



# WASHOE COUNTY

"Dedicated To Excellence in Public Service"

www.co.washoe.nv.us

CM/ACM KS  
Finance PM  
DA \_\_\_\_\_  
Risk Mgt. N/A  
HR N/A  
Other N/A

## STAFF REPORT BOARD MEETING DATE: May 09, 2006

**DATE:** April 18, 2006  
**TO:** Board of County Commissioners  
**FROM:** Julie Ann Skow, Administrative Assistant II, Management Services Division *Julie Skow*  
328-3605, [jskow@washoecounty.us](mailto:jskow@washoecounty.us)  
**THROUGH:** John Slaughter, Management Services Director *JS*  
**SUBJECT:** Recommendation to approve a request for sponsorship of 4<sup>th</sup> of July celebrations: **Reno Celebrates America** (at Rancho San Rafael Regional Park) - \$20,000; **Star Spangled Sparks** (at the Sparks Marina) - Sparks Chamber of Commerce - \$7,500 for day activities; and City of Sparks Parks and Recreation Department - \$15,000 for costs associated with production of Star Spangled Sparks; and if approved, authorize the Chairman to execute contracts upon receipt for these grants; and approve execution of a resolution necessary for this action.

### SUMMARY

The Board is asked to approve a request to sponsor 4<sup>th</sup> of July celebrations by providing Community Event Sponsorship Grants totaling \$42,500 for two events (there are three grant recipients): \$20,000 grant to Reno Celebrates America (includes \$2,000 to be used for facility use fees for Rancho San Rafael Regional Park); \$7,500 grant to the Sparks Chamber of Commerce, and \$15,000 grant to the City of Sparks Parks and Recreation Department for Star Spangled Sparks at the Sparks Marina.

County Priority/Goal supported by this item:

- *Support a Healthy Economy--Support Healthy, Vibrant Downtowns*
- *Preserve and Enhance Our Quality of Life*

### PREVIOUS ACTION

#### **Reno Celebrates America (formerly Skyfire)**

- 2005** Reno Celebrates America (formerly Skyfire) returned to Rancho San Rafael Regional Park. Washoe County Commission granted \$18,000 and waived the \$2,000 park fee. The Board directed staff to submit an annual request through the budget process for future 4<sup>th</sup> of July celebrations.
- 2004** Washoe County Commission granted \$5,000, and a fee wavier for use of Rancho San Rafael Regional Park in the amount of \$2,000 (however, Skyfire was not held at Rancho San Rafael, and therefore the fee waiver was not used).
- 2003** Due to budget shortfalls, there was no grant provided by Washoe County, however the County did waive the \$2,000 park use fee.
- 2002** Washoe County Commission granted \$10,000 and waived the \$2,000 park fee.

AGENDA ITEM # 8E(4)

- 2001 Washoe County Commission granted \$10,000 and waived the \$2,000 park fee.
- 2000 Washoe County Commission granted \$10,000 and waived the \$2,000 park fee.
- 1999 Washoe County Commission granted \$8,000 and waived the \$2,000 park fee.
- 1998 Washoe County Commission granted \$8,000 and waived the \$2,000 park fee.

***Star Spangled Sparks:***

- 2005 Washoe County Commission granted \$15,000 to City of Sparks Parks and Recreation Department, and \$7,500 for day activities at Sparks Marina to Sparks Chamber of Commerce.
- 2004 Washoe County Commission granted \$5,000 to City of Sparks Parks and Recreation Department.
- 2003 Due to budget shortfalls, no grant provided by Washoe County.
- 2002 Washoe County Commission granted \$9,600 to City of Sparks Parks and Recreation Department for the daytime celebration held at the Sparks Marina.
- 2001 Washoe County Commission granted \$5,000 to City of Sparks Parks and Recreation Department for the daytime celebration held at the Sparks Marina..

**BACKGROUND**

As outlined above, the Board of County Commissioners has previously provided support to the two *4th of July* celebrations held in the community. In October 2005 the Board of County Commissioners directed staff to submit an annual request through the budget process for future *4th of July* celebrations. Because of the timing of the Washoe County budget process and timing for the funding requirements of the event sponsors, the request for funding the 2006 celebrations is before the Board at this time. All future funding requests for *4th of July* celebrations will be submitted to the Board through the annual budget process.

**FISCAL IMPACT**

Should the Board approve this recommendation the fiscal impact of this action is \$42,500; funds are available in the FY05-06 Community Support Program *Payments to Other Agencies* account (183100-710400).

**RECOMMENDATION**

It is recommended that the Board of County Commissioners approve a request for sponsorship of *4<sup>th</sup> of July* celebrations: **Reno Celebrates America** (at Rancho San Rafael Regional Park) - \$20,000; **Star Spangled Sparks** (at the Sparks Marina) - Sparks Chamber of Commerce - \$7,500 for day activities; and City of Sparks Parks and Recreation Department - \$15,000 for costs associated with production of Star Spangled Sparks; it is also recommended that the Board authorize the Chairman to execute contracts upon receipt for these grants. Finally, it is recommended that the Board approve execution of the resolution necessary for this action

**POSSIBLE MOTION**

Should the Board accept staff's recommendation, a possible motion would be: *"I move to approve the request for sponsorship of 4th of July celebrations as follows: Reno Celebrates America - \$20,000; Sparks Chamber of Commerce - \$7,500 for Star Spangled Sparks' day activities at Sparks Marina; and, City of Sparks Parks and Recreation Department - \$15,000 for costs associated with production of Star Spangled Sparks; and further, to authorize the Chairman to execute contracts upon receipt for these grants, and further, move to approve execution of the resolution necessary for this action."*

Washoe County

Request No. \_\_\_\_\_  
(For County Use Only)**SPECIAL PURPOSE AWARD REQUEST****AGENCY INFORMATION**

1. Name of Agency: Reno Celebrates America, dba Reno Sparks Washoe County Skyfire
2. Mailing Address: P.O. Box 2777, Reno, NV 89505
3. Contact Person: John D. Murphy Phone Number: 775-324-4440, ext. 3515  
Email Address: johndm@charter.net
4. Amount of Grant Request \$20,000.
5. Describe the agency and mission/purpose: Reno's official community Independence Day celebration, Reno Celebrates America (formerly Skyfire) is run by an all-volunteer board of directors. Our mission is to provide the community with a free July 4<sup>th</sup> event featuring entertainment and activities for people and families, culminating in a spectacular exhibit of pyrotechnics to celebrate our nation's independence.

**PROGRAM INFORMATION**

Name of Program: Reno Celebrates America

1. Identify the program goal and provide a narrative description of what specific service or services are to be provided and how services will be delivered.

The goal of Reno Celebrates America is to provide the community with a free July 4<sup>th</sup> event featuring entertainment and activities for people and families, culminating in a spectacular exhibit of pyrotechnics to celebrate our nation's independence.

We will feature activities and entertainment for both kids and adults, including a pie eating contest and bicycle decorating contest, along with musical entertainment on the main stage leading up to the highlight of the evening – a spectacular fireworks display set to music.

Considering that, at present, there is no single venue nor are there adequate support services to host such a celebration in just one site, Reno Celebrates America provides an essential outlet for people to celebrate our nation's birthday in a family-friendly, park setting as an option. Many area residents consider this annual celebration in Rancho San Rafael to be the area's primary July 4<sup>th</sup> fireworks event.

2. Describe the target population to be served, where the services will be delivered and your service area.

The target population includes the residents of Reno and Sparks, but also extends to adjacent communities throughout Washoe County. Families are a primary target, although people of all ages attend this celebration.

Rancho San Rafael Park is the site for Reno Celebrates America, as it has been for many years.

3. Identify your Outcome Measures (Objectives)

Do not provide more than three objectives. Use the following example as a model. Your objectives may look different from the example but should include the service, number of clients, type of clients, percentage of success, description of positive results and a method for measuring results.

Through the provision of (service) to (number of projected clients) (type of clients), (X percent) will (description of positive results) as measured by (method for measuring results).

By providing a free July 4<sup>th</sup> celebration to approximately 380,000 residents of Washoe County, Reno Celebrates America hopes to foster community spirit, encourage family participation, pride and patriotism. Since these things are relatively intangible, they can only be quantified by the number of people attending the event, based on their past experiences. Last year's Reno Celebrates America event was very successful, attracting over 20,000 people to Rancho San Rafael Park alone. We hope to increase this number to 25,000 and will estimate attendance through law enforcement and event management.

**BUDGET INFORMATION:**

## 4. Program Expenses (SHOW WHOLE DOLLARS ONLY, NOT CENTS):

In the first column please include last year's entire budget for this project. In the second column please provide the entire budget for this year for this project. In the third column please show only the dollars that are being requested from Washoe County and what those dollars will be spent on.

Program Expenses	FY 2004-2005 TOTAL	FY 2005-2006 TOTAL Budget	FY 2005-2006 TOTAL Grant Request
Pyrotechnics	38000	38000	18000
Pyrotechnics Incidentals	0	0	
Security	2141	3000	
Lights/Sound/Stage	6950	7300	
Emergency Management Services	0	0	
Entertainment	1150	1150	
Equipment Rental	245	300	
Portable Toilets	2995	3000	
Portable Lighting/Cords/Generators	2624	2700	
Waste Management	0	300	
DOE	1070	1200	
Artwork/Printing	629	500	
Event Insurance	8497	9000	
Licenses & Associated Fees	585	200	
Field Supplies - Sand	0	0	
Field Supplies - Bobcat	0	0	
Field Supplies - Signs/General Misc.	65	100	
Postage	669	800	
Photocopying	95	100	
Management Fee/Sierra Events*	9000	6000	
Kids Area Activities Supplies	46	100	
Sponsor Fulfillment	449	500	
Contingency	0	1500	
Rancho San Rafael - Park Rental**	0	2000	2000
*includes \$3,000 due from 2004/2005			
**Park Rental fee waived in 2005			
<b>TOTAL EXPENSES</b>	<b>75210</b>	<b>77750</b>	<b>20000</b>

**5. Budget Justification:**

Explain how you derived at each line item figure for this grant request. For example, in explaining a salary request, include job title, hourly or annual rate of pay, fringe benefit (if applicable) rate and number of hours or percent of time to be dedicated to this grant and the responsibilities of the staff person. **If your request is greater than your agency's previous grant amount please provide justification for the increase.**

All line item figures are based on 2005 actual expenditures, factoring increases where anticipated or actually quoted for 2006.

We based our request for \$20,000 on the following:

1. The City of Reno has already granted Reno Celebrates America \$18,000 for this year's event, funds which have been earmarked specifically for the purchase of pyrotechnics. We are asking for Washoe County to match the City of Reno's funding, using the same criteria.
2. We have received funding and fee waivers from Washoe County in previous years for both Skyfire and Reno Celebrates America, provided the amount, including park fees, was equivalent to and not greater than total funding provided for the Sparks July 4<sup>th</sup> celebration and activities.

**Additional information or materials may be attached as necessary.**

(None)



3. Identify your Outcome Measures (Objectives)

Do not provide more than three objectives. Use the following example as a model. Your objectives may look different from the example but should include the service, number of clients, type of clients, percentage of success, description of positive results and a method for measuring results.

Through the provision of (service) to (number of projected clients) (type of clients), (X percent) will (description of positive results) as measured by (method for measuring results).

- 1.) Provide support to event producer with venue preparation and clean-up.
- 2.) Provide for the safety of the 25,000 event participants through the provision of public safety personnel.
- 3.) Provide crowd and traffic controls.

**BUDGET INFORMATION:**

## 4. Program Expenses (SHOW WHOLE DOLLARS ONLY, NOT CENTS):

In the first column please include last year's entire budget for this project. In the second column please provide the entire budget for this year for this project. In the third column please show only the dollars that are being requested from Washoe County and what those dollars will be spent on.

Program Expenses	FY 2004-2005 TOTAL	FY 2005-2006 TOTAL Budget	FY 2005-2006 TOTAL Grant Request
Salary	\$16,437	\$20,020	\$15,000
Fringe	\$ 521	\$ 935	
Equipment purchase			
Professional fees	\$ 195	\$ 202	
Office supplies			
Operating supplies			
Food for program			
Special assistance to individuals			
Telephone			
Postage and shipping		\$ 300	
Occupancy - Rent			
- Insurance			
- Utilities			
Equipment rental	\$ 496	\$ 855	
Maintenance and repair			
Printing and publications			
Advertising & promotion			
Travel and training			
Conference/convention/meetings			
Membership dues and registration			
Dues to parent/affiliated org.			
Appropriated for special purpose			
Computer software			
Subscriptions			
Vehicle operation			
Liability/other insurance			
Other (specify)			
<b>TOTAL EXPENSES</b>	<b>\$17,649</b>	<b>\$22,312</b>	<b>\$15,000</b>