

**Itemization of Expenses for FY 2009  
to support Farmer Markets, Summer Concerts, Family Pop Up Park**

---

<b>Brewery Arts Center Contract</b>	<b>\$</b>	<b>43,000.00</b>
Equipment & General Operations		
Event Staff/Volunteers		
Programming		
Customer & Community Relations		
Other		

<b>Linda Marrone (Farmer Market) Contract</b>	<b>\$</b>	<b>20,000.00</b>
Equipment & General Operations		
Market Staff/Volunteers		
Vendors		
Customer & Community Relations		
Other		

<b>Advertising Contract</b>	<b>\$</b>	<b>8,411.25</b>
NV Appeal	\$ 7,711.25	
Radio	\$ 700.00	

<b>Pavilion for Mills Park Farmer Market</b>	<b>\$</b>	<b>446.00</b>
--	-----------	---------------

<b>Utilities (Restrooms)</b>	<b>\$</b>	<b>3,595.41</b>
------------------------------	-----------	-----------------

---

<b>Total RDA Contribution:</b>	<b>\$</b>	<b>75,452.66</b>
--------------------------------	-----------	------------------

**(Cash Commitment from 2009:)**

Mom & Pops Diner	\$ 7,000.00	balance due \$2,483.33
Bella Fiora Wines	\$ 7,000.00	balance due \$3,283.33
(Firkin & Fox) High Sierra Food	\$ 7,000.00	paid in full

---

**Total Cash: \$ 21,000.00**

**Staff's Estimated Value for the 45 Events-over the 15 weeks period = \$443,640.00**  
(15 Farmer Markets, 15 Summer Concerts, 15 Family Pop Up Park).

# Curry Street Promenade & Summer Concerts Management Services

## Services Summary

The Summer Concerts Series (a component of the Curry Street Promenade Activities and downtown Carson City street life programming) activities require organizational assistance and leadership in the management and operations of its weekly activities. Successful support comes from effective and diplomatic organizers with initiative, creativity, and an understanding of events planning, destination marketing, staging, audio visual, way finding, venue set up and strike of simple to complex staging infrastructure. Adept public speakers with strong outreach, organizational, financial, marketing, and project management skills are necessary. Services involve extensive outreach to vendors, artists, customers and community partners in order to ensure the success of the Summer Concert Series. Responsibilities for on-site management of the Summer Concerts, as well as support at the Saturday Morning Farmer's Market and Saturday Morning Family Pop Up Park. Preseason and postseason tasks will also be assigned.

## Equipment and General Operations

- Provide, installation and removal of staging, lighting and branded "get down" crowd control hardware elements for each week of the Summer Concert Series (9 Friday's @ 3<sup>rd</sup> events, additional 6 shows), and the total Curry St. Promenade Activities (primarily Pop Up Park, but some hardware support also at Farmer's Market)
- Provide suitable portable restroom facilities for Summer Concerts and restrooms, wash station and storage pod for Farmer's Market
- Provide trash receptacles and street and business frontage clean up support and trash removal from common area for Summer Concert Series and Curry St. Promenade activities.
- Ensure that the Pop Up Park activity centers infrastructure support and equipment is in place for set up and strike in compliance with segment coordinator needs and in compliance with City of Carson City building department rules, regulations, state law, health regulations.
- Ensure that infrastructure is correctly placed and Summer Concert Series vendors are in correct stalls and Pop Up Park participants are correctly assigned.
- Monitor potential safety hazards to customers or vendors, at all venues for Summer Concert Series, Pop Up Park and Farmer's Market
- Ensure that the Summer Concert Series locations and Pop Up Park and Farmer's Market areas are clean throughout the venue areas day of and clean at the end of the day.
- Make sure operations occur in a timely manner.
- Support the coordination of Curry Street Promenade special events.

## Event Staff/Volunteers

- Provide on-site event support of two uniformed personnel during Summer Concerts events, and one non uniformed personnel each Saturday morning between 7:30 and 9:00 a.m. and 1:00 and 2:30 p.m. for Curry Street Promenade set up and strike as well as event personnel during the entire Pop Up Park activities.

## Programming

- Provide professional program coordination, to include, without limitation, artist procurement/contracting, sound requirements, artist lodging and rider requirements (exclusive of meals to be provided by presenters) and all support related to the musical presentation for Summer Concerts.
- Provide professional program coordination and day of event management for Saturday Morning Pop Up Park to include, without limitation, artists, performers, participants and provide sound requirements relative to programmed needs.
- Schedule vendor attendance, and assign Summer Concert Series and Pop Up Park stall spaces.
- Serve as main on-site enforcer of Summer Concert Series and Pop Up Park rules and regulations.
- Assist in solving problems and resolving conflicts, as they come up.
- Provide traffic control for vendor vehicles, when necessary.
- Collect and process vendor fees, reimbursements, and other paperwork.
- Collect and track Summer Concert Series and Pop Up Park data for the completion of weekly event reports.

## Customer & Community Relations

- Provide the highest level of customer service to vendors and participants.
- Staff the Pop Up Park activity centers and information booths. Ensure, if any, that Summer Concert Series and Pop Up Park signage, literature, merchandise, educational information are properly and attractively displayed at all times during the events day.
- Conduct outreach activities and presentations to increase attendance at the Summer Concert Series and Curry Street Promenade/Pop Up Park – to include collateral production and dissemination.
- Forward all Summer Concert Series information to [www.downtowncarsoncity.com](http://www.downtowncarsoncity.com) [www.visitcarsoncity.com](http://www.visitcarsoncity.com), [www.carsonfarmersmarket.com](http://www.carsonfarmersmarket.com) [www.breweryarts.org](http://www.breweryarts.org) for posting and extend all electronic, print and in person outreach activities and presentations to increase attendance at the Summer Concert Series Events and Curry Street Promenade activities.

## Other

- Provide weekly and monthly updates
- Assist in enlisting Summer Concert Series / Pop Up Park volunteers and/or monetary and/or in-kind contributions.
- Perform other duties as assigned.

# Farmer's Market Management Services

## Services Summary

The Saturday Morning Farmer's Market events require organizational assistance and leadership in the management and operations of its weekly activities. Successful support comes from effective and diplomatic organizers with initiative, creativity, and an understanding of food security principles, events planning, destination marketing, staging, audio visual, way finding, venue set up and strike of simple to complex staging infrastructure. Adept public speakers with strong outreach, organizational, financial, marketing, and project management skills are necessary. Contract services involve extensive outreach to growers, vendors, artists, customers and community partners in order to ensure the success of the Saturday Morning Farmer's Market. Responsibilities for on-site management of the Saturday Morning Farmer's Market, as well as preseason and postseason tasks, are assigned by the Office of Business Development.

## General Operations

### Equipment and General Operations

- Provide on-site management of the operations of the Carson City Saturday Morning Downtown Farmer's Market
- Ensure that the market operations are in compliance with state law, health regulations and market rules.
- Set up, break down, and take care of market operations equipment.
- Ensure that vendors are in the correct stalls, market tents and non-profit booths are properly located and on-site and day-of signage is installed.
- Monitor for potential safety hazards to customers or vendors.
- Ensure that the market area is clean throughout the venue areas day of and clean at the end of the day.
- Make sure operations occur in a timely manner.
- Assist in the coordination of market special events.

### Market Staff/Volunteers

- Supervise market-day volunteers, youth, and support staff as necessary.
- Attend the Saturday Morning Farmer's Market Board meetings, and support the Board as needed.

### Vendors

- Travel to area farmers' markets to maintain and build relationships with local vendors (with an emphasis on small family farms) and collect required documentation for market participation.
- Assist in the scheduling of vendor attendance, and assigning of promenade stall spaces.
- Serve as main on-site enforcer of promenade rules and regulations.
- Assist in solving problems and resolving conflicts, as they come up.
- Provide traffic control for vendor vehicles, when necessary.
- Collect and process vendor fees, reimbursements, and other paperwork.
- Collect and track market data for the completion of weekly market reports.

### Customer & Community Relations

- Provide the highest level of customer service to vendors and shoppers.
- Reconcile market coupons at the end of the market day.
- Staff the market information booths. Ensure that market signage, literature, merchandise, educational information are properly and attractively displayed at all times during the market day.
- Conduct outreach activities and presentations to increase attendance at the farmer's market and Curry Street Promenade.
- Forward all market information to [www.downtowncarsoncity.com](http://www.downtowncarsoncity.com) and [www.carsonfarmersmarket.com](http://www.carsonfarmersmarket.com) for posting and extend all electronic, print and in person outreach activities and presentations to increase attendance at the Curry Street Promenade.

### Other

- Provide weekly and monthly updates
- Assist in enlisting market volunteers and/or monetary and/or in-kind contributions to the Saturday Morning Farmer's Market via the Carson City Downtown Consortium.
- Perform other duties as assigned.

## ORGANIZATION DESCRIPTION

The Downtown Redevelopment Area was established January 9, 1986 after a year of community-based initiative and advocacy. While the Redevelopment Authority has been actively supporting community events since 1996, the Curry Street Promenade demonstration project was established June 3, 2008.

# CURRY ST. PROMENADE

## *Get Down\_2009*

### Street Life Program

#### FAST FACTS

#### COMPLETED PROJECTS DETAIL

- Begin/End: April -- October
- City Facilitator: Office of Business Development
- Supported businesses downtown with activities that boost foot traffic
  - Boosted foot traffic Fridays: 16,000 visits. Average 1,000 per event for 16 events
  - Boosted foot traffic Saturdays: 15,725 visits. Average 925 per Saturday (engaging in concurrent events activities Events = Saturday Morning Downtown Farmer's Market, Park N Pedal, Family Pop Up Park, Rockin' The Square)
- Earned 2 (two) nationally circulated publications stories recognizing Carson City's downtown activities.

First from **PM Magazine**, the publication of the International City/County Management Association (ICMA), Carson City's support of the downtown farmers market was the subject of their March story: "*Support the Farm Stand to Feed "Locovores" and the Economy*, by Nadejda Mishkovsky. The feature outlined our downtown streetlife efforts as a healthy approach to keeping money in the local economy that at the same time forwards a more sustainable community. (Full story available online at [www.carsonfarmersmarket.com](http://www.carsonfarmersmarket.com) )

Second from **The Market Beet**, the quarterly newsletter of the Farmer's Market Coalition (FMC), Carson City's Saturday Morning Downtown Farmer's Market is the profile story: *Incentives and Investments Give New Nevada Market a Head Start*, by Stacy Miller. Downtown market coordinator, Linda Marrone was extensively interviewed and featured for a "surprising speedy success" of the downtown market. Full articles are at [www.carsonfarmersmarket.com](http://www.carsonfarmersmarket.com).
- Garnered endorsement from Nevada Certified Farmer's Market Association as the best market for Nevada growers, with the most Nevada farmers at any one time in all the region's markets combined.
  - NOTE: In 2008 the FMC reported "in excess of 3 million consumers shop and more than 60,000 farmers sell at farmer's markets annually. The United States Department of Agriculture estimates that these markets generate more than \$1 billion in consumer spending each year." The ripple effect of farmer's markets is recognized as a healthy marriage between community and commerce.
- Beautification/Cleanliness completed
  - 2 major clean ups
  - 16 weeks Saturday morning trash pick up

