



Community Development Department

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

Date: April 24, 2017

To: Redevelopment Authority Citizens Committee
Meeting of May 1, 2017

From: Lee Plemel, Director

Subject: Special Event Funding Request for the Carson City Fair for FY 2016-17
(current budget year)

RECOMMENDED RACC MOTION: I move to recommend to the Redevelopment Authority approval of the expenditure of \$10,000 from the Fiscal Year 2016-17 Revolving Fund to support the Carson City Fair, as an expense incidental to the carrying out of the Redevelopment Plan that 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.

DISCUSSION:

Redevelopment annually funds special events from a portion of the Revolving Fund. The Redevelopment Authority allocated \$60,000 in FY 2016-17 (the current budget year) for special events but only authorized the expenditure of \$33,000, leaving \$27,000 available to allocate to other special events. The University of Nevada—Cooperative Extension is requesting \$10,000 for the Carson City Fair for expenditures that will be made in FY 2016-17 for the July 26-30 event at Fuji Park. Expenditures made must be budgeted in and taken from the Fiscal Year budget in which those expenditures are made. The proposed expenditures for tent rentals, facility rentals, and event advertising will be made in FY 2016-17, therefore any reimbursement of funds must come from the FY 2016-17 budget.

The policies and procedures identify specific application submittal requirements and establish criteria that the RACC 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.

Following is a summary of the Carson Fair application, with information included that pertains to the review criteria noted above. Refer to the attached application packet for more detail and explanation.

Applicant: University of Nevada—Cooperative Extension

Event: Carson City Fair

Requested funding (% of event budget): \$10,000 (18%)

Description: A “traditional” county fair at Fuji Park, including livestock and horticultural exhibits, a carnival, evening and daytime entertainment, contests, and more.

Total event budget: \$56,625

Prior year funding: (None requested)

Estimated number of participants (local/out-of-town): 6,500 (5,000 / 1,500)

Dollars of City funding per participant: \$1.54

Number of years event held in Carson City: First year.

This is the first year the Cooperative Extension is organizing the Carson City Fair. The City hosted the Nevada Sesquicentennial Fair in 2014, and supported the Nevada Fair in 2015. Another organization conducted a fair in 2016, but it was more of a carnival than a true fair. The Cooperative extension is trying to reestablish a true county fair.

The RACC should consider the application review factors noted earlier in this memo and make a recommendation to the Redevelopment Authority regarding funding for the Carson City Fair. Should the Redevelopment Authority approve the \$10,000 requested for this special event, \$17,000 would remain in the FY 2016-17 Special Event fund.

If you have any questions regarding these special event applications, please contact Lee Plemel at 283-7075 or lplemel@carson.org.

Attachments:

- A. Carson City Fair application

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



Special Event Funding Request Form

University of NV - Cooperative Extension

ORGANIZATION NAME / APPLICANT

2621 Northgate Lane, Suite 15 Carson City, NV 89706

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-887-2252

www.unce.edu/counties/carson-storey/

PHONE #

WEBSITE URL

Lindsay Chichester

CONTACT / EVENT DIRECTOR NAME

Same as above

MAILING ADDRESS, CITY, STATE, ZIP CODE

chichesterl@unce.unr.edu

PHONE #

EMAIL

Carson City Fair

NAME OF EVENT

\$ 10,000

TOTAL FUNDING REQUEST

Event Dates: July 26-30, 2017

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):

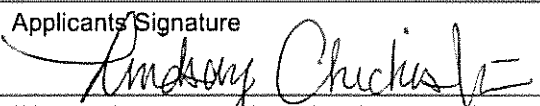
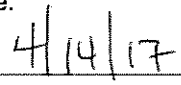
See attached sheet.

Estimated number of local participants: 5000 Estimated number of out-of-town participants: 1500

Number of years event has taken place in Carson City: 0

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Administration Expense	\$	\$4600	\$4600
Maintenance and General Operations	\$5000	\$2750	\$7750
Publicity Expense	\$	\$3300	\$3300
Attendance Operations	\$	\$4000	\$4000
Miscellaneous Expenses	\$5000	\$16050	\$21050
(see additional sheet - pg 1 of 2)	\$	\$	\$
Totals:	\$10,000	\$	\$
Redevelopment Funds as a % of total Event costs:		17.7 %	
Projected Revenues:			\$50,000
Projected Net Profit/Loss:			\$6625
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$N/A	\$50000	\$50000
Expenses:	\$N/A	\$56625	\$56625
Reserves:	\$N/A	\$0	\$6625
Number of years your organization has existed: 0			
Redevelopment funding your organization received for this event in prior years, if any: 2015: \$ 0 2014: \$ 0 2013: \$ 0 2012: \$ 0			
Have other organizations besides yours committed funding for this event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, what organization(s) and how much funding? To date, in-kind sponsorships include Quickspace, Costco, Carson City Visitor's Bureau (CCVB), and JAC.			
Describe any efforts to obtain funding from other sources: We are actively seeking sponsorships and donations from the community. In addition, several partners are providing in-kind sponsorships.			
Describe why Redevelopment funds are required for the special event: The Carson City Fair will draw many local and out-of-state residents to Fuji Park and will provide a fun and educational forum for regional youth to further understand the importance of agriculture.			
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): We anticipate we will draw attendees from all over the region including Lyon, Washoe, Storey, Douglas, and the Lake area. We hope to also reach greater NV and CA through press release:			
List other organizations and businesses partnering or participating in the event: RSVP, Antique Tractor and Engine Club, CCVB, Nevada Appeal, Chamber of Commerce, FFA, and others as needed.			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: All of Fuji Park and the Fairgrounds. No street closures planned at this time.			

Event Costs (Attach additional sheets, if necessary)				
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total	
Premium Expenses	\$0	\$4250	\$4250	
Exhibits Expense	\$0	\$5400	\$5400	
Horse Show Expense	\$0	\$1275	\$1275	
Fair Entertainment Expense	\$	\$5000	\$5000	
	\$	\$	\$	
	\$	\$	\$	
(continued from previous sheet - pg 2 of 2)	\$10,000	\$46625	\$56,625	
Totals:	\$10,000	\$	\$	
Redevelopment Funds as a % of total Event costs:		17.7 %		
Projected Revenues:			\$	
Projected Net Profit/Loss:			\$	
Annual Budget of Organization:			Redevelopment funding your organization received for this event in prior years, if any:	
	Last Year	Present Year		Next Year
Income:	\$ _____	\$ _____		\$ _____
Expenses:	\$ _____	\$ _____		\$ _____
Reserves:	\$ _____	\$ _____		\$ _____
Number of years your organization has existed:			2015: \$ _____	
			2014: \$ _____	
			2013: \$ _____	
			2012: \$ _____	
Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input type="checkbox"/> No				
If yes, what organization(s) and how much funding?				
Describe any efforts to obtain funding from other sources:				
Describe why Redevelopment funds are required for the 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):				
List other organizations and businesses partnering or participating in the event:				
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:				

<p>Have you obtained all necessary approvals and/or permits for the event? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If not, what approvals are still pending?</p>	
<p>How do plan to market and advertise the event? <small>With help from CCVB, fair partners and their channels, local/regional/state print and online papers, farm organizations, 4-H clubs and FFA chapters in the state</small></p>	
<p>Explain how the special event may be able to be expanded in the future: Increase number of youth in the livestock and static components, increase number of community entries in static division, increase amount of classes offered for livestock and static exhibits, increase amount of people enjoying and visiting the fair.</p>	
<p>Explain how the special event will be able to transition away from City funding support in the future: As teh success of this annual summer event continues to grow, the planning committee is confident the funding will be forthcoming from various sponsorships and vendor receipts.</p>	
<p>Acknowledgement of Application Provisions: (please check each that you acknowledge)</p> <p><input checked="" type="checkbox"/> I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.</p> <p><input checked="" type="checkbox"/> All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.</p> <p><input checked="" type="checkbox"/> 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.</p> <p><input checked="" type="checkbox"/> 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.</p>	
<p>I affirm, this application and all attachments are true and accurate to the best of my knowledge.</p>	
<p>Applicants Signature </p>	<p>Date: </p>
<p>*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.</p>	

<p>Application submittal checklist:</p> <p><input checked="" type="checkbox"/> Complete, signed Special Event Funding Request Form</p> <p><input checked="" type="checkbox"/> Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility</p> <p><input checked="" type="checkbox"/> Resumes of the key individuals in the organization conducting the special event</p> <p><input checked="" type="checkbox"/> 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.</p>	
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Special Event Funding Request Form – Carson City Fair, Lindsay Chichester

Event description and objectives. Include history of the event and importance to the community.

From the best I can tell, the Capital City Fair started in 1980 and ran until 1992. In 2014 there was the Sesquicentennial Fair and in 2015 the Nevada Fair. In 2016, the leadership at the Carson City Cooperative Extension Office changed and Carson Board of Supervisors decided to no longer provide direct financial support for a fair. Also in 2016, the Nevada State Fair, LLC came to Carson City, but it was more of a large carnival rather than a fair. Many people indicated they wanted a traditional fair, which included youth and agriculture, to return to Carson City. In September 2016, the Cooperative Extension Office, in conjunction with RSVP, the Antique Tractor and Engine Club, Carson City Visitor's Bureau, the Nevada Appeal, Carson City Chamber of Commerce, FFA, other city office representatives as needed, and interested persons from the community began planning a Carson City Fair for 2017.

One of the main goals is that the model for the fair be sustainable and becomes financially secure for years to come. Additionally, the 2017 fair will be a community supported fair, meaning not only have non-profit groups taken the lead on planning it, but businesses and persons in and around the Carson City area will need to help offset the costs through sponsorships and donations. Volunteers will also be a large component of making the fair a success.

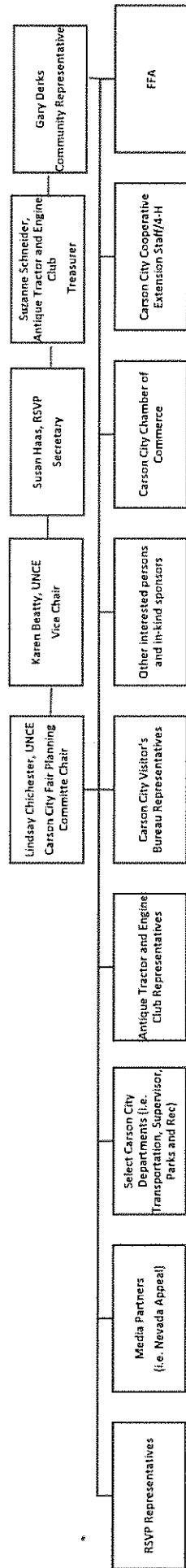
Not only will the Carson City Fair provide local youth the opportunity to showcase livestock, static items, and horticulture exhibits, it will give the citizens of the community a chance to enter static items too. Families will be able to come out and experience all that a fair has to offer with antique tractor events, a carnival and vendors, evening and daytime entertainment, livestock, daily contests, and more.

2017 Carson City Fair -- Estimated Budget

DETAIL OF EXPENDITURES	Contact	Proposed 2017	Actual 2017
ADMINISTRATION EXPENSE:			
Travel/Training Expense		200	
Office Supplies and Expenses		1000	
Telephone/Internet		250	
Postage		2000	
Insurance (General Liability)		150	
Printing		1000	
Other - Explain			
Audit Expense		0	
Current Year Bad Debt			
TOTAL ADMINISTRATION EXPENSE		4600	0
MAINTENANCE & GENERAL OPERATIONS:			
* Rental - Land & Buildings		5000	1500
Rental - Maintenance Equipment		0	
Rental - Public Address & Intercom		750	
Rental - Pipe & Drape		0	
Supplies		0	
Trash Removal, Cleanup (Contractual)		0	
Parks Staff		1000	
Special Repairs & Maintenance		1000	
Other (Explain)			
TOTAL MAINTENANCE EXPENSE		7750	1500
PUBLICITY EXPENSE:			
Professional Services		0	
Supplies		0	
Advertising		2500	
Promotional		0	
Public Relations		0	
Main Street Banner		800	800
Pre-Fair Events		0	
Other (Explain)		0	
TOTAL PUBLICITY EXPENSE		3300	800
ATTENDANCE OPERATIONS:			
Professional Services		0	
Supplies		0	
Transportation		4000	
Other (Explain)		0	
TOTAL ATTENDANCE OPERATIONS		4000	0

DETAIL OF EXPENDITURES	Contact	Proposed 2017	Actual 2017
MISCELLANEOUS FAIR EXPENSE:			
Parking		0	
Parks & Rec Staff Payroll		0	
Program Expense		0	
Utility Fees - Portable Toilets		0	
Exhibit Guide		0	
Beer Concession Expense		0	
Signage		500	
Costco (ice, water, etc)		300	
* Tents and cooler system		17,000	
Pens		2500	
Security		750	
Commercial Exhibits & Concessions		0	
TOTAL MISCELLANEOUS FAIR		21050	0
PREMIUM EXPENSE (Excluding Horse Show):			
Cash Awards		0	
Trophies/ Medals		0	
Buckles		0	
Ribbons/Rosettes		750	
Towels, Ice Chests, etc		2500	
Embroidery		1000	
Sponsored Cash Awards		0	
Sponsored Trophies/Medals		0	
Sponsored Buckles		0	
Sponsored Ribbons/Rosettes		0	
Other Awards (Explain)		0	
TOTAL PREMIUM EXPENSE		4250	0
EXHIBITS EXPENSE:			
Judges (Contractual)		3000	
Auctioneer		500	
Livestock Auction Expenses		150	
Livestock Bedding		1000	
Supplies		250	
Decorations/Pipe & Drape		500	
Hotel		0	
Other (Explain)			
TOTAL EXHIBITS EXPENSE		5400	0

DETAIL OF EXPENDITURES	Contact	Proposed 2017	Actual 2017
HORSE SHOW EXPENSE (Including Premiums):			
Judges (Contractual)		500	
Supplies		200	
Cash Awards		0	
Trophies/Medals		500	
Buckles		0	
Ribbons/Rosettes		75	
Sponsored Cash Awards		0	
Sponsored Trophies/Medals		0	
Sponsored Buckles		0	
Sponsored Ribbons/Rosettes		0	
Other (Explain)			
TOTAL HORSE SHOW EXPENSE		1275	0
FAIR ENTERTAINMENT EXPENSE:			
Antique Tractor			
Truck Pull			
Rodeo			
Hotel			
Other (Explain) - BAC (daytime entertainment)		5000	
TOTAL FAIR ENTERTAINMENT		5000	0
TOTAL FAIR EXPENSES		56625	



Lindsay M. Chichester

Extension Educator/Assistant Professor
University of Nevada Cooperative Extension
2621 Northgate Lane, Suite 15 Carson City, NV 89706
775-887-2252 chichesterl@unce.unr.edu

EDUCATION

- West Texas A&M University, Canyon, TX 2005 – 2009
Doctorate of Animal Science – Agricultural Systems
Dissertation title: *Consumers' preferences of meat items in relation to meat quality, food safety, economic fluctuations, and environmental conditions.*
- West Texas A&M University, Canyon, TX 2003 - 2007
Master of Art in Applied Communication with emphasis in risk/crisis communication
Thesis title: *Consumer's perceptions and knowledge of Bovine Spongiform Encephalopathy (BSE) and the effects on the beef industry as portrayed through the media*
- West Texas A&M University, Canyon, TX 2001-2003
Master of Science in Animal Science with emphasis in Communication
- Oklahoma Panhandle State University, Goodwell, OK 1999-2001
Bachelor's in Animal Science, Agricultural Business. Minors: Biology, Natural Science
- Redlands Community College, El Reno, OK 1997-1998
Associate's in Animal Science, Agricultural Business
Graduated with Summa Cum Laude Honors

EMPLOYMENT HISTORY

- Extension Educator/Assistant Professor, UNR* January 2016 - Present
- Provide educational programs for adults and youth.
 - Assist in providing solutions to problems for clientele.
 - Provide leadership to beef and livestock educational efforts.
 - Maintain budgets and grants.
 - Work collaboratively with teams and stakeholders.
- Associate Extension Educator, UNL* April 2015 – December 2015
Assistant Extension Educator, UNL Jan. 2010 – March 2015
- Provide ~20 educational programs annually to adults and youth. Focus areas include:
 - Animal Care and Welfare Webinar Series
 - Online Youth Livestock Quality Assurance (QA)
 - Producer demonstrations and tours
 - Mobile Beef Lab
 - Consumer engagement on agricultural, livestock, and food system issues
 - Nebraska Youth Beef Leadership Symposium (NYBLS)
 - Mid-Plains Beef Educational Series
 - Authored or co-authored 13 NebGuides, 16 online educational modules/activities, and 13 instructional videos on livestock good management practices, livestock literacy, and more.

- Assist in providing solutions to problems for clientele.
- Aid in providing tours to and for local livestock/agricultural producers.
- Mentor new extension hires during first year of employment with UNL.
- Provide leadership to beef and livestock educational efforts.
- Maintain several budgets and grants.
- Work collaboratively with other action teams.

Graduate Assistant/Research Technician, WTAMU May 2008-Dec. 2009

- Assist in the collection of research data.
- Assist professors in various daily activities.

Beef Carcass Research Center, WTAMU Oct. 2006-Dec. 2009

- Assist with the collection of beef carcass data in packing plants across the nation for producers, feedlots, and various research entities.
- Assessment of carcass attributes such as fat thickness, marbling, and KPH (Kidney, Pelvic, Heart) fat.
- Handle data in Microsoft Excel spreadsheets.
- Assist in the harvesting and fabrication of beef, pork, and lamb carcasses.
- Present research data through posters and oral presentations at various research conferences across the nation.

Adjunct Speech Instructor, West Texas A&M University, Canyon, TX Fall '07; Sp '08

- Prepared lectures and presented material from the required text and instructional packet to (two - Fall 2007; one - Spring 2008) classes with approximately 25 students each, twice weekly.
- Taught students communication concepts, theories, goals, and challenges.
- Assisted students in overcoming fear and challenges to be more confident and effective speakers.
- Assisted students in locating and understanding research materials for related assignments; assisted students in locating non-profit organizations for service learning projects.
- Graded exams, homework, and verbal speeches.

Adjunct Speech Instructor, Wayland Baptist University, Plainview, TX Fall 2006

- Prepared lectures and presented material from the required text and instructional packet to two classes with approximately 21 students each, twice weekly.
- Taught students communication concepts, theories, and challenges.
- Assisted students in locating and understanding research materials for related assignments.
- Graded exams, homework, and verbal speeches.

Data Collector, Microbeef, Amarillo, TX 2005-2006

- Assisted in the collection of beef carcass data at the abattoir on both the harvest and grade floors.

Graduate Research Assistant, WTAMU 2005-2006

- Assisted in grading papers, critiques, and portfolios for online classes.
- Responsible for communication with the students, the monitoring of bulletin responses, and entry of grades.
- Assisted in the collection of research data
- Entered data into SPSS.

Freelance writer, cattlegrowers.com 2003-2004

- Freelance writing of articles for an agricultural web-page that pertained to issues in the industry.