Hem# 21B

City of Carson City Agenda Report

Date Submitted: November 9, 2009 Agenda Date Requested: November 19, 09

To: Redevelopment Authority Time Requested: 5 minutes

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 \$3,000 from the Revolving Fund for the Redevelopment Authority to support the Pinkerton Ballet Theatre's Annual Nutcracker Ballet, 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 to expend \$3,000 from the Revolving Fund for the Redevelopment Authority to support the Pinkerton Ballet Theatre's Annual Nutcracker Ballet, 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 event attracts 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, \$3,000 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.

At the meeting of the Redevelopment Authority Citizens Committee on November 2, 2009, Pinkerton Ballet Theatre had not submitted an application for an incentive specifying the amount of incentive requested. However, a representative of the Pinkerton Ballet Theatre indicated that an incentive of \$1,500 was being requested. During the discussion and deliberation by the Citizen Committee, one member of the Citizens Committee stated that Pinkerton should submit an application for the amount of incentive needed to produce the event. The Citizens Committee subsequently voted to support the incentive application, without specifying a specific dollar amount to be provided. When Pinkerton Ballet Theatre submitted the application for the special event incentive, the amount of support requested was \$3,000, instead of the \$1,500 indicated at the meeting of the Citizens Committee.

Type of Action Requested:	(check one)
() Resolution	() Ordinance
(_x_) Formal Action/Motion	Other (Specify) - None
Does This Action Require A Business 1	Impact Statement: () Yes (_X) No

Recommended Board Action: I move to approve and recommend to the Board of Supervisors the approval of the expenditure of \$3,000 from the Revolving Fund for the Redevelopment Authority to support the Pinkerton Ballet Theatre's Annual Nutcracker Ballet, 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: \$3,000 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: The Mc Cartley	Date: 11/10/09
(Department Head)	Date: 11-8-08
(Čity Manager)	Date:
(District/Attorney)	Date: 1//9/09
(Finance Director)	,

Consolidated Municipality of Carson City Office of Business Development



Events Program Application

Organization Name:	Date:
Pinkerton Ballet Theatre	10/20109
Organizational Structure (delineate lines of responsibility)	
Organization Mailing Address:	
2045 California St.	
Carson City, NV 89703	
O	
Organization URL Address:	C (D)
Contact Name for Project: Denise Gillott	Contact Phone Number:
	†
Address for Project Contact: 2480 & Lompa Lane	Contact Fax:
Carson City, NV 89701	775-841-9274:
Car sort car Sire	idaillottecharter.net
Name of Event	URL of Event:
Mutcracker Ballet	URL of Event:
Purpose of Organization:	Fax of Event:
Enrichina the community	
Through the arts for	E-mail of Event:
The East 21 years.	idaillotecharternet
Annual Budget of Organization:	How event vision complies with
	objectives of redevelopment
Last Year Present Year Next Year	agency plan:
Income: \$39,333 \$40,000 \$40,000	See assacred
Expenses: \$101.1081. \$102.000 \$100.000	Why are redevelopment funds
	needed?
Reserves: \$\(\frac{22,354}{22,000}\) \$\(\frac{22,000}{20,000}\)	See assacred
•	Old Carried
How long Organization formally organized? 21 ws	
Event Name:	Project Area: (check one)
Mutcracker Ballet	Area #1Area #2
Previous Redevelopment Authority Grant Funding Received, If a	ny:
Vear amount Vear amount	
Year:, amount:, amount:,	
Year:, amount: Year:, amount:	Year:, amount:
Year: Year: , amount:	Year: amount:

Event Director Resume		Event Director Addres	Ç**
(Please almost)		JUSO S. LOWE	
		CC NV 897	
Event Director Phone:		Event Director Email:	
Cell:230-1915		daillottech	a Down of
Land: 841 - 4232		Postero	
Event Description and	•		
	education		
- Provide	aancers	rally enh	23 40
pertou	n + agne	Some Cully	
me a	res in the	had to do	a with
- Opportun	uty for local	children to dam	LWIR
profess	sional dance	V S	
Droof outite has		1	
Proof entity has authority to conduct	SEE ATTACK	LED LETTER	
special event.			
- F			
List all permits at			· · · · · · · · · · · · · · · · · · ·
right:			
70 15 6			4
Total Event Cost	\$ SEE ATTAC		
Breakdown: (list at right)	\$ '	\$	\$
	\$	\$ \$	\$ \$
	\$	\$	\$
	\$	\$	\$
	Total		
Pro Forma Profit and	Revenue	Expense	Reserves
Loss statement for	40,000	60,000	
Event: (list at right)			
	1		
	Total Am Avia	60 000	
Total Estimated Event	Total A (O) (O) Cost	\$ 60,000	

Attach 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. Correspondit	ng tax returns should also	o be included.			
Identify current banking	g relationships and major	r credit	LIST HER	Œ: - O. 10.C	
references			Cow	in River	
Estimated Event Comp	letion Date			NOV 29.2009	
Will your organization	benefit from event?	∀ Yes	<u></u>	□ No	
If yes, how:	4		1		
Will your event	Y Yes	□ No			
increase business in	'				
the plan area?					
If yes, how?	ee allached				
Define, in detail, the ma	arketing and promotional	l plan:			
What facilities in the R	edevelopment Plan Area	will be used?	adin o	ant ada & Daders	
Are there other events t	taking place at the same t	ime as your eve	ent? If	Describe all	
yes, name and define.	01	ware too home ere	110. 11	partnerships from	
none				other businesses in	
Event	Jakes place	, 0ver		service of your	
Thanks	sakes place	end.		event.	
• Expected	Name all vendors	Define how ev	ent will	become totally self	
attendance: 1500	and associated	funding?	عدن د	ice wan-profit	
1500	fees. NA	organingsin	on en	of religion	
Name all team	*Architect /	andfun	draes	d rely on second	
members and attach	*Designer		-		
resumes:					
and all a a	*Contractor(s)				
seeletter					
	*Attorney				
	*Accountant	1			
	*Draiget Manager	-			
	*Project Manager				
Vour project mu		1 1 1 1			
• Tour project ma	ist conform to all applications	ble codes, ordin	ances, a	nd regulations	
beginning work.	nust also be submitted fo	or review for all	venues a	and signs prior to	
negiming work.					
Acknowledgen	nent of Application Prov	visions: (place sh			
Acknowledgement of Application Provisions: (please check each that you acknowledge)					
affirm that this proje	ect conforms to all applic	vable codes, ord	noncec (and recordations as	
well as the common prin	nciples for Downtown Ca	avie coues, otal	mances a	ing regulations, as	
☐ All applicable permit	ts will be obtained for thi	ison City. in project and all	1		
will be successfully com	apleted to receive reimbu	is project and an	i accomp	banying inspections	
Affirm that I am in o	annd etanding with the C	TSCHICHT.	i i 1i		
respect to taxes fees los	good standing with the Co ans or other financial obl	Onsongated Mu	nicipani;	y of Carson City with	
respect to taxes, rees, ro	ans of outer illiancial obl	agations to the C	Jity.		

If this event is selected for an incentive from t	the Consolidated Municipality of Carson
City, I acknowledge that photographs of my ever	nt may be used in promotional materials for
Downtown Carson City.	To the second se
Applicants Signature	Date: /1-4-09
*Note: ALL project related invoices must be sub	omitted for review at conclusion of the
project prior to reimbursement. In addition, appr	oved copies of required City building, sign
and other permits must be submitted as a condition	on of reimbursement and in order for any and
all liens to be released.	
(For Internal Use Only)	
	Date
Application Approved:	
Event Commenced:	
270th Commoneca.	
Event Completed:	
Daimhannamant Dannast mlanite 14 Pi	
Reimbursement Request submitted to Finance	
Department	
Reimbursement remitted to Applicant	
	1



2045 CALIFORNIA STREET CARSON CITY, NEVADA 89701 882-6748

November 1, 2009

To: Carson City Redevelopment Authority/Board of Supervisors

From: Denise Gillott, Pinkerton Ballet Theatre

Re: 2009 Nutcracker Ballet

Pinkerton Ballet Theatre's annual performance of the traditional Nutcracker Ballet has been a Thanksgiving weekend tradition in Carson City for 20 years. Pinkerton Ballet Theatre is dedicated to providing opportunities for dancers to perform and to establishing outreach programs for special constituencies with the goal of generating public appreciation of dance in the Carson City area.

The 2009 Nutcracker performances are scheduled Friday and Saturday, November 27th & 28th at 7:00 pm and Sunday, November 29th at 2:00 pm at the Community Center in Carson City. The cast of over 80 members consists of children and adults from Northern Nevada and featured professional guest performers that will travel to Carson City from around the nation. Our performances are enjoyed by audiences of all ages.

The Nutcracker vision complies with the objectives of the redevelopment agency plan by furthering the arts as an attraction to the downtown area. Based on our 20 year history, the Nutcracker attracts hundreds of attendees and performers to Carson City. We support local restaurants and retail outfits throughout the extensive rehearsal period (September through November), during and after performances and with our end of performance cast and crew celebration which is held at a local restaurant and/or casino. The redevelopment funds are needed to help produce the highest level of performing art entertainment for residents and visitors of all age levels.

Ayako Britt, Pinkerton Ballet Theatre's Artistic Directors is one of the original founders of the production and has been involved in producing and directing the production successfully for 20 years. With over 50 years of dance performance, professional dance and dance instruction experience, along with her involvement spearheading the Nutcracker production for 20 years, Mrs. Britt is a seasoned professional. As a non-profit organized under Internal Revenue Code Section 501(c)(3), Pinkerton Ballet Theatre also has an extremely active volunteer board of directors consisting of seven local professionals and Nutcracker veterans. In addition, Michele Vietti is the acting Producer for the 2009 production, which is a volunteer position, however equates to a full time job during our production season.

I hope that the Carson City Redevelopment Authority will consider approving our request for financial assistance as we have been self supporting until this year. With the recent economic downturn, our ability to raise funds to support a quality production has been severely hampered. We appreciate you time and attention to our request.

Sincerely,

Denise Gillott Vice President

Pinkerton Ballet Theatre

) Delott

12:30 PM 02/19/09 Accrual Basis

PINKERTON BALLET THEATRE Profit & Loss

January through December 2008

7/17/2009

PINKERTON BALLET THEATRE PROFIT & LOSS

FOR THE YEAR ENDED DECEMBER 31, 2008

Items Attributed to the 2008 Nutrcacker

	lan Dan 60	Nutrcacker Performance	
Income	Jan - Dec 08	Performance	
41000 · NUTCRACKER INCOME			
41110 · Advertising	405.00		
41115 · Cast Party	165.00	165.00	
41117 EScript Income	2,023.00	2,023.00	
41120 · Merchandise Sales	161.88	161.88	
41120 · Merchandise Sales recorded in 2009	6,778.91	6,778.91	
41125 · Perfomer Fees	4.005.00	65.00	
41130 · Miscellaneous Revenue	4,395.00	4,395.00	
41135 · Raffle & Auction	243.00	243.00	
41140 · Sponsorships	1,257.00	1,257.00	
41145 · Ticket Sales - CC	1,900.00	1,900.00	
41145 · Ticket Sales - CC recorded in 2009	22,281.35	22,281.35	
41146 · Ticket Sales - Reno	591.80	62.87	
Total 41000 · NUTCRACKER INCOME		0.00	
42000 · SPECIAL EVENTS INCOME	39,796.94	39,333.01	
42110 · Wine Tasting - DVCC	5 5 4 7 4 0		
Total 42000 · SPECIAL EVENTS INCOME	5,547.69	0.00	
49900 · Uncategorized Income	5,547.69	0.00	
Total Income	0.00	0.00	
_	45,344.63	39,333.01	
Expense			
50000 · NUTCRACKER EXPENSES			
50100 - Cost of Merchandise	4,048.00	4,048.00	
50110 · Advertising	8,922.04	8,922.04	
50120 · Banner	25.00	25.00	
50130 · Cast Party	3,571.93	3,571.93	
50135 · Choreography	5,962.50	5,962.50	
50140 · Costumes	1, 561.29	1,561.29	
50145 · Miscellaneous Expenses	308.92	308.92	
50149 · Payroll Taxes	119.51	119.51	
50150 · Per Diem Travel	2,175.00	2,175.00	
50155 · Performer Fees	11,800.00	11,800.00	
50160 · Printing Costs	1,239.61	1,239.61	
50163 · Props & Sets 50165 · Refunds	7,187.29	7,187.29	
50170 · Rent - Theatre	18.00	18.00	
50171 · Rent - Studios	3,588.60	3,588.60	
50172 · Supplies	4,000.00	4,000.00	
50175 · Travel	662.10	662.10	
	4,699.00	4,699.00	
Total 50000 · NUTCRACKER EXPENSES	59,888.79	59,888.79	
51000 · SPECIAL EVENTS COSTS			
51110 · Auctioneer	275.00	0.00	
51115 · CGS - Furs	395.00	0.00	
51125 - Orchestra	300.00	0.00	
51127 · Supplies	368.43	0.00	

12:30 PM 02/19/09 Accrual Basis

PINKERTON BALLET THEATRE Profit & Loss

January through December 2008

	Jan - Dec 08	Performance
51130 · Wine	1,419.81	0.00
51131 · DVCC	500.00	0.00
Total 51000 · SPECIAL EVENTS COSTS 52000 · ADMINISTRATIVE EXPENSES	3,258.24	0.00
52110 · Banking Fees	158.81	158.81
52115 Insurance - paid in 2009		529.50
52120 · Legal & Professional Fees	365.00	365.00
52125 · Office Expenses	722.73	722.73
52130 · Taxes & Licenses	25.00	25.00
Total 52000 · ADMINISTRATIVE EXPENSES	1,271.54	1,801.04
Total Expense	64,418.57	61,689.83
Net Income	-19,073.94	-22,356.82

NOTES

The insurance may be doubled. The amount paid in 2009 represents 1/2 of the total polity. Ayako has been splitting the insurance with the Nutrcacker and the studio. Not sure where the Nutcracker stands with workers comp insuance.

There is \$595.12 of merchandise inventory on the balance sheet.. There is probably other inventory available. The \$595 was bought after the 2008 Nutcracker was over.

The sale breakdown for merchandise, auction etc is not too exact. The way the funds are stated for deposit purposes vary as to the detail.

We will provide details of advertising, choreography, performers fees, travel expenses and props & sets for the next meeting.

9:13 AM 10/16/09 Accrual Basis

PINKERTON BALLET THEATRE Balance Sheet

As of October 15, 2009

	Oct 15, 09
ASSETS	
Current Assets	
Checking/Savings	
Bank Of America	1,694.35
Carson River Community Bank	4,175.00
Total Checking/Savings	5,869.35
Total Current Assets	5,869.35
Other Assets	2,000.00
Due from Pinkerton Dance	4.50
Merchandise Inventory	4.50 595.12
Total Other Assets	
	599.62
TOTAL ASSETS	6,468.97
LIABILITIES & EQUITY Liabilities	
Current Liabilities	
Other Current Liabilities	
Due to Pinkerton Dance Academy	4,109.17
Total Other Current Liabilities	
out other ourient Liabilities	4,109.17
Total Current Liabilities	4,109.17
Total Liabilities	4 100 17
Equity	4,109.17
Opening Balance Equity	
Unrestricted Net Assets	7,095.83
Net Income	-7,695.53
Total Equity	2,959.50
· otal Equity	2,359.80
TOTAL LIABILITIES & EQUITY	6,468.97

9:12 AM 10/16/09

Accrual Basis

PINKERTON BALLET THEATRE Profit & Loss by Class

January 1 through October 15, 2009

	2008 Nutcracker	2009 Nutcracker	Escript	Rummage Sales	Unclassified	TOTAL
Ordinary Income/Expense	· · · · · · · · · · · · · · · · · · ·				-	TOTAL
Income						
Merchandise Sales	65.00	0.00	0.00	0.00		
Miscellaneous Revenue	104.26	0.00	45.78	0.00	0.00	65.08
Performer Fees Income	0.00	3,702.00	0.00	0.00	0.00	150.0
Rummage Sale Income	0.00	0.00	0.00	548.00	0.00	3,702.00
Ticket Sales - CC	62.87	0.00	0.00	0.00	0.00 0.00	548.00 62.87
Total Income	232.13	3,702.00	45.78	548.00	0.00	
Expense				O-10.00	00.0	4,527.91
Bank Charges	0.00	0.00	0.00			
Business Expenses		0.00	0,00	0.00	56.00	56.00
Business Registration Fees	0.00	0.00	0.00	0.00		
Penalties and Late Fees	0.00	0.00	0.00	0.00	25.00	25.00
Total Business Expenses	0.00	0.00	0.00		50.00	50.00
Contract Services		0.50	0.00	0.00	75.00	75.00
Accounting Fees	0.00					
Total Contract Services		0.00	0.00	0.00	350.00	350.00
	0.00	0.00	0.00	0.00	350.00	350.00
Insurance	0.00	0.00	0.00	0.00		
Miscellaneous Expenses	214.41	0.00	0.00	0.00	529.50	529.50
Storage Rent	0.00	0.00	0.00	0.00	0.00	214.41
Total Expense	214,41	0.00	 	 -	343.50	343.50
	217,71	0.00	0.00	0.00	1,354.00	1,568.41
Net Ordinary Income	17.72	3,702.00	45.78	548.00	-1,354.00	2,959,50
et Income	17.72	3,702,00	45,78	548.00		
			45.10	348.00	-1,354.00	2,959.50