



14 East Goldfield Avenue, Yerington, Nevada 89447
PHONE: (775) 463-3511 WEBSITE: www.yerington.net FAX: (775) 463-2284
The City of Yerington is an Equal Opportunity Provider

CITY OF YERINGTON ROOM TAX BOARD
REGULAR MEETING AGENDA
FRIDAY, DECEMBER 1, 2023 – 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 August 25, 2023
5. For Possible action: Review of Grant Applications for Recommendations to the Yerington City Council
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 November 27, 2023 at the following locations:

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

City Clerk

The Yerington Room Tax Board meeting was held in the Council Chambers on Friday, August 25, 2023 with the following present;

Board Members Steven Ward, Amy Barnes, Ted Rudolph and Matt Galvin
City Manager Robert Switzer
City Clerk Sheema Shaw
Room Tax Secretary Lori Phillips

Absent:

Chairwoman Candy LoBue

Guests:

Sylvia Banta with Dini's Lucky Club
Debbie Gilmore with Mason Valley Beekeepers
Donna McDonald with Lyon County Fair Board

Public Comment

None at this time

Agenda

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

Minutes

Board Member Barnes made a motion to approve the minutes of the August 4, 2023 meeting as presented, Board Member Ward seconded the motion. No objections were made at this time and the minutes were approved.

Discussion and possible action of adding to or subtracting from existing laws of the current Room Tax application and reimbursement request.

City Manager Switzer reminded the Board that they last discussed putting forth some recommendations to the City Council in regards to future Room Tax requests and reimbursements. The following were mentioned at the last meeting.

- \$500 limit on in-house printing costs
- If you pay into the Room Tax fund, you can not ask for Room Tax funds

Board member Barnes stated that they previously wanted to recommend that the in-house printing rule be changed and allow grantees to spend up to \$500 on in-house printing. Board member Rudolph asked if they will need to show documentation of the cost of supplies. Board member Barnes stated that there is no way to determine what supplies are used for different printing jobs. She stated that maybe having to show the quantity would be a better unit to measure this. Sylvia Banta stated that it is easier to judge quantities printed than try to calculate in other ways. Board member Rudolph asked for a motion. City Manager Switzer said to discuss all the items and then make a motion for all items at one time.

Board member Rudolph stated the next discussion item is in regards to excluding future grant applicants if they pay into the Room Tax funds. Board members Barnes and Ward agreed that any entities that pay into the Room Tax funds should not be allowed to request funding. Debbie Gilmore asked if her entity paid into this fund and does this exclude her. Board member Rudolph clarified that the entities that pay into Room Tax are the hotels, motels, RV parks, etc. The groups that request funding do not pay into this fund, the money given out for the grants comes from the Tourism in Yerington. Ms. Gilmore asked if this means that Night in the Country will no longer be able to apply. Board member Rudolph stated that yes, this would make them and any other entities like them exempt, but this would also enable the Room Tax Board to help new events. If the event is well established, we are wanting them to not rely on this board as much in the future. Board member Barnes stated that Night in the Country is so big now at this point that they really shouldn't be relying on Room Tax money for their event. If the money they request from Room Tax will "make or break" their event, then they might have some internal issues that they need to deal with. She stated they are not trying to hurt feelings, only looking at promoting Yerington and helping new great ideas get established as well.

Board member Rudolph stated that for him personally, when it comes to his vote on future requests, he will be looking more for applicants that follow the mission statement and are truly promoting Yerington. There was much discussion on whether the actual wording of "funded provided by the City of Yerington Room Tax Board: needed to be included on the advertising. Board member Rudolph clarified that as long as Yerington is being promoted by the event, those are the events he will personally vote to fund.

Board member Galvin arrived at this time and he was brought up to date on the issues that had been discussed in his absence. Board member Galvin had no questions about what was previously discussed and the conversation continued. Ms. Gilmore asked if other entities would be made exempt if they were Government funded. Board member Galvin asked for an example of what she meant by this. Ms. Gilmore stated that Lyon County Fair and & Rodeo is funded by Lyon County and they request funds every round with City of Yerington Room Tax. She said if they are getting County money, why are they able to request money. Board member Barnes stated that the Yerington Fly In

recently decided against asking for Room Tax funding because of the very same reason. City Manager Switzer stated that the Fly In did not ask for money because it was a City of Yerington event and funded by the City. Board member Galvin stated that this might be opening Pandora's Box, but he is not against this. Board member Barnes stated that the Room Tax funds are not meant to support Government funded events and if they are relying on our Room Tax money, then once again, maybe there is an internal issue that needs to be dealt with. Board member Rudolph stated that Government funded events should have budgeted money and shouldn't be looking for additional funding. Board member Ward stated these are all good points and he agreed with possibly adding this to the list of recommendations to go to the City Council.

Board member Barnes asked what the turn around time from their funding recommendations to Council and their final decisions would be. City Clerk Shaw stated that the recommendations would go to the next Council meeting following the Room Tax meeting. City Manager Switzer stated that Council meetings are the second and fourth Mondays of every month. The turn around time would not be more than fourteen (14) days. City Clerk Shaw clarified that the next Room Tax meeting is on December 1, 2023. Those recommendations would be on the agenda posted on December 6, 2023 for the December 11, 2023 meeting. She also stated that these timeframes can also be added to the application so all applicants are fully aware.

Board member Rudolph reiterated the items the Room Tax Board are wanting to send to the City Council for approval.

- \$500 limit for in-house printing (verified with documentation of quantities)
- Entities that pay into Room Tax will now be exempt from requesting funds
- Government funded entities will now be exempt from requesting funds
- Dates written on application (clarifying Room Tax and Council meeting dates)

Board member Galvin made the motion to accept the recommendations as presented and send to the City Council for approval, Board member Ward seconded the motion. No objections were made at this time and the motion was approved as presented.

Public Participation/Comments

Donna McDonald with the Lyon County Fair Board asked if the Lyon County Fair & Rodeo would be considered a Government entity and therefore no longer able to apply. (Ms. McDonald was late the meeting and did not hear the previous discussion). Board member Galvin stated that the Fair & Rodeo is funded through the County and will no longer be able to apply if this recommendation is approved. Ms. McDonald stated that Lyon County does not fund their event. She stated the Fair has to fund itself annually and they are not given any money. She stated that the only money they have for advertising is from the City of Yerington Room Tax Board and this would greatly impact their

event. Board member Galvin stated there should already be a line item created in the County's budget for the Fair & Rodeo and she should ask the County Commissioners. Board member Rudolph clarified that this Board has no issue with the Fair as an event and that they only believe that a Government funded event should not be able to apply for funds. Board member Barnes stated they are making these recommendations based on what is best for the community, not individual events. Ms. McDonald stated that the Room Tax Board has always made sure to give to everyone and this isn't fair since her event puts "butts in beds" just like everyone else. Board member Rudolph asked if there were any further comments.

With there being no further business the meeting was adjourned.

City Clerk

Chairperson

APPLICATIONS

DECEMBER 1, 2023 ROOM TAX MEETING

TOTAL REQUESTED : \$33,000.00

TOTAL AVAILABLE: \$25,000

EVENT	APPLICANT	CONTACT PERSON	AMT REQ
A YERINGTON'S MAIN STREET CAR SHOW	DINI'S LUCKY CLUB	SYLVIA BANTA	\$ 10,000.00
B BEEKEEPERS ANNUAL CONFERENCE	MASON VALLEY BEEKEEPERS	DEBBIE GILMORE	\$ 5,000.00
C LYON CO FAIR & RODEO	LYON COUNTY FAIR BOARD	DONNA MCDONALD	\$ 5,000.00
D YTA - VARIOUS EVENTS	YERINGTON THEATRE FOR THE ARTS	JOSEPH GRAHAM	\$ 2,000.00
E NIGHT IN THE COUNTRY	BOYS & GIRLS CLUBS OF MASON VALLEY	TRAVIS CROWDER	\$ 10,000.00
F LAVENDER DAYS WORKSHOPS	GREAT BASIN LAVENDER ASSOCIATION	ELMER BULL	\$ 1,000.00
G			
H			
I			
J			



**DINI'S LUCKY CLUB
45 N MAIN STREET
YERINGTON NV 89447**

"Home of the Yerington Main Street Car Show"

October 25, 2023

**City of Yerington
Room Tax Board
14 East Goldfield Ave.
Yerington, NV 89447**

City of Yerington Room Tax Board:

**Included with this letter is the Application for Room Tax Grant Funds for this coming years
Yerington's Main Street Car Show.**

**We are requesting \$10,000.00, we plan to use the money for radio and television advertisements.
We have found in the past that we reach more people doing this type of advertisement. This will
also include posters, forms etc.**

**Last years car show was very successful and cars started showing up on Thursday. Also the
Friday night BBQ brings us more cars, they really enjoy the BBQ and music.**

Vendors all seem to do very well also.

We couldn't have the success without your support and funding.

Thank you in advance for your consideration.

Sincerely,

**Sylvia Banta
Event Coordinator for Dini's Lucky Club**

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

Applicant Name: SYLVIA BANTA
Address: 45 N MAIN STREET
City, State, Zip: YERINGTON, NV 89447, _____, _____

Contact Person: SYLVIA BANTA
Title: EVENT COORDINATOR **Phone Number:** 775-781-5780 (SYLVIA)

Project or Event Name: YERINGTON'S MAIN STREET CAR SHOW

Location of Project or Event: MAIN STREET BETWEEN (PACIFIC AND NEWCOMBE)

Dates of Project or Event From: JUNE 14, 2024 **To:** JUNE 16, 2024

Brief Description of Project or Event: THIS CAR SHOW PROMOTES THE CITY OF YERINGTON, IT'S BEAUTIFUL MAIN STREET AS WELL AS THE SURROUNDING AREA AND BUSINESSES. THE CAR SHOW ALSO INCLUDES FOOD AND CRAFT VENDORS ALONG WITH NON-PROFIT ORGANIZATIONS AND INFORMATION BOOTHS. LAST YEARS SHOW BROUGHT APPROXIMATELY 500 PARTICIPANTS AND ABOUT 900-1200 SPECTATORS. WE HAD 285 SHOW CARS THIS LAST YEAR. OUR SHOW BEGINS WITH EARLY WITH EARLY REGISTRATION ON FRIDAY WITH A BBQ FOR CAR ENTRIES. FRIDAY BRINGS ABOUT 100 SHOW CARS. SATURDAY IS THE SHOW AND SHINE FROM 9AM TO 4PM WITH AWARDS AT 3:30 PM SUNDAY WE HAVE A FAREWELL PARTY. MAIN STREET IS THE PERFECT BACKDROP FOR OUR CAR CARS START ROLLING IN ON THURSDAY MORNINGS NOW. EACH YEAR IS MORE SUCCESSFUL.

City Room Tax Funding from Prior Period (if applicable): \$ 6,500.00
January – June OR July – December
(Circle ONE)

Amount of Room Tax Funding Requested from Lyon County: \$ 6,700.00
(See Breakdown on Next Page)

Amount of Room Tax Funding Requested from City: \$ 10,000.00
(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.)

RADIO / TELEVISION	\$ 13,000.00
NEW PAPER	\$ 2,000.00
EVENT CALENDAR ROD'S CUSTOMS	\$ 700.00
POSTERS, JUDGING FORMS, POSTCARDS, LETTERS ETC.	\$ 1,000.00
	\$
	\$
	\$
	\$
TOTAL OVERALL COST OF ADVERTISING (NOT only what you are requesting)	\$ 16,700.00

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

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

APPLICATIONS, FLYERS AND VEHICLE CLASSES	\$ 1,000.00
AWARDS & T-SHIRTS	\$ 6,500.00
SOUND COMPANY	\$ 2,000.00
POSTAGE FOR APPS, POSTCARDS AND INFORMATION	\$ 950.00
WAGES AND TRAVEL	\$ 3,500.00
BBQ FOR CAR ENTRIES, DECORATIONS, RAFFLE PRIZES, VOLUNTEER	\$ 4,500.00
LUNCHES, SHIRTS AND MAP FOR STREET CLOSURE	\$
	\$
TOTAL OVERALL COSTS	\$ 35,150.00

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, 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 SB

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.

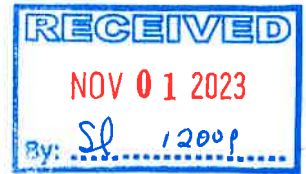
Date:

Oct. 25, 2023

Signature:

[Signature] Banta

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



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:
14th Annual Nevada State Beekeepers Conference
2024 Beginning Beekeepers Workshop

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

Dates of Project or Event From:
Conference: February 22, 2024 To: February 24, 2024
Workshop: January 20, 2024

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, 2024.

In 2023, a social evening was held on Thursday evening and was well attended. The Friday morning hands-on workshops were well attended and popular. Both events will be expanded in 2024. 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 2024 include top professionals from North Carolina, Illinois, Arkansas, California, Nevada, and Alberta, Canada. 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 2023 conference, the Mason Valley Beekeepers received a USDA Specialty Crops Block Grant (SCBG) to cover the majority of the costs of speakers. A SCBG has been applied for and received for the 2024, 2025, and 2026 Nevada State Beekeepers Conferences.

For January and February, 2024, the focus of advertising will be on printed material, purchasing promo spots for TV, radio and social media; conducting radio and television appearances, and advertising in local 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 also includes 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 from all parts of Nevada as well as California.

The Beginning Beekeepers Workshop was held in January 2023 with 65 new beekeepers in attendance and a waiting list for others. This workshop will be repeated in 2024. 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): \$ 5000

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 	\$ 2500
Newspaper:	
<ul style="list-style-type: none"> • Beekeeping Awareness Campaign • Prepare Ads and News Releases • Ad placements 	\$ 2000
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 	\$ 2000
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) 	\$ 3000
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 	\$ 2000
Brochures:	
<ul style="list-style-type: none"> • Event brochure updating / recruiting advertisers 	\$ 2000
TOTAL OVERALL COST OF ADVERTISING	
(NOT only what you are requesting)	\$16,000

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 & Travel	
2024 NV State Beekeepers Conference	\$ 15,000
Beginning Beekeepers Workshop	500
Travel for out-of town presenters	\$ 1,500
Facility Costs- Including Insurance	
2024 Conference – Catholic Center	\$ 1,500
2024 Beginning Beekeepers Workshop – Catholic Center	\$ 500
Caterer- Conference	\$ 20,000
Food - Workshop	\$ 800
Resource Information Packets – Conference / Workshop	
Welcome bags/programs	\$ 2,000
Miscellaneous – Mailings; web site hosting; tables/tablecloths rentals	\$ 2,000
TOTAL OTHER COSTS	\$43,800
TOTAL OVERALL COSTS	\$59,800

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

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

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.

***\$1000.00 limit - In House Production (Copies, Posters, Brochures, Forms, etc. made "In House") ~ verified with documentation of quantities.**

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.
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.

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



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.

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: 10-30-23

Signature: 

**FINAL APPROVAL OF ROOM TAX RECOMMENDATIONS WILL BE
HEARD AT THE FOLLOWING CITY COUNCIL MEETING**

**2023 CITY COUNCIL MEETING
DECEMBER 11, 2023**

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)

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

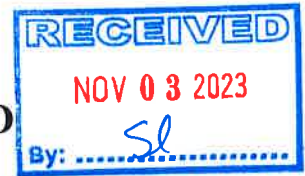
~~The purpose of listing ALL of your costs for your event is to show how much more your event costs in comparison to the amount you are requesting from the Room Tax Board.~~

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: 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: \$4000.00

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

Prior Year Room Tax Funding (if applicable): \$5000.00

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

Dates of Project or Event:

From: AUGUST 15,16,17,18 2024

Brief Description of Project or Event: **2024 Lyon county Fair & Rodeo
Silver State Youth Livestock show;**

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 annual truck & tractor pull.

Saturday morning is the traditional Fair and Rodeo Parade down main street.

Saturday afternoon we will have the annual rodeo.

Saturday Night MVFD Demo Derby

Sunday we will be holding the 5th 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. entries include traditional jams and jellies to recycled crafts; Fine art displays and amazing quilts; the exhibit hall continues to be great part and tradition of our 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 from Thursday to 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 the 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	2024 fair	\$2,000.00	\$2,000.00
Local Reno TV	0		
print advertising: newspaper, magazines,	0	3,000.00	3,000.00
Rodeo event (1day Sat)	\$22,500.00		\$22,500.00
Truck Tractor pull event.	18,500.00		18,500.00
Demo Derby	20,240.00		20,240.00
Free entertainment (family fun zone, stage)	20,000.00		20,000.00
Appreciation dinner-sponsors volunteers	1,500.00		1,500.00
Exhibit hall Ribbons	500.00		500.00
Allied Sanitation	4,400.00		4,400.00
Mutton busting	800.00		800.00
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	2,200.00		2,200.00
Silver State Youth Livestock show	23,000.00		23,000.00
Volunteer/ Hall of fame buckles	200.00		200.00
Comptrollers' office staff	650.00		650.00
Trash service	4,000.00		4,000.00
ATM store	250.00		250.00
Totals	\$1 30,040.00	\$5000.00	\$135,040.00

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.

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: November 2, 2023

Signature: Ronna McDonald

**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: Joseph Graham
Title: TREASURER **Phone Number:** (209) 479-5527

Project or Event Name: 4 Events, Various

Location of Project or Event: YTA, 120 N. California St.

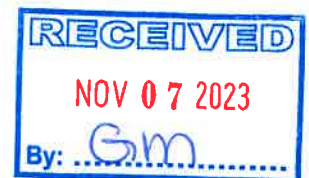
Dates of Project or Event From: Jan. 20, 2024 **To:** April 20, 2024

Brief Description of Project or Event: 1) Manzanita Quintet Jazz Concert
2) Silver Screen Comedy Group - Comedy Show for Adults
3) Men of Worth Concert - IRISH music for St. Paddy's day.
4) Spring Craft Fair - last year we had over 50 vendors! we draw from all over Mason Valley, Carson City and Reno.

City Room Tax Funding from Prior Period (if applicable): \$ 2500
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: \$ \$2,000
(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.)

Social media	\$ 2,500
Radio Advertising	\$ 1,500
In-House Production Costs	\$ 750
	\$
	\$
	\$
	\$
	\$
TOTAL OVERALL COST OF ADVERTISING	\$ 4,750
(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

ARTIST FEES	\$ 5,500
Sound Reinforcement	\$ 500
Event Posters	\$ 250
UTILITIES	\$ 4000
General Supplies	\$ 250
	\$
	\$
	\$
TOTAL OVERALL COSTS	\$ 10,500

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.

MANZANITA QUINTET | JAN. 20
a night of live jazz

**SILVER SCREEN COMEDY
GROUP | FEB. 17**
a night of laughs for 18+ only

MEN OF WORTH | MARCH 16
Irish music for St. Patty's day

SPRING CRAFT FAIR | APRIL 20
email aaldridge@lyoncsd.org for
your booth

**TAILS AVAILABLE
TONARTS.ORG**

SUBJECT TO CHANGE

GUIDELINES

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

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.

***\$1000.00 limit - In House Production (Copies, Posters, Brochures, Forms, etc. made "In House") ~ verified with documentation of quantities.**

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.
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.

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



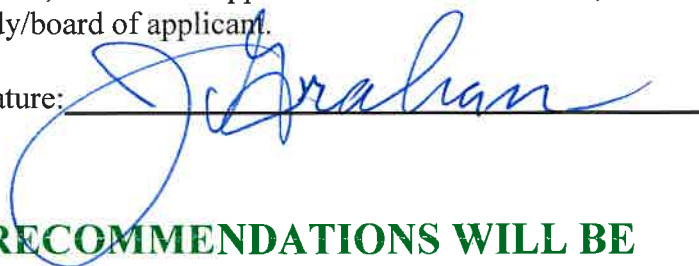
In consideration of any grant received from the City of Yerington and the City of Yerington Room Tax Board pursuant to this application, applicant, applicant's agents, employees, successors and assigns, hereby release, indemnify and hold harmless, the City of Yerington and the City of Yerington Room 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.

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:

11/7/23

Signature:



**FINAL APPROVAL OF ROOM TAX RECOMMENDATIONS WILL BE
HEARD AT THE FOLLOWING CITY COUNCIL MEETING**

**2023 CITY COUNCIL MEETING
DECEMBER 11, 2023**

**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: 23rd Annual Night in the Country Music Festival

Location of Project or Event: Lyon County Fairgrounds, Yerington, NV 89447

Dates of Project or Event From: July 24, 2023 To: July 28th, 2023

Brief Description of Project or Event: NITC continues to be the largest fundraiser for the Boys & Girls Clubs of Mason Valley, serving youth all throughout Lyon County with sites in Yerington, Dayton and Silver Springs! We are on pace to sell-out for the 6th consecutive year as we only have general admission & Superfan 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 Artist Bailey Zimmerman is set to take the stage as our Headliner for 2024 and joined with and will be joined by at least 10 more artists TBA. We have had countless Award winning, National Recording Artists over the years including: Blake Shelton, Dierks Bentley, Jason Aldean, Luke Combs, Thomas Rhett, Hardy 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 \$80,000 in 2023 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!

As always, I would like to thank the Room Tax Board for the support and without this support 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: \$15,000

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) KBUL and various other Cumulus Stations</u>	<u>\$</u>	<u>\$150,000</u>
<u>Social Media Advertising</u>	<u>\$</u>	<u>\$165,000</u>
<u>Print Media</u>	<u>\$</u>	<u>\$5,000</u>
<u>Banners (Mostly In-Kind)</u>	<u>\$</u>	<u>\$20,000</u>
<u></u>	<u>\$</u>	<u></u>
<u></u>	<u>\$</u>	<u></u>
TOTAL OVERALL COST OF ADVERTISING	\$	<u>\$340,000</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>Live Music Entertainment</u>	<u>\$</u>	<u>\$825,000</u>
<u>Emergency Services (Medical, Fire, Law Enforcement, Security, etc.)</u>	<u>\$</u>	<u>\$300,000</u>
<u>Production (Stage, Sound, Lights, Jumbotrons)</u>	<u>\$</u>	<u>\$175,000</u>
<u>Ticketing Platform</u>	<u>\$</u>	<u>\$150,000</u>

<u>Sanitation</u>	\$ <u>\$100,000</u>
<u>Stage Crew</u>	\$ <u>\$80,000</u>
<u>Booking Agent</u>	\$ <u>\$85,000</u>
<u>Everything Else (40+ more Line Item)</u>	\$ <u>\$1,685,000</u>
TOTAL OVERALL COSTS	\$ <u>\$3,400,000</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.

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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.

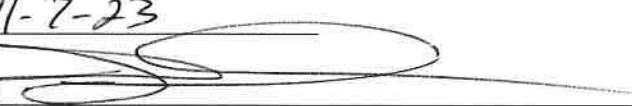
Please Initial to Accept the COVID-19 Guidelines



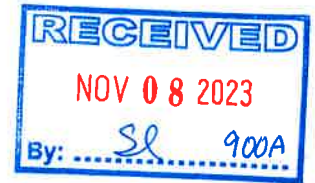
APPLICANTS MUST BE IN ATTENDANCE AND PRESENT FOR ROLL CALL AT THE START OF THE ROOM TAX MEETING TO BE CONSIDERED FOR FUNDING.

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: 11-7-23

Signature: 

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



Applicant Name: Great Basin Lavender Association

Address: 215 N. Whitacre St.

City, State, Zip: Yerington, Nevada, 89447

Contact Person: Elmer Bull

Title: Board Member **Phone Number:** (775) 843-3445

Project or Event Name: Lavender Days Workshops

Location of Project or Event: Auditorium at the City of Yerington offices / 14 East Goldfield Avenue, Yerington, NV 89447

Dates of Project or Event From: July 27, 2024 **To:** (one day event)

Brief Description of Project or Event: *The Great Basin Lavender Association (Association) is a newly formed organization whose mission is to develop and nurture a regional coalition of lavender growers and other enthusiasts which can cooperatively develop strategies for the effective and profitable production, processing and marketing of lavender products. To that end, the Association is planning a one day event on July 27, 2024 in Yerington that will include multiple workshops covering a variety of subjects that will be beneficial to growers and other enthusiasts. In addition, a number of vendors will be invited to participate at the event and to display their wares for purchase. While the Association is in its infancy as an organization, there are at least four large scale lavender producers in Mason Valley with numerous smaller operations. At least two of the larger operators have developed or intend to develop their venues into destinations for weddings, reunions and other special events. In addition, the lavender crops help support healthy honey bee populations and some of the lavender operators are actively involved in apiculture on their properties. Association members are optimistic that by promoting the lavender and, to some degree, the bee (i.e. honey production) operations of the Valley together with the many other natural resource assets such as the Mason Valley Wildlife Management Area, the Walker River State Recreation Area, Wilson Canyon Recreation Area and others that a basis will be established for increased ecotourism in the Valley. According to FloridaJobs.com, ecotourism contributes approximately 730 billion dollars and 6.5 million jobs to the U.S. economy each year. While the Lavender Days described in this application will be a one day event, the Association intends to expand it to a day two day event in both 2025 and 2026 and has successfully applied for and received a USDA Specialty Crops Block Grant to help defray costs of holding the events. The Association is optimistic that by successfully promoting and conducting this event, and others in the future, that we introduce the public to the tremendous value of lavender as well as introducing them to all of the recreational opportunities that are present in this area.*

City Room Tax Funding from Prior Period (if applicable): \$ N/A
January – June OR July – December
(Circle ONE)

Amount of Room Tax Funding Requested from Lyon County: \$ 1,000.00
(See Breakdown on Next Page)

Amount of Room Tax Funding Requested from City: \$ 1,000.00
(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.)

Social Media:

- Facebook etc. advertising
- Web site updates

	\$ 800.00
Outdoor Advertising - Banners and Posters	\$ 400.00
Newspaper ad development and placement	\$ 400.00
Radio spots	\$ 400.00
	\$
	\$
	\$
	\$
	\$
TOTAL OVERALL COST OF ADVERTISING	\$ 2,000.00
(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

Supplies for signage and display boards	\$ 600.00
Supplies for workshop handouts	\$ 250.00
Purchase of distillation unit for workshop usage	\$ 4,950.00
Subject expert speakers	\$ 1,500.00
Facility rental / City of Yerington	\$ 1,200.00
Insurance	\$ 450.00
Administrative costs	\$ 1,200.00
	\$
TOTAL OVERALL COSTS	\$ 10,150.00

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

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

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***\$1000.00 limit - In House Production (Copies, Posters, Brochures, Forms, etc. made "In House") ~ verified with documentation of quantities.**

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Promotional items such as belt buckles, t-shirts, awards, etc.
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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: 11/8/23

Signature: 

**FINAL APPROVAL OF ROOM TAX RECOMMENDATIONS WILL BE
HEARD AT THE FOLLOWING CITY COUNCIL MEETING**

**2023 CITY COUNCIL MEETINGS
JUNE 12, 2023
DECEMBER 11, 2023**