



BOULDER CITY
CITY COUNCIL

MAYOR
JOE HARDY

COUNCIL MEMBERS:
DENISE E. ASHURST
COKIE BOOTH
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

WEBPAGE:
WWW.BCNV.ORG



CITY MANAGER:
NED THOMAS, AICP

CITY ATTORNEY:
BRITTANY LEE WALKER, ESQ

CITY CLERK:
TAMI MCKAY, MMC, CPO

COMMUNITY DEVELOPMENT DIRECTOR:
MICHAEL MAYS, AICP

PUBLIC WORKS DIRECTOR:
GARY POINDEXTER

UTILITIES DIRECTOR:
JOSEPH STUBITZ, PE

POLICE CHIEF:
TIM SHEA

ACTING FIRE CHIEF:
GREG CHESSER, CFO

FINANCE DIRECTOR:
CYNTHIA SNEED, CPA, CGFM

PARKS & RECREATION DIRECTOR:
JULIE CALLOWAY, CPRP

City Council Meeting

April 22, 2025

Item No. 6

Staff Report

TO: Ned Thomas, City Manager

FROM: Raffi Festekjian, Economic Development Coordinator

DATE: April 22, 2025

SUBJECT:

For possible action: Resolution No. 7958, a resolution of the City Council of Boulder City, Nevada, approving a Special Event Promotion Grant in the amount not-to-exceed \$5,000.00, for the Boulder City Sunrise Rotary's Wurst Festival, September 27, 2025

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 \$5,000.00 for the Boulder City Sunrise Rotary's Wurst Festival, September 27, 2025.

Overview:

- The approved City Council FY25 Budget provides \$36,500.00 for Special Event Promotion Grants.
- This is the fourth application for this fiscal year.
- The Boulder City Sunrise Rotary is seeking \$5,000.00 for promotion of their Wurst Festival event on September 27, 2025.

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 FY25 budget provides a total of \$36,500.00 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 \$5,000.00 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.

Special events have a positive impact on our community, as they tend to bring in more visitors than a typical weekend. Last year's event, brought in 16% more visitors to Boulder City, than a typical average weekend.

If the City Council approves this Special Events Promotion grants that are up for consideration on this day, \$14,310.00 would remain available for the promotion of Boulder City events in FY25.

Boulder City Strategic Plan Goal:

Goal C. Maintain Community Character Through the Growth Control Ordinance

Department Recommendation: The Community Development Department respectfully requests that the City Council approve Resolution No. 7958, a Special Event Promotion Grant in the amount not-to-exceed \$5,000.00 to the Boulder City Sunrise Rotary's Wurst Festival, September 27, 2025.

Attachments:

Resolution

Special Event Promotion Grant Guidelines

Boulder City Sunrise Rotary Application