

3. For possible action: Resolution No. 7955, 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 Chamber of Commerce's Spring Jamboree event, May 3-4, 2025



City Council Meeting April 22, 2025 Item No. 3 Staff Report

**BOULDER CITY
CITY COUNCIL**

MAYOR
JOE HARDY

COUNCIL MEMBERS:
DENISE E. ASHURST
COKIE BOOTH
SHERRI JORGENSEN
STEVE WALTON



TO: Ned Thomas, City Manager
FROM: Raffi Festekjian, Economic Development Coordinator
DATE: April 22, 2025

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



SUBJECT:

For possible action: Resolution No. 7955, 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 Chamber of Commerce’s Spring Jamboree event, May 3-4, 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 Chamber of Commerce’s Spring Jamboree event, May 3-4, 2025.

Overview:

- The approved City Council FY25 Budget provides \$36,500.00 for Special Event Promotion Grants.
- This is the fifth application for this fiscal year.
- The Boulder City Chamber of Commerce is seeking \$5,000.00 for promotion of the Spring Jamboree event on May 3-4, 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.

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

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 Chamber of Commerce is seeking \$5,000.00 for reimbursement of eligible promotional expenses (application attached) for the Spring Jamboree event. 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 55% 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. 7955, a Special Event Promotion Grant in the amount not-to-exceed \$5,000.00 to the Boulder City Chamber of Commerce's Spring Jamboree event, May 3-4, 2025.

Attachments:

Resolution

Special Event Grant Guidelines

Boulder City Chamber of Commerce Application

RESOLUTION NO. 7955

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 CHAMBER OF COMMERCE'S SPRING JAMBOREE EVENT, MAY 3-4, 2025

**Boulder City Chamber of Commerce (Spring Jamboree)
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 Chamber of Commerce 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 Spring Jamboree event; and

WHEREAS, the requested funding is up to 50% of total proposed advertising/marketing expenses for the Spring Jamboree event.

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 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.

100 Nevada Way, Boulder City, NV 89005-2643 • 702.293.2034

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