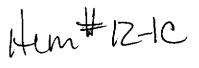
#### City of Carson City Agenda Report



Date Submitted: October 6, 2009

Agenda Date Requested: October 15, 2009

To: Redevelopment Authority

Time Requested Consent

From: Joe McCarthy, Office of Business Development

**Subject Title:** Action to approve and recommend to the Board of Supervisors the approval of the expenditure of \$12,000 from the Revolving Fund for the Redevelopment Agency to support the Ghost Walk, as an expense incidental to the carrying out of the redevelopment plan which 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. (Joe McCarthy)

Staff Summary: This is a request to expend \$12,000 from the Revolving Fund for the Redevelopment Agency to support the Ghost Walk, a unique special event occurring in this fiscal year. NRS 279.628 permits the expenditure of money from the redevelopment revolving fund for the purpose of any expenses necessary or incidental to the carrying out of the redevelopment plan adopted by the Carson City Board of Supervisors. Prior to approving the expenditure, the Board of Supervisors must make 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. The action requested of the Redevelopment Authority is to recommend to the Board of Supervisors the approval of this expenditure.

The Redevelopment Plan adopted by the Carson City Board of Supervisors provides that a purpose of the Plan is to "encourage and assist in providing 'people oriented areas' in the Redevelopment Project Area for daytime and evening special events and promotional activities," and "establish the highest level of recreational opportunity for residents and visitors of all age levels." Based upon previous years, this long-standing events attract thousands to our Downtown during times that are otherwise quiet and inactive. The increased foot traffic generated within this "people oriented area" has a direct impact on the success of many small businesses and cultural facilities throughout the area. Thus, there is a casual connection between this redevelopment effort and the need for the expenses. Additionally, these expenses are needed to ensure the success of the redevelopment plan, as this funding specifically helps to pay for the production of the events. Finally, this funding is incidental to the overall cost of implementing the redevelopment plan. The amount requested, \$12,000 is essential to ensure this programming excellence, but is minor in comparison to the funding required to execute all the objectives of the redevelopment plan.

Type of Action Requested:	(check one)
() Resolution	() Ordinance
(_x_) Formal Action/Motion	() Other (Specify) - None

Does	This	Action	Require	A	Business	Impact	Statement:
	T III	7 PA1011	1104				

( ) Yes (  $\underline{X}$  ) No

Recommended Board Action: I move to approve and recommend to the Board of Supervisors the approval of the expenditure of \$12,000 from the Revolving Fund for the Redevelopment Agency to support the Ghost Walk, as an expense incidental to the carrying out of the redevelopment plan which 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.

**Explanation for Recommended Board Action:** This action would approve the project and recommend to the Board of Supervisors the approval of the authorize the expenditure of money from the Revolving Fund for the Redevelopment Agency for the payment of money to support the events as an expense necessary or incidental to the carrying out of the redevelopment plan which has been adopted by the Carson City Board of Supervisors.

Applicable Statue, Code, Policy, Rule or Regulation: NRS 279.382 - 279.685

**Fiscal Impact:** \$12,000 has been budgeted this year to support the production and success of this event.

Explanation of Impact: Incidental to redevelopment's overall annual budget

Funding Source: Redevelopment's annual budget for special events

Alternatives: not approve the funding program, whole or in part

Supporting Material: Application

Prepared By: Eva Chwalisz, Management, Assistant

Reviewed By:

Date: 10 · 7 - 0 9

Date: 10 - 7-09

Date: 10-7-09

Date: 1017/09

(Finance Director)

(District Attorney)

## Consolidated Municipality of Carson City Office of Business Development



### **Events Program Application**

Organization Name: Carson City Redevelopment Authority	Date: October 1, 2009				
Organizational Structure (delineate lines of responsibility)					
Organization Mailing Address: 201 N. Carson Street, C	arson City, NV 89701				
Organization URL Address: rwilliamson@ci.carson-city.nv.us					
Contact Name for Project: Candance Duncan	Contact Phone Number: 775-687-7410				
Address for Project Contact: 1900 S. Carson Street, Carson City, NV 89701	Contact Fax: 775-687-7416				
Carson City, 147 05701	Contact E-mail: www.carson-city.org				
Name of Event Ghost Walk	URL of Event: www.carson-city.org				
Purpose of Organization: Events Production	Fax of Event:				
	E-mail of Event:				
Annual Budget of Organization:  Last Year Present Year Next Year	How event vision complies with objectives of redevelopment agency plan: Based upon previous				
Income: \$ \$ \$	years, these long-standing events attract thousands to our Downtown				
Expenses: \$ \$	during times that are otherwise quiet and inactive. The increased foot traffic generated within this "people				
Reserves: \$ \$	oriented area" has a direct impact on the success of many small businesses				
How long Organization formally organized? See attached	and cultural facilities throughout the area.  Why are redevelopment funds needed?  The highest level of recreational opportunity for residents and visitors of all age levels.				

Event Name: Ghost V	Valk		Project Area: (check one)		
Previous Redevelopment Authority Grant Funding Received, If any: See attached This event is a City event. It has been funded by Redevelopment for many years Year:, amount:, amount:					
Year:, amount:	Year:,	amount:Year:	, amount:		
Year:, amount:	Year:,	amount: Year:	, amount:		
Event Director Name:					
Event Director Resume	: (please attach)	Event Director Address: 1900 S. Carson Street, Carson City, NV 89701			
Event Director Phone:		Event Director Email			
Cell: -		www.carson-city.org			
Land: 775-687-7410					
Event Description and	Brief Objectives: See	attached memo from	Candance Duncan to		
the RDA					
Proof entity has					
authority to conduct			··		
special event.					
	N/A		·		
List all permits at					
right:					
Total Event Cost	\$	\$	\$		
Breakdown: (list at right)	\$	\$	\$		
	\$	\$	\$		
	\$	\$	\$		
	\$	\$	\$		
	\$	\$	\$		
	Total: See attache		<u></u>		
Pro Forma Profit and	Revenue	Expense	Reserves		
Loss statement for					
Event: (list at right)	N/A				
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,	Total				
Total Estimated Event Cost		\$			
Total Incentive Funds	\$				
Incentive as a % of total project		%			
	- rJ	See attache	d		
Attach current financia	l statements including a l	balance sheet an	d profit a	and loss statement	
	rding the valuation of ass		-	L L	
	ng tax returns should also	_			
	g relationships and major		LIST HER	E:	
references: N/A	•				
Estimated Event Comp	letion Date			· · · · · · · · · · · · · · · · · · ·	
Will your organization	benefit from event?	X Yes		□ No	
If yes, how:		· · · · · · · · · · · · · · · · · · ·			
Will your event	X Yes	□ No	····		
increase business in					
the plan area?					
If yes, how? See attack	ned	•		· · · · · · · · · · · · · · · · · · ·	
	arketing and promotional	l plan:		,	
	edevelopment Plan Area				
	taking place at the same t		nt? If	Describe all	
yes, name and define. I		,		partnerships from	
<b>,,</b>				other businesses in	
				service of your	
				event.	
Expected	Name all vendors	Define how ev	ent will	become totally self	
attendance:	and associated	funding?			
• 1000 plus	fees. N/A	This event is a RDA event. It has been funded by			
- 1000 pius		Redevelopment for many years. There is no plan			
for this event to become totally self funded.					
NT 11	<b>4</b> 4 3 ° /			·	
Name all team	*Architect /				
members and attach	*Designer				
resumes:	***		·····		
	*Contractor(s)				
	*Attorney				
	Attorney				
	*Accountant			., .	
	*Project Manager			<del>-</del> ··· · · · · · · · · · · · · · · · · ·	
r Toject Wanager					
Your project must conform to all applicable codes, ordinances, and regulations					
	must also be submitted fo				
beginning work.					
1-6					

Acknowledgement of Application Provisions: (please check each that you acknowledge)				
X I affirm that this project conforms to all applica well as the common principles for Downtown Car X All applicable permits will be obtained for this will be successfully completed to receive reimbur X I affirm that I am in good standing with the Co respect to taxes, fees, loans or other financial obliging If this event is selected for an incentive from the City, I acknowledge that photographs of my event Downtown Carson City.	son City. project and all accompanying inspections sement. nsolidated Municipality of Carson City with gations to the City. The Consolidated Municipality of Carson			
Applicants Signature	Date: /0-5-04			
*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.				
(For Internal Use Only)	Date			
Application Approved:				
Event Commenced:				
Event Completed:				
Reimbursement Request submitted to Finance Department				
Reimbursement remitted to Applicant				



#### **CONVENTION & VISITORS BUREAU**

October 1, 2009

To: Carson City Redevelopment Authority/Board of Supervisors From: Candace Duncan, Carson City Convention & Visitor Bureau

RE: Events Program Application for 2009 Fall Ghost Walk

In 1994 Mary Walker, who was Carson City's Finance Director as well as Director of the Redevelopment Authority, and I collaborated to developed the Kit Carson Trail blue line walking and driving tour. We believed this would be an excellent way to showcase Carson City's unique history and to encourage visitors to actually stop in Carson City and enjoy our downtown businesses. Together we worked to produce a full color blue line map patterned after the Freedom Trail in Boston. In June of 1995 we held the inaugural guided walking tour of the Kit Carson Trail, which we named The Wild West Tour. The purpose of the first walk was to promote the new blue line and the map. It was so successful that we decided to make it an annual event. The following year we moved the tour to the Saturday of Memorial Day weekend to provide an activity for visitors and locals alike and keep them in town during the holiday. In October of the following year we produced the first Ghost Walk to take advantage of all the wonderful ghost stories we heard while researching the Kit Carson Trail. Over the years we have enjoyed a strong partnership with the Redevelopment Authority in producing these events.

With Redevelopment's financial help we also developed the Talking House program which later turned into the Talking House CD. You have also taken the responsibility of keeping the blue line painted, of side walk maintenance when needed and providing signage for the historic homes featured on the trail.

Our two agencies have been so uniquely intertwined for the past 15 years in the development and production of the guided walks and marketing that I find it difficult at times to separate our individual contributions and responsibilities. It has been a successful partnership that has resulted in a well known, integral part of Carson City's image. The Kit Carson Trail is now one of our community's most famous attractions.

While several different promoters have been contracted to help with the logistics of the guided walks, it has always been our understanding that the CCCVB would work with the promoter to provide the marketing expertise and staff time to arrange for volunteers, guides, costumes, scripts, maps, routes, themes, etc. We have always charged for tickets and that money has always gone to Redevelopment to help off set the costs of producing on Street

Suite 100

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775-687-7410

Fax 687-7416

14X 00/-/-110

the walks. We have relied on Redevelopment funding to pay the balance. I have attached the financials for the last two years so that you can see how the funding is spent.

Joy Evans, the CCCVB Special Events Manager, was brought in to help coordinate the two walks about 6 years ago. She has been with the CCCVB for over 20 years. She also helps produce the Silver Dollar Car Classic and the Carson City Rendezvous. I think it is important to remember that these events were created to promote Carson City as a destination and to bring locals as well as visitors to events that would benefit our local merchants and lodging properties as well as our community in general.

Ms. Evans recruits 25-50 volunteers from the community to serve as guides and docents for the guided walking tours. Mary Bennett, a former Carson City resident and professional actress from the Bruka Theater Company in Reno, provides the actors and the scripts for each walk. She is paid for this service as you can see from the financials provided. Kevin Ray has also been on a contract as the representative for the Redevelopment Authority to help Ms. Evans coordinate obtaining permission to tour participating historic homes, provide lunches for the volunteers, and work on planning the routes for each tour. I have served as the oversight for these efforts, I plan and implement all of the marketing, help train guides and I dress up in costume and guide one or two tours twice a year for the past 15 years. I have been the Executive Director of the CCCVB for 18 years.

Our October Ghost Walk has always been very successful and usually sells out. This year our theme is "We Know Dead People" and will take place on Saturday, October 24. We plan to do two separate tours, "The Undertaker Tour" and "The Overtaker Tour". The center piece of this year's event will be a recreation of Abe Curry's funeral, complete with his coffin on a horse drawn funeral wagon. We plan to do a total of 22 tours, beginning at 10am and running every half hour until 3pm. The tours will begin on Third Street, in front of the Firkin and Fox. We are hoping that the downtown businesses will partner with us for coupons for meals and shopping for our attendees. We plan to market Ghost Walk in the Nevada Appeal, Reno News and Review, Sacramento News and Review and KSTE Talk Radio in Sacramento. We did not receive a grant from NCOT this year, due to their budget cuts. We are requesting funding from the Redevelopment Authority in the amount of \$12,000. I have attached the financial report from 2007 and 2008 Ghost Walk's for comparison. All money from ticket sales will go to Redevelopment. The CCCVB receives no reimbursement for staff time and office supplies used to produce this event.

I hope that the CCCVB and the Redevelopment Authority can continue our partnership in bringing quality events that showcase our beautiful historic district and our attractive downtown. It would be most beneficial if we could develop a line item with in the Redevelopment budget that would allow us to continue our Ghost Walk in October as well as our spring walk and also provide funds for us to use to provide special guided walks to groups and conventions planning to come to Carson City. These activities enhance our image and benefit all of Carson City.

Thank you for your time.

# Financials for Ghost Walk and Wild West Tours For 2007 and 2008

Income:	Wild West Spring 2007	Ghost Walk Fall 2007	Wild West Spring 2008	Ghost Walk 2008
NCOT Grant Ticket Sales	2,393.00	2,500.00 11,487.72	- 2,169.79	2,000.00 7,569.90
Total Income	2,393.00	13,987.72	2,169.79	9,569.90
Expenses:				
Actors/Actresses/Costumes Advertising Other	6,255.00 10,992.51 926.98	9,390.00 11,262.43 1,639.13	5,960.00 9,168.56	9,295.45 9,314.88 2,218.91
Expenses:	18,174.49	22,291.56	15,128.56	20,829.24
Net Income	(15,781.49)	(8,303.84)	(12,958.77)	(11,259.34)