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The City of Yerington is an Equal Opportunity Provider

CITY OF YERINGTON ROOM TAX BOARD
REGULAR MEETING AGENDA
FRIDAY, JUNE 6, 2022 – 9:00 A.M. – CITY HALL

1. Meeting called to order, Pledge of Allegiance, Roll Call of Applicants
2. Public Participation/Comments: Public comment(s) shall not be restricted based on content or view point – No action will be taken.

Comments not exceeding three (3) minutes in length will be accepted from the general public in attendance. If any are made, there may be discussion upon those comments. No vote, decision, or action may be taken upon matters raised under this item until it is formally placed on the agenda. **Comments during Discussion Items will not be accepted from the General Public.** “Section 7.05 of the Nevada Open Meeting Law Manual indicates that the Public Body may prohibit comment if the content of the comments is a topic that is not relevant to or within the authority of the Public Body or if the content of the comments 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”.

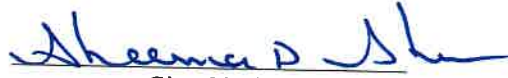
3. For Possible Action: Review and Approval of Agenda.
4. For Possible Action: Approve the Minutes of December 3, 2021
5. For Possible action: Funding for Grant Applications.
6. Public Participation/Comments – No Action will be taken.
7. Adjourn.

This is a tentative schedule for the meeting. The board reserves the right to take items in a different order to accomplish business in the most efficient manner.

NOTICE TO PERSONS WITH DISABILITIES: Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify the City Clerk at (775) 463-3511 in advance so that arrangements may be conveniently made.

I, Sheema D. Shaw, City Clerk of the City of Yerington, do hereby certify that the foregoing agenda was duly posted on June 1, 2022 at the following locations:

Yerington City Hall, www.yerington.net, and www.notices.nv.

A handwritten signature in blue ink, appearing to read "Sheema D. Shaw", written over a horizontal line.

City Clerk

The Yerington Room Tax Board meeting was held in the Council Chambers on Friday, December 3, 2021 with the following present;

Chairperson Candy LoBue
Board Members Ted Rudolph, Amy Miller and Steve Ward
City Clerk Sheema Shaw
City Manager Robert Switzer
Bookkeeper Lori Phillips

Guests:

Sylvia Banta of Dini's Lucky Club, Debbie Gilmore of Mason Valley Beekeepers, Denise Behrens of Helping Hands for Seniors, Roni Stanton of Mason Valley Fireworks, Jane Montalbano of Red Rooster Emporium, Jim Snyder of Snyder's Livestock, Joe Graham of Yerington Theatre for the Arts, Christina Hurt and Nick Beaton of Boys & Girls Club of Mason Valley,

Agenda

Board member Rudolph made the motion to approve the agenda as presented, Board member Miller seconded the motion. No objections were made at this time and the agenda was approved as presented.

Minutes

Board Member Amy Miller made a motion to approve the minutes of the June 14, 2021 meeting as presented, Board Member Ward seconded the motion. No objections were made at this time and the minutes were approved.

Roll Call of all Grant Applicants

Main Street Car Show – Sylvia Banta - present
Movies at the Park – rescinded their application on 12/2/21 – not present
Snyder's Livestock – Jim Snyder – present
Helping Hands for Seniors – left before presentations
Mason Valley Fireworks – Roni Stanton – present
Mason Valley Beekeepers – Debbie Gilmore – present
Red Rooster Emporium – Jane Montalbano – left before presentations
Pizen Switch Antiques – not present
Yerington Theatre for the Arts – Joe Graham – present
Boys & Girls Club of Mason Valley (NITC) – Nick Beaton & Christina Hurt -present

For Discussion Only: Discussion on a Recommendation to the Yerington City Council to Retain a Percentage of Room Tax Funding for Use on Tourism.

Board member Rudolph stated that he thought it was a good idea for the City to retain a certain percentage of the Room Tax money. Chairperson LoBue asked if this would be based on the entire amount collected and City Clerk Shaw said yes. Board member Miller asked if this is something that we can do right away and not wait. City Clerk Shaw said they can try and get it put on the Council's agenda for a January meeting. Board member Ward asked if in the future they could get advanced notice of how money would be allocated for Room Tax and City Clerk Shaw stated there is a spreadsheet with this information that can be made available to them for the next meetings.

Funding for Grant Applications

Main Street Car Show by applicant Sylvia Banta was awarded \$4,200 by motion of Board member Ward, seconded by Board member Miller and passed unanimously.

Snyder's Livestock by applicant Jim Snyder was awarded \$5,000 by motion of Board Member Miller, seconded by Board Member Rudolph; Chairperson LoBue abstained and passed unanimously.

Mason Valley Fireworks by applicant Roni Stanton was awarded \$1,000 by motion of Board Member Ward, seconded by Board Member Rudolph; Board member Miller abstained and passed unanimously.

Mason Valley Beekeepers by applicant Debbie Gilmore was awarded \$1,800 by motion of Board Member Rudolph, seconded by Board Member Miller and passed unanimously.

Yerington Theatre for the Arts by applicant Joe Graham was awarded \$2,500 by motion of Board Member Rudolph, seconded by Board Member Ward and passed unanimously.

Boys & Girls Club of Mason Valley by applicants Nick Beaton and Christina Hurt for the "Night in the Country" Annual event was awarded \$5,000 by motion of Board Member Miller, seconded by Board Member Rudolph and passed unanimously.

Public Participation/Comments

City Manager Switzer stated that during a recent City Council meeting approximately \$23,000 was granted to the City from the Room Tax money to be used for a Dog Park at Mountain View Park. This was why there was only about \$20,000 to be distributed for grants this go around. Sylvia Banta asked why that entire amount had to be taken from this cycle of grant money and why couldn't it have been split between now and the next round of grant requests. City Manager Switzer said that only the \$23,000 was taken from this go around and if anything else is needed for the Dog Park project, it would be taken from the July to December 2022 grant request monies.

Board member Miller did want to let all the applicants know that the reason three of the perspective applicants left before the presentations was because they were under the wrong impression that grant money could be used for their business' monthly advertising. She reminded everyone that this is not something that is currently a covered reimbursable item.

With there being no further business the meeting was adjourned.

Chairperson

City Clerk

FOR GRANT PERIOD:		JULY - DECEMBER 2021						
Grantee Organization	Grant Amount	Amount spent	Tourist Attendance	Out of Town Visitors	Traveled more than 50 miles	Visitors stayed at least one night	Total number of visitor nights	Notes
MASON VALLEY BEEKEEPERS	\$4,000	\$4,000.00	150	95	?	95	2	
Lyon County Fair Board	\$5,000	\$5,000.00	?	?	?	?	?	No report returned
Night in the Country	\$10,000	\$10,000.00	10,000	9000	1000	9000	3 to 5	
Take a Kid to a Car Show	\$2,000	\$2,000.00	500	150	150	40	1	
Bulls for the 21st Century	\$3,500	\$1,610.00	?	?	?	?	?	No report returned

Applications

June 6, 2022 Meeting

Total Requested \$27,044.16

Total Available \$25,000.00

TAB	EVENT	APPLICANT	CONTACT PERSON	AMOUNT REQUESTED
A	Night in the Country	Boys & Girls Club	Travis Crowder	\$10,000.00
B	B & G Club Car Show	Boys & Girls Club	Travis Crowder	\$1,500.00
C	LC Fair and Rodeo	Lyon County Fair Board	Lisa Tibbals	\$5,000.00
D	Yerington Night/Movies at Veterans Park	Nancy Park	Nancy Park	544.16
E	Battle of the Bands	YTA	Joe Graham	5000.00
F	Annual Nevada State Beekeepers Conference	Mason Valley Beekeepers	Debbie Gilmore	5000.00
G				
H				
I				
J				
K				
L				
M				
N				

CITY OF YERINGTON ROOM TAX BOARD

APPLICATION FOR FUNDS

Applicant Name: Boys & Girls Clubs of Mason Valley
Address: 124 N. Main Street
City, State, Zip: Yerington, NV 89447, NV, 89447

Contact Person: Travis Crowder
Title: Chief Executive Officer Phone Number: 775-463-2334

Project or Event Name: 21st Annual Night in the Country Music Festival

Location of Project or Event: Night in the Country Festival Grounds

Dates of Project or Event From: July 20, 2022 To: July 24, 2022

Brief Description of Project or Event: For the first time in 20 years, we have moved to our new home entirely in the city of Yerington! Fans are especially excited and ready to celebrate with family and friends to see our new home! We are on a record pace to sell-out for the 4th consecutive year as we only have general admission tickets left and a small percentage of campsites available. Very humbling and grateful position to be in after many years of community support including our staff, volunteers and amazing Board of Directors.

National Recording Artists Chris Young, Dustin Lynch, Tracy Lawrence, Granger Smith and many more are set to take the stage as our Headliner for 2022 and the rest of the lineup will be announced in the upcoming weeks. We have had countless Award winning, National Recording Artists over the years including: Blake Shelton, Dierks Bentley, Jason Aldean, Luke Combs, Thomas Rhett and over 100 others visit our little town of Yerington!

Our "Give & Get" Program which provided opportunities for various non-profits and community-based organizations (CBO) to generate revenue for their respective causes. Individuals who volunteer for NIC can designate any non-profit or CBO to benefit from their time spent working the event. We had over 30 non-profits and CBOs this past year contributing over \$70,000 in 2021 back into our communities!

The Extreme Bull Riding Event that we did in collaboration with the Lyon County Fair Board went extremely well, we had a packed house for an afternoon of high-quality bull riding. The event was completely sold out and standing room only!!! Between 2-2,500 in attendance!

This past year we added a Vino Van Gogh event with our Poker Tournament that took place in 2021 and was sold-out and all proceeds benefitted the Boys & Girls Clubs of Mason Valley. Meals provided locally by our friends at Tailgaters and was enjoyed by over 70 participants! The Vino Van Gogh proved to be a solid addition that will be included for future years!

As always, I would like to thank the Room Tax Board for the support and without this partnership, we would not be where we are today!

City Room Tax Funding from Prior Period (if applicable): \$ ~~10,000~~ *I believe was \$5,000*
January – June OR July – December
(Circle ONE)

Amount of Room Tax Funding Requested from Lyon County: \$10,000

Amount of Room Tax Funding Requested from City: \$ \$10,000

(See Breakdown on Next Page)

Specify the total costs for your project/event, including any other funding and the requested room tax funding.

PROJECT/EVENT ADVERTISING COSTS

List Types of Advertising (Radio, Newspaper, Social Media, etc.)

<u>Radio (Mostly In-Kind)</u>	<u>\$</u>	<u>\$150,000</u>
<u>Social Media Advertising</u>	<u>\$</u>	<u>\$110,000</u>
<u>Print Media</u>	<u>\$</u>	<u>\$5,000</u>
<u>Banners</u>	<u>\$</u>	<u>\$20,000</u>
<u></u>	<u>\$</u>	<u></u>
<u></u>	<u>\$</u>	<u></u>
<u></u>	<u>\$</u>	<u></u>
<u></u>	<u>\$</u>	<u></u>
TOTAL OVERALL COST OF ADVERTISING	\$	<u>\$285,000</u>
(NOT only what you are requesting)		

OTHER PROJECT COSTS (Non-Advertising/Non-Room Tax Eligible)

List any other notable costs that are related to your Project/Event

<u>Artist Costs</u>	\$ <u>\$600,000</u>
<u>Emergency Service (Law Enforcement, Private Security, Medical, Fire, etc.</u>	\$ <u>\$200,000</u>
<u>Ticketing Services</u>	\$ <u>\$95,000</u>
<u>Food & Beverages</u>	\$ <u>\$125,000</u>
<u>Give & Get Volunteer Program</u>	\$ <u>\$80,000</u>
<u></u>	\$ <u></u>
<u>Many more expenses if needed</u>	\$ <u></u>
<u></u>	\$ <u></u>
TOTAL OVERALL COSTS	\$ <u>\$1,100,000</u>

Examples of advertising may be attached, but are limited to an 8.5 x 11 size so that they can be easily photocopied for the board members' packets. Please do not attach CD's or other forms of media.

GUIDELINES

The City of Yerington Room Tax Grant shall be used to advertise the resources of the City and surrounding area related to tourism, including, but not limited to, available accommodations, transportation, entertainment, natural resources, climate and to promote special events.

THE ADVERTISING IS RESTRICTED TO THE FOLLOWING TYPES OF MEDIA:

Television, radio, newspaper, magazine, posters, banners, social media, brochures

THE FOLLOWING ARE EXAMPLES OF WHAT IS NOT ELIGIBLE FOR REIMBURSEMENT:

Billboards, Entry Forms, Postage, Event Programs, Flyers

Promotional items such as belt buckles, t-shirts, awards, etc.

In House Production (Copies, Posters, Brochures, Forms, etc. made "In House")

Annual Website Dues (i.e. Hosting, Subscriptions, Maintenance, etc.)

To be eligible for reimbursement, all expenditures must occur during the grant period. This means radio, newspaper advertising, etc. must actually be performed, not just contracted during the grant

period. The actual date of the event doesn't have to be in the grant period, just the dates of the actual advertising. Reimbursements will not be paid on statements or quotes, only on actual invoices. Invoice dates must be during the grant period.

In consideration of any grant received from the City of Yerington and the City of Yerington Room Tax Board pursuant to this application, applicant, applicant's agents, employees, successors and assigns, hereby release, indemnify and hold harmless, the City of Yerington and the City of Yerington Room Tax Board, its sponsoring groups and organizations, their agents, employees and volunteers, from all damages, suits, claims causes of action, debts and sums of money, at law or in equity, arising during the event and/or while traveling to and from the event.

COVID-19 GUIDELINES

All applicants must adhere to current Covid-19 guidelines pursuant to the Governor's directives at the time of any events. Non-compliance of the Governor's current directives may result in the cancellation of your event and loss of grant award.


Please Initial to Accept the COVID-19 Guidelines

TC

APPLICANTS MUST BE IN ATTENDANCE AND PRESENT FOR ROLL CALL AT THE START OF THE ROOM TAX MEETING TO BE CONSIDERED FOR FUNDING.

I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: 5-19-22

Signature: 

INSTRUCTIONS ON HOW TO COMPLETE THE CITY OF YERINGTON ROOM TAX BOARD APPLICATION FOR FUNDS

Page 1:

City Room Tax Funding from Prior Period

Prior Period means the prior room tax cycle. This can be January to June or July to December. Please fill in the appropriate amount and circle which period you are reporting for.
If you did not receive funds in the prior period, please write \$0 or N/A.

Amount of Room Tax Funding Requested from Lyon County

Amount of Room Tax Requested from City

Here you will put in the amount that you are currently requesting from Lyon County and from the City of Yerington.

Page 2:

Project/Event Advertising Costs

Here you will list ALL advertising costs that you will encounter. This should not only add up to what you are requesting from the City and Lyon County, but ALL advertising costs. The Board wants to know how much in total your project or event will cost you in advertising. If more space is needed, please use a separate piece of paper.

Other Project Costs

Here you will list any significant costs that you will encounter. This is anything other than advertising and anything that is NOT considered eligible for reimbursement.

This can be items such as:

- Billboards, Entry Forms, Postage, Event Programs, Flyers, Vendor Costs, Fireworks, etc.
- Promotional items such as belt buckles, t-shirts, awards, etc.
- In House Production (Copies, Posters, Brochures, Forms, etc. made "In House")
- Annual Website Dues (i.e. Hosting, Subscriptions, Maintenance, etc.)

If more space is needed, please use a separate piece of paper.

The purpose of listing ALL of your costs for your event is to show how much more your event costs in comparison to the amount you are requesting from the Room Tax Board.

Page 3:

These are the guidelines and rules for what is and what is not reimbursable.

Please be sure to date and sign the bottom of this page in acknowledgment of these guidelines and submission of your application.

**CITY OF YERINGTON ROOM TAX BOARD
APPLICATION FOR FUNDS**

Applicant Name: Boys & Girls Clubs of Mason Valley
Address: 124 N. Main Street
City, State, Zip: Yerington, NV 89447, NV, 89447
Contact Person: Travis Crowder
Title: Chief Executive Officer Phone Number: 775-463-2334

Project or Event Name: 2nd Annual "Take a Kid to a Car Show" in conjunction with Yerington Theater of the Arts Music and Homebrews Event

Location of Project or Event: Main Street Downtown Yerington and Jeanne Dini Center

Dates of Project or Event From: September 17, 2022 To: September 17, 2022

Brief Description of Project or Event: This event is a partnership with Yerington Theater of the Arts, Pioneer Crossings Casino and the Boys & Girls Clubs of Mason Valley. The event features: a Full car Show, Homebrew tasting, Live Music, Vendors, Childrens Games, Food and Drinks!

Estimated 150 cars, 10 Homebrew Providers, Estimated 1,500 in attendance. All proceeds to benefit the 1,500 youth members throughout Lyon County. Marketing will be strategic and focused strongly on social media platforms with nearly 500,000 engaged impressions on marketing materials.

As always, I would like to thank the Room Tax Board for the support and without this partnership, we would not be where we are today!

City Room Tax Funding from Prior Period (if applicable): \$ 0
January - June OR July - December
(Circle ONE)

Amount of Room Tax Funding Requested from Lyon County: \$1,500

Amount of Room Tax Funding Requested from City: \$1,500
(See Breakdown on Next Page)

Specify the total costs for your project/event, including any other funding and the requested room tax funding.

PROJECT/EVENT ADVERTISING COSTS

List Types of Advertising (Radio, Newspaper, Social Media, etc.)

<u>Radio (In-Kind)</u>	\$ <u>\$1,000</u>
<u>Social Media Advertising</u>	\$ <u>\$1,200</u>
<u>Print Media</u>	\$ <u>\$ 300</u>
<u></u>	\$ <u></u>
<u></u>	\$ <u></u>
<u></u>	\$ <u></u>
<u></u>	\$ <u></u>
TOTAL OVERALL COST OF ADVERTISING (NOT only what you are requesting)	\$ <u>\$2,500</u>

OTHER PROJECT COSTS (Non-Advertising/Non-Room Tax Eligible)

List any other notable costs that are related to your Project/Event

<u>Band</u>	\$ <u>\$1,500</u>
<u>Manpower</u>	\$ <u>\$1,000</u>
<u>Food & Beverages</u>	\$ <u>\$ 500</u>
<u>Trophies & Awards</u>	\$ <u>\$ 500</u>
<u></u>	\$ <u></u>
<u>Many more expenses if needed</u>	\$ <u></u>
<u></u>	\$ <u></u>
TOTAL OVERALL COSTS	\$ <u>\$6,000</u>

Examples of advertising may be attached, but are limited to an 8.5 x 11 size so that they can be easily photocopied for the board members' packets. Please do not attach CD's or other forms of media.

GUIDELINES

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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: 5-19-22

Signature: _____

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CITY OF YERINGTON ROOM TAX BOARD

APPLICATION FOR FUNDS

Applicant Name: Lyon County Fair Board

Address: 227 South Main Street

City, State, Zip: Yerington, NV, 89447

Contact Person:

Title: Secretary Lisa Tibbals 463-2127 or Vice President Donna McDonald 775 309-3720

Project or Event Name: Lyon County Fair and Rodeo & Silver State Youth Live Stock Show

Amount of Room Tax Funding Requested from Lyon County:

Amount of Room Tax Funding Requested from City: \$5000.00

Prior Year Room Tax Funding (if applicable): \$7000.00

Location of Project or Event: Lyon County Fair Grounds Yerington, NV

Dates of Project or Event:

From: AUGUST 18,19,20,21 2022

Brief Description of Project or Event: **2021 Lyon county Fair & Rodeo
Silver State Youth Livestock show;**

We have returned to kick the fair off with the traditional Thursday night Kid's Night, Lion's club BMX bike race, mutton busting, pig chase and many other annual fair events for kids and families

Friday night, is our traditional truck & tractor pull.

Saturday afternoon we will have the annual rodeo.

Sunday we will be holding the third Lyon County Fair Team Roping event.

Our **Family Fun Zone** is filled with interactive hands on family activities and entertainment that are free for families to do during the fair. We continue to feature ranching, agriculture and mining, to celebrate the history of our area.

The exhibit hall will offer 4-h exhibits as well as entries from individuals and other groups with entries from traditional jams and jellies to recycled crafts; Fine art displays and amazing quilts; the exhibit hall continues to be great part and tradition of the fair.

The **Silver State Youth livestock show** will continue to be part of the Lyon county Fair & Rodeo, this is a junior livestock show that benefits youth from the entire state of Nevada. This has become the second largest youth livestock show in our state. Youth will be showing their animals on Saturday and Sunday and holding the livestock auction on Sunday afternoon (This open to the public). Having livestock part of the fair exhibits has been a positive addition to the fair for both youth showing their livestock and families attending the fair.

Our goal is to continue to increase our fair attendance by attracting the fair goers from California, Reno and surrounding areas, we are working to have the "Lyon County Fair and Rodeo" the fair to attend for those who want an "Old Fashion County Fair" experience. We have seen the attendance increase even in a difficult economy, we are sure it is because of the increased advertising we are doing outside of Lyon County with room tax dollars. The fair and rodeo is the second largest event in Yerington, we fill many hotel rooms for entire 4 days of the fair.

Specify the costs for your project/event, including other funding and the requested room tax funding. The total cost column should be the sum of the other funding and the room tax funding. Also, please provide totals at the bottom for each column.

Project Activity	Other Funding	Room Tax Request City only	Total Cost
Radio- KBULL, KIBS, RURAL NV, KEAG, KVLV	2019 fair	\$2,000.00	\$2,000.00
	0		
Local Reno TV	0	2,000.00	2,000.00
print advertising: newspaper, magazines	0	1,000.00	1,000.00
			\$19,995.00
Rodeo event (1day Sat)	\$19,995.00		16,766.00
Truck Tractor pull event	16,766.00		20,240.00
Demo Derby	20,240.00		20,000.00
Free entertainment (family fun zone, stage)	20,000.00		
Appreciation dinner-sponsors volunteers	1,500.00		1,500.00
Exhibit hall	468.00		468.00
			4,400.00
Allied Sanitation	4,400.00		
Mutton busting	500.00		500.00
Security/ supplies, service	6,600.00		6,600.00
Entry Gates (give and get helpers)	2,100.00		2,100.00
Sunday Arena; Team Roping	1,200.00		1,200.00
Pig scramble	2,900.00		2,900.00
Littlest cowboy/cowgirl	200.00		200.00
Sponsor signs/Round up Awards	1,200.00		1,200.00
Silver State Youth Livestock show	19,742.00		19,742.00
Volunteer/ Hall of fame buckles	200.00		200.00
Comptrollers' office staff	637.00		637.00
Trash service	3,600.00		3,600.00
ATM store	125.00		125.00
Totals	\$1 23,873.00	\$5000.00	\$128,873.00

Examples of advertising may be attached, but are limited to an 8.5 x 11 size so that they can be easily photocopied for the board members' packets. Please do not attach CD's or other forms of media.

GUIDELINES

The City of Yerington Room Tax Grant shall be used to advertise the resources of the City and surrounding area related to tourism, including, but not limited to, available accommodations, transportation, entertainment, natural resources, climate and to promote special events.

The advertising is restricted to the following types of media: television, radio, newspaper, magazine, posters, internet, or brochures.

Your project/event if a one-day event must provide at least 25% of the cash for that one-day event, or 0% of the cash for a two-day event.

To be eligible for reimbursement, all expenditures must occur during the grant period. This means radio, newspaper advertising, etc. must actually be performed, not just contracted during the grant period. The actual date of the event doesn't have to be in the grant period, just the dates of the actual advertising. Reimbursements will not be paid on statements or quotes, only on actual invoices. Invoice dates must be during the grant period as well.

In consideration of any grant received from the City of Yerington and the City of Yerington Room Tax Board pursuant to this application, applicant, applicant's agents, employees, successors and assigns, hereby release, indemnify and hold harmless, the City of Yerington and the City of Yerington Room Tax Board, its sponsoring groups and organizations, their agents, employees and volunteers, from all damages, suits, claims causes of action, debts and sums of money, at law or in equity, arising during the event and/or while traveling to and from the event.

Applicant or their representative must attend the Room Tax meeting in order to be considered for funding.

I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: May 18, 2022

Signature: Anna McDonald

**CITY OF YERINGTON ROOM TAX BOARD
APPLICATION FOR FUNDS**

Applicant Name: Nancy Park
Address: 866 Hwy 208
City, State, Zip: Yerington , Nv , 89447

Contact Person: Nancy Park
Title: _____ Phone Number: 775-790-2765

Project or Event Name: Yerington Night Movie at Veterans' Park
Location of Project or Event: Veterans' Park

Dates of Project or Event From: Start July 8th night To: August 12th night

Brief Description of Project or Event: Early Bird Farmers Market
opening up at 6pm - local clubs performing
at 7pm - Movie starting at dusk

City Room Tax Funding from Prior Period (if applicable): \$ 0
January - June OR July - December
(Circle ONE)

Amount of Room Tax Funding Requested from Lyon County: \$ 0
(See Breakdown on Next Page)

Amount of Room Tax Funding Requested from City: \$ 544.16
(See Breakdown on Next Page)

RECEIVED
MAY 25 2022
BY: SM
@ 11:32am

Specify the total costs for your project/event, including any other funding and the requested room tax funding.

PROJECT/EVENT ADVERTISING COSTS

List Types of Advertising (Radio, Newspaper, Social Media, etc.)

Radio (7/1 - 7/8)	\$ 102.50
Radio (8/1 - 8/12)	\$ 155.00
Round Up Awards -	\$
Design & Setup (flyers) 2 mos.	\$ 26.66
1 4x3 Banner (all movies)	\$ 110.00
2 4x5 Banner x 2 movies	\$ 150.00
	\$
	\$
TOTAL OVERALL COST OF ADVERTISING (NOT only what you are requesting)	\$ 5 544.16

OTHER PROJECT COSTS (Non-Advertising/Non-Room Tax Eligible)

List any other notable costs that are related to your Project/Event

	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL OVERALL COSTS	\$

Examples of advertising may be attached, but are limited to an 8.5 x 11 size so that they can be easily photocopied for the board members' packets. Please do not attach CD's or other forms of media.

GUIDELINES

The City of Yerington Room Tax Grant shall be used to advertise the resources of the City and surrounding area related to tourism, including, but not limited to, available accommodations, transportation, entertainment, natural resources, climate and to promote special events.

THE ADVERTISING IS RESTRICTED TO THE FOLLOWING TYPES OF MEDIA:

Television, radio, newspaper, magazine, brochures, posters, banners, website advertising, social media/ internet advertising and website/social media maintenance pursuant to advertising only.

THE FOLLOWING ARE EXAMPLES OF WHAT IS NOT ELIGIBLE FOR REIMBURSEMENT:

Billboards, Entry Forms, Postage, Event Programs, Flyers

Promotional items such as belt buckles, t-shirts, awards, etc.

In House Production (Copies, Posters, Brochures, Forms, etc. made "In House")

Annual Website Dues (i.e. Hosting, Subscriptions)

To be eligible for reimbursement, all expenditures must occur during the grant period. This means radio, newspaper advertising, etc. must actually be performed, not just contracted during the grant period. The actual date of the event doesn't have to be in the grant period, just the dates of the actual advertising. Reimbursements will not be paid on statements or quotes, only on actual invoices. Invoice dates must be during the grant period.

In consideration of any grant received from the City of Yerington and the City of Yerington Room Tax Board pursuant to this application, applicant, applicant's agents, employees, successors and assigns, hereby release, indemnify and hold harmless, the City of Yerington and the City of Yerington Room Tax Board, its sponsoring groups and organizations, their agents, employees and volunteers, from all damages, suits, claims causes of action, debts and sums of money, at law or in equity, arising during the event and/or while traveling to and from the event.

COVID-19 GUIDELINES

All applicants must adhere to current Covid-19 guidelines pursuant to the Governor's directives at the time of any events. Non-compliance of the Governor's current directives may result in the cancellation of your event and loss of grant award.

Please Initial to Accept the COVID-19 Guidelines _____

APPLICANTS MUST BE IN ATTENDANCE AND PRESENT FOR ROLL CALL AT THE START OF THE ROOM TAX MEETING TO BE CONSIDERED FOR FUNDING.

I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: May 25, 2022

Signature: Mandy Parks

**CITY OF YERINGTON ROOM TAX BOARD
APPLICATION FOR FUNDS**

Applicant Name: Yerington Theatre for the Arts
Address: P.O. Box 1029
City, State, Zip: Yerington, NV, 89447
Contact Person: JOE Graham
Title: Treasurer Phone Number: (209) 479-5527
Project or Event Name: Battle of the Bands, Brew Fest, Comedy Show, Concert
Location of Project or Event: YTA - 120 N. California St.
Dates of Project or Event From: July 2022 To: December 2022
Brief Description of Project or Event: Brewfest is scheduled for Sept 17, 2022. Partnering with BGC, event will include a concert @ YTA. Two comedy shows are planned but not yet scheduled. Two concerts are planned but not yet scheduled. Music concerts will have a target audience of (1) 18-30 year old and (2) 25-50 year old. Battle of the bands hasn't been done before and should be a huge event! \$2,500
City Room Tax Funding from Prior Period (if applicable): \$ January - June OR July - December
(Circle ONE)
Amount of Room Tax Funding Requested from Lyon County: \$ Not Applied for at this time.
(See Breakdown on Next Page)
Amount of Room Tax Funding Requested from City: \$ 5,000
(See Breakdown on Next Page)

RECEIVED
MAY 25 2022

BY: SM
@ 1:51pm

Specify the total costs for your project/event, including any other funding and the requested room tax funding.

PROJECT/EVENT ADVERTISING COSTS

List Types of Advertising (Radio, Newspaper, Social Media, etc.)

Battle of the Bands	\$ 1500
Comedy show (x2)	\$ 2200
Brew Fest	\$ 1000
Music Concerts (x2)	\$ 1400
	\$
	\$
	\$
	\$
TOTAL OVERALL COST OF ADVERTISING (NOT only what you are requesting)	\$ 6100

OTHER PROJECT COSTS (Non-Advertising/Non-Room Tax Eligible)

List any other notable costs that are related to your Project/Event

Artist Contracts (3)	\$ 7000
Technical Services	\$ 1500
Utilities	\$ 3500
General Supplies	\$ 1000
	\$
	\$
	\$
	\$
TOTAL OVERALL COSTS	\$ 13,000

Examples of advertising may be attached, but are limited to an 8.5 x 11 size so that they can be easily photocopied for the board members' packets. Please do not attach CD's or other forms of media.

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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: 5/25/2022

Signature: J. Shahan, Treasurer

RECEIVED
MAY 26 2022

**CITY OF YERINGTON ROOM TAX BOARD
APPLICATION FOR FUNDS**

BY:

Applicant Name: Mason Valley Beekeepers
Address: 4 Cottonwood Lane
City, State, Zip: Yerington, NV, 89447

Contact Person: Debbie Gilmore
Title: President **Phone Number:** H-775-463-2757 / C - 775-220-5567

Project or Event Name:
13th Annual Nevada State Beekeepers Conference
2023 Beginning Beekeepers Workshop

Location of Project or Event: Catholic Center, 311 Virginia St, Yerington, Nevada

Dates of Project or Event From:
Conference: February 23, 2023 **To:** February 25, 2023
Workshop: January 21, 2023

Brief Description of Project or Event:
The Mason Valley Beekeepers (with a membership of over 120 families in northern Nevada) will present an event to provide educational information and promote apiculture in northern Nevada by socialization and presentations. The conference will be geared to moderate and experienced beekeepers, with a separate and informal program for beginning beekeepers in January 2023.

In 2022, a social evening was added to the event and was well attended. The Friday morning hands-on workshops were well attended and popular. Both events will be expanded in 2023. The conference speakers will begin Friday afternoon and conclude on Saturday night. Presentations include topics ranging from bee biology to bee management and uses of hive products. The annual Saturday night buffet dinner with a guest speaker will conclude the event. Speakers confirmed for 2023 include top professionals from Florida, Ohio and Texas. Bee supply vendors and other 'bee' related vendors will set up booths and be on hand for the entire conference and are also sponsors of this event. A registration fee, with a goal of at least 150 participants, will help pay for guest speakers, workshop presenters, meals and facility fees. Proceeds from a raffle and silent auction will help defray other expenses. For the 2022 conference, the Mason Valley Beekeepers received a USDA Specialty Crops Block Grant to cover the majority of the costs of speakers and it is anticipated they will receive the same grant for the 2023 conference.

For July through December, 2022, the focus of advertising will be on printed material, creating promo spots for TV, radio and social media; setting up radio and television appearances, and advertising in local and professional publications. Our website offers the opportunity to learn more about the conference, including lodging information, and applicants can register and pay online.

(nevadastatebeekeepers.org) The site will also include links to the City of Yerington, Lyon County and other major sponsors. Ads placed in agricultural publications related to beekeeping will advertise the conference and newspaper and radio advertising will target the counties surrounding Lyon County in Nevada and northern California. This annual conference has become a well-known conference with many returning participants.

The Beginning Beekeepers Workshop was held in January 2022 with 60 new beekeepers in attendance and a waiting list for others. This workshop will be repeated in 2023. With the popularity of hobby beekeeping, beekeeping classes are very much in demand. Instructors are northern Nevada beekeepers and members of Mason Valley Beekeepers.

City Room Tax Funding from Prior Period (if applicable): \$ 1800

January-June OR July-December
(Circle ONE)

Amount of Room Tax Funding Requested from Lyon County: \$ 5000.00

(See Breakdown on Next Page)

Amount of Room Tax Funding Requested from City: \$ 5,000.00

(See Breakdown on Next Page)

Specify the total costs for your project/event, including other funding and the requested room tax funding.

PROJECT/EVENT ADVERTISING COSTS

List Types of Advertising (Radio, Newspaper, Social Media, etc.)

Radio:	
<ul style="list-style-type: none"> • Beekeeping Awareness Campaign • Radio Interviews • Produce 3 different radio spots for "Save the Date" • Radio Spots to air on Northern Nevada Stations 	\$ 1500
Newspaper:	
<ul style="list-style-type: none"> • Beekeeping Awareness Campaign • Prepare Ads and News Releases • Ad placements 	\$ 1500
Local Magazines	
<ul style="list-style-type: none"> • Ad creation and placement in local magazines 	\$ 1500
Professional Magazines	
<ul style="list-style-type: none"> • Beekeeping Magazines Ads – Bee Culture, American Beekeeping Journal 	\$ 1000
Television:	
<ul style="list-style-type: none"> • Beekeeping Awareness Campaign • Produce 3 different TV spots for local TV stations • Produce promotional videos using local beekeepers (adult and youth) 	\$ 1500
Social Media:	
<ul style="list-style-type: none"> • Facebook, etc advertising • Web site updating of current information re: speakers, registration, etc. • Produce promotional videos using local beekeepers (adult and youth) 	\$ 1000
Outdoor Advertising:	
<ul style="list-style-type: none"> • Local digital billboards • Large outdoor banners 	\$ 1000
Brochures:	
<ul style="list-style-type: none"> • Event brochure updating / recruiting advertisers 	\$ 1000
TOTAL OVERALL COST OF ADVERTISING	
(NOT only what you are requesting)	
	\$10,000

OTHER PROJECT COSTS (Non-Advertising/Non-Room Tax Eligible)

List any other notable costs that are related to your Project/Event

Speakers per diem & honorarium	
2022 NV State Beekeepers Conference	\$ 14,000
Beginning Beekeepers Workshop	500
Travel for out-of town presenters	\$ 1,500
Facility Costs- Including Insurance	
2022 Conference – Catholic Center	\$ 1,000
2022 Beginning Beekeepers Workshop – Catholic Center	\$ 300
Caterer- Conference	\$ 15,000
Food - Workshop	\$ 600
Resource Information Packets – Conference / Workshop	
Welcome bags/programs	\$ 1,500
Miscellaneous – Mailings; web site hosting; tables/tablecloths rentals	\$ 1,500
TOTAL OTHER COSTS	\$35,900
TOTAL OVERALL COSTS	\$45,900

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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: May 25, 2022

Signature: Debbie L. Moore