

**RECEIVED**

APR 17 2017

CARSON CITY  
PLANNING DIVISION



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

**Special Event Funding Request Form**

**Community Yogi**

ORGANIZATION NAME / APPLICANT

102 W 4th St, Carson City NV 89703

MAILING ADDRESS, CITY, STATE, ZIP CODE

(618)334-0071      communityyogi.com

PHONE #

WEBSITE URL

**Allison Reitz**

CONTACT / EVENT DIRECTOR NAME

102 W 4th St, Carson City NV 89703

MAILING ADDRESS, CITY, STATE, ZIP CODE

(618)334-0071      allie@communityyogi.com

PHONE #

EMAIL

**Community Yogi Summer Events Series**

NAME OF EVENT

\$ 2,500

TOTAL FUNDING REQUEST

Event Dates: June 3rd - September 30th 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):

Please see attached materials.

Estimated number of local participants: 250 Estimated number of out-of-town participants: 50

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																													
Advertising / Promotional / Print	\$ 800	\$ 400	\$ 1200																													
Space / Event Rental	\$ 1000	\$ 200	\$ 1200																													
Logisticals / Misc / Insurance	\$ 400	\$ 250	\$ 650																													
Website / Event Software	\$ 300	\$ 200	\$ 500																													
	\$	\$	\$																													
	\$	\$	\$																													
	\$ 2,500	\$ 1,050	\$ 3,550																													
Totals:	\$ 2,500	\$	\$																													
Redevelopment Funds as a % of total Event costs:	70 %																															
Projected Revenues:			\$ 6,480																													
Projected Net Profit/Loss:			\$ 246																													
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="4">Annual Budget of Organization:</th> <th rowspan="2">Redevelopment funding your organization received for this event in prior years, if any:</th> </tr> <tr> <th></th> <th>Last Year</th> <th>Present Year</th> <th>Next Year</th> </tr> </thead> <tbody> <tr> <td>Income:</td> <td>\$ _____</td> <td>\$ 841</td> <td>\$ 38,000</td> <td>2015: \$ _____</td> </tr> <tr> <td>Expenses:</td> <td>\$ _____</td> <td>\$ 3,985</td> <td>\$ 10,000</td> <td>2014: \$ _____</td> </tr> <tr> <td>Reserves:</td> <td>\$ _____</td> <td>\$ _____</td> <td>\$ _____</td> <td>2013: \$ _____</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>2012: \$ _____</td> </tr> </tbody> </table>				Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any:		Last Year	Present Year	Next Year	Income:	\$ _____	\$ 841	\$ 38,000	2015: \$ _____	Expenses:	\$ _____	\$ 3,985	\$ 10,000	2014: \$ _____	Reserves:	\$ _____	\$ _____	\$ _____	2013: \$ _____					2012: \$ _____
Annual Budget of Organization:				Redevelopment funding your organization received for this event in prior years, if any:																												
	Last Year	Present Year	Next Year																													
Income:	\$ _____	\$ 841	\$ 38,000	2015: \$ _____																												
Expenses:	\$ _____	\$ 3,985	\$ 10,000	2014: \$ _____																												
Reserves:	\$ _____	\$ _____	\$ _____	2013: \$ _____																												
				2012: \$ _____																												
Number of years your organization has existed: 0																																
Have other organizations besides yours committed funding for this event? <input type="checkbox"/> Yes <input checked="" 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:  See attached materials.																																
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):  See attached materials.																																
List other organizations and businesses partnering or participating in the event: Comma Coffee, Carson City Farmers Market, Carson Library, Adams Hub, Brewery Arts Center, Patchwork Giraffe, Shoe Tree Brewing Co, Sierra Acupuncture, and more.																																
Describe the facilities and/or area in which the event will occur. Include any proposed street closures: As part of the 3rd St Farmers Market, in the dog park at 2nd and Roop St, in Comma Coffee's Courtyard, on Adams Hub's rooftop patio, on the Capital Grounds, Carson City Library and more - no street closures.																																

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

## Capital Grounds

How do plan to market and advertise the event?

Flyers, Social Media, Online Marketing, Word of Mouth, through our other classes in Reno, etc.

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

We plan to expand the event every year, to include a larger yearly Yoga Mala on the Summer Solstice, and more weekly classes in the Carson and Reno areas.

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

This funding will especially support our marketing and promotional efforts, so Community Yogi can grow our student base and offer more community classes. By next year, we hope to be a fully established business in this area, and fund our summer event series ourselves.

### 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:

4/17/17

**\*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.

# Community Yogi Special Event Funding Request Supporting Materials

## *Event Description and Objectives*

*Include history of the event and importance to the community (use additional pages as needed):*

The Community Yogi Summer Sun Salute event series will be comprised of five weekly events and one key event spanning from the beginning of June to the end of September. These events will include:

- A Yoga Mala (108 Sun Salutations) on the Summer Solstice on the Capital Grounds
- Weekly Bookworm Yoga at the Carson Library
- Weekly Outdoor Yoga at the Farmers Market
- Weekly Yoga with Your Dog in the dog park on Roop and 2nd St.
- Weekly Morning Meditations on Adams Hub's rooftop patio
- Weekly Sunday Morning beginner yoga classes in the Comma Coffee courtyard

Community Yogi events have been running since November 2016, and we currently offer Sunday Yoga at Comma Coffee, a monthly Sewing and Restorative Yoga workshop at the Patchwork Giraffe, and a monthly Sound Healing event at the Brewery Arts Center. We'll be adding two new weekly classes for the Carson City community (that are not a part of the summer series) in May. The Summer Sun Salute event series will be held in addition to our regular ongoing classes.

Our classes provide a way for students to explore the physical and mental health benefits of yoga and mindfulness practices in creative local spaces – every class we offer welcomes beginners. Community Yogi events and classes are important to the Carson City community because they build community by cultivating connections between community members based on mindfulness and health.

*Describe why Redevelopment funds are required for the special event:*

We'd love to offer a summer event series in addition to our regular classes. However, Community Yogi is an extremely new business in Carson City and our current out-of-pocket funding does not cover events in addition to our current class schedule. Because we are so new, we look to this funding especially for help with marketing and promotional endeavors, in order to bring the power of mindfulness to as many people in the Carson community as possible.

*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);*

Most of the events in our Summer event series will be held in the downtown area, and will draw mindful citizens to this area. Our students are interested in cultivating their mental and physical health, and would be a favorable group to draw into any community.

Our classes are held in conjunction with local events including the 3<sup>rd</sup> St. Farmers Market, and local businesses and organizations including the Brewery Arts Center, Sierra Acupuncture, Comma Coffee, Adams Hub, etc. (see list), offering them more exposure to this mindful community of students.

Our events that are held in the downtown area will certainly draw customers to businesses near the event in both of the Redevelopment Areas. For instance, our Sunday morning class create exposure for Comma Coffee during the day they're closed, and our community of students have gone to brunch together afterward at several different businesses in the area, including Adele's and Pegg's Ham and Eggs.

Community Yogi provides an affordable resource for the cultivation of physical and mental health, by allowing students to choose their price for each class they attend – they can even try yoga and meditation for free! Everyone benefits from this collaboration - local spaces gain exposure and new clientele, and we create job opportunities for conscious-minded yoga instructors. We pay our instructors 80% of class revenue, which encourages them to teach wonderful classes and promote their classes in the community.

# COMMUNITY YOGI

## Organizational Chart

Operations		Classes / Events			
Allison Reitz	Juliana Fritcher	Allison Reitz	Rosemary Orantes	Cynthia Dean	?
General Marketing	Marketing Consulting	Community Yoga At Comma Coffee	Community Yoga At Farmers Market	Doggy Yoga At 2nd + Roop St	Morning Meditation At Adams Hub
Daily Ops + Accounting	Social Media	Bookworm Yoga At Carson Library	Respective Individual Event Promotion	Respective Individual Event Promotion	Respective Individual Event Promotion
		Respective Individual Event Promotion			

Community Yogi 2017 Financial Statement

## 2017 Year Jan - April

Fixed Monthly Costs		Total Expenses
\$830		\$3,320
Payment / Booking Software	\$130	\$520
Printing	\$10	\$40
Gas	\$60	\$240
Insurance	\$40	\$160
Misc / Schmoozing	\$100	\$400
Website / Domain	\$18	\$72
Email	\$8	\$32
Electric	\$20	\$80
Phone	\$40	\$160
Online Marketing	\$180	\$720
Car Payment	\$130	\$520
Memberships	\$57	\$228
Accountant	\$37	\$148

Variable Costs		Total Revenue	
\$665		\$841	
Instructor Payments January	\$0	January	\$0
Instructor Payments February	\$0	February	\$0
Instructor Payments March	\$24	March	\$395
Instructor Payments April	\$216	April (1st - 15th)	\$446
Rental Fees January	\$0		
Rental Fees February	\$0		
Rental Fees March	\$175		
Rental Fees April	\$250		

# Allison Reitz

Freelance Sound Designer + Composer + Yoga Instructor

COMMUNITY YOGI + ALLISONSOUND, INC

allie@communityyogi.com

618.334.0071

## EXPERIENCE

---

### FOUNDER

2010-2012 – Audio Engineering Society / University of IL

2014-Present – Rocky Mountain Mixers / Denver, CO

2014-Present – AllisonSound, Inc / Denver, CO

2016-Present – Community Yogi / Carson City, NV

### YOGA INSTRUCTOR

May 2016 – 30-day Yoga Alliance 200hr Yoga Teacher Training (Dharamsala, India)

2016-2017 – Yoga Sol / Carson City

*Lunchtime Flow Yoga, Gentle Yoga*

2016-Present – Community Yogi (founder / operations)

*Community Yoga, Restorative Yoga*

### COMPOSER

Jan. 2017 – JoyCastle *Alice in Wordland* (app)

Aug. 2016 – *Vietnam* (feature length documentary)

Dec. 2015 – Artificial White *iTriage* (TV spots)

May 2015 – *Interlude + Seasons* (short films)

Feb. 2015 – Artificial White *Spectralink* (TV spot)

### SOUND SUPERVISOR

2016 – *Women Who Startup Radio* (podcast)

April 2016 – Motive Made *SpotlightCA* (TV series)

Nov. 2015 – *Never Say I Can't* (feature length doc)

Sept. 2015 – *Nanoblood* (short film)

March 2015 – *As Good as You* (feature length film)

### SOUND DESIGN + EDITING

Dec. 2015 – GritHouse Films *Hush Money* (feature)

Nov. 2015 – *Animinto* (animated short)

Sept. 2015 – Motive Made *Pepsi Shorts* (TV)

Feb. 2015 – MassFX Media *IBM* (animated TV spot)

### FIELD AUDIO

Engine7 - *Brewers Association* • Seftel Productions

Random Acts of Kindness • Hunter Douglas • Red Bull TV

ROSE Stories • CoorsTek • *The Marijuana Show*

Univision - *Making of Zootopia* • *MLS EA Sports Skills*

*Challenge* • Biennial of the Americas • Main St Media

The Integrated Agency • Milk & Honey Media

## EXPERTISE

---

yoga instruction

creative direction

field audio

sound design

sound supervision

music composition

recording engineering

audio editing

mixing + mastering

## EDUCATION

---

trimurti yoga

YA Certified 200hr

Yoga Teacher Training

savannah college

of art and design

MFA Sound Design

university of illinois

BM Music Composition