



# Community Development Department

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2180 – Hearing Impaired: 711

Date: April 25, 2016

Item 5-2

To: Redevelopment Authority Citizens Committee  
Meeting of May 2, 2016

From: Lee Plemel, Director

Subject: Special Event Funding Requests for FY 2016-17

**RECOMMENDED RACC MOTION:** I move to recommend to the Redevelopment Authority approval of the expenditure of \$30,300 from the Fiscal Year 2016-17 Revolving Fund to support the special event requests in the amount of \$9,000 for the RSVP July 4<sup>th</sup> fireworks and \$21,300 for the La Ka Lei Be Pow Wow, 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 2, 2016.

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.

A total of \$60,000 has been allocated for Special Events in the tentative FY 2016-17 Redevelopment budget based on recommended funding priorities by RACC and the Redevelopment Authority earlier this year, which represents a \$5,000 reduction in funding from

the prior year. The Special Event policies allocate 40% of the total amount of the Redevelopment Special Event funding for “arts and culture” events (theater, music and arts 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 \$24,000 and \$36,000, 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 two applications for a total of \$30,300 in requested funding. 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: Fourth of July Celebration**

**Requested funding (% of event budget): \$9,000 (50%)**

Description: Fourth of July fireworks as part of the carnival organized by RSVP to raise money for RSVP programs.

Total event budget: \$18,000 (Fireworks only; excludes carnival)

Prior year funding: \$2,500

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

Dollars of City funding per participant: \$0.23

Number of years event held in Carson City: 28

**2. Applicant: La Ka Lel Be Pow Wow Committee**

**Event: La Ka Lel Be Pow Wow**

**Requested funding (% of event budget): \$21,300 (100%)**

Description: Community event with family activities that attract visitors from the West, Canada, and internationally. The Washoe Tribe and Carson Colony have hosted this event for generations with the mission in mind to preserve cultural exchange through sharing of songs, dancers, traditional and modern dress, and food.

Total event budget: \$21,300

Prior year funding: (Not requested)

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

Dollars of City funding per participant: \$9.32

Number of years event held in Carson City: 31

The RSVP 4<sup>th</sup> of July celebration and fireworks at Mills Park is an annual event. Redevelopment has supported the event for a number of years, in addition to the Spring Fair and Nevada Day carnival. Last year, RSVP received a total of \$7,500 from Redevelopment for the three events (\$2,500 per event). This year, RSVP has only submitted an application for the fireworks for the 4<sup>th</sup> of July celebration.

The La Ke Lel Be Pow Wow is also an annual event, but this is the first time Redevelopment funding has been requested for the event. The event occurs at the Carson Colony on South Curry Street, adjacent to the South Carson Street Redevelopment Area #2. While the location is not within the Redevelopment District, Redevelopment monies may be spent on activities that benefit the Redevelopment District in accordance with the Redevelopment Plan. The applicant

notes that the event participants use local businesses, restaurants, hotels/motels, and casinos, many of which are within the Redevelopment District. The applicant is requesting 100% of the event funding but has indicated to staff that they could use and would accept less. The Washoe Tribe donates \$6,000 and the remainder of their funding is obtained through fundraising. The RACC and Redevelopment Authority may consider a reduced amount of funding for this event.

The RACC should consider the application review factors noted earlier in this memo and make a recommendation to the Redevelopment Authority for funding the special events. Any Special Event funding remaining after this allocation may be reallocated at a later date.

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	\$5,500
Carson City Arts Initiative	CCAI Season Events	\$6,000
Mile High Jazz	Jazz & Beyond Music Festival	\$8,000
	Total:	\$19,500
	Available:	\$24,000

If you have any questions regarding these special event applications, please contact Lee Plemel at 283-7075 or [lplemel@carson.org](mailto:lplemel@carson.org).

Attachments:

- A. Special Event Funding Request applications

RECEIVED

APR 15 2016

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. (RSVP)

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

\$ 9,000

TOTAL FUNDING REQUEST

Event Dates

July 4, 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):

RSVP's mission 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 will be hosting its 24<sup>th</sup> 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, which will take place at dusk on Monday, July 4<sup>th</sup>. This special event 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 Wild 102.9 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 one of the best state Capital cities 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.

The objective of this event is to bring people into Carson City to enjoy the fireworks and to have the opportunity to contribute to Carson City's economy.

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: 28 years, 24 years under RSVP

Event Costs (Attach additional sheets, if necessary)

Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
4 <sup>th</sup> of July Fireworks	\$ 9,000	\$ 9,000	\$ 18,000
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
Totals:	\$ 9,000	\$ 9,000	\$ 18,000
Redevelopment Funds as a % of total Event costs:	50%		

Projected Revenues: \$18,000

Projected Net Profit/Loss: \$ (0)

Annual Budget of Organization:

	Last Year	Present Year	Next Year
Income:	\$1,327,040	\$1,205,181	\$1,205,181
Expenses:	\$1,325,601	\$1,200,000	\$1,200,000
Reserves:	\$ 47,282	\$ 48,000	\$ 48,000

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

2015: \$ 2,500  
 2014: \$ 8,000  
 2013: \$ 8,333  
 2012: \$ 8,333

Number of years your organization has existed: 42

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

Describe any efforts to obtain funding from other sources:

In addition to the Carson City Redevelopment request for funds to help cover the costs of the fireworks, we work to find supportive funding. RSVP receives assistance from some local businesses to help with the cost of the pyrotechnics which helps tremendously.

Describe why Redevelopment funds are required for the special event:

Redevelopment funds are needed to help cover the cost of the fireworks. There are many ancillary costs associated with the 4<sup>th</sup> of July event; however, we only ask for help to pay for the pyrotechnics.

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 contributes significantly to the overall economic health and vitality of the city and provides an event to draw consumers to Carson City. This keeps the dollars in our community. 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.

The Fourth of July Celebration 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:

Historically, 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, Wold Amusements, Nevada Appeal, Carson Now, CCVB, NV Energy, 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.

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 Redevelopment funds, RSVP will be able to continue to offer and provide a patriotic fireworks display.

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

RSVP strives to become more self-sustaining. RSVP diligently seeks funding and works continually to find new revenue streams; however, we need assistance with Redevelopment funds in order to conduct the pyrotechnics on the 4<sup>th</sup> of July.

**Acknowledgement of Application Provisions: (please check each that you acknowledge)**

- I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

**I affirm, this application and all attachments are true and accurate to the best of my knowledge.**

Applicants Signature

*Susan C. Naas*

Date:

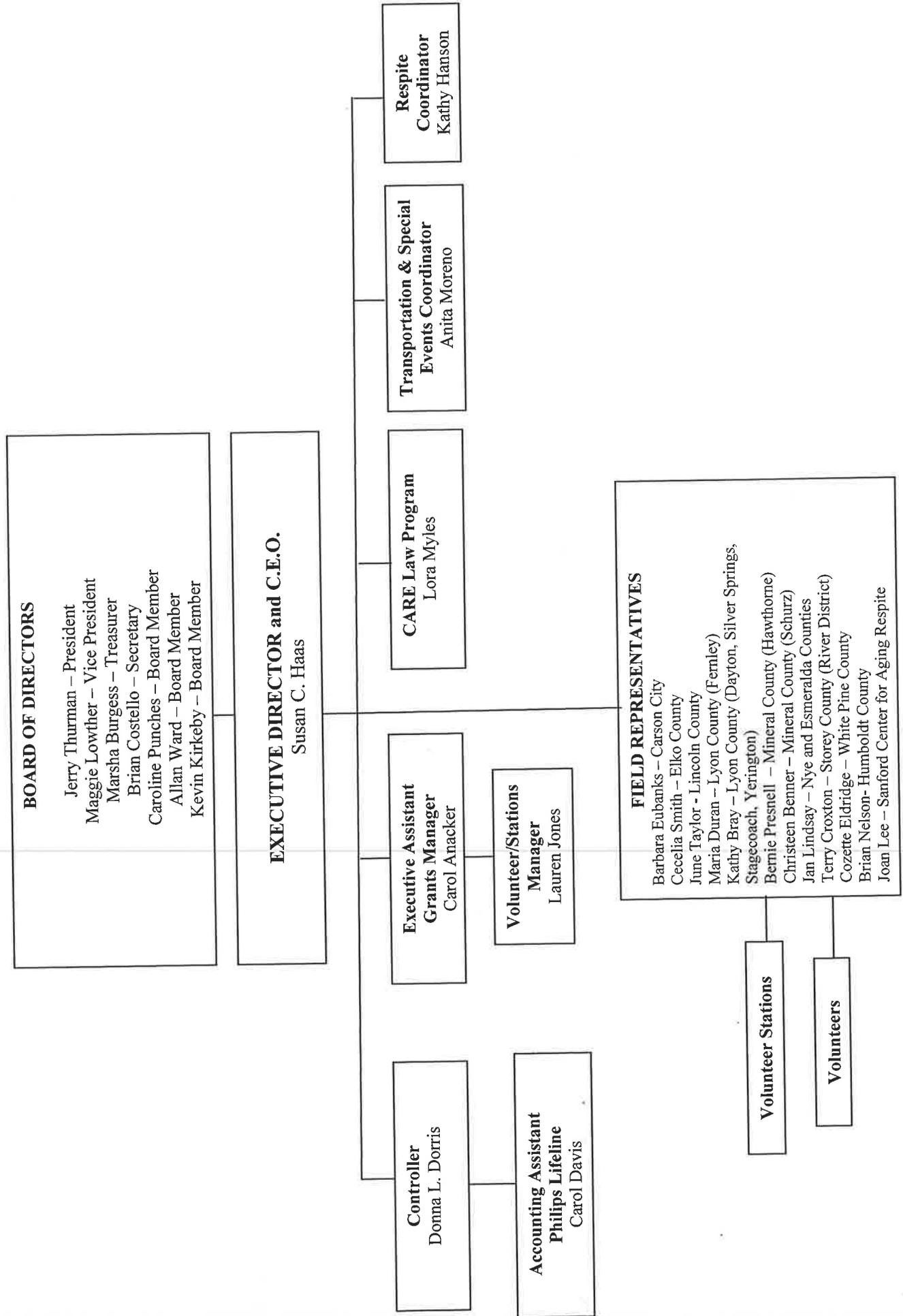
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**\*Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement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

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

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



**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

**OBJECTIVE:**

Seeking an executive level position with a dynamic company that will allow me to utilize my wide range of experience.

**PROFESSIONAL PROFILE:**

**Event Coordinator**

- Coordinate with multiple city agencies for permits, liquor license, venues, health inspections, etc.
- Recruit Vendors
- Arrange Entertainment
- Organize all equipment such as restrooms, lighting and electrical for each participant
- Develop event posters, advertising and press releases
- Perform community outreach for volunteers and donations
- Manage event timelines
- Create event layout and manage traffic flow
- Supervise venue set-up and tear down, including returning venue to original condition

**Public Computer Center Director**

- Recruit and Retain Volunteers
- Design and teach computer classes for the public
- Teach enrichment program for students
- Schedule Conference calls and virtual field trips for the school district via teleconferencing
- Teach ESL Classes
- Brochure production
- Editing

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**Executive Assistant Experience**

- 12+ years of experience as an Executive Assistant
- Record minutes at sales meetings
- Transcribe letters, memos, etc.
- Event Planning including national sales meetings and special events
- Travel planning (Airline, hotel, car rental and passports/visas) for all levels of employees including CEO/CFO of a Fortune 500 Company and a sales staff of up to 10 people
- Monthly expense reports for a staff of 6-10 sales representatives
- Annual budget allocation for staff of 6-10 sales representatives
- Safety Committee member interacting with OSHA
- Accounts Payable/Accounts Receivable
- Quarterly and Yearly taxes
- Supervise clerical and reception staff

## Marketing Experience

- Liaison between distributors, retailers, brokers and sales representatives
- Prepare and present PowerPoint presentations to groups of up to 100 people
- Oversee first time production runs at off-site manufacturing plants
- Oversee informational and promotional mailings
- Coordinate new product launches
- Provide various monthly reports, i.e. Profit/Loss statements, sales goals and objectives, budget updates
- Trade show coordination on a local and national level
- Supervise trade show personnel

## Numbers Analyst

- Cost of Goods analysis
- Production Schedules
- Profit Margin analysis
- Pricing analysis

## Chef/Special Events

- Lead Chef at special winery events, weddings and corporate events of up to 1000 guests
- Lead Chef and staff supervisor at large scale multi-day festival events
- Supervise catering staff of up to 15 people, including bartenders, wait-staff, and clean-up crews

## Work History

2015-Current	Nevada Rural Counties RSVP Program, Inc. Special Events and Transportation Coordinator	Carson City, NV
2012-2015	Boys and Girls Club/Lyon County School District Director of Public Computer Centers	Yerington, NV
2004-2012	Martin Devin and Associates Executive Assistant/Personal Chef	Occidental, CA
2002-2012	Gerard's Paella Chef/Event Coordinator	Freestone, CA
1998-2003	Small Planet Foods Numbers Analyst/Marketing	Petaluma, CA

## Education

2004-2008	San Francisco State University Full time Mechanical Engineering Student	San Francisco, CA
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## Special Skills

IBM and Mac with extensive experience in Word, Excel, PowerPoint, Access, Quicken and QuickBooks, as well as a familiarity with CAD

**Nevada Rural Counties RSVP Program, Inc**  
**Balance Sheet**  
**February 29, 2016**

**ASSETS**

**Current Assets**

Mutual of Omaha Bank-Checking	\$ 506.64	
Mutual of Omaha Bank-Federal	170.54	
Mutual of Omaha Bank-Non Fed	576.09	
CareLaw Trust Cash	456.48	
Mutual of Omaha Bank-Fireworks Fund	381.24	
Smith Barney Money Mkt	47,286.12	
Petty Cash	300.00	
<b>Total Current Assets</b>	\$ 49,677.11	

<b>Grants Receivable</b>	7,906.48	
<b>Accounts Receivable</b>	7,380.06	
<b>Total Accounts Receivable</b>	15,286.54	

<b>Property and Equipment</b>		
Equipment	102,794.54	
Accum Dep - Equipment	(87,937.40)	
Vehicles	268,832.65	
Accum Dep - Vehicles	(121,285.04)	
<b>Total Property and Equipment</b>	162,404.75	

<b>Other Assets</b>		
Prepaid Expenses	\$ 10,687.59	
<b>Total Other Assets</b>	10,687.59	
<b>Total Assets</b>	238,055.99	

**LIABILITIES AND CAPITAL**

**Current Liabilities**

Accounts Payable	\$ 2,450.34	
<b>Total Current Liabilities</b>	\$ 2,450.34	

<b>Other Current Liabilities</b>		
Deferred Income	34,232.07	
Payroll Taxes Payable	631.98	
Direct Deposit Liabilities	256.42	
Payroll Deductions Payable	599.94	
Accrued Vacation	8,406.73	
<b>Total Other Current Liabilities</b>	\$ 44,127.14	
<b>Total Current Liabilities</b>	\$ 46,577.48	

<b>Capital</b>		
Retained Earnings	\$ 164,718.08	
Fund Bal-Vehicle Temp Restrict	12,798.00	
Initial Fund Balance-Equipment	7,952.95	
Net Income	6,009.48	
<b>Total Capital</b>	191,478.51	
<b>Total Liabilities &amp; Capital</b>	\$ 238,055.99	

# Nevada Rural Counties RSVP Program, Inc. Profit & Loss

January through February 2016

	Jan - Feb 16
<b>Ordinary Income/Expense</b>	
Income	
4600 · Home Companion Respite Program	2,029.00
Transportation Donations	2,084.10
4030 · Contributions Income	3,662.00
4110 · Grants	122,104.95
4150 · Miscellaneous Income	4.77
4170 · Program Rev	23,600.41
4700 · Fundraising Rev	350.00
4903 · United Way of Northern Nevada	3,221.27
4909 · United Way of Southern Nevada	597.31
<b>Total Income</b>	<b>157,653.81</b>
<b>Gross Profit</b>	<b>157,653.81</b>
Expense	
5489 · CARELaw client direct expenses	72.00
5300 · Program Expenses	151,621.33
5600 · Fundraising	-49.00
<b>Total Expense</b>	<b>151,644.33</b>
<b>Net Ordinary Income</b>	<b>6,009.48</b>
<b>Net Income</b>	<b>6,009.48</b>

Nevada Rural Counties RSVP Program, Inc.  
Balance Sheet

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.

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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**

La Ka LeI Be Pow Wow Committee  
ORGANIZATION NAME / APPLICANT  
757 Peleu Way, Gardnerville NV 89460  
MAILING ADDRESS, CITY, STATE, ZIP CODE  
775.450.9655 AnnualLaKaLeIBePowWow@  
PHONE # WEBSITE URL

Martin Montgomery  
CONTACT / EVENT DIRECTOR NAME  
757 Peleu Way Gardnerville, NV 89460  
MAILING ADDRESS, CITY, STATE, ZIP CODE  
775.450.9655 Rdhoop3@yahoo.com  
PHONE # EMAIL

La Ka LeI Be Pow Wow  
NAME OF EVENT  
21,300.00  
\$ TOTAL FUNDING REQUEST  
Event Dates: Oct 28th-Oct 30th, 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):  
  
\* Please see attached page with history and event description

Estimated number of local participants: 1000 Estimated number of out-of-town participants: 1500  
Number of years event has taken place in Carson City: 31

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?  
Website, bill boards, parade, radio, newspaper, social media, flyers, Carson now, NV Committee

Explain how the special event may be able to be expanded in the future:  
Bigger location and facility would be the first step, the event is out growing the current facility.  
A facility such; Carson Community Center, Fuji Park exhibit hall, Mills Park Pavillion

Explain how the special event will be able to transition away from City funding support in the future:  
Networking with community partners for sponsorship and funding sources, grant writing,  
improve techniques in fundraising, possible admission fees

**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: 4/15/16
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**\*Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

**Carson City Office  
Of Business Development**  
108 East Proctor St.  
Carson City, NV 89701

## **Special Event Funding Request Form- Additional Page**

### Event Description and Objectives

Include history of the event and importance to the community

The La Ka Lel Be Pow Wow is a very well known community event spanning 30+ years in Carson City. This is a drug and alcohol free event with family activities at its core. The audience and participants range in age from infants to the elder population. Each year participants travel from as far as Canada and all over the Midwest to join in the local festivities that take place. It is also not uncommon for visitors to from other countries to stop by and visit the area for the Pow Wow. We have had visitors from; China, England, Mexico, Canada, Australia, and New Zealand. The event would not be such a success without the local participants who make it apart of their NV Day weekend plans each year.

The Carson Colony, Washoe Tribe and Committee has hosted this event in Carson City for generations, all with the mission in mind to preserve cultural exchange through sharing of; songs, dances, traditional and modern dress and food. Continuing long held customs and traditions is the ultimate goal, which includes, educating the general population of the Native American experience if favorable to help with community collaboration and partnerships.

The La Ka Lel Be Pow Wow is also listed as a '*Nevada Day Event*' and has received letters and plaques from the Governors Office to help show support for this 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):

The La Ka Lel Be Pow Wow meets a the objective for the Redevelopment Plan in a couple different ways: 1. We have between 2 and 3 thousand visitors both local and out state/town that come for the event; we partner with Gold Dust West and City Center Hotel to offer room rates for the weekend. We also have a variety of other establishments that benefit from the lodging reservations. Visitors who come into town eat at various food establishments and for those who are 21 or older also help the local gaming industry through gambling at the local casinos, like Gold Dust West Casino. 2. The

city's sales tax, room tax and gaming all benefit and increase do sales from all the visitors who patronize the local merchants. 3. The event is on the south side of Redevelopment Area1 and adjacent to Redevelopment Area2, the committee partners with some businesses to currently for donations and special event rates. It's the event's goal to partner with the local businesses and auto sales for sponsorship and in return, sending participants to and advocating for the local businesses; restaurants, hotels/motels, casinos, auto sales locations. 4. On a smaller scale, the event helps local arts/craft and food vendors with sales. 20-30 vendors return each year, as it is an established event on their calendar, which helps their livelihood.

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

The event has two locations: the main event (pow wow) is located at 2900 S. Curry St at the Carson Colony Gymnasium. The good/bad about this facility is that event is has now grown to the point that the committee is currently looking to relocate the event in 2017. When looking at population the good is that the event is gaining more interest and public attendance that finding a new location will be essential. The bad is that we will be looking at a building usage fees associated, which will have to be added to the budget. The second part of the event is located next door at 389 Washoe St. There is the annual horse shoe tournament, hand game tournament and ladies stick game (similar to lacrosse) demonstrations. Rupert's Auto Body also is interested in designing a 'fun house' in the facility, which used to be apart of the entire event in the 80's and 90's.

## La Ka Lel Be Pow Wow Budget 2016

### Head Staff

Host Drum	\$3,000.00
MC	\$500.00
AD	\$500.00
Tabulators	\$500.00
Head Man	\$500.00
Head Woman	\$500.00
Lodging	\$1,500.00
Sani Huts 8 Units	\$1,500.00

<b>Total</b>	<b>\$8,500.00</b>
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### Catagories

Jr Girls- Fancy, Jingle, Traditional(\$50, \$30, \$20)x3	\$300
Jr Boys- Fancy, Grass, Traditional(\$50, \$30, \$20)x3	\$300
Teen Girls- Fancy, Jingle, Traditional(\$150, \$100, \$50)x3	\$900
Teen Boys- Fancy, Grass, Traditional(150, \$100, \$50)x3	\$900
Womens- Fancy, Jingle, Traditional(\$300, \$200, \$100)x3	\$1800
Men's – Fancy, Grass, Traditional(\$300, \$200, \$100)x3	\$1800
Golden Age Women's(\$300, \$200, \$100)	\$600
Golden Age Men's- (\$300, \$200, \$100)	\$600
Extra Drums	\$2,000

<b>Total</b>	<b>\$9,200.00</b>
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**Miscellaneous**

Hand Game Tournament	\$1,000.00
Horse Shoe Tournament	\$500.00
Halloween Costume Contest (toddlers, youth, adults)	\$100.00
Lip Sync Contest	\$300.00
T-Shirts	\$1,200.00
Potluck Dinner (Paper goods, main dishes, drinks, bread, etc)	\$500.00

**Total** **\$3,600.00**

**GRAND TOTAL** **\$21,300.00**

## La Ka Lel Be Pow Wow Budget 2015

### **Head Staff**

Host Drum	Tribe	\$3,000.00
MC	Tribe	\$500.00
AD	Tribe	\$500.00
Tabulators	Tribe	\$500.00
Head Man	Tribe	\$500.00
Head Woman	Tribe	\$500.00
Lodging	Tribe	\$1,500.00
Sani Huts 8 Units	Caron Colony	\$1,000.00
<b>Total</b>		<b><u>\$8,000.00</u></b>

### **Catagories**      **We paid all the categories**

Jr Girls- Fancy, Jingle, Traditional(\$50, \$30, \$20)x3	\$300
Jr Boys- Fancy, Grass, Traditional(\$50, \$30, \$20)x3	\$300
Teen Girls- Fancy, Jingle, Traditional(\$150, \$100, \$50)x3	\$900
Teen Boys- Fancy, Grass, Traditional(150, \$100, \$50)x3	\$900
Womens- Fancy, Jingle, Traditional(\$300, \$200, \$100)x3	\$1800
Men's – Fancy, Grass, Traditional(\$300, \$200, \$100)x3	\$1800
Golden Age Women's(\$300, \$200, \$100)	\$600
Golden Age Men's- (\$300, \$200, \$100)	\$600
Extra Drums	\$1,000
<b>Total</b>	<b><u>\$8,200.00</u></b>

**Miscellaneous**      **We paid all Misc**

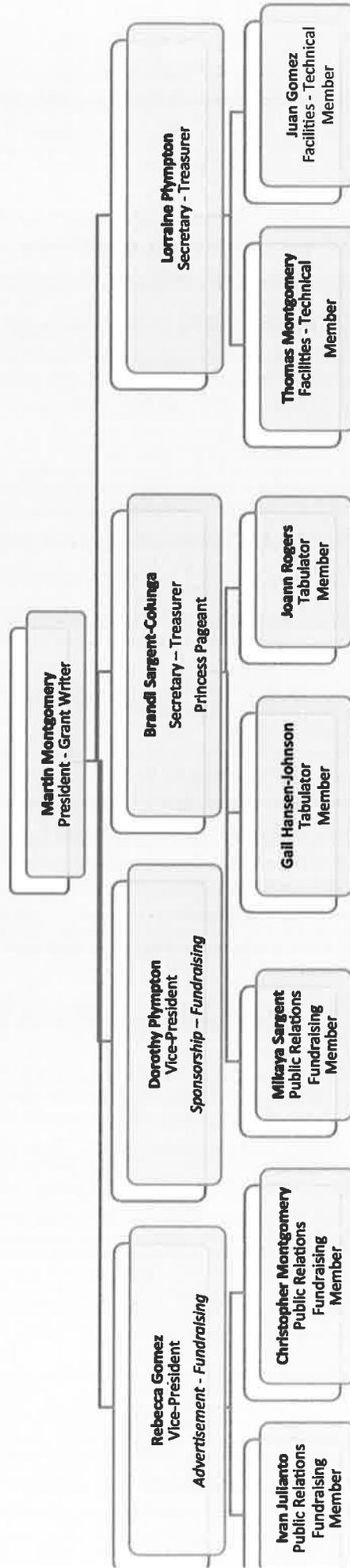
Hand Game Tournament	\$300.00
Horse Shoe Tournament	\$100.00
Halloween Costume Contest (Toddlers, youth, adults)	\$100.00
Lip Sync Contest	\$100.00
T-Shirts	\$900.00
Potluck Dinner (Paper goods, main dishes, drinks, bread, etc)	\$500.00

**Total** **\$2,000.00**

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**GRAND TOTAL** **\$18,200.00**

# LakalelBe Powwow Committee 2012-2017



# MARTIN MONTGOMERY

757 Peleu Way, Gardnerville, NV 89460 | C: 7754509655 | Rdhoop3@yahoo.com

## Summary

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Representative for multiple community service agencies with a wide range of experience from; education, youth development to social work and business ownership.

## Highlights

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- Event planning
- Graphic Design
- Software Proficient
- Cultural Advisor
- Social Media Networking
- Mac and PC Music Producer
- Communications Facilitator
- Grant Writer
- Grant Compliance
- Business Manager
- Program Developer
- Creative Problem Solving
- Office Equip. Tech
- Public Speaker/Presenter

## Accomplishments

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- 2006- Community Event Planner for Red Hoop Round Dance, held in Dresslerville, NV.
- 2012- La Ka Lel Be Pow Wow Committee Chairman. New committee formed for the 30+ year annual event held in Carson City, NV.
- 2014- Pollination Grant Awardee for Red Hoop Round Dance Community Event.
- 5 Self produced Native American Music albums, one of which is a solo album.

## Experience

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**Client Service Specialist** Jan 2016 to Current

**Washoe Housing Authority** — Gardnerville, nv

I am currently Client Services Specialist for Washoe Housing Authority. I help over see; yearly budget, help clients apply and/or retain rental units and home ownership. I also am responsible for correspondence and communication with community partners and current project managers.

**Self Employment- Business** Apr 2014 to Current

**Tribal True Consulting** — Gardnerville, NV

I started Tribal True Consultants in 2014. I provide services in: program development, corporate team building, youth development, adventure based counseling, experiential education tools and tribal/cultural development and preservation.

**Program Manager** Jun 2009 to May 2014

**Washoe Tribal TANF- Project Venture** — Gardnerville, NV

Management and Project Coordinator for the youth development and youth tribal prevention program. Developed program curriculum, education guidance, family liaison, advocacy, suicide prevention, adventure based counseling, small/large group counseling, high/low ropes courses, rock climbing, rafting and outdoor education.

**Liaison/Program Coordinator** Aug 2004 to Jun 2009

**Douglas County School District** — Gardnerville, NV

Liaison and Program Coordinator for Douglas Co School District for Middle School and High School ages. I performed a variety of duties: such as, Liaison for tribal families, education coordinator, advocate, cultural education instructor, credit restitution advisor and State Board Member for Nevada Indian Education, Douglas County Rep

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## Education

**High School Diploma- 1999**

Douglas High School — Gardnerville, NV

**Construction Technology- 2000-2002**

Western Nevada College — Carson City, NV

**Social Work- 2002-2004**

University Of Nevada Reno — Reno, NV