

**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 \$22,500 from the Revolving Fund for the Redevelopment Agency to support this year's Carson City Convention & Visitor Bureau's promotion and production of the many Ghost Walk events including a new event, "Friends in Low Places," the Lone Mountain Cemetery Tour scheduled for October 2010. These expenses are incidental to the carrying out of the redevelopment plan. (by Joe McCarthy and Representative from CCCVB).

**Staff Summary:** This is a request to expend \$22,500 from the Revolving Fund for the Redevelopment Agency to support this year's annual Ghost Walks and the new event Cemetery Tour. 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. The action requested of the RDA 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 \$22,500 from the Revolving Fund for the Redevelopment Agency to support this year's Carson City Convention & Visitor Bureau's promotion and production of the many Ghost Walk events including a new event, "Friends in Low Places," the Lone Mountain Cemetery Tour scheduled for October 2010. These expenses are incidental to the carrying out of the redevelopment plan.

**Explanation for Recommended Board Action:** See Staff Summary.

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

**Fiscal Impact:** \$22,500 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:

Joe McCarty  
(Department Head)

Date: 9-23-10

[Signature]  
(City Manager)

Date: 10/12/10

[Signature]  
(District Attorney)

Date: 10/12/10

[Signature]  
(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: <b>Carson City Office of Business Development</b> Organizational Structure (delineate lines of responsibility)		Date: <b>July 15, 2010</b>																
Organization Mailing Address: <b>201 N. Carson Street #1, Carson City, NV 89701</b> Organization URL Address: <b>www.carson.org</b>																		
Contact Name for Project: <b>Candace Duncan &amp; Joe McCarthy</b>		Contact Phone Number: <b>775-687-7410</b>																
Address for Project Contact: <b>CCCVB 1900 S. Carson Street #100 Carson City, NV 89701</b>		Contact Fax: <b>775-687-7416</b>  Contact E-mail: <b>Candace@visitcarsoncity.com</b>																
Name of Event <b>Annual Fall 2010 &amp; Spring 2011 Ghost Walk and "Friends in Low Places" Lone Mountain Cemetery Tour</b>		URL of Event: <b>www.downtowncarsoncity.com</b>																
Purpose of Organization: <b>To promote local business activity and increase out of area visits in the Downtown and throughout Carson City</b>		Fax of Event:  E-mail of Event:																
Annual Budget of Organization: <b>(see attached)</b>  <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>_____</td> <td>\$_____</td> <td>\$_____</td> </tr> <tr> <td>Expenses: \$</td> <td>_____</td> <td>\$_____</td> <td>\$_____</td> </tr> <tr> <td>Reserves: \$</td> <td>_____</td> <td>\$_____</td> <td>\$_____</td> </tr> </tbody> </table>			Last Year	Present Year	Next Year	Income: \$	_____	\$_____	\$_____	Expenses: \$	_____	\$_____	\$_____	Reserves: \$	_____	\$_____	\$_____	How event vision complies with objectives of redevelopment agency plan: <b>(see attached)</b>  Why are redevelopment funds needed? <b>(see attached)</b>
	Last Year	Present Year	Next Year															
Income: \$	_____	\$_____	\$_____															
Expenses: \$	_____	\$_____	\$_____															
Reserves: \$	_____	\$_____	\$_____															
How long Organization formally organized?																		
Event Name: <b>Annual Fall 2010 &amp; Spring 2011 Ghost Walk</b>		Project Area: (check one)																
		<ul style="list-style-type: none"> <li>• Area #1 <u>  X  </u></li> <li>• Area #2 <u>      </u></li> </ul>																
Previous Redevelopment Authority Grant Funding Received, If any: <b>last 10 years</b>																		
Year: _____, amount: _____    Year: _____, amount: _____    Year: _____, amount: _____																		
Year: _____, amount: _____    Year: _____, amount: _____    Year: _____, amount: _____																		

Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_ Year: \_\_\_\_\_, amount: \_\_\_\_\_  
 Event Director Name: **Candace Duncan**

Event Director Resume: (please attach) <b>(see attached)</b>	Event Director Address: <b>CCCVB 1900 S. Carson Street #100 Carson City, NV 89701</b>
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Event Director Phone: Cell: <b>775-721-6255</b> Land: <b>775-687-7410</b>	Event Director Email: <b>Candace@visitcarsoncity.com</b>
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Event Description and Brief Objectives: **The CCCVB produces and promotes this series of visitor related, summer long events. Every year since 1995 the RDA has funded this events and the ticket sales have offset a portion of the expenses. (see attached)**

Proof entity has authority to conduct special event.  List all permits at right:		

Total Event Cost Breakdown: (list at right) <b>(see attached)</b>	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
<b>Total</b>			

Pro Forma Profit and Loss statement for Event: (list at right) <b>It is estimated that 5,000.00 will be collected in ticket sales, thus reducing the actual RDA expense to approx. \$15,000. A fund report will be presented once all accounting has been completed. (see attached)</b>	Revenue	Expense	Reserves
	<b>5,000.00</b>	<b>27,500.00</b>	
	<b>(estimate)</b>	<b>(estimate)</b>	
<b>Total</b>			

Total Estimated Event Cost	<b>\$27,500.00</b>
Total Incentive Funds Requested	<b>\$22,500.00</b>
Incentive as a % of total project	<b>%85</b>