

LYON COUNTY, NEVADA
ROOM TAX BOARD MEETING
WEDNESDAY, JUNE 15, 2016
10:00A.M.

LYON COUNTY BOARD OF COMMISSIONERS MEETING ROOM
27 South Main Street
Yerington, Nevada 89447
(Action will be taken on all items unless otherwise noted)

10:00 a.m. – Pledge of Allegiance

1. Call meeting to order.
2. Introductions.
3. Public participation (no action will be taken).
4. Board comments (no action will be taken).
5. Chairman's comments (no action will be taken).
6. For Possible Action: Discussion and possible action on funding for grant applications.
7. For Possible Action: Approve minutes.
8. Public participation (no action will be taken).
9. Adjourn.

CERTIFICATE OF POSTING

I, Julie Acosta, Accounting Supervisor, do hereby certify that I posted, or caused to be posted, a copy of this agenda at the following locations on or before June 9, 2016: Lyon County Courthouse, Lyon County Administrative Complex, Yerington City Hall, Yerington Post Office, Silver Springs Human Services, Dayton Utilities, City of Fernley, Smith Valley Library (Ida Compston).

Lyon County is an equal opportunity employer. Lyon County recognizes the needs and civil rights of all persons regardless of age, race, color, religion, sex, handicap, family status, or national origin. T.D.D. services available through 463-2301 or 463-6620 or 911 (emergency services) 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 Commissioners'/Manager's office in writing at 27 S. Main Street, Yerington, NV 89447, or by calling (775) 463-6531 at least 24 hours in advance

**June 15, 2016 Lyon County Room Tax Board Meeting
Area Projects**

No.	Previous		Jun-16		Area	Project
	Request	Funded	Request	Funded		
1	\$ 8,000.00	\$ 1,500.00	\$ 4,000.00	\$ -	D	Dayton Valley Days
2	New	New	\$ 2,000.00	\$ -	D	Oodles of Noodles
3	New	New	\$ 1,000.00	\$ -	D	Railroad Days
4	\$ 3,000.00	\$ 1,000.00	\$ 2,000.00	\$ -	SV	Smith Valley Rotary Fun Day
5	\$ 2,000.00	\$ 1,000.00	\$ 2,000.00	\$ -	MV	Bulls for the 21st Century
6	New	New	\$ 1,000.00	\$ -	MV	Josh Farler Helping Hands Foundation Poker Run
7	\$ 11,000.00	\$ 1,500.00	\$ 8,000.00	\$ -	MV	Lyon County Fair & Rodeo
8	New	New	\$ 1,000.00	\$ -	MV	Mason Valley 4th of July Event
9	New	New	\$ 4,000.00	\$ -	MV	Night in the Country
10	New	New	\$ 2,850.00	\$ -	MV	Through A Child's Eyes Foundation
11	\$ 14,300.00	\$ 1,500.00	\$ 4,500.00	\$ -	MV	Yerington Theatre for the Arts
	Request	Previous	Request	Funded		
Totals	\$ 38,300.00	\$ 6,500.00	\$ 32,350.00	\$ -		
			Available	\$ 15,000.00		
				\$ 15,000.00		

RECEIVED

LYON COUNTY ROOM TAX BOARD

SEP 13 2016

APPLICATION FOR FUNDS

COMPTROLLER

Applicant Name and Address: Dayton Valley Days Inc
PO Box 1758
Dayton, Nevada 89403

Contact Person, Title, and Phone Number: Jannett Hoffert,
PRESIDENT - 775-671-1734
Ruth Small - TREASURE - 775 230-5672

Project/Event Name: 28 Dayton Valley Days

Amount of Room Tax Funding Requested: \$4000⁰⁰

Prior Year Room Tax Funding (if applicable): \$1500⁰⁰

Amount Requested from City Room Tax Boards (if any): 0

Location of Project/Event: Old Town Dayton on
MAIN & PIKE STREET

Dates of Project/Event: September 17 & 18 2016

Brief Description of Project/Event: The two day event
will have craft booths, Kiwanis
Pancake Breakfast, Classic Car Show,
Parade, Pet Parade, Boys & Girls
Kids Zone, Silent Auction by our
RSVP volunteers, Chili Cook off,
Motorcycle show & shine, Railroad
Days by the Historical Soc.
proceeds go to preserve the Dayton
Community Center, Boys & Girls Club,
RSVP, Search & Rescue of Lyon Co.
and several other Dayton service clubs

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	Total Cost
Room Tax	\$ ²⁰¹⁵ 1,500.00	\$ ²⁰¹⁶ 4,000.00	
NEVADA TOURISM	\$ ²⁰¹⁵ 2,000.00	²⁰¹⁶ 2,000.00	SEE Attachment B for 2015
Totals	\$ ²⁰¹⁵ 3,500.00	\$ ²⁰¹⁶ 6,000.00	

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

Attachment "B"
Statement of Income and Expenses for the 26th Annual Dayton Valley Days
September 19 and 20, 2015
for the Lyon County Room Tax Board
July 1, 2015 to December 31, 2015

Booth Fees	\$7,262.50	
Show N Shine	\$4,159.80	
Silent Auction	\$4,371.00	
Beer Booth	\$1,198.00	
T-shirt Sales	\$408.00	
Donations	\$50.00	
Parade	\$50.00	
Total Income		\$17,499.30

Advertising		
KCMY	\$750.00	
Sierra Nevada Media Group	\$495.00	
Reno Gazette Journal	\$367.20	
Data Graphics	\$61.00	
Sierra Scoop	\$324.87	
Virginia City News	\$300.00	
Horse Tails	\$350.00	
Nataqua News	\$250.00	
KVLV-AM	\$121.00	
Rural Nevada Media	\$100.00	
Advertising Sub Total		\$3,119.07

Donations For Hours Worked		
Dayton Preservation Committee	\$6,000.00	
RSVP	\$1,100.00	
Search and Rescue	\$1,100.00	
Boys N Girls Club	\$191.52	
Donations Sub Total		\$8,391.52
Show N Shine(trophies, t-shirts, flyers)	\$2,738.13	
Insurance	\$1,090.00	
Port Pottys and Dumpster	\$565.00	
Booths	\$454.15	
Security	\$500.00	
Beer Wagon	\$719.00	
Phone	\$343.82	
Parade/ Veteran's Wall	\$234.08	
Silent Auction	\$563.58	
T-Shirts (DVD)	\$338.87	
Booth Returns	\$70.00	
Total Expenses		\$19,127.00
Net Income		(\$1,627.70)

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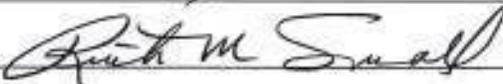
Applicants must have a representative at the Room Tax Board meeting to be eligible to receive a grant.

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

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

Date: 5-10-16

Signature: 

RECEIVED LYON COUNTY ROOM TAX BOARD
MAY 23 2016 APPLICATION FOR FUNDS

COMPTROLLER

Applicant Name and Address: DAYTON AREA CHAMBER OF COMMERCE P.O. BOX 2408 DAYTON NV 89403

Contact Person, Title, and Phone Number: DENISE CRITES, BOARD MEMBER, 731-438-7858

Project/Event Name: 16 ANNUAL OODLES OF NOODLES COOK OFF

Amount of Room Tax Funding Requested:\$2000

Prior Year Room Tax Funding (if applicable):\$1500

Amount Requested from City Room Tax Boards (if any):N/A

Location of Project/Event: OLD TOWN DAYTON, PIKE, TYLER AND LOGAN ALLEY WAY

Dates of Project/Event: TBA WE ARE THINKING ABOUT MOVING THE EVENT EITHER EARLIER IN MAY OR LATER IN SEPTEMBER.

Brief Description of Project/Event: THIS IS A 2 DAY EVENT CELBRATING DAYTON'S CHINESE AND ITALIAN HERITAGE. THERE ARE APPROXIMATELY 100 VENDORS, INCLUDING RETAIL, FOOD, NON-PROFITS, SERIVCE ORGANIZATIONS & INFORMATIONAL BOOTHS. THIS EVENT ALWAYS BRINGS IN VENDORS FROM NV, CA, OR & UTAH. THE 1ST DAY IS ALWAYS THE PASTA CONTEST WHERE PROFESSION, NON-PROFITS/SERVICE ORGANIZATIONS & AMATEUR CONTESTANTS MAKE THEIR VERY BEST PASTA DISH WHICH IS JUDGED BY THE PUBLIC & A PANEL

OF PASTA JUDGES. EACH YEAR WE CHOOSE A WORTHLY ORGANIZATION TO HELP MAKE A DIFFERENCE BY RAISING FUNDS AND GIVING A PORTION OF OUR PROCEEDS TO HELP SUPPORT THE MAKING A DIFFERENCE ORGANIZATION. OUR 2015 ORGANIZATION IS THE DAYTON HIGH SCHOOL GRAD NIGHT. WE HAVE A BLAST AT OODLES OF NOODLES WITH LOCAL LIVE ENTERTAINMENT, A PET PARADE, GUN FIGHTERS, BOUNCE HOUSES, RIVER WRANGLERS, RV EXHIBITS AND MORE.

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	Total Cost
PRINT ADVERTISING – NV APPEAL, VIRGINIA CITY NEWS, LEADER COURIER, MASON VALLEY NEWS & TAHOE TRIBUNE	\$3000	\$2000	\$5000
GRAPHIC DESIGN & PRINTING OF POSTERS, FLYERS & ADS	\$400		\$400
PROMOTIONAL MATERIALS/SIGNAGE	\$700		\$700
CHAMBER EXPENSE: EVENT SUPPLIES, EQUIPMENT, PERMITS, SECURITY, RENTALS (PORTABLE POTTIES, TENTS, CHAIRS & TABLES), ENTERTAINMENT, HEALTH PERMITS, ELECTRICITY, FOOD & BEVERAGES.	\$5800		\$5800

AWARDS FOR CONTESTANTS	\$500		\$500
Totals	\$10,400		\$10,400

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, 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.

Applications must be complete to be considered.

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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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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 20, 2016 _____

Signature: *Heleni Critz*
Board member

3

Applicant Name and Address: Historical Society of Dayton Valley, P O B 845, Dayton, NV 89403

Contact Person, Title, and Phone Number: Duncan Lee, Director, 775-79260

Project/Event Name: Rail Road Days

Amount of Room Tax Funding Requested:\$1000

Prior Year Room Tax Funding (if applicable):\$1250 (two cycles 2015-16)

Amount Requested from City Room Tax Boards (if any):NA

Location of Project/Event: Main St. and Highway 50, Old Town Dayton

Dates of Project/Event: September 17 & 18, 2016

Brief Description of Project/Event: Rail Road Days is a fund raiser for Historical Society's project to restore the 1861 Carson a& Colorado Rail Road Depot. The event consists of live music each afternoon, a bar called the "End of the Rail Saloon" selling beer wine and soft beverages; a food area with freshly cooked hamburgers, hot dogs and bratwurst; gold panning demonstrations and hands on panning for attendees (they get to keep what gold they pan); rides on real rail road cars called speeders; tours of the depot and explanations of its history with videos and photographs; displays of rail road artifacts; sales of souvenirs and promotional items, including authentic 1880's tie-plates (used to hold down the rails to the ties) which the purchaser

may have engraved with an inscription after which it will be spiked to a display of authentic 19th Century narrow gauge rails as used in Dayton on the C&C Railway. This will be a permanent display and an on going fund raising project. Run in conjunction with Dayton Valley Days, this event is the biggest fund raiser of the year for the depot restoration. The depot and the property on which it is located is owned by Lyon County and the Board of Commissioners have graciously entrusted the preservation and restoration of this historic site to the Historical Society. When completed, the site will be an attractive historical park for visitors to stop and learn the history of all Dayton Valley, including the Railway, and will be a showpiece for the community at the entrance to historic Old Town Dayton. With the recent purchase of the Union Hotel and its planned restoration, the depot project takes on even more importance to the development of the downtown area. _____

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	Total Cost
<p>Rail Road Days Last year, the Lyon Co. Room Tax grant funding was used for radio advertising which we found to be very successful. Random sampling of visitors resulted in many saying they heard about the event on the radio. The same is true for this cycle for May History Month activities.</p>	<p>Possible NCOT grant, but unsure at this time. Last cycle was \$0</p>	<p>\$1,000.00</p>	<p>\$1,000.00</p>
<p>Totals</p>			

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Date: June 2, 2016 _____

Signature:  _____



**LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS**

RECEIVED

MAY 27 2016

COMPTROLLER

Applicant Name and Address:

Rotary Club of Smith Valley P.O. Box 357 Wellington, NV 89444

Contact Person, Title, and Phone Number:

Chelsea Fesenmaier, Rotary Fun Day Chairman (310) 497-3604

Project/Event Name:

Rotary Club of Smith Valley – Fun Days

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

Prior Year Room Tax Funding (if applicable): \$1,000

Amount Requested from City Room Tax Boards (if any): N/A

Location of Project/Event:

Dressler Park Hwy 208 Wellington, NV 89447

Dates of Project/Event:

October 1st and 2nd

Brief Description of Project/Event:

This two day event for the community includes a tractor pull, equine event, car show, 3k & 5k run, trap shooting, rocket club demonstrations, craft booths, kid zone activities, BBQ's, and many other activities.

This event is not only a social event, but also a venue for other local clubs, businesses, and groups to network, creating an even stronger community.

This will be Rotary Club of Smith Valley's 44th year to hold this event.

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	Total Cost
Radio Advertising		\$500	
Mason Valley News Advertising		\$500	
Sierra Scoop Advertising		\$500	
Brochures and Flyer		\$500	
Totals		\$2,000	

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

Date:

May 27, 2016

Signature:

[Handwritten Signature]

**LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS**

RTG-400 (5)
RECEIVED
MAY 27 2016

Applicant Name and Address: SNYDER LIVESTOCK COMPANY, INC
P. O. BOX 550 (165 OSBORNE LANE)
YERINGTON, NEVADA, 89447

COMPTROLLER

Contact Person, Title, and Phone Number: LUCY RECHEL, PRESIDENT
775-463-2677 OFFICE
775-790-0801 CELL

Project/Event Name: BULLS FOR THE 21ST CENTURY

Amount of Room Tax Funding Requested: \$2000.00 (\$3000.00 BEING REQUESTED FROM THE CITY)

Prior Year Room Tax Funding (if applicable): \$1000 FROM THE COUNTY AND \$3000 FROM THE CITY FOR JULY 1, 2015-DECEMBER 2015 GRANT PERIOD AND \$6000 FROM THE CITY FOR THE JANUARY 2016 THROUGH JUNE 2016 GRANT PERIOD

Amount Requested from City Room Tax Boards (if any): \$3000.00

Location of Project/Event: SNYDER LIVESTOCK 165 & 168 OSBORNE LANE AND PIONEER CROSSING CONVENTION CENTER, MAIN STREET, YERINGTON, NEVADA

Dates of Project/Event: MARCH 11, 2017 AND MARCH 12, 2017

Brief Description of Project/Event:

MARCH 11, 2017 PREVIEW BULLS AND EDUCATIONAL SEMINAR AT SNYDER LIVESTOCK, KEYNOTE SPEAKER AND SOCIAL HELD AT PIONEER CROSSING CONVENTION CENTER LATER IN THE DAY

MARCH 12, 2017 PREVIEW BULLS, LUNCH AT SNYDER LIVESTOCK THEN LIVE BULL AUCTION WITH DAY ENDING AT ABOUT 4 IN THE AFTERNOON.

PLEASE SEE 2016's BROCHURE INCLUDED WITH THIS APPLICATION FOR ADDITIONAL INFORMATION

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	Total Cost
PRINT ADVERTISING BETWEEN JULY 1, 2016 AND DECEMBER 31, 2016 FOR THE 2017 BULL SALE	3000	2000	5000
Totals	2000	3000	5000

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

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

Date: MAY 24, 2016

Signature: Lucy A. Reckel

RECEIVED
MAY 23 2016

**LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS**

COMPTROLLER

Applicant Name and Address: Josh Farler Helping Hands Foundation, PO
Box 73, Yerington, NV 89447

Contact Person, Title, and Phone Number: Mary Milligan, Vice-President
775-463-2682

Project/Event Name: 8th Annual Josh Farler Helping Hands Foundation
Poker Run

Amount of Room Tax Funding Requested: \$1,000.00

Prior Year Room Tax Funding (if applicable): N/A

Amount Requested from City Room Tax Boards (if any): \$1,000.00

Location of Project/Event: Jeanne Dini Cultural Center, Yerington, NV

Dates of Project/Event: September 10, 2016

Brief Description of Project/Event: Our Poker Run will be held in conjunction with the Yerington Theater for the Arts "Taste of the Valley" event. The Poker Run will start and end at the Jeanne Dini Center allowing riders to participate in the YTA "Taste of the Valley" festivities.

We draw riders from different areas of the State. All the proceeds from this event and our Annual Poker Tournament go to help individuals facing major medical problems.

Totals	\$1,000.00			
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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: May 23, 2016

Signature: Mary Milligan

LYON COUNTY ROOM TAX BOARD RECEIVED
APPLICATION FOR FUNDS

MAY 27 2016

COMPTROLLER

Applicant Name and Address: 2016 LYON COUNTY FAIR, RODEO 27 S
MAIN STREET YERINGTON NEVADA 89447**Contact Person, Title, and Phone Number:** LISA TIBBALS, SECRETARY
775-463-2127**Project/Event Name:** THE ANNUAL LYON COUNTY FAIR & RODEO**Amount of Room Tax Funding Requested:** \$8,000.00**LYON COUNTY FAIR & RODEO \$8,000.00****Prior Year Room Tax funding (if applicable):** 2015**Amount Requested from City Room Tax Boards (if any):** \$11,000.00**Location of Project/Event:** LYON COUNTY FAIRGROUNDS**Dates of Project/Event:** AUGUST 18,19,20,21 2016**Brief Description of Project/Event:** 2016 Lyon county Fair & Rodeo;

We continue to have the traditional Thursday night Kid's Night, Lion's club BMX bike race and motorcycle barrel race, pig chase and many other annual fair events for kids and families.

Friday night, we will hold the truck & tractor pull. Saturday afternoon we will have the annual rodeo and again this year we will host the demolition derby on Saturday night, music on the mid-way stage.

We have added a new feature our **Family Fun Zone**, filled with interactive hands on family activities and entertainment that are free for families to do. **New this year, we will feature a civil war reenactment camp 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 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 an to benefit youth from the entire state of Nevada. Youth will be

showing their animals on Saturday and Sunday and holding the livestock auction on Sunday afternoon. 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 be the fair to attend for those who want an "Old Fashion County Fair" experience. We have seen the attendance increase and we are sure it is because of the increased advertising we are doing outside of Lyon County.

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.

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Project Activity	Other Funding	Room Tax Request City	Total Cost
Radio- KBULL, KIBS, RURAL NV, KEAG, KVLV		\$1000.00	\$ 1000.00
Local Reno TV		2000.00	2000.00
Bill Board/print advertising		5000.00	5000.00
Rodeo event (1day Sat)	17000.00		17000.00
Truck Tractor pull event	13963.00		13963.00
Demo Derby	16626.00		16626.00
Free entertainment (family fun zone, stage)	16980.00		16980.00
Appreciation dinner-sponsors volunteers	1700.00		1700.00
Exhibit hall	700.00		700.00
Decorations	500.00		500.00
Allied Sanitation	4145.00		4145.00
Ice (Scolaris)	1000.00		1000.00
Admission ticket booths /Arena gate (help)	1700.00		1700.00
Mutton busting	200.00		200.00
Sound System for Arena events	2400.00		2400.00
Security	3035.00		3035.00
ambulance	600.00		600.00
Entry Gates (give and get helpers)	2100.00		2100.00
Sunday Arena Motorcycle Mania event	500.00		500.00

Pig scramble	00.00		00.00
Littlest cowboy/cowgirl	00.00		00.00
Sponsor signs	2000.00		2000.00
Silver State Youth Livestock show	11000.00		11000.00
Horse shoe tournament	220.00		220.00
Misc. maintenance	3500.00		3500.00
Round up awards	2500.00		2500.00
Awards ,buckles, Ribbons	00		00
Volunteer/ Hall of fame buckles	200.00		200.00
Comptrollers' office staff	2000.00		2000.00
Mud volleyball	00		00.00
Maintenance	3000.00		3000.00
Trash service	3000.00		3000.00
Miscellaneous supplies	5000.00		5000.00
ATM store	120.00		120.00
Motel Rooms	1500.00		1500.00
Garbage	4500.00		4500.00
Sale tax	3900.00		3900.00
Utilities	750.00		750.00
Total	\$126,339.00	\$8,000.00	\$ 134,339.00

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

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

Applications must be complete to be considered.

Applicants must have a representative at the Room Tax Board meeting to be eligible to receive a grant.

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

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

Date: 5-26-16

Signature: Kimberly McDonald

**LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS**

RECEIVED

MAY 27 2016

COMPTROLLER

Applicant Name and Address:
Yerington Chamber of Commerce
227 South Main Street Yerington, NV 89447

Contact Person, Title, and Phone Number: Shaline Montgomery
Chamber Director; 463-2245 office.

Project/Event Name: Mason Valley Community 4th of July Event

Amount of Room Tax Funding Requested: \$1000.00

Prior Year Room Tax funding (if applicable): _____

Amount Requested from City Room Tax Boards (if any): \$1500.00

Location of Project/Event: Mountain View Park Yerington

Dates of Project/Event: July 4th 2016

Brief Description of Project/Event: The Mason Valley Community 4th of July is long standing event in our community, we have partner with Lions Club for the past 15 years to offer a old fashion family fourth of July event. We begin the day with the kids Red White & Blue Parade, marching from the Fire station on main St. to Mt. View park where the American Legion and Veterans of Foreign war present the colors and the national anthem is played to start the day's events with the lions club family games, we have music and entertainment throughout the day along with food booths, crafters, venders, and other non-profits doing fundraising booths. The day ends with a spectacular fireworks show and patriotic music.

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	Total Cost
4th of July event			
T.V advertising for event	\$ 200.00	\$ 800.00	\$1000.00
Print ad/ Internet social media	\$ 200.00	100.00	300.00
Radio advertising	\$ 100.00	100.00	200.00
Port a potties	\$ 150.00		150.00
DJ sound system (all day)	\$ 800.00		800.00
Fireworks display	\$6000.00		6000.00
Total for 4th of July event	\$7450.00	\$1000.00	\$ 8450.00

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

Date: 5-26-14

Signature: Rena McDonald

**LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS**

RECEIVED

MAY 27 2016

COMPTROLLER

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

Contact Person, Title, and Phone Number: Travis Crowder Chief Professional
Officer 775-463-2334

Project/Event Name: 15th Annual Night in the Country Music Festival

Amount of Room Tax Funding Requested: \$4,000

Prior Year Room Tax Funding (if applicable): \$2,500 (last Cycle)

Amount Requested from City Room Tax Boards (if any): \$10,000.00

Location of Project/Event: Lyon County Fairgrounds

Dates of Project/Event: July 21st – July 24th 2016

Brief Description of Project/Event: The Annual Night in the Country Music Festival is in its 15th year and is a fundraiser for the Boys & Girls Clubs of Mason Valley. The event is a three-night affair and consists of some of Country Music's biggest stars performing in front of a packed house. Last year was our biggest year ever with over 9,000 in attendance Thursday and 12,000 people attending on Friday & Saturday night totaling 33,000!

We sold tickets in 35 different states this past year! Due to the tremendous amount of marketing data we now have (marketing materials included), we are continuing to focus on trends we are seeing and spending some of the resources in areas such as Sacramento/Bay Area, Las Vegas and Central

California. We now have an all-time high of National Recording Artists performing during the festival, 14 total!!!!

Our "Give & Get" Program which provided opportunities for various non-profits and community based organizations (CBO) to generate revenue for their respective causes. The concept was simple and modeled after Hot August Night's volunteer program. Individuals who volunteer for NIC can designate any non-profit or community based organization to benefit from their time spent working the event. For example, if a volunteer chose the Through A Child Eyes Foundation as their beneficiary of their volunteer time, every hour that they worked would go to the Foundation. The average reimbursement rate would be \$10 per hour, so if the volunteer worked a total of 8 hours then a check for \$80 would go to the Foundation in that person's name. This was a smashing success as we had over 400 Volunteers representing 40+ entities and through the "Give & Get" program we gave over \$80,000 back to the Community.

The Extreme Bull Riding Event that we did in collaboration with the Lyon County Fair Board went extremely well, there were over 1,400 in attendance. This event will again take place on Saturday July 23rd from 12pm-2pm in the Arena. In addition to the Bull Riding on Saturday, we are currently in negotiations to bring an Extreme Moto Cross style event to the arena and fans on Friday July 22nd. This is a new venture but one that we feel keep fans entertained and on-site while also generating more revenue for our friends with the Lyon County Fairboard.

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

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	Total Cost
Radio Advertising: KBUL (Reno) Magic 95.5 (Reno) KOLC 97.3 (Reno) 102.9 (Reno) KIBS (Bishop) KSVL (Yerington) The Bull 95.5 (Las Vegas), KRJC (Elko) and CBS Radio KNCI 105.1 (Sacramento) The Wolf 101.9 (Sacramento) Today's Country 92.5 (Sacramento)	\$125,000 (Most of which in-kind)	\$1,000	\$126,000
Social Media/Internet, Website	\$23,400	\$3,000	\$26,400
Reno News and Review, Edible Reno Tahoe, Sacramento News and Review, Nevada Sagebrush	\$5,000		\$5,000
Banners	\$3,000		\$3,000
Totals	\$156,400	\$4,000	\$160,400

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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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.

Applications must be complete to be considered.

Applicants must have a representative at the Room Tax Board meeting to be eligible to receive a grant.

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

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

Date: 5-27-16

Signature: 

RECEIVED

MAY 24 2016

**LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS**

COMPTROLLER

Applicant Name and Address: Through A Child's Eyes Foundation, _____
14 Austin Street, P. O. Box 872, Yerington, NV 80447

Contact Person, Title, and Phone Number: Cathleen Faretto, President and
Artistic Director, Tel. 775-463-9501, or Cell 775-722-0668

Project/Event Name: Through a Child's Eyes Foundation presents The
Wizard of Oz High Tea Party and The Yerington Home Town Nutcracker
Ballet.

Amount of Room Tax Funding Requested from Lyon County: \$2,850.00

Amount of Room Tax Funding Requested from City: \$2,850.00

Prior Year Room Tax Funding (if applicable): \$1,500.00

Location of Project/Event: All events will be held at The Studio in Weed
Heights and at the Yerington Intermediate School Theater.

Dates of Project/Event: The Wizard of Oz October 8th & 9th of 2016 and
December 3rd and 4th of 2016

Brief Description of Project/Event: Our Wizard of Oz will be our 9th Annual
Signature Tea Party, October 8th & 9th of 2016 featuring The Studio dancers
and singers, a five course tea party, tea gift, and studio gift shop, this is one of
our largest fundraisers and we have over 250 attending from all over Nevada.
Our very own Yerington Home Town Nutcracker Ballet will be December 3rd
and 4th of 2016 featuring all dancers from Yerington, Smith Valley, Reno,
Carson, Hawthorn and Lake Tahoe, We have a guest Choreographer and
Dancer from the Metropolitan Ballet Company in New York City, Justin
Sherwood, We will have other Guest Principle performers from other Dance
studios. We want to incorporate our Whole town in this Wonderful event.
Justin Sherwood will also be offering Master Workshop classes.

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	Total Cost
<ul style="list-style-type: none"> • Wizard of Oz Signature High Tea Oct. 8th & 9th (Event Estimated Total:\$5,000.00) *Newspaper, Reno Edibles Magazine, Radio, Posters* 	\$3,000.00 Tickets Sales & Donations	\$1,200.00	\$4,200.00
<ul style="list-style-type: none"> • Master Workshop with Justin Sherwood from the Metropolitan Ballet Company in New York City, All teachers and Students from Northern Nevada and California area are invited (Event Estimated Total: \$2,500.00) *Newspapers, Radio, Posters* 	\$1,000.00 Donations	\$500.00	\$1,500.00
<ul style="list-style-type: none"> • Our Very own Yerlington Home Town Nutcracker Ballet(Event Estimated Total:\$20,000.00) *news paper, Radio, Posters, Brochures, Social Media, The Scoop,t-shirts* <p>Foundation Advertising cost (Not covered by Room Tax) flyers, postcards, signs, and ticket production. \$3,000.00</p>	\$10,000.00 Ticket Sales & Donations	\$4,000.00	\$14,000.00
Total:	\$14,000.00	\$5,700.00	\$19,700.00

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

As per Lyon County Code (Ordinance 336, Chapter 2) Transient Lodging Tax (Room Tax) shall be used "only" to advertise the resources of Lyon County related to tourism, including available accommodations, transportation, entertainment, natural resources and climate, and to promote special events related to thereto."

1. To advertise the resources of Lyon County related to tourism (towns, state parks, museums, lakes, etc.)
2. To advertise available accommodations (hotel, motel, restaurants, etc.)
3. To advertise available transportation (bus, air, etc.)
4. To advertise entertainment events
5. To advertise natural resources and climate
6. To advertise the promotion of special events related thereto

Additional Guidelines

Room Tax funds may not be used to pay for prizes and gifts, such as saddles and belt buckles; however, room tax funds may be used to pay for the engraving or lettering on prizes or gifts as long as it advertises or promotes the event.

Art Collections, Historic Exhibitions, or Museums that require setting up and taking down of those exhibits or collections, or have the need for a docents time, may request reasonable funds for those efforts, as long as there is a separate explanation and breakdown of costs on the application line item.

Room Tax can be used to pay for T-shirts, hats, and promotional items that are given away so long as they advertise or promote the event; however, room tax funds will only pay for silk screening on these items if they are being sold.

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.

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

Date: 5-22-16

Signature: Lashan Jaretto

**LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS**

RECEIVED
MAY 27 2016
COMPTROLLER

Applicant Name and Address: Yerington Theatre for the ARTS
Contact Person, Title, and Phone Number: Christina Hurt
Project/Event Name: YTA/Jeanne Dini Center Advertising/Marketing
Amount of Room Tax Funding Requested: 4,500.
Prior Year Room Tax Funding (if applicable): 2,000.
Amount Requested from City Room Tax Boards (if any): 9,500.

Location of Project/Event: Jeanne Dini Center, 120 N. California St, Yerington
Dates of Project/Event: July 1, 2016 – December 31, 2016

Brief Description of Project/Event: This proposal seeks \$4,500 Lyon County Room Tax funding to support marketing and advertising YTA's activities and events taking place at the historic Jeanne Dini Center in Yerington, Nevada. Other funding to support this project is pending outcome of grant applications submitted to the City of Yerington Room Tax Board. All advertising will take place between July 1 and December 31st, 2016. Our objective is to promote YTA's ongoing events and activities, as well as promoting the Jeanne Dini Center Café, Gallery, and Facility rentals through all social media platforms to target relevant audiences while continuing radio, magazine, and printed advertising for certain events. All advertising is designed to promote YTA, increase social media traffic, and drive potential attendees and visitors to our website and Facebook pages where visitors may purchase tickets, find event information, learn more about the Jeanne Dini Center and find links to business sponsors, local restaurants, motels and other attractions.

Lyon County Room Tax funding will support advertising/marketing of the Yerington Farmers Market, YTA's Performances Series, Taste of the Valley Festival, and Jeanne Dini Center Café, Gallery, and Facility Rentals. (Please see Attachment #1: YTA's 2015-2016 Calendar of Events and Activities) Funding will be utilized to design and produce radio and print advertising and to maintain and manage all website and social media including on-line advertising.

During this grant cycle we have our largest fundraisers, Taste of the Valley Festival, of which we see upwards of a 1500 patrons throughout the entire weekend. This event had its first sold out year for all three nights, and we anticipate the same for this year.

Visiting artists, performers and audience members dine out, stay in motels, shop and purchase gas locally. Additionally, Facility Rentals provide a venue for meetings, conferences, and workshops attracting visitors. The JDC Café, Gallery and gift shop provide retail opportunities for Lyon County artists to show and sell their work. YTA's ongoing careful maintenance and operation of the historic Jeanne Dini Center, one of Nevada's finest historic treasures, provides an unmatched asset for our community.

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	Total Cost
Radio Advertising	2500.	1000.	3500.
Print Adv. – Newspaper, Magazine Adv.	2000.	1000.	3000.
Annual Brochure- Design & Print 1000	1500.	1500.	3000.
Website & Social Media: Website, Facebook, Internet Advertisement Management all aspects; content development, updates, and maintenance	3500.	1000.	4500.
Totals	<u>\$9,500.</u>	<u>\$4,500.</u>	<u>\$14,000.</u>

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

GUIDELINES

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

Date: 5-26-16

Signature: Christina Hunt

2016-17 SEASON OF PEROFRMANCES & EVENTS

YTA Café & Gallery Gift Shop is open 9-2pm Tuesday- Friday and provides retail space for artisans and attracts public to the JDC Gallery.

3rd Thursday after 5 Mixers provide Gallery openings, Art Talk & Meet the Artist events

2016 Season

March 16th – Beaupromo Pupperty Family Night

3rd Thursday- Art Talk/Meet the Artist

May 6th – Notes to Our Children: A Gather of Elders

May 12th – In Tune Tales: Family Night

June- September- Local Artists Summer Gallery Exhibition

September 6- October 7- “Fixin’s” A visual Art Exhibition

*Farmers, farms, and foods of Mason and Smith Valley- Celebrates Local Agricultural Heritage
Paired with Taste of the Valley Festival*

September 8- Fixin’s Artists Reception 6-8pm

Fridays- July 8-September 2- Outdoor Farmers & Artisan Market

Sept. 8, 9, & 10- 3 day Taste of the Valley Festival

Art, Food & Music Festival: Mark Sexton Band, Treedom, and Colin Ross

September 21- 3rd Thursday- Gallery Talk/ Meet the Artist

October 11- November 18- Every Quilt Tells a Story Exhibition & Quilters Tea

October 19- 3rd Thursday- Art Talk / Meet the Artist

October 22- Quilters Open House and Reception 10-2pm

October 26- Dia de Los Muertos Kids’ Activity Night 6-8pm

October 27- “The Book of Life” screening in the Baker Theater

October 28- Dias de Lost Muertos; Day of the Dead with Mariachi Sacramento

YTA’s Dia de los Muertos honors this cultural tradition with small alters, a lively celebration and traditional foods and music

November 22- December 23- Lobby Gallery- “NUTCRACKERS & CHRISTMAS MEMORIES”

November 29- “Sip & Shop”- Artist Vendors’ Holiday Gift Shop/ Gallery Show

December 21- 3rd Thursday – Artist Talk/ Meet the Artist

December 23rd- Lacy J. Performance

2017 Season

January 3-February 10- Lobby & Landing Galleries- “ITS ALL IN THE LENS”

A Photographic Shows by the Shutterbugs Photography Club and Great Basin Center for Creative Photography

February 24th – Jake Houston: Off the Rails (On the Trail)

February 14-April 7- Lobby and Landing Galleries- “MAGIC IN THE ORDINARY”

A Desert Born Art Project by Pamela Nesbit and Donna Nelson

April 7th- Joe Craven and the Sometimers

2 school performance lecture/demonstrations and an evening public performance

April 11- May 22- Lobby and Landing Galleries- “THE WORLD THROUGH MY EYES”

A Collection of photographs by Yerington Elementary School Students under the direction of Lynn Jeka

May 15- June 2- Lobby Gallery- Notes to Our Children Memory Boards

May 18- Baker Theatre- Notes to Our Children – 6pm

Sept. 7, 8, 93 day Taste of the Valley Festival

LYON COUNTY, NEVADA
ROOM TAX BOARD DRAFT MINUTES
December 9, 2015

1. Call meeting to order
Meeting was called to order at 10:00 AM by Joe Mortensen.
2. Introductions – Board Members Present
Jim Sanford, Kim Swanson, Toni Inserra, Jay Dini.
3. Public Participation (no action will be taken)
There were no comments from the public.
4. Board Comments (no action will be taken)
There were no comments from the Board.
5. Chairman’s comments (no action will be taken)
There were no comments from the Chairman.
6. For Possible Action: Discussion and possible action on funding for grant applications
Jay Dini abstained on grant item #11 due to a conflict of interest.
The events were awarded as follows:

December 9, 2015 Lyon County Room Tax Board Meeting						
Area Projects						
No.	Previous		Dec-15		Area	Project
	Request	Funded	Request	Funded		
1	New	New	\$ 1,000.00	\$ 750.00	D	Nevada’s Historic Preservation and Archaeological Awareness
2	\$ 5,000.00	\$ 1,000.00	\$ 2,000.00	\$ 1,500.00	D	Oodles of Noodles
3	New	New	\$ 2,000.00	\$ 1,050.00	F	Fernley Multi-Cultural Festival
4	New	New	\$ 2,208.75	\$ 1,200.00	MV	Copper Hills Brewfest
5	\$ 8,000.00	\$ 1,000.00	\$ 8,000.00	\$ -	MV	Bulls for the 21st Century
6	\$ 1,500.00	\$ 500.00	\$ 1,500.00	\$ 1,000.00	MV	Josh Farler Helping Hands Texas Hold-em Poker Tournament
7	\$ 2,000.00	\$ 500.00	\$ 1,000.00	\$ 500.00	MV	Mason Valley Beekeepers Workshop
8	New	New	\$ 11,000.00	\$ 2,000.00	MV	Lyon County Fair & Rodeo and Silver State Youth Livestock Show
9	\$ 11,000.00	\$ 2,000.00	\$ 5,000.00	\$ 2,500.00	MV	Night In the Country
10	\$ 2,625.00	\$ -	\$ 3,700.00	\$ 1,500.00	MV	Through a Child’s Eyes Foundation
11	New	New	\$ 1,500.00	\$ 1,000.00	MV	Yerington’s Main Street Classic Car Show
12	\$ 4,100.00	\$ 1,100.00	\$ 5,400.00	\$ 2,000.00	MV	Yerington Theatre for the Arts - Advertising Jeanne Dini Center
	Request	Previous	Request	Funded		
Totals	\$ 34,225.00	\$ 6,100.00	\$ 44,308.75	\$ 15,000.00		
			Available	\$ 15,000.00		

7. For Possible Action: Discussion and possible action on changing the June meeting date for the Room Tax Board
The Board changed the annual June meeting date to the third Wednesday in June.
8. For Possible Action: Approve minutes
Minutes were approved for June 10, 2015.
9. Public participation.
There were no comments from the public.
10. Adjourn
Meeting was adjourned.