

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



Special Event Funding Request Form

Brewery Arts Center

ORGANIZATION NAME / APPLICANT

449 West King Street, Carson City, NV 89703

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-883-1976 breweryarts.org

PHONE #

WEBSITE URL

Gina Lopez Hill

CONTACT / EVENT DIRECTOR NAME

449 West King Street, Carson City, NV 89703

MAILING ADDRESS, CITY, STATE, ZIP CODE

775-883-1976 gina@breweryarts.org

PHONE #

EMAIL

Levitt AMP Carson City

NAME OF EVENT

\$ 8500.00

TOTAL FUNDING REQUEST

Event Dates: June 23-Sept 2, 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):

The Brewery Arts Center requests funding from redevelopment to help with approximately 8.5% of the costs for a successful Levitt AMP Carson City Concert Series. The Levitt AMP Carson City is made possible by the Mortimer and Mimi Levitt Foundation, a national non-profit dedicated to the social fabric of America through the power of free live music. Carson City via the Brewery Arts Center has received the \$25,000 National Award for the second consecutive year through a competitive voting process. In its first year, the Levitt AMP Concert Series saw attendance of 800-1200 for each concert. The theory of creating a community gathering space to activate and engage the community as a family friendly, barrier free, opportunity while offering high caliber artists will, in fact, enrich the social fabric of Carson City has been verified not only by consistently high attendance but by the online and lawn surveys conducted at each event as well as the conclusion of the series. The surveys are available if the granting committee would like to review.

Estimated number of local participants: 10,000+ Estimated number of out-of-town participants: 1000

Number of years event has taken place in Carson City: 1

Event Costs (Attach additional sheets, if necessary)			
Activity (e.g. Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Artist Fees	\$ 0	\$ 35,000.00	\$ 35,000.00
Equipment rental & techs (stage and sound)	\$ 4,000.00	\$ 16,000.00	\$ 20,000.00
Custodial Services	\$ 150.00	\$ 1,000.00	\$ 1,650.00
Security Services	\$ 1,500.00	\$ 1,500.00	\$ 3,000.00
Photography/Advertising	\$ 1,000.00	\$ 5,000.00	\$ 6,000.00
Hospitality/Administration/Permits/Prep	\$ 1,000.00	\$ 33,000.00	\$ 34,350.00
Totals:	\$ 8,500.00	\$	\$
Redevelopment Funds as a % of total Event costs:	8.5 %	\$91,500.00	\$100,000.00
Projected Revenues:			\$ 65,000.00
Projected Net Profit/Loss:			\$ 35,000(In kind)
Annual Budget of Organization:			
	Last Year	Present Year	Next Year
Income:	\$ 463,739.00	\$ 556,476.00	\$ 612,086.00
Expenses:	\$ 413,399.00	\$ 456,476.00	\$ 512,086
Reserves:	\$ 50,000.00	\$ 100,000.00	\$ 100,000.00
Number of years your organization has existed: 42			
Redevelopment funding your organization received for this event in prior years, if any:			
2015: \$ 5,500.00 (2016)			
2014: \$ 2,000.00 (2015)			
2013: \$ _____			
2012: \$ _____			
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?			
Levitt Foundation-\$25k, NV Div. of Tourism-\$5k, Committed Sponsors-\$25k, Nevada Humanities, NAC PIE Grant & other Sponsors Pending			
Describe any efforts to obtain funding from other sources: Due to the success of Levitt AMP Carson City sponsors have already come on board, some with committed funds, some in-kind, and some We have also secured a grant from the Nevada Division on Tourism and are awaiting grant award			
Describe why Redevelopment funds are required for the special event: The Levitt AMP Carson City Concert Series is a success in regards to the economic impact to the downtown and historic core of Carson City. It we are bringing in more prominent acts that, in turn, require more funding. We believe that the return on investment to Carson City will be \$6 back into the Carson City economy for every \$1 invested in the Levitt AMP Carson City series, these figures in accordance with the Americans for the Arts studies which we participated in during the 2016 Concert Series.			
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 Levitt AMP Carson City Concert Series significantly enhances the goals and objectives of 1) strengthening the local economy as demonstrated by the 6 to 1 return on investment according to			
List other organizations and businesses partnering or participating in the event:			
<small>This year's events will be part of Reno's Artown schedule in July as well as on Carson City's Jazz and Beyond Calendar in August. Gold Dust West is a partner organization to house the artists and we allow various non-profit organizations to have booths at each event to promote their organizations.</small>			
Describe the facilities and/or area in which the event will occur. Include any proposed street closures:			
The concerts will take place at the Brewery Arts Center Campus on the Minnesota Street stage, the Brewery Arts Center campus encompasses two city blocks from Division to Thompson streets in between King and Second Streets. 1800 square feet of grass is being installed to create the lawn area for the event and 300 folding chairs are available for concert goers as well as 5 sets of bleachers. There is a bounce house, free art wall and children's activities scheduled for each event as well as various food outlets.			

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

All the permits are in process, however, it is our second year so I don't anticipate many problems.

How do plan to market and advertise the event?

Because of our \$5000 Nevada Tourism Grant we will be able to market the series in both traditional and non-traditional means including digital billboards, regional magazine stories and advertisements, weekly radio interviews, on site banner and promotional item advertising, local and n

Explain how the special event may be able to be expanded in the future:

As sponsorships become more abundant and the community has a desire for a longer series, it can be easily expanded to additional nights as well as additional artistic disciplines including visual art, theater and dance and even a month-long festival.

Explain how the special event will be able to transition away from City funding support in the future:

The Levitt Foundation encourages grant recipients to apply for multiple years as they realize that it will take time to develop and foster the goal of strengthening the social fabric of the community. After a couple successful years, local businesses will have a clear picture as to the benefits of sponsoring this event, not only because of the direct to customer exposure it creates but to be able to align with such an important, positive event will have a positive impact on their bottom line as well as their community image. Therefore, we anticipate sponsorships to increase and city support to decrease and eventually discontinue.

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:

4/14/17

***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.

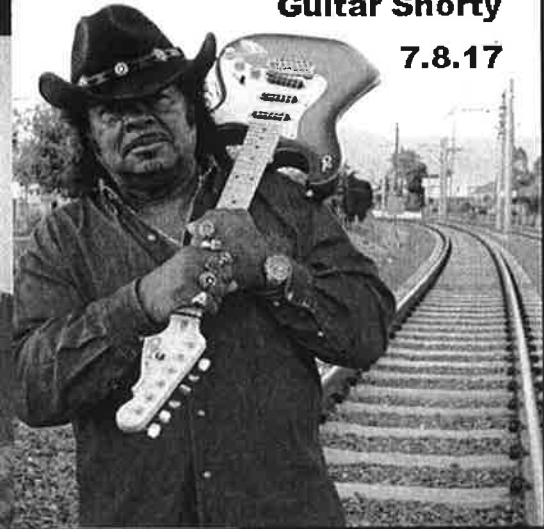
Big Bad VooDoo Daddy

6.23.17



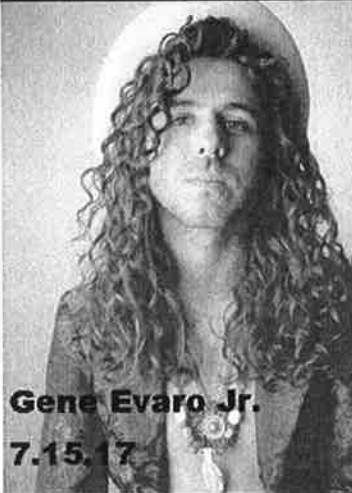
Guitar Shorty

7.8.17



Gene Evaro Jr.

7.15.17



La Misa Negra

7.22.17



The Novelists

7.1.17



Dusty Green Bones

8.26.17



Marla Brown

8.12.17



Young Dubliners

9.2.17

Thee Commons

8.5.17



7.29.17



**Levitt AMP Carson City
Music Series
2017**

**produced by the
Brewery Arts Center**



Board of Directors

Kyle Horvath
President- Second Term
Carson City Visitor's Bureau
Owner Panacea Marketing

Mike Wiencek
Vice President –First Term
Comstock Propane

Ben Steele
Treasurer- First Term
Certified Public Accountant

Jean Barrette
Secretary- Second Term
CDBG Program Administrator, Nevada Governor's Office of Economic Development

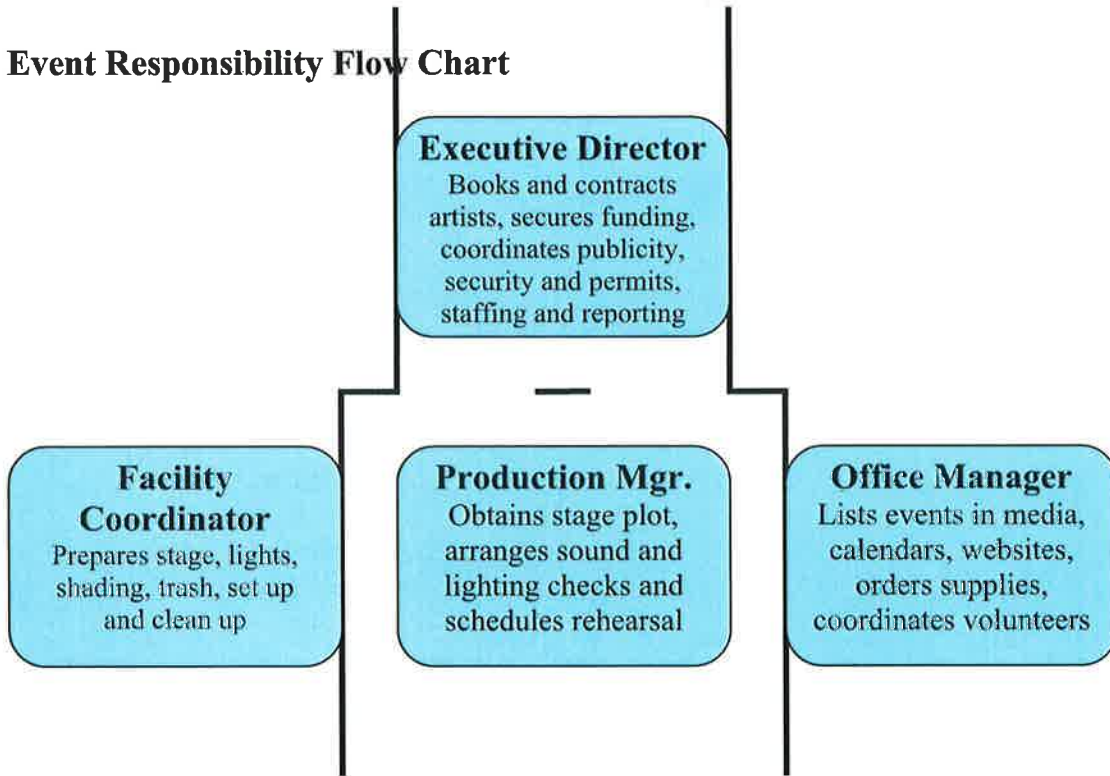
Ronald Allen
Board of Directors-First Term
Retired

Christine McQueary
Board of Directors-First Term
Administrative Assistant, Carson Visitor's Bureau

Karen Lantz-Feith
Board of Directors- First Term
Catering Coordinator, Harrah's Hotel and Casino, Lake Tahoe

Larry Fagerhaug
Board of Directors- First Term
Chief Human Resources Officer, Carson Tahoe Hospital

Event Responsibility Flow Chart



Gina Lopez Hill

1024 Mountain Park Dr. Carson City, NV 89706

775-350-0307

redbootfilms@gmail.com

Professional Experience

Brewery Arts Center, Carson City, NV

February 2015- Present Executive Director

IGNNK, Inc., Carson City, NV

July 2007- March 2015 Director of Creativity & Special Events

Creative Performing Arts Center, Reno, NV

July 2004- July 2013 Executive Director

ICDA Charter High School, Reno, NV

Aug. 2001-June 2004 Performing Arts Director

Eldorado Hotel Casino, Reno, NV

July 1999-August 2001 VIP Services Manager and Special Events

Peppermill Hotel Casino, Reno, NV

Sept. 1996-July 1999 Concierge/VIP Services Manager

That's Dancing!, Misugi, Mie Japan

Sept. 1995 – Sept. 1996 Line Captain/Company Manager

Hollywood Magic, Bugok Hawaii Hotel, Korea

May 1992-Sept. 1992 Line Captain

Education

University of Phoenix, Reno, NV

Graduate Work

University of Nevada, Las Vegas, Las Vegas, NV

Bachelor of Arts

Contracts

University of Nevada, Reno – Choreographer

Truckee Meadows Community College – Choreographer/Instructor

Awards

DaVos Scholarship UNLV (1990), Outstanding Graduating Senior UNLV-College of Fine Arts (1994), Nevada Women's Fund: Woman of the Year (1997), Reno Gazette Journal, Best of Education Award (2002), Featured Artist- Artown (2007), Foundation for the Betterment of Carson City-Organization of the Year Award (Let Them Be Kids 2013), Documentary "Let Them Be Kids" becomes Canada's best-selling documentary and receives an endorsement from Stephen Harper.

Community and Non-profit Boards

Area-51 Dance Theater – Board of Directors 1997-2004

Project Solution Community Complex – Board of Directors 2000-2002

Ballet Nevada Performing Arts – 2000-2003

Let Them Be Kids – 2000-2016

Soroptimist International of Reno – 2000-2003

Positive Energy – Board of Directors 2006 - 2013

Seeliger Elementary School Parent/Teacher Organization 2007-2008

Carson City School District – Bond Committee & 5 Year Strategic Plan Committee

Brewery Arts Center – Board of Directors 2013-2014

TEDxCarsonCity 2106 & 2017- Lead Organizer and Curator

Jeffrey Fast

683 Linda Kay Ct., Carson City, NV | 775-220-3457 | jfast60@netscape.net

Objective

- To provide professional-level services, support, and expression of the Arts in Carson City and Northern Nevada.

Education

ASSOCIATE OF ARTS | DECEMBER, 2000 | WESTERN NEVADA COMMUNITY COLLEGE

- Major: Philosophy
- Minor: American History

Skills & Abilities

MANAGEMENT

- As Executive Director of Friends In Service Helping (FISH), Carson City, NV, I lead 25 employees and 400 volunteers giving over 4,000 volunteer hours each year in providing temporary emergency food, clothing and shelter to more than 10,000 persons each year. FISH maintained a \$1 million budget, three retail Thrift Store sites, two emergency shelters with 40 beds, four interim family homes, and Carson City's only free Dining Room providing daily hot meals.
- As the production manager of the Brewery Arts Center I have lead over 100 theatrical and musical productions in the past two years. My duties include making certain all fire and safety codes are enforced as well as maintaining excellence in production standards.

LEADERSHIP

- Served as President of the Council, St. Paul's Lutheran Family, Carson City, NV.
- Served as Secretary of Carson City, NV, Rotary Club.
- Served as Treasurer and current President of Proscenium Players, Inc., Carson City, NV.

Selected Theatrical Experience

LIGHT AND SOUND OPERATOR | CARSON VALLY THEATER COMPANY | GYPSY - 1987

JUD | CARSON VALLEY THEATER COMPANY | OKLAHOMA - 1988

STAGE MANAGER | PROSCENIUM PLAYERS, INC. | CRY HAVOC! - 1989

CAPULET | PROSCENIUM PLAYERS, INC. | ROMEO & JULIETTE - 2010

AMOS HART | WESTERN NEVADA MUSICAL THEATER COMPANY | CHICAGO - 2013

DIRECTOR | PROSCENIUM PLAYERS, INC. | 12 ANGRY MEN - 2013

DIRECTOR | PROSCENIUM PLAYERS, INC. | THE TAMING OF THE SHREW - 2014

Brewery Arts Center

STATEMENT OF ACTIVITY

March 2017

	TOTAL
REVENUE	
Contributions and Grants	484.44
Program Service Revenue	
Art Sales	1,690.42
Class	709.75
Consession Revenue	2,661.45
Event Revenue	8,576.06
Facility Use	8,872.90
Membership	601.00
Total Program Service Revenue	23,111.58
Total Revenue	\$23,596.02
GROSS PROFIT	\$23,596.02
EXPENDITURES	
Artist Fees	2,297.60
Concessions	36.54
Contract Instructors	1,026.50
Contract labor	5,168.46
Dues and Subscriptions	175.30
Equip Rental and Maintenance	171.41
Event Expense	2,485.40
Insurance - Liability, D and O	1,559.43
Interest Expense	59.67
Licence and fees	180.00
Marketing	85.00
Payroll Expenses	
Taxes	344.62
Wages	2,617.51
Total Payroll Expenses	2,962.13
Supplies	
Office	290.56
Operations	1,102.42
Total Supplies	1,392.98
Utilities	3,869.91
Total Expenditures	\$21,470.33
NET OPERATING REVENUE	\$2,125.69
NET REVENUE	\$2,125.69

Brewery Arts Center

STATEMENT OF FINANCIAL POSITION

As of June 30, 2016

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Artisan Store-0861	0.00
Grants Management	0.38
Media Center	0.00
Operating account-9319	1,608.35
TED	0.00
Ticket Escrow	0.00
Total Bank Accounts	\$1,608.73
Total Current Assets	\$1,608.73
Fixed Assets	
Fixed Assets	1,487,960.00
Z-Accumulated Depreciation	-755,829.00
Total Fixed Assets	\$732,131.00
TOTAL ASSETS	\$733,739.73
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
LOC Loan-1	0.00
Payroll Liabilities	2,905.76
Total Other Current Liabilities	\$2,905.76
Total Current Liabilities	\$2,905.76
Long-Term Liabilities	
Performance Hall Loan	270,000.00
Total Long-Term Liabilities	\$270,000.00
Total Liabilities	\$272,905.76
Equity	
Opening Balance Equity	482,524.26
Unrestricted Net Assets	
Net Revenue	-21,690.29
Total Equity	\$460,833.97
TOTAL LIABILITIES AND EQUITY	\$733,739.73