

Late Material
Meeting Date 06/21/18
Item # 25

Due to technical difficulties converting the fillable applications, the following appeared incomplete in the original packet:

- A-74 Sierra Nevada Ballet's Midsummer Night's Dream
- A-89 Wild Horse Production's "Newsies"
- A-106 Pinkerton Ballet Theater's Nutcracker
- A-132 Brewery Arts Center's Traditional Celtic Music Series
- A-146 Sierra Nevada Ballet's Peanutcracker
- A-160 Carson City Symphony's Concert Series

Please find attached the completed applications listed above. All other backup materials remain the same as provided.

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



Special Event Funding Application FY18/19
For Events Occurring July 1, 2018 - June 30, 2019

Name of Event & Dates

A Midsummer Night's Dream

Total Funding Request

\$5,000.00

Redevelopment District Area

#1 ☒

#2 ☐

Organization Name

Sierra Nevada Ballet

Mailing Address, City, State, Zip

3929 S. McCarran Blvd., Reno, NV 89509

Organization Phone

775-360-8663

Organization Website

www.sierranevadaballet.org

Contact Name, Title

Rosine Bena, Artistic Director

Mailing Address, City, State, Zip

21 Heath Circle, Reno, NV 89509

Contact Cell Phone

775-720-5204

Contact Email

rosineb@hotmail.com

Event Description and Objectives

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

Sierra Nevada Ballet is the professional ballet company for Northern Nevada and has established a history of annually performing in Carson City, the state capitol. SNB performs regularly in Carson in winter and spring and has therefore added an annual large full length ballet classic production in the summer for Carson City. SNB's summer performances are designed as lively storytelling ballets with a "big event" feel. Playful and mysterious, Shakespeare's beloved tale of love and magic is re-imagined and choreographed by NY director, Ananda Bena-Weber, as a steampunk fantasy exploding with the many permutations of love. All elements of the production - staging, costumes, lighting and scoring - embrace steampunk genre's celebration of creativity and exploration. The production features a cast of nearly 60 dancers, including the SNB company, guest artists (selected through a nationwide audition process) and approximately two dozen children from the community. Children will be selected through an audition in late April open to the Reno, Carson and Lake Tahoe communities.

Note: Formed in 2001, SNB serves northern Nevada through its presentation of professional dance beyond the classical ballet repertoire in varied settings, and develops future artists and audiences through its outreach programs and affiliated school, the Sierra Nevada Ballet Academy. SNB has received direct funding from the NEA for two years and the NAC Partners in Excellence Tier II grants for years in support of its full season of performances and activities in the Truckee Meadows, Carson City and Lake Tahoe, including the summer mainstage full length classical productions; the annual "Dancing by the River" program for Reno's Artown festival, and the annual "PEANUTCRACKER-The Story in a Nutshell."

Bringing top professional dancers into our community offers audience exposure, attracts tourism and helps educate audiences and dancers within the community. Having a professional ballet company with a regular presence in Carson is important to the Carson City community as it attracts tourism and is also an attractive cultural element to those considering a move to the area.

Estimated number of local participants: **700**

Estimated number of out-of-town participants: **60**

Number of years event has taken place in Carson City: **new**

Event Costs (Attach additional sheets, if necessary)

Activity (ie: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Artistic (Dancers, Directors, choreog, lighting)	\$5000	\$11,500	\$16,500
Market. Dir, Tech, sound, Costume, manager		\$4,500	\$4,500
Theater, Studio, Office rent		\$3,100	\$3,100
Travel (air and auto)		\$2,400	\$2,400
Marketing (ads, social, flyers, posters, post cards)		\$4,500	\$4,500
Miscel. (lodging, printing, costumes, phone)		\$5,675	\$5,675
Total:	\$5,000	\$31,675.00	\$36,675.00

Redevelopment Funds as a % of total event costs: 13.6 %

Projected Revenues: \$	36,675.00
Projected Net Profit/Loss: \$	0

Annual Budget of Organization:

	2017	2018	2019
Income:	\$ 397,000	\$ 401,000	\$ 478,000
Expenses:	\$ 397,000	\$ 401,000	\$ 478,000
Reserves:	\$ 35,000	\$ 30,000	\$ 30,000

List any prior Redevelopment funding

2017: \$	3300
2016: \$	1875
2015: \$	11500
2014: \$	2000

Number of years your organization has existed: 17

Have other organizations besides yours committed funding for this event? Yes ☒ No ☐

If yes, what organization(s) and how much?

The entire Midsummer Project (performed in 3 different venues) is estimated at between \$95,000 and \$110,000.

Funding from the E. L. Cord Foundation \$6,000 (\$2,000 for Carson City),

Marin Foundation \$11,000 (\$9,000 for Carson City),

Wayne L. Prim Foundation \$10,000 (\$0 for Carson City) ,

Carol Franc Buck Foundation \$3,000 (\$1,000 for Carson City),

City of Reno \$3,700 (\$0 for Carson City),

Lake Tahoe Shakespeare Festival \$5,000 (\$0 for Carson City) ,

Bob B. Theater \$200 (\$200 for Carson City),

Pioneer Center \$300 (\$0 for Carson City),

Additional Funding For Carson City Performance:

Individual donations: \$1,400; Business: \$2,000; Ads: \$1,000; Applicant Cash: \$5,675.00

Describe any efforts to obtain funding from other sources:

SNB has a 17 year history of receiving grants from top granting agencies including direct funding from the National Endowment for the Arts, the Nevada Arts Council, the City of Reno, the E.L. Cord Foundation, the Carol Franc Buck Foundation, the Wayne L. Prim Foundation, the Marin Foundation and the City of Carson. SNB has already begun writing grants to several foundations and the City of Reno. In addition, SNB plans to solicit funding from several corporations and private businesses within the community and sell program ads to businesses within the community. Each year, in addition to cash donations and, due to the hard work of the SNB Board, SNB receives a large amount of IN KIND donations from within the community. These IN KIND donations along with the cash donations from the state, city, foundations and corporations make it possible for SNB to present top quality ballet productions in northern Nevada.

Describe why Redevelopment funds are required for the special event:

The production of Shakespeare's spellbinding story of "A Midsummer Night's Dream" conceived and choreographed as a steampunk fantasy with comic twists and turns is an audience engagement vehicle that highlights the artistry of experienced local and distinguished out-of-state professional artists while embracing trained students in the Nevada community. Both objectives reflect SNB's mission to present creative, innovative, artistic productions and arts education while maintaining fiscal responsibility. Northern Nevada is rich in theater, classical/contemporary music, visual arts, and literary arts for residents and visitors. Yet, there is limited exposure to professional dance, whether modern, jazz, folkloric or ballet, and dance education. One of SNB's portfolio of programs, its summer mainstage series is designed to increase access to, and experience with the world of dance for ballet aficionados and newcomers of all ages. Imprinting a contemporary cultural expression, such as steampunk, on a ballet classic, selecting a work that can include roles for children throughout the performance, bringing in nationwide top professional ballet artists and including a pre-performance curtain discussion with the artistic director offers audience members a welcoming environment to experience dance on a personal level. In order to present a top quality dance production of this caliber complete with top dance professionals from throughout the United States and keep tickets affordable for families in the Carson City community, SNB must have assistance with funding. Without additional funding, ticket prices for an event of this caliber would not be affordable for the average family in Carson City. SNB's mission is to educate and expose northern Nevada audiences to the wonderful art of professional level ballet and to give audiences the chance to see top dancers from other areas of the country without having to travel out of the state. SNB strives to present top quality art while keeping tickets affordable for the community.

Every dollar of public funding committed to ballet and dance companies advances the understanding of dance as a critical form of communication shared by cultures across the ages and globe, and supports the nation's full range of dance artistry and its place in education, healing programs and community engagement activities. Dance draws us together regardless of our race, cultural background, language or education. It is universal.

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):

SNB summer mainstage performances, presented in Carson City, infuse ballet classics with elements of contemporary culture to target three audience segments-summer visitors to the region, and two groups sometimes described as "dance fans" and "dance curious." Summer performances such as a steampunk version of "A Midsummer Night's Dream" are designed to be innovative and enjoyable in order to attract new audiences. The presentation of classic ballets featuring top professional dancers from throughout the nation is attractive to the knowledgeable "balletomanes" and seasoned theater and dance enthusiasts. For the dance curious (individuals who attend other arts events, cultural tourists, and young people of all ages) summer performances with a fresh approach provide a "gateway" experience through a welcoming environment and have an emphasis on establishing a dialogue between audiences and performers through pre- and/or post-concert elements. This attracts more investment in the area. Venue selection is critical as SNB endeavors to remove perceptual barrier concerns that many newcomers express, such as issues with parking and accessibility, and the event formality, among others. The Carson City Community Center offers an inviting and accessible environment with dedicated parking. Additionally, the venues hosting this story ballet join SNB in enthusiastically supporting crossover and collaborative marketing, which benefits all organizations' audience development efforts. The production of the steampunk version of "A Midsummer Night's Dream" was designed to deepen existing relationships with SNB friends and the dance community, and offer a meaningful experience for the dance curious. With an objective to encourage attendance at other SNB events, relationships can grow, ultimately transforming the dance curious into dance fans. SNB surveys taken at mainstage events give evidence to the fact that audience members often combine pre performance or post performance dining, clothes shopping and visits to the hair salon with the mainstage event experience. This increases revenue and strengthens the economy.

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

E.L. Cord Foundation; Carol Franc Buck Foundation; Marin Foundation; Wayne L. Prim Foundation; the City of Reno; the Bob Boldrick Theater; the Lake Tahoe Shakespeare Festival; the Pioneer Center for the Performing Arts; Artown Festival; Sierra Nevada Ballet and Sierra Nevada Ballet Academy; Western Nevada Performing Arts Center and various other business and individuals in the northern Nevada community.

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

The event shall take place on Saturday, August 11, 2018 at 7:30 PM at the Carson City Community Center Bob Boldrick Theater.

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

How do you plan to market and advertise the event?

With a relatively small marketing budget, SNB efficiently promotes its projects working with partners, sponsors, and media outlets. Host Carson City Community Center, SNB, SNBA Academy, Western Nevada Performing Arts Center and the Artown Festival will promote "A Midsummer Night's Dream" on their websites and social media pages, and distribute email notices and flyers to patrons. The Reno Arts Consortium, Carson City Arts and Culture Coalition and Parasol Community Collaboration provide effective networking and marketing opportunities with arts partners and colleagues. Posters, flyers and postcards are delivered to cultural organizations, restaurants and businesses throughout the Truckee Meadows and Carson/Gardnerville areas. SNB dancers and faculty distribute "A Midsummer Night's Dream" materials to UNR's School of the Arts, TMCC and dance schools in Carson City, Incline, Fallon, Sparks and Reno. Students' "word of mouth" advertising to friends and families builds interest for both SNB's performances and Academy classes. SNB's season appears in all printed programs, and the artistic director promotes all upcoming events during her concert introductions. The artistic director writes a regular monthly dance column for the Reno Gazette Journal, highlighting SNB events in each article. SNB maintains a strong relationship with KOLO Channel 8 and KUNR, and distributes press materials to regional media outlets. SNB works with a social media firm to maintain a regular social media presence. SNB is presently developing an integrated marketing/audience development strategy with RAD Strategies to increase visibility for patrons, target audiences and the general public to be launched this summer/ fall.

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

SNB's evaluation process is critical to ongoing program assessment and planning. With a commitment to artistic quality, videography provides SNB staff/artists a tool to review and critique programs and standards of excellence. "What was the artistic goal of this performance and did we meet it?" "Were there technical, musical, or costume issues that should be addressed because they added or detracted from the artistic production?" Surveys are distributed at all SNB events, either in the printed program or distributed by staff and dancers. Board members and volunteers collect surveys post-performance, which usually generate public comments that further enhance the evaluation process. Online surveys will be utilized this year. Surveys provide SNB information about the audience's perception of the program and venue. "Did we achieve our performance goals, and if not, why?" "What did audience members like or dislike?" "Which events attracted greater or less attendance than projected?" "Are there comments worthy of SNB follow-up for future planning or partnerships?" As most SNB performances include pre- and/or post-performance discussions, and many of its activities are presented in more intimate venues, audience/company conversations always elicit illuminating comments; often providing the "spark" for new or improved educational and community outreach programs. The upcoming partnership with Doral Academy, and continued connection with teachers, parents and students through Peanutcracker-The Story in A Nutshell outreach activities will provide insight to advance SNB's connection with the educational field, and expand dance and movement opportunities for the region's young people. SNB routinely consults with professionals in the ballet field, guest artists, donors, program partners including schools, and community members. These discussions, and anecdotal information assist SNB as it evaluates and refines productions.

As SNB's reputation grows, audiences grow and performances increase. Presenting regular high caliber summer classic ballet productions in Carson City adds to the growth of SNB and attracts more funding while increasing audiences and expanding arts education and exposure. SNB performs in the winter and spring as well as the summer in Carson City. The more Carson audiences are exposed to high caliber dance programming, the more they attend performances. As the audiences grow, SNB performances (per season) increase and ticket revenue will also increase.

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

In its role as a major cultural institution with a mission to provide access to, participation in, and education about ballet and dance, Sierra Nevada Ballet has developed a broad portfolio of programs, all of which are intended to grow relationships within our Carson community. "PEANUTCRACKER-The Story in a Nutshell," an original 45-minute narrated version of the Nutcracker, was created specifically to introduce young children to the world of dance and the performance experience. "Brew, Brats and Ballet" attracts newcomers to dance through a sampler format of new works and an emphasis on connecting audience members and artists through interactive experiences of a pre-concert lecture and social component and post-concert conversation. Mainstage productions for the Summer Series are produced and designed to engage families and tourists as well as ballet aficionados. The SNB Academy and the SNB Trainee/Apprentice Program prepares young dancers for the professional world of ballet; and the new Education outreach programs introduce students to the history and practice of ballet.

SNB's productions and workshops are scheduled in venues that range from the large stage of the Community Center to intimate spaces such as the Carson City's Brewery Arts Center, to classrooms at colleges, schools and senior centers. Through relationships with other arts, cultural and community organizations, the company's evaluation and planning processes, and partnerships with school and educators, SNB gains a greater understanding of the community we are committed to serve. As part of its upcoming planning process, SNB is intent on establishing strategies that will build bridges to expand access to and inclusion of members of the community currently not reached, and to create new, as well as future, audiences for dance and ballet. The greater the SNB reputation, the more funding SNB can attract. The larger the SNB audience and funding base, the less SNB will have a need for City funding. Presenting regular high caliber summer classic ballet productions in Carson City adds to the growth of SNB and attracts more funding while increasing audiences and expanding arts education and exposure.

Carson City Redevelopment
108 East Proctor Street, Carson City, NV 89701



Special Event Funding Application FY18/19
For Events Occurring July 1, 2018 - June 30, 2019 : Due Date April 15, 2018

Name of Event & Dates

Disney's "Newsies" (Musical Theater Production) April 19,20,26,27,28, 2019

Total Funding Request

\$5000.00

Redevelopment District Area

#1 ☒ #2 ☐

Organization Name

Wild Horse Productions

Mailing Address, City, State, Zip

1220 Thompson Street, Carson City, NV 89703

Organization Phone

775-443-5587

Organization Website

www.wildhorsetheater.com

Contact Name, Title

Carol Scott, Executive Director

Mailing Address, City, State, Zip

1220 Thompson Street, Carson City, NV 89703

Contact Cell Phone

775-443-5587

Contact Email

whctonstage@gmail.com

Event Description and Objectives

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

Help us "Seize the Day!"
Wild Horse Productions (DBA Wild Horse Children's Theater, WHCT) is thrilled to receive the licensing rights to Northern Nevada premiere of the Tony Award winning Disney musical "Newsies" for our 2019 season. Set in turn-of-the-century New York City, "Newsies" is a rousing tale of Jack Kelly, a charismatic newsboy and leader of a band of teenaged "newsies". When titans of publishing raise distribution prices at the newsboys' expense, Jack rallies newsies from across the city to strike against the unfair conditions and fight for what's right! "Newsies" is packed with non-stop thrills and a timeless message, perfect for the whole family and every audience.

WHCT is the resident theater company at the Brewery Arts Center. We utilize the stage at the Performance Hall at the BAC for our main-stage productions. However, the size and scope of the production of "Newsies" cannot be performed on a small stage. We will need to contract with the Carson City Community Center's Bob Boldrick Theater for this musical. Obtaining the royalties for this musical and the cost of the theater at the Community Center, puts our small non-profit theater company beyond the budget for our productions at the Brewery Arts Center. We are requesting funding from Carson City Redevelopment for this production.

Art is the basis of which our society's culture is reflected by, and "Newsies" couldn't have returned at a better time. While it's an enjoyable musical, it's one of Disney's most daring, through its message of social justice when younger generations seize the day. "Courage cannot erase our fear, courage is when we face our fear." Adversity in our society is best-met head on, and what greater tool is there in facing it than theatre?

WHCT is dedicated to making a difference in the lives of young people by creating opportunities for them to discover, experience and participate in the performing arts. WHCT believes that the performing arts have a valuable place in our community, and that through participation in the arts; young people will develop and build their self-confidence and self-expression. We also believe that the teamwork, discipline and dedication required by the craft of theater teaches life skills that positively influence the lives of young people. WHCT endeavors to collaborate with the larger community of arts groups wherever possible.

WHEN WCT EMPOWERS YOUNG PEOPLE - THE COMMUNITY BENEFITS

Among the positive outcomes of WHCT's programming often noted by parents and educators:

- Stronger communication skills and a healthier rapport with teachers and classmates
- Boosted self-esteem and confidence, including their 'first job interview'
- Focused enthusiasm and better grades
- An increased sense of tolerance and respect for others
- A blossoming imagination and a happier child

Since 2007, WHCT has been the leader in engaging our community in the power of theater to enrich and transform the lives of young people. WHCT currently serves more than 500 students a year through productions, summer camp programs, school outreach programs, and workshops. Nearly 5,000 people (including 2,200 students) attended WHCT performances during the 2017-2018 season. Currently, all WHCT productions are sold out and include multi-generational audiences, rare in any theater program. For some students and their parents, WHCT's shows are their first experience seeing the magic of 'live' theater.

Our Junior Theater Festival Performance Troupe recently won the Freddie G. Award of Excellence at the 2018 Junior Theater Festival West in Sacramento, California. We strive to uphold high production values, without sacrificing the integrity, friendships, and character of the young performers.

Estimated number of local participants: **3500** Estimated number of out-of-town participants: **300**

Number of years event has taken place in Carson City: **0**

Event Costs (Attach additional sheets, if necessary)

Activity (ie: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Royalties/Licensing	\$500	\$4000	\$4,500
Rent Carson City Community Center	\$4,500	\$900	\$5400
Advertising/Marketing		\$2500	\$2500
Artistic Fees (Directors, crew)		\$4500	\$4500
Set, drop rentals		\$3500	\$3500
Costumes, Makeup		\$2200	\$2200
Rehearsal Space Rental		\$500	\$500
Total:	\$5000	\$18100	\$23100

Redevelopment Funds as a % of total event costs: **5** %

Projected Revenues: \$	\$25200
Projected Net Profit/Loss: \$	2100

Annual Budget of Organization:

	2017	2018	2019
Income:	\$ <u>62500</u>	\$ <u>75000</u>	\$ <u>78000</u>
Expenses:	\$ <u>60150</u>	\$ <u>70500</u>	\$ <u>75000</u>
Reserves:	\$ <u>2350</u>	\$ <u>4500</u>	\$ <u>3000</u>

List any prior Redevelopment funding

2017: \$ 0
 2016: \$ 0
 2015: \$ 0
 2014: \$ 0

Number of years your organization has existed: **11**

Have other organizations besides yours committed funding for this event? Yes ☐ No ☒

If yes, what organization(s) and how much?

We have submitted a Partner's in Excellence grant through the Nevada Arts Council for the 2019 funding year for operating expenses. We will not know if, and/or, how much we are funded until July 2018. If we receive this grant, we will use a portion of it towards our 2019 season.

Describe any efforts to obtain funding from other sources:

We are looking at fundraising opportunities such as raffles, car washes, a performance benefit, etc.

We will also be reaching out to local foundations for grants to cover expenses for costumes and backdrops for the set.

Describe why Redevelopment funds are required for the special event:

WHCT is currently completely funded by donations, ticket sales, and grants from the Nevada Arts Council. Our ticket sales are purposely kept low in order to allow people to see live, quality theater productions who otherwise would be unable to do so. Executive Director Carol Scott has been directing for over 25 years, and "Newsies" will be WHCT's 30th production. Scott has developed an accountability structure with a board of directors that oversees each season, and each show has a full production staff. Many eyes are on the budget and many hands help with all aspects of productions, from publicity and fundraising to costumes and props. The risk is that we would not sell tickets and fill seats. However, since "Newsies" has been one of the most popular shows on Broadway for several years, and given that WHCT has gained a reputation for doing excellent, near-professional quality shows using area youth and young adults, it is unlikely that seats would go unfilled. Many of WHCT's shows have sold out in the past. We anticipate performers from the entire Northern Nevada area auditioning for this production. All that is holding us back is cost of performing this musical. With the support of the development grant, WHCT will produce "Newsies," and it will be a fantastic experience for both the performers and the community!

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):

WHCT impacts both individuals and the economy of our community. As an employer, our theater company benefits staff, independent artists, technicians, and contractors who live and thrive in our community. As a business, our company spends money locally to buy lumber, paint, fabrics, office supplies, utilities, maintenance supplies, in addition to renting warehouse space and rehearsal and performance venues.

Our audience members come from all over Northern Nevada and many relatives of our young actors travel to Carson City from California, Southern California, Utah and even as far away as cities on the east coast. Based on surveys by Americans for the arts, arts patrons spend an average of \$35 per person in restaurants, shops, gas stations, hotels, and other local businesses, in addition to the cost of admission.

In addition, our theater company is grateful to have over 50 front of house and production volunteers. These dedicated individuals donate over 500 hours annually, allowing us the opportunity to expand our programs without increasing costs. The most powerful impact of this proposal is not entirely financial. While the quality theater in our community does have economic impact, the most important service we offer our community is live theater at its best and at an affordable price. While professional theater ticket prices are currently \$170 per ticket or more, we offer high quality youth productions for less than \$15 a ticket. That's a price that everyone in our community can afford. And in addition, when parents and schools cannot find the money to give a student the opportunity to experience the arts, WHCT finds a way.

By exposing young people to the arts as well as training youth for careers in arts related fields, the investment comes to fruition with long-range economic impact when these children become artists themselves, arts audiences and patrons. WHCT can and does improve the quality of life in our community...every day!

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

Carson City Community Center - Performance Venue
Brewery Arts Center - Rehearsal Venue

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

Bob Boldrick Theater in the Carson City Community Center. No street closures.

Have you obtained all necessary approvals and/or permits for the event? Yes ☒ No ☐

If not, what approvals are still pending?

We have approval from the CCCC for the production, however, we are waiting on confirmation of the dates.

How do you plan to market and advertise the event?

All our activities are open to the general public. We will reach our target audiences through the proven promotional and marketing departments of both WHP and the BAC. WHP also utilizes the talents of our own in-house Marketing Director and Graphic Designer.

Effective marketing for theater productions is constantly changing with new technology, resources, tools and what's effective constantly evolving. We have found that some of our approaches are probably becoming outdated; others just coming into fashion. We are consistently working hard to stay on top of the new trends. In developing a strategy, we had to examine our strengths and weaknesses. Our weakness is our limited budget for advertising and the rising advertising costs. Our strengths are in our ability to plan, create "content" (video, images, blogs, and tweets) and the amount of time we have to do marketing. Over the years we've concluded that the most effective marketing is not money-based. Good marketing is about footwork; it's about word of mouth; and it's about status.

The marketing programs include:

1. Publicizing through our website (www.wildhorsetheater.com) and the BAC website (www.browerarts.org)
2. Advertising, press releases, and PSA's on radio and TV and community newspapers
3. Special promotions to select community groups, i.e. underprivileged and special needs groups, Eagle Valley Children's Home, CASA, FISH, BBBSNN, WNC Mentor Center, Advocates to End Domestic Violence, and B&G Club.
4. Posters, flyers, brochures distributed in the community
5. Enhanced web listings and newspaper website listings
6. WHP and BAC newsletters through MailChimp, and email blasts
7. Flyers sent to schools for student "Peechee" folders
8. Social marketing sites such as Facebook, Twitter, YouTube, Yelp, Going.com, etc.
9. Advertising banners on Main Street in Carson City
10. On screen advertising in Galaxy Fandango Movie Theater

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

We hope to be able to produce more productions at the CCCC for the entire community.

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

WHCT has established a fundraising committee and we are working with the Nevada Arts Council to obtain a Circuit Rider Grant to hire a professional fundraising consultant.

Acknowledgment 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

Carol Scott

Date:

4/13/2018

***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 Redevelopment

108 East Proctor Street, Carson City, NV 89701



Special Event Funding Application FY18/19

For Events Occurring July 1, 2018 - June 30, 2019 : Due Date April 15, 2018

Name of Event & Dates

Nutcracker Ballet; November 23, 24 & 25, 2018

Total Funding Request

\$5,000.00

Redevelopment District Area

#1 ☒

#2 ☐

Organization Name

Pinkerton Ballet Theatre

Mailing Address, City, State, Zip

P.O. Box 2792, Carson City, NV 89702

Organization Phone

775-297-5007

Organization Website

<http://www.pinkertonballet.com/>

Contact Name, Title

Molly Walt, President

Mailing Address, City, State, Zip

900 Crain St., Carson City, NV 89703

Contact Cell Phone

775-297-5007

Contact Email

mollywalt26@gmail.com

Event Description and Objectives

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

Event Description: 30th Anniversary of the Nutcracker Ballet

Please see attached letter.

Objectives:

1. Dance Education;
2. Provide dancers opportunities to perform and enhance the arts in Carson City; and
3. Provides local dancers the opportunity to perform and learn from professional dancers.

Estimated number of local participants: 1800 Estimated number of out-of-town participants: 500

Number of years event has taken place in Carson City: 29 years

Event Costs (Attach additional sheets, if necessary)

Activity (ie: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Facility Rental-Carson City Parks and Recreation		3,589.85	3,589.85
Advertising	2,000.00	6,000.00	8,000.00
Choreography Fees		5,500.00	5,500.00
Contracting Services & Bank Fees		961.82	961.82
Costume Expenses - new tutus, costume alterations		5,000.00	5,000.00
Insurance		514.50	514.50
Operations - New Headsets & normal operations		1,930.00	1,930.00
Professional & Semi-Professional Expenses for		15,000.00	15,000.00
Storage Rental		1,200.00	1,200.00
Orchestra	3,000.00	6,000.00	9,000.00
Total:	\$5,000.00	\$45,696.17	\$50,696.17

Redevelopment Funds as a % of total event costs: 10 %

Projected Revenues: \$	45,591.57
Projected Net Profit/Loss: \$	5,104.60

Annual Budget of Organization:

	2017	2018	2019
Income:	\$ 45,591.57	\$ _____	\$ _____
Expenses:	\$ 43,279.55	\$ _____	\$ _____
Reserves:	\$ 2,312.02	\$ _____	\$ _____

List any prior Redevelopment funding

2017: \$ 0.00
 2016: \$ 0.00
 2015: \$ 2,500.00
 2014: \$ 2,500.00

Number of years your organization has existed: 17 years

Have other organizations besides yours committed funding for this event? Yes ☐ No ☒

If yes, what organization(s) and how much?

Describe any efforts to obtain funding from other sources:

Ticket Sales is Pinkerton Ballet Theatre's largest income source. The organization also participates in various fundraising efforts: candy and wreath sales, selling of raffle tickets, merchandise and concessions at each show, and business and private donations.

Describe why Redevelopment funds are required for the special event:

Pinkerton Ballet Theatre is working to bring a live orchestra for the 30th Anniversary of the production and will need financial assistance. The price of advertising has increased and our organization would like to be able to market the production to Rural Nevada; as well as, purchase new headsets to be used during rehearsals and production at the Community Center and purchase new costumes. Many of our costumes are 20+ years old and are not able to be altered to fit cast members any longer.

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):

As stated in the letter, Pinkerton Ballet Theatre hires professional dancers from around the nation; pays them a salary and travel expenses, which include hotel and food per-diem for 5-7 days, and airfare or gas reimbursement.

Costume material and cleaning of the costumes is purchased locally when available.

The Nutcracker Ballet attracts hundreds of attendees and performers to Carson City, which many of them support local restaurants and retail stores through the extensive rehearsal period (September - November), during and after performances, and with our end of performance cast and crew celebration which is held at a local restaurant or casino.

Pinkerton Ballet Theatre advertises in the local newspaper, hires a local photographer, videographer, purchases cast apparel and materials needed for the Nevada Day Parade float locally as well.

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

Pinkerton Ballet Theatre continues to seek local sponsorship through program advertising.

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

The 30th Anniversary of the Nutcracker Ballet will be held at the Bob Boldrick Theater at the Carson City Community Center.

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

How do you plan to market and advertise the event?

Pinkerton Ballet Theater will send emails, mail invitations to past patrons, advertise on social media, local television stations and newspapers, electronic sign in front of the Community Center, distribute book markers to all local and surrounding area schools and at the Nevada Day Parade, and our organization purchases ad space in the program of the productions occurring in the area.

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

Pinkerton Ballet Theatre would like to expand the production by partnering with various dance studios and academies and expanding our marketing.

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

Pinkerton Ballet Theatre transitioned away from City Funding for 2 years. We are asking for funding this year to help with the cost of an orchestra and marketing, as our operation and costume costs increase.

Acknowledgment 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

Molly Walt

Date:

4-12-18

***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 Redevelopment
108 East Proctor Street, Carson City, NV 89701



Special Event Funding Application FY18/19
For Events Occurring July 1, 2018 - June 30, 2019 : Due Date April 15, 2018

Name of Event & Dates

Traditional Celtic Music Series

Total Funding Request

\$5000.00

Redevelopment District Area

#1 ☒

#2 ☐

Organization Name

Brewery Arts Center

Mailing Address, City, State, Zip

449 West King St., Carson City, NV 89703

Organization Phone

775-883-1976

Organization Website

www.breweryarts.org

Contact Name, Title

Gina Lopez Hill, Executive Director

Mailing Address, City, State, Zip

449 West King St., Carson City, NV 89703

Contact Cell Phone

775-443-6943

Contact Email

gina@breweryart.org

Event Description and Objectives

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

In the Fall of 2014 during a very dark period of its history, the Brewery Arts Center partnered with Joe and Kathy Bly of Ciana Music to create a traditional Celtic music series and cultivate an audience for the Irish Music genre. In the four years since its inception, the series has performed beyond expectations selling 2709 individual tickets to date. Our audience comes from all over the region and our musicians come from all over the world and through Joe and Kathy Bly, we have created a Celtic Music Destination in the Brewery Arts Center for both musicians and die hard Celtic Fans.

As Brewery Arts Center volunteers, Joe and Kathy have been solely responsible for coordinating the Celtic Music Series since its inception in 2014. They draw on their extensive knowledge of Traditional Celtic music to create a nine-month season featuring a rich selection of different music styles within the Celtic genre, which has steadily built a loyal and dedicated audience. Kathy and Joe have created a space where local artists as well as nationally-recognized, touring acts can perform in an intimate environment with theatrical lighting and quality sound in front of a responsive and appreciative audience. Working in conjunction with the Brewery Arts Center, Joe and Kathy ensure that the artists have accommodations and that the paycheck at the end is fair to all parties.

Giving our community exposure to the techniques of the Scottish and Irish immigrant music tradition which had a profound influence on that 'country sound' that many of our audience members are familiar with today is extremely important to both the preservation of the genre and the mission of the Brewery Arts Center. The mission of the Brewery Arts Center is to enrich the quality of life by cultivating arts and culture for all. The growing audience is evidence of the yearning for this style of music and the cultural ties recognized by the people of this area, many of Irish and Scottish decent are undeniable.

Estimated number of local participants: **780** Estimated number of out-of-town participants: **155**

Number of years event has taken place in Carson City: **4**

Event Costs (Attach additional sheets, if necessary)

Activity (ie: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Artist fees 60% of ticket sales		11680	11680
Hotel Fees - 7 rooms @ \$89	300	322	622
Sound Equipment Updated monitors/speakers	2500	2500	5000
Lighting dimmers (LED) 10 pucks @ \$75	200	550	750
Advertising 10 shows @ \$200	1000	1000	2000
Sound engineer 10 shows @ \$200	1000	1000	2000
Food and green room accomadations		750	750
Staffing		1500	1500
Total:	5000.00	19302.00	24302.00

Redevelopment Funds as a % of total event costs: **20.6 %**

Projected Revenues: \$	8780
Projected Net Profit/Loss: \$	15522

Annual Budget of Organization:

	2017	2018	2019
Income:	\$ <u>311,480.00</u>	\$ <u>346,000.00</u>	\$ <u>380,710.00</u>
Expenses:	\$ <u>308,564.00</u>	\$ <u>342,848.99</u>	\$ <u>377,132.00</u>
Reserves:	\$ <u>110,000.00</u>	\$ <u>37,000.00</u>	\$ <u>55,000.00</u>

List any prior Redevelopment funding

2017: \$ 6500.00
 2016: \$ 5500.00
 2015: \$ 2000.00
 2014: \$ _____

Number of years your organization has existed: **43**

Have other organizations besides yours committed funding for this event? Yes ☒ No ☐

If yes, what organization(s) and how much?

We will be using \$4450 from our Partners in Excellence Grant from the Nevada Arts Council, \$2372 in donor and applicant cash from the Brewery Arts Center, as well as \$4200 in reinvested funds from Ciana Music. The remaining \$4450 is from a pending private foundation grant.

Describe any efforts to obtain funding from other sources:

We have secured the Partners in Excellence Grant from the Nevada Arts Council and are submitting a request for a marketing grant from the Nevada Division of Tourism specifically for this project. We will also pursue various local private foundations to help with the capital expenses such as updated sound equipment that is needed for the continuation of this project after four successful years.

Describe why Redevelopment funds are required for the special event:

The task of the Redevelopment agency is to develop a plan and provide the initial funding to launch revitalization in areas in need. As a major player in the redevelopment district where arts and culture is determined a priority from the Carson City board of supervisors, the Brewery Arts Center works tirelessly to provide arts and culture opportunities for all people and for all income levels, determined to make arts accessible for all. This series, having sold over 2700 individual tickets deserves funding as it brings that many people each month to the redevelopment district to have a positive, culturally engaging experience which makes our community ultimately better for all, both from a quality of life and economic stand point.

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):

We recognize that we are a community on the cusp of great economic growth and realize the importance the arts can play in finding commonality during a time of expansion and take our responsibility passionately. Without a strong and vibrant arts and culture core, this community will not be able to attract the talented workforce it needs to accommodate its current expansion, therefore, providing culturally based live music is vital to the wealth and economics of Carson City.

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

Our partners are Ciana Music, the Carson City Community Center and KNVC Community Radio Station.

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

Historically, the Traditional Celtic Music series has been held in the Maizie Harris Jesse Black Box Theatre which, depending on the current arrangement seats between 99 and 128 people. Due to our increasing audience, we will place at least one concert, The Young Dubliners in the Performance Hall at 511 West King Street for the 2018-2019 season. All other nine concerts are set for the MHJ Black Box Theater at 449 West King Street.

Have you obtained all necessary approvals and/or permits for the event? Yes ☐ No ☒

If not, what approvals are still pending?

To help support the costs of this event, the BAC sells beer and wine and obtains permits for such sales on a monthly basis, as needed.

How do you plan to market and advertise the event?

The BAC aggressively markets its programs and events through the following:

- Press Releases with professional photographs sent to all media outlets with 100 miles including local arts magazines
 - PSA's provided to local television and radio stations as well as an active and creative Facebook and social media campaign
 - 100+ Posters and flyers placed in prominent locations in the Carson City/Carson Valley area
 - Postcard mailers sent to our membership base of 450 people and beyond
 - Photos and advertisement on BAC's dynamic new website www.breweryarts.org
 - Text messaging, E-mail Flyers and Newsletters to 5300 people that subscribe to the BAC e-mail list of arts patrons
 - Community Center digital billboard
 - Interviews with musicians on KNVC Community Radio Station
- The primary source of publicity will be professionally designed image pieces by Tara Burke. The BAC is seeking a specific marketing grant which will allow for paid radio and television ads.

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

As we are planning our fifth season of the Celtic Music Series, we know that this concept has become bigger than ever anticipated. Our audience is growing and eagerly anticipating the announcement of our line up for the 2018-2019 season. They will be thrilled to know that major mainstream artists have now asked to be a part of the series including the Young Dubliners who will open the next season on October 20, 2018 in the Performance Hall. The Young Dubliners' last time in Carson City was as the series closer for the Levitt AMP Carson City Concert Series which they played to a crowd of 2500. Musicians love the intimacy of the MHJ Black Box Theater but we often sell out the shows and aren't able to accommodate all patrons so we are looking into moving the series to the Performance Hall for a portion of the concerts or even expanding the artist to a two night run. These concepts will be fully formed for the 2019-2020 season.

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

The BAC's Traditional Celtic Music series has never requested money from redevelopment in the past and based on our revenue model, most likely will not need to in the future. However, now that we are about to embark on our fifth season, the wear and tear and constant use has taken a toll on our sound equipment. Also, our lighting infrastructure is in disarray and the new LED light will help a great deal.

Acknowledgment 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

Gina Lopez Hill

Date:

4/13/18

***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 Street, Carson City, NV 89701



Special Event Funding Application FY18/19
For Events Occurring July 1, 2018 - June 30, 2019

Name of Event & Dates

Peanutcracker-The Story In A Nutshell

Total Funding Request

\$2,000

Redevelopment District Area

#1 ☒

#2 ☐

Organization Name

Sierra Nevada Ballet

Mailing Address, City, State, Zip

3929 S. McCarran Blvd., Reno, NV 89502

Organization Phone

775-360-8663

Organization Website

www.sierranevadaballet.org

Contact Name, Title

Rosine Bena

Mailing Address, City, State, Zip

21 Heath Circle, Reno, NV 89509

Contact Cell Phone

775-720-5204

Contact Email

rosineb@hotmail.com

Event Description and Objectives

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

SNB shall present 4 performances (2 school shows and 2 public shows) of "Peanutcracker-The Story In A Nutshell" at the Carson City Community Center. Based on the original ballet "The Nutcracker" Peanutcracker is a 45-minute narrated version of the story designed specifically for families with younger children. After dancing the role of the Sugar Plum Fairy for 25 years, Bena discovered that "The Nutcracker" was often a child's first introduction to ballet and understood that a shorter version, complete with its growing Christmas tree and animated storytelling would have more impact. An average of 50 children from the region are auditioned, cast and trained by the artistic director, and join SNB professional dancers and guest artists on the Peanutcracker stage. Typically more than 4,000 schoolchildren attend Peanutcracker performances annually along with many members of the community.

Through the generosity of donors and public funding, each year SNB offers reduced-price tickets to northern Nevada students, some free tickets to Title I students, and free busing for those schools that are unable to afford busing. Additionally, SNB offers teachers an educational packet to prepare and enhance the ballet experience for their students, many of whom have never attended a formal performance in a culture center. SNB cast members visit some of the schools in Carson City to read the story of the Nutcracker and teach some of the dance sections to local elementary school children in preparation for their attendance at the ballet performance. This year SNB will invite more schools and provide a new Spanish translation of the story to any classroom that indicates this would be beneficial. Additionally, SNB intends to incorporate a sign language translator at the performance.

Estimated number of local participants: 2800 Estimated number of out-of-town participants: 200

Number of years event has taken place in Carson City: 16

Event Costs (Attach additional sheets, if necessary)

Activity (ie: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
contract (AD,ED, MD, Admin, Crew, Costumer		\$15,164.00	\$15,164.00
Artists		\$10,664.00	\$10, 664.00
Marketing	\$500	\$6500	\$7,000.00
Venue Rental	\$1,500	\$500	\$2,000.00
Studio Rental		\$2,400	\$2,400.00
Travel/Housing		\$3,000	\$3,000.00
Miscel.		\$6,000	\$6,000.00
Total:	\$2,000	\$44,228.00	\$46,228.00

Redevelopment Funds as a % of total event costs: 4.3 %

Projected Revenues: \$	46, 228.00
Projected Net Profit/Loss: \$	0

Annual Budget of Organization:

	2017	2018	2019
Income:	\$ 397,000	\$ 401,000	\$ 478,000
Expenses:	\$ 397,000	\$ 401,000	\$ 478,000
Reserves:	\$ 397,000	\$ 401,000	\$ 478,000

List any prior Redevelopment funding

2017: \$ 3,300
 2016: \$ 1,875
 2015: \$ 11,500
 2014: \$ 2,000

Number of years your organization has existed: 17

Have other organizations besides yours committed funding for this event? Yes ☒ No ☐

If yes, what organization(s) and how much?

Yes -

E.L. Cord Foundation - \$5,000

Marin Foundation -\$8,000

Carol Franc Buck Foundation -\$ 2,000

SNB Academy - \$5,000

In addition, SNB Board members get funding from sponsors for many At Risk children to attend performances.

Describe any efforts to obtain funding from other sources:

SNB has a 17 year history of receiving grants from top granting agencies including direct funding from the National Endowment for the Arts, the Nevada Arts Council, the City of Reno, the E.L. Cord Foundation, the Carol Franc Buck Foundation, the Wayne L. Prim Foundation, the Marin Foundation and the City of Carson. SNB has already begun writing grants to several foundations. In addition, SNB plans to solicit funding from several corporations and private businesses within the community; sell program ads to businesses within the community and attract sponsors for at risk children to attend the production for free. Each year, in addition to cash donations and, due to the hard work of the SNB Board, SNB receives a large amount of IN KIND donations from within the community. These IN KIND donations along with the cash donations from the state, city, foundations and corporations make it possible for SNB to present top quality ballet productions in northern Nevada.

Describe why Redevelopment funds are required for the special event:

The production of The PEANUTCRACKER conceived and choreographed by Artistic Director, Rosine Bena, is an audience engagement that highlights the artistry of experienced local and distinguished out-of-state professional artists while embracing trained students in the Nevada community. Both objectives reflect SNB's mission to present creative, innovative, artistic productions and arts education while maintaining fiscal responsibility. Northern Nevada is rich in theater, classical/contemporary music, visual arts, and literary arts for residents and visitors. Yet, there is limited exposure to professional dance, whether modern, jazz, folkloric or ballet, and dance education. One of SNB's portfolio of programs, PEANUTCRACKER is designed to increase access to, and experience with the world of dance for families and school age children. PEANUTCRACKER includes roles for children throughout the performance, nationwide top professional ballet artists, an educational packet for schools, narration and a curtain introduction about the art of ballet with the artistic director which offers audience members a welcoming environment to experience dance on a personal level. In order to present a top quality dance production of this caliber complete with top dance professionals and keep tickets affordable for families in the Carson City community, SNB must have assistance with funding. Without additional funding, ticket prices for an event of this caliber would not be affordable for schools or for the average family in Carson City. SNB's mission is to educate and expose northern Nevada audiences to the wonderful art of professional level ballet and to give audiences the chance to see top dancers from other areas of the country without having to travel out of the state. SNB strives to present top quality art while keeping tickets affordable for the community.

Every dollar of public funding committed to ballet and dance companies advances the understanding of dance as a critical form of communication shared by cultures across the ages and globe, and supports the nation's full range of dance artistry and its place in education, healing programs and community engagement activities. Dance draws us together regardless of our race, cultural background or education. It is universal.

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):

SNB's PEANUTCRACKER, presented in Carson City, targets three audience segments-visitors to the region, and two groups sometimes described as "dance fans" and "dance curious." PEANUTCRACKER is designed to be educational as well as enjoyable in order to attract new audiences. The presentation of a shorter narrated version of this classic ballet featuring top professional dancers as well as children is attractive to the knowledgeable "balletomanes" and seasoned theater and dance enthusiasts. For the dance curious (individuals who either attend other arts events or would like to) SNB offers an educational fresh approach and provides a "gateway" experience through a welcoming environment and have an emphasis on establishing a dialogue between audiences and performers through the school visits, narration and pre-performance talk. Venue selection is critical as SNB endeavors to remove perceptual barrier concerns that many newcomers express, such as issues with parking and accessibility, and the event formality, among others. The Carson City Community Center offers an inviting and accessible environment with dedicated parking and it is easily accessed by school buses. Additionally, both venues (hosting this story ballet) join SNB in enthusiastically supporting crossover and collaborative marketing, which benefits all organizations' audience development efforts.

The production of PEANUTCRACKER with it's new Spanish translation and Sign Language Interpreter is designed to deepen existing relationships with schools, SNB friends and the dance community, and offer a meaningful experience for the dance curious, non-English speaking and hearing impaired members of the community. With an objective to encourage attendance at other SNB events, relationships can grow, ultimately transforming the dance curious into dance fans. SNB surveys taken at mainstage events give evidence to the fact that school children pass their enthusiasm to their family members, and adult audience members often combine pre performance or post-performance dining, clothes shopping and visits to the hair salon with the mainstage event experience. This increases revenue and strengthens the economy.

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

E.L. Cord Foundation; Carol Franc Buck Foundation; Marin Foundation; the Bob. B Theater; the Pioneer Center for the Performing Arts; Artown Festival; Sierra Nevada Ballet and Sierra Nevada Ballet Academy; Western Nevada Performing Arts Center; Healing Health Care Systems and various other business and individuals in the northern Nevada community.

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

The event shall take place on Friday, Dec. 7, 2018 at 10 AM and 12 PM and on Saturday, Dec. 8 at 2 PM and 4 PM at the Carson City Community Center Bob Boldrick Theater.

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

How do you plan to market and advertise the event?

With a relatively small marketing budget, SNB efficiently promotes its projects working with partners, sponsors, and media outlets. Host Carson City Community Center, SNB, SNBA Academy, Western Nevada Performing Arts Center and the Artown Festival will promote PEANUTCRACKER on their websites and social media pages, and distribute email notices and flyers to patrons. The Reno Arts Consortium, Carson City Arts and Culture Coalition and Parosol Community Collaboration provide effective networking and marketing opportunities with arts partners and colleagues. Posters, flyers and postcards are delivered to public schools, cultural organizations, restaurants and businesses throughout the Truckee Meadows and Carson/Gardnerville areas. SNB dancers and faculty distribute PEANUTCRACKER materials to UNR's School of the Arts, TMCC and dance schools in Carson City, Incline, Fallon, Sparks and Reno. Students' "word of mouth" advertising to friends and families builds interest for both SNB's performances and Academy classes. SNB's season appears in all printed programs, and the artistic director promotes all upcoming events during her concert introductions. The artistic director writes a regular monthly dance column for the Reno Gazette Journal, highlighting SNB events in each article. SNB maintains a strong relationship with KOLO Channel 8 and KUNR, and distributes press materials to regional media outlets. SNB works with a social media firm to maintain a regular social media presence. SNB is presently developing an integrated marketing/audience development strategy with RAD Strategies to increase visibility for patrons, target audiences and the general public to be launched this summer/fall.

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

SNB has expanded from presenting one performance of PEANUTCRACKER to presenting 4 performances in Carson City and more growth is expected in the next few years as SNB gains in popularity. SNB's evaluation process is critical to ongoing program assessment and planning. With a commitment to artistic quality, videography provides SNB staff/artists a tool to review and critique programs and standards of excellence. "What was the artistic goal of this performance and did we meet it?" "Were there technical, musical, or costume issues that should be addressed because they added or detracted from the artistic production?" Surveys are distributed at all SNB events, either in the printed program or distributed by staff and dancers to schools and in the community. Board members and volunteers collect surveys post-performance, which usually generate public comments that further enhance the evaluation process. Online surveys will be available in the fall. Surveys provide SNB information about the audience's perception of the program and venue. "Did we achieve our performance goals, and if not, why?" "What did audience members like or dislike?" "Which events attracted greater or less attendance than projected?" "Are there comments worthy of SNB follow-up for future planning or partnerships?" As most SNB performances include pre- and/or post-performance discussions, and many of its activities are presented in more intimate venues, audience/company conversations always elicit illuminating comments; often providing the "spark" for new or improved educational and community outreach programs. The continued connection with teachers, parents and students through Peanutcracker-The Story In A Nutshell outreach activities, will provide insight to advance SNB's connection with the educational field, and expand dance and movement opportunities for the region's young people. SNB routinely consults with professionals in the ballet field, guest artists, donors, program partners including schools, and community members. These discussions, and anecdotal information assist SNB as it evaluates and refines productions.

As SNB's reputation grows, audiences grow and performances increase. Presenting regular high caliber ballet productions in Carson City adds to the growth of SNB and attracts more funding while increasing audiences and expanding arts education and exposure. SNB performs in the winter and spring as well as the summer in Carson City. The more Carson audiences are exposed to high caliber dance programming, the more they attend performances. As the audiences grow, SNB performances (per season) increase and ticket revenue will also increase.

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

In its role as a major cultural institution with a mission to provide access to, participation in, and education about ballet and dance, Sierra Nevada Ballet has developed a broad portfolio of programs, all of which are intended to grow relationships within our Carson community. "PEANUTCRACKER-The Story in a Nutshell," an original 45-minute narrated version of the Nutcracker, was created specifically to introduce young children to the world of dance and the performance experience. "Brew, Brats and Ballet" attracts newcomers to dance through a sampler format of new works and an emphasis on connecting audience members and artists through interactive experiences of a pre-concert lecture and social component and post-concert conversation. Mainstage productions for the Summer Series are produced and designed to engage families and tourists as well as ballet aficionados. The SNB Academy and the SNB Trainee/Apprentice Program prepares young dancers for the professional world of ballet; and the new Education outreach programs introduce students to the history and practice of ballet.

SNB's productions and workshops are scheduled in venues that range from the large stage of the Community Center to intimate spaces such as the Carson City's Brewery Arts Center, to classrooms at colleges, elementary and high schools and senior centers. Through relationships with other arts, cultural and community organizations, the company's evaluation and planning processes, and partnerships with schools and educators, SNB gains a greater understanding of the community we are committed to serve. As part of its upcoming planning process, SNB is intent on establishing strategies that will build bridges to expand access to and inclusion of members of the community currently not reached, and to create new, as well as future, audiences for dance and ballet. The greater the SNB reputation, the more funding SNB can attract. The larger the SNB audience and funding base, the less SNB will have a need for City funding. Presenting regular high caliber ballet productions in Carson City adds to the growth of SNB and attracts more funding while increasing audiences and expanding arts education and exposure.

Carson City Redevelopment
108 East Proctor Street, Carson City, NV 89701



Special Event Funding Application FY18/19
For Events Occurring July 1, 2018 - June 30, 2019 : Due Date April 15, 2018

Name of Event & Dates

2018-19 Concert Series - Oct. 21, Dec. 9, Feb. 24, and April 26

Total Funding Request

\$5,000

Redevelopment District Area

#1 ☒

#2 ☐

Organization Name

Carson City Symphony Association, Inc.

Mailing Address, City, State, Zip

P.O. Box 2001, Carson City, NV 89702-2001

Organization Phone

775-883-4154

Organization Website

<http://CCSymphony.com>

Contact Name, Title

Elinor Bugli, President

Mailing Address, City, State, Zip

191 Heidi Circle, Carson City, NV 89701-6532

Contact Cell Phone

775-721-6302

Contact Email

ehbugli@aol.com

Event Description and Objectives

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

Carson City Symphony presents several concerts each year, four of them in the Bob Boldrick Theater at the Carson City Community Center, and we are requesting support for those four. All will be on Sunday afternoons at 4:00 p.m., with lobby entertainment beginning at 3:00 p.m. and meet-the-soloist preview in the Sierra Room at 3:15 p.m.

The Symphony began in 1984 to provide opportunities that were not otherwise available for musicians and audiences in Carson City. Our objectives are to have an orchestra in the capital city, to pursue artistic excellence within the scope of a community (volunteer) performing group, and to present a wide range of symphonic music including familiar classics, works by contemporary composers, and music featuring unusual instruments, and we have commissioned and premiered several pieces. The 2018-19 series features the Symphony with:

Oct. 2—guest soloists Jiayi He and Tom Stryker (harmonica virtuosos)

Dec. 9—Holiday Treat Concert—Carson City Symphony Chorus and Victorian Dancers

Feb. 24—guest soloist Rhett Bender, saxophone, and Carleton Macy, composer

April 26—guest soloist Gregory Maytan, violin

See Attachments for soloists' information

Estimated number of local participants: 1,000 Estimated number of out-of-town participants: 500

Number of years event has taken place in Carson City: 34

Event Costs (Attach additional sheets, if necessary)

Activity (ie: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Conductors' and guest artists' fees	2,500	4,750	7,250
Space Rental (Commun. Ctr., Bapt. Ch.)	500	2,880	3,380
Marketing and publicity	1,800	4,860	6,660
Travel (guest artists)	200	1,000	1,200
Production items (music, instruments, programs)	0	3,400	3,400
Overhead (office expenses, royalties, insurance)	0	4,000	4,000
Total:	5,000	20,890	25,890

Note: Projected revenues includes RACC grant

Redevelopment Funds as a % of total event costs: 19 %

Projected Revenues: \$	25,890
Projected Net Profit/Loss: \$	0

Annual Budget of Organization: Note: Fiscal year is July 1- June 30

	2017	2018	2019
Income:	\$63,280	\$60,520	\$61,220
Expenses:	\$60,871	\$60,520	\$61,220
Reserves:	\$2409	\$0	\$0

List any prior Redevelopment funding

2017: \$ None previous
 2016: \$ _____
 2015: \$ _____
 2014: \$ _____

Number of years your organization has existed: 34

Have other organizations besides yours committed funding for this event? Yes ☒ No ☐

If yes, what organization(s) and how much?

Anticipated: Nevada Humanities, \$1,000 for pre-concert talks; Nevada Arts Council, \$4,500, prorated from organization grant; Chevron Humankind \$500 matching grant.

Describe any efforts to obtain funding from other sources:

We anticipate \$7,000 from ticket sales, \$3,000 from program ads, \$4,890 from membership and other private and corporate contributions, and \$6,000 from grants (see above) applied to this concert series.

Describe why Redevelopment funds are required for the special event:

Redevelopment funds will help us pay guest soloists' fees and travel, conductors' fees, space rental for dress rehearsals and performances, and marketing.

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):

Our concerts attract visitors as well as local and regional audiences. Some attendees from the bay area have told us they plan trips to the Carson-Tahoe area to coincide with our concerts, and we have regular attendees and organization members from as far as Fallon. Our orchestra musicians are also drawn from a broad area, commuting up to 140 miles roundtrip to attend weekly rehearsals. Our surveys show that these people contribute to the economy by buying meals and shopping in Carson City when attending events here. More important to the economy are residents who considered the presence of an orchestra as a quality-of-life factor in choosing the Carson City area as a place to settle. Three current Symphony musicians are California bay area residents who are in process of building homes and moving to Nevada. They learned of, and joined, the Symphony before making the decision about where to relocate.

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

Other organizations and businesses partner, support, or participate in Symphony concerts by joining the Symphony Association, buying advertising in concert programs, or providing in-kind or discounted services or shared resources. These include Carson Tahoe Health, Healthy Trees, WSV digital Media, Intimate Designs Floral, Carson City Art Gallery, Charles Kitchen Realty, Capital City Arts Initiative, Western Nevada Musical Theatre Company (shared timpani), Reno Public Radio (KUNR), JM Furniture, GE Foundation, Frank Iannetta Roofing, JP Morgan Chase Foundation, Carson City School District (rehearsal space), Carson City Arts & Culture Coalition, and Resource Concepts, Inc.

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

All performances in this series will be held in the Bob Boldrick Theater in the Carson City Community Center, which seats about 775 and includes dressing rooms and lobby. Pre-concert talks will be held in the Sierra Room in the same facility. We hold most orchestra rehearsals at Carson High School in the band/orchestra room and chorus rehearsals in the choral room. No street closures are proposed.

Have you obtained all necessary approvals and/or permits for the event? Yes ☐ No ☒

If not, what approvals are still pending?

Pending: Carson City Dept. of Parks and Recreation contracts for use of the Community Center theater on the specified dates. Current: Liability, property, and workers compensation insurance; music-performance licenses from ASCAP and BMI.

How do you plan to market and advertise the event?

Preceding each concert: Media releases - newspapers, radio, television, magazines, Carson Now - 50+ email addresses. Newsletter to 2,000+ print and email addresses. On-air announcements, KUNR. Galaxy movie theater ads. Web site CCSymphony.com and Facebook page www.facebook. Calendars - Carson City Culture and Tourism Authority visitcarsoncity.com, Carson City Chamber of Commerce www.carsoncitychamber.com, Carson City arts & Culture Coalition website artscarsoncity.com, Nevada Cultural Network arts4nevada.org. Banners across Carson Street. William Street electronic message board. Conductor and guest soloist interviews - KUNR (Reno Public Radio) and KNVC (Carson City Community Radio). Flyers - posted, and distributed. E-blasts to 900+ addresses.

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

The best way to expand our concerts would to increase audience size. We generally attract up to 500 patrons (about half paid tickets and half free admission) to each concert; the largest audience is for the holiday concert. The theater can seat 775, however, which gives us room to grow. A second way to expand would be to hold a second performance of each program at the same or another location. A third way would be to hold a concert for students during the day. We did that for a performance of "Carnival of the Animals" that included students portraying the animals - elementary school students were bused to the Community Center. It was successful, but many of our performers are not available during school hours.

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

Carson City Symphony's annual concert series could transition away from City funding support by increasing organization memberships (number of members or membership contribution fees); raising ticket prices (however, that might reduce attendance); seeking more contracted services (such as the July 4 concert we play in Genoa - hard to find); or including only local soloists, or none (that also might reduce attendance and would reduce the inspiration guest soloists give to the orchestra and student musicians). As typical of symphony orchestras nationwide, ticket sales do not cover costs; therefore, holding more concerts would not likely help the transition. Probably the best way would be find more grant funding. Some grants we were awarded in the past are no longer available to us due to changing focus by the grantees; however, we are actively seeking new sources.

Acknowledgment 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

Elinor Bugli

Date:

April 8, 2018

***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.

Additional attachments:

Guest Artists' Biographies
Organizational One-sheet - Who we are and what we do
Board list
Sample concert program, "Crosscurrents" February 2018