



# STAFF REPORT

**Report To:** Redevelopment Authority

**Meeting Date:** April 6, 2017

**Staff Contact:** Lee Plemel, Community Development Director

**Agenda Title:** For Possible Action: To make a recommendation to the Board of Supervisors regarding the expenditure of \$26,000 to Carson City Public Works for the rehabilitation of the Blue Line historic tour sidewalk marker and the expenditure of \$10,000 to the Carson City Visitors Bureau for the Reimagine Space public art program from the Fiscal Year 2016-17 Redevelopment Revolving Fund in support of the Redevelopment District. (Lee Plemel, lplemel@carson.org)

**Staff Summary:** The Redevelopment Authority approved modifications to the Redevelopment five-year discretionary allocation plan on March 16, 2017, which included funding for the Blue Line rehabilitation and the Reimagine Space program in the FY 2016-17 budget. The Blue Line funds will be used to remove the existing Blue Line paint to replace it, and it will also be used as matching funds for a grant for a Blue Line historic tour smartphone app. The Reimagine Space program will use vacant and other underutilized business spaces for public art displays.

**Agenda Action:** Formal Action/Motion

**Time Requested:** 10 minutes

---

## **Proposed Motion**

I move to approve and recommend that the Board of Supervisors authorize the expenditure of \$26,000 to Carson City Public Works for the rehabilitation of the Blue Line historic tour sidewalk marker and the expenditure of \$10,000 to the Carson City Visitors Bureau for the Reimagine Space public art program from the Fiscal Year 2016-17 Redevelopment Revolving Fund in support of the Redevelopment District 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.

## **Board's Strategic Goal**

Economic Development

## **Previous Action**

February 6, 2017: The Redevelopment Authority Citizens Committee (RACC) recommended approval of the proposed funding to the Redevelopment Authority.

March 16, 2017: The Redevelopment Authority approved a five-year allocation plan that included funding for the proposed activities.

## **Background/Issues & Analysis**

Following is a summary of the proposed programs:

## 2017 Redevelopment Allocation Plan

Objective/Project/Program	Current	2017-18	2018-19	2019-20	2020-21	2021-22	5-year Total
<i>Continued projects/programs:</i>							
East/West Downtown Street improvements <sup>1</sup>	\$ 255,225	\$ 200,000	\$ 100,000	\$ 200,000			\$ 500,000
Special Event equipment/ infrastructure <sup>2</sup>	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 25,000
McFadden Plaza Movie Projector	\$ 10,000						
Special event support, street closures	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
Façade Improvement Program <sup>3</sup>	\$ 200,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000
Special Event funding	\$ 60,000	\$ 55,000	\$ 50,000	\$ 45,000	\$ 45,000	\$ 40,000	\$ 235,000
Utility extension assistance <sup>4</sup>	\$ -	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 100,000
Assist with William Street corridor project <sup>5</sup>				\$ 85,000	\$ 300,000		\$ 385,000
Blue Line rehabilitation & marketing (matching)	\$ 26,000						\$ -
<i>RACC ranking of additional projects/programs:</i>							
1. East Spear Street/Children's Museum Improvements, Other Street Improvements			\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 400,000
2. Reimagined Space Public Art Program	\$ 10,000						\$ -
3. Telegraph to Spear Street Alley improvements		\$ 50,000					\$ 50,000
3. Code Enforcement Officer (@ \$50k/yr.)		\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 175,000
5. South Carson Street beautification			\$ 200,000				\$ 200,000
6. Downtown Entry Signs		\$ 30,000					\$ 30,000
7. McFadden Plaza Enhancements							\$ -
<b>Total Allocated:</b>	<b>\$ (596,225)</b>	<b>\$ (520,000)</b>	<b>\$ (635,000)</b>	<b>\$ (615,000)</b>	<b>\$ (630,000)</b>	<b>\$ (325,000)</b>	<b>\$ 2,725,000</b>
<b>Undesignated Carryforward:</b>	<b>835,661</b>	<b>442,064</b>	<b>252,518</b>	<b>22,518</b>	<b>99,816</b>	<b>349,890</b>	
<b>Annual Available Budget <sup>6</sup> :</b>	<b>202,628</b>	<b>330,454</b>	<b>405,000</b>	<b>692,298</b>	<b>880,074</b>	<b>1,235,584</b>	
<b>Undesignated:</b>	<b>\$ 442,064</b>	<b>\$ 252,518</b>	<b>\$ 22,518</b>	<b>\$ 99,816</b>	<b>\$ 349,890</b>	<b>\$ 1,260,474</b>	

Recommended RACC changes to last year's Allocation Plan:

- 1) Staff note: McFadden Plaza construction funds carried forward in FY 2016-17.
- 2) \$10,000 removed from FY 2016-17 and added to Undesignated.
- 3) Façade Improvement Program funds increased from \$20,000 per year to \$100,000 per year.
- 4) \$40,000 removed from FY 2016-17 and added to Undesignated Carry-Forward.
- 5) William Street funding moved from 2017-19 to 2018-20 due to S. Carson Street project rescheduling.
- 6) "Annual Available Budget" equals total amount budgeted for these projects/programs in a given year.



# Artists in Storefronts

Whittier-Minneapolis, Minnesota

*Artists in Storefronts partners vacant  
and underused commercial buildings  
with local artists to create public  
exhibits within those spaces, creating  
an urban walking gallery!*



**Ferraro  
Group**  
PUBLIC RELATIONS & PUBLIC AFFAIRS

**The Ferraro Group**

# **Re-Imagined Space**

*A Collaborative Project  
bringing community together  
to address blight throughout  
Carson City's Redevelopment Areas.*

**Creative Uses for Empty Spaces**



# Re-Imagined Space

**RACC Partnership**  
**Funding \$10,000**



**Creative Uses for Empty Spaces**



# Re-Imagined Space

**RACC Partnership**  
**Funding \$10,000**



**Creative Uses for Empty Spaces**





# Re-Imagined Space

**RACC Partnership  
Funding \$10,000**



**Creative Uses for Empty Spaces**



# Re-Imagined Space

**RACC Partnership**  
**Funding \$10,000**



**Creative Uses for Empty Spaces**



# Re-Imagined Space

CCVB Partnership  
Funding \$10,000

Creative Uses for Empty Spaces



# Re-Imagined Space

CCCC Partnership

Volunteer Management



Creative Uses for Empty Spaces

### Historic "Blue Line" rehabilitation

In 2016, the RACC recommended an allocation of \$26,000 to rehabilitate the Blue Line on the Historic Blue Line self-guided tour route. The \$26,000 would only cover the cost of replacement of the actual blue line painted on the sidewalks. Direction was also given to staff to hold the project and look for matching funds to help fix the sidewalks and/or obtain other historic resource grant funds for marketing the Blue Line.

A grant request for \$38,000 from the Historic Preservation Fund has been submitted to "upgrade the the Blue Line mobile app to allow for geo-located video, and to provide for the purchase and installation of two beacons in the vicinity of the Blue Line to accommodate the functionality of the upgraded mobile app, and to advertise the updated mobile app."

Public Works plans on awarding a \$95,000 contract this spring/summer to improve sidewalks accessibility. The work will primarily be to add curb ramps at intersections on the Blue Line where none currently exists. It will also include repairing sidewalk along the path where tripping hazards or excessive slopes currently exist.

### "Reimagine Space" Public Art Program

The Carson City Visitors Bureau (CCVB) has requested matching Redevelopment funds for the Reimagine Space public art program. The program would use existing, vacant or semi-vacant tenant spaces to create public art displays. The RACC has recommended \$10,000 in the current FY 2017 budget to initiate the program. It is anticipated that this one-time funding would be used to help purchase most of the equipment necessary for the continued operation of the program.

For more information regarding this item, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

### Applicable Statute, Code, Policy, Rule or Regulation

NRS 279.382 – 279.685

### Financial Information

Is there a fiscal impact?  Yes  No

If yes, account name/number: 603 Redevelopment Revolving Fund

Is it currently budgeted?  Yes  No

Explanation of Fiscal Impact: The funds are budgeted in the FY 2016-17 Redevelopment budget.

### Alternatives

Modify the recommended funding.

### Attachments:

- 1) Approved Redevelopment Allocation Plan
- 2) Reimagine Space presentation

### **Board Action Taken:**

Motion: \_\_\_\_\_

1) \_\_\_\_\_

Aye/Nay

2) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
(Vote Recorded By)