



**SPECIAL EVENT PROMOTION
GRANT APPLICATION
FISCAL YEAR 2023-2024**
(July 1, 2023 to June 30, 2024)

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 Hospital Foundation
Mailing Address 1000 Nevada Way
Non-Profit Tax ID Number 94-3141555
Website www.artinthepark.org

CONTACT INFORMATION:

Name Wendy Adams
Email wendya@bcnv.org
Phone Number 725.999.8606

SPECIAL EVENT INFORMATION:

Name Art in the Park
Dates 10/5/24 & 10/6/24 Hours 9 AM - 5 PM
Location All downtown parks and city streets in between
First Year Application? no Anticipated Attendance 30,000
Grant Amount Requested \$ 5,000
Event Description largest Juried Arts & Crafts Festival in the Southwest. Entertainment, Kids Activities and Food Trucks.



60th Annual Art in the Park Benefiting Boulder City Hospital

March 28, 2024

Mr. Raffi Festekjian
Economic Development Coordinator
Community Development Department
City of Boulder City
401 California Ave
Boulder City, NV 89005

Dear Mr. Festekjian, Esteemed Mayor and Councilmembers:

Boulder City Hospital is one of 13 Critical Access Hospitals (CAH) in Nevada. CAH's serve communities in rural or semi-rural locations. Boulder City Hospital is a private non-profit hospital and the only CAH in the state that is not supported by district subsidies like tax dollars or mining proceeds or supported by a larger parent corporation. Therefore, we rely on patient service revenue and fundraising events like **Art in the Park** to provide the money needed for daily operations, new equipment, new services and infrastructure.

Art in the Park, being one of the many festivals that takes place in Boulder City, has become an event icon that provides a very positive economic impact, drawing over 100,000 visitors over the event's two days. These crowds benefit local businesses, residents and guests that often make plans months in advance to come to Boulder City and experience another fabulous year of arts, crafts and great fair food. We know that many of those guests and locals spend their day in the Historic District not only enjoying the temporary businesses set up in the park, but strolling the businesses along Nevada Way and the side streets. The business owners have stated that this event represents the spike in business they need after the slow summer months. We are grateful to partner with many of those businesses in providing a great experience for all those new to visit Boulder City as well as adding to the quality of life for local residents. With the opening of I-11, we know that for those residents that used to have difficulties getting around town, they now have a much easier time and are looking forward to partaking in this great annual event.

The Boulder City Hospital Foundation is also proud of its long-standing history of working with local non-profits and school groups. They assist at this event allowing us to meet the need of the vast number of volunteers it takes to produce such a great event.

We are requesting for a **Special Event Promotion Grant of \$5,000** to help with our 60th Annual Art in the Park event advertising, printing and radio. Billboards and Posters. Your support of Art in the Park will allow Boulder City Hospital Foundation to raise awareness and bring record-breaking crowds to Boulder City. It's a win win for all.

Sincerely,

Wendy Adams
Foundation Director
Boulder City Hospital Foundation
wendy@bchnv.org

Boulder City Hospital Foundation
1000 Nevada Hwy, Suite 101
Boulder City, NV 89005
(702) 293-0214 • www.bouldercityhospital.org

Art in the Park

Expenses

Total Expenses	Estimated \$159,190.00
-----------------------	-----------------------------------------

Site	Estimated
Equipment Rentals	\$2,000.00
Buss Rental	\$12,000.00
Police and Security	\$21,000.00
Volunteer Org Services	\$1,100.00
Generator/Lights	\$900.00
Tents/Tables/Chairs	\$15,000.00
Restroom Rentals	\$6,000.00
Total	\$58,000.00

Advertising	Estimated
Radio	\$4,000.00
Poster	\$1,200.00
Program book	\$11,000.00
Las Vegas Billboards	\$3,100.00
Fox5 Las Vegas	\$18,000.00
Luxury Las Vegas	\$800.00
Social Media Buys	\$600.00
Desert Companion	\$900.00
Total	\$39,600.00

Publicity	Estimated
Graphics work	\$2,000.00
Printing (program book	\$23,000.00
Postage	\$500.00
Total	\$25,500.00

Miscellaneous	Estimated
Supplies	\$2,000.00
Emcee	\$1,000.00
Traffic Control	\$9,000.00
Valet Parking off site lot	\$1,000.00
Total	\$13,000.00

Refreshments	Estimated
Volunteer food	\$1,200.00
Soda/Water	\$3,100.00
Ice	\$3,800.00
Alcohol	\$6,000.00
Total	\$14,100.00

Program	Estimated
Entertainment	\$1,000.00
Permits and Licenses	\$6,300.00
Fire Dept. License	\$700.00
SNHD Permit	\$290.00
Total	\$8,290.00

Prizes	Estimated
Ribbons/Plaques/Troph	\$300.00
Sponsor Gifts	\$400.00
Total	\$700.00

Art in the Park

Income

Total Income	Estimated \$363,040.00
---------------------	-----------------------------------------

Parking

Estimated	Actual	Estimated
1000	Cars Parked \$10.00	\$20,000.00
		\$20,000.00

Ads in program

Estimated	Actual	Estimated
33	Full Page Ad's	\$10,000.00
12	Half Page Ad's	\$3,000.00
4	Quarter-page	\$600.00
		\$13,600.00

Exhibitors/Vendors

Estimated	Actual	Estimated
330	Artist Booths	\$123,750.00
15	Food Vendors	\$49,600.00
45	Double Booths	\$53,550.00
		\$226,900.00

Weekend Income

Estimated	Actual	Estimated
	Alcohol Sales	\$22,000.00
	Raffle Sales	\$10,000.00
	Donations	\$2,500.00
		\$34,500.00

Sponsorships

Estimated	Actual	Estimated
3	Silver Brush Sponsor	\$12,000.00
3	Bronze Brush Sponsor	\$36,000.00
6	Title Sponsor	\$20,000.00
7	Automotive Sponsor	\$40.00
		\$68,040.00

Art in the Park

Profit-Loss Summary

	Estimated
Total income	\$363,040.00
Total expenses	\$159,190.00
Total profit (or loss)	\$203,850.00

