



# City Council Meeting May 14, 2024 Item No. 10 Staff Report

BOULDER CITY  
CITY COUNCIL

MAYOR  
JOE HARDY

COUNCIL MEMBERS:  
COKIE BOOTH  
MATT FOX  
SHERRI JORGENSEN  
STEVE WALTON



MEETING LOCATION:  
CITY COUNCIL CHAMBER  
401 CALIFORNIA AVENUE  
BOULDER CITY, NV 89005

MAILING ADDRESS:  
401 CALIFORNIA AVENUE  
BOULDER CITY, NV 89005

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ACTING CITY MANAGER:  
MICHAEL MAYS, AICP

CITY ATTORNEY:  
BRITTANY LEE WALKER, ESQ

CITY CLERK:  
TAMI MCKAY, MMC, CPO

COMMUNITY DEVELOPMENT DIRECTOR:  
MICHAEL MAYS, AICP

ACTING PUBLIC WORKS DIRECTOR:  
JIM KEANE, PE

UTILITIES DIRECTOR:  
JOSEPH STUBITZ, PE

POLICE CHIEF:  
TIM SHEA

ACTING FIRE CHIEF:  
GREGORY CHESSER, CFO

FINANCE DIRECTOR:  
CYNTHIA SNEED, CPA, CGFM

PARKS & RECREATION DIRECTOR:  
JULIE CALLOWAY, CPRP

TO: Michael Mays, Acting City Manager

FROM: Raffi Festekjian, Economic Development Coordinator

DATE: May 14, 2024

## SUBJECT:

For possible action: Resolution No. 7792, a resolution of the City Council of Boulder City, Nevada, approving a Special Event Promotion Grant in the amount not-to-exceed \$3,098.00, for the Boulder City Sunrise Rotary's Wurst Festival, September 28, 2024

## Business Impact Statement:

This action will not have a significant economic impact on business and will not directly restrict the formation, operation, or expansion of a business.

## Action Requested:

That the City Council approve the Resolution of a Special Event Promotion Grant in the amount not-to-exceed \$3,098.00 for the Boulder City Sunrise Rotary's Wurst Festival, September 28, 2024

## Overview:

- The approved City Council FY24 Budget provides \$45,000.00 for Special Event Promotion Grants.
- The Boulder City Sunrise Rotary is seeking \$3,098.00 for promotion of the Wurst Festival on September 28, 2024.
- This is the second application for FY25.

## Background Information:

For several years the City Council, through the Redevelopment Agency of Boulder City (RDA) provided special event promotion grants to help support local community events that bring people to the community and offer entertainment opportunities for residents. Applicants were reimbursed 50% of advertising expenses not to exceed \$5,000.00.

Financial:

With the FY19 budget, this grant program was moved to the general fund (community grants). The FY24 budget provides a total of \$45,000.00 for the Special Events Promotion Grant. On July 10, 2018, the City Council adopted guidelines for what type of organizations and events would be eligible for these funds. Similar to the prior RDA program, grants are limited to reimbursement of 50% of special event promotional costs and total reimbursement cannot exceed \$5,000.00.

The Boulder City Sunrise Rotary is seeking \$3,098.00 for reimbursement of eligible promotional expenses (application attached) for the Wurst Festival. It is staff's recommendation that the event and the proposed expenditures are in line with the City Council approved guidelines for this grant program.

If the City Council approves this Special Events Promotion grant, it will be the second application for FY25.

Boulder City Strategic Plan Goal:

Goal C: Manage Growth and Development

Department Recommendation: The Community Development Department respectfully requests that the City Council approve Resolution No. 7792, a Special Event Promotion Grant in the amount not-to-exceed \$3,098.00 to the Boulder City Sunrise Rotary's Wurst Festival, September 28, 2024.

Attachment:

Resolution

Special Event Promotion Grant Guidelines

Boulder City Sunrise Rotary Application