

CULTURAL COMMISSION STAFF REPORT

MEETING DATE: March 15, 2016

AGENDA ITEM NUMBER: 3F

STAFF: Vern L. Krahn, Senior Park Planner

REQUEST: **For Possible Action:** To approve scoring ranges and criteria to evaluate arts and culture special event grant applications.

GENERAL DISCUSSION:

The Cultural Commission asked City staff to look at developing a scoring matrix to evaluate the arts and culture special event funding requests. City staff understood that the Commission wanted scoring criteria to try and eliminate subjectivity from the evaluation process. In developing the scoring ranges and scoring criteria, the Commission will have to address some fundamental questions. For example:

1. Does the Commission use the same Special Event Funding Request Form that the Redevelopment Authority Citizens Committee uses for their grant applicants (Exhibit A)? Or create a unique form specifically for arts and culture special events?
2. What would be the questions on this unique form and would those questions really be that much different than what is on the existing form?
3. Early in this discussion it was mentioned having the applicant put their event through the National Endowment for the Arts online Arts Calculator to calculate the economic impact of their event(s) (Exhibit B). A second option was to continue having the applicant use the existing form's criteria to evaluate the economic impact of the event. Another option in the near future is the Arts and Culture Coordinator could work with the Carson City Visitors Bureau to assess the economic impact of the event.

In order to facilitate this discussion with the Commission, staff has made an attempt to identify scoring ranges and criteria using the questions on the City's existing Special Event Funding Request Form. The proposed changes to the City's form are "highlighted" in yellow. (Exhibit C) **Finally, City staff would like to thank Ms. Kelli Dufrense, Nevada Art Council for the assistance she provided in developing the score ranges and scoring criteria.**

RECOMMENDED ACTION: I move to approve scoring ranges and criteria to evaluate arts and culture special event grant applications.

Exhibit A

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



Special Event Funding Request Form

ORGANIZATION NAME / APPLICANT

MAILING ADDRESS, CITY, STATE, ZIP CODE

PHONE #

WEBSITE URL

CONTACT / EVENT DIRECTOR NAME

MAILING ADDRESS, CITY, STATE, ZIP CODE

PHONE #

EMAIL

NAME OF EVENT

\$ _____
TOTAL FUNDING REQUEST

Event Dates: _____

Project Area (check one):

Redevelopment Area #1

Redevelopment Area #2

Event Description and Objectives

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

Estimated number of local participants: _____ Estimated number of out-of-town participants: _____

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

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals:	\$	\$	\$
Redevelopment Funds as a % of total Event costs:	_____%		
Projected Revenues:			\$
Projected Net Profit/Loss:			\$
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ _____	\$ _____	\$ _____
Expenses:	\$ _____	\$ _____	\$ _____
Reserves:	\$ _____	\$ _____	\$ _____
Number of years your organization has existed: _____			Redevelopment funding your organization received for this event in prior years, if any:
			2015: \$ _____
			2014: \$ _____
			2013: \$ _____
			2012: \$ _____
Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, what organization(s) and how much funding?			
Describe any efforts to obtain funding from other sources:			
Describe why Redevelopment funds are required for the special event:			
Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):			
List other organizations and businesses partnering or participating in the event:			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:			

Have you obtained all necessary approvals and/or permits for the event? <input type="checkbox"/> Yes <input type="checkbox"/> No If not, what approvals are still pending?	
How do plan to market and advertise the event?	
Explain how the special event may be able to be expanded in the future:	
Explain how the special event will be able to transition away from City funding support in the future:	
<p style="text-align: center;">Acknowledgement of Application Provisions: (please check each that you acknowledge)</p> <input 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 type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement. <input 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 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.	
<p>I affirm, this application and all attachments are true and accurate to the best of my knowledge.</p>	
Applicants Signature	Date:
<p>*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.</p>	

<p>Application submittal checklist:</p> <input type="checkbox"/> Complete, signed Special Event Funding Request Form <input type="checkbox"/> Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility <input type="checkbox"/> Resumes of the key individuals in the organization conducting the special event <input type="checkbox"/> Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

3.17 Employment Plan

As appropriate for a particular project, each proposal for a redevelopment project must include an employment plan. The employment plan must include:

1. A description of the existing opportunities for employment within the area;
2. A projection of the effect that the redevelopment project will have on opportunities for employment within the area; and
3. A description of the manner in which an employer relocating his business into the area plans to employ persons living within the area of operation who:
 - (a) Are economically disadvantaged;
 - (b) Have a physical disability;
 - (c) Are members of racial minorities;
 - (d) Are veterans; or
 - (e) Are women.

3.18 Deed of Trust or Lien to Secure Incentive Funding

If the Redevelopment Authority approves, with the consent of the Board of Supervisors, a financial incentive, the person to whom the financial incentive is paid shall agree to execute a Deed of Trust or other appropriate lien to secure the performance of the person to whom the financial incentive is paid. The Deed of Trust or other lien shall have the amount of the financial incentive as the principal amount secured by the Deed of Trust or other lien. The Deed of Trust or other lien shall provide that the principal amount secured will be reduced annually by equal amounts over a period of 7 years. Any financial incentive approved by the Redevelopment Authority, and consented to by the Board of Supervisors, shall not be paid until the appropriate Deed of Trust or other lien has been executed.

Section 3.2 Financial Assistance for Special Events

3.21 Financial Assistance for Special Events Application Process

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

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

If, after determination by the Redevelopment Authority that financial assistance for a special event should be given, it must submit the application request to the Board of Supervisors with its findings. The Board of Supervisors must consider the application within 30 days from receipt of the Redevelopment Authority. The consent of the Board of Supervisors must be made by a resolution of the Board of Supervisors consenting to the payment of financial assistance for the special event and authorizing the expenditure from the Revolving Fund for the Redevelopment Authority for the payment of the financial assistance for the special event. The resolution of the Board of Supervisors must be passed by the applicable number of votes required for an expenditure from the Revolving Fund as set forth in Section 6.3.

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

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

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

- (a) A narrative description of the proposed special event, including the estimated number of local and out-of-town participants.
- (b) A history of the entity conducting the special event.
- (c) Resumes for all principals and key individuals in the entity conducting the special event.
- (d) Organizational structure of the entity conducting the special event including delineation of lines of responsibility.
- (e) A narrative history of the event in Carson City (if applicable), including the event's longevity and importance to the community.

- (f) Proof that the entity conducting the special event has or has a plan to acquire the authority to conduct the special event, including control of the property on which the special event will be conducted and all necessary and proper permits, licenses or certifications required by any governmental entity.
- (g) A breakdown of the sources and use of funds for the special event, including efforts made to obtain funding from other sources.
- (h) A pro-forma profit and loss statement for the special event.
- (i) Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognition of revenues and expenses. Corresponding tax returns should also accompany the financial statements.
- (j) Identification of current banking relationships and major credit references.
- (k) Demonstration of why Redevelopment Authority funds are required for the special event.
- (n) Explanation of how the special event complies with the objectives of the Redevelopment Authority plan.
- (o) Explanation of how the special event may be able to be expanded in the future.
- (p) Explanation of how the special event will be able to transition away from City funding support in the future.

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

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

- (a) The number of participants the event draws compared to the amount of Redevelopment funding and other City support requested for the event.
- (b) The amount of City funding requested for the event compared to funding obtained or sought from other sources.
- (c) The amount of funding requested in past years compared to funding currently being requested.
- (d) The longevity of the event in Carson City and its importance to the community.
- (e) The possibility for the event to grow in the future.
- (f) Potential conflicts with other special events on the same date as the proposed event.
- (g) Other factors as deemed appropriate by the Authority.

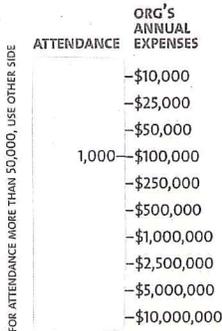
Exhibit B

ARTS & ECONOMIC PROSPERITY IV

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

ECONOMIC IMPACT

TOTAL ECONOMIC ACTIVITY	FTE JOBS	LOCAL GOVT. REVENUE	STATE GOVT. REVENUE
\$125,000	4	\$5,100	\$6,000



INSTRUCTIONS

- 1 In the vertical window, choose the number that best matches your annual attendance.
- 2 Match that with the number that best corresponds to your organization's annual expenses.
- 3 In the horizontal window, see the total economic impact of your organization.

DEFINITIONS

Total Economic Activity is the estimated spending by your organization PLUS the estimated event-related spending by your audiences (excluding the cost of admission).

FTE Jobs (full-time equivalent jobs) describes the amount of labor supported by the total economic activity. Economists measure FTE jobs, not the total number of employees.

Local and State Government Revenue includes revenue from taxes (e.g., income, property, sales, or lodging) as well as funds from license fees, utility fees, filing fees, and other similar sources.

KEY FINDINGS

Arts & Economic Prosperity IV is the most comprehensive study of the nonprofit arts and culture industry ever conducted.

America's Nonprofit Arts & Culture Industry

- Generates **\$135.2 billion** in economic activity every year—\$61.1 billion in spending by organizations and \$74.1 billion in event-related spending by their audiences
- Supports **4.1 million jobs**
- Generates **\$22.3 billion** in government revenue



For more detailed data, full reports, web-based version of calculator, and more, visit www.AmericansForTheArts.org/EconomicImpact

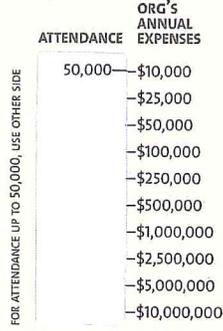
CALCULATOR



See other side for step-by-step instructions

ECONOMIC IMPACT

TOTAL ECONOMIC ACTIVITY	FTE JOBS	LOCAL GOVT. REVENUE	STATE GOVT. REVENUE
\$1,240,000	33	\$63,000	\$72,000



ABOUT THIS CALCULATOR

This Arts & Economic Prosperity IV Calculator estimates the economic impact of your nonprofit arts and culture organization on your local economy. These analyses are based on the national averages from research findings of 182 communities and regions of varying size and geography. The calculator provides estimates only and is not a replacement for a customized economic impact study.

ABOUT AMERICANS FOR THE ARTS

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Established in 1960, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.

OUR PARTNERS

The following national organizations partner with Americans for the Arts to help public- and private-sector leaders understand the economic and social benefits that the arts bring to their communities, states, and the nation.



Special thanks to the Greater Philadelphia Cultural Alliance.

Note: If you would like to use the above Arts Calculator from the Americans for the Arts, please use the below information to connect with their online link.

http://www.americansforthearts.org/sites/default/files/aepiv_calculator/calculator.html

EXHIBIT C

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

ORGANIZATION NAME/APPLICANT:

Special Event Funding Request Form

MAILING ADDRESS, CITY, STATE, ZIP CODE:

PHONE #:

WEBSITE URL:

NAME OF EVENT:

CONTACT / EVENT DIRECTOR NAME :

TOTAL FUNDING REQUEST: \$

MAILING ADDRESS, CITY, STATE, ZIP CODE:

OF YEARS EVENTS HAS TAKEN PLACE IN CARSON CITY:

PHONE #:

EMAIL:

PROJECT AREA (check one):

Redevelopment Area #1 _____

Redevelopment Area #2 _____

EVENT DATES:

ESTIMATED # OF LOCAL PARTICIPANTS: _____

ESTIMATED # OF OUT OF TOWN PARTICIPANTS: _____

Event Description and Objectives:

Include history of the event and importance to the community. Supporting documents enhance the application and the reader's understanding of the applicant. (use additional pages as needed):

SCORE: _____ (Score 0-20 Points) (0-5 Vague) (6 – 10 Sufficient) (11 – 15 Clear) (16 – 20 Very Well Defined)

Applicant provides an engaging and insightful overview of organizational history, mission, programming, administrative, public value, planning and evaluation. Public value clearly stated and communicated through the entire narrative. Clear and concise budgetary/financial information provided. Very confident about the organization's ability to carry out the proposal. Support material enhances the application and the reader's understanding of the applicant.

EXHIBIT C

EVENT COSTS (Attach additional sheets, if necessary): Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals:	\$	\$	\$
Redevelopment Funds as a % of total Event costs:	\$	\$	\$
Projected Revenues:	\$	\$	\$
Projected Net Profit/Loss:	_____%		

Annual Budget of Organization:

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

Number of years your organization has existed: _____

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

SCORE: _____ (Score 0 – 10 Points) (0-3 commitments = 4) (4-6 commitments = 7) (6+ commitments = 10)

Describe any efforts to obtain funding from other sources:

SCORE: _____ (Score 0 – 10 Points) (0-3 efforts =4) (4-6 efforts = 7) (6+ efforts = 10)

Removed Question: Describe why Redevelopment funds are required for the special event:

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

2015: \$ _____

2014: \$ _____

2013: \$ _____

2012: \$ _____

2011: \$ _____

EXHIBIT C

New Question: Describe the process used to choose the artist(s) or subject of this event and how that choice is a benefit to the community. For example it: provides exposure to a new artistic discipline or genre of music. Event is free and open to the public, available to all:

SCORE: _____ (Score 0-10 Points) (0 – 3 Vague) (4 – 6 Sufficient) (7 – 10 Very Well Defined) Answer provides specific information about the process the used for artistic selection and shows the organization has chosen qualified panelists in the selection.

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):

SCORE: _____ (Score 0-10 Points) (0 – 3 Vague) (4 – 6 Sufficient) (7 – 10 Very Well Defined) Applicant clearly identifies how the event meets the objective of the Redevelopment Plan to strengthen the local economy, creates new employment opportunities, increases the city's tax base, and expands public revenue

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

SCORE: _____ (Score 0 – 10 Points) (1-3 partners = 4) (4-6 partners = 7) (6+ partners = 10)

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

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

How do plan to market and advertise the event?

SCORE: _____ (Score 0 – 10 Points) (1-5 efforts =4) (6-10 efforts = 7) (11+ efforts = 10)

EXHIBIT C

List steps to expand the event in the future. Use measurable benchmarks to explain. i.e. audience growth, increase number of performances or artists:

SCORE: _____ (Score 0-10 Points) (0 – 3 Vague) (4 – 6 Sufficient) (7 – 10 Very Well Defined) Answer provides compelling and specific information about how the organization prepares for success and clearly demonstrates a commitment to broaden access to the community.

Explain what it would take for the event to become self- sustaining and what steps are being taken to reach sustainability:

SCORE: _____ (Score 0-10 Points) (0 – 3 Vague) (4 – 6 Sufficient) (7 – 10 Very Well Defined) Answer provides compelling and specific objectives about how the organization plans to produce a financially sustainable event in the future. Examples of steps could include: increased sponsorships, increased ticket sales or prices etc.

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.

Applicant Signature:

Date:

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

EXHIBIT C

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.