



Community Development Department

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Date: March 30, 2015

ITEM 5.1

To: Redevelopment Authority Citizens Committee
Meeting of April 6, 2015

From: Lee Plemel, Community Development Director

Subject: Recommendations to the Redevelopment Authority regarding amendments to the Redevelopment Authority Policies and Procedures, Section 3.2, Financial Assistance with Special Events, to modify the advisory board review process to allow the Carson City Cultural Commission to make recommendations to the Redevelopment Authority on Special Event applications related to arts and culture events within the Redevelopment District.

Recommended Motion:

I move to recommend to the Redevelopment Authority the adoption of amendments to the Redevelopment Authority Policies and Procedures, Section 3.2, Financial Assistance for Special Events, to modify the advisory board review process to allow the Carson City Cultural Commission to make recommendations to the Redevelopment Authority on Special Event applications related to arts and culture events within the Redevelopment District, including a split of funding for arts and culture events and other Redevelopment events of __% and __%, respectively.

Discussion:

Members of the Redevelopment Authority and City staff have previously discussed allocating a portion of the available Redevelopment Special Event funding to the Cultural Commission to allocate for “arts and culture” events within the Redevelopment Areas. The proposed amendments would allow the Redevelopment Authority to authorize a portion of the Special Event funding allocation to be reviewed by the Cultural Commission for those applicants related to arts and culture events. Currently, the Redevelopment Authority Citizens Committee reviews and makes recommendations to the Redevelopment Authority on all Special Event applications, including arts and cultural events. The Cultural Commission is comprised of members with more expertise in the funding needs of arts and cultural events.

In particular, the RACC may make recommendations regarding the policies pertaining to:

1. Whether or not to have the Cultural Commission review certain types of Redevelopment Special event applications.
2. What percentage of budgeted Special Event funding should be allocated to Arts and Culture Events.
3. How much funding should be allocated to Special Events this year and in future years.

4. Other clarifications of the policy, such as the definition of Arts and Culture Events, as deemed appropriate by the RACC.

Attached are draft policies showing existing policies and proposed amendments to guide the discussion and recommendations. Also attached is a spreadsheet showing funding that has been allocated for each special event over the last five years, with the events broken into two categories based upon the draft definitions of an “arts and culture” event to show how much has been allocated to each category during that time period.

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

Attachments

1. Draft Amended Redevelopment Special Event Policies
2. Five-Year Redevelopment Special Event Funding History

Following are the Redevelopment Authority Policies and Procedures related to Redevelopment financial assistance for special events. Draft recommended changes to implement policies allocating a portion of Special Event funding to Arts and Culture events are shown in Track Changes format for discussion purposes.

Section 3.2 Financial Assistance for Special Events

3.21 Financial Assistance for Special Events Application Process

The deadline for filing an application for financial assistance for a special event within the Redevelopment District is April 15 each year. If excess funding is available after the initial application review process has been concluded, the Redevelopment Authority, at its sole discretion, may decide to entertain additional applications for financial assistance. All applications for financial assistance for a special event must be complete and must be submitted to the Redevelopment Authority Director prior to the application deadline. If an application is deemed to be incomplete it may lose its eligibility for consideration.

Upon submittal of an application to the Redevelopment office, the Director or designee shall determine if the application is for an Arts and Culture special event or other Redevelopment special event. Arts and Culture special events shall be reviewed by the Cultural Commission for a recommendation to the Redevelopment Authority, and all other Redevelopment special event permits shall be reviewed by the Redevelopment Authority Citizens Committee for a recommendation to the Redevelopment Authority. Arts and Culture special events include performing arts, visual arts, and literary arts, and are generally events such as:

- (a) Theatrical productions;
- (b) Music festivals or music event series involving coordination among multiple event sites or organized through an arts organization;
- (c) Art displays; or
- (d) Other events deemed to be Arts and Culture events as determined by the Director.

It is the policy of the Redevelopment Authority to allocate [REDACTED] % of the total amount of Redevelopment Special Event funding, as determined in the annual Redevelopment budget, to Arts and Culture special events.

The Redevelopment Authority Citizens Committee and Cultural Commission, as applicable, must review any application for financial assistance for a special event and make a recommendation to the Redevelopment Authority on the application within 30 days after receipt of the application by the Redevelopment Authority Director. The Redevelopment Authority must review any application for financial assistance for a special event within 30 days after the Redevelopment Authority Citizens Committee or Cultural Commission, as applicable, makes its recommendation. In order to recommend that financial assistance for a special event be granted, the Redevelopment Authority must determine that the financial assistance for the special event is necessary or incidental to the carrying out of the Redevelopment Plan which has been adopted by the Board of Supervisors. If the Redevelopment Authority does not recommend the approval of the application for financial assistance for a special event, the applicant cannot appeal the Redevelopment Authority's decision.

If, after determination by the Redevelopment Authority that financial assistance for a special event should be given, it must submit the application request to the Board of Supervisors with its findings. The Board of Supervisors must consider the application within 30 days from receipt of

the Redevelopment Authority. The consent of the Board of Supervisors must be made by a resolution of the Board of Supervisors consenting to the payment of financial assistance for the special event and authorizing the expenditure from the Revolving Fund for the Redevelopment Authority for the payment of the financial assistance for the special event. The resolution of the Board of Supervisors must be passed by the applicable number of votes required for an expenditure from the Revolving Fund as set forth in Section 6.3.

The determinations by the Redevelopment Authority and the Board of Supervisors are final and conclusive.

3.22 Materials to Be Submitted in Conjunction with Application for Financial Assistance for a Special Event

In order for the Redevelopment Authority to properly assess an application for financial assistance for a special event and analyze conformance with the standards for granting financial assistance for a special event, the applicant must submit to the Redevelopment Authority, at the time the application is submitted, the following materials:

- (a) A narrative description of the proposed special event, including the estimated number of local and out-of-town participants.
- (b) A history of the entity conducting the special event.
- (c) Resumes for all principals and key individuals in the entity conducting the special event.
- (d) Organizational structure of the entity conducting the special event including delineation of lines of responsibility.
- (e) A narrative history of the event in Carson City (if applicable), including the event's longevity and importance to the community.
- (f) Proof that the entity conducting the special event has or has a plan to acquire the authority to conduct the special event, including control of the property on which the special event will be conducted and all necessary and proper permits, licenses or certifications required by any governmental entity.
- (g) A breakdown of the sources and use of funds for the special event, including efforts made to obtain funding from other sources.
- (h) A pro-forma profit and loss statement for the special event.
- (i) Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognition of revenues and expenses. Corresponding tax returns should also accompany the financial statements.
- (j) Identification of current banking relationships and major credit references.
- (k) Demonstration of why Redevelopment Authority funds are required for the special event.
- (n) Explanation of how the special event complies with the objectives of the Redevelopment Authority plan.
- (o) Explanation of how the special event may be able to be expanded in the future.
- (p) Explanation of how the special event will be able to transition away from City funding support in the future.

3.23 Review Criteria in Considering an Application for Financial Assistance for a Special Event

The Redevelopment Authority shall consider the following factors when evaluating applications for Special Event funding:

- (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.

Five-Year Redevelopment Special Event Funding History

Event	Organization	Approved 2010-11(\$)	Approved 2011-12 (\$)	Approved 2012-13 (\$)	Approved 2013-14 (\$)	Approved 2014-15 (\$)	
ARTS & CULTURE							
Nutcracker Ballet	Pinkerton Ballet Theater	3,000	2,125	2,500	2,000	2,500	
Peanutcracker Ballet	Sierra Nevada Ballet	1,500	2,125	2,500	2,000	2,500	
Les Miserables	WNC Musical Theatre Co.	0	0	0	6,500	0	
Phantom of the Opera	WNC Musical Theatre Co.	0	12,000	0	0	0	
Duke's Place	Sierra Nevada Ballet	0	0	0	0	9,000	
Summer Concerts	Brewery Arts Center	43,000	0	0	0	0	
Jazz & Beyond Music Festival	Mile High Jazz Bamd Assoc.	2,500	3,000	4,000	6,000	8,000	
CCAI Season	Capital City Arts Initiative	5,000	4,250	5,000	5,000	6,000	
	Subtotal:	55,000	23,500	14,000	21,500	28,000	Avg.
	Percentage of Total:	58%	40%	23%	33%	43%	39%
REDEVELOPMENT EVENTS							
Silver Dollar Car Classic	Silver Dollar Car Classic	1,200	0	5,000	5,000	2,500	
Spring Fun Fair	RSVP Program	0	3,350	8,333	8,333	5,000	
4th of July Celebration	RSVP Program	1,500	3,350	8,333	8,333	8,000	
Nevada Day Celebration	RSVP Program	0	3,350	8,334	8,334	5,000	
Taste of Downtown	Advo. to End Dom. Violence	5,000	5,000	0	6,500	6,500	
Wild West	Advo. to End Dom. Violence	2,000	0	0	0	0	
MOW Classic Car Show & Concert	Carson City Senior Center	2,000	0	0	2,000	0	
Nevada Sesquicentennial Fair	City of Carson City	0	0	0	0	10,000	
Ghost Walk/Cemetery Tour	CCCVB / Mary Bennett	22,500	12,000	0	5,000	0	
Battle Born Days	NV Show, LLC	0	0	10,000	0	0	
Carson City Rendezvous	CCCVB/NV Show, LLC	6,000		8,000	0	0	
Firkin & Fox Concert	Firkin Pubs	0	7,125	0	0	0	
Cove Café Concert	Mom & Pop's	0	1,700	0	0	0	
	Subtotal:	40,200	35,875	48,000	43,500	37,000	Avg.
	Percentage of Total:	42%	60%	77%	67%	57%	61%
		95,200	59,375	62,000	65,000	65,000	