

Special Events Sponsorship Committee Hybrid Meeting

Agenda

Monday, December 18th, 2023 – 5pm
Reno City Hall, 12th Floor Conference Room
1 East First Street
Reno, NV 89501

Members

Kathleen Taylor
Richard Jay
Wendy Brown

Lilith Baran

Staff Liaison: Rachel Macintyre

Public Notice

This agenda has been physically posted in compliance with NRS 241 (notice of meetings) at Reno City Hall – 1 East First Street. In addition, this agenda has been electronically posted in compliance with NRS 241 at <http://www.reno.gov>, and NRS 232 at <https://notice.nv.gov/>. To obtain further documentation regarding posting, please contact the City Clerk's Office at (775) 334-2030, or cityclerk@reno.gov.

Members of the Board/Commission/Committee may participate in this meeting using the zoom video conference platform.

Members of the public may participate in the meeting by registering through the below zoom link which will provide the meeting ID number and call-in phone number.

Virtual link: <https://links.reno.gov/3QkegD9>

In Person: Reno City Hall, 12th Floor Conference Room

Accommodations

Reasonable efforts will be made to assist and accommodate individuals with disabilities attending the meeting. Please contact the City Clerk's Office at (775) 334-2030 at least 48 hours in advance so that arrangements can be made.

Supporting Materials

Staff reports and supporting material for the meeting are available by contacting Rachel Macintyre at (775) 399-8487, macintyrer@reno.gov and on the City's website at Reno.Gov. Pursuant to NRS 241, supporting material is made available to the general public at the same time it is provided to the public body.

Order of Business

The presiding officer shall determine the order of the agenda and all questions of parliamentary procedure at the meeting. Items on the agenda may be taken out of order. The public body may combine two or more agenda items for consideration; remove an item from the agenda; or delay discussion relating to an item on the agenda at any time. See, NRS 241. Items scheduled to be heard at a specific time will be heard no earlier than the stated time, but may be heard later.

Public Comment

In-Person

A person wishing to address the public body shall submit a "Request to Speak" form to the presiding officer. Public comment, whether on items listed on the agenda or general public comment, is limited to three (3) minutes per person. Unused time may not be reserved by the speaker, nor allocated to another speaker. No action may be taken on a matter raised under general public comment until the matter is included on an agenda as an item on which action may be taken. The presiding officer may prohibit comment if the content of comments is a topic that is not relevant to, or within the authority of, the public body, or if the content is willfully disruptive of the meeting by being irrelevant, repetitious, slanderous, offensive, inflammatory, irrational or amounting to personal attacks or interfering with the rights of other speakers. Any person making willfully disruptive remarks while addressing the public body or while attending the meeting may be removed from the room by the presiding officer, See, NRS 241 and the person may be barred from further audience before the public body during that session. See, Nevada Attorney General Opinion No. 00-047 (April 27, 2001); Nevada Open Meeting Law Manual, § 8.05.

Examples of disruptive conduct include, without limitation, yelling, stamping of feet, whistles, applause, heckling, name calling, use of profanity, personal attacks, physical intimidation, threatening use of physical force, assault, battery, or any other acts intended to impede the meeting or infringe on the rights of the public body or meeting participants.

Virtual

No action may be taken on a matter raised under general public comment until the matter is included on a subsequent agenda as an action item.

Pursuant to NRS 241, those wishing to submit public comment may do so through the online public comment form found at Reno.Gov/PublicComment, by sending an email to tocityclerk@reno.gov, by leaving a voicemail at 775-334-2030 or at the meeting during virtual public comment. Public comment is limited to three (3) minutes per person.

Comments received prior to 4:00 p.m. on the day preceding the meeting will be transcribed, provided to the Board/Commission/Committee for review, and entered into the record. Comments received after 4:00 pm on the day preceding the meeting will be provided to the Board/Commission/Committee for review prior to adjournment, and entered into the record.

A. Introductory Items

A.1 Call To Order/Roll Call

A.2 Public Comment – This item is for either public comment on any action item or for any general public comment and is limited to no more than three (3) minutes for each commentator.

A.3 Approval of the Agenda (For Possible Action) – December 18, 2023

A.4 Approval of Minutes (For Possible Action) – August 14, 2023

A.5 Council Liaison Report – Item for general announcements and informational items only. No action may be taken on this item.

A.6 Staff Liaison Report – Item for general announcements and informational items only. No action may be taken on this item.

B. Business Items

B.1 Discussion on Funding Allocation Process, Scoring and Ranking for Special Event Sponsorship Awards. (For Possible Action)

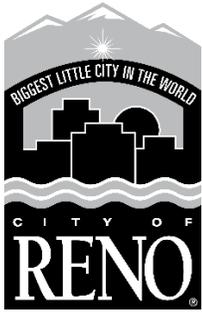
B.2 Review and consideration of the recommendation of special event sponsorship funds for the time period January 1, 2024 through March 31, 2024 in an amount not to exceed \$210,000. (For Possible Action)

C. Board/Commission/Committee Member Reports and Announcements - Limited to items that do not appear elsewhere on the agenda. No action may be taken on this item.

D. Future Agenda Items - Discussion of items for future agendas. No action may be taken on this item.

E. Public Comment - This item is for either public comment on any action item or for any general public comment and is limited to no more than three (3) minutes for each commentator.

F. Adjournment (For Possible Action)



Special Event Sponsorship Committee Hybrid Meeting

Minutes

Thursday, August 14, 2023 – 5pm
Reno City Hall, 15th Floor Conference Room
1 East First Street
Reno, NV 89501

Members

Kathleen Taylor
Richard Jay
Wendy Brown
Lilith Baran

Staff Liaison: Rachel Macintyre

A. Introductory Items

A.1 Call To Order/Roll Call

Reno City Chief Deputy Clerk Donny LaQue called the meeting to order at 5:11 p.m.

Present: Jay, Brown, Baran (via Zoom)

Absent: Taylor

A.2 Public Comment – This item is for either public comment on any action item or for any general public comment and is limited to no more than three (3) minutes for each commentator.

None.

A.3 Approval of the Agenda (For Possible Action) – August 14, 2023

Member Jay moved to approve the August 14th, 2023, Special Event Sponsorship Committee Agenda. Member Brown seconded the motion. The motion carried unanimously, with Chair Taylor absent.

A.4 Approval of Minutes – Minutes from SES Committee Meeting on July 10, 2023

Member Brown moved to approve the July 10th, 2023, Special Events Sponsorship Committee meeting minutes. Member Jay seconded the motion. The motion carried unanimously with Chair Taylor absent.

A.5 Council Liaison Report – Item for general announcements and informational items only. No action may be taken on this item.

None.

A.6 Staff Liaison Report – Item for general announcements and informational items only. No action may be taken on this item.

Reno City Activation Coordinator Rachel Macintyre introduced herself and expressed that she was very excited to be supporting the city with programming and special events. She gave a presentation on her role, the work she was doing, and her vision and goals. She noted there were some incredible legacy events that had operated in the city for years; however, the city was lacking an influx of new promoters and events, which she would make a priority. She explained that a deterrence to new promoters and new events was a fear of a lack of funding. She believed many people were unaware of the Special Event Sponsorship Program and thought it was important to increase awareness of it. She mentioned that proactive outreach had already begun and said there were people doing incredible work in the community. She asserted the city needed to proactively reach out to those people to get them to bring their programs to Reno's public spaces. She opined if the city were to sit back and wait for events to come to it, the city would be lacking in diversity, representation, and new ideas that would inspire people to gather in the parks and plazas in the city. She wondered what other languages the city needed to make the application available in to encourage and inspire connectivity. She noted the city partnered with, and would continue to partner with, equity and community relations teams. She was especially excited about a community leader in Reno that wanted to produce an Asian night market downtown. She also looked forward to working with the Reno-Sparks Indian Colony on events.

She noted the City Council approved some great parameters and preferences regarding special event sponsorship. One of those was that the event be a cultural event that increased cultural awareness. She acknowledged that marketing strategies was one of the toughest things for promoters and informed that marketing mentorship was a resource the city would offer. The Promoter Resource Guide would provide a creative asset list of public and private spaces. She noted the Boise community had shared that the creative asset list they created had been very valuable to promoters. The vendor directory, she explained, would be robust and helpful for finding vendors and partners. Another barrier to entry for people was figuring out how to make an event profitable. She said the budgeting tools the city would provide would assist with that. The workshops would help increase awareness and help streamline the application process.

B. Business Items

B.1 Discussion on City Council priorities for Special Event Sponsorships based on resolution passed at the regular meeting of City Council on April 12, 2023 (For Possible Decision)

Ms. Macintyre gave a presentation on the priorities for the Special Event Sponsorship Committee. The criteria created by the City Council was used to filter, rank, and assign recommendations for special event sponsorships. She reviewed the discussion topics and asked for input from the committee. She introduced Reno City Chief Equity and Community Relationships Officer Cynthia Esparza.

Ms. Esparza said her office had been active for a year and several community organizations had reached out expressing their interest in working with the city. She mentioned the Asian Community Development Council had contacted her to discuss hosting an Asian market. She explained her office served to connect organizations to the appropriate staff, facilitate conversations, remove barriers, and provide access. She informed there were a couple of meetings scheduled with other community groups in the future.

Ms. Esparza noted the last Diversity Plan for the city was created in 2018, and the process to create a new plan had been started. She said meetings regarding the new plan would begin the following week, and the plan would go to the city council in the spring of 2024. She wanted to hear from the committee about what cultural events looked like and acknowledged that the topic was very broad.

Reno City Assistant City Manager Eric Edelstein mentioned he caught Ms. Macintyre up on the conversations from the previous meeting and she would be transitioning into the Staff Liaison role. He recalled Member Baran had specifically requested an item to discuss cultural events. He asked for a discussion from the committee on how to define and prioritize cultural events and believed it was important to have Ms. Esparza present to assist with that. He asked if Member Baran had anything for the committee to discuss.

Member Baran stated it was not herself that had a question about what constituted a cultural event. She recalled her concerns were regarding the equity in which the committee employed cultural events. She believed the equity was skewed in relation to the amount of people in the community that were considered underrepresented, as opposed to the percentage of events that were not cultural. She requested to address that issue. She believed there was confusion by other members as to what constituted a cultural event and gave the example of the MS walk, which she said was not a cultural event. Ms. Esparza asked if the issue was more about access to resources. Member Baran responded no and said some of the members were unaware of what constituted a cultural event, and members did not agree that there was a lack of cultural events displayed in the spreadsheet at the previous meeting.

Mr. Edelstein believed the discussion from the last meeting involved the definition and understanding of cultural events and the potential underrepresentation of those events. He hoped the committee could see that the city was taking tangible steps to increase awareness and access for cultural events, as well as education on how to spur events. He mentioned Ms. Macintyre would be working with and educating the community on those issues.

Member Baran stated the purpose of the discussion that day was to decide the definition of cultural events. Mr. Edelstein asked Ms. Esparza to weigh in on the matter. Ms. Esparza thought the committee should have a say on how it wanted to define cultural events. Member Baran asked if Ms. Esparza watched the previous meeting. Ms. Esparza responded no. Ms. Baran believed that was where the disconnect was. She said the definition of culture was already defined, and she thought the city should not have its own definition of it. She reiterated that there were members who either did not know or were uncomfortable with the definition of a cultural event, and that was why it was to be

discussed at this meeting. Ms. Esparza thought the discussion should involve what cultural competency entailed and how it aligned with what was in the resolution.

Ms. Edelstein thought at the last meeting the group ended with a discussion on how a cultural event was defined. He asked if the city had a definition of what was cultural and what was not. Ms. Esparza said the city did not have a standing definition, although those conversations were important for the city to have as an organization. She said the equity consultant would come from outside the organization to help develop what the work looked like leading into the future. She believed it was an opportunity for the city to have a definition of what cultural events encompassed.

Member Baran believed the conversation was going too much into the weeds because the definition of cultural already existed and the city could not change that definition. She explained the point was that the committee was supposed to be looking at the spreadsheet and deciding whether it was being equitable and true to the mission statement of increasing cultural significance. She said the first way to do that was to make sure the events supported were equitably dispersed. She believed the events were not equitably dispersed. She said the reason the conversation was occurring was because there were members who were unaware of the difference between a cultural event and a noncultural event. She stated that culture related to an art, custom, social behavior, or society in a diverse way that represented the world's people. She said the MS Walk was not a cultural event and hoped someone present would affirm that. She asked that the spreadsheet be pulled up so the diversity, equity, and inclusion people could review it.

Ms. Macintyre said she watched the last meeting and explained when she was involved in a debate about what something meant, she found it best to look the definition up. She said the definition of culture was listed as "the customary beliefs, social forms, and material traits of a racial, religious, or social group". She believed where the dialog was split was if a race or walk, such as the MS Walk, was deemed cultural. She believed the committee was split on whether a walk for disabilities qualified as a cultural event. Ms. Esparza said the previous conversation involved MS, which she did not believe was cultural.

Mr. Edelstein agreed that was one example that was provided that may have been misrepresented. He thought that was a good example of something that was up for debate at the time. He asked if there were other events the committee had questions about. He said Agenda Item B1 was created based off the conversation in the last meeting and was intended to be a review of the council's priorities to ensure the committee understood the full scope. He thought Ms. Macintyre could give more details on the approach when the committee got to point of considering the sponsorships. He reminded the committee was catching up from a year of not regularly convening meetings and said staff was welcome to the committee creating priorities for staff to work towards. He further reminded that the committee was a recommending group, and the City Council was the final approver of the recommendations. The committee was expected to utilize the list of priorities and seek to fill where the city was underrepresented to find balance.

B.2 Review and consideration of the recommendation of special event sponsorship funds for the time period July 1, 2023 through December 31, 2023 in an amount not to exceed \$200,000. (For Possible Action)

Member Jay thought he saw a number of \$190,000 at some point. Ms. Macintyre said there was \$210,000 for the current year due to \$10,000 being rolled over from the previous year. She said the previous year's sponsorships for the total fiscal year went to 22 eligible events. Member Jay clarified the current events to be discussed would receive a retroactive sponsorship and asked if that would be applied against the \$210,000. Ms. Macintyre responded yes, and said she thought it was important to note the city was still playing catch up from the meetings not occurring and the lack of sponsorships for the last fiscal year. She stated this was the last round where the committee would see any retroactive amounts. Member Jay recalled a large amount of money had already been committed and asked if that needed to be subtracted from the \$210,000. Ms. Macintyre said the money that was committed at the last meeting was for the last fiscal year. Member Jay stated the committee was at 62 percent of its budget. Ms. Macintyre said just over 70 percent of special events from the previous year took place between July and December.

Member Jay said the committee would give its opinion on the applicants knowing there were still more that could be covered. In looking at the list, he did not see many culturally diverse applicants. He believed the awareness program that Ms. Macintyre would start would show an increase in culturally diverse applicants. Mr. Edelstein said there was some proactive outreach this round, which was less proactive than the previous round. He said the recommendations were less than 70 percent, with the idea that as the year progressed there would be a growth in cultural events and the committee would have additional funds to recommend.

Ms. Macintyre said staff began with reviewing three years of special events to find out what percentage of events took place in what periods of the year. Just over 70 percent took place between July 1st and December 31st. The first starting point was to look at allocating around 70 percent of the budget to those months. The goal was to provide some sort of funding to all 22 eligible applicants which equaled about \$126,000 to work with. The methodology included two parameters: to award 40 percent of the city permit fees, and no event to be awarded greater than \$25,000. After those two parameters, the 70 percent had not been reached so staff looked through the events to see where increases could be made.

Member Jay clarified that the staff wanted to spend the money but did not have to spend it. Ms. Macintyre said a concern was if the 70 percent was not spent now, would the amount be able to be spent between January 1st and June 30th. She said a lot of work would be done to recruit new events that were eligible for this sponsorship and new promoters, with an emphasis on increasing cultural events. A focus would also be placed on increasing the city's partnerships with the University of Nevada, Reno. Currently, the city did not have any special events with the University of Nevada, Reno.

Member Jay disclosed he was on the Board of Directors as the Vice Chair of the Reno/Tahoe Airport Authority. He said the board voted to make that year the last air race. He did not believe there was any conflict. He pondered whether the committee should increase the 70 percent out of a fear of not being able to use the entire amount. He said the committee should consider if there would be more applicants due to the new awareness program, and whether more money should be given to those events. Mr.

Edelstein said the staff recommendation was simply a recommendation with some ideology provided behind it; however, it was ultimately the committee's responsibility to make a motion based on what it wanted to recommend to the council.

Ms. Esparza clarified that filters were almost like a ranking criterion. When an application was looked at, how it connected to culture should be considered. She believed developing a working definition that incorporated what culture was would help guide the review process. Member Brown said there were events on the spreadsheet that she was not familiar with, such as the Reno Labor Fest. Member Jay said he looked some of those events up and wondered what the Bass Camp Festival was. Member Brown asked if the committee would have the opportunity to review the details. Mr. Edelstein said Basecamp was a concert held 2 weekends ago at Winfield Park and was very successful. Reno City Clerk Mikki Huntsman asked if the documentation being distributed had been given to the members in advance and said the documents should be distributed to them.

Ms. Macintyre explained that Feed the Camel was a family food truck event hosted weekly on Wednesdays from June through September at McKinley Arts Center. Member Jay said the 2024 Reno's Wobble Before You Gobble 5K was a lot of fun. Ms. Macintyre said the Riverside Farmer's Market was a weekly, year-round farmer's market that took place at Idlewild Park. During the holiday season, an annual bazaar was held with over 150 local vendors. Member Jay reiterated this was the last year for the air races due to the liability issues and insurance costs. It was recommended that it be continued as an air show rather than an air race. Due to it being the last year of the races, sales were at a record pace. He proposed giving the air races \$5,000 and giving the other \$5,000 to a smaller group where it would have more of an impact. He believed in helping the smaller groups. Member Brown stated she had no issue with reducing the amount to the air races to bring smaller events into town.

Member Jay inquired about the attendance of Hot August Nights. Mr. Edelstein recalled that Deny Dotson had thought it may have been a record year. Member Jay asked about Food Truck Friday and what the proposed \$10,000 would go to. He noted the trucks were there to make a profit and opined \$5,000 would be just as impactful as \$10,000. Member Baran agreed. Ms. Macintyre clarified there was a recommendation to reduce Food Truck Friday to \$5,000. Member Jay stated he researched Reno LaborFest online and noted they had a lot of sponsors, including 19 unions, 1 radio station, 10 big corporations, and 5 different municipalities. He wondered if they were in need of additional money from the city. Member Brown pointed out it was a new event and the city wanted to encourage new events. Member Jay responded he was fine either way. He had just wanted to discuss it. Ms. Macintyre explained the Silver State Championships was a swim race. Member Jay thought that would be good with the Moana Springs Community Aquatics and Fitness Center opening up sometime the following year.

Member Brown noticed the percentage of recommended sponsorship for Dancing in the Street was substantial compared to the others. She asked for an explanation. Ms. Macintyre explained the event did not make any money when producing it. She said next year the event would incur about seven times the fee to be able to produce the event due to the Virginia Street closure. The recommendation was to support them as much as possible so they could sustain the event, as it impacted a number of businesses in the

Midtown area. She stated that the Great American Craft Fair Fall Fest had a projected attendance of 5,000; however, she was unaware of what the actual attendance was. Member Jay mentioned the Boneyard Blast was an event sponsored by Coors Light. He wondered about the reception if the city gave money to events sponsored by alcohol companies. He asked if \$1,600 would be critical for them and what the return for the city would be. Member Jay decided to keep the recommended sponsorship amount for Boneyard Blast. Member Jay proposed another \$5,000 for the Pride event. Ms. Macintyre reminded about the parameters and filters that put a \$25,000 cap on events. She explained that did not mean the committee could not give more than \$25,000 to an event. Member Brown recommended that Hot August Nights also be increased by \$5,000. Member Jay recalled the cuts to other events left the committee with \$10,000. He agreed with adding \$5,000 to Hot August Nights due to everything the event did for the city.

Member Jay moved to accept the staff recommendations with the following changes: \$5,000 less to the National Championship Air Races and Air Show, \$5,000 less to Food Truck Friday, with the balance of that money to be divided between Pride and Hot August Nights. Member Brown seconded the motion.

On discussion, Member Baran stated she did not believe Hot August Nights should receive extra money because there were other events discussed at the last meeting that did not get support, that had more cultural significance.

The motion carried 2-1, with Member Baran voting no and Chair Taylor absent.

C. Board/Commission/Committee Member Reports and Announcements - Limited to items that do not appear elsewhere on the agenda. No action may be taken on this item.

Member Jay spoke on behalf of the Reno Youth Sports Association and said the group sponsored a number of events. He said he would coordinate with Ms. Macintyre to share what events the group sponsored.

D. Future Agenda Items - Discussion of items for future agendas. No action may be taken on this item.

None.

E. Public Comment - This item is for either public comment on any action item or for any general public comment and is limited to no more than three (3) minutes for each commentator.

None.

F. Adjournment (For Possible Action)

Member Brown moved to adjourn the meeting at 6:06 p.m. Member Jay seconded the motion. The motion carried with Chair Taylor absent.

Title **0044** 10/26/2023
by **Mara Langer** in **City of Reno Special Event Sponsorship Application FY23/24** id. 44517009
mara@jewishnevada.org

Original Submission 10/26/2023

Notice of Public Record Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.

CONTACT INFORMATION

Date of Event 9/10/2023

Event Organizer / Host Organization Jewish Nevada

Contact Person Mara Langer

Mailing Address 1674 N. Virginia St., Unit 8447
Reno
Nevada
89507
US

Physical Address Different from above

Physical Address 8861 W. Sahara Ave #120
Las Vegas
NV
89117
US

Office Phone +17027320556

Cell Phone +14158673358

Event Website <https://www.jewishnevada.org/milkandhoney>

THE EVENT

Event Name Milk & Honey - A Jewish Cultural Festival

Event Description The event will be free to attend and open to the public, showcasing local food trucks, live music, an interactive play area for children, culture, and community. Israel is known as “the land of milk and honey” and the expression refers to a place full of comfort. “We are thrilled to invite the community to come learn about our traditions, roots and celebrate with us,” said Mara Langer, Jewish Nevada’s Director of Community Engagement. “This is an opportunity for people of all ages to share our traditions, enjoy a wide array of delicious food, and participate in festivities. We look forward to sharing the many delightful aspects of our culture with the Northern Nevada community and welcoming them with open arms.” Food trucks and other vendors that will be available during the event include The Tap Wagon, Dipdee Ice Cream, All Wrapped up, Mandalynn Jewelry Designs, Truckee Meadows Candles and several other local vendors. Jazz vocalist CeCe Gable will entertain the crowd while attendees gather and enjoy symbolic, themed offerings from a variety of local vendors. Local artists are invited to submit their artwork to be featured at the event. Participants will vote for 1st, 2nd, and 3rd place ribbon awards. Submissions are due August 1. For more information on guidelines and submission, visit [here](#) or email Mara.Langer@JewishNevada.org.

Where will the event take place in the City of Reno? McKinley Art and Culture

Anticipated City Services Police
Parks

Is this a new event? No

How many years has this event taken place previously? 1.0

Will this be an annual event in Reno? Yes

Will there be a charge to be a spectator? / Is this a ticketed event? No

Projected Attendance 300.0

What other events have been produced by this individual or group? na

Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261? Yes

THE COMMUNITY

How does the event provide a benefit to the general public? By being a free event, all are welcome to participate. "We are thrilled to invite the community to come learn about our traditions, roots and celebrate with us," said Mara Langer, Jewish Nevada's Director of Community Engagement. "This is an opportunity for people of all ages to share our traditions, enjoy a wide array of delicious food, and participate in festivities. We look forward to sharing the many delightful aspects of our culture with the Northern Nevada community and welcoming them with open arms."

Event Attendance Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

Actuals - if your event has occurred before: In 2022, we had over 20 vendors and 250 people. The numbers were counted by pre-registration and individuals throughout the day.

Projected Attendance 300

Event Overview and Goals The event's goal is to bring together people from all walks of life to enjoy a day of celebration, fun, and community. This year we are adding an Artist Gallery to the event to create a space for Jewish Artists and Jewish Art to be displayed and available for purchase. Last we had people from all demographics join us, Jews and non-Jews alike coming together for a day of fun, music, dance, and food. We will continue to build upon the brand name and momentum to hold this program every year.

Will the event's proceeds be given directly to the nonprofit's organizational programs? Please provide details to illustrate this. The goal is to have program sponsorship cover the cost of the program. Jewish Nevada contributes sponsorship funds in addition to soliciting sponsorships. In the event there are proceeds, the dollars will be used to directly support Jewish Nevada programs.

MARKETING, ADVERTISING, AND PUBLIC RELATIONS

The event will be: televised on network/cable TV
broadcast on the web
aired on the radio

Anticipated Coverage	Local
Does your event have media partners?	No
Does your event have partnerships with other event promoters to cross promote the event?	No
Marketing, Advertising, and Public Relations Plan	
Milk_Honey_Marketing_Advertising_and_Public_Relations_Plan_2023.pdf	
What promotional consideration or benefits may the City of Reno receive?	Sponsors receive advertising promotions including logo on all marketing materials, including postcard mailers, website, social media and on site posters. The City Reno, RPD and other social services have the opportunity to have a booth at the event to promote their organizations and interact with the public.
FINANCIAL	
What is the anticipated amount of total City Services needed for your event?	2322.8
Will the event solicit additional sponsors?	Yes
What additional sponsors will the event solicit?	Atlantis Resort & Spa, KUNR, PBS-Reno, SilverSummit HealthPlan, Oro Capital, Alpine Strategies, NV Energy Foundation, Farm Bureau Bank, United Federal Credit Union, Palm Mortuary, King David Cemetary
If you do not receive City of Reno sponsorship, will your event still occur?	Yes
List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from.	City of Reno Councilmembers Naomi Duerr and Devon Reese, Washoe County Commissioner Alexis Hill

Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.).

\$1000

Please attach your organization's IRS Form 990 from the previous fiscal year and/or current Profit and Loss Statement.

[990_JFLV_2022_-_FINAL_without_Schedule_B.pdf](#)

Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.

Operating Budget	5,330,573
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Events Budget	106,099
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Marketing Budget	20,000
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ACKNOWLEDGEMENTS If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Title	0042	10/23/2023
	by Brighton Denison in City of Reno Special Event Sponsorship Application FY23/24	id. 44483127
	gacfoffice@gmail.com	

Original Submission

10/23/2023

Notice of Public Record	Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.
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CONTACT INFORMATION

Date of Event	11/24/2023
Event Organizer / Host Organization	Great American Craft Fairs
Contact Person	Brighton Dnison
Mailing Address	PO Box 40545 Reno NV 89504 US
Physical Address	Different from above
Physical Address	290 gentry wy Reno NV 89503 US
Office Phone	+17752875208
Cell Phone	+17022651699
Event Website	https://greatamericancraftfairs.com/holiday-lights-festival/

THE EVENT

Event Name	Holiday Lights Festival
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Event Description Join us Friday, November 24th for the City of Reno's Christmas Tree Lighting. Shop locally made holiday gifts, relax to the sounds of live music, grab a bite at the food truck plaza or a beer from the Holiday Ale Fest. And of course, LIGHTS! There's something for everyone in the family at the Holiday Lights Festival.
Festivities are free to the public and are open:
Friday, November 24th 4:00pm-9:30pm (tree lighting at sunset)
Saturday, November 25th 11:00am-7:00pm

Where will the event take place in the City of Reno? City Plaza

Anticipated City Services Fire
Police
Public Works
Parks

Is this a new event? Yes

Will this be an annual event in Reno? Yes

Will there be a charge to be a spectator? / Is this a ticketed event? No

Projected Attendance 3000.0

What other events have been produced by this individual or group? Reno Earth Day, July 4th Celebration, Fall Festival, The Great American Craft Fair and much more

Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261? No

THE COMMUNITY

How does the event provide a benefit to the general public? At no charge, Provides a safe space for families and tourist to enjoy the City's Tree lighting and encourages families to spend time together at the craft fair, light display, live entertainment and other free activities.

Event Attendance Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

Actuals - if your event has occurred before: first time event projected at 3,000-5,000 persons in its first year

Projected Attendance 3-5000

Event Overview and Goals The goal of this event is to increase traffic to the downtown corridor, while providing a safe and free space for families to spend time together. As with all of our events, it is a priority to promote local and regional artisans and non profits. Waste reduction techniques learned while promoting Reno Earth Day will be implemented to help reduce the impact of the event and insure we leave our venue cleaner than when we arrived.

MARKETING, ADVERTISING, AND PUBLIC RELATIONS

The event will be: televised on network/cable TV
broadcast on the web
aired on the radio

Anticipated Coverage Regional
Local

Does your event have media partners? Yes

Who are your media partners? Partnered with lotus broadcasting on 5 stations, along with Channel 4

Does your event have partnerships with other event promoters to cross promote the event? No

Marketing, Advertising, and Public Relations Plan

[Holiday_Lights_Marketing_Budget.pdf](#)

What promotional consideration or benefits may the City of Reno receive? included on as a partner/sponsor on all advertising booth space upon request

FINANCIAL

What is the anticipated amount of total City Services needed for your event? 8000.0

Will the event solicit additional sponsors?	No
If you do not receive City of Reno sponsorship, will your event still occur?	No
Please explain.	costs of closing parks/streets plus additional police presence if needed is an expense that can not be paid by a free to the public event
List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from.	we do not currently expect any additional outside funding
Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.).	the event promoter has not received any additional funding
Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.	
Operating Budget	no salaries will be paid. overhead will include security, tents, heaters, fencing budgeted at \$18000
Events Budget	total budget \$25000
Marketing Budget	4700 please see attached marketing budget
ACKNOWLEDGEMENTS	If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Title **0035** 09/20/2023
by **Jessica Janusee** in **City of Reno Special Event Sponsorship Application FY23/24** id. 44133585
info@rprfm.org

Original Submission 09/20/2023

Notice of Public Record Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.

CONTACT INFORMATION

Event Organizer / Host Organization Reno Punk Rock Flea Market

Contact Person Jessica Janusee

Mailing Address 11645 Tupelo Street
Reno
Nevada
89506
US

Physical Address Same as above

Office Phone +15082463852

Cell Phone +15082463852

Event Website www.rprfm.org

THE EVENT

Event Name Reno Punk Rock Flea Market - Fleas the Season

Event Description The Reno Punk Rock Flea Market is a weekend-long festival featuring 12 bands (local & traveling) and 60 vendors who are artists, activists, non-profits and makers. We make stuff, connect with like-minded folks, drink beer and have a pretty great time. Despite the constant loud music and mayhem. we are family-friendly! (If you're the sort of family that likes punk rock and disrupting the status quo). We also have an interactive kiddo section complete with Drag Story Time and kids under 12 always get in for free.

We have several food trucks rocking out all weekend long and a bar for your drinking needs plus an ATM in case you'd like to get some books, art, zines, clothes, handmade pottery, whatever from our awesome vendors.

Where will the event take place in the City of Reno? Neil Road Recreation Center

Anticipated City Services Parks

Is this a new event? No

How many years has this event taken place previously? 6.0

Will this be an annual event in Reno? Yes

Will there be a charge to be a spectator? / Is this a ticketed event? Yes

What is the cost of admission? 5.0

Projected Attendance 3000.0

What other events have been produced by this individual or group? Punk Rock Prom and Rock Against Racism

Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261? Yes

THE COMMUNITY

How does the event provide a benefit to the general public? We provide a safe space for the alternative community especially all subcultures around punk and goth. What we've discovered is that everyone loves the Flea Market from your 70-year-old grandma to your 2-year-old young rocker. If you come to the Punk Rock Flea you will see all ages and all types of people from every walk of life. The Flea is especially important for two groups - teenagers who want a place to hang out, be cool and play music and the mom & dad rockers who have settled down but they still love live music and bringing their kids to shows. It's an extremely beautiful multi-generational space for us weirdos and we are so proud to make it happen twice a year.

Event Attendance Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

Actuals - if your event has occurred before: The highest attendance at a Flea Market including all staff, volunteers, vendors and performers is around 6,000.

Projected Attendance Last Fall Flea we had 3,000 attendees, We believe this year will be 3k - 5k depending on weather.

Event Overview and Goals We started out as a once a year Punk Rock Flea Market and after several years of both vendors and attendees requesting a second Flea per year we were finally able to make it happen last Fall. We anticipate this Fall Flea growing to the 5k - 6k of the Spring Flea. Our email vendor list is now almost 500 vendors. We are selling out our vendor spots in under 24hrs from when we open the application. The demand for our event has grown exponentially and we always have more vendors and bands than we can accommodate. Our ultimate goal as a non-profit is to have our own large venue where we can host all-ages shows and community markets year round as well as offer a space for some of our friend organizations like Trans Support Reno, Sierra Roller Derby, Family Soup Mutual Aid and more to host events and workshops.

Will the event's proceeds be given directly to the nonprofit's organizational programs? Please provide details to illustrate this. Yes, the proceeds will help us produce the Spring Flea Market, Punk Rock Prom and Rock Against Racism

MARKETING, ADVERTISING, AND PUBLIC RELATIONS

The event will be: televised on network/cable TV
broadcast on the web
aired on the radio

Anticipated Coverage	Local
Does your event have media partners?	Yes
Who are your media partners?	We are always on local morning TV, KWNK, and Alice FM. We also work with Reno News & Review and This is Reno to highlight our events.
Does your event have partnerships with other event promoters to cross promote the event?	Yes
If yes, who?	Dark Corner Haunt

Marketing, Advertising, and Public Relations Plan

[RPRFM_Marketing_.pdf](#)

What promotional consideration or benefits may the City of Reno receive?	We are happy to put you on our sponsor page on our website, on the sponsor page of our event program and do a shout out on social media. Also if you'd we can definitely give you free tickets to the Flea!
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FINANCIAL

What is the anticipated amount of total City Services needed for your event?	6000.0
Will the event solicit additional sponsors?	Yes
What additional sponsors will the event solicit?	We usually have about 10 sponsors per event including Batteries Plus, Yelp, Celebrations, The Discovery Museum and more.
If you do not receive City of Reno sponsorship, will your event still occur?	Yes

List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from.

None

Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.).

None

Please attach your organization's IRS Form 990 from the previous fiscal year and/or current Profit and Loss Statement.

[RPRFM_2023_Budget.xlsx_-_Sheet1.pdf](#)

Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.

Operating Budget Our event is put on by volunteers and our non-profit board. We do not have any overhead costs.

Events Budget I've uploaded our Summer 2023 Event Budget above.

Marketing Budget The marketing budget is included in our Summer 2023 Event Budget.

ACKNOWLEDGEMENTS If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Title	0043	10/24/2023
	by Paul Reder in City of Reno Special Event Sponsorship Application FY23/24	id. 44492355
	paul@basscampfest.com	

Original Submission	10/24/2023
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Notice of Public Record	Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.
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CONTACT INFORMATION

Date of Event	9/23/2023
Event Organizer / Host Organization	Believe In Reno 3
Contact Person	Paul Reder
Mailing Address	PO Box 1562 Zephyr Cove NV 89448 US
Physical Address	Different from above
Physical Address	1930 Wilder St Reno NV 89512 US
Office Phone	+17755889090
Cell Phone	+13109480448
Event Website	https://basscampfest.com

THE EVENT

Event Name	Believe In Reno 3
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Event Description	<p>Bass Camp Festival, Northern Nevada's largest summer electronic music festival and live concert promoter, brings an evening of national DJ/Producer headliners, art installations, a vendor village and food & beverage trucks to City Plaza in downtown Reno next to the "Believe" sign on Saturday, September 23, 2023 from 5:00 p.m.-10:00 p.m.</p> <p>The event was born from the lifting of lockdown restrictions of the pandemic. It was the first public event that Bass Camp produced after restrictions were lifted, giving the community a reason to congregate, celebrate, "believe" in Reno once again. This will be an incredible, special night filled with awesome lighting and SFX production, and dancing in the City Plaza next to the river on a balmy summer night! Let's celebrate together and BELIEVE in Reno.</p> <p>In the spirit of including everyone in the community, this is an all-ages event.</p>
Where will the event take place in the City of Reno?	City Plaza Believe Sign
Anticipated City Services	Police Fire Public Works Parks
Is this a new event?	No
How many years has this event taken place previously?	3.0
Will this be an annual event in Reno?	Yes
Will there be a charge to be a spectator? / Is this a ticketed event?	Yes
What is the cost of admission?	35.0
Projected Attendance	2000.0
What other events have been produced by this individual or group?	Bass Camp Festival, Bass Camp In The Park, Winter Whiteout, Lake Tahoe Reggae Festival, Lake Tahoe Bluegrass & Beyond Festival, Lake Tahoe Winter Reggae Festival, Halloween Bass Ball.

Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261? No

THE COMMUNITY

How does the event provide a benefit to the general public? The event draw people in from out of market. We know that at least 40% of our attendees are traveling to Reno from our feeder markets. These fans buy local hotel rooms, purchase F&B from local area establishments, shop at local grocery stores, buy fuel from local gas stations and more. This also keeps locals in town to experience the national headliners we present at this and other events so locals are spending money locally. The Bass Camp ownership and team are all from Northern Nevada and keep earnings here in the market, and not a cash grab to California or other states.

Event Attendance Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

Actuals - if your event has occurred before: 1631

Projected Attendance 2000

Event Overview and Goals Based on the growth from year 1 and year 3 (year 2 had to moved inside due to smoke/fires), we expect Believe In Reno annual growth to exceed 20% per year. Our goal is to increase the artist guarantee budget so we can afford bigger ticket sellers, which in turn will grow our potential attendance.

MARKETING, ADVERTISING, AND PUBLIC RELATIONS

The event will be: broadcast on the web

Anticipated Coverage National

Does your event have media partners? Yes

Who are your media partners? Wild 102 FM, EDM.com

Does your event have partnerships with other event promoters to cross promote the event?

No

Marketing, Advertising, and Public Relations Plan

[Believe_In_Reno_Marketing_Plan.pdf](#)

What promotional consideration or benefits may the City of Reno receive?

Include City Of Reno logo on all promotional materials. Banners at event. Tagged in all social posts.

FINANCIAL

What is the anticipated amount of total City Services needed for your event?

4000.0

Will the event solicit additional sponsors?

Yes

What additional sponsors will the event solicit?

RSCVA

If you do not receive City of Reno sponsorship, will your event still occur?

Yes

List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from.

N/A

Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.).

N/A

Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.

Operating Budget 1,200,000

Events Budget 1,200,000

Marketing Budget 300,000

ACKNOWLEDGEMENTS If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Title	0036	09/29/2023
	by Alie Clark in City of Reno Special Event Sponsorship Application FY23/24	id. 44227434
	aclark@wiseriders.com	

Original Submission

09/29/2023

Notice of Public Record	Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.
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CONTACT INFORMATION

Event Organizer / Host Organization	Reno Harley-Davidson
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Contact Person	Alie Clark
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Mailing Address	2315 Market Street Reno NV 89502 US
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Physical Address	Same as above
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Office Phone	+17753292913
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Cell Phone	+17073303984
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Event Website	renohd.com
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THE EVENT

Event Name	Spring Street Vibrations at Reno Harley-Davidson
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Event Description	Reno Harley-Davidson is the hometown Harley-Davidson dealership of Street Vibrations, and it extends the celebration at our dealership.
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Where will the event take place in the City of Reno?	Reno Harley-Davidson, 2315 Market St
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Anticipated City Services	Fire
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Is this a new event?	No
How many years has this event taken place previously?	13.0
Will this be an annual event in Reno?	Yes
Will there be a charge to be a spectator? / Is this a ticketed event?	Yes
What is the cost of admission?	0.0
Projected Attendance	500.0
What other events have been produced by this individual or group?	Fall Street Vibrations at Reno Harley-Davidson
Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261?	No

THE COMMUNITY

How does the event provide a benefit to the general public?	Expanding the main Street Vibrations event in downtown Reno serves as a catalyst for prolonging visitors' stay in the city. This extension translates to increased patronage for local businesses, restaurants, hotels, and casinos, ultimately benefiting the entire community. By providing an enticing and comprehensive experience right here in Reno, we aim to redirect spending that might otherwise go to cities that also participate in Street Vibrations, like Carson City or Virginia City, back into our own vibrant local economy
Event Attendance	Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.
Actuals - if your event has occurred before:	422 - number of invoices
Projected Attendance	500

Event Overview and Goals We aim to elevate the Spring Street Vibrations event into a dynamic experience akin to the renowned Fall Street Vibrations, all with the goal of bolstering Reno's local economy. Presently, Spring Street Vibrations predominantly draws a local crowd. Our vision is to transform it into an attraction that entices enthusiasts from out of state. Given that the core demographic of Harley-Davidson customers tends to be 35 and above, with a majority being of Caucasian descent, it's noteworthy that owning a Harley-Davidson is a deliberate choice, not a necessity. This indicates a substantial disposable income among our patrons, which we anticipate will be channeled towards local businesses including casinos, restaurants, and bars.

Furthermore, we're committed to restoring the event's duration to a full week, expanding its reach and impact in the process.

MARKETING, ADVERTISING, AND PUBLIC RELATIONS

The event will be: none of the above

Anticipated Coverage Local

Does your event have media partners? No

Does your event have partnerships with other event promoters to cross promote the event? Yes

If yes, who? Roadshows

Marketing, Advertising, and Public Relations Plan

[Event__Spring_Street_Vibrations_at_RenoHD.pdf](#)

What promotional consideration or benefits may the City of Reno receive? sponsorship logo on any advertising (ie posters, flyers, online ads, social posts), booth space

FINANCIAL

What is the anticipated amount of total City Services needed for your event? 2000.0

Will the event solicit additional sponsors? No

If you do not receive City of Reno sponsorship, will your event still occur? No

Please explain. We would not be able to make the event as big as we want to, we would still hold something, but it most likely would not include vendors, live music, or food

List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from. none

Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.). none

Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.

Operating Budget 2000

Events Budget 35000

Marketing Budget 2000

ACKNOWLEDGEMENTS If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Title	0014	08/02/2023
	by Matthew Balzer in City of Reno Special Event Sponsorship Application FY23/24	id. 41540414
	matt@race178.com	

Original Submission 08/02/2023

Notice of Public Record Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.

CONTACT INFORMATION

Event Organizer / Host Organization Race178

Contact Person Matthew Balzer

Mailing Address 13987 S Virginia St Ste 704
Reno
NV
89511
US

Physical Address Different from above

Physical Address 331 E Liberty St
Reno
NV
89501
US

Office Phone +17754401063

Cell Phone +17757711369

Event Website www.race178.com

THE EVENT

Event Name Leprechaun Race 5K

Event Description A 5K run and walk in Reno, Nevada through the Midtown and Wells Avenue districts. It is family friendly. This is a great first 5K for new runners.

Where will the event take place in the City of Reno? Terry Lee Wells Discovery Museum

Anticipated City Services Police
Public Works

Is this a new event? No

How many years has this event taken place previously? 12.0

Will this be an annual event in Reno? Yes

Will there be a charge to be a spectator? / Is this a ticketed event? Yes

What is the cost of admission? 30.0

Projected Attendance 1750.0

What other events have been produced by this individual or group? Reno Tahoe Odyssey and Journal Jog

Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261? No

THE COMMUNITY

How does the event provide a benefit to the general public? Running and Waling events contribute to the community leading a more active lifestyle and encourage setting and accomplishing goals. The race typically donates over \$5000 annually to local charities.

Event Attendance Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

Actuals - if your event has occurred before: 2000

Projected Attendance

Event Overview and Goals 2024 will be the 12 running of the event and we only plan to grow the attendance modestly over the next couple of year. We have typically sold out the event each year in the 1700 participants range. Leprechaun Race has become one of the top 3 running and walking events in our area. This family friendly, inclusive event gives our local community a great way to start their active journey.

MARKETING,
ADVERTISING, AND
PUBLIC RELATIONS

The event will be: none of the above

Anticipated Coverage Local

Does your event have media partners? Yes

Who are your media partners? News 4 and Fox 11

Does your event have partnerships with other event promoters to cross promote the event? No

Marketing, Advertising, and Public Relations Plan

[Race178__2024_Marketing_Schedule_-_USE.pdf](#)

What promotional consideration or benefits may the City of Reno receive? We are happy to provide booth space free of charge for the city.

FINANCIAL

What is the anticipated amount of total City Services needed for your event? 8000.0

Will the event solicit additional sponsors? Yes

What additional sponsors will the event solicit? Various businesses: Brooks Running, Reno Running Company, Food and Beverage, Chirofit, possibly others

If you do not receive City of Reno sponsorship, will your event still occur? Yes

List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from. NA

Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.). NA

Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.

Operating Budget 400,000

Events Budget 280,000

Marketing Budget 40,000

ACKNOWLEDGEMENTS If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Title	0034	08/29/2023
	by Sam Baugh in City of Reno Special Event Sponsorship Application FY23/24	id. 43883661
	sam@renoraces.com	

Original Submission 08/29/2023

Notice of Public Record Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.

CONTACT INFORMATION

Event Organizer / Host Organization Reno Races

Contact Person Sam Baugh

Mailing Address 59 Damonte Ranch Pkwy
Suite B #220
Reno
NV
89521
US

Physical Address Same as above

Office Phone +17752401640

Cell Phone +17752401640

Event Website www.renoraces.com

THE EVENT

Event Name Reno Run 4 Love

Event Description Run 4 Love is a Valentine themed run that starts and finishes at the Reno ballroom.

Where will the event take place in the City of Reno? Downtown at the Reno Ballroom

Anticipated City Services Police
Fire
Public Works

Is this a new event? No

How many years has this event taken place previously? 5.0

Will this be an annual event in Reno? Yes

Will there be a charge to be a spectator? / Is this a ticketed event? Yes

What is the cost of admission? 45.0

Projected Attendance 500.0

What other events have been produced by this individual or group? Biggest Little Half, Rock Reno Half, Dirty Wookie Run

Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261? No

THE COMMUNITY

How does the event provide a benefit to the general public? Promotes community fitness and a fun event for all ages.

Event Attendance Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

Actuals - if your event has occurred before: 580

Projected Attendance 500

Event Overview and Goals This is a fun event that helps promote community fitness and offered in the winter to help offer an outside event.

MARKETING,
ADVERTISING, AND
PUBLIC RELATIONS

The event will be: none of the above

Anticipated Coverage Local

Does your event have media partners? Yes

Who are your media partners? KOLO

Does your event have partnerships with other event promoters to cross promote the event? Yes

If yes, who? Race 178, Desert Sky Adventures

Marketing, Advertising, and Public Relations Plan

[RUN4LOVE.pdf](#)

What promotional consideration or benefits may the City of Reno receive? Logo included on website, any race promotion materials

FINANCIAL

What is the anticipated amount of total City Services needed for your event? 3000.0

Will the event solicit additional sponsors? Yes

What additional sponsors will the event solicit? Dolan, Swift, Caesars

If you do not receive City of Reno sponsorship, will your event still occur? Yes

List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from.

N/A

Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.).

0

Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.

Operating Budget 275000

Events Budget 18000

Marketing Budget 1700

ACKNOWLEDGEMENTS If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Title	0041	10/12/2023
	by Erik Scalise in City of Reno Special Event Sponsorship Application FY23/24	id. 44361874
	northernnevadaaquatics@yahoo.com	

Original Submission

10/12/2023

Notice of Public Record	Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.
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CONTACT INFORMATION

Event Organizer / Host Organization	Northern Nevada Aquatics
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Contact Person	Erik Scalise
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Mailing Address	1135 Terminal Way Suite 106 Reno NV 89502 US
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Physical Address	Same as above
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Office Phone	+17753310123
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Cell Phone	+17758466898
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Event Website	www.northernnevadaaquatics.com
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THE EVENT

Event Name	NNA Age Group Open
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Event Description	Swim Meet held in march at Northwest Pool.
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Where will the event take place in the City of Reno?	Northwest Pool
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Anticipated City Services	Parks
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Is this a new event?	No
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How many years has this event taken place previously? 13.0

Will this be an annual event in Reno? Yes

Will there be a charge to be a spectator? / Is this a ticketed event? No

Projected Attendance 500.0

What other events have been produced by this individual or group? Silver State Championships

Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261? Yes

THE COMMUNITY

How does the event provide a benefit to the general public? The event will bring in tourists from outside the area to spend money on lodging and food in the area.

Event Attendance Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

Actuals - if your event has occurred before: 517 total in attendance, 289 athletes

Projected Attendance 600

Event Overview and Goals We would like to host our annual event to help age group swimmers become faster and excel at our sport. We would like to also help give local athletes that are not currently in the school district an opportunity to compete.

Will the event's proceeds be given directly to the nonprofit's organizational programs? Please provide details to illustrate this.

All proceeds will go to pool equipment for the city pools and to help keep Northern Nevada Aquatics operations.

**MARKETING,
ADVERTISING, AND
PUBLIC RELATIONS**

The event will be: none of the above

Anticipated Coverage Local

Does your event have media partners? No

Does your event have partnerships with other event promoters to cross promote the event? No

Marketing, Advertising, and Public Relations Plan

[MarketingAdvertisingPubRel.pdf](#)

What promotional consideration or benefits may the City of Reno receive? Signage at the event and on our organizational website

FINANCIAL

What is the anticipated amount of total City Services needed for your event? 4000.0

Will the event solicit additional sponsors? No

If you do not receive City of Reno sponsorship, will your event still occur? Yes

List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from.

Pepsico for beverages.

Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.).

1500-4000 dollars from the city in the past years

Please attach your organization's IRS Form 990 from the previous fiscal year and/or current Profit and Loss Statement.

[Form990Package.pdf](#)

[2020_NNA_profit_and_loss.pdf](#)

Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.

Operating Budget 275,000 from events and subscriptions for all organizational expenses and operations

Events Budget \$6000 for all swim meets (2) per year for hospitality, awards, equipment rentals etc

Marketing Budget 2400

ACKNOWLEDGEMENTS If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Title	0039	10/05/2023
	by Philip Wright in City of Reno Special Event Sponsorship Application FY23/24	id. 44302741
	flip@offbeatreno.com	

Original Submission

10/05/2023

Notice of Public Record	Please be advised that all information contained in this application is part of the City of Reno's public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.
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CONTACT INFORMATION

Event Organizer / Host Organization	OffBeat Arts & Music Festival LLC
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Contact Person	Philip Wright
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Mailing Address	1045 S. Virginia St. Reno NV 89502 US
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Physical Address	Same as above
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Office Phone	+17753034089
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Cell Phone	+17753034089
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Event Website	www.offbeatreno.com
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THE EVENT

Event Name	OffBeat Music Festival
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Event Description	OffBeat Music Festival is a 3-day, ticketed music festival with 50+ performances in an Outdoor Festival Stage and multiple music venues and bars throughout Midtown, OffBeat has performances to appeal to a variety of audience types and ages, comprising of a wide range of musical genres including indie-rock, folk rock, hip hop, electronic, world, alt. country, funk and more. It's this unique mix of artists, genres and venues, appealing to such a wide array of people, that make OffBeat a truly unique Reno event. In addition to the music festival, we also have an "OffBeat Village" that will have a vendor village, beer garden, food trucks and live music that is free to the public. We want to share the spirit of the Reno with even more people. and with your help, we can do it. Our vision is to share the unique, funky, artistic and creative side of our city with loyal music lovers as well as all-new audiences locally and from across the western United States.
Where will the event take place in the City of Reno?	Multiple Venues in Midtown Reno as well as an Outdoor Stage and Village with Cheney St. Closed
Anticipated City Services	Police Fire Public Works
Is this a new event?	No
How many years has this event taken place previously?	8.0
Will this be an annual event in Reno?	Yes
Will there be a charge to be a spectator? / Is this a ticketed event?	Yes
What is the cost of admission?	90.0
Projected Attendance	7500.0
What other events have been produced by this individual or group?	We put on other OffBeat Presents shows in Reno as well a have partnered with Midtown District on their First Thursday and Dancing in the Streets events.
Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261?	No

THE COMMUNITY

How does the event provide a benefit to the general public? Over nearly a decade, OffBeat has introduced the City of Reno to over 500 musical artists. For a long time this city was not included on the tour routing for many mid-level touring acts. Instead they would route to Boise, Sacramento or other regional locations. We have definitely seen that change where we are now seeing this acts include Reno in their tours, which in return continues to build the scene for younger residents as they relocate to the region.

Event Attendance Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.

Actuals - if your event has occurred before: OffBeat has evolved and changed over time but we consistently have total attendance in the 5K to 10K range including performers, attendees, volunteers and staff. This number is based on 3 days of performances and is estimated based on number of artists performing, tickets, and general area sq. footage estimates and venue capacities for the free to the public events

Projected Attendance

Event Overview and Goals The vision for the 8th Annual OffBeat Music Festival, a three-day event scheduled for October 5-7, is big. We want to continue to showcase northern Nevada's burgeoning music and arts scene while continuing to build this legacy event for our city. Over the past eight years we've been building an event that's much different than many others Reno is known for – Hot August Nights, the National Championship Air Races, the Nugget Rib Cook-Off, Artown – because it appeals to the lifestyles and interests of a younger, more diverse audience. It's this audience that's creating and defining Reno and who are most interested and receptive to what our city is becoming and what it has to offer. Our collaborations with local businesses, retail shops and artists showcase this new Reno spirit in all its glory, with the added appeal of seeing national touring artists (who might not normally make a stop in Reno) playing on our local stages alongside our best local musicians.

As OffBeat grows, we'll continue to celebrate and showcase those who are constantly bringing new energy into our city. We'll put local artists on a national stage in their hometown, bringing them the exposure that comes with playing a recognized music festival alongside top-tier artists. This wider, positive exposure is a huge plus for our region. It proves to people both inside and outside the city that there's a growing, diverse, vibrant, and interesting arts and music scene in an unexpected place.

MARKETING, ADVERTISING, AND PUBLIC RELATIONS

The event will be: none of the above

Anticipated Coverage Local Regional

Does your event have media partners? Yes

Who are your media partners? Hey Frank LLC

Does your event have partnerships with other event promoters to cross promote the event? No

Marketing, Advertising, and Public Relations Plan

[2023_Itemized_Marketing_and_Promotional_Initiatives.pdf](#)

What promotional consideration or benefits may the City of Reno receive? Print Advertising (Inclusion of Logo,etc.), Social Media Mentions, Tickets, Inclusion on Website and Festival App, Mention in any direct marketing

FINANCIAL

What is the anticipated amount of total City Services needed for your event? 6000.0

Will the event solicit additional sponsors? Yes

What additional sponsors will the event solicit? RSCVA, Liquor, Beer, Community Businesses (ex. Tahoe Truckee Lumber), EDAWN

If you do not receive City of Reno sponsorship, will your event still occur? Yes

List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from. City of Reno Arts & Culture, RSCVA, EDAWN

Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.).

\$1000 - Discretionary Funds (Council Member Brekus)

Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.

Operating Budget \$70,000

Events Budget \$70,000

Marketing Budget \$25,000

ACKNOWLEDGEMENTS If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Title	0038	10/05/2023
	by Nellie Davis in City of Reno Special Event Sponsorship Application FY23/24	id. 44296339
	18B Winter St Reno, Nevada 89503 NV United States 7753545667 nellie@outsidershair.com	

Original Submission	10/05/2023
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Notice of Public Record	Please be advised that all information contained in this application is part of the City of Reno’s public record and is available for public review. Once submitted, this document may become part of a permanent record and cannot be removed.
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CONTACT INFORMATION

Event Organizer / Host Organization	Sawabemuhano
Contact Person	Nellie Davis
Mailing Address	670 Tahoe St Reno NV 89503 US
Physical Address	Different from above
Physical Address	670 Tahoe St Reno NV 89509 US
Office Phone	+17753545667
Cell Phone	+17753545667
Event Website	Sageandthemoon.com

THE EVENT

Event Name	Native Heritage Celebration
Event Description	Celebrate Native heritage with dancing, drum, demonstrations, food and a pop-up market.
Where will the event take place in the City of Reno?	Yes
Anticipated City Services	Police Fire Public Works
Is this a new event?	Yes
Will this be an annual event in Reno?	Yes
Will there be a charge to be a spectator? / Is this a ticketed event?	No
Projected Attendance	100.0
What other events have been produced by this individual or group?	Riverwalk District events, Sweet Ride, High Heels and Hopes
Is the event organized and conducted by a nonprofit organization defined in NRS 372.3261?	No
THE COMMUNITY	
How does the event provide a benefit to the general public?	The event will benefit the public by highlighting Native culture of the Great Basin, educate with demonstrations and wellness workshops, enjoy dancing, food and get to know Native artists and vendors at the pop-up market. This inaugural event will amplify an important piece of history and culture of the region.
Event Attendance	Event attendance will be an important consideration for the sponsorship committee when determining partnership funding awards. "Critical mass" is a significant attribute of special events because the sponsorship committee is looking for events that locals appreciate.
Actuals - if your event has occurred before:	0

Projected Attendance 100

Event Overview and Goals The event goals will bring recognition and pride to the Native community as a part of urban space, and for the greater community to experience the beauty of Washoe, Paiute and Shoshone people and culture. With time, we hope to grow this event as a City collaborative.

MARKETING,
ADVERTISING, AND
PUBLIC RELATIONS

The event will be: televised on network/cable TV

Anticipated Coverage Local

Does your event have media partners? No

Does your event have partnerships with other event promoters to cross promote the event? Yes

If yes, who? Nevada Indian Commission

Marketing, Advertising, and Public Relations Plan

[Native_Heritage_Celebration_Marketing.pdf](#)

What promotional consideration or benefits may the City of Reno receive? Booth space, advertising

FINANCIAL

What is the anticipated amount of total City Services needed for your event? 1233.0

Will the event solicit additional sponsors? Yes

What additional sponsors will the event solicit? Edawn, public sector

If you do not receive City of Reno sponsorship, will your event still occur? Yes

List any City, County, or other public sector organizations that you expect to receive sponsorships, funding, or in-kind contributions from. Not yet known

Please provide all funding this event has received from the City of Reno (discretionary funds, grants, etc.). 0

Please provide your annual operating budget, events budget, and marketing budget for your organization. Provide a short explanation for each.

Operating Budget 3200

Events Budget 4833

Marketing Budget 200

ACKNOWLEDGEMENTS If your event is awarded a City of Reno Sponsorship, you must consent to the following. By checking yes below each statement, you are indicating agreement.

The City or its representative shall have the right to inspect and copy the records of your organization upon reasonable notice. In addition, if an audit has been performed or is commenced during the term of this Agreement which pertains to your organization, a copy of such audit shall be provided to the City. You agree to keep its books in accordance with an approved bookkeeping system, to retain its books and records, including all records relating to the event, for a period of three (3) years following the execution of this Agreement, and to make such books and records available for inspection by City Staff, or other designated representative of the City, at any time from the effective date of this Agreement until expiration of the required retention period. You understand that the Nevada Public Records Request Act contained in NRS Chapter 239 may be applicable.

Yes

You shall work with the City of Reno City Manager's Office if your event is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

Yes

The City of Reno logo and hyperlink to www.reno.gov will appear on your website.

Yes

The City of Reno may utilize your event's logos and photos in our promotional efforts for the City of Reno and on behalf of your event.

Yes

The information provided in this application, as well as the supporting documents are true and correct.

Yes

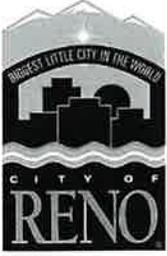
OPEN MEETING
LAW WAIVER

WAIVER OF NOTICE REQUIRED UNDER NRS 241.033(1) TO ALLOW THE SPECIAL EVENTS SPONSORSHIP COMMITTEE AND CITY COUNCIL TO CONSIDER CHARACTER OR COMPETENCE OF PERSON OR ORGANIZATION TO BE CONSIDERED FOR SPONSORSHIP BY THE CITY OF RENO * The Special Events Sponsorship Committee and the City Council will be considering on a future posted agenda your application for this sponsorship opportunity for the City of Reno. Pursuant to NRS 241.033(1), in order to consider the professional competence of an applicant, notice need be provided to that person of the time and place of the meeting in compliance with such statutory provisions. By agreeing below, it is confirmed that I have been provided notice of the meeting at which my application will be considered by the Special Events Sponsorship Committee and the City Council. Further, I knowingly and voluntarily am waiving my rights to all written notice requirements under NRS 241.033(1) pertaining to my qualifications, competence, and character to be considered for sponsorship and consent to the evaluation of my character and competence by the Special Events Sponsorship Committee and the City Council in a public meeting.

I Agree

checked

Event	Organizer Name	Event Date	Amount Billed to Organizer	Sponsorship Amt Requested	Recommended Sponsorship
NNA Age Group Open	Northern Nevada Aquatics		Staff Time: Equipment: Total: 4000	\$4,000.00	\$4,000.00
Offbeat Music Festival	Phillip Wright	10/6/2023	Estimated Costs: Maintenance and Operations Staff Time: \$1,562.52 Equipment Costs:\$376.50 Total: \$1,939.02	\$6,000.00	\$1,939.00
Native Heritage Celebration	Sawabe Humano	11/10/23	Estimated Costs: Maintenance and Operations Staff Time: \$402.52 Equipment Costs:\$122.50 Total: \$525.02	\$1,233.00	\$1,233.00
Holiday Lights Festival	Great American Craft Fairs	11/24-25/2023	Estimated Costs: Maintenance and Operations Staff Time: \$574.41 Equipment Costs: \$589.75 Total: \$1,164.16	\$8,000.00	\$1,164.16
Leprachaun Race 5k	Matthew Beltzer	March	Staff Time: Equipment: Total Estimate: \$8000	\$8,000.00	\$8,000.00
Milk & Honey - A Jewish Cultural Festival	Mara Langer	9/10/23	Staff Time: Equipment: Total:	\$2,322.80	\$2,322.80
Punk Rock Flea Market	Jessica Janussee	11/11-12/2023	Staff Time: Equipment: Total:	\$6,000.00	\$2,304.00
Reno Run 4 Love	Sam Baugh/Reno Races	Feb.	Staff Time: Equipment: Total:	\$3,000.00	\$3,000.00
Beleive in Reno 3	Bass Camp Festival	9/23/2023	Estimated Costs: Maintenance and Operations Staff Time: \$726.72 Equipment Costs: \$262.50 Total: \$989.22	\$4,000.00	\$1,480.00
Spring Street Vibrations	Reno Harley-Davidson		Staff Time: Equipment: Total Estimate: \$500	\$2,000.00	\$500.00
				\$44,555.80	\$25,942.96

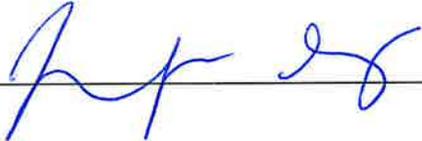


City of Reno
CERTIFICATE OF POSTING OF PUBLIC NOTICE OF MEETING
AGENDA

Name of Public Body: Special Events Sponsorship Committee Meeting		
Meeting Location: 12th Floor Conference Room		
Date of Meeting: 12-18-23	Time of Meeting: 5:00 p.m.	MUST be posted by: 12-13-23 at 9:00 a.m.

I certify that I personally posted the above described notice of meeting as follows:

Location of Posting	Address	Date of Posting	Time of Posting
Reno City Hall	1 East First Street Reno, NV 89501	12/13/23	8:45am

Signature: 

Printed Name: Jennifer Gutierrez

Please scan and email this form back to Lauren Morris at morrisl@reno.gov. If you have any questions, please call 772-5745. Please note, per NRS 241.020, we are required to have these notices on file before the meeting. Thank you for your assistance.