





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



Events Program Application

<b>Organization Name:</b> Arlington Group Events LLC <b>Organizational Structure</b> (delineate lines of responsibility)			<b>Date:</b> 08/11/2010
<b>Organization Mailing Address:</b> PO Box 4156 Carson City, NV 89702  <b>Organization URL Address:</b> www.EventsNevada.com			
<b>Contact Name for Project:</b> Maxine Nietz		<b>Contact Phone Number:</b> 887-1294	
<b>Address for Project Contact:</b> PO Box 4156 Carson City, NV 89702		<b>Contact Fax:</b> 887-1896  <b>Contact E-mail:</b> maxine@eventsnevada.com	
<b>Name of Event</b> Silver & Snowflakes Holiday Tree Lighting and Ornament Program		<b>URL of Event:</b> www.EventsNevada.com/treelighting.html	
<b>Purpose of Organization:</b> Events production		<b>Fax of Event:</b> 887-1896  <b>E-mail of Event:</b> maxine@eventsnevada.com	
<b>Annual Budget of Organization:</b> Not Applicable		<b>How event vision complies with objectives of redevelopment agency plan:</b> Improve the quality of life; Encourage "people oriented areas" in the Downtown for evening special events; Establish the highest possible level of recreational opportunity for the residents and visitors of all age levels; Promote greater cooperation between City and School District; Promote greater cooperation between City and State government.	
Last Year Income: \$ _____	Present Year \$ _____	Next Year \$ _____	<b>Why are redevelopment funds needed?</b>  This event is a City event. It has been funded by Redevelopment for many years.
Expenses: \$ _____	\$ _____	\$ _____	
Reserves: \$ _____	\$ _____	\$ _____	
<b>How long Organization formally organized?</b> 13 yrs			
<b>Event Name:</b> Silver & Snowflakes Holiday Tree Lighting and Ornament Program		<b>Project Area:</b> (check one) <ul style="list-style-type: none"> <li>• Area #1 <input checked="" type="checkbox"/></li> <li>• Area #2 <input type="checkbox"/></li> </ul>	
<b>Previous Redevelopment Authority Grant Funding Received, If any:</b>  Year: This event is a City event. It has been funded by Redevelopment for many Year: years.  Year:			

Event Director Name: Maxine Nietz			
Event Director Resume: (please attach) Attached as page 6		Event Director Address: PO Box 4156 Carson City, NV 89702	
Event Director Phone: Cell: 691-6355 Land: 887-1294		Event Director Email: maxine@eventsnevada.com	
Event Description and Brief Objectives:  Tree lightings, Santa arrives, CC school children sing and play bells, dignitaries speak, placement of willow reindeer created by school children.  Annual ornament in a series representing historic CC buildings are sold to benefit Redevelopment.  To bring people downtown on a weekday evening to experience a great family-friendly event and acquaint them with the amenities of downtown.			
Proof entity has authority to conduct special event.  List all permits at right:			
Total Event Cost Breakdown: (list at right)	\$ 100 - Programs	\$ 1,000 - Sound system	\$
	\$ 150 - Carolers	\$ 350 - Hoofbeats	\$
	\$ 150 - CMS Bell Choir	\$ 2,500 - Management	\$
	\$ 200 - Coffee, etc.	\$ 2,500 - Ornament Coord	\$
	\$ 100 - Photography	\$	\$
	\$ 500 - Reindeer supplies	\$	\$
	<b>Total</b>	\$7,550.00	
Pro Forma Profit and Loss statement for Event: (list at right)	Revenue	Expense	Reserves
	Not Applicable	Not Applicable	Not Applicable
	<b>Total</b>		
Total Estimated Event Cost	\$ 7,550.00		
Total Incentive Funds Requested	\$ 7,550.00		
Incentive as a % of total project	% 100		