



14 East Goldfield Avenue, Yerington, Nevada 89447  
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The City of Yerington is an Equal Opportunity Provider

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**CITY OF YERINGTON ROOM TAX BOARD**  
**REGULAR MEETING AGENDA**  
**MONDAY, JUNE 14, 2021 – 2:00 P.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 April 12, 2021
5. For Possible Action: Approve changes to the Room Tax Grant Application
6. For Possible action: Funding for Grant Applications.
7. Public Participation/Comments – No Action will be taken.
8. 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 9, 2021 at the following locations:

Yerington City Hall, Yerington Post Office, Lyon County Court House, Lyon County Administrative Complex.



City Clerk

The Yerington Room Tax Board meeting was held in the Council Chambers on Monday, April 12, 2021 with the following present;

Chairperson Candy LoBue  
Board Members Terceira Schunke, Amy Miller and Steve Ward  
City Clerk Sheema Shaw  
City Manager Robert Switzer

Absent: Ted Rudolph

Guests: Justin Aguilar and Travis Crowder of Night in the Country, Sylvia Banta of Dini's Lucky Club

#### Agenda

Board Member Miller made a motion to approve the agenda as presented seconded by Board Member Schunke and passed unanimously.

#### Minutes

Board Member Ward made a motion to approve the minutes of the February 22, 2021 meeting as presented seconded by Board Member Miller and passed unanimously.

#### Vice Chairperson

Chairperson Amy Miller nominated Chairperson Steven Ward as Vice Chair, seconded by Chairperson Schunke. No objections were made and the nomination passed unanimously.

Review the current Guidelines of the room tax grant reimbursement requirements, what is eligible and what is not.

City Manager Switzer handed out a copy of Chapter 11, Transient Lodging Tax to everyone in attendance and reviewed the ordinance. City Manager Switzer stated that overall these funds are to promote tourism in Yerington.

City Clerk Shaw reminded the board the guidelines are stated in the application for review by each applicant with each submission.

There were no comments.

Discuss how an event affects the amount of room tax collected. Total collected VS what the actual event brought in addition to the regular amount collected

Sylvia Banta of Dini's Lucky Club and organizer of Dini's Car Show stated that there is no way to get an accurate count of how many people have booked rooms in the motels for an event. The motels do not know if their guests are there for the event or not.

Chairperson LoBue stated that we need a better way to determine who has come from out of town than the number of rooms booked.

Travis Crowder of the Boys & Girls Club stated that the language in the applications and guidelines is outdated and needs to be revised. Mr. Crowder also stated that how much an event brings to the organization is an intrusive question.

Board Member Amy Miller asked what the board would like to base the grants on. City Manager Switzer stated that tourism is the goal.

There was no further discussion.

Board Member Steven Ward, would like to see the Reimbursement Request packets included in the binders going forward

Board Member Steven Ward stated that he would like to see the first page of the reimbursement request included as part of the packet in the future. City Clerk Shaw stated that she could include that sheet; however, she would not include copies of the method of payment as that could contain personal information.

There was no further discussion

Discuss a "Pandemic Policy" and the possibility of de-obligating funds due to a canceled event directly related to the pandemic

Sylvia Banta stated that if she had to reimburse the funding because of the pandemic Dini's would lose a lot of money. Ms. Banta stated that she does her advertising right away.

Travis Crowder stated that there is no way to predict a pandemic and it is outside of their control.

Board Member Ward stated that if the event is not going to occur, funds should not be spent and the Board should be made aware.

There was no further discussion and no action was taken.

Travis Crowder of the Boys and Girls Club of Mason Valley would like to further discuss the topic of "maintenance" and whether or not that is a reimbursable expense. Possible presentation by his advertising team

Travis Crowder stated that this item has been presented to the board a number of times. Mr. Crowder stated that they use an outside marketing group to promote Night in the County. They have a firm grasp of how to market an event and promote it to its fullest potential.

Mr. Crowder stated that the current guidelines for social media in the application are very restrictive and most means of advertising are currently not allowed. Mr. Crowder asked if a review of the guidelines to include a broader view would be possible.

Board Member Miller stated that she is in favor of this type of maintenance and expressed her belief that Room Tax should not help to build a website.

City Clerk Shaw asked if these items could be shown on an invoice or statement to prove out what charges were included on the billing. Mr. Crowder stated he did not think that would be an issue.

Board Member Ward made a motion to table agenda item 10 and had already been discussed, seconded by Board Member Schunke. There were no comments and the motion carried unanimously.

The board moved to item 11 of the agenda.

Add to the existing grant application, an area for total revenue collected from event

Justin Aguilar of Night in the Country stated that this "is none of your business" and asked why it would be relevant.

Board Member Ward stated that Dini's Lucky Club donates the proceeds from their event to an organization each year and funds from Night in the Country go to the Boys and Girls Club. Board Member Ward stated that Night in the Country is the biggest event and businesses cannot come here for \$500.00 in funding for their business. Ms. Banta stated that those smaller businesses do make money during those events. Ms. Banta stated that if a few antique stores got together to create an antiquing event, they could also come ask for funding.

Travis Crowder stated that no one has ever been left out if they requested funding. Mr. Crowder stated that if they do not apply, that is on them.

City Manager Switzer stated that the board had several options on this item. They could table the matter or take no action, in which case, it would not come up again unless requested.

Board Member Ward made a motion to take no action, Board Member Schunke seconded and no action was taken.

Approve an audit to be performed on the local motels and RV parks

City Manager Switzer stated that per the City Ordinance the board could authorize an audit in compliance with this chapter. No audits have been performed in the past.

Chairperson LoBeu and Board Member Ward both stated that they would need to abstain from this item as it would be a conflict of interest for them. City Manager Switzer stated that the board does not need to act on this item, it is for their consideration.

Board Member Amy Miller stated that she did not feel it was necessary. Board Member Miller asked who requested this item on the agenda. City Manager Switzer stated that it was requested by staff. City Manager Switzer stated that Council could also request the audit.

Board Member Miller made a motion to have council review this item, seconded by Board Member Schunke. Chairperson Lobue and Board Member Ward abstained.

Sylvia Banta of Dini's Lucky Club would like to discuss raising money for "service dogs" for veterans and disabled people

Sylvia Banta stated that she did not know why this item was on the agenda. City Clerk Shaw stated that Ms. Banta had requested the item at the meeting in June of 2019. Ms. Banta stated the item could be removed.

No action was taken

Public Participation/Comments

Travis Crowder asked if the City Attorney could attend meetings in the future. City Manager Switzer stated that he could.

With there being no further business the meeting was adjourned.

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Chairperson

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City Clerk

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

**Applicant Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**Contact Person:**

**Title:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Project or Event Name:** \_\_\_\_\_

**Amount of Room Tax Funding Requested from Lyon County:** \_\_\_\_\_

**Amount of Room Tax Funding Requested from City:** \_\_\_\_\_

**Prior Year Room Tax Funding (if applicable):** \_\_\_\_\_

**Location of Project or Event:** \_\_\_\_\_

**Dates of Project or Event:**

**From:** \_\_\_\_\_ **To:** \_\_\_\_\_

**Brief Description of Project or Event:** \_\_\_\_\_

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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.

<b>Project Activity</b>	<b>Other Funding</b>	<b>Room Tax Request City only</b>	<b>Total Cost</b>
<b>Totals</b>			

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, and/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.

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**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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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.

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**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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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: \_\_\_\_\_

Signature: \_\_\_\_\_

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

**Applicant Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Project or Event Name:** \_\_\_\_\_

**Location of Project or Event:** \_\_\_\_\_

**Dates of Project or Event From:** \_\_\_\_\_ **To:** \_\_\_\_\_

**Brief Description of Project or Event:** \_\_\_\_\_

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**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:** \$ \_\_\_\_\_  
(See Breakdown on Next Page)

**Amount of Room Tax Funding Requested from City:** \$ \_\_\_\_\_  
(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.)

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>TOTAL OVERALL COST OF ADVERTISING</b>	\$ _____
(NOT only what you are requesting)	

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

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

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>TOTAL OVERALL COSTS</b>	\$ _____

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) Removed Maintenance**

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**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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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 \_\_\_\_\_**

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**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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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: \_\_\_\_\_

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) **Removed Maintenance**

**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**

**MAY 27 2021**

**Applicant Name:** SNYDER LIVESTOCK COMPANY, INC.  
**Address:** PO BOX 550 (165 OSBORNE LANE  
**City, State, Zip:** YERINGTON, NV, 89447

**Contact Person:** LUCY RECHEL  
**Title:** PRESIDENT **Phone Number:** 775-463-2677 OR 775-790-0801

**Project or Event Name:** BULLS FOR THE 21ST CENTURY

**Location of Project or Event:** 165 OSBORNE LANE

**Dates of Project or Event From:** MARCH 12, 2022 **To:** MARCH 13, 2022

**Brief Description of Project or Event:** On Mar. 12, buyers can preview bulls in the morning. In the afternoon there will be an educational seminar featuring various speakers who will address some of the current trends and obstacles facing the industry. At the conclusion of the seminar there will be the award presentations followed by dinner.

**City Room Tax Funding from Prior Period (if applicable):** \$ 10,000 (2021 Bull Sale)  
January - June OR July - December  
(Circle ONE)

**Amount of Room Tax Funding Requested from Lyon County:** \$ 3,500.00  
(See Breakdown on Next Page)

**Amount of Room Tax Funding Requested from City:** \$ 3,500.00  
(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.)

PRINT ADVERTISING AND E-BLASTS BETWEEN	\$ _____
July 1, 2021 AND December 31, 2021	\$ 10,000.00
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
<b>TOTAL OVERALL COST OF ADVERTISING</b> (NOT only what you are requesting)	\$ 10,000.00

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

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

LABOR AND PAYROLL TAXES	\$ 30,000.00
AUCTION EXPENSES	\$ 20,000.00
UTILITIES	\$ 2,500.00
DINNER AND LUNCH AND RELATED EXPENSES	\$ 10,000.00
ASSOCIATION FEES	\$ 1,500.00
SUPPLIES AND POSTAGE	\$ 6,500.00
MISCELLANEOUS	\$ 2,000.00
_____	\$ _____
<b>TOTAL OVERALL COSTS</b>	\$ 72,500.00

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**

**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   *JLR*  

**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:   2/22/2021  

Signature:   *Luz A. Reche*



# 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**

MAY 27 2021

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 Professional Officer Phone Number: 775-463-2334

Project or Event Name: 20<sup>th</sup> Annual Night in the Country Music Festival

Location of Project or Event: Lyon County Fairgrounds

Dates of Project or Event From: July 21<sup>st</sup> 2021 To: July 25, 2021

**Brief Description of Project or Event: We are thrilled to have our event this year, officially selling out as of May 20, 2021! Fans are especially excited and ready to celebrate with family and friends! We have a crowd of 10,000 people and 2,500+ campsites ready to go and sell-out hotels all over Lyon County!**

**Through determination and hard work, we were able to still include Jon Pardi, Cody Johnson and Marshall Tucker Band, Rodney Atkins, Chris Janson, Gabby Barrett and many more artists taking the stage.**

**For the first time in the history of Night in the Country, we had a "Sold Out" event in 2019! This is truly reflective of our volunteers, staff and our amazing community whose support of the event is deeply appreciated!**

**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 community-based organization to benefit from their time spent working the event. We had over 30 non-profits and community-based organizations this past year contributing over \$70,000 in 2019 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. This was the largest Bull Riding event yet and folks had a terrific time!**

The Inaugural Poker Tournament that took place in 2019 sold-out and all proceeds benefitted the Boys & Girls Clubs of Mason Valley's Teen Center. Meals provided locally by our friends at Tailgaters and was enjoyed by over 70 participants! Proved to be a solid addition that will be included for future years! Happy to announce another sold-out Poker Tournament for 2021 and once again partnered with Tailgaters for catering!

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): \$ 7,000  
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>\$ 150,000</u>
<u>Social Media Advertising</u>	<u>\$ 95,000</u>
<u>Print Media</u>	<u>\$ 5,000</u>
<u>Banners</u>	<u>\$ 20,000</u>
<u>_____</u>	<u>\$ _____</u>
<u>_____</u>	<u>\$ _____</u>
<u>_____</u>	<u>\$ _____</u>
<u>_____</u>	<u>\$ _____</u>

**TOTAL OVERALL COST OF ADVERTISING** \$ 270,000

(NOT only what you are requesting)

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**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>500,000</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 &amp; Beverages</u>	\$ <u>125,000</u>
<u>Give &amp; 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>
<b>TOTAL OVERALL COSTS</b>	\$ <b><u>1,000,000</u></b>

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 \_\_\_\_\_



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**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: 5-24-21

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**

MAY 27 2021

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 Professional Officer Phone Number: 775-463-2334

Project or Event Name: Inaugural "Take a Kid to a Car Show"

Location of Project or Event: Main Street, Yerington NV "Pioneer Crossings Casino to the Boys & Girls Clubs of Mason Valley"

Dates of Project or Event From: August 13, 2021 To: August 14, 2021

**Brief Description of Project or Event: The Boys & Girls Clubs of Mason Valley along with the support of volunteer car enthusiasts and friends at Pioneer Crossings Casino, are hosting a Car Show centered around youth. The event is a first of its kind in the area and will consist of a traditional car show, crafters, vendors, live music, children's games and much more with all proceeds benefitting the Boys & Girls Clubs in all of Lyon and Mineral County.**

**The goal is to have between 200-250 classic cars up and down main street along with a swap meet for car enthusiasts. In addition, there will be various categories for awards including a "Top 10 chosen by 10 youth consisting of Club sites in Hawthorne, Dayton, Silver Springs and Yerington.**

**The event will start with early registration the evening of Friday August 13<sup>th</sup> at Pioneer Crossings Casino. Activities throughout the two-night event will consist of a showing of "American Graffiti" in the Movie Theater, Live Music in the lounge and during the awards presentation on main street. BBQ Burgers, Tri-Tip, etc. Numerous Pioneer Crossings meal specials, drink specials, etc.**

**This will be a family fun atmosphere and very affordable for all families, including countless free experiences to see all kids walk away with a smile!**

City Room Tax Funding from Prior Period (if applicable): \$ 2,000  
January – June OR July – December  
(Circle ONE)

Amount of Room Tax Funding Requested from Lyon County: \$2,000

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.)

<u>Radio (Mostly In-Kind)</u>	<u>\$ 2,000</u>
<u>Social Media Advertising</u>	<u>\$ 2,000</u>
<u>Print Media</u>	<u>\$ 1,000</u>
<u>Banners</u>	<u>\$ 1,000</u>
<u>Shared Marketing through NITC Platforms</u>	<u>\$ 5,000</u>
<u> </u>	<u>\$</u>
<u> </u>	<u>\$</u>
<u> </u>	<u>\$</u>
<b>TOTAL OVERALL COST OF ADVERTISING</b>	<b><u>\$ 11,000</u></b>
(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>\$ 2,000</u>
<u>NDOT Traffic Plan</u>	<u>\$ 1,000</u>
<u>Awards/Trophies</u>	<u>\$ 1,400</u>
<u>Food &amp; Beverages</u>	<u>\$ 1,000</u>
<u>T-Shirts</u>	<u>\$ 2,000</u>



Raffle Prizes	\$	\$500
_____	\$	_____
_____	\$	_____
<b>TOTAL OVERALL COSTS</b>	\$	<b>\$18,900</b>

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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**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.)**

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**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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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



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**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: 5-25-21

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**

RECEIVED  
JUN 01 2021

BY: SE

**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:** \$3000.00

**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 2021

**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.

Saturday Night MVFD Demo Derby

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.

<b>Project Activity</b>	<b>Other Funding</b>	<b>Room Tax Request City only</b>	<b>Total Cost</b>
Radio- KBULL, KIBS, RURAL NV, KEAG, KVLV	<b>2021 fair</b> 0	\$2,000.00	\$2,000.00
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 Ribbons	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
<b>Totals</b>	<b>\$1 23,873.00</b>	<b>\$5000.00</b>	<b>\$128,873.00</b>

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.

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**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.**

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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 25 2021

Signature: Donna McDonald

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:**  
11<sup>th</sup> Annual Nevada State Beekeepers Conference  
2022 Beginning Beekeepers Workshop

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

**Dates of Project or Event From:**  
**Conference:** February 25, 2022 To: February 26, 2022  
**Workshop:** January 2022

**Brief Description of Project or Event:**  
The Mason Valley Beekeepers (with a membership of over 100 families in northern Nevada) will present a full two-day 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 2022.

In 2020, the Friday morning hands-on workshops were well attended and popular. They will be expanded in 2022. The conference speakers will begin Friday afternoon and conclude on Saturday night. Saturday sessions 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 2022 include top professionals from Maryland, Oregon, Ohio and Texas. California bee supply vendors and other 'bee' related vendors will set up booths and be on hand for the entire conference. 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 2020 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 2022 conference.

For July through December, 2021, 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 2021 Conference was cancelled with the speakers agreeing to attend the 2022 conference.

Two Beginning Beekeepers Workshop were held in 2021 with 60 new beekeepers in attendance and a waiting list for others. These workshops will be repeated in 2022. With the popularity of hobby beekeeping, beekeeping classes are very much in demand. Instructors are northern Nevada beekeepers.

**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: \$ 4000.00**  
(See Breakdown on Next Page)

**Amount of Room Tax Funding Requested from City: \$ 4,000.00**  
(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"> <li>• Beekeeping Awareness Campaign</li> <li>• Radio Interviews</li> <li>• Produce 3 different radio spots for "Save the Date"</li> <li>• Radio Spots to air on Northern Nevada Stations</li> </ul>	\$ 1000
Newspaper:	
<ul style="list-style-type: none"> <li>• Beekeeping Awareness Campaign</li> <li>• Prepare Ads and News Releases</li> <li>• Ad placements</li> </ul>	\$ 1000
Local Magazines	
<ul style="list-style-type: none"> <li>• Ad creation and placement in local magazines</li> </ul>	\$ 1000
Professional Magazines	
<ul style="list-style-type: none"> <li>• Beekeeping Magazines Ads – Bee Culture, American Beekeeping Journal</li> </ul>	\$ 1200
Television:	
<ul style="list-style-type: none"> <li>• Beekeeping Awareness Campaign</li> <li>• Produce 3 different TV spots for local TV stations</li> <li>• Produce promotional videos using local beekeepers (adult and youth)</li> </ul>	\$ 1500
Social Media:	
<ul style="list-style-type: none"> <li>• Facebook, etc advertising</li> <li>• Web site updating of current information re: speakers, registration, etc.</li> <li>• Produce promotional videos using local beekeepers (adult and youth)</li> </ul>	\$ 1000
Outdoor Advertising:	
<ul style="list-style-type: none"> <li>• Local digital billboards</li> <li>• Large outdoor banners</li> </ul>	\$ 750
Brochures:	
<ul style="list-style-type: none"> <li>• Event brochure updating / recruiting advertisers</li> </ul>	\$ 750
<b>TOTAL OVERALL COST OF ADVERTISING</b>	
(NOT only what you are requesting)	
	\$ 8200

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

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

<b>Speakers per diem &amp; honorarium</b>	
2022 NV State Beekeepers Conference	\$ 12,000
Beginning Beekeepers Workshop	500
<hr/>	
<b>Travel for out-of town presenters</b>	\$ 1,500
<hr/>	
<b>Facility Costs- Including Insurance</b>	
2022 Conference – Catholic Center	\$ 900
2022 Beginning Beekeepers Workshop – Catholic Center	\$ 200
<hr/>	
<b>Caterer- Conference</b>	\$ 8,000
<b>Food - Workshop</b>	\$ 300
<hr/>	
<b>Resource Information Packets – Conference / Workshop</b>	
Welcome bags/programs	\$ 1,000
<hr/>	
<b>Miscellaneous – Mailings; web site hosting; tables/tablecloths rentals</b>	\$ 1,500
<hr/>	
<b>TOTAL OTHER COSTS</b>	\$ 25,900
<hr/>	
<b>TOTAL OVERALL COSTS</b>	\$ 34,100
<hr/>	

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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**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.
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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 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: May 29, 2021  
Signature: Rebbie Gilmore

# 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**

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This can be items such as:

- Billboards, Entry Forms, Postage, Event Programs, Flyers, Vendor Costs, Fireworks, etc.
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- 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.