



**SPECIAL EVENT PROMOTION
GRANT APPLICATION
FISCAL YEAR 202~~4~~⁵-202~~5~~⁶**
(July 1, 202~~4~~⁵ to June 30, 202~~5~~⁶)

Instructions: Please review the Special Event Grant Guidelines and complete this form and submit to the Community Development Department with the required documents noted below. Please contact Raffi Festekjian, Economic Development Coordinator at rfestekjian@bcnv.org with any questions.

ORGANIZATION INFORMATION:

Name Boulder City Chamber of Commerce
Mailing Address 100 Nevada Way, BC NV 89005
Non-Profit Tax ID Number 88-0025014
Website www.bouldercitychamber.com

CONTACT INFORMATION:

Name Jill Lagan
Email jill@bouldercitychamber.com
Phone Number 702.293.2034

SPECIAL EVENT INFORMATION:

Name Spring Jamboree 2025
Dates May 3-4, 2025 Hours 9a-9p Sat, 9a-4p Sun
Location City Hall Parks: Wilbur, Bicentennial, N & S Escalante
First Year Application? 1977 Anticipated Attendance 30,000
Grant Amount Requested \$ 5,000

Event Description Fun, family festival that offers something for every age and interest.

This event draws guests from not only Boulder City, but brings guests from the surrounding

Southern Nevada communities and drives business into the doors of our local merchants.



March 13, 2025

Re: Spring Jamboree Special Event Promotional Grant Request | May 3-4, 2025

Dear Honorable Mayor and Members of the City Council,

On behalf of the Boulder City Chamber of Commerce, I extend our sincere gratitude for your ongoing support and consideration of our marketing grant application for the 48th Annual Spring Jamboree. We are proud to continue this time-honored tradition, which serves as both a beloved community celebration and a vital economic driver for Boulder City.

Past grant awards have afforded us the opportunity to expand our advertising reach, particularly throughout Southern Nevada, directly contributing to increased visitation and economic impact. This year, we seek to build upon that success with enhanced marketing strategies designed to attract a broader audience and deliver measurable returns to the community.

Spring Jamboree stands as one of Boulder City's premier community events, supported by over 2,200 volunteer hours and showcasing our strong civic spirit. Event proceeds are dedicated exclusively to marketing initiatives that promote Boulder City year-round. The Chamber currently allocates \$115,000 annually toward marketing efforts, including partnerships with Certified Folder Display, KLAS TV, Cameron Broadcasting, Beasley Broadcasting, and Nevada Magazine. While Spring Jamboree fundraising contributes a portion of this budget, it remains essential to achieving our annual marketing objectives.

As a non-profit organization, the Chamber's mission is clear: to promote tourism, champion our business community, and enhance the quality of life for residents. Our programs and promotions benefit the entire city, yet without events like Spring Jamboree and the generous support of our investors and grant partners, our ability to operate independently and fulfill this mission would be greatly diminished.

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WWW.BOULDERCITYCHAMBER.COM

Historically, Boulder City non-profits could access regional marketing grants, such as those previously offered by the LVCVA. However, with the dissolution of that program, resources have become limited. The City's continued support fills a critical gap, allowing established events like Spring Jamboree to remain vibrant and sustainable. Without this funding, our ability to invest in new and innovative marketing channels would be compromised, forcing us to revert to more traditional—and less impactful—strategies.

Recognizing the importance of transparency and accountability in the use of taxpayer dollars, I personally volunteered to assist with the development of the City's enhanced application, reimbursement, and evaluation process for marketing grants. This collaborative effort with Raffi Festekjian and Michael Mays ensures a responsible framework for measuring the impact of these valuable community investments.

Through our contract with Count On It, we have collected data that clearly demonstrates the positive impact of special events on overnight visitation. Increased visitor numbers translate directly into greater revenues for our local retail, dining, lodging, and attraction-based businesses. This invaluable insight has enabled us to refine our marketing strategies—broadly promoting Boulder City while specifically highlighting signature events like Spring Jamboree.

In response to shifting market dynamics, including the I-11 corridor's influence, we are proactively uniting the business community by expanding Chamber membership to all Boulder City-licensed businesses. This initiative strengthens our collective voice and reinforces the importance of events like Spring Jamboree in driving local economic prosperity.

For 2025, we have strategically increased our Spring Jamboree budget to amplify our reach into the Las Vegas Valley. This expansion includes three new contracts, most notably with KLAS Digital Marketing. Their advanced geo-targeting and conversion tracking capabilities will provide quantifiable data, allowing us to measure attendance driven by these efforts through smartphone and social media analytics.

Additionally, we are proud to unveil several innovative tools during the event:

- A Virtual Visitor Center and custom Itinerary Builder,
- A Mobile Visitor Center and Podcast Trailer offering real-time visitor support, and
- Our newly operational Social Visitor Center, already proving effective at the Chamber office and during recent events.

These initiatives represent a bold evolution in how we promote Boulder City while enhancing the visitor experience.

In closing, we respectfully request your favorable consideration of this grant application. Your investment empowers us to reinvest directly into our community, furthering Boulder City's economic health and enriching the quality of life we hold so dear.

With sincere appreciation,

Jill Lagan, ACE
Chief Executive Officer

Spring Jamboree (comparison 2024 to 2025) Advertising Breakdown

<u>VENDOR</u>	<u>2024 Actual</u>	<u>2025 Budget</u>
Boulder City Review/Review Journal	3042.00	5000
Boulder City Magazine	150.00	150
Cameron Broadcasting	536.00	550
PDQ Printing-posters only	446.20	450
KJUL radio	1800.00	1800
Beasley Media Group	3070.00	5500
Kre8media	1290.00	1400
Country Register of CA. & N Northern	334.00	350
Country Register Arizona	240.00	250
Country Register of Southern NV	475.00	450
Quantum Printing	186.25	200
Etched Magazine	500.00	500
KLAS Digital	2000.00	3000
Sourcebook Publishing	125.00	125
Idea Art	300.69	300
Get Noticed-logo'd	1379.52	1000
LVCVA Media Push	trade out	trade
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	\$15,874.66	\$21,025 *

*If Marketing Grant not approved in April, the 2025 budget will need to be reduced by \$5000 in digital ads and newspaper advertising.

Profit and Loss
Spring Jamboree Boulder City Chamber of Commerce
July 1, 2024-March 25, 2025

Income	
SPRING JAMBOREE	36,331.41
ANTIQUE BOOTHS	2,185.00
ARTIST DISPLAY	6,110.00
BOOTH VENDOR	11,725.00
Total for SPRING JAMBOREE	\$56,351.41
Total for CGS-MEMB NON DUES REV	\$8,512.53
CGS-SPRING JAMBOREE	1,633.33
CGS-ADVERTISING	51.14
CGS-BEER/WATER/ICE	19.99
CGS-ENTERTAINMENT	22.08
CGS-OTHER	1,633.33
TRASH/FEES PAID	252.44
Total for CGS-SPRING JAMBOREE	\$3,510.03
Gross Profit	\$41,514.95
Net Other Income	\$0.00
Net Income	\$41,514.95

Cash Basis Tuesday, March 25, 2025 06:41 PM GMTZ