

6. 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



**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

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

Boulder City Sunrise Rotary (Wurst Festival) 2024-2025 Special Event Promotion

WHEREAS, the City Council approved \$36,500.00 to be used for Special Event Promotion Grants as part of the FY25 Budget; and

WHEREAS, on July 10, 2018, the City Council approved guidelines for the new Special Event Promotion Grant; and

WHEREAS, eligible applicants for the Special Event Promotion Grant program must be non-profit groups registered with the IRS as a non-profit entity; and

WHEREAS, the Boulder City Sunrise Rotary has applied for the Special Event Promotion Grant funds in the amount of \$5,000.00, to help offset the advertising/marketing expenses related to the 2025 Wurst Festival event; and

WHEREAS, the requested funding is up to 50% of total proposed advertising/marketing expenses for the Wurst Festival.

NOW, THEREFORE, BE IT RESOLVED that the City Council hereby finds and determines that the proposed project is consistent with the Special Event Promotion Grant Guidelines approved on July 10, 2018; and

BE IT FURTHER RESOLVED that the City Council hereby approves the disbursement of Special Event Promotional Grant funds of a sum not to exceed Five-Thousand dollars (\$5,000.00) or Fifty Percent (50%) of eligible expenses, whichever is less and authorizes appropriate City staff to allocate and expend these funds.

DATED and **APPROVED** this 22nd day of April, 2025.

Joe Hardy, Mayor

ATTEST:

Tami McKay, City Clerk



SPECIAL EVENT PROMOTION GRANT PROGRAM GUIDELINES FISCAL YEAR 2024-2025 *(July 1, 2024 to June 30, 2025)*

Purpose:

The City of Boulder City recognizes the social and economic benefits from local special events. They can provide cultural enrichment, promote economic vitality, and enhance community identity. Special events may also provide funding opportunities for service organizations.

A Special Event Promotion Grant (“SEPG”) Program, funded annually through the City’s budget process, provides equal opportunity for all interested event organizers, and a reporting process that demonstrates transparency and accountability for public funds.

Overview:

The City’s SEPG program provides financial support to two categories of City of Boulder City-based special events:

- **Community & Charitable:** Serve or benefit locally-based organizations and causes, and call attention to, promote and/or provide recreational, cultural, social benefits to Boulder City residents.
- **Signature Events:** Large-scale events, based in the City of Boulder City, that call attention to and promote the City regionally, attract visitors as well as residents, and provide measurable economic benefits to the City of Boulder City.

I. SPECIAL EVENT SUPPORT:

- Grants will be available to reimburse 50% of eligible expenses (*defined below*) and not to exceed \$5,000.
- The following are eligible expenses for reimbursement:
 - Television advertising
 - Radio advertising
 - Newspaper, magazine (print) advertising
 - Marketing materials including posters, flyer, mail inserts
 - Promotional materials (e.g. t-shirts, key chains)
 - Graphic design and production costs
 - Internet advertising
 - Social media advertising

II. ELIGIBILITY CRITERIA:

To be eligible to receive City of Boulder City support, applicants must demonstrate that:

- All events take place within the City of Boulder City.
- The event is scheduled to take place between the Fiscal Year granting period (July 1, 2023 through June 30, 2024) and the exact date(s), time(s) and location within the City have been determined.
- The event is not financially dependent upon receiving City of Boulder City support.
- The event is sponsored, hosted and organized by a Boulder City based non-profit organization, or a community or neighborhood organization.
- The event is accessible to the community/public, but need not be free of charge.

The City of Boulder City will not provide support to:

- Individuals.
- Events that benefit for-profit enterprises.
- Events that serve a political purpose or are sponsored by political organizations.
- Event organizers and organizations that have not fulfilled previous City sponsorship or special event obligations or have an outstanding debt to the City of Boulder City.
- Invitation-only events that are not open to the general public.
- Eligible expenditures paid for prior to the City approving the grant.

III. EVALUATION CRITERIA:

After qualification, applications will be reviewed and evaluated based on the following criteria which is a non-exclusive list:

- Applications are 100% complete.
- The event directly or indirectly benefits the City of Boulder City community by supporting its schools, cause-related or non-profit organizations; offering educational, cultural or arts experiences; or providing recreational or social activities.
- The event benefits a Boulder City-based non-profit organization or City of Boulder City community or neighborhood association/organization.
- The event serves, involves, calls attention to and promotes the City of Boulder City, its residents, non-profits, schools and/or organizations.
- The event enhances the quality of life within the City of Boulder City with cultural, social, recreational or educational activities of interest to the community.

- Applicants provide a complete copy of the event budget with explanation of income and expenses.
- The event attracts visitors to the City of Boulder City. For applicants applying for consecutive years, the organization demonstrates visitor growth.
- The event calls attention to and promotes the City of Boulder City as a highly desirable place to live, visit, work, play and do business.
- If the applicant has received funding from the City in a prior year, they are able to demonstrate the event marketing expenditures have been increased by the utilization of additional advertising mediums.

IV. OTHER REQUIREMENTS:

- Successful applicants will be expected to follow the City's separate Special Event Permit process and submit all necessary forms, insurance and fees as required. Applications that do not meet the requirements and are not submitted within the specified deadlines risk forfeiting their City Special Event Promotion support.
- Event organizers who are funded will be required to submit a post-event summary report providing receipts and proof of payment for reimbursement.
- Submit necessary reimbursement documents prior to fiscal year-end (June 30, 2024)



**SPECIAL EVENT PROMOTION
GRANT APPLICATION
FISCAL YEAR 2024-2025**
(July 1, 2024 to June 30, 2025)

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:

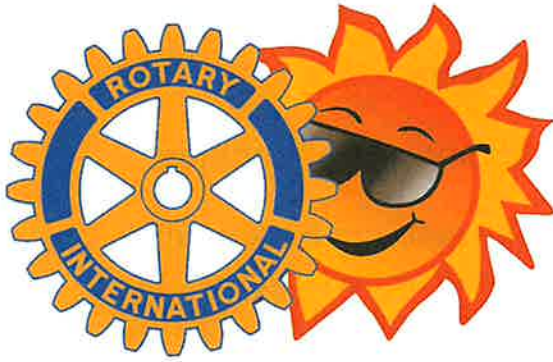
Name Boulder City Sunrise Rotary
Mailing Address P.O. Box 60905, Boulder City, NV 89006
Non-Profit Tax ID Number 88-0240023
Website BCSR.org

CONTACT INFORMATION:

Name Thomas Carvalho
Email bcsr.treasurer@gmail.com
Phone Number (702) 371-4420

SPECIAL EVENT INFORMATION:

Name Wurstfestival 2025
Dates September 27, 2025 Hours 10am-6pm
Location Bicentennial Park
First Year Application? No Anticipated Attendance 9,000
Grant Amount Requested \$ 5,000.00
Event Description This popular and successful annual event is Boulder City Sunrise
annual fundraising project and the proceeds go back into community activities, the la
of these being the alcohol and drug-free all night graduation party hosted for the
Boulder City High School gradusting seniors. Planned to keep young adults safe
on graduation night.



Boulder City Sunrise Rotary
PO Box 60905
Boulder City, NV 89006

March 19 2025

RE: Special Event Grant Application

Boulder City Sunrise Rotary's annual Fundraiser ~ ("Fun"raiser) takes place the last weekend of September in Bicentennial Park in Boulder City, and **please plan on joining us on Saturday, September 27, 2025!**

This popular and successful annual event is Sunrise Rotary's annual fundraising project and the proceeds go back into community activities, the largest of these being the alcohol and drug free, "All Night Graduation Party" hosted for the Boulder City High School graduating seniors.

Planned to keep young adults safe on graduation night, the event takes lots of manpower and costs a great deal. However, it is Sunrise Rotary's most rewarding project, so we appreciate your support of our event and more importantly, we're proud of the work our organization does within the community with the funds we are able to raise!

In addition, this annual fundraiser provides club proceeds that reach a variety of other community projects. Among these are funding for the Boulder City Drug Court Program, Boulder City Emergency Aid, local scholarships to BCHS Graduates, local Interact Clubs, Rotary Youth Leadership Clubs and Awards, St. Jude's Ranch for Children, Firefighter's Fund, and Angel Tree, among countless other organizations, of which a

BOULDER CITY SUNRISE ROTARY - WURSTFESTIVAL 2025 ADVERTISING BUDGET PROJECTION

Name of Vendor	Item	Est. Cost	
BC Review	Digital Ads	\$	2,050.00
BC Review	Display Ads	\$	1,350.00
LVRJ Advertising	Wurstfest Ad	\$	700.00
Chamber Sign	LED Signage	\$	300.00
Damboree Sponsorship	Banners, Sponsorship	\$	700.00
Quantum Printing	Wurstfest Flyers/Posters	\$	500.00
BC Magazine	Ads - Print	\$	900.00
Other Assorted Printing Needs - TBD	Event Signage, Flyers, etc	\$	600.00
Chamber of Commerce - Spring Jam	Scavenger Hunt	\$	400.00
Quantum Printing	Sponsorship Banners	\$	1,500.00
Quantum Printing	Signs	\$	500.00
Vendor TBD	Swag, t-shirts	\$	500.00
Total		\$	10,000.00

WURSTFEST BUDGET

2025

Acct# Item

		Budget 2024-25	Actual 2024-25	Over/ (Under)
INCOME				
4060	City Grant	\$ 5,000.00		\$ (5,000.00)
4102	Auction Proceeds	\$ 65,000.00		\$ (65,000.00)
4103	Banner Sales	\$ 12,000.00		\$ (12,000.00)
4104	Car Show Proceeds	\$ 3,400.00		\$ (3,400.00)
4105	Food and Beverage Sales	\$ 32,000.00		\$ (32,000.00)
4106	Sponsors	\$ 3,000.00		\$ (3,000.00)
4107	Wristbands	\$ 600.00		\$ (600.00)
4109	Food Vendor Fees	\$ 2,000.00		\$ (2,000.00)
4150	Miscellaneous Income			
	Basket Raffle	\$ 5,000.00		\$ (5,000.00)
	Antique Fees	\$ 2,500.00		\$ (2,500.00)
TOTAL REVENUE		\$ 130,500.00	\$ -	Under/ (Over)
EXPENSES				
6241	Advertising	\$ 11,000.00		\$ (11,000.00)
6242	Auction Expense	\$ 10,000.00		\$ (10,000.00)
6243	Banners	\$ 1,500.00		\$ (1,500.00)
6246	Entertainment	\$ 3,500.00		\$ (3,500.00)
6248	Beer	\$ 3,500.00		\$ (3,500.00)
6249	Food Expense	\$ 9,000.00		\$ (9,000.00)
6250	Soda	\$ 300.00		\$ (300.00)
6247	Food Other	\$ 500.00		\$ (500.00)
6251	Other Expense/ Licenses	\$ 3,500.00		\$ (3,500.00)
6251	Storage Rent	\$ 1,500.00		\$ (1,500.00)
6253	Rental Equipment	\$ 10,000.00		\$ (10,000.00)
6825	Credit Card Fees	\$ 2,200.00		\$ (2,200.00)
8646	Volunteers - Youth	\$ 4,000.00		\$ (4,000.00)
TOTAL EXPENSES		\$ 60,500.00	\$ -	
NET		\$ 70,000.00	\$ -	