



# Community Development Department

108 E. Proctor Street  
Carson City, Nevada 89701  
(775) 887-2180 – Hearing Impaired: 711

Date: May 3, 2016  
To: Carson City Cultural Commission  
From: Lee Plemel, Director  
Subject: Redevelopment Special Event Application – LATE INFORMATION

The Community Development Department received an application for Redevelopment special event funding from La Ke Lel Be Pow Wow before the application deadline. Pursuant to the Redevelopment Authority Policies and Procedures section 3.21, which defines “arts and culture” special events (see attached), staff determined that the Pow Wow did not fall under the arts and culture special event definition and directed the application to the RACC (Redevelopment Authority Citizens Committee).

At their May 2 meeting, the RACC voted to deny any funding for the Pow Wow from the regular special event funding allocation and determined that the event is an “arts and culture” event that should be reviewed by the Cultural Commission. Therefore, the application is being referred to the Cultural Commission for consideration with the other arts and culture special event applications.

The Cultural Commission may consider and make recommendations to the Redevelopment Authority regarding the La Ke Lel Be Pow Wow application, including recommendations on funding for the application and other recommendations regarding the categorization of the event to help the Redevelopment Authority and staff properly categorize future applications.

The following information and analysis of the event was provided by staff to the RACC:

**Applicant: La Ka Lel Be Pow Wow Committee**

**Event: La Ka Lel Be Pow Wow**

**Requested funding (% of event budget): \$21,300 (100%)**

**Description:** Community event with family activities that attract visitors from the West, Canada, and internationally. The Washoe Tribe and Carson Colony have hosted this event for generations with the mission in mind to preserve cultural exchange through sharing of songs, dancers, traditional and modern dress, and food.

**Total event budget:** \$21,300

**Prior year funding:** (Not requested)

**Estimated number of participants (local/out-of-town):** 2,500 (1,000 / 1,500)

**Dollars of City funding per participant:** \$9.32

**Number of years event held in Carson City:** 31

The La Ke Lel Be Pow Wow is an annual event, but this is the first time Redevelopment funding has been requested for the event. The event occurs at the Carson Colony on South Curry Street, adjacent to the South Carson Street Redevelopment Area #2. While the location is not

within the Redevelopment District, Redevelopment monies may be spent on activities that benefit the Redevelopment District in accordance with the Redevelopment Plan. The applicant notes that the event participants use local businesses, restaurants, hotels/motels, and casinos, many of which are within the Redevelopment District. The applicant is requesting 100% of the event funding but has indicated to staff that they could use and would accept less. According to the application, the Washoe Tribe donates \$6,000 and the remainder of their funding is obtained through fundraising.

The policies and procedures identify specific application submittal requirements and establish criteria that the RACC, Cultural Commission and Redevelopment Authority shall consider when evaluating applications for special event funding. The following factors are identified for consideration:

- a. The number of participants the event draws compared to the amount of Redevelopment funding and other City support requested for the event.
- b. The amount of City funding requested for the event compared to funding obtained or sought from other sources.
- c. The amount of funding requested in past years compared to funding currently being requested.
- d. The longevity of the event in Carson City and its importance to the community.
- e. The possibility for the event to grow in the future.
- f. Potential conflicts with other special events on the same date as the proposed event.
- g. Other factors as deemed appropriate by the Authority.

If you have any questions regarding the action taken by RACC, please contact Lee Plemel at 283-7075 or [lplemel@carson.org](mailto:lplemel@carson.org).

Attachments:

- A. Excerpt from Redevelopment Authority Policies & Procedures, Section 3.2
- B. La Ke LeI Be Pow Wow special event application

### 3.21 (in part)

Upon submittal of an application to the Redevelopment office, the Director or designee shall determine if the application is for an Arts and Culture special event or other Redevelopment special event. Arts and Culture special events shall be reviewed by the Cultural Commission for a recommendation to the Redevelopment Authority, and all other Redevelopment special event permits shall be reviewed by the Redevelopment Authority Citizens Committee for a recommendation to the Redevelopment Authority.

Arts and Culture special events include performing arts, visual arts, and literary arts, and are generally events such as:

- (a) Theatrical productions;
- (b) Music festivals or music event series involving coordination among multiple event sites or organized through an arts organization;
- (c) Art displays; or
- (d) Other events deemed to be Arts and Culture events as determined by the Director.

It is the policy of the Redevelopment Authority to allocate 40% of the total amount of Redevelopment Special Event funding, as determined in the annual Redevelopment budget, to Arts and Culture special events.

The Redevelopment Authority Citizens Committee or Cultural Commission, as applicable, must review any application for financial assistance for a special event and make a recommendation to the Redevelopment Authority on the application within 30 days after the application filing deadline. The Redevelopment Authority or Cultural Commission, as applicable, must review any application for financial assistance for a special event within 30 days after the Redevelopment Authority Citizens Committee makes its recommendation. In order to recommend that financial assistance for a special event be granted, the Redevelopment Authority must determine that the financial assistance for the special event is necessary or incidental to the carrying out of the Redevelopment Plan which has been adopted by the Board of Supervisors. If the Redevelopment Authority does not recommend the approval of the application for financial assistance for a special event, the applicant cannot appeal the Redevelopment Authority's decision.

If, after determination by the Redevelopment Authority that financial assistance for a special event should be given, it must submit the application request to the Board of Supervisors with its findings. The Board of Supervisors must consider the application within 30 days from receipt of the Redevelopment Authority. The consent of the Board of Supervisors must be made by a resolution of the Board of Supervisors consenting to the payment of financial assistance for the special event and authorizing the expenditure from the Revolving Fund for the Redevelopment Authority for the payment of the financial assistance for the special event. The resolution of the Board of Supervisors must be passed by the applicable number of votes required for an expenditure from the Revolving Fund as set forth in Section 6.3.

RECEIVED

APR 15 2016

OFFICE OF BUSINESS DEVELOPMENT

Carson City  
Office of Business Development  
108 East Proctor Street  
Carson City, NV 89701



**Special Event Funding Request Form**

La Ka LeI Be Pow Wow Committee  
ORGANIZATION NAME / APPLICANT  
757 Peleu Way, Gardnerville NV 89460  
MAILING ADDRESS, CITY, STATE, ZIP CODE  
775.450.9655 AnnualLaKaLeIBePowWow@  
PHONE # WEBSITE URL

Martin Montgomery  
CONTACT / EVENT DIRECTOR NAME  
757 Peleu Way Gardnerville, NV 89460  
MAILING ADDRESS, CITY, STATE, ZIP CODE  
775.450.9655 Rdhoop3@yahoo.com  
PHONE # EMAIL

La Ka LeI Be Pow Wow  
NAME OF EVENT  
21,300.00  
\$ TOTAL FUNDING REQUEST  
Event Dates: Oct 28th-Oct 30th, 2016

Project Area (check one):  
Redevelopment Area #1   
Redevelopment Area #2

Event Description and Objectives  
Include history of the event and importance to the community (use additional pages as needed):  
  
\* Please see attached page with history and event description

Estimated number of local participants: 1000 Estimated number of out-of-town participants: 1500  
Number of years event has taken place in Carson City: 31

Have you obtained all necessary approvals and/or permits for the event?  Yes  No  
If not, what approvals are still pending?

How do plan to market and advertise the event?  
Website, bill boards, parade, radio, newspaper, social media, flyers, Carson now, NV Committee

Explain how the special event may be able to be expanded in the future:  
Bigger location and facility would be the first step, the event is out growing the current facility.  
A facility such; Carson Community Center, Fuji Park exhibit hall, Mills Park Pavillion

Explain how the special event will be able to transition away from City funding support in the future:  
Networking with community partners for sponsorship and funding sources, grant writing,  
improve techniques in fundraising, possible admission fees

**Acknowledgement of Application Provisions: (please check each that you acknowledge)**  
 I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.  
 All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.  
 I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.  
 If this event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event may be used in promotional materials for Downtown Carson City.

**I affirm, this application and all attachments are true and accurate to the best of my knowledge.**

Applicants Signature 	Date: 4/15/16
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**\*Note:** ALL project related invoices must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

**Application submittal checklist:**

- Complete, signed Special Event Funding Request Form
- Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility
- Resumes of the key individuals in the organization conducting the special event
- 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.

**Carson City Office  
Of Business Development**  
108 East Proctor St.  
Carson City, NV 89701

## **Special Event Funding Request Form- Additional Page**

### Event Description and Objectives

Include history of the event and importance to the community

The La Ka Lel Be Pow Wow is a very well known community event spanning 30+ years in Carson City. This is a drug and alcohol free event with family activities at its core. The audience and participants range in age from infants to the elder population. Each year participants travel from as far as Canada and all over the Midwest to join in the local festivities that take place. It is also not uncommon for visitors to from other countries to stop by and visit the area for the Pow Wow. We have had visitors from; China, England, Mexico, Canada, Australia, and New Zealand. The event would not be such a success without the local participants who make it apart of their NV Day weekend plans each year.

The Carson Colony, Washoe Tribe and Committee has hosted this event in Carson City for generations, all with the mission in mind to preserve cultural exchange through sharing of; songs, dances, traditional and modern dress and food. Continuing long held customs and traditions is the ultimate goal, which includes, educating the general population of the Native American experience if favorable to help with community collaboration and partnerships.

The La Ka Lel Be Pow Wow is also listed as a '*Nevada Day Event*' and has received letters and plaques from the Governors Office to help show support for this special event.

Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area 2):

The La Ka Lel Be Pow Wow meets a the objective for the Redevelopment Plan in a couple different ways: 1. We have between 2 and 3 thousand visitors both local and out state/town that come for the event; we partner with Gold Dust West and City Center Hotel to offer room rates for the weekend. We also have a variety of other establishments that benefit from the lodging reservations. Visitors who come into town eat at various food establishments and for those who are 21 or older also help the local gaming industry through gambling at the local casinos, like Gold Dust West Casino. 2. The

city's sales tax, room tax and gaming all benefit and increase do sales from all the visitors who patronize the local merchants. 3. The event is on the south side of Redevelopment Area1 and adjacent to Redevelopment Area2, the committee partners with some businesses to currently for donations and special event rates. It's the event's goal to partner with the local businesses and auto sales for sponsorship and in return, sending participants to and advocating for the local businesses; restaurants, hotels/motels, casinos, auto sales locations. 4. On a smaller scale, the event helps local arts/craft and food vendors with sales. 20-30 vendors return each year, as it is an established event on their calendar, which helps their livelihood.

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:

The event has two locations: the main event (pow wow) is located at 2900 S. Curry St at the Carson Colony Gymnasium. The good/bad about this facility is that event is has now grown to the point that the committee is currently looking to relocate the event in 2017. When looking at population the good is that the event is gaining more interest and public attendance that finding a new location will be essential. The bad is that we will be looking at a building usage fees associated, which will have to be added to the budget. The second part of the event is located next door at 389 Washoe St. There is the annual horse shoe tournament, hand game tournament and ladies stick game (similar to lacrosse) demonstrations. Rupert's Auto Body also is interested in designing a 'fun house' in the facility, which used to be apart of the entire event in the 80's and 90's.

## La Ka LeI Be Pow Wow Budget 2016

### Head Staff

Host Drum	\$3,000.00
MC	\$500.00
AD	\$500.00
Tabulators	\$500.00
Head Man	\$500.00
Head Woman	\$500.00
Lodging	\$1,500.00
Sani Huts 8 Units	\$1,500.00

<b>Total</b>	<b>\$8,500.00</b>
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### Catagories

Jr Girls- Fancy, Jingle, Traditional(\$50, \$30, \$20)x3	\$300
Jr Boys- Fancy, Grass, Traditional(\$50, \$30, \$20)x3	\$300
Teen Girls- Fancy, Jingle, Traditional(\$150, \$100, \$50)x3	\$900
Teen Boys- Fancy, Grass, Traditional(150, \$100, \$50)x3	\$900
Womens- Fancy, Jingle, Traditional(\$300, \$200, \$100)x3	\$1800
Men's – Fancy, Grass, Traditional(\$300, \$200, \$100)x3	\$1800
Golden Age Women's(\$300, \$200, \$100)	\$600
Golden Age Men's- (\$300, \$200, \$100)	\$600
Extra Drums	\$2,000

<b>Total</b>	<b>\$9,200.00</b>
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**Miscellaneous**

Hand Game Tournament	\$1,000.00
Horse Shoe Tournament	\$500.00
Halloween Costume Contest (toddlers, youth, adults)	\$100.00
Lip Sync Contest	\$300.00
T-Shirts	\$1,200.00
Potluck Dinner (Paper goods, main dishes, drinks, bread, etc)	\$500.00

**Total** **\$3,600.00**

**GRAND TOTAL** **\$21,300.00**

## La Ka Lel Be Pow Wow Budget 2015

### **Head Staff**

Host Drum	Tribe	\$3,000.00
MC	Tribe	\$500.00
AD	Tribe	\$500.00
Tabulators	Tribe	\$500.00
Head Man	Tribe	\$500.00
Head Woman	Tribe	\$500.00
Lodging	Tribe	\$1,500.00
Sani Huts 8 Units	Caron Colony	\$1,000.00
<b>Total</b>		<b><u>\$8,000.00</u></b>

### **Catagories**      **We paid all the categories**

Jr Girls- Fancy, Jingle, Traditional(\$50, \$30, \$20)x3	\$300
Jr Boys- Fancy, Grass, Traditional(\$50, \$30, \$20)x3	\$300
Teen Girls- Fancy, Jingle, Traditional(\$150, \$100, \$50)x3	\$900
Teen Boys- Fancy, Grass, Traditional(150, \$100, \$50)x3	\$900
Womens- Fancy, Jingle, Traditional(\$300, \$200, \$100)x3	\$1800
Men's – Fancy, Grass, Traditional(\$300, \$200, \$100)x3	\$1800
Golden Age Women's(\$300, \$200, \$100)	\$600
Golden Age Men's- (\$300, \$200, \$100)	\$600
Extra Drums	\$1,000
<b>Total</b>	<b><u>\$8,200.00</u></b>

**Miscellaneous**      **We paid all Misc**

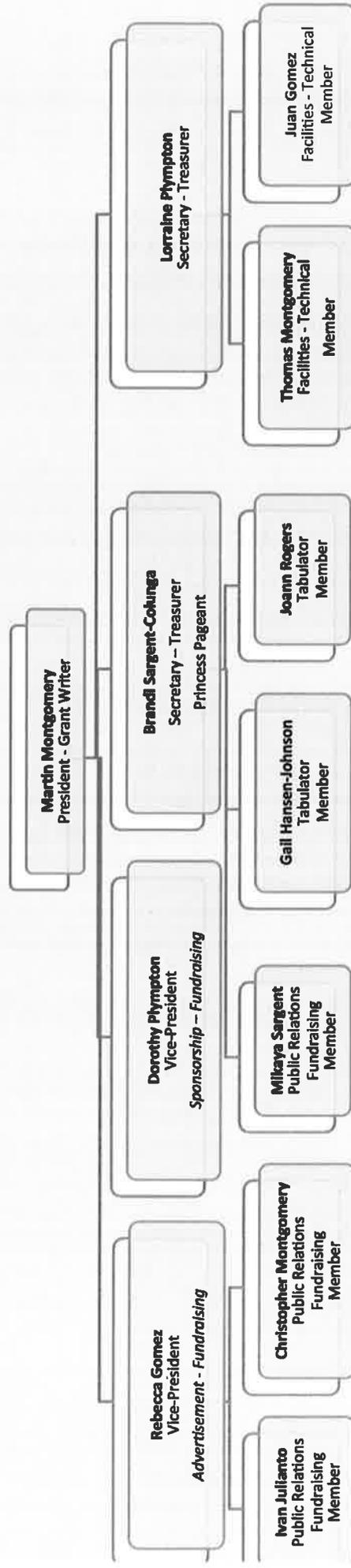
Hand Game Tournament	\$300.00
Horse Shoe Tournament	\$100.00
Halloween Costume Contest (Toddlers, youth, adults)	\$100.00
Lip Sync Contest	\$100.00
T-Shirts	\$900.00
Potluck Dinner (Paper goods, main dishes, drinks, bread, etc)	\$500.00

**Total** **\$2,000.00**

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**GRAND TOTAL** **\$18,200.00**

# LakalelBe Powwow Committee 2012-2017



# MARTIN MONTGOMERY

757 Peleu Way, Gardnerville, NV 89460 | C: 7754509655 | Rdhoop3@yahoo.com

## Summary

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Representative for multiple community service agencies with a wide range of experience from; education, youth development to social work and business ownership.

## Highlights

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- Event planning
- Graphic Design
- Software Proficient
- Cultural Advisor
- Social Media Networking
- Mac and PC Music Producer
- Communications Facilitator
- Grant Writer
- Grant Compliance
- Business Manager
- Program Developer
- Creative Problem Solving
- Office Equip. Tech
- Public Speaker/Presenter

## Accomplishments

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- 2006- Community Event Planner for Red Hoop Round Dance, held in Dresslerville, NV.
- 2012- La Ka Lel Be Pow Wow Committee Chairman. New committee formed for the 30+ year annual event held in Carson City, NV.
- 2014- Pollination Grant Awardee for Red Hoop Round Dance Community Event.
- 5 Self produced Native American Music albums, one of which is a solo album.

## Experience

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**Client Service Specialist** Jan 2016 to Current

**Washoe Housing Authority** — Gardnerville, nv

I am currently Client Services Specialist for Washoe Housing Authority. I help over see; yearly budget, help clients apply and/or retain rental units and home ownership. I also am responsible for correspondence and communication with community partners and current project managers.

**Self Employment- Business** Apr 2014 to Current

**Tribal True Consulting** — Gardnerville, NV

I started Tribal True Consultants in 2014. I provide services in: program development, corporate team building, youth development, adventure based counseling, experiential education tools and tribal/cultural development and preservation.

**Program Manager** Jun 2009 to May 2014

**Washoe Tribal TANF- Project Venture** — Gardnerville, NV

Management and Project Coordinator for the youth development and youth tribal prevention program. Developed program curriculum, education guidance, family liaison, advocacy, suicide prevention, adventure based counseling, small/large group counseling, high/low ropes courses, rock climbing, rafting and outdoor education.

**Liaison/Program Coordinator** Aug 2004 to Jun 2009

**Douglas County School District** — Gardnerville, NV

Liaison and Program Coordinator for Douglas Co School District for Middle School and High School ages. I performed a variety of duties: such as, Liaison for tribal families, education coordinator, advocate, cultural education instructor, credit restitution advisor and State Board Member for Nevada Indian Education, Douglas County Rep

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## Education

**High School Diploma- 1999**

Douglas High School — Gardnerville, NV

**Construction Technology- 2000-2002**

Western Nevada College — Carson City, NV

**Social Work- 2002-2004**

University Of Nevada Reno — Reno, NV