



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, 2015

ITEM - 5.3

To: Redevelopment Authority Citizens Committee
Meeting of May 3, 2015

From: Lee Plemel, Director

Subject: Special Event Funding Requests for FY 2015-16

RECOMMENDED RACC MOTION: I move to recommend to the Redevelopment Authority approval of the expenditure of \$29,000 from the Fiscal Year 2015-16 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 Redevelopment Authority and Board of Supervisors will make the final special event funding allocations on June 4, 2015.

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 2015-16 Redevelopment Tentative Budget is not scheduled to be reviewed by the Board of Supervisors until May 7, 2015. However, it is anticipated that the total Special Event funding allocation for FY 2015-16 will be the same as the last couple of years at a total of

\$65,000. On April 16, 2015, the Redevelopment Authority approved an amendment to the Special Event policies to allocate 40% of the total amount of the Redevelopment Special Event funding for “arts and culture” events, and applications for these events have been directed to the Cultural Commission for its review and recommendations to the Redevelopment Authority. The funding-split for arts and culture Special Events and other Special Events is \$26,000 and \$39,000, respectively. RACC is only responsible for making recommendations regarding the funding for the non-arts and culture events, as described below.

SPECIAL EVENT APPLICATIONS:

The Redevelopment office received six applications for a total of \$43,500 in requested funding, which exceeds the \$39,000 allocated to these types of events by \$4,500. 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 with information included that pertains to the review criteria noted above. Refer to the attached application packets for more detail and explanation.

1. Applicant: Nevada Rural Counties RSVP Program

Event: Spring Fun Fair (2016)

Requested funding (% of event budget): \$5,000 (40%)

Description: Carnival, food, drinks, and crafts vendors to raise money for RSVP programs.

Total event budget: \$12,400

Prior year funding: \$5,000

Estimated number of participants (local/out-of-town): 34,000 (25,000 / 9,000)

Dollars of City funding per participant: \$0.15

Number of years event held in Carson City: 33

2. Applicant: Nevada Rural Counties RSVP Program

Event: Fourth of July Celebration

Requested funding (% of event budget): \$10,000 (28%)

Description: Fourth of July fireworks, carnival, food, drinks, and crafts vendors to raise money for RSVP programs.

Total event budget: \$35,600

Prior year funding: \$8,000

Estimated number of participants (local/out-of-town): 40,000 (30,000 / 10,000)

Dollars of City funding per participant: \$0.25

Number of years event held in Carson City: 27

3. Applicant: Nevada Rural Counties RSVP Program

Event: Nevada Days Celebration

Requested funding (% of event budget): \$5,000 (40%)

Description: Carnival, food, drinks, and crafts vendors to raise money for RSVP programs.

Total event budget: \$12,400

Prior year funding: \$5,000

Estimated number of participants (local/out-of-town): 26,000 (20,000 / 6,000)

Dollars of City funding per participant: \$0.19

Number of years event held in Carson City: 30

4. Applicant: Advocates to End Domestic Violence

Event: Taste of Downtown

Requested funding (% of event budget): \$6,500 (14%)

Description: Outdoor festival and live music with food sampling from local restaurants to raise money for Advocates to End Domestic Violence.

Total event budget: \$45,450

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

Number of years event held in Carson City: 21

5. Applicant: Carson City

Event: Nevada Sesquicentennial Fair

Requested funding (% of event budget): \$10,000 (6%)

Description: Nevada Fair at the Fairgrounds/Fuji Park

Total event budget: \$165,110

Prior year funding: \$10,000

Estimated number of participants (local/out-of-town): 50,000 (30,000 / 20,000)

Dollars of City funding per participant: \$0.06

Number of years event held in Carson City: 2

6. Applicant: Carson Victory Rollers

Event: Family Skate Nights

Requested funding (% of event budget): \$7,000 (37-70%) *

Description: Portable sport court track for roller derby events, demos, and family skate nights

Total event budget: \$10,000-\$19,000

Prior year funding: N/A

Estimated number of participants (local/out-of-town): 230-650 (200-600 / 30-50)

Dollars of City funding per participant: \$11-\$30 (One-year use; track can be used multiple years)

Number of years event held in Carson City: 3

* Note that the Carson Victory Rollers have offered in their application to take the funding as a loan and payback the \$7,000 within three years using a percentage of their proceeds. Should the RACC choose to fund this request, the RACC may wish condition the funding on the Carson Victory Rollers paying back all or a portion of the money. Should RACC make such a recommendation, staff will forward the recommendation to the Redevelopment Authority and Board of Supervisors and, should they approved it, would prepare any appropriate agreements deemed necessary to facilitate the loan terms to bring back to the Redevelopment Authority and Board of Supervisors.

As noted previously, there is a total of \$43,500 in funding requests, which exceeds the \$39,000 allocated for special events by \$4,500. The RACC needs to consider the application review factors noted above and make a recommendation for funding the special events within the given budget. Redevelopment staff will provide a spreadsheet at the meeting to assist RACC in developing alternative funding scenarios for consideration and recommendation.

For reference, the following Arts and Culture Special Event applications were received by the Redevelopment office and forwarded to the Cultural Commission for its review and recommendations to the Redevelopment Authority.

Organization	Event	Request
Brewery Arts Center	Summer Concert Series	\$2,870
Carson City Arts Initiative	CCAI Season Events	\$6,000
Mile High Jazz	Jazz & Beyond Music Festival	\$8,000
Pinkerton Ballet Theater	Nutcracker Ballet	\$2,500
Sierra Nevada Ballet	Peanutcracker Ballet	\$2,500
Western Nevada College Theater	Mary Poppins	\$13,000
	Total:	\$34,870
	Available:	\$26,000

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 2015-16

ATTACHMENT A

Organization	Event	Event Date(s)	Requested 2015-16 (\$)	Approved last year 2014-15 (\$)	RACC Recomm.
RSVP Program	Spring Fun Fair *	May5-8, 2015	5,000	5,000	
RSVP Program	4th of July Celebration *	July 2-5, 2015	10,000	8,000	
RSVP Program	Nevada Day Celebration *	Oct. 29-Nov. 1, 2015	5,000	5,000	
Advocates to End Domestic Violence	Taste of Downtown	Jun. 19, 2016	6,500	6,500	
City of Carson City	Nevada Fair	July 30-Aug. 2, 2015	10,000	10,000	
Carson Victory Rollers	The Portable Sport Court Track	Ongoing	7,000	0	
		Totals:	43,500	34,500	0
		2015-16 Budgeted Amount:	39,000		39,000
		Remainder/Deficit:	-4,500		39,000

**FY 2014-15 Redevelopment Special Events
Funding Alternatives**

ATTACHMENT B

Event	Requested 2015-16 (\$)	Approved last year 2013-14 (\$)	52% Alt.	Cont'd funding Alt.	Alt. 1	Alt. 2	Alt. 3	Alt. 4	Alt. 5
Spring Fun Fair	5,000	5,000	2,600	5,000					
4th of July Celebration	10,000	8,000	5,200	8,000					
Nevada Day Celebration	5,000	5,000	2,600	5,000					
Taste of Downtown	6,500	6,500	3,380	6,500					
Nevada Sesquicentennial Fair	10,000	10,000	5,200	10,000					
Carson Victory Rollers	7,000	0	3,640	7,000					
	43,500	34,500	22,620	41,500	0	0	0	0	0
2015-16 Budgeted Amount:	39,000		39,000	39,000	39,000	39,000	39,000	39,000	39,000
Remainder/Deficit:	-4,500		16,380	-2,500	39,000	39,000	39,000	39,000	39,000

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OFFICE OF
BUSINESS DEVELOPMENT

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, Executive Director

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 and Carnival at Mills Park

\$ 5,000

TOTAL FUNDING REQUEST

Event Dates: May 5 – 8, 2016

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):

Since 1983 RSVP has hosted a Spring Fun Fair and Carnival at Mills Park in Carson City. Each year both local residents and visitors are excited to shake off the winter doldrums and spend a day or two in the park, enjoying great food, unique crafts and merchandise, the excitement of carnival rides, live music, and entertainment designed for the entire family.

The Spring Fun Fair special event has become a favorite and continues to grow in popularity each year. The celebration draws people from Carson City, Las Vegas, 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 as it is the state Capital and has been voted the best state Capital city in the nation! Mills Park is appealing because it is a lovely park where families can enjoy themselves and have fun being outdoors and participating in a family friendly event. Admission is free and families can spend as much time as they wish at the park and carnival where they enjoy the food and craft vendors on site or they may experience the many options that Carson City offers with local restaurants, shops, businesses, casinos, and hotels.

RSVP offers a \$5 discount coupon to reduce the cost of an all-day carnival wristband. Coupons are provided online, on flyers, and in newspaper ads. RSVP will offer a special promotion for Mothers and other family caregivers on Sunday, May 8, 2016. Live music is performed on a stage in separate sessions over the course of the weekend and is an opportunity for talented local musicians to gain exposure and new fans in the area. We encourage people to bring their lawn chairs or dance. We promote the event as a multigenerational event and the family aspect of coming to the fair, offering a reason to have parents and other adults spend time with children and grandchildren.

The Spring Fun Fair benefits Carson City as the event draws between 25 and 30 local and out-of-state vendors and puts "heads in beds". These vendors set up booths and sell food and crafts and can have 3 or 4 staff that stay in motels, RV parks, enjoy local restaurants, purchase fuel and goods and services that contribute to Carson City's local economy. As an added incentive, not only does the community benefit from the free entertainment and time with family in the park; proceeds from the Spring Fun Fair helps RSVP to provide seniors and persons with disabilities with programs of service provided at no charge by dedicated RSVP volunteers.

The mission of RSVP is to help frail, homebound, and low-income seniors remain independent by providing high quality programs which allow them to stay in their own homes with dignity. Additionally, RSVP coordinates a volunteer network of seniors who use their skills and talents to provide support to community agencies and address community needs through service.

RSVP provides programs to help keep low income seniors self-sufficient and in their own homes as long as possible with person centered care and high impact direct service programs.

RSVP's services include: 1) Home Companions which provide homebound seniors companionship and essential services; 2) Escorted Transportation provides seniors and adults with a disability critical care trips to access the goods and services needed to remain independent such as medical appointments and to pick up prescriptions, groceries and socialization; 3) Respite Care provides 24/7 caregivers with regular breaks and companionship and safety for the loved-one at home providing a care partnership with the one being cared for at home at the center of the relationship; 4) Care Law Program attorney provides pro bono legal services for seniors; 5) Homemakers provide regular light housekeeping services helping seniors to live in a clean and hygienic environment; 6) Lifeline Program is a personal emergency telephone response system; 7) Resistance Exercise Program provides seniors with light weights training to improve their mobility, cognitive ability and gain muscle strength; and 8) Senior Farmer's Market Nutrition Program provides free coupons for fresh fruits and vegetables to low-income seniors.

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 Program, which has a monitoring charge of about a dollar per day. Some Lifelines are available at no charge for low income seniors.

RSVP does an exit survey of all vendors to ascertain their involvement in Carson City while they are at our event. Over 70% of the non-local vendors stay in local hotel rooms during their stay and enjoy meals and gaming valued at over \$500 each at local restaurants and casinos. Others stay at the RV Park at the Gold Dust West. Others stay with friends in Carson City and enjoy a visit while participating in our event.

Estimated number of local participants: 25,000. Estimated number of out-of-town participants: 9,000. Number of years the event has taken place in Carson City: 33 years

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Park Permits	\$ 1,100	\$ 1,900	\$ 3,000
Dumpster/Toilets/Park Clean-Up/Security	\$ 1,100	\$	\$ 1,100
Security	\$ 1,000	\$ 200	\$ 1,200
RSVP Staff Promoter/Coordinator/Set-up/Oversight	\$ 500	\$ 2,500	\$ 3,000
Advertising/Marketing	\$ 1,300	\$ 1,700	\$ 3,000
Admin (copies, postage, supplies, equipment rental)	\$	\$ 1,100	\$ 1,100
	\$	\$	\$
	\$	\$	\$
Totals:	\$ 5,000	\$ 7,400	\$ 12,400
Redevelopment Funds as a % of total Event costs:	40%		
Projected Revenues:			\$ 33,400
Projected Net Profit/Loss:			\$ 21,000

Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any: 2014-15: \$ 5,000 2013: \$ 8,333 2012: \$ 8,333 2011: \$ 3,350 2010:
	Last Year	Present Year	Next Year	
Income:	\$ 1,365,150	\$ 1,400,000	\$ 1,400,000	
Expenses:	\$ 1,400,300	\$ 1,375,000	\$ 1,375,000	
Reserves:	\$ 100,000	\$ 125,000	\$ 150,000	
Number of years your organization has existed: 42				
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: In addition to the Carson City Redevelopment funding requests, we work to find supportive funding from local businesses and partner with organizations to produce other special fundraising events, such as "Winter Wine, Spirits and All That Jazz" and "Comic Relief."				
Describe why Redevelopment funds are required for the special event: Redevelopment funds are needed to defray the costs of providing the event to the community and to promote the Spring Fun Fair and Carnival at Mills Park 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 local economy. We would like to create more awareness of the event as well as more awareness about RSVP's programs of service to Carson City seniors and to the community as a whole.				
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 these businesses 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. They also help us by pre-selling discount wristbands and event tickets, encouraging locals to take a look at the new cars on display. The carnival hires local people to help set-up and tear down and some of the vendors also hire local residents to help in their booth during the event. This event strengthens the local economy with the sales tax revenues it receives from the goods and services that the people purchase when they come to Carson City for the event as well as providing some employment opportunities here locally. The Spring Fun Fair helps to promote tourism and economic development in the region. It is a family friendly event that demonstrates Carson City's support for vulnerable seniors who need assistance in their quest to remain independent and in their own homes with dignity.				
List other organizations and businesses partnering or participating in the event: Carson City Toyota-Scion, Nevada Appeal, Sheriff Ken Furlong and the Carson City Sheriff's Office, Carson Now, CCVB, Carson Chamber of Commerce, Carson City Parks and Recreation, Gold Dust West, Pistachio Sound, Capital Beverages, Bridger Mountain Boutique in the Carson Mall, Les Schwab Tires, United Rentals, and Adele's for support of the Spring Fun Fair and Carnival at Mills Park.				
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 using radio spots, Carson Now, display ads in the Nevada Appeal, feature articles in area newspapers, RSVP website and Facebook, informational flyers, the Community Center electric message sign, posters, word of mouth, and 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 musical performances on stage 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 diligently seeks funding and works continually to find new revenue streams. RSVP strives to become self-sustaining but needs assistance now with Redevelopment funds. However, this year's request for \$5,000 is only half of what we requested last year, so we are making progress to reduce our reliance on City funding. Nevertheless, without help with marketing and funding assistance, we won't be able to draw as well from the surrounding counties. Those who come for the event will spend money here in Carson City. 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

Date:

Supan C. Hlave

4/15/15

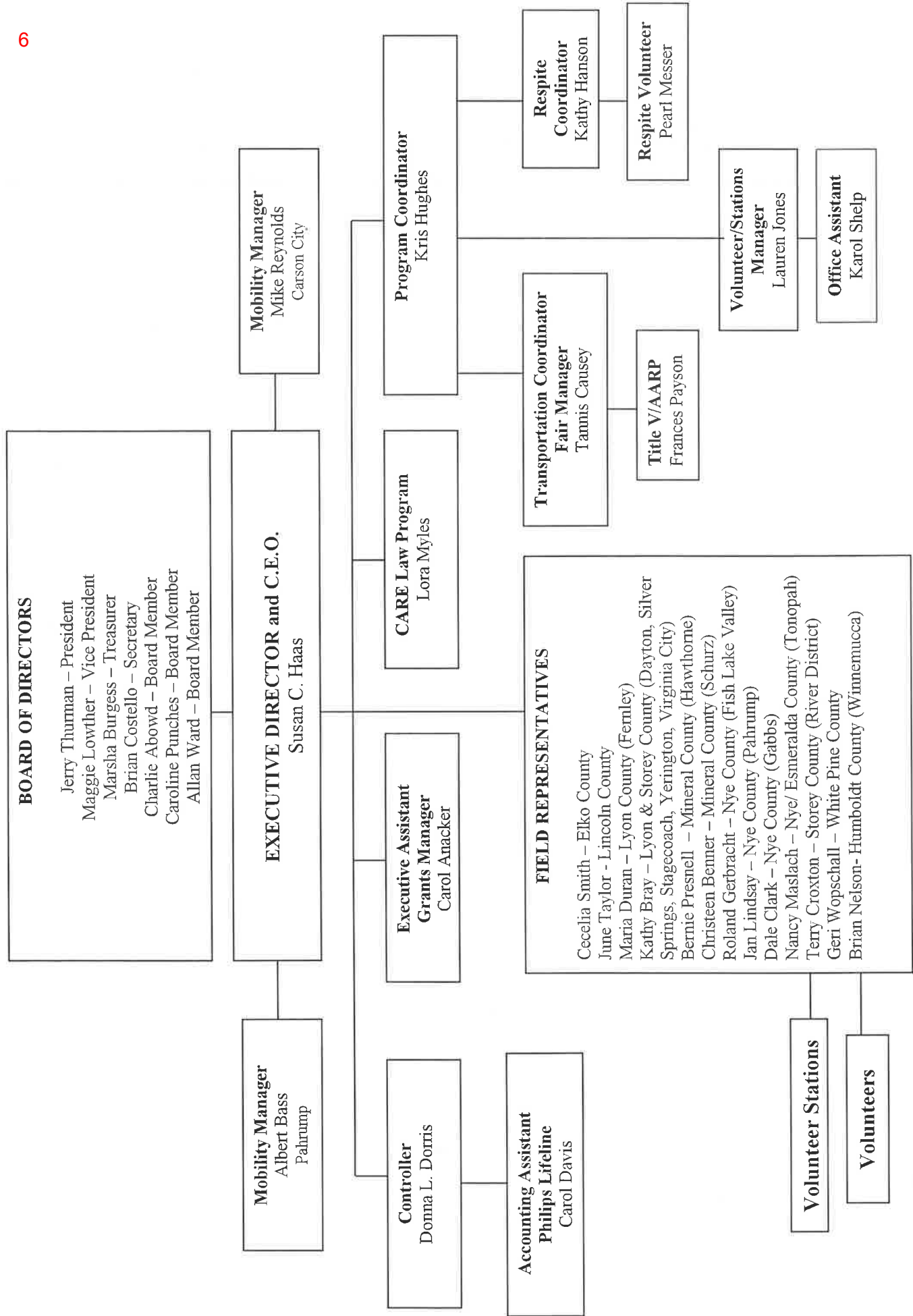
*Note: ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

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.

ORGANIZATION CHART

Nevada Rural Counties RSVP Program, Inc. Organizational Chart



RESUMES OF THE KEY INDIVIDUALS
CONDUCTING THE SPECIAL EVENT

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.

⁹
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 answer 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

CURRENT FINANCIAL STATEMENTS

Nevada Rural Counties RSVP Program, Inc.

Balance Sheet

As of March 31, 2015

	Mar 31, 15
ASSETS	
Current Assets	
Checking/Savings	
1005 · Mutual of Omaha Bank - Checking	643.85
1006 · Mutual of Omaha Bank-Federal	200.18
1007 · Mutual of Omaha Bank-Non Federa	475.32
1009 · CareLaw Cash Account	755.66
1008 · Mutual of Omaha Bank-Fireworks	422.96
1070 · Smith Barney Account	
1071 · CARE Law Program	2,693.12
1072 · Smith Barney Insured Deposit	68,982.90
Total 1070 · Smith Barney Account	71,676.02
1080 · PETTY CASH	300.00
Total Checking/Savings	74,473.99
Accounts Receivable	
1200 · Accounts Receivable	
1210 · Grants Receivable	75,000.00
1200 · Accounts Receivable - Other	7,004.92
Total 1200 · Accounts Receivable	82,004.92
Total Accounts Receivable	82,004.92
Other Current Assets	
1499 · Undeposited Funds	86.00
Total Other Current Assets	86.00
Total Current Assets	156,564.91
Fixed Assets	
1500 · EQUIPMENT	
Depreciation	-76,043.59
Original Cost	94,312.38
Total 1500 · EQUIPMENT	18,268.79
1600 · VEHICLES	
Depreciation	-115,451.24
Original Cost	166,671.25
Total 1600 · VEHICLES	51,220.01
Total Fixed Assets	69,488.80
Other Assets	
1430 · Prepaid Expenses	
1431 · Prepaid Expense-Service Contrac	-156.00
1430 · Prepaid Expenses - Other	2,529.65
Total 1430 · Prepaid Expenses	2,373.65
Total Other Assets	2,373.65
TOTAL ASSETS	228,427.36
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	17,856.81
Total Accounts Payable	17,856.81
Other Current Liabilities	
2100 · Payroll Liabilities	
2200 · Federal Withholding Tax Payable	-1,927.00

Nevada Rural Counties RSVP Program, Inc.
Balance Sheet
As of March 31, 2015

	Mar 31, 15
2210 · FICA Withholding Tax Payable	-1,227.22
2215 · Medicare Withholding Tax Payable	-286.96
2221 · Unemployment Insurance Payable	-2,243.64
2100 · Payroll Liabilities - Other	2.00
Total 2100 · Payroll Liabilities	-5,682.82
2110 · Direct Deposit Liabilities	-1,013.37
2700 · Payroll Deductions	
27270 · AFLAC	543.80
2715 · United Way No NV Donations	120.00
2723 · Vision Insurance	367.52
2724 · Dental Insurance	-246.09
2726 · Retirement Plan-American Funds	2,938.45
Total 2700 · Payroll Deductions	3,723.68
2730 · Payroll Accruals	
2740 · Vacation Payable	15,867.29
Total 2730 · Payroll Accruals	15,867.29
Total Other Current Liabilities	12,894.78
Total Current Liabilities	30,751.59
Total Liabilities	30,751.59
Equity	
1110 · Retained Earnings	158,593.38
3050 · Fund Balance-Vehicle Restricted	12,798.00
3100 · Initial Fund Balance-Equipment	7,952.95
Net Income	18,331.44
Total Equity	197,675.77
TOTAL LIABILITIES & EQUITY	228,427.36

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.

2015 Projected Budget

Category	Budget
Salaries	\$ 438,228
Retirement	\$ 21,911
PR Taxes	\$ 44,261
Advertising	\$ 6,450
Bank Fees	\$ 4,500
Contract Labor/Homemakers	\$ 92,606
Cache Pension	\$ 3,630
Dues/Lic/Misc	\$ 5,615
Rent	\$ 9,300
Lifeline Rentals	\$ 114,313
Equip Rentals	\$ 5,500
Group Ins	\$ 55,631
Prof Lia Ins	\$ 2,600
Building Ins	\$ 11,525
Postage/Box Rent	\$ 10,000
Printing/Promo	\$ 7,000
Accounting	\$ 15,500
Contractual-IT	\$ 5,780
Software Update	\$ 2,000
Equip Maint	\$ 1,200
Bldg Maint	\$ 5,445
Staff Travel	\$ 45,215
Supplies & LL	\$ 18,802
Telephone	\$ 20,300
Utilities	\$ 10,713
Vehicle	\$ 26,450
Fundraising	\$ 52,440
Subtotal	\$ 1,036,915

VOLUNTEERS

Vol Recog & Awar	\$ 15,000
Backgrd Checks	\$ 2,200
Vol Insur	\$ 4,000
Lodging/Meals	\$ 500
Mileage	\$ 131,510
Recruitment/Uniforms	\$ 1,000
Cards, Flowers	\$ 500
Stipends	\$ 84,000
Training	\$ 1,000

Subtotal \$ 239,710

Total Cash \$ 1,276,625

FOOD SECURITY

Senior Farmers Market Nutrition Program \$ 123,375

DONATED PROF FEES \$ 500,000

TOTAL \$ 1,900,000

Nevada Rural Counties RSVP Program, Inc.
Profit & Loss
January through March 2015

	<u>Jan - Mar 15</u>
Ordinary Income/Expense	
Income	
4600 · Home Companion Respite Program	2,520.75
Transportation Donations	2,795.75
4030 · Contributions Income	3,189.20
4110 · Grants	185,559.88
4150 · Miscellaneous Income	3.01
4170 · Program Rev	111,770.94
4700 · Fundraising Rev	10,237.35
4903 · United Way of Northern Nevada	2,452.07
4909 · United Way of Southern Nevada	59.01
Total Income	<u>318,587.96</u>
Gross Profit	318,587.96
Expense	
5489 · CARELaw client direct expenses	906.58
5300 · Program Expenses	291,617.44
5600 · Fundraising	7,732.50
Total Expense	<u>300,256.52</u>
Net Ordinary Income	<u>18,331.44</u>
Net Income	<u><u>18,331.44</u></u>

RECEIVED

APR 15 2015

OFFICE OF
BUSINESS DEVELOPMENT

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, Executive Director

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 2-5, 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 will be hosting our 23rd Annual Fourth of July Celebration and Carnival at Mills Park in Carson City. Once again we expect 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. RSVP produces a beautiful and thrilling fireworks display at dusk on Saturday, July 4th that brings thousands of additional visitors to the park and surrounding areas. For those attending at the park, a stage and premium sound system will allow them to listen to the fully synchronized patriotic musical accompaniment. RSVP will partner with Cumulus Radio to carry the soundtrack over Magic 95.5 so that anyone with a radio signal can experience the same effect. This has proven to be a winning combination for those viewing our capital's Independence Day salute.

People are drawn to Carson City as it is the state Capital and has been voted the best state Capital city in the nation! Mills Park is appealing because it is a lovely park where families can enjoy themselves and have fun being outdoors and participating in a family friendly event. Admission is free and families can spend as much time as they wish at the park and carnival where they enjoy the food and craft vendors on site or they may experience the many options that Carson City offers with local restaurants, shops, businesses, casinos, and hotels.

RSVP offers a \$5 discount coupon to reduce the cost of an all-day carnival wristband. Coupons are provided online, on flyers, and in newspaper ads. Wristbands are available to purchase at several locations around town in advance of the event at an even deeper discount, helping families plan their spending prior to the event. A "Family Dollar" night is offered on July 2nd where all rides are just \$1.00 each. Live music is performed on a stage in separate sessions over the course of the weekend and is an opportunity for talented local musicians to gain exposure and new fans in the area. We encourage people to bring their lawn chairs or dance. We promote the event as a multigenerational event and the family aspect of coming to the fair, offering a reason to have

parents and other adults spend time with children and grandchildren.

The Fourth of July Celebration and Carnival benefits Carson City as the event draws between 20 and 25 local and out-of-state vendors and puts "heads in beds". These vendors set up booths and sell food and crafts and can have 3 or 4 staff that stay in motels, RV parks, enjoy local restaurants, purchase fuel and goods and services that contribute to Carson City's local economy. As an added incentive, not only does the community benefit from the free entertainment and time with family in the park; proceeds from the event helps RSVP to provide seniors and persons with disabilities with programs of service which assist them to remain in their own homes and to live independently. Programs to seniors in Carson City are provided at no charge by dedicated RSVP volunteers.

The mission of RSVP is to help frail, homebound, and low-income seniors remain independent by providing high quality programs which allow them to stay in their own homes with dignity. Additionally, RSVP coordinates a volunteer network of seniors who use their skills and talents to provide support to community agencies and address community needs through service.

RSVP provides programs to help keep low income seniors self-sufficient and in their own homes as long as possible with person centered care and high impact direct service programs. RSVP's services include: 1) Home Companions which provide homebound seniors companionship and essential services; 2) Escorted Transportation provides seniors and adults with a disability critical care trips to access the goods and services needed to remain independent such as medical appointments and to pick up prescriptions, groceries and socialization; 3) Respite Care provides 24/7 caregivers with regular breaks and companionship and safety for the loved-one at home providing a care partnership with the one being cared for at home at the center of the relationship; 4) Care Law Program attorney provides pro bono legal services for seniors; 5) Homemakers provide regular light housekeeping services helping seniors to live in a clean and hygienic environment; 6) Lifeline Program is a personal emergency telephone response system; 7) Resistance Exercise Program provides seniors with light weights training to improve their mobility, cognitive ability and gain muscle strength; and 8) Senior Farmer's Market Nutrition Program provides free coupons for fresh fruits and vegetables to low-income seniors.

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 Program, which has a monitoring charge of about a dollar per day. Some Lifelines are available at no charge for low income seniors.

RSVP does an exit survey of all vendors to ascertain their involvement in Carson City while they are at our event. Over 70% of the non-local vendors stay in local hotel rooms during their stay and enjoy meals and gaming valued at over \$500 each at local restaurants and casinos. Others stay at the RV Park at the Gold Dust West. Others stay with friends in Carson City and enjoy a visit while participating in 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: 27 years – 23 years under RSVP

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Park Permits	\$ 3,000	\$	\$ 3,000
Dumpster/Toilets/Park Clean-Up	\$ 1,900	\$	\$ 1,900
Security	\$ 1,000	\$ 535	\$ 1,535
4 th of July Fireworks & Band	\$ 2,000	\$ 18,000	\$20,000
RSVP Staff Promoter/Coordinator/Set-up/Oversight	\$ 1,000	\$ 5,000	\$ 6,000
Advertising/Marketing	\$ 1,100	\$ 1,300	\$ 2,400
Admin (copies, postage, supplies, equipment rental)	\$	\$ 765	\$ 765
Totals:	\$ 10,000	\$ 25,600	\$ 35,600

Redevelopment Funds as a % of total Event costs:				28%		
					Projected Revenues:	\$60,000
					Projected Net Profit/Loss:	\$24,400
Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any:		
	Last Year	Present Year	Next Year			
Income:	\$1,365,150	\$1,400,000	\$1,400,000	2014: \$ 8,000		
Expenses:	\$1,400,300	\$1,375,000	\$1,375,000	2013: \$ 8,333		
Reserves:	\$ 100,000	\$ 125,000	\$ 150,000	2012: \$ 8,333		
				2011: \$ 3,350		
Number of years your organization has existed: 41				2010: \$		
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:						
In addition to the Carson City Redevelopment funding requests, we work to find supportive funding from local businesses and partner with organizations to produce other special fundraising events, such as "Winter Wine, Spirits and All That Jazz" and "Comic Relief." RSVP receives 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 needed to defray the costs associated with the event and will enable RSVP to promote the Fourth of July Celebration and Carnival 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 more to the local economy. We would like to create increased awareness of the event as well as a better understanding of RSVP's programs of service to Carson City seniors and to the community as a whole.						
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 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 these businesses 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. They also help us by pre-selling discount wristbands and event tickets, encouraging locals to take a look at the new cars on display.						
The carnival hires local people to help set-up and tear down and some of the vendors also hire local residents to help in their booth during the event. This event strengthens the local economy with the sales tax revenues it receives from the goods and services that the people purchase when they come to Carson City for the event as well as providing some employment opportunities here locally.						
The Fourth of July Celebration and Carnival helps to promote tourism and economic development in the region. It is a family friendly event that demonstrates Carson City's support for vulnerable seniors who need assistance in their quest to remain independent and in their own homes with dignity. Potential businesses look at Carson City as a place that supports its community as a whole and one that provides a healthy business and civic environment which attends to all of its citizens ~ young and old alike.						

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

Northern Nevada Toyota Dealers, Carson City Toyota-Scion, Gold Dust West, Sheriff Ken Furlong and the Carson City Sheriff's Office, Carson City Fire Department, Pistachio Sound, Wold Amusements, Nevada Appeal, Carson Now, CCVB, NV Energy, Alpine Insurance, Carson-Tahoe Regional Hospital, Carson Chamber of Commerce, Carson City Parks and Recreation, Capital Beverages, Bridger Mountain Boutique in the Carson Mall, Les Schwab Tires, Carson Nugget, United Rentals, Adele's and numerous private donations for support of the Fourth of July Celebration and Carnival at Mills Park.

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?

RSVP will market the event using radio spots, Carson Now, display ads in the Nevada Appeal, feature articles in area newspapers, RSVP website and Facebook, informational flyers, the Community Center electric message sign, posters, word of mouth, and 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:

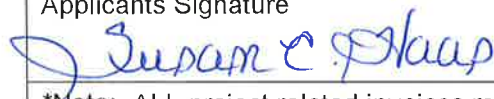
RSVP diligently seeks funding and works continually to find new revenue streams. RSVP strives to become more self-sustaining; however, we need assistance with Redevelopment funds. We are making progress to reduce our reliance on City funding. Those who come for the event will spend money here in Carson City. We are working hard to attract and retain our clientele, find new people to attend the Fourth of July Celebration and Carnival at Mills Park, and keep them in Carson City as long as possible 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:

4/15/15

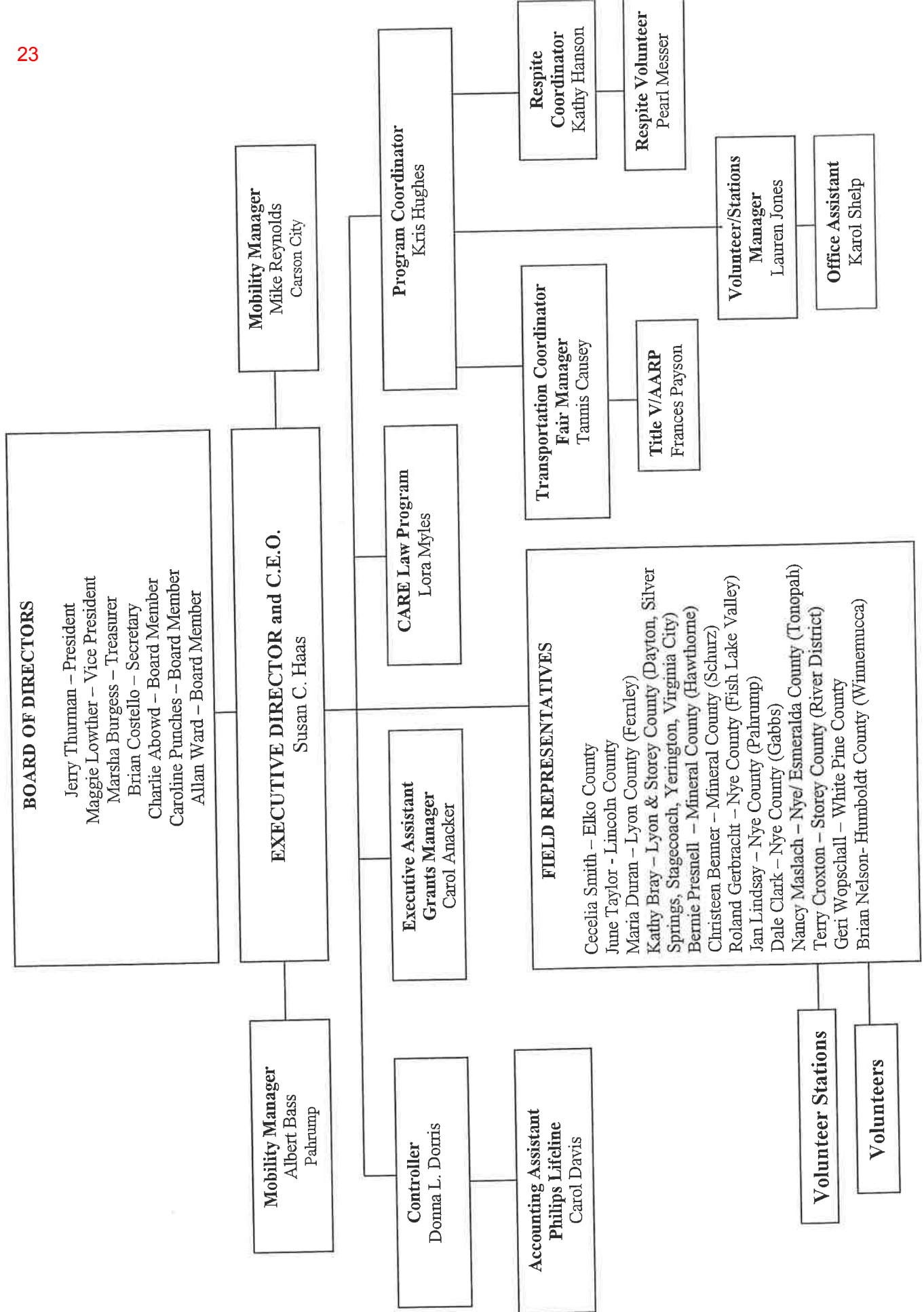
***Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

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.

ORGANIZATION CHART

Nevada Rural Counties RSVP Program, Inc. Organizational Chart



RESUMES OF THE KEY INDIVIDUALS
CONDUCTING THE SPECIAL EVENT

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 handling 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.

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Soul Industries, Design and Production Manager 1992- 1994

Allison Rose, Production Manager 1988-1992

Little Laura of California, Design Room Manager 1986- 1988

CURRENT FINANCIAL STATEMENTS

Nevada Rural Counties RSVP Program, Inc.

04/13/15

Balance Sheet

Accrual Basis

As of March 31, 2015

	Mar 31, 15
ASSETS	
Current Assets	
Checking/Savings	
1005 · Mutual of Omaha Bank - Checking	643.85
1006 · Mutual of Omaha Bank-Federal	200.18
1007 · Mutual of Omaha Bank-Non Federa	475.32
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1008 · Mutual of Omaha Bank-Fireworks	422.96
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1071 · CARE Law Program	2,693.12
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Accounts Receivable	
1200 · Accounts Receivable	
1210 · Grants Receivable	75,000.00
1200 · Accounts Receivable - Other	7,004.92
Total 1200 · Accounts Receivable	82,004.92
Total Accounts Receivable	82,004.92
Other Current Assets	
1499 · Undeposited Funds	86.00
Total Other Current Assets	86.00
Total Current Assets	156,564.91
Fixed Assets	
1500 · EQUIPMENT	
Depreciation	-76,043.59
Original Cost	94,312.38
Total 1500 · EQUIPMENT	18,268.79
1600 · VEHICLES	
Depreciation	-115,451.24
Original Cost	166,671.25
Total 1600 · VEHICLES	51,220.01
Total Fixed Assets	69,488.80
Other Assets	
1430 · Prepaid Expenses	
1431 · Prepaid Expense-Service Contrac	-156.00
1430 · Prepaid Expenses - Other	2,529.65
Total 1430 · Prepaid Expenses	2,373.65
Total Other Assets	2,373.65
TOTAL ASSETS	228,427.36
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	17,856.81
Total Accounts Payable	17,856.81
Other Current Liabilities	
2100 · Payroll Liabilities	
2200 · Federal Withholding Tax Payable	-1,927.00

Nevada Rural Counties RSVP Program, Inc.

Balance Sheet

As of March 31, 2015

04/13/15

Accrual Basis

	Mar 31, 15
2210 • FICA Withholding Tax Payable	-1,227.22
2215 • Medicare Withholding Tax Payable	-286.96
2221 • Unemployment Insurance Payable	-2,243.64
2100 • Payroll Liabilities - Other	2.00
Total 2100 • Payroll Liabilities	-5,682.82
2110 • Direct Deposit Liabilities	-1,013.37
2700 • Payroll Deductions	
27270 • AFLAC	543.80
2715 • United Way No NV Donations	120.00
2723 • Vision Insurance	367.52
2724 • Dental Insurance	-246.09
2726 • Retirement Plan-American Funds	2,938.45
Total 2700 • Payroll Deductions	3,723.68
2730 • Payroll Accruals	
2740 • Vacation Payable	15,867.29
Total 2730 • Payroll Accruals	15,867.29
Total Other Current Liabilities	12,894.78
Total Current Liabilities	30,751.59
Total Liabilities	30,751.59
Equity	
1110 • Retained Earnings	158,593.38
3050 • Fund Balance-Vehicle Restricted	12,798.00
3100 • Initial Fund Balance-Equipment	7,952.95
Net Income	18,331.44
Total Equity	197,675.77
TOTAL LIABILITIES & EQUITY	228,427.36

31 Nevada Rural Counties RSVP Program, Inc.
Balance Sheet
March 31, 2015

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.

2015 Projected Budget

Category	Budget
Salaries	\$ 438,228
Retirement	\$ 21,911
PR Taxes	\$ 44,261
Advertising	\$ 6,450
Bank Fees	\$ 4,500
Contract Labor/Homemakers	\$ 92,606
Cache Pension	\$ 3,630
Dues/Lic/Misc	\$ 5,615
Rent	\$ 9,300
Lifeline Rentals	\$ 114,313
Equip Rentals	\$ 5,500
Group Ins	\$ 55,631
Prof Lia Ins	\$ 2,600
Building Ins	\$ 11,525
Postage/Box Rent	\$ 10,000
Printing/Promo	\$ 7,000
Accounting	\$ 15,500
Contractual-IT	\$ 5,780
Software Update	\$ 2,000
Equip Maint	\$ 1,200
Bldg Maint	\$ 5,445
Staff Travel	\$ 45,215
Supplies & LL	\$ 18,802
Telephone	\$ 20,300
Utilities	\$ 10,713
Vehicle	\$ 26,450
Fundraising	\$ 52,440
Subtotal	\$ 1,036,915

VOLUNTEERS

Vol Recog & Awar	\$ 15,000
Backgrd Checks	\$ 2,200
Vol Insur	\$ 4,000
Lodging/Meals	\$ 500
Mileage	\$ 131,510
Recruitment/Uniforms	\$ 1,000
Cards, Flowers	\$ 500
Stipends	\$ 84,000
Training	\$ 1,000

Subtotal

\$ 239,710

Total Cash

\$ 1,276,625

FOOD SECURITY

Senior Farmers Market Nutrition Program

\$ 123,375

DONATED PROF FEES

\$ 500,000

TOTAL

\$ 1,900,000

3:21 PM

04/13/15

Accrual Basis

Nevada Rural Counties RSVP Program, Inc.

Profit & Loss

January through March 2015

	Jan - Mar 15
Ordinary Income/Expense	
Income	
4600 · Home Companion Respite Program	2,520.75
Transportation Donations	2,795.75
4030 · Contributions Income	3,189.20
4110 · Grants	185,559.88
4150 · Miscellaneous Income	3.01
4170 · Program Rev	111,770.94
4700 · Fundraising Rev	10,237.35
4903 · United Way of Northern Nevada	2,452.07
4909 · United Way of Southern Nevada	59.01
Total Income	318,587.96
Gross Profit	318,587.96
Expense	
5489 · CARELaw client direct expenses	906.58
5300 · Program Expenses	291,617.44
5600 · Fundraising	7,732.50
Total Expense	300,256.52
Net Ordinary Income	18,331.44
Net Income	18,331.44

RECEIVED

APR 15 2015

OFFICE OF
BUSINESS DEVELOPMENT

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.nevadaruralsvp.org

PHONE # WEBSITE URL

Susan C. Haas, Executive Director

CONTACT / EVENT DIRECTOR NAME

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

MAILING ADDRESS, CITY, STATE, ZIP CODE

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

PHONE # EMAIL

NAME OF EVENT: Nevada Day Fair – "A Day of Service and Remembrance"

\$ 5,000
 TOTAL FUNDING REQUEST

Event Dates: October 29 – November 1, 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 fall fair and carnival at Mills Park in Carson City for 30 years. The theme of this year's fair and carnival is "A Day of Service and Remembrance" in honor of those who protect and serve our community through national and local service organizations. National and community service organizations (i.e., National Guard, fire department, and social services) will be invited to set up informational booths for free. The public will learn about vital community issues, how they can sign up to serve their community, and how they can help those in need. Participants will have an opportunity to make a difference through a food, clothing or blood donation. The United Blood Service "Bloodmobile" will be in Mills Park to promote blood donation or will be available for donors to give blood during the event.

We have many new surprises in store including plans for a Classic Car Show featuring local owners and a pumpkin patch.

Returning to the event is live music performed on an elevated stage over the course of the weekend. This is an excellent opportunity for local musicians, dance troupes, and other theatrical arts performers to gain exposure and create new fans to the area. We encourage people to bring their lawn chairs, dance and enjoy the various acts. It also helps to 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.

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.

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 several local merchants have agreed to pre-sell wristbands at an even more discounted price, bringing new clients into their business.

The Nevada Day Fair – "A Day of Service and Remembrance" benefits Carson City. While this is a fund raiser to keep seniors at home and out of costly institutions, it is also an event that brings sales tax revenue into our community where it is needed. The event draws between 25 and 30 local and out-of-state vendors. These vendors set up booths and sell food and crafts and can have 3 or 4 staff that stay in motels, RV parks, eat at local restaurants, and purchase fuel and goods. Many of the vendors are able to make a profit all the while contributing to Carson City's local economy.

As an added incentive, not only does the community benefit from the entertainment that they can enjoy for free, the event also helps to raise awareness of other organizations and agencies that provide valuable services to our community. Additionally, proceeds from the fair help RSVP to meet its goals to assist seniors and other citizens in need.

The mission of RSVP is to help frail, homebound, and low-income seniors remain independent by providing high quality programs which allow them to stay in their own homes with dignity. Additionally, RSVP coordinates a volunteer network of seniors who use their skills and talents to provide support to community agencies and address community needs through service.

RSVP provides programs to help keep low income seniors self-sufficient and in their own homes as long as possible with person centered care and high impact direct service programs. RSVP's services include: 1) Home Companions which provide homebound seniors companionship and essential services; 2) Escorted Transportation provides seniors and adults with a disability critical care trips to access the goods and services needed to remain independent such as medical appointments and to pick up prescriptions, groceries and socialization; 3) Respite Care provides 24/7 caregivers with regular breaks and companionship and safety for the loved-one at home providing a care partnership with the one being cared for at home at the center of the relationship; 4) Care Law Program attorney provides pro bono legal services for seniors; 5) Homemakers provide regular light housekeeping services helping seniors to live in a clean and hygienic environment; 6) Lifeline Program is a personal emergency telephone response system; 7) Resistance Exercise Program provides seniors with light weights training to improve their mobility, cognitive ability and gain muscle strength; and 8) Senior Farmer's Market Nutrition Program provides free coupons for fresh fruits and vegetables to low-income seniors.

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 Program, which has a monitoring charge of about a dollar per day. Some Lifelines are available at no charge for low income seniors.

RSVP does an exit survey of all vendors to ascertain their involvement in Carson City while they are at our event. Over 70% of the non-local vendors stay in local hotel rooms during their stay and enjoy meals and gaming valued at over \$500 each at local restaurants and casinos. Others stay at the RV Park at the Gold Dust West. Others stay with friends in Carson City and enjoy a visit while participating in our event.

Estimated number of local participants: 20,000. Estimated number of out-of-town participants: 6,000. Number of years the event has taken place in Carson City: 30 years

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Park Permits	\$ 1,100	\$ 1,900	\$ 3,000

Dumpster/Toilets/Park Clean-Up/Security	\$ 1,100	\$	\$ 1,100																										
Security	\$ 1,000	\$ 200	\$ 1,200																										
RSVP Staff Promoter/Coordinator/Set-up/Oversight	\$ 500	\$ 2,500	\$ 3,000																										
Advertising/Marketing	\$ 1,300	\$ 1,700	\$ 3,000																										
Admin (copies, postage, supplies, equipment rental)	\$	\$ 1,100	\$ 1,100																										
	\$	\$	\$																										
	\$	\$	\$																										
Totals:	\$ 5,000	\$ 7,400	\$ 12,400																										
Redevelopment Funds as a % of total Event costs:	40%																												
Projected Revenues:			\$ 33,400																										
Projected Net Profit/Loss:			\$ 21,000																										
<table border="1"> <tr> <td colspan="4">Annual Budget of Organization:</td> <td rowspan="5"> Redevelopment funding your organization received for this event in prior years, if any: 2014-15: \$ 5,000 2013: \$ 8,333 2012: \$ 8,333 2011: \$ 3,350 2010: </td> </tr> <tr> <td></td> <td>Last Year</td> <td>Present Year</td> <td>Next Year</td> </tr> <tr> <td>Income:</td> <td>\$ 1,365,150</td> <td>\$ 1,400,000</td> <td>\$ 1,400,000</td> </tr> <tr> <td>Expenses:</td> <td>\$ 1,400,300</td> <td>\$ 1,375,000</td> <td>\$ 1,375,000</td> </tr> <tr> <td>Reserves:</td> <td>\$ 100,000</td> <td>\$ 125,000</td> <td>\$ 150,000</td> </tr> <tr> <td colspan="4">Number of years your organization has existed: 42</td> <td></td> </tr> </table>				Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any: 2014-15: \$ 5,000 2013: \$ 8,333 2012: \$ 8,333 2011: \$ 3,350 2010:		Last Year	Present Year	Next Year	Income:	\$ 1,365,150	\$ 1,400,000	\$ 1,400,000	Expenses:	\$ 1,400,300	\$ 1,375,000	\$ 1,375,000	Reserves:	\$ 100,000	\$ 125,000	\$ 150,000	Number of years your organization has existed: 42				
Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any: 2014-15: \$ 5,000 2013: \$ 8,333 2012: \$ 8,333 2011: \$ 3,350 2010:																									
	Last Year	Present Year	Next Year																										
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Expenses:	\$ 1,400,300	\$ 1,375,000	\$ 1,375,000																										
Reserves:	\$ 100,000	\$ 125,000	\$ 150,000																										
Number of years your organization has existed: 42																													
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:																													
In addition to the Carson City Redevelopment funding requests, we work to find supportive funding from local businesses and partner with organizations to produce other special fundraising events, such as "Winter Wine, Spirits and All That Jazz" and "Comic Relief."																													
Describe why Redevelopment funds are required for the special event:																													
Redevelopment funds are needed to defray the costs of providing the Nevada Day Fair – "A Day of Service and Remembrance" to the community and to promote it as a regional, 4-day event. RSVP would like to bring more vendors and tourists into Carson City to enjoy the event and to contribute to the local economy. We would like to create more awareness of the event as well as more awareness about RSVP's programs of service to Carson City seniors and to the community as a whole.																													
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 event 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 these businesses 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. They also help us by pre-selling discount wristbands and event tickets, encouraging locals to take a look at the new cars on display.																													
The carnival hires local people to help set-up and tear down and some of the vendors also hire local residents to help in their booth during the event. This event strengthens the local economy with the sales tax revenues it receives from the goods and services that the people purchase when they come to Carson City for the event as																													

well as providing some employment opportunities here locally.

The Nevada Day event helps to promote tourism and economic development in the region. It is a family friendly event that demonstrates Carson City's support for vulnerable seniors who need assistance in their quest to remain independent and in their own homes with dignity.

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

Carson City Toyota-Scion, Nevada Appeal, Sheriff Ken Furlong and the Carson City Sheriff's Office, Carson Now, CCVB, Carson Chamber of Commerce, Carson City Parks and Recreation, Gold Dust West, Pistachio Sound, Capital Beverages, Bridger Mountain Boutique in the Carson Mall, Les Schwab Tires, United Rentals, and Adele's for support of the Spring Fun Fair and Carnival at Mills Park.

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 using radio spots, Carson Now, display ads in the Nevada Appeal, feature articles in area newspapers, RSVP website and Facebook, informational flyers, the Community Center electric message sign, posters, word of mouth, and 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 performances on stage, National and community services organizations participation, a car show, and Halloween-themed activities 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 diligently seeks funding and works continually to find new revenue streams. RSVP strives to become self-sustaining but needs assistance now with Redevelopment funds. However, this year's request for \$5,000 is only half of what we requested last year, so we are making progress to reduce our reliance on City funding. Nevertheless, without help with marketing and funding assistance, we won't be able to draw as well from the surrounding counties. Those who come for the event will spend money here in Carson City. We have to work harder to attract and retain our clientele, find new people to attend the Nevada Day event 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

Supam C. Plaxe

Date:

4/15/15

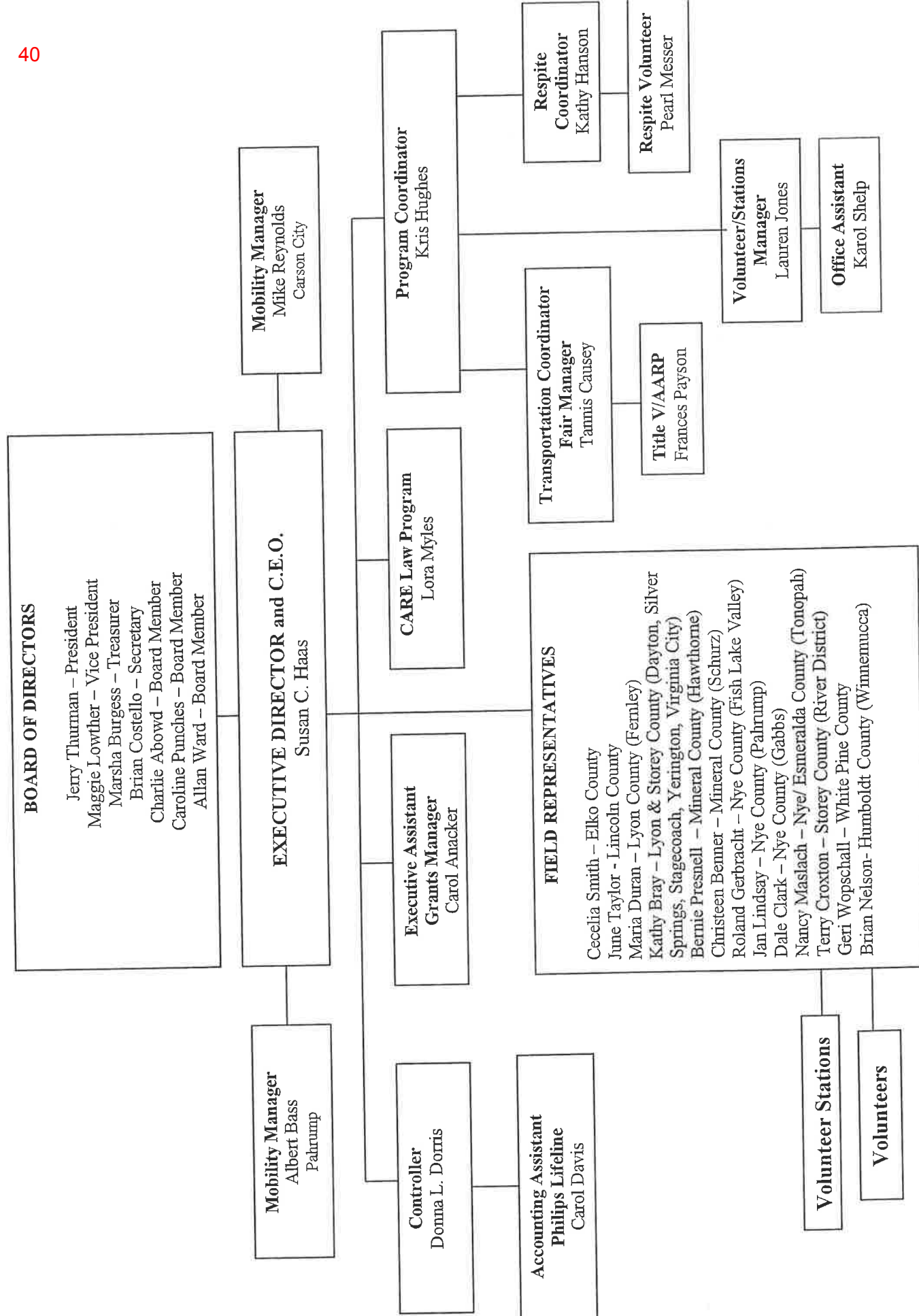
***Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

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.

ORGANIZATION CHART

Nevada Rural Counties RSVP Program, Inc. Organizational Chart



RESUMES OF THE KEY INDIVIDUALS
CONDUCTING THE SPECIAL EVENT

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

CURRENT FINANCIAL STATEMENTS

Nevada Rural Counties RSVP Program, Inc.

Balance Sheet

As of March 31, 2015

	Mar 31, 15
ASSETS	
Current Assets	
Checking/Savings	
1005 · Mutual of Omaha Bank - Checking	643.85
1006 · Mutual of Omaha Bank-Federal	200.18
1007 · Mutual of Omaha Bank-Non Federa	475.32
1009 · CareLaw Cash Account	755.66
1008 · Mutual of Omaha Bank-Fireworks	422.96
1070 · Smith Barney Account	
1071 · CARE Law Program	2,693.12
1072 · Smith Barney Insured Deposit	68,982.90
Total 1070 · Smith Barney Account	71,676.02
1080 · PETTY CASH	300.00
Total Checking/Savings	74,473.99
Accounts Receivable	
1200 · Accounts Receivable	
1210 · Grants Receivable	75,000.00
1200 · Accounts Receivable - Other	7,004.92
Total 1200 · Accounts Receivable	82,004.92
Total Accounts Receivable	82,004.92
Other Current Assets	
1499 · Undeposited Funds	86.00
Total Other Current Assets	86.00
Total Current Assets	156,564.91
Fixed Assets	
1500 · EQUIPMENT	
Depreciation	-76,043.59
Original Cost	94,312.38
Total 1500 · EQUIPMENT	18,268.79
1600 · VEHICLES	
Depreciation	-115,451.24
Original Cost	166,671.25
Total 1600 · VEHICLES	51,220.01
Total Fixed Assets	69,488.80
Other Assets	
1430 · Prepaid Expenses	
1431 · Prepaid Expense-Service Contrac	-156.00
1430 · Prepaid Expenses - Other	2,529.65
Total 1430 · Prepaid Expenses	2,373.65
Total Other Assets	2,373.65
TOTAL ASSETS	228,427.36
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	17,856.81
Total Accounts Payable	17,856.81
Other Current Liabilities	
2100 · Payroll Liabilities	
2200 · Federal Withholding Tax Payable	-1,927.00

Nevada Rural Counties RSVP Program, Inc.
Balance Sheet
As of March 31, 2015

	Mar 31, 15
2210 · FICA Withholding Tax Payable	-1,227.22
2215 · Medicare Withholding Tax Payable	-286.96
2221 · Unemployment Insurance Payable	-2,243.64
2100 · Payroll Liabilities - Other	2.00
Total 2100 · Payroll Liabilities	-5,682.82
2110 · Direct Deposit Liabilities	-1,013.37
2700 · Payroll Deductions	
27270 · AFLAC	543.80
2715 · United Way No NV Donations	120.00
2723 · Vision Insurance	367.52
2724 · Dental Insurance	-246.09
2726 · Retirement Plan-American Funds	2,938.45
Total 2700 · Payroll Deductions	3,723.68
2730 · Payroll Accruals	
2740 · Vacation Payable	15,867.29
Total 2730 · Payroll Accruals	15,867.29
Total Other Current Liabilities	12,894.78
Total Current Liabilities	30,751.59
Total Liabilities	30,751.59
Equity	
1110 · Retained Earnings	158,593.38
3050 · Fund Balance-Vehicle Restricted	12,798.00
3100 · Initial Fund Balance-Equipment	7,952.95
Net Income	18,331.44
Total Equity	197,675.77
TOTAL LIABILITIES & EQUITY	228,427.36

48 Nevada Rural Counties RSVP Program, Inc.
Balance Sheet
March 31, 2015

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.

2015 Projected Budget

Category	Budget
Salaries	\$ 438,228
Retirement	\$ 21,911
PR Taxes	\$ 44,261
Advertising	\$ 6,450
Bank Fees	\$ 4,500
Contract Labor/Homemakers	\$ 92,606
Cache Pension	\$ 3,630
Dues/Lic/Misc	\$ 5,615
Rent	\$ 9,300
Lifeline Rentals	\$ 114,313
Equip Rentals	\$ 5,500
Group Ins	\$ 55,631
Prof Lia Ins	\$ 2,600
Building Ins	\$ 11,525
Postage/Box Rent	\$ 10,000
Printing/Promo	\$ 7,000
Accounting	\$ 15,500
Contractual-IT	\$ 5,780
Software Update	\$ 2,000
Equip Maint	\$ 1,200
Bldg Maint	\$ 5,445
Staff Travel	\$ 45,215
Supplies & LL	\$ 18,802
Telephone	\$ 20,300
Utilities	\$ 10,713
Vehicle	\$ 26,450
Fundraising	\$ 52,440
Subtotal	\$ 1,036,915

VOLUNTEERS

Vol Recog & Awar	\$ 15,000
Backgrd Checks	\$ 2,200
Vol Insur	\$ 4,000
Lodging/Meals	\$ 500
Mileage	\$ 131,510
Recruitment/Uniforms	\$ 1,000
Cards, Flowers	\$ 500
Stipends	\$ 84,000
Training	\$ 1,000

Subtotal

\$ 239,710

Total Cash

\$ 1,276,625

FOOD SECURITY

Senior Farmers Market Nutrition Program

\$ 123,375

DONATED PROF FEES

\$ 500,000

TOTAL

\$ 1,900,000

Nevada Rural Counties RSVP Program, Inc.
Profit & Loss
January through March 2015

	<u>Jan - Mar 15</u>
Ordinary Income/Expense	
Income	
4600 · Home Companion Respite Program	2,520.75
Transportation Donations	2,795.75
4030 · Contributions Income	3,189.20
4110 · Grants	185,559.88
4150 · Miscellaneous Income	3.01
4170 · Program Rev	111,770.94
4700 · Fundraising Rev	10,237.35
4903 · United Way of Northern Nevada	2,452.07
4909 · United Way of Southern Nevada	59.01
Total Income	<u>318,587.96</u>
Gross Profit	318,587.96
Expense	
5489 · CARELaw client direct expenses	906.58
5300 · Program Expenses	291,617.44
5600 · Fundraising	7,732.50
Total Expense	<u>300,256.52</u>
Net Ordinary Income	<u>18,331.44</u>
Net Income	<u><u>18,331.44</u></u>

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

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FEB 24 2015

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 19, 2016

(June 20, 2015 Current fiscal year funded)

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, providing residents and visitors with few incentives to stop and patronize the local businesses. Among the neglected properties were several restaurants that mostly went unnoticed and only managed to survive because of their limited but regular clientele. Tucked away in a backroom of Mo & Sluggo's (now the Westside Pour House) was the Wild Scallion, a small restaurant with a trendy menu that was known by word of mouth. The discovery of this struggling restaurant and the hidden charm of the downtown area was the "light bulb" moment from which the first Taste of DownTown sprang. 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 Advocates To End Domestic Violence emergency shelter and services. No one could have predicted how well received the Taste of DownTown would be or how it would grow from three restaurants and one band the first year to forty-three restaurants and seven bands this past year. The Taste of DownTown offers 2,000 ticket holders the opportunity to stroll along tree-lined streets, sample the fare of 40+ area restaurants, enjoy music from live bands, and discover 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 attracts people who have an interest in food and live music, 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: 21

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	\$14,000	\$ 18,000
Trolley/Waste management/Sani Huts/Volunteers' t-shirts	\$ 0	\$ 4,750	\$ 4,750
Bands/Entertainment	\$ 1,500	\$ 5,500	\$ 7,000
Advertising/Photographer	\$ 1,000	\$ 4,500	\$ 5,500
Wristband tickets/printing/equipment rental/electrician	\$ 0	\$ 4,550	\$ 4,550
Supplies/insurance/postage/awards	\$ 0	\$ 3,200	\$ 3,200
Clean-up crew	\$ 0	\$ 2,450	\$ 2,450
Totals:	\$ 6,500	\$38,950	\$ 45,450
Redevelopment Funds as a % of total Event costs:	14%		
(Minus tickets for sponsors)		Projected Revenues:	\$ 72,000
		Projected Net Profit/Loss:	\$ 26,550

Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any:		
	Last Year	Present Year	Next Year			
Income:	\$1,061,309	\$ 980,934	\$ 980,000	2015: <u>\$6,500</u>	2014: <u>\$6,500</u>	2013: <u>\$ 0</u>
Expenses:	\$ 907,560	\$ 926,060	\$ 930,000	2012: <u>\$5,000</u>	2011: <u>\$5,000</u>	2010: <u>\$5,000</u>
Reserves:	\$ 153,749	\$ 54,874	\$ 50,000			
Number of years, your organization has existed: <u>36</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 draws nearer.

Describe any efforts to obtain funding from other sources:
A committee of volunteers solicits sponsorships from local businesses to offset the cost of producing the event. The Nevada Appeal and the RGJ will sponsor a portion of the advertising costs.

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. The funds raised through the Taste of DownTown are instrumental in supporting the emergency shelter and crisis intervention services for survivors and their children. Redevelopment funds are utilized to reimburse a portion of the cost restaurants incur to participate, as well as a portion of the cost of entertainment provided by multiple live bands. These are crucial to the success of the event, which brings ticket and non-ticket holders to downtown. The Taste of DownTown raises awareness of area businesses and generates interest in the downtown area.

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, 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: The Taste will partner with a projected 35+ restaurants, multiple live bands, and a minimum of 10 downtown shops and businesses. An agreement with CCSO provides security, and the Nevada Appeal and RGJ provide 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 span 13 city blocks, ranging from West Spear Street to the Carson Mall. It is anticipated that permits to close the following streets will be applied for: 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? The permit to place a promotional banner across Carson Street has been secured each year. Additional necessary permits will be applied for as the date draws nearer to the event. We have always worked with the City, Health Department, and CCSO to meet requirements.

How do you plan to market and advertise the event? Ads will be placed in the Nevada Appeal, Record Courier, RGJ, Carson Now, and Community Center reader board. Posters and social media will continue to be maximized.

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 restaurants can accommodate, which is set at 2,000. An additional estimated 3,000 non-ticket holders attend the event to stroll and enjoy the live entertainment. The Taste of DownTown has proven to be an effective marketing tool for restaurants and businesses to grow and expand clientele, as well as an attraction for Carson City that other surrounding communities have emulated.

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

Revenue is generated through the sale of tickets which has historically been limited to a maximum of 2,000 by participating restaurants who are challenged with the task of preparing food for a crowd of that size. While this restriction makes tickets a "hot commodity," it also limits the event's growth. To maintain costs, AEDV's staff, board, and volunteers organize, promote and provide labor in order to reduce the cost of a professional promoter and support staff. As sponsorship increases, AEDV will rely less on Redevelopment funding, while retaining the level of quality upon which the Taste of DownTown has built its reputation.

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:

2/5/15

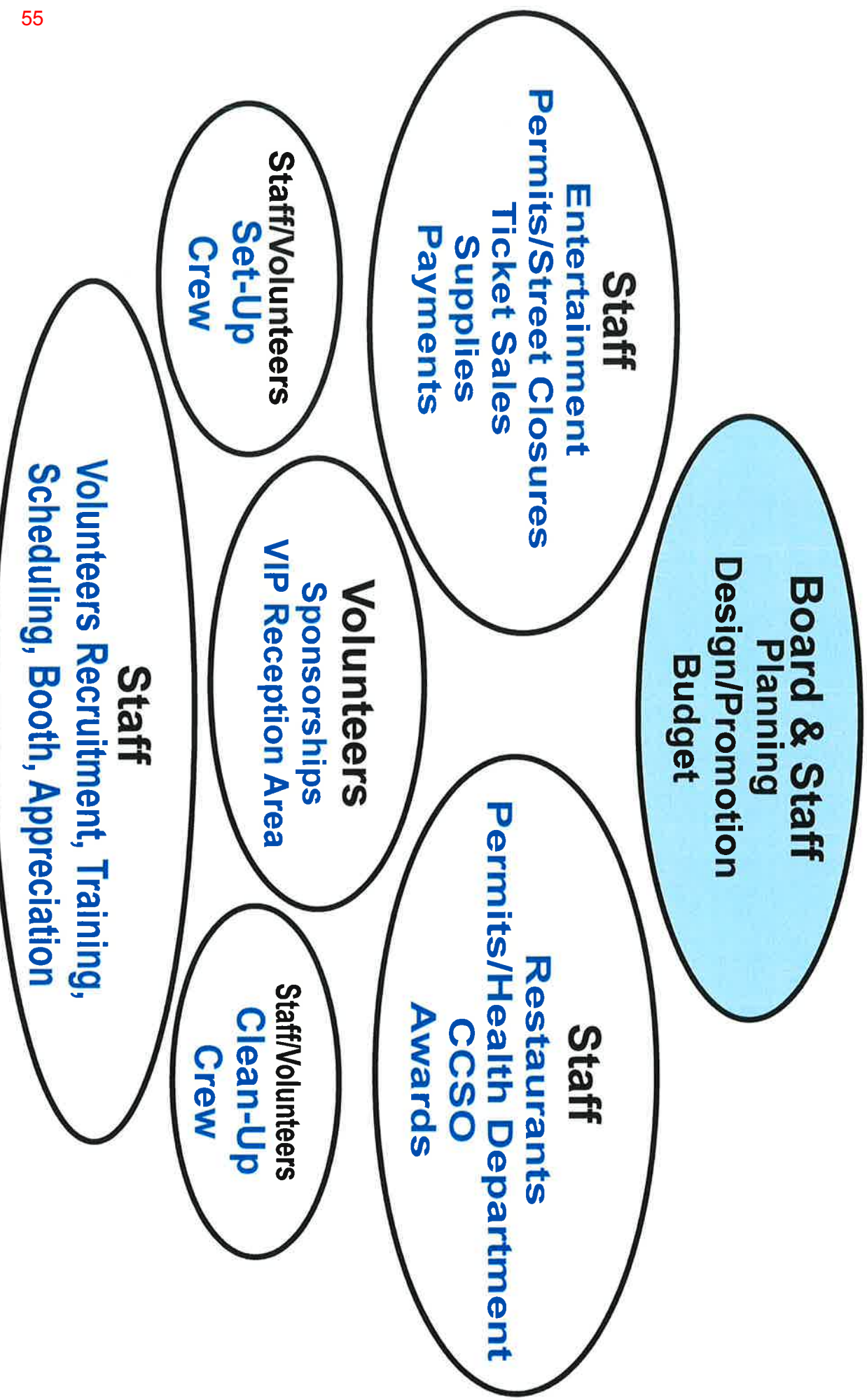
*Note: ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

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

Advocates to End Domestic Violence Taste of DownTown

55



55

Board members, staff and volunteers work together to produce the Taste of DownTown

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)

Profit & Loss

November 2014

	Nov 14
Income	
Income	
Advocate Deposits	31,666.02
AEDV Deposits	3,375.00
Classy Deposits	37,116.17
Total Income	72,157.19
Interest/Dividend	
Investment Earnings	4.94
Savings Interest	83.62
Total Interest/Dividend	88.56
Total Income	72,245.75
Expense	
Advocates	
Bank Service	
Merchant Card Fees	63.99
Bank Service - Other	3.00
Total Bank Service	66.99
Board Expense	98.94
General Fundraising	3,698.21
Insurance	
Liability	1,921.42
Medical	4,059.94
Other	100.00
Workmans Comp	450.24
Total Insurance	6,531.60
Legal/Accounting	12,250.00
Office Expense	
Computer Repair/Softwa...	258.75
Internet	131.35
Supplies	884.63
Total Office Expense	1,274.73
Payroll	
Bonus	184.70
Expense	218.23
Salaries/Wages	35,480.54
Tax Deposits	10,975.02
Total Payroll	46,858.49
Shelter Expenses	
Food	258.75
Repairs/Maint.	227.50
Total Shelter Expenses	486.25
Telecommunications	
Answering Service	145.50
Telephone	1,238.93
Total Telecommunications	1,384.43

ADVOCATES TO END DOMESTIC VIOLENCE (CONSOLIDATED)

Profit & Loss

November 2014

	Nov 14
Training	5.00
Travel/Milage	221.00
Utilities	
Refuse	327.13
Utilities - Other	725.91
Total Utilities	1,053.04
Vehicle Expenses	131.80
Volunteer Expenses	26.29
Total Advocates	74,086.77
AEDV	
Bank Service	23.50
Bldg Improvements	16,301.57
Repairs/Maintenance	519.07
Utilities	855.19
Total AEDV	17,699.33
Classy Seconds	
Advertising	60.00
Bank Charges	146.30
Merchant Service Fees	478.85
Operating	1,337.34
Rent	2,900.00
Supplies	1,747.21
Telephone	660.64
Utilities	905.99
Vehicle	452.29
Total Classy Seconds	8,688.62
Total Expense	100,474.72
Net Income	-28,228.97

BALANCE SHEET/STATEMENT OF NET WORTH
NOVEMBER 2014

ASSETS

Current Assets:		
Cash on Hand	\$ 200	
ADVOCATES	83,677	
AEDV	13,687	
CLASSY SECONDS	141,252	
INVESTMENTS	845,595	
SAVINGS	1,017,401	
Total Current Assets		<u>\$ 2,101,812</u>
Fixed Assets:		
Accumulated Depreciation	\$ -458,441	
LAND/BUILDING/EQUIPMEN	1,088,739	
Total Fixed Assets		<u>630,298</u>
Other Assets:		
DEPOSITS	\$ 1,450	
Total Other Assets		<u>1,450</u>
TOTAL ASSETS		<u>\$ 2,733,560</u>

LIABILITIES

Current Liabilities:		
ADVOCATES (OUTSTANDING)	\$ 8,304	
CLASSY (OUTSTANDING)	3,230	
AEDV (OUTSTANDING)	14,518	
Total Current Liabilities		<u>\$ 26,052</u>
TOTAL LIABILITIES		<u>26,052</u>

EQUITY

YTD Increase (Decrease)	<u>2,707,508</u>	
Total Equity		<u>2,707,508</u>
TOTAL LIABILITIES AND EQUITY		<u>\$ 2,733,560</u>

Note: Adjusted for current assets and depreciation.

Form

990**Return of Organization Exempt From Income Tax**

OMB No. 1545-0047

2013**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 private foundations)

Do not enter Social Security numbers on this form as it may be made public.

Information about Form 990 and its instructions is at www.irs.gov/form990.**A** For the 2013 calendar year, or tax year beginning **07/01/13**, and ending **06/30/14****B** Check if applicable:☐ Address change☐ Name change☐ Initial return☐ Terminated☐ Amended return☐ Application pending**C** Name of organization**ADVOCATES TO END DOMESTIC VIOLENCE**

Doing Business As

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

PO BOX 2529

Room/suite

City or town, state or province, country, and ZIP or foreign postal code

CARSON CITY**NV 89702****F** Name and address of principal officer:**CANDACE DUNCAN****PO BOX 2529****CARSON CITY****NV 89702****D** Employer identification number**94-2665387****E** Telephone number**775-883-7654****G** Gross receipts \$ **1,061,309****H(a)** Is this a group return for subordinates? ☐ Yes ☒ No**H(b)** Are all subordinates included? ☐ Yes ☐ No

If "No," attach a list. (see instructions)

I Tax-exempt status: ☒ 501(c)(3) ☐ 501(c) () (insert no.) ☐ 4947(a)(1) or ☐ 527**J** Website: **N/A****H(c)** Group exemption number**K** Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other**L** Year of formation: **1980****M** State of legal domicile: **NV****Part I Summary****1** Briefly describe the organization's mission or most significant activities:**DOMESTIC VIOLENCE SHELTER****2** Check this box ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets.**3** Number of voting members of the governing body (Part VI, line 1a)**3** **7****4** Number of independent voting members of the governing body (Part VI, line 1b)**4** **7****5** Total number of individuals employed in calendar year 2013 (Part V, line 2a)**5** **28****6** Total number of volunteers (estimate if necessary)**6** **0****7a** Total unrelated business revenue from Part VIII, column (C), line 12**7a** **0****b** Net unrelated business taxable income from Form 990-T, line 34**7b** **0**

Activities & Governance

Revenue

Expenses

Net Assets or Fund Balances

8 Contributions and grants (Part VIII, line 1h)

Prior Year

Current Year

623,354 **518,930****9** Program service revenue (Part VIII, line 2g)**0****10** Investment income (Part VIII, column (A), lines 3, 4, and 7d)**7,881** **3,547****11** Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)**502,261** **482,830****12** Total revenue - add lines 8 through 11 (must equal Part VIII, column (A), line 12)**1,133,496** **1,005,307****13** Grants and similar amounts paid (Part IX, column (A), lines 1-3)**0****14** Benefits paid to or for members (Part IX, column (A), line 4)**0****15** Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)**502,963** **583,890****16a** Professional fundraising fees (Part IX, column (A), line 11e)**0****b** Total fundraising expenses (Part IX, column (D), line 25) **431****289,236** **267,671****17** Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)**792,199** **851,561****18** Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)**341,297** **153,746****19** Revenue less expenses. Subtract line 18 from line 12

Beginning of Current Year

End of Year

2,655,121 **2,808,867****20** Total assets (Part X, line 16)**0** **0****21** Total liabilities (Part X, line 26)**2,655,121** **2,808,867****22** Net assets or fund balances. Subtract line 21 from line 20**Part II Signature Block**

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

Date

LISA LEE**EXECUTIVE DIRECTOR**

Type or print name and title

Paid

Preparer Use Only

Print/Type preparer's name

Preparer's signature

Date

Check ☐ if self-employed

PTIN

Michael Williams**Michael Williams****11/10/14****P00566278**Firm's name **Strong McPherson & Company**Firm's EIN **88-0158829**Firm's address **202 S Pratt Ave**Phone no. **775-882-4460****Carson City, NV 89701**

May the IRS discuss this return with the preparer shown above? (see instructions)

☒ Yes ☐ No

For Paperwork Reduction Act Notice, see the separate instructions.

Form **990** (2013)

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OFFICE OF
BUSINESS DEVELOPMENT

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

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.nevadafair.com

PHONE #

WEBSITE URL

Susan Taylor, Fair Manager

CONTACT / EVENT DIRECTOR NAME

201 N. Carson Street, Carson City, NV 89701

MAILING ADDRESS, CITY, STATE, ZIP CODE

(775) 283-7469

staylor@carson.org

PHONE #

EMAIL

Nevada Fair

NAME OF EVENT

\$ 15,000.00

TOTAL FUNDING REQUEST

Event Dates: July 30 - August 2, 2015

Project Area (check one):

Redevelopment Area #1 ☐Redevelopment Area #2 ☒

Event Description and Objectives

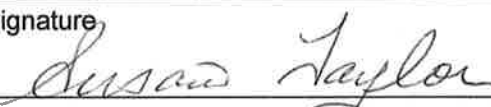
Include history of the event and importance to the community (use additional pages as needed):

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: 2nd

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Advertising & Promotion	\$ 5,000.00	\$ 4,500.00	\$ 9,500.00
Exhibit Expense	\$	\$ 10,000.00	\$ 10,000.00
Livestock Show Expenses	\$ 5,000.00	\$ 8,290.00	\$ 13,290.00
Tent & Equipment Rental	\$ 5,000.00	\$ 7,000.00	\$ 12,000.00
Entertainment Expense	\$	\$ 19,000.00	\$ 19,000.00
Administration/Maintenance of Grounds	\$	\$ 71,320.00	\$ 71,320.00
Miscellaneous Fair Expense	\$	\$ 30,000.00	\$ 30,000.00
Totals:	\$ 15,000.00	\$150,110.00	\$165,110.00
Redevelopment Funds as a % of total Event costs:	<u>9</u> %		
Projected Revenues:			\$ 244,000.00
Projected Net Profit/Loss:			\$ 78,890.00
Annual Budget of Organization:		Redevelopment funding your organization received for this event in prior years, if any:	
	Last Year	Present Year	Next Year
Income:	\$ 158,600.00	\$ 244,000.00	\$
Expenses:	\$ 133,941.00	\$ 165,110.00	\$
Reserves:	\$ 24,659.00	\$ 78,890.00	\$
Number of years your organization has existed: <u>2nd</u>		2014: \$ <u>10,000.00</u>	
		2013: \$	
		2012: \$	
		2011: \$	
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?			
We receive sponsorships from business in Carson City and surrounding areas. See attached list.			
Describe any efforts to obtain funding from other sources:			
Sponsorship packets have been presented to businesses and individuals in Carson City and surrounding areas.			
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:			
See attached list of sponsors.			
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? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> 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 first Fair was held in 2014. It provided positive activities for families with over 21,000 visitors attending the Fair. With the positive feedback we received from the community last year, we are confident the Fair will continue to grow substantially each year.	
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: 4/14/15
*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.

Event Description and Objectives:

The 2014 Fair was met with an enthusiastic response from the citizens of Carson City and surrounding areas, Carson City Convention and Visitors Bureau, the Chamber of Commerce, Carson City businesses, elected representatives, vendors, exhibitors, volunteers, and all involved. This year's Fair will provide the same unique and valuable experience and promote positive activities for families.

Fuji Park is an excellent location to draw in tourists and celebrate the Capitol of Nevada. Planning this year includes a true country Fair which is apparent with the carnival, clowns, face painters, bands, fair food, vendors, livestock, horse shows, a rodeo, etc.. New this year is a Truck and Tractor Pull drawing contestants from Nevada and California.

The Fair will again include the showcasing of youth through the show and sale of livestock projects and exhibits that will be on display.

Our theme this year is "The Faces of Nevada". Nevada Farm Bureau is providing us with their Centennial Farm display which includes photos of ranching and farming families throughout the state with the history of their operations. Faces also include photos of children and adults from the Fair last year, and various other events held in Carson City and surrounding areas. The Nevada Appeal will be promoting a "Faces of Nevada" campaign for the public to send in photos of people in historical Nevada.

Goals for the Fair include:

- ◆ Showcase Nevada agriculture
- ◆ Showcase Nevada mining
- ◆ Promote tourism in the State Capitol
- ◆ Community pride and involvement
- ◆ Showcase local businesses
- ◆ Multi-faceted education for all ages
- ◆ Youth competitions for livestock and still exhibits
- ◆ Free admission so all people, regardless of ability to pay, may attend the Fair

Describe why Redevelopment funds are required for the special event:

2014 was the first year of the Fair. We used the funding we had for power, water, lighting, etc. upgrades to Fuji Park for the event, along with fair event expenses.

We used the funds received from Redevelopment (\$10,000) for Fair expenses including tent and equipment rental, advertising, an entry program, and livestock show expenses.

This year we will be needing larger tents as our livestock entries have increased because of our successful show last year. We also determined that we needed to increase advertising in Carson City and surrounding areas within a 50 mile radius. The Carson City Visitor's Bureau will be advertising outside the 50 mile radius.

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 Nevada Fair is in an excellent location to draw tourists and celebrate the Capitol of Nevada. In 2014, our first Fair, we drew over 21,000 visitors to the Fuji Park grounds. We provided a true country fair experience with positive activities for families. The Fair played an important role in providing a venue to showcase local businesses and attractions.

As of April 12th, vendor applications have increased 38% over last year and exhibitor entries are at a 22% increase. We have found vendors and exhibitors came to the Fair last year as guests to see if it was successful and seeing the enthusiasm of all involved, will return this year to be a paying part of the event.

Comments after the Fair proved to us we are well on our way to making this an annual event for Carson City.

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 other social media. In addition, we will be advertising locally through the Nevada Appeal and Reno Gazette Journal. Advertising in the Nevada Appeal will include a marketing campaign starting May 3rd, with display ads, a coloring contest for children, Fair wrap the Sunday before Fair, and website and email promotions. The "Fair Program" will be distributed through the newspaper and available in businesses throughout Carson City and Douglas County. The Nevada Appeal will be promoting a "Faces of Nevada" campaign for the public to send in photos of people in historical Nevada.

We have developed a series of "Save the Date" cards which will be distributed to the schools for children to take home. These have been distributed to 4-H and FFA state offices in order to reach every club and chapter in the state.

A series of posters have also been created and are currently being distributed throughout Nevada. We have made presentations at the State FFA Convention, Farm City Days, and other events in Carson City and Reno to promote the Fair.

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 and beverage sales, carnival rides, sponsorships, parking, RV parking, etc. In 2014 a service organization sold the beer and wine at the Fair with the Fair receiving a percentage of the gross sales. This year, with the help of the Parks Department staff, the Fair will be selling the beer and wine with the entire profit going to the Fair. This will be a substantial increase in income. We have contracted with a new carnival for increased income by negotiating higher percentages of sales to the Fair. Vendor applications have increased 38% to date, thus increasing income to the Fair. We will be selling limited reserved parking spaces in the VIP Parking Lot.

Also, with the success of the 2014 Fair, sponsors are more willing to be part of the event. We are actively seeking sponsors for every aspect of the Fair, to allow the Fair a base amount to carry forward each year.

NOTE: This list is as of April 12, 2015 and will be continually updated.

2014 FAIR SPONSORS

Benson's Feed
 Bently Ranches
 C-A-L Ranch
 Carson City Chamber of Commerce
 Carson City Downtown Business Association
 Casino Fandango
 Costco
 Dick Campagni's Carson City Toyota Scion
 Douglas County
 Dynamic Diversified Development
 Greater Nevada Credit Union
 Meridian Insurance
 Nevada Farm Bureau
 Sierra Nevada Job Corps Center
 Wells Fargo

2015 NEVADA FAIR FOOD VENDORS

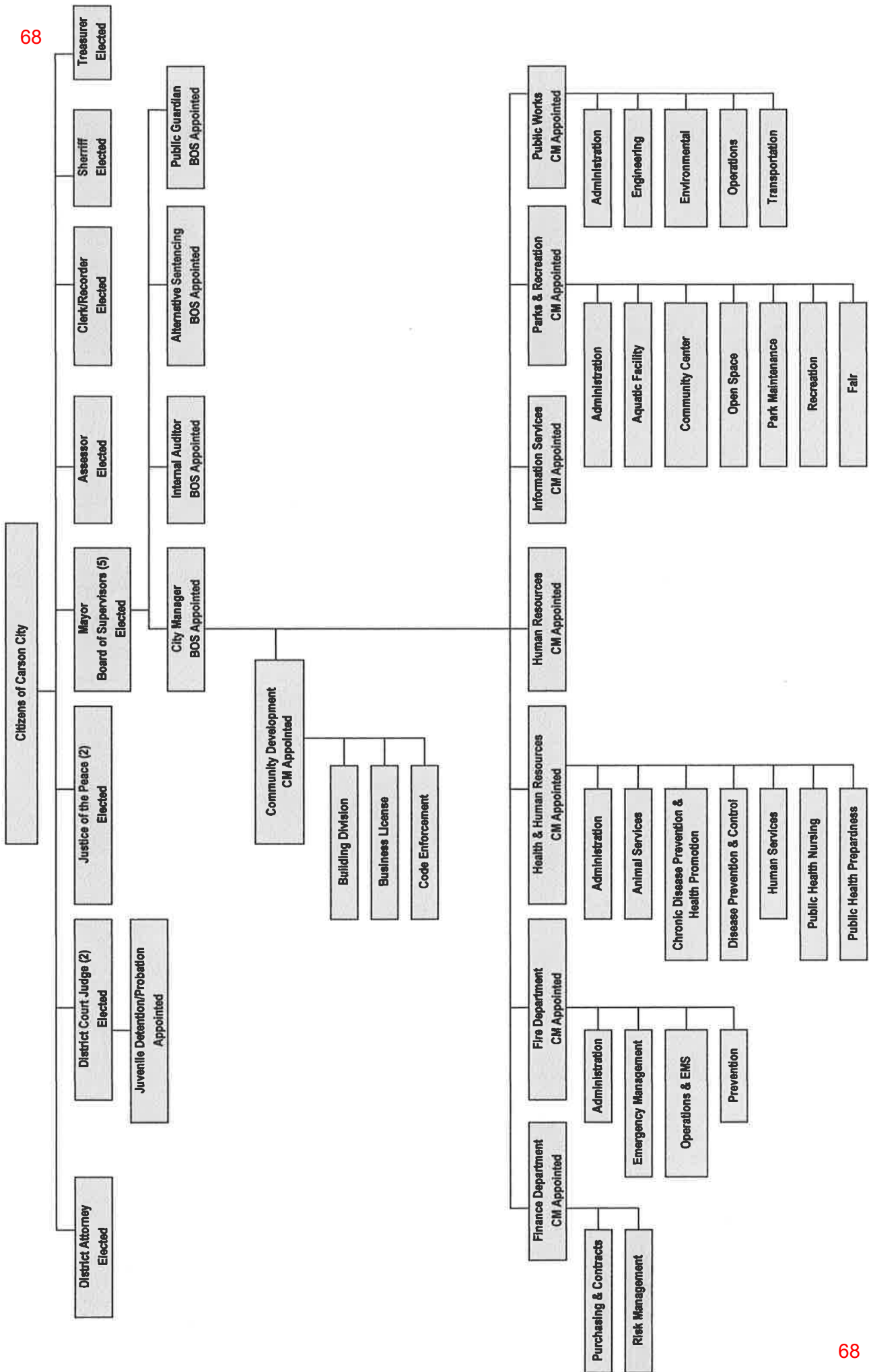
Alltaken, Inc
 Blending Sweet Success
 Carson City Elks Lodge #2177
 Cruising Cones
 Dynamite Kettle Corn
 Hillbilly Chili
 Hot Doggin
 JD's Indian Tacos
 Ozark Backwoods BBQ
 Panda Express
 Pony Espresso
 Rawlings Concessions
 Scotty's

2015 NEVADA FAIR COMMERCIAL VENDORS

AAA
 AFSCME Local 4041
 Bounce N Play
 Bureau of Land Management
 Carson Animal Services
 Carson City Health Department
 Carson City Library
 Carson City RV
 Carson City Republican Central Committee

2015 NEVADA FAIR COMMERCIAL VENDORS – Con't

Carson Fly Fishing Club
Carson Valley Currency & Coins
CASA of Carson City
Click Heat, Inc.
Cutco Cutlery
Debbies Gifts
Delta Kappa Gamma
Dynasty Spas Direct
Fantasy Face Painting
Gail's Earthly Creations
Goble Silver Jewelry
Lorie's Pony Express
Made in Nevada
Mani Fashions
Nevada Department of Agriculture
Nevada Department of Transportation
Nevada Department of Wildlife
Nevada Division of State
Nevada Farm Bureau
Nevada Mining Association
Northern Nevada Antique Power Club
Northern Nevada Dairymen
Parks
Nevada Goat Producers
Nevada Women's History Project
One of A Kind Stuff
Pinenut District, Boy Scouts of America
Psychic Bridgette
Sierra Nevada Gourmet Meats
Sierra Nevada Media Group
Southwest Designs
State Farm Insurance
Stickers Plus
Tahoe Tony's Jammin Jerky
Tandy Leather
Carson City Toyota/Ford
University of Nevada Cooperative Extension
US Army
USA Bath
Walk On Water



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

Joan Haskins, Past President
 Tulelake-Butte Valley Fair Board
 2621 Haskins Road
 Tulelake, CA 96134
 530/667-5456 Home

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

NEVADA FAIR

FINANCIAL WORKSHEET

	Actual 2014	Projected 2015
REVENUE		
Carnival Income	\$17,500.00	\$32,100.00
Commercial Vendors	\$11,367.00	\$18,600.00
Concessions - Food	\$13,921.00	\$17,000.00
Concessions - Beer & Wine	\$3,200.00	\$20,000.00
Exhibit Income	\$3,463.00	\$7,870.00
Grandstand Shows	\$10,081.00	\$12,900.00
Jr Livestock Auction Income	\$64.00	\$4,620.00
Miscellaneous Income	\$0.00	\$1,250.00
Parking	\$0.00	\$5,000.00
Sponsorship	\$24,004.00	\$40,000.00
Prior Year Net Income		\$24,660.00
Carson City Funding	\$75,000.00	\$60,000.00
	<hr/>	<hr/>
	\$158,600.00	\$244,000.00
EXPENDITURES		
Administration	\$45,300.00	\$52,120.00
Advertising	\$1,914.00	\$9,500.00
Maintenance	\$13,719.00	\$19,200.00
Attendance/Bus Services	\$4,987.00	\$6,500.00
Fair Expense	\$32,971.00	\$35,500.00
Premiums/Awards	\$6,758.00	\$10,800.00
Exhibits Expenses	\$8,632.00	\$12,490.00
Entertainment	\$19,660.00	\$19,000.00
	<hr/>	<hr/>
	\$133,941.00	\$165,110.00
Net Operating Profit/(Loss)	<hr/> <hr/>	<hr/> <hr/>
	\$24,659.00	\$78,890.00

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. 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.

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SAVE THE DATE

nevadafair.com
Nevada Fair

Fuji Park Carson City • July 30 - August 2, 2015

FACES OF NEVADA

Free Admission

July 30 - August 2, 2015

Fuji Park, Carson City

NevadaFair.com

#nevadafair #visitcarsoncity #travelnevada #beourguest

4 DAY EVENT FEATURING

Carnival, Evening Entertainment, Community Showcase,
4-H/FFA Livestock Show & Auction, Dairy Cattle, Dairy Goat &
Horse Show, Arts & Crafts, Baked Goods, Truck Pull...and more!



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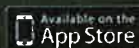


Up-to-date Nevada Fair Info

Stay connected to it all
with our state-of-the-art app:

- Restaurants • Shopping
- Attractions • Events • and More!

VisitCarsonCity.com



NevadaFair.com

#nevadafair #visitcarsoncity #travelnevada #beourguest



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NevadaFair.com

#nevadafair #visitcarsoncity #travelnevada #beourguest

RECEIVED

APR 17 2015

OFFICE OF
BUSINESS DEVELOPMENT

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



Special Event Funding Request Form

Carson Victory Rollers

ORGANIZATION NAME / APPLICANT

205 Glen Vista Drive, Dayton, NV 89403

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-720-7791

www.cvrderby.wix.com/carsonvictoryrollers

PHONE #

WEBSITE URL

Crystal Blackeye - Sponsorship

CONTACT / EVENT DIRECTOR NAME

3493 Northgate Lane, Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-684-9925

surlimermaid@gmail.com

PHONE #

EMAIL

NAME OF EVENT

\$ 7,000

TOTAL FUNDING REQUEST

Event Dates: Ongoing

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 following proposal is a one-time request for seed to purchase a portable sport court track for the Carson Victory Rollers rollerderby league. The portable sport court track will be used for special events, demonstrations, charity scrimmages and exhibition bouts. The Carson Victory Rollers will use the track to train our adult and junior members. Additionally, having the track will allow the Carson Victory Rollers to reach out to the community in the form of family skate nights - bringing exercise and wholesome fun to all.

Please see attached proposal.

Estimated number of local participants: 200-600 Estimated number of out-of-town participants: 30-50Number of years event has taken place in Carson City: 3

Event Costs (Attach additional sheets, if necessary)																			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total																
N/A - CVR will be responsible for an additional expenses	\$	\$	\$																
	\$	\$	\$																
	\$	\$	\$																
	\$	\$	\$																
	\$	\$	\$																
	\$	\$	\$																
	\$	\$	\$																
Totals:	\$	\$	\$																
Redevelopment Funds as a % of total Event costs:	_____ %																		
		Projected Revenues:	\$																
		Projected Net Profit/Loss:	\$																
Annual Budget of Organization: <table border="1"> <thead> <tr> <th></th> <th>Last Year</th> <th>Present Year</th> <th>Next Year</th> </tr> </thead> <tbody> <tr> <td>Income:</td> <td>\$3531.54</td> <td>\$2119.00</td> <td>\$10000.00</td> </tr> <tr> <td>Expenses:</td> <td>\$2116.54</td> <td>\$0</td> <td>\$5420.00</td> </tr> <tr> <td>Reserves:</td> <td>\$1415.00</td> <td>\$3534.83</td> <td>\$4580.00</td> </tr> </tbody> </table>					Last Year	Present Year	Next Year	Income:	\$3531.54	\$2119.00	\$10000.00	Expenses:	\$2116.54	\$0	\$5420.00	Reserves:	\$1415.00	\$3534.83	\$4580.00
	Last Year	Present Year	Next Year																
Income:	\$3531.54	\$2119.00	\$10000.00																
Expenses:	\$2116.54	\$0	\$5420.00																
Reserves:	\$1415.00	\$3534.83	\$4580.00																
Redevelopment funding your organization received for this event in prior years, if any: 2014: \$ _____ 2013: \$ _____ 2012: \$ _____ 2011: \$ _____																			
Number of years your organization has existed: 3																			
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: CVR hosts multiple fundraisers throughout the year from beer crawls, car washes and candy bar sales to full blown bouts.																			
Describe why Redevelopment funds are required for the special event: CVR is requesting funds to complete our track. With a track, we will be able to host 5-6 home bouts per year - bringing rollerderby to Carson City.																			
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): CVR supports the local economy by patronizing local establishments in the downtown area. CVR brings in towns from out of town that stay at local motels and eat at local restaurants.																			
List other organizations and businesses partnering or participating in the event: All events are put on by CVR and local sponsors.																			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: The beauty of a portable track is that it can be put downtown in a parking lot, at the PEP, at Fuji Park - anywhere there is a flat space.																			

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

Permits will be obtained for each event.

How do plan to market and advertise the event?

Social media, flyers, radio spots, newspaper ads

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

Events will be ongoing with a portable track. CVR will have the ability to lay the track anywhere in the county... and beyond.

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

CVR is asking for a one-time payment of \$7,000 to purchase the remaining sport court tiles to complete our track. Having a track gives us the ability to host bouts, which boosts our earning potential.

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:

4/16/15

***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.

Dear Redevelopment Board:

Greetings from the Carson Victory Rollers. The following proposal is a one-time request for seed money to purchase a portable sport court track for the Carson Victory Rollers rollerderby league. The portable sport court track will be used for special events, demonstrations, charity scrimmages and exhibition bouts. The Carson Victory Rollers will use the track to train our adult and junior members. Additionally, having the track will allow the Carson Victory Rollers to reach out to the community in the form of family skate nights – bringing exercise and wholesome fun to all.

The Carson Victory Rollers are unique, as they are the only league in Northern Nevada to start and successfully run a junior rollerderby team – the Carson Junior Victory Rollers. Our junior league has approximately 40 kids, ages 7-17, of all shapes, sizes and abilities.

Carson Victory Rollers has done extensive research into the cost of purchasing a portable track. Pricing for used, portable sport court ranges from \$10,000-19,000. The court consists of locking sport tiles that can be laid on any flat surface and put into use. CVR currently has 2,000sq+ of interlocking sport court tile. We are asking for \$7,000 to procure the remaining 2700sq of track needed.

The track will be in the custody of the General Manager of the league, stored in a closed garage. CVR has the ability to move the track as needed via truck and trailer. The life expectancy of a used sport court is approximately 10-15 years.

The Carson Victory Rollers understand that funding is limited. In the interest of giving back to those who give to us, we would like to repay the \$7,000 by giving the Redevelopment Fund a percentage of our bout proceeds. CVR wishes to repay the \$7,000 in full within 3 years.

By providing the seed money for the remaining portable sport court tiles, Carson City is also providing quality entertainment and athleticism to the community.

Board Members

Megan Jackson (Slamuwell Jackson) - General Manager

Amanda Drown (Alice N Wonderwheels) - Training Liaison

Crystal Blackeye (Surli Mermaid) - Sponsorship

Tasha Gaskill (Tashya On Ur Azz) - Skater Relations

Becca Schaa (Beauty and the Beatdown) - Secretary

Cassandra Crevling (Midnite Cassassin) - Treasurer

Rochelle Kronenberg (Slugs N Stitches) - Events Coordinator

Kristina Britt (Jam An Eye) - Webmaster



Mission Statement

As Carson City's first member owned flat track roller derby team established in 2012, we empower women and girls to develop positive self-image, athleticism and individuality through roller derby. We are a nonprofit organization. CVR is dedicated to taking an active role with local organizations and businesses with the goal of improving our community. CVR is a competitive roller derby team; we embrace women and girls of all shapes, sizes, athletic ability and backgrounds and work to cultivate an environment where women both young and old can flourish.

Megan Jackson – General Manager

- **Employed:** Bartender at Tahoe Brewery.
- **Education:** 3 credits from Bachelors in General Business. Graduation from UNR in 2015.
- **CVR History:** Founding member of CVR since creation in 2012. Currently serves as General Manager for 2015. Active skater for 2012, 2013, 2014 & 2015 seasons.

Cassandra Crevling – Treasurer

- **Education:** Bachelor's in Psychology with a minor in Addiction Treatment from UNR in 2013.
- **Employed:** Technical & Regulatory Affairs Coordinator at Vitamin Research Products and Psychosocial Rehabilitation at Compass Behavioral Health.
- **CVR History:** Founding member, with CVR since creation in 2012. Served as Secretary for 2012, General Manager for 2013 & 2014, currently serves as Treasurer for 2015. Has been an active skater for 2012, 2013 & 2014 seasons.

Crystal Blackeye – Sponsorship

- **Employed:** Complaint Intake Coordinator/AAL at the State of Nevada; Division of Public and Behavioral Health, Bureau of Health Care Quality and Compliance.
- **CVR History:** Founding member, with CVR since creation in 2012. Active skater for 2012, 2013, 2014 & 2015 seasons. Currently serves as Sponsorship Chair for the 2015 season.

When hosting a bout (a rollerderby game), the average price of a ticket is \$10. The average crowd is between 200-600 people, depending on the location and weather. The profits from hosting a bout can range from \$2,000-\$6,000, not including concession and merchandise sales. We currently pay for the venue, security and a stipend to the invited team. Hosting a home bout not only draws spectators and vendors, but also provides a boost to the local economy. The invited team typically brings 20-30 people to the event, these people purchase meals, gas and hotel rooms, bringing revenue back to our community.

CVR supports local businesses. We have our merchandise and jerseys printed by a local screen printer. Our tickets and flyers are printed by local businesses as well. We hold fundraisers and pre-bout meet and greets at the local establishments in Redevelopment Area 1. CVR holds our after-bout parties at these establishments as well. Not only do we invite and encourage our fans to meet us at the after-party, we also bring in 30-40 people from our league to patronize the establishment.

Bank Balances

- **2013**-Established Bank Account
Ending Balance 2013 – \$3,531.54
- **2014**-Starting Balance – \$3,531.54
Ending Balance 2014 – \$1,415.00
- **2015**-Starting Balance – \$1,415.00
Total Balance to date – \$3,534.83

Projected Expenses for 2016

- Total for gym rental for practices - \$1,920.00
 - Approximated from paying roughly \$160 per month in dues. Membership fluctuates and thus makes this an approximation.
- Total for Pavilion Rentals - \$2,300.00
 - Approximated from paying \$460.00 per day for pavilion rental and projecting 5 home bouts for 2016.
- Total for ancillary permits for bout events - \$400.00
 - Approximated from paying roughly \$50-\$100 in ancillary fees per event.
- Total for petty purchases: bouts supplies, event supplies, bonding events - \$300.00
 - Approximated from past events
- Total for Insurance Renewals - \$500.00
 - League holds insurance with USARs and renews every December for the following calendar year. This includes blanket certificate of liability and league charter applications.
- Total Projected 2016 Expenses – 5,420.00
 - The only change for the 2016 projected expenses from prior years, is that we were not able to hold many home bouts due to lack of a track. With a track we would be able to hold more bouts per year, which will increase the projected expenses, but also the potential return.

The Carson Victory Rollers are heavily involved in local charities and provide monetary donations, as well as designated items for specific causes. CVR is able to provide these donations through quarterly charity scrimmages. We skate so that we can give back.

List of charities

Advocates to End Domestic Violence- They work to provide a safe, supportive environment where domestic violence victims can re-examine their view of themselves and work towards a violence free future. We accept a woman as she is and encourage her positive growth toward independence and self- sufficiency. (Monetary donation from scrimmage)

Fundraiser for Amanda Ingersoll- Local girl was injured in after being involved in a 4wheeling accident. Suffered from a traumatic brain injury that needed surgery, plus months of specialized rehab. Fundraiser was for family to offset the expenses. (Monetary donation from demonstrations, raffle and drink sales)

Cancer Resource Center- Located in Carson City, the Carson Tahoe Cancer Resource provides free services to cancer survivors no matter where they are seeking treatment. Nationally recognized Carson Tahoe Cancer Resource Center empowers cancer patients, family members, friends and caregivers with educational resources, research tools, financial guidance and peer groups. (Monetary donation from scrimmage)

Food for Thought- Benefiting Carson City and Douglas County schools, Food for Thought and volunteers are dedicated to helping hungry children in our community by providing food, as well as solutions, resources and increased awareness, to combat hunger. (Food donation from scrimmage)

Salvation Army- Benefiting Carson City, the Salvation Army routinely collects donations throughout the year for underprivileged families in our community. School supplies, to food, to presents are collected every year to help both the young and old alike. (Toy drive and coat drive donation from scrimmage)

Toys for Tots-The mission of the U. S. Marine Corps Reserve Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to less fortunate children in the community in which the campaign is conducted. (Toy drive donation from scrimmage)

Fundraiser for Lynne Skoggs- Local girl injured in a car accident. Funds went to support the medical bills she faced following the accident. (Monetary donation from raffle and drink sales at MJ's)

Lone Mountain Veterinary Hospital – Benefitting the collection of necessary pet items for the homeless with pets. (Donations of food, treats, blankets and pet toys from scrimmage)