

Mem # 16-C

**City of Carson City
Agenda Report**

Date Submitted: October 12, 2010

Agenda Date Requested: October 21, 2010

To: Redevelopment Authority

Time Requested: 5 min.

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 \$2,500 from the Revolving Fund for the Redevelopment Agency to support Sierra Nevada Ballet 2010 Peanutcracker, as an expense incidental to the carrying out of the redevelopment plan. (by Joe McCarthy and Sierra Ballet Representative)

Staff Summary: This is a request to expend \$2,500 from the Revolving Fund for the Redevelopment Agency to support the annual production of the Sierra Nevada Ballet's Peanutcracker - The Story in a Nutshell. The applicant requested \$4,000.00. The RACC recommended a subsidy to underwrite cost to rent Bob Boldrick Theater in the Community Center. The recommended subsidy shall not exceed \$2,500.00. 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.

Type of Action Requested: (check one)
 Resolution Ordinance
 Formal Action/Motion Other (Specify)

Does This Action Require A Business Impact Statement: Yes No

Recommended Board Action: I move to approve and recommend to the Board of Supervisors the approval of the expenditure of \$2,500 from the Revolving Fund for the Redevelopment Agency to support Sierra Nevada Ballet 2010 Peanutcracker, as an expense incidental to the carrying out of the redevelopment plan.

Explanation for Recommended Board Action: RACC reviewed Sierra Nevada Ballet's application and made the determination to provide a consistent approach to reviewing and approving special events request. This consistent approach is best achieved by subsidizing costs associated with renting the Bob Boldrick Theater.

RACC's evaluation criteria included:

1. Cultural and educational impact on the community at large;
2. Events provide a positive image;
3. Applicant has the managerial and operational capability to present and promote the events;
4. Applicant exhibits financial stability;

5. The events have earned local, regional and national recognition;
6. The number of years that the applicant has received funding; and,
7. How well the events have been established and received by the community and by visitors.

Applicable State, Code, Policy, Rule or Regulation: NRS 279.382 – 279.685

Fiscal Impact: up to \$2,500.00 has been budgeted this year to support 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:


 (Department Head)

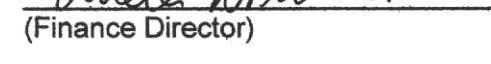
Date: 10/12/10


 (City Manager)

Date: 10/12/10


 (District Attorney)

Date: 10/12/10


 (Finance Director)

Date: 10/12/10

Board Action Taken:

Motion: _____

1) _____	Aye/Nay
2) _____	_____

 (Vote Recorded By)

**Consolidated Municipality of Carson City
Office of Business Development**



Events Program Application

Organization Name: Sierra Nevada Ballet	Date: Sept. 22, 2010																
Organizational Structure non-profit professional performing arts group																	
Organization Mailing Address: PO BOX 69, Genoa, NV 89411																	
Organization URL Address: Carson City Community Center																	
Contact Name for Project: Rosine Bena	Contact Phone Number: 775-783-3223																
Address for Project Contact: PO BOX 69 , Genoa, NV 89411	Contact Fax: 775-783-3553																
	Contact E-mail: Rosineb@hotmail.com																
Name of Event PEANUTCRACKER-The Story IN A Nutshell	URL of Event: Carson City Community Center																
Purpose of Organization: Purpose of Organization: The Sierra Nevada Ballet is a non-profit performing arts Dance Company formed to cater to the increasingly culturally diverse appetite of the Northern Nevada and California performing arts community. The purpose of this high caliber professional company is to bring cultural enrichment and arts education into the Reno/Carson/Tahoe/Truckee communities and to collaborate with other arts organizations whenever possible to expand and educate the dance audience. This company is designed in two branches: the performing branch and the educational branch. This design shall promote, educate and sponsor the art and beauty of ballet and dance in the regions of Northern Nevada and California	Fax of Event: 775-783-3553																
	E-mail of Event: info@sierranevadaballet.com																
Annual Budget of Organization:	How event vision complies with objectives of redevelopment agency plan: The Arts Events bring families to down town Carson City. PEANUTCRACKER originated as part of a plan to make a large Holiday Celebration down town a tradition. This is a 45-minute narrated version of the																
<table border="0"> <thead> <tr> <th></th> <th>Last Year</th> <th>Present Year</th> <th>Next Year</th> </tr> </thead> <tbody> <tr> <td>Income:</td> <td>\$344,660</td> <td>\$240,000</td> <td>\$300,000</td> </tr> <tr> <td>Expenses:</td> <td>\$344,660</td> <td>\$240,000</td> <td>\$300,000</td> </tr> <tr> <td>Reserves:</td> <td>\$\$60,000</td> <td>\$30,000</td> <td>\$40,000</td> </tr> </tbody> </table>			Last Year	Present Year	Next Year	Income:	\$344,660	\$240,000	\$300,000	Expenses:	\$344,660	\$240,000	\$300,000	Reserves:	\$\$60,000	\$30,000	\$40,000
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<p>How long Organization formally organized? 10 years in March of 2011.</p>	<p>Nutcracker Ballet is especially designed to introduce young children (age 3 through grade 4) to the wonderful world of ballet.</p> <p>Through this event, SNB has grown in popularity through the years with more and more families attending. SNB is able to offer this production at a greatly reduced rate for families in the community and annually provides FREE tickets for 1,000 AT RISK children .</p> <p><u>Why are redevelopment funds needed?</u> Funds are needed to off set the production expenses and help make it possible for SNB to offer this production at a reduced rate to the community. Due to a decrease in funding from donors and the NAC and the increase in venue expenses, it is important for SNB to have help from the City in order to be able to offer this traditional annual event.</p>
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Event Name: PEANUTCRACKER-The Story In A Nutshell

Project Area: (check one)

- Area #1
- Area #2

Previous Redevelopment Authority Grant Funding Received, If any:

Year: 2004, amount: \$3,000 Year: 2005, amount: \$3000 Year: 2006, amount: \$3000

Year: 2007, amount: \$3000 Year: 2008, amount: \$3000 Year: 2009, amount: \$3000

Year: _____, amount: _____ Year: _____, amount: _____ Year: _____, amount: _____

Event Director Name: Rosine Bena

Event Director Resume: (please attach)	Event Director Address:: Same as above
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Event Director Phone: Cell:775-720-5204 Land:775-783-3223	Event Director Email: rosineb@hotmail.com
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