordinating, compiling, and producing the notices of meetings of the Board of Supervisors in accordance with Nevada's Open Meeting Law. With the City's management team, develops and recommends adoption of the annual budget and other business, infrastructure and resource plans; directs the development of the capital improvement plan budget for approval by the Council; monitors the implementation of adopted budgets. Assesses community and citizen needs and ensures objectives and priorities are focused on meeting those needs effectively, efficiently, and with high-quality municipal services; directs development and implementation of initiatives for service quality improvement; provides day-to-day leadership and works with the City's management team to ensure a high-performance, service-oriented work environment consistent with sound management principles.</p> |
| Immediate Past Experience May 2013 to December 2013 | <p><u>Deputy City Manager, Carson City, Nevada.</u> Provide policy oversight and organization leadership for City departments in the administration of the day to day operations. Direct the preparation and recommend long range plans for City funding and service provisions; direct the development of specific proposals for action regarding current and future City needs; play a key role in the development and implementation of strategic plans; confer with and advise the City Manager on specific issues and programs; monitor developments related to specific service areas. Represent the City in meetings with representatives from other jurisdictions, private industry and members of the general public to resolve problems, negotiate agreements and study potential changes which impact the City. Direct and oversee the City's labor relation programs, policies and procedures in conjunction with the Finance Director and Human Resources Director. Advise the City Manager in the formation of the budget, financial management, personnel and general administrative and organizational development. Oversee the planning, direction and coordination of new</p> |

construction, repair and preventative maintenance projects, and other capital improvement projects. Manage assigned department personnel by evaluating and analyzing department issues and recommending and implementing solutions. Act as interim City Manager when the City Manager is unavailable.

Past Experience
June, 2008 to May,
2013

Director, Carson City Health and Human Services. Oversee all program operations including Human Services, WIC (Women, Infant's and Children), Animal Services, Disease Investigation, Chronic Disease Prevention, Nursing and clinic Operations, Public Health Preparedness, Jail and Juvenile Health and Environmental Health. Oversee 35 full-time and 20 part-time employees and their respective programs. Manage 25 grants for the department. Serve on community committees as indicated. Promote at a local and regional level public health issues of concern to our area. Compile health statistics of acute and chronic disease in Carson City. Monitor City demographics as they pertain to the health of its citizens. Work closely with the Nevada State Health Division to ensure needed public health programs are offered in Carson City. Participate in the legislative process as it pertains to public health issues in our area and around out State.

Carson City Health and Human Services: Community Health Program Manager/Clinical Nurse Specialist:

Oversee clinic operations of the Carson City Health Department including the family planning program, immunizations, well child checks, CLIA waived laboratory procedures and pharmacy inventory control. Supervise nursing personnel and unlicensed clinic personnel. Assist with the communicable disease program. Continually enhance the quality and effectiveness of clinic nursing practice. Actively participate in County emergency preparedness exercises. Oversee Jail and Juvenile health programs.

Conduct periodic Community assessments and use the data to determine population diagnosis and health priorities. The outcomes identified are used to plan and implement health education and health promotion programs.

Write policy in accordance with the ANA (American Nurses Association) Scope and Standards of Practice for Public Health Nursing. Control grant budgets and compliance; supervise clinic employees; ensure compliance with HIPPA regulations and Federal grant guidelines. Periodic monitoring of legislative changes to the nurse practice act so the practice of the clinic is always current with the law.

Past Nursing & Management Experience:
October, 1999 to
June, 2008

Carson City School District: Chief Nurse/High School Nurse: Perform the duties of a chief nurse as described in NAC 632.224 which includes supervisory duties, establishing the scope of practice and improving the knowledge and skills of the nursing staff. I worked on protocols, policies and procedures and am the nurse consultant for the school district. Keep informed of new literature as it pertains to school nursing. Functioned as a school nurse at Carson High, established careplans for high risk students, screening for hearing, vision, scoliosis, height, and weight; certifying the immunization status of students and providing immunizations to those students requiring them. Identify and track communicable diseases. General first aid.

Past Nursing Experience:

September, 1995 to
October, 1999.
Some jobs held
concurrently

Community Health Nurse Carson City Nevada: as a Carson City employee provided supplemental immunization clinics for Nevada's *Vaccine For Children* program. Focus was on immunizing children age 0-2 years in Carson City, Minden/Gardnerville and Fernley. Included publicity, forming liaisons with local hospital; public relations and supervising one full time Public Health Assistant.

Pediatric Nurse, Carson Tahoe Hospital: worked as a staff nurse on a per diem basis in the pediatric unit for 3.5 years.

Infection Control Nurse, Carson Rehabilitation Center, Carson City, Nevada:

worked on infection control and employee education for staff at the rehabilitation center on a per diem basis for an average of 20 hours per week.

Hospice Nurse, Saint Mary's Hospice of Northern Nevada: provided in home hospice care in the Carson City area for 3 years as a case manager, admit nurse and assistant supervisor.

Community Counseling Center, Carson City Nevada: contract work which includes conducting an initial nursing assessment on clients new to the center for short term detox or 30 day residential program. Place PPD skin tests on all new clients.

Licenses

Advanced Practice Nurse, NV APN001198
Registered Nurse, NV RN27147

**Professional
Membership:**

Board Certified by the American Nurses Credentialing Center for Public Health Nursing
Member of the Board of Directors for the Nevada Public Health Foundation
Member and Vice-Chair, University of Nevada, Reno School of Community Health
Sciences Advisory Board
Member, Nevada Health Centers Board of Directors, June 2011-June 2013
Member by State Board of Health appointment: Maternal and Child Health Advisory
Board for the State of Nevada, June 4, 2009-May 2013
Member, Nevada Nurses Association
Member, American Public Health Association
Member, Nevada Public Health Association
Member, Sigma Theta Tau Honor Society of Nursing
School Nurse Endorsement, Nevada State Department of Education
Member, Golden Key Honor Society
Member by Governor appointment: Health Information Technology Blue Ribbon Task
Force, 10/22/2009 to December, 2010

Presentations

April 2014: Conference speaker at Carson City Health and Human Services
Development Conference: *Consider A Culture of Health in All Policies*

June 2013: Nevada Health Rankings Conference speaker on the current rankings of
Carson City.

Key Note Speaker: May 2011, University of Nevada, Reno School of Community
Health Sciences MPH hooding ceremony.

Poster Session, Nevada Public Health Association Annual Meeting, October, 2007
*Meeting the Goals for Healthy People 2010: The Significance of Campus-Based
Health Centers and Their Role in Promoting the Health of Community College
Students*

Speaker for Nevada Immunization Learning Exchange, NILE, Vaccine Administration
and Vaccine Storage and Handling sections, Elko, Nevada and Carson City, Nevada,
Spring, 2008

**Additional
Certifications:**

CPR/AED (automated external defibrillator) Certified
Completed ICS (Incident Command System) 100, 200, 700, 800.B, 00808
Certified to teach Disaster Preparedness for Schools for the National Association of
School Nurses

CLIA Office Laboratory Assistant

Awards/Honors

October 2013 University of Nevada, Reno *Alumni Association Professional Achievement*
October, 2012 Graduate of *Carson City Chamber of Commerce Leadership* program
March, 2010 Graduate of *Great Basin Public Health Leadership Institute*
July, 2011 *National Association of County & City Health Officials Survive and Thrive Fellow*
April 2009, *Outstanding Achievement Award, National Disaster Medical System National Nurse Response Team*
October 2007, *Nevada Agricultural Foundation Leader of the Year*

Community Service

4-H Livestock leader (since 1998) Co-lead active group of 20-25 youth age 9-18 in all aspects of raising, showing and judging livestock throughout the year. Treasurer for Carson City 4-H Leaders Council for 6 years. State Fair volunteer 2008, 2009. Safe Grad Carson City volunteer, 2003, 2004, 2006, 2007, 2008. Advocates to End Domestic Violence Peer Counselor 1979-1982

Personal Interests

Horse husbandry; sewing/quilting; small farm livestock production

Accomplishments

Interim City Manager

- Appointed the Deputy Public Works Director to Public Works Director upon retirement announcement of the Director. Supported not replacing the Deputy position to use the savings to hire two lower level workers.
- Moved building maintenance from Parks and Recreation to under the Finance Director for better efficiency.
- Reviewed all Board appointed Boards, Committees and Commissions for necessary By-Law changes and possible consolidation to reduce burden on City internal services such as the Clerk-Recorder, District Attorney's office, Department Directors and public TV.
- Spear-headed improvements on the Board of Supervisors board room (Sierra Room at the Community Center): had cabinets installed as storage for board supplies including water and snacks; improved the efficiency of coffee service for Board members and began a hospitality table in the lobby for the public.
- Requested an audit of the Public Guardian's office.

Health Director

- During my five years as health director our FTE increased from 26-36 and PTE from 6-20. Most of the positions were funded as a result of increased funds from various grant sources.
- Secured Title X funding. With support of the State Health division we applied and received Title X funding for Carson City and a few years later for Douglas County directly from the Federal Government. Previously these grants were received as a pass through from the State Health Department.
- After severe general fund budget cuts in 2009 I was able to restore most of the funding within the next three years.
- Developed a Health Promotion Division and secured a Safe Routes to School grant under that Division.

- During the H1N1 crisis the State Health Division saw our local health department as a lead in how to distribute vaccine to local providers and used us as a mass vaccine delivery model.

RECEIVED

APR 15 2014

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 ventanasierra.org, carsoncitylitfest.c

PHONE #

WEBSITE URL

Ellen Hopkins

CONTACT / EVENT DIRECTOR NAME

220 Flicker Circle, Carson City NV 89704

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-849-1637 ellenhopkins@charter.net

PHONE #

EMAIL

Great Carson City Book Festival 2015

NAME OF EVENT

5000

\$

TOTAL FUNDING REQUEST

June 5-7, 2015

Event Dates:

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: <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 15%;"></th> <th style="width: 20%; text-align: right;">Last Year</th> <th style="width: 20%; text-align: right;">Present Year</th> <th style="width: 20%; text-align: right;">Next Year</th> </tr> </thead> <tbody> <tr> <td style="padding: 5px;">Income:</td> <td style="text-align: right; padding: 5px;">\$ 188,600</td> <td style="text-align: right; padding: 5px;">\$ 237,000</td> <td style="text-align: right; padding: 5px;">\$ 260,000</td> </tr> <tr> <td style="padding: 5px;">Expenses:</td> <td style="text-align: right; padding: 5px;">\$ 154,431</td> <td style="text-align: right; padding: 5px;">\$ 229,097</td> <td style="text-align: right; padding: 5px;">\$ 245,000</td> </tr> <tr> <td style="padding: 5px;">Reserves:</td> <td style="text-align: right; padding: 5px;">\$ 29,167</td> <td style="text-align: right; padding: 5px;">\$ 37,070</td> <td style="text-align: right; padding: 5px;">\$ 52,070</td> </tr> </tbody> </table> <p style="padding: 5px;">Number of years your organization has existed: 2</p> | | Last Year | Present Year | Next Year | Income: | \$ 188,600 | \$ 237,000 | \$ 260,000 | Expenses: | \$ 154,431 | \$ 229,097 | \$ 245,000 | Reserves: | \$ 29,167 | \$ 37,070 | \$ 52,070 | Redevelopment funding your organization received for this event in prior years, if any: 2013: \$ n/a 2012: \$ _____ 2011: \$ _____ 2010: \$ _____ |
|--|------------|--------------|--------------|-----------|---------|------------|------------|------------|-----------|------------|------------|------------|-----------|-----------|-----------|-----------|--|
| | Last Year | Present Year | Next Year | | | | | | | | | | | | | | |
| Income: | \$ 188,600 | \$ 237,000 | \$ 260,000 | | | | | | | | | | | | | | |
| Expenses: | \$ 154,431 | \$ 229,097 | \$ 245,000 | | | | | | | | | | | | | | |
| Reserves: | \$ 29,167 | \$ 37,070 | \$ 52,070 | | | | | | | | | | | | | | |

Have other organizations besides yours committed funding for this event? ☒ 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.

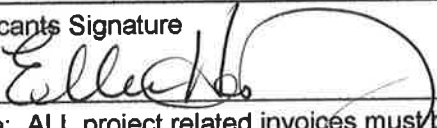
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or 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? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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) <input checked="" type="checkbox"/> I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City. <input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement. <input checked="" type="checkbox"/> 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. <input checked="" type="checkbox"/> 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: 4/15/14 |
| *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: | |
| <input checked="" type="checkbox"/> | Complete, signed Special Event Funding Request Form |
| <input checked="" type="checkbox"/> | Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility |
| <input checked="" type="checkbox"/> | Resumes of the key individuals in the organization conducting the special event |
| <input checked="" type="checkbox"/> | 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



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.

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



Special Event Funding Request Form

NVision Live Events

ORGANIZATION NAME / APPLICANT
108 E. Telegraph

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-230-2232

PHONE #

WEBSITE URL

Nvision Live Events Series

NAME OF EVENT

28,000

\$

TOTAL FUNDING REQUEST

Event Dates: July 26th, August 9th, August 23rd, August 30th, October 31st

Project Area (check one):

Redevelopment Area #1 ☒ **Downtown**

Redevelopment Area #2 ☐

Dana Lee Freund

CONTACT / EVENT DIRECTOR NAME
108 E. Telegraph

MAILING ADDRESS, CITY, STATE, ZIP CODE
775-230-2232

PHONE # EMAIL

Event Description and Objectives

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

The Series of Events are first time events. Designed to bring in more "out of town" people and "New Wealth" into the Downtown area. The intent is to "Piggy Back" off of Sporting events held in Carson City. Entice them with activities Downtown. Therefore promoting increased sales for the Downtown businesses. The hope is to also attract local folks to come and join in the fun.

We have 6 events this year and look to increase next year.

Events: NVision Live Events have created a standard package that is used for most large events and scaled down for smaller ones.

Approx \$6,000 Standard Event package

Includes: Permits, Insurance, Event Coordinators, Staff, Stage, Table N Chairs for service of approximately 200-500 people, Tent, Barricades, Cones, Advertising, Website, Posters, Flyers, Graphic Designer, Trash Cans, Porta Potties x 5, expenses.

Stage is \$600 and can be omitted as needed, tables and chairs scaled down as well.

Estimated number of local participants: 500- 2000 Estimated number of out-of-town participants: Approximately an average 2,000 Number of years event has taken place in Carson City: Zero

| Event Costs (Attach additional sheets, if necessary) | | | |
|--|---------------------|----------------------------|-------|
| Activity (e.g. Advertising, Equipment Rental, etc.) | Redevelopment Funds | Other Funds | Total |
| | \$ 28,000 | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| | \$ | \$ | \$ |
| Totals: | \$ | \$ | \$ |
| Redevelopment Funds as a % of total Event costs: | 28,000 % | | |
| 100% | | Projected Revenues: | \$ |
| | | Projected Net Profit/Loss: | \$ |

| | | | |
|---|-------------|--------------|---|
| Annual Budget of Organization: | | | Redevelopment funding your organization received for this event in prior years, if any: 2013: \$ <u>0</u> 2012: \$ <u>0</u> 2011: \$ <u>0</u> 2010: \$ <u>0</u> |
| | Last Year | Present Year | |
| Income: | \$ <u>0</u> | \$ <u>0</u> | |
| Expenses: | \$ <u>0</u> | \$ <u>0</u> | |
| Reserves: | \$ <u>0</u> | \$ <u>0</u> | |
| Number of years your organization has existed: _____ | | | |
| Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input type="checkbox"/> No <u>Not yet!</u> If yes, what organization(s) and how much funding? | | | |
| Describe any efforts to obtain funding from other sources: <u>See Attached!</u> | | | |
| Describe why Redevelopment funds are required for the special event: <u>NO other startup source as yet.</u> | | | |
| 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): <u>See Attachment.</u> | | | |
| List other organizations and businesses partnering or participating in the event: <u>See Attachment</u> | | | |
| Describe the facilities and/or area in which the event will occur. Include any proposed street closures: <u>Downtown, Nugget, Brewery Art Center</u> | | | |

| | |
|--|--|
| Have you obtained all necessary approvals and/or permits for the event? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If not, what approvals are still pending? | |
| How do plan to market and advertise the event? <div style="text-align: center; padding: 5px;"><i>See Attachments</i></div> | |
| Explain how the special event may be able to be expanded in the future: <div style="text-align: center; padding: 5px;"><i>See Attachments</i></div> | |
| Explain how the special event will be able to transition away from City funding support in the future: <div style="text-align: center; padding: 5px;"><i>See Attachments</i></div> | |
| Acknowledgement of Application Provisions: (please check each that you acknowledge) <input checked="" type="checkbox"/> I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City. <input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement. <input checked="" type="checkbox"/> 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. <input checked="" type="checkbox"/> 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 <div style="text-align: center; padding: 5px;"><i>Donado Eruend</i></div> | Date: <div style="text-align: center; padding: 5px;"><i>4/14/2014</i></div> |
| *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: | |
| <input checked="" type="checkbox"/> | Complete, signed Special Event Funding Request Form |
| <input checked="" type="checkbox"/> | Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility |
| <input type="checkbox"/> | Resumes of the key individuals in the organization conducting the special event |
| <input type="checkbox"/> | 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. |

Request for Event Funding From

April 14,2014

NVision Live Events

108 E. Telegraph

Carson City, NV. 89701

775-230-2232

\$28,000

6 Downtown Events

NVision Live Events a for Profit Company in an effort to bring more events and activities to the Carson City Downtown, plans to create a series of events that will boost sales, increase tourism and stimulate the local economy. NVision Live Events was specifically formed to meet a need in the Carson City Community. Downtown Businesses and Property owners are looking into forming a BID District. We are a part of this effort, the Event part. Putting on events that will attract people to come to Carson City, stay, play, shop and eat, especially in the Downtown. We will also work with other organizations to help grow or enhance their events.

We wish to work toward more Multi-Cultural events as well. This takes time and monies to start up. We are hoping with Redevelopments help we can achieve this to benefit all.

Support Materials

We have limited support materials, If this is a consideration for funding we will have a more detailed assesment for you. This was put together and decided upon with a short amount of time to prepare. We just had to make sure our commitments to do this were solid.

Planning of Events

These events are being planned on the same days and or weekends as many of the annual sporting events. (See Attached Sport calendar)

The sporting events bring in Approximately 77,000 people per year, not including locals who also attend these events. (CCVB)

The events are all held at the sports fields in Carson City.

This is a plan is a start. Other activities may be added but with other support.

Event Coordinators/Promoters

NVision Live Events of Carson City. A subsidiary of Agency 36.

Agency 36, an Enhanced Media and Publication company is owned and operated by Dana lee Fruend and Jennifer Smith.

NVision Live Events- Owned and operated by Dana Lee Fruend and Diane Dye Hansen

Mission statement

Born out of the spirit of revitalization in Carson City, we bring an infusion of experience, fun, and entertainment. We spark the imagination by creating and promoting exciting destination worthy events and competitions.

Attendees out of town are national, regional as well as international

Our hopes are to create events that will attract these Sporting families to come Downtown, enjoy our City and spend their dollars in our local Downtown and surrounding area. We want to encourage attendees to stay in our Hotels and enjoy the weekend events and competitions.

Attendees are from Local and surrounding areas that include: Carson, Reno, Sparks, Tahoe and Dayton.

Branding

The intent is to Brand these events. Making them enticing to all, Sports attendees, locals and tourists. Some are two day events to encourage staying in Carson City. The plan is to create annual events and campaigns that include: Websites, Social Media, Logos, Posters, Flyers and a Buzz about each event. Full media packages.

Itineraries

Itineraries will be given on other sporting event days to let attendees know what other events or activities are in town, like the Wine walk or Fridays at 3rd Street. Sporting event coordinators are sent Itineraries via email. Plus flyers will be given out at the events on the Sport Fields and at concession stands.

Partnerships

We will partner with the Carson City Visitors Bureau to assist us with stand alone websites, posters, flyers and some advertising. We will work with the businesses to encourage support of events and teach them how to best use the events to their advantage. Examples: Staying open later hours, hospitality/tour training or booths at events to extend their services or products.

Sponsorships

NVision Live Events will seek sponsorships. Sponsorship like, Coke, Capital Beverage, corporate and local. Partnering appropriate events with businesses.

Volunteers

We will use volunteers as we can obtain them from different organizations.

Events: NVision Live Events have created a standard package that is used for most large events and scaled down for smaller ones.

Approx \$6,000 Standard Event package

Includes: Permits, Insurance, Event Coordinators, Staff, Stage, Table N Chairs for service of approximately 200-500 people, Tent, Barricades, Cones, Advertising, Website, Posters, Flyers, Graphic Designer, Trash Cans, Porta Potties x 5, expenses.

Stage is \$600 and can be omitted as needed, tables and chairs scaled down as well.

First Event- July- 26th –Saturday

BBQ, Boots N Brews- Large Event Package \$6,000

BBQ Competition, Live Country Music, Vendors, Beer garden

Attending 1200, out of towners, 500 to 1000 locals

Closing Downtown from Robinson to Telegraph

Revenue: Vendor Booths, Sponsorships, Alcohol

August 9th

Fam Fest – Large Event Package \$6,000

Downtown Carnival, Street Faire

Family fun, Games, Vendors, Street dance on Saturday night

Close Carson Street from Robinson to Proctor

Looking into Carnival for Friday - Sunday

Attendees- 16,000- CHS Football-SYFL

Revenue: Carnival, Booths, Alcohol

August 23rd

Fire on 4th Street- Small event package \$3,000

Art and Craft Street Faire, Street Dance, Live musicians, Vendors. Burner Show and Shine. Held during the Bud Light Dropping Bombs Sporting Event and Burning man event

Attendees-1000

Bud Light Dropping bombs- Adult Softball

Revenue: Vendors, Car show entries, Sponsorship

Close off 4th Street

August 30th

Summer Showdown- Family- Large Event Package \$6000, Approx

Battle of the Bands competition

BBQ, Vendors, Street Dance, Games

Baseball, King of the Dirt

Attendees- 7,000- Youth SoftBall

Revenue: Vendors, Band entry fees, Sponsorship

Close off Telegraph and Curry from Spear to proctor

October 31st

Steam Punk Ball- Event cost \$3,000 approx.

Costume Dance

Attendees- 300 Plus

Revenue- Alcohol, Concession, Ticket sales

Brewery Art Center Ball Room

December 6th Winter Ball - Small Event- \$4,000

Nugget Ball room, Formal Dance

Attendees: 300 \$25 per ticket

Revenue: Ticket sales, Auction, Raffles

Thank you for your consideration,

Dana Lee Fruend

2014 CARSON CITY TOURNAMENTS

| <u>DATE</u> | <u>TOURNAMENT</u> | <u>DIVISION</u> | <u>DIRECTOR</u> |
|------------------|-------------------------|-----------------|------------------------------------|
| Apr 12/13 ✓ | Comstock | Youth | Eric Ingbar 721-9903 2600 |
| Apr 26/27 ✓ | Comstock | Youth | Eric Ingbar 721-9903 |
| * May 3/4 ✓ | AWS Softball | Adult | Jay Zetz |
| May 17/18 | AWS Baseball | Youth | Jay Zetz |
| May 23/24 | NIAA State T&F Meet | Youth | CCSD |
| May 23/26 | Midnight Madness SB | Adult | Jay Zetz |
| May 23/24/25 | Swim Meet | Youth | Tiger Sharks |
| May 30/31/June 1 | Senior World | 45-75 | THenesy 916-326-5303 |
| June 7/June 8 | AWS Baseball | Youth | Jay Zetz |
| Jun 20/21/22 | Midnight Madness BB | Youth | Jay Zetz |
| July 7/16 | Little League All-Stars | Youth | CCLL |
| Jul 4/5/6 | AWS Baseball | Youth | Jay Zets |
| Jul 4/5/6 | NAFA World Series | Adult | Benji 503-559-5398 |
| Jul 10/11/12/13 | NAFA World Series | Youth | Jay Zetz |
| Jul 17-18/19/20 | All World World | Youth | Jay Zetz |
| July 21-25 | Triple Crown Sports | Youth | Bill Walters triplecrownsports.com |
| July 25/26/27 | Swim Meet | Youth | Tiger Sharks |
| Jul 26/27 - | Senior Invitational | Seniors | HDunbar 916-802-2683 916-813-0792 |
| Aug 9/10 | SYFL | Youth | Randy Horsefall |
| Aug 16/17 | Youth Baseball | Youth | Jay Zetz |
| Aug 23/24 | AWS Dropping Bombs | Adult | Jay Zetz |
| Aug 30/31 Sept 1 | AWS Baseball | Youth | Jay Zetz |
| Sep 12/13/14 | NAFA WORLD | 45-75 | Benji 503-559-5398 |
| Sep 20/21 | AWS Baseball | Youth | Jay Zetz |
| Oct 11/12 | AWS Baseball | Youth | Jay Zetz |
| * Oct 18/19 | AWS Softball 1/2 Off | Adult | Jay Zetz |
| Nov 1/2 | Kit Carson | Youth | Eric Ingbar 721-9903 |
| Nov 7/8/9/10 | State Swim Meet | Youth | Tiger Sharks |

Please note: All Tournaments, dates, and locations may be modified, subject to change and/or canceled.

out of Town Teams

2014 Carson City Recreation Tournament Schedule

| Beginning Date | Ending Date | Tournament Name | Secured Facilities | Style of Tournament | Contact Name | Contact Info |
|------------------------------|----------------------------|---|--------------------------------|---------------------------|-----------------|----------------------------|
| Saturday, May 03, 2014 | Sunday, May 04, 2014 | AWS Softball | Centennial | Adult Softball | Jay Zetz | info@playallworld.com |
| Saturday, May 17, 2014 | Sunday, May 18, 2014 | AWS Baseball | Centennial | Youth Baseball | Jay Zetz | info@playallworld.com |
| Friday, May 23, 2014 | Saturday, May 24, 2014 | NIAA State Track and Field Meet | CHS | High School Athletics | Mark Kornick | MKornick@carson.k12.nv.us |
| Friday, May 23, 2014 | Monday, May 26, 2014 | Bone Yard Midnight Softball | Centennial | Adult Softball | Jay Zetz | info@playallworld.com |
| Friday, May 30, 2014 | Sunday, June 01, 2014 | Senior Invitational | Centennial | Senior Softball | Dave Dowell | dave.dowell@att.net |
| Saturday, June 07, 2014 | Sunday, June 08, 2014 | AWS Baseball | Centennial | Youth Baseball | Jay Zetz | info@playallworld.com |
| Friday, June 20, 2014 | Sunday, June 22, 2014 | AWS Baseball Midnight Madness | Centennial, Governors | Youth Baseball | Jay Zetz | info@playallworld.com |
| Tuesday, July 1, 2014 | Saturday, July 26, 2014 | Little League All Stars Region, and State | Governors | Youth Baseball | Tom Lawson | ccilresident@gmail.com |
| Saturday, July 5, 2014 | Sunday, July 6, 2014 | NAFA World Series | Centennial, Edmonds | Men's Fast Pitch | Benji Hedgecock | nafastitch@gmail.com |
| Saturday, July 05, 2014 | Sunday, July 06, 2014 | AWS Baseball | Centennial | Youth Baseball | Jay Zetz | info@playallworld.com |
| Thursday, July 10, 2014 | Sunday, July 13, 2014 | Girls Fast Pitch World Series | Centennial, Edmonds | Girls Fast pitch Softball | Jay Zetz | info@playallworld.com |
| Thursday, July 17, 2014 | Sunday, July 20, 2014 | AWS World Series | Centennial, Edmonds | Youth Baseball | Jay Zetz | info@playallworld.com |
| Monday, July 21, 2014 | Friday, July 25, 2014 | Triple Crown World Series | Centennial | Youth Fast Pitch | Bill Walters | billw@triplecrownports.com |
| Saturday, July 26, 2014 | Sunday, July 27, 2014 | Seniors Invitational | Centennial | Senior Softball | Harold Dunbar | |
| Saturday, August 02, 2014 | Sunday, August 03, 2014 | Unavailable | Unavailable | Unavailable | Unavailable | Unavailable |
| Saturday, August 09, 2014 | Saturday, August 10, 2014 | SYFL | CHS | Youth Football | Randy Horsfall | RHorsfall@clickbond.com |
| Saturday, August 16, 2014 | Sunday, August 17, 2014 | AWS Baseball | Centennial | Youth Baseball | Jay Zetz | info@playallworld.com |
| Saturday, August 23, 2014 | Sunday, August 24, 2014 | Bud light Dropping Bombs | Centennial | Adult Softball | Jay Zetz | info@playallworld.com |
| Saturday, August 30, 2014 | Monday, September 01, 2014 | Baseball King of the Dirt | Centennial, Governors, Edmonds | Youth Baseball | Jay Zetz | info@playallworld.com |
| Friday, September 12, 2014 | Sunday, September 14, 2014 | NAFA Worlds | Centennial | Adult Fast Pitch | Benji Hedgecock | nafastitch@gmail.com |
| Saturday, September 20, 2014 | Sunday, September 21, 2014 | AWS Baseball | Centennial | Youth Baseball | Jay Zetz | info@playallworld.com |
| Saturday, October 11, 2014 | Sunday, October 12, 2014 | AWS Baseball | Centennial | Youth Baseball | Jay Zetz | info@playallworld.com |
| Saturday, October 18, 2014 | Sunday, October 19, 2014 | 1/2 Off Everything Tournament | Centennial | Adult Softball | Jay Zetz | info@playallworld.com |

may 3 at 18-

swim meet may 23 - 1000 people outside

Soccer
Swim

Aug-9: SWFL - Sierra Youth Football League - 6AM - S-S 1one day.