



Community Development Department

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Date: April 24, 2017
To: Redevelopment Authority Citizens Committee
Meeting of May 1, 2017
From: Lee Plemel, Director
Subject: Recommendation to the Redevelopment Authority regarding Special Event policies related to funding for Arts and Culture Special Events

RECOMMENDED RACC MOTION: I move to recommend to the Redevelopment Authority approval of a modification to a portion of Section 3.21 of the Redevelopment Authority Policies and Procedures to read: *It is the policy of the Redevelopment Authority to allocate Redevelopment Special Event funding to Arts and Culture special events as determined in the annual Redevelopment budget, which may be independent from funding allocations for other special events.*

DISCUSSION:

The Redevelopment Authority Policies and Procedures (“Policies”) was amended in April 2015 to add a policy specific to funding for “arts and culture” special events. The amendment provided for funding for arts and culture special events as a percentage of overall Redevelopment special event funding. The applicable paragraph in Section 3.21 of the Policies states:

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.

During the same time period as this prior amendment to the Policies, the RACC and Redevelopment Authority also adopted an informal policy (through the Redevelopment Allocation Plan) to reduce special event Redevelopment funding each year to eventually phase out special event funding. However, during initial FY (Fiscal Year) 2017-18 budget discussions at a Redevelopment Authority meeting where the Redevelopment Allocation Plan was being discussed, the Authority voted to keep arts and culture special event funding constant (at \$25,000 per year) while continuing to reduce funding for other special events, and directed staff to amend the Policies as necessary, accordingly. (Staff note: The reduction in direct funding for other Redevelopment special events is being replaced with more general support for event infrastructure.)

In accordance with the direction from the Redevelopment Authority, staff recommends modifying the applicable paragraph noted above to the following:

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 as determined in the annual Redevelopment budget, which may be independent from funding allocations for other special events.

The initial intent of the policy was to provide for consistent funding for arts and culture special events in Carson City. The revised policy follows this initial intent while acknowledging the shift in other special event funding priorities, and also gives the Redevelopment Authority more flexibility in determining the amount of funds allocated to all special events each year.

“Arts and culture” special events, per the Policies, include:

- (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.*

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

Attachments:

- A. Redevelopment Authority approved Redevelopment Allocation Plan
- B. Redevelopment Authority Policies and Procedures for Special Events (adopted April 2015)

2017 Redevelopment Allocation Plan

Objective/Project/Program	Current	2017-18	2018-19	2019-20	2020-21	2021-22	5-year Total
<i>Continued projects/programs:</i>							
East/West Downtown Street improvements	\$ 255,225	\$ 200,000	\$ 100,000	\$ 200,000			\$ 500,000
Special Event equipment/ infrastructure	\$ 10,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 25,000
McFadden Plaza Movie Projector	\$ 10,000						
Special event support, street closures	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
Façade Improvement Program	\$ 200,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 500,000
Special Event funding (RACC)	\$ 60,000	\$ 30,000	\$ 25,000	\$ 20,000	\$ 15,000	\$ 10,000	\$ 100,000
Arts & Culture Commission/Events		\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 25,000	\$ 125,000
Utility extension assistance	\$ -	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 20,000	\$ 100,000
Assist with William Street corridor project				\$ 85,000	\$ 300,000		\$ 385,000
Blue Line rehabilitation	\$ 26,000						\$ -
<i>RACC ranking of additional projects/programs:</i>							
1. East Spear Street/Children's Museum Improvements, Other Street Improvements			\$ 100,000	\$ 100,000	\$ 100,000	\$ 100,000	\$ 400,000
2. Reimagined Space Public Art Program	\$ 10,000						\$ -
3. Telegraph to Spear Street Alley improvmt		\$ 50,000					\$ 50,000
3. Code Enforcement Officer (@ \$50k/yr.)		\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 35,000	\$ 175,000
5. South Carson Street beautification			\$ 200,000				\$ 200,000
6. Downtown Entry Signs		\$ 30,000					\$ 30,000
7. McFadden Plaza Enhancements							\$ -
Total Allocated:	\$ (596,225)	\$ (520,000)	\$ (635,000)	\$ (615,000)	\$ (625,000)	\$ (320,000)	\$ 2,715,000
Undesignated Carryforward:	835,661	442,064	252,518	22,518	99,816	354,890	
Annual Available Budget ¹ :	202,628	330,454	405,000	692,298	880,074	1,235,584	
Undesignated:	\$ 442,064	\$ 252,518	\$ 22,518	\$ 99,816	\$ 354,890	\$ 1,270,474	

1) "Annual Available Budget" equals total amount budgeted for these projects/programs in a given year.

3.17 Employment Plan

As appropriate for a particular project, each proposal for a redevelopment project must include an employment plan. The employment plan must include:

1. A description of the existing opportunities for employment within the area;
2. A projection of the effect that the redevelopment project will have on opportunities for employment within the area; and
3. A description of the manner in which an employer relocating his business into the area plans to employ persons living within the area of operation who:
 - (a) Are economically disadvantaged;
 - (b) Have a physical disability;
 - (c) Are members of racial minorities;
 - (d) Are veterans; or
 - (e) Are women.

3.18 Deed of Trust or Lien to Secure Incentive Funding

If the Redevelopment Authority approves, with the consent of the Board of Supervisors, a financial incentive, the person to whom the financial incentive is paid shall agree to execute a Deed of Trust or other appropriate lien to secure the performance of the person to whom the financial incentive is paid. The Deed of Trust or other lien shall have the amount of the financial incentive as the principal amount secured by the Deed of Trust or other lien. The Deed of Trust or other lien shall provide that the principal amount secured will be reduced annually by equal amounts over a period of 7 years. Any financial incentive approved by the Redevelopment Authority, and consented to by the Board of Supervisors, shall not be paid until the appropriate Deed of Trust or other lien has been executed.

Section 3.2 Financial Assistance for Special Events

3.21 Financial Assistance for Special Events Application Process

The deadline for filing an application for financial assistance for a special event is April 15 each year. If excess funding is available after the initial application review process has been concluded, the Redevelopment Authority, at its sole discretion, may decide to entertain additional applications for financial assistance. All applications for financial assistance for a special event must be complete and must be submitted to the Redevelopment Authority Director prior to the application deadline. If an application is deemed to be incomplete it shall lose its eligibility for consideration.

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.

The determinations by the Redevelopment Authority and the Board of Supervisors are final and conclusive.

3.22 Materials to Be Submitted in Conjunction with Application for Financial Assistance for a Special Event

In order for the Redevelopment Authority to properly assess an application for financial assistance for a special event and analyze conformance with the standards for granting financial assistance for a special event, the applicant must submit to the Redevelopment Authority, at the time the application is submitted, the following materials:

- (a) A narrative description of the proposed special event, including the estimated number of local and out-of-town participants.
- (b) A history of the entity conducting the special event.
- (c) Resumes for all principals and key individuals in the entity conducting the special event.
- (d) Organizational structure of the entity conducting the special event including delineation of lines of responsibility.
- (e) A narrative history of the event in Carson City (if applicable), including the event's longevity and importance to the community.
- (f) Proof that the entity conducting the special event has or has a plan to acquire the authority to conduct the special event, including control of the property on which the special event will be conducted and all necessary and proper permits, licenses or certifications required by any governmental entity.
- (g) A breakdown of the sources and use of funds for the special event, including efforts made to obtain funding from other sources.
- (h) A pro-forma profit and loss statement for the special event.
- (i) Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognition of revenues and expenses. Corresponding tax returns should also accompany the financial statements.
- (j) Identification of current banking relationships and major credit references.
- (k) Demonstration of why Redevelopment Authority funds are required for the special event.
- (n) Explanation of how the special event complies with the objectives of the Redevelopment Authority plan.
- (o) Explanation of how the special event may be able to be expanded in the future.
- (p) Explanation of how the special event will be able to transition away from City funding support in the future.

3.23 Review Criteria in Considering an Application for Financial Assistance for a Special Event

The Redevelopment Authority shall consider the following factors when evaluating applications for Special Event funding:

- (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.