

Explanation for Recommended Board Action: See Staff Summary.

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

Fiscal Impact: \$5,050 has been budgeted this year to support the production and success of this event.

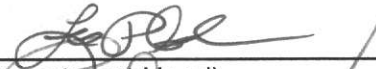
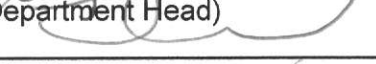


Explanation of Impact: Incidental to redevelopment's overall annual budget

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: <u></u>	Date: <u>11-8-10</u>
(Department Head)	
<u></u>	Date: <u>11/8/10</u>
(City Manager)	
<u></u>	Date: <u>11/8/10</u>
(District Attorney)	
<u></u>	Date: <u>11/8/10</u>
(Finance Director)	

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: Arlington Group Events LLC Organizational Structure (delineate lines of responsibility)			Date: 08/11/2010
Organization Mailing Address: PO Box 4156 Carson City, NV 89702 Organization URL Address: www.EventsNevada.com			
Contact Name for Project: Maxine Nietz		Contact Phone Number: 887-1294	
Address for Project Contact: PO Box 4156 Carson City, NV 89702		Contact Fax: 887-1896 Contact E-mail: maxine@eventsnevada.com	
Name of Event Silver & Snowflakes Holiday Tree Lighting and Ornament Program		URL of Event: www.EventsNevada.com/treelighting.html	
Purpose of Organization: Events production		Fax of Event: 887-1896 E-mail of Event: maxine@eventsnevada.com	
Annual Budget of Organization: Not Applicable		How event vision complies with objectives of redevelopment agency plan: 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: \$ _____ Expenses: \$ _____ Reserves: \$ _____	Present Year \$ _____ \$ _____ \$ _____	Next Year \$ _____ \$ _____ \$ _____	Why are redevelopment funds needed? This event is a City event. It has been funded by Redevelopment for many years.
How long Organization formally organized? 13 yrs		Event Name: Silver & Snowflakes Holiday Tree Lighting and Ornament Program	
Previous Redevelopment Authority Grant Funding Received, If any: Year: This event is a City event. It has been funded by Redevelopment for many Year: years. Year:		Project Area: (check one) • Area #1 <input checked="" type="checkbox"/> • Area #2 _____	

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	\$	\$
	Total	\$7,550.00	
Pro Forma Profit and Loss statement for Event: (list at right)	Revenue	Expense	Reserves
	Not Applicable	Not Applicable	Not Applicable
	Total		
Total Estimated Event Cost	\$ 7,550.00		
Total Incentive Funds Requested	\$ 7,550.00		
Incentive as a % of total project	% 100		