

Mem # 240

**City of Carson City
Agenda Report**

Date Submitted: April 28, 2009

Agenda Date Requested: May 7, 2009

To: Redevelopment Authority

Time Requested: 10 minutes

From: Joe McCarthy, Office of Business Development

Subject Title: Action to recommend to the Board of Supervisors the approval of the expenditure of \$10,750 from the Revolving Fund for the Redevelopment Agency to support the Wild West Tour, Rendezvous and Taste of Downtown, 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.

Staff Summary: This is a request to expend \$10,750 from the Revolving Fund for the Redevelopment Agency to support the Wilde West Tour (\$1,500), Rendezvous (\$4,250) and Taste of Downtown (\$5,000), unique special events 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, these long-standing events attract 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 overall cost of implementing the redevelopment plan. The amount requested, \$10,750 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.

Type of Action Requested:

(check one)

Resolution

Ordinance

Formal Action/Motion

Other (Specify) - None