



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 2, 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 September 9, 2022
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 November 29, 2022 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, September 9, 2022 with the following present;

Chairperson Candy LoBue
Board Members Ted Rudolph, Matthew Galvin and Steve Ward
City Manager Robert Switzer
Bookkeeper Lori Phillips

Absent:
City Clerk Sheema Shaw
Board Member Amy Miller

Guests:
Debbie Gilmore of Mason Valley Beekeepers, Sylvia Banta with Dini's Lucky Club, Jim Snyder of Main St Inn, and Donna McDonald of Lyon County Fair and Rodeo.

Agenda

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

Minutes

Board Member Rudolph made a motion to approve the minutes of the June 6, 2022 meeting as presented, Board Member Ward seconded the motion. No objections were made at this time and the minutes were approved.

For Possible Action: Discussion & Possible action of a Recommendation to City Council to reallocate the distribution of the Room Tax funds.

City Manager Switzer stated this meeting is to see about reallocating some of the Room Tax monies in the future for City projects. He also stated that the City actually has the authority to take all the Room Tax money, but that is not their intention. Chairperson LoBue said that the Room Tax is to promote tourism and getting "butts in beds", can this be changed in a public forum? City Manager stated that this can only be changed by a vote of City Council, not a public forum. Board member Galvin wished to clarify that the City is not asking for all the money, just some to set aside for the beautification of the downtown area. City Manager Switzer stated that enhancing the downtown area would help to increase the economics for ALL businesses in the City.

It was stated by a meeting guest that they depend on Room Tax money every year to help put on their event and without it, their event would not happen. Another guest stated that this money should be used for tourism only since that is what the hotels/motels were told they were paying into every month. Board member Ward asked if the Room tax board recommends this to the City Council, will there still be a meeting in December to distribute money for the January to June 2023 time frame? City Manager Switzer that the December meeting will still be scheduled and continue as usual. Board member Galvin once again stated that nothing is changing, they would just like to have that ability to allocate for downtown beautification, this will not to end Room Tax.

After much discussion between guest members and board members about the current rules and stipulations for the actual use of the funds they are granted through Room Tax, it was ultimately decided that adding in house printing, t-shirts and banners back into the acceptable usage of the advertising money would be a good idea. It would most likely be something that would need to be approved before hand on a case by case basis, but this does seem to be something that needs to be reconsidered by the board.

Chairperson LoBue made a motion that the Room Tax needs to look into expanding the advertising to include banners, in house printing and t-shirts based on a case by case basis. Board member Rudolph seconded the motion. No objections were made at this time and this was approved.

No other mention was made regarding the agenda item of the Discussion & Possible action of a Recommendation to City Council to reallocate the distribution of the Room Tax funds.

Public Participation/Comments

The guests thanked the board for listening to them during this meeting and for agreeing to revisit those stipulations regarding the use of the funds.

With there being no further business the meeting was adjourned.

City Clerk

Chairperson

Applications

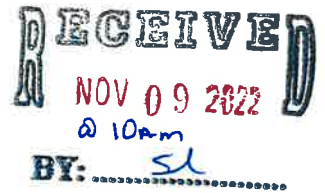
December 2, 2022 Meeting

Total Requested \$16,500.00

Total Available \$25,000.00

TAB	EVENT	APPLICANT	CONTACT PERSON	AMOUNT REQUESTED
A	Beekeepers	Mason Valley Beekeepers	Debbie Gilmore	\$5000.00
B	Main street Car Show	Dini's Lucky Club	Sylvia Banta	\$6500.00
C	Lyon County Fair & Rodeo	Lyon County Fair Board	Lisa Tibbals /Donna McDonald	\$5,000.00
D				
E				
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K				
L				
M				
N				

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



Applicant Name and Address:

Mason Valley Beekeepers
4 Cottonwood Lane
Yerington, Nevada 89447

Contact Person, Title, and Phone Number:

Debbie Gilmore, President: 775-463-2757 Home/775-220-5567 cell

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 January and February 2023, the focus of advertising will be on printed material, promo spots on TV, radio and social media; radio and television appearances. 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):

July-December 2022: \$ 5,000 Awarded

Amount of Room Tax Funding Requested from Lyon County: \$ 5,000

(See Breakdown on Next Page)

Amount of Room Tax Funding Requested from City: \$ 5,000

(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.)

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 	\$ 2,000
Newspaper:	
<ul style="list-style-type: none"> • Beekeeping Awareness Campaign • Prepare Ads and News Releases • Ad placements 	\$ 2,000
Local Magazines	
<ul style="list-style-type: none"> • Ad creation and placement in local magazines 	\$ 2,000
Professional Magazines	
<ul style="list-style-type: none"> • Beekeeping Magazines Ads – Bee Culture, American Beekeeping Journal 	\$ 2,000
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) 	\$ 2,500
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) 	\$ 1,500
Outdoor Advertising:	
<ul style="list-style-type: none"> • Local digital billboards • Large outdoor banners 	\$ 1,500
Brochures:	
<ul style="list-style-type: none"> • Event brochure updating / recruiting advertisers 	\$ 1,500
TOTAL OVERALL COST OF ADVERTISING	
(NOT only what you are requesting)	
	\$15,000

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	
2023 NV State Beekeepers Conference	\$ 14,000
2023 Beginning Beekeepers Workshop	500
Travel for out-of town presenters	\$ 1,500
Facility Costs- Including Insurance	
2023 Conference – Catholic Center	\$ 1,000
2023 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	\$50,900

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, 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 dg

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: Nov. 9, 2022

Signature: Debbie Gilmore



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

RECEIVED
NOV 29 2022
BY: [Signature] 2:37pm

November 29, 2022

**City of Yerington
14 East Goldfield Ave.
Yerington NV 89447**

Yerington Room Tax Board;

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

We are requesting \$6,500.00 which is the same as last year. We are hoping we will receive what we are requesting as costs have changed for advertising.

Last years Yerington Main Street Car Show was even more successful than the year before. We had about 28 cars show up on Thursday and plan to do so this year.

We have once again offered a free BBQ for car entries on Friday to get more room nights. Last year we had a trophy for the Best Car on Friday night. This coming year we plan to have entertainment Friday night also.

Thank you for any consideration as these funds really help with advertising.

Best Wishes,

**Sylvia Banta
Event Coordinator
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

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 16, 2023 To: JUNE 18, 2023

Brief Description of Project or Event: THIS CAR SHOW PROMOTES THE CITY OF YERINGTON AND ITS BEAUTIFUL MAIN STREET. THE CAR SHOW ALSO INCLUDES FOOD AND CRAFT VENDORS ALONG WITH NON-PROFIT ORGANIZATIONS AN INFORMATION BOOTHS, LAST YEARS SHOW BROUGHT APPROXIMATELY 500 PARTICPANTS AND BOUT 900 - 1200 SPECTATORS, WE HAD 288 SHOW CARS LAST YEAR. THIS SHOW BEGINS WITH EARLY REGISTRATION ON FRIDAY NIGHT WHICH BROUGHT APPROXIMATELY 100 SHOW CARS. SATURDAY IS THE SHOW AND SHINE FROM 9AM TO 4PM WITH AWARDS AT 3:30PM. SUNDAY IS A FAREWELL PARTY. YERINGTON'S MAIN STREET IS THE PERFECT BACKDROP FOR A CAR SHOW. LAST YEAR WE HAD CAR SHOW CARS SHOW UP ON THURSDAY. THERE WERE ABOUT 28 CARS ON MAIN STREET. EACH YEAR IT GROWS AND BECOMES MORE SUCCESSFUL.

City Room Tax Funding from Prior Period (if applicable): \$4200.00
January - June OR July - December
(Circle ONE)

Amount of Room Tax Funding Requested from Lyon County: \$ 4,000.00
(See Breakdown on Next Page)

Amount of Room Tax Funding Requested from City: \$6,500.00
(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.)

<u>RADIO / TELEVISION</u>	<u>\$10,000.00</u>
<u>NEWS PAPER</u>	<u>\$ 2,000.00</u>
<u>EVENT CALENDAR ROD'S CUSTOMS</u>	<u>\$ 700.00</u>
<u>SPONSORSHIP CHEVY CAR CLUB TO ADVERTISE OUR CAR SHOW</u>	<u>\$ 300.00</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>\$13,000.00</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>POSTERS, FLYERS & APPS</u>	<u>\$ 1,500.00</u>
<u>AWARDS AND T SHIRTS</u>	<u>\$ 6,000.00</u>
<u>SOUND COMPANY</u>	<u>\$ 3,000.00</u>
<u>POSTAGE, APPS, POSTCARDS, INFORMATION SHEETS</u>	<u>\$ 850.00</u>
<u>WAGES & TRAVEL</u>	<u>\$ 3,500.00</u>
<u>BBQ FOR CAR ENTRIES, DECORATIONS RAFFLE PRIZES, VOLUNTEER LUNCHES & SHIRTS,</u>	
<u>CHILLI COOK OFF FEES, MAP FOR STREET CLOSURE</u>	<u>\$ 4,000.00</u>
TOTAL OVERALL COSTS	<u>\$ 31,850.00</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, 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: November 29, 2023

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)

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.

RECEIVED
NOV 30 2022
10:19am

**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 17,18,19,20 2023

Brief Description of Project or Event: 2023 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.

Saturday Night MVFD Demo Derby

Sunday we will be holding the 4th 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	2023 fair 0	\$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)	\$22,000.00		\$22,000.00
Truck Tractor pull event	18,500.00		18,500.00
Demo Derby	20,240.00		20,240.00
	20,000.00		20,000.00

Free entertainment (family fun zone, stage)			
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		
Security/ supplies, service	6,600.00		800.00
Entry Gates (give and get helpers)	2,100.00		6,600.00
Sunday Arena; Team Roping	1,200.00		2,100.00
Pig scramble	2,900.00		1,200.00
Littlest cowboy/cowgirl	200.00		2,900.00
Sponsor signs/Round up Awards	2,200.00		200.00
Silver State Youth Livestock show	23,000.00		2,200.00
Volunteer/ Hall of fame buckles	200.00		23,000.00
Comptrollers' office staff	650.00		200.00
Trash service	4,000.00		650.00
ATM store	250.00		4,000.00
			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.

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:

November 29, 2022

Lisa Tubbs

Signature: