LYON COUNTY ROOM TAX BOARD  
WEDNESDAY, JUNE 21, 2023  
10:00 AM  
LYON COUNTY ADMINISTRATIVE COMPLEX  
27 S. MAIN STREET  
YERINGTON, NV 89447  

AMENDED

Join Zoom Meeting:  
https://us02web.zoom.us/j/83368686463?pwd=ZiVGaWFOT3pGUjJPWWV0VmZRQ0N5dz09  
Meeting ID: 833 6868 6463 / Passcode: 896135  

Meetings are open to the public and members of the public may attend in person and the meetings are also virtual and the public may attend via Virtual Zoom.  
Public Comment: Lyon County allows the following. If you are attending the virtual Zoom meeting, public comment may be provided by raising your hand. This can occur in several ways, including by dialing *9 from your phone to raise your hand and request to speak for public comment. Then to unmute yourself, dial *6.  

Written public comments may also be mailed to the Lyon County Clerk-Treasurer's Office at 27 S. Main Street, Yerington, Nevada 89447, but all public comments must be received prior to the date of the meeting if the comments are to be included in the supplemental materials. Any written public comment received the day of the Board meeting will be compiled and added as supplemental materials to the County's website and distributed to the Committee within 24 hours after the meeting.  

You can also provide public comment, or request supporting materials, for this meeting by sending us an email to countyclerks@lyon-county.org. Be sure to type, PUBLIC COMMENT or DOCUMENT REQUEST in the subject line.  

AGENDA  

(Action will be taken on all items unless otherwise noted)  
(No action will be taken on any item until it is properly agendized).
To avoid meeting disruptions, please place cell phones and beepers in the silent mode or turn them off during the meeting.

The Board reserves the right to take items in a different order to accomplish business in the most efficient manner. Items may be combined for consideration and items may be pulled or removed from the agenda at anytime.

Restrictions on comments by the general public: Any such restrictions must be reasonable and may restrict the time, place and manner of the comments, but may not restrict comments based upon viewpoint.

NOTE: THIS MEETING MAY BREAK BETWEEN 11:30 - 1:30 FOR LUNCH

1. Roll Call

2. Pledge of Allegiance

3. Public Participation (no action will be taken on any item until it is properly agendized) - It is anticipated that public participation will be held at this time, though it may be returned to at any time during the agenda. Citizens wishing to speak during public participation are asked to state their name for the record and will be limited to 3 minutes. The Board will conduct public comment after discussion of each agenda action item, but before the Board takes any action.

4. Review and Adoption of Agenda

5. REGULAR AGENDA – (ACTION WILL BE TAKEN ON ALL ITEMS UNLESS OTHERWISE NOTED)
   5.a. For Possible Action: Appoint the Chair and Vice Chair positions.
   5.b. For Possible Action: Approve minutes for December 14, 2022.
   5.c. For Possible Action: Approve funding for grant applications for July 1, 2023 through December 31, 2023.

6. Board Comments

7. Public Participation (no action will be taken on any item until it is properly agendized) - It is anticipated that public participation will be held at this time, though it may be returned to at any time during the agenda. Citizens wishing to speak during public participation are asked to state their name for the record and will be limited to 3 minutes. The Board will conduct public comment after discussion of each agenda action item, but before the Board takes any action.

8. Adjourn

Pursuant to NRS 241.020, the agenda has been posted at the following locations: Lyon County Administrative Complex (27 S. Main Street, Yerington, NV), the Lyon County Website: https://www.lyon-county.org, and the State Website: https://notice.nv.gov. Supporting documentation for the items on the agenda is available to members of the public at the County Manager’s Office (27 S. Main Street, Yerington, NV), by phone (775)463-6531, or by email requests to countyclerks@lyon-county.org.

Lyon County recognizes the needs and civil rights of all persons regardless of age, race, color, religion, sex, handicap, family status, or national origin. In accordance with Federal civil rights law and U.S. Department of
Agriculture (USDA) civil rights regulations and policies, the USDA, its agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternate means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible agency or USDA’s TARGET Center at (202) 720-2600 (voice and T) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found on-line at http://www.ascr.usda.gov/complaint_filing_cust.html and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) Mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410; Fax: (202) 690-7442; or Email: program.intake@usda.gov

T.D.D. services available through 463-2301 or 463-6620 or 911 (emergency services) notice to persons with disabilities: members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify the Commissioners'/Manager's office in writing at 27 S. Main Street, Yerington, NV 89447, or by calling (775) 463-6531 at least 24 hours in advance

Lyon County is an equal opportunity provider.

Agenda and Backup Material is
Available at www.lyon-county.org
Lyon County Room Tax Board Agenda Summary

Meeting Date: June 21, 2023
Agenda Item Number: 5.a
Subject: For Possible Action: Appoint the Chair and Vice Chair positions.

Recommendation:
Appoint the Chair and Vice Chair positions.

Summary:

Attachments:
Lyon County Room Tax Board Agenda Summary

Meeting Date: June 21, 2023
Agenda Item Number: 5.b
Subject: For Possible Action: Approve minutes for December 14, 2022.

Recommendation:
Approve minutes for December 14, 2022.

Summary:

Attachments:
LYON COUNTY, NEVADA
ROOM TAX BOARD DRAFT MINUTES
DECEMBER 14, 2022

1. Call meeting to order - Meeting was called to order at 10:00 AM by Debbie Skinner. Board members present – Debbie Skinner, Fran McKay, Victor West, Jim Kepler, Matt Galvin.

2. Public participation (no action will be taken) – There was no public participation.

3. For possible action: Review and adoption of the agenda – Fran McKay made the motion to adopt the agenda and Matt Galvin seconded. It passed unanimously.

4. For Possible Action: Approve minutes – Victor West made the motion to approve the minutes from June 15, 2022 and Jim Kepler seconded. It passed 3-0-2, with Fran McKay and Matt Galvin abstaining as they weren’t at the prior meeting.

5. For Possible Action: Discussion and possible action on funding for grant applications – Each applicant presented their event. Travis Crowder said that the Boys and Girls Club could reduce their request and asked if the Fernley 4th of July would also advertise the Night and County in conjunction with their event. J Rodriguez from the Fernley 4th of July agreed to combine advertising and also offered to reduce their funding as well. Matt Galvin made a motion to fund all of the events with the adjusted amount requested and Victor West seconded. It passed unanimously.

6. Board comments (no action will be taken) – There was discussion on how the room tax funding comes in to the Room Tax Board. Also there was discussion on how much room tax funding a new mobile home park in Yerington would bring in the way of room taxes.

7. Public participation (no action will be taken) – There was no public participation.

8. Adjourn.
Lyon County Room Tax Board Agenda Summary

Meeting Date: June 21, 2023
Agenda Item Number: 5.c
Subject: For Possible Action: Approve funding for grant applications for July 1, 2023 through December 31, 2023.

Recommendation:
Approve funding for grant applications for July 1, 2023 through December 31, 2023.

Summary:

Attachments:
<table>
<thead>
<tr>
<th>No.</th>
<th>Request</th>
<th>Funded</th>
<th>Request</th>
<th>Funded</th>
<th>Area</th>
<th>Project</th>
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<tbody>
<tr>
<td>1</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$8,000.00</td>
<td>$ -</td>
<td>D</td>
<td>Dayton Valley Days</td>
</tr>
<tr>
<td>2</td>
<td>$8,000.00</td>
<td>$8,000.00</td>
<td>$5,000.00</td>
<td>$ -</td>
<td>F</td>
<td>Fernley 4th of July</td>
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<tr>
<td>3</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$ -</td>
<td>MV</td>
<td>Mason Valley Beekeepers Conference</td>
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<td>4</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$7,000.00</td>
<td>$ -</td>
<td>MV</td>
<td>Lyon County Fair &amp; Rodeo</td>
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<td>5</td>
<td>$20,000.00</td>
<td>$18,000.00</td>
<td>$20,000.00</td>
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<td>MV</td>
<td>Night in the Country</td>
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<td>6</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$2,000.00</td>
<td>$ -</td>
<td>MV</td>
<td>Take a Kid to a Car Show</td>
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<td>7</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$ -</td>
<td>SV</td>
<td>Smith Valley Fun Days</td>
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<table>
<thead>
<tr>
<th></th>
<th>Request</th>
<th>Previous</th>
<th>Request</th>
<th>Funded</th>
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<tr>
<td>Totals</td>
<td>$47,000.00</td>
<td>$45,000.00</td>
<td>$50,000.00</td>
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</table>

- Available $36,725.00
- Unallocated $36,725.00
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address: ROTARY CLUB OF SMITH VALLEY
P.O. Box 375
WELLINGTON, NV 89444

Contact Person, Title, and Phone Number: AARON STODDARD
Vice President
951 813 0731

Project/Event Name: SMITH VALLEY FUN DAYS

Amount of Room Tax Funding Requested: $3000

Prior Year Room Tax Funding (if applicable): $3000

Amount Requested from City Room Tax Boards (if any): N/A

Location of Project/Event: DRESSLER PARK, WELLINGTON, NV

Dates of Project/Event: SEPTEMBER 30, 2023 – OCTOBER 1, 2023

Brief Description of Project/Event: THE SMITH VALLEY FUN DAYS EVENT HAS BEEN AN ANNUAL OCCURRENCE FOR THE LAST 5 YEARS IN SMITH VALLEY. THE ROTARY CLUB HAS ORGANIZED AND RAISED CAR SHOW, TRACTOR PULL, VENDOR BOOTHS, AND RODEO EVENTS THAT BRING MANY PEOPLE TO THE VALLEY. THESE EVENTS SPAN THE SATURDAY AND SUNDAY OF THE FIRST WEEK OF OCTOBER. WITH THE INCLUSION OF RODEO EVENTS THIS YEAR, WE ANTICIPATE AN EVEN LARGER TURNOUT THAN LAST YEAR.
Specify the costs for your project/event, including other funding and the requested room tax funding. The total cost column should be the sum of the other funding and the room tax funding. Also, please provide totals at the bottom for each column.

<table>
<thead>
<tr>
<th>Project Activity</th>
<th>Other Funding</th>
<th>Room Tax Request</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>RADIO ADVERTISEMENTS</td>
<td>$0</td>
<td>$3,000</td>
<td>$3,000</td>
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<tr>
<td>FLYERS/POSTERS</td>
<td>$0</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>NEWSPAPER ADS</td>
<td>$0</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>PERIODICAL ADS</td>
<td>$0</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

**Totals**

Examples of advertising may be attached, but are limited to an 8.5 x 11 size so that they can be easily photocopied for the board members’ packets. Please do not attach CD's or other forms of media.

GUIDELINES
As per Lyon County Code (Ordinance 336, Chapter 2) Transient Lodging Tax (Room Tax) shall be used to advertise the resources of the County related to tourism, including, but not limited to, available accommodations, transportation, entertainment, natural resources, climate and to promote special events.

The advertising is restricted to the following types of media: television, radio, newspaper, magazine, internet, or brochures.

Your project/event if a one day event must provide at least 25% of the cash for that one day event, or 0% of the cash for a two day event.

Applications must be complete to be considered.

Applicants must have a representative at the Room Tax Board meeting to be eligible to receive a grant.

To be eligible for reimbursement, all expenditures must occur during the grant period. This means radio, newspaper advertising, etc. must actually be performed, not just contracted during the grant period. The actual date of the event doesn’t have to be in the grant period, just the dates of the actual advertising. Reimbursements will not be paid on statements or quotes, only on actual invoices. Invoice dates must be during the grant period as well.

In consideration of any grant received from Lyon County and the Lyon County Room Tax Board pursuant to this application, applicant, applicant’s agents, employees, successors and assigns, hereby release, indemnify and hold harmless, Lyon County, the Lyon County Room Tax Board, its sponsoring groups and organizations, their agents, employees and volunteers, from all damages, suits, claims causes of action, debts and sums of money, at law or in equity, arising during the event and/or while traveling to and from the event.

I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: 06/01/2023

Signature: [signature]
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address: _________________________________
Fernley 4th of July Committee
PO Box 1776, Fernley, NV 89408

Contact Person, Title, and Phone Number: _________________________________
Robert Perea, Secretary 775-376-3219

Project/Event Name: _________________________________
Fernley 4th of July

Amount of Room Tax Funding Requested: $9,000

Prior Year Room Tax Funding (if applicable): $4,070.63

Amount Requested from City Room Tax Boards (if any): $5,000

Location of Project/Event: _________________________________
Parade on Main St. and festivities at the Out of Town Park

Dates of Project/Event: _________________________________
7/04/2023

Brief Description of Project/Event: _________________________________
The goal of the Fernley 4th of July is to celebrate America's independence the old fashioned way and bring family, friends, and communities from all across Northern Nevada together to celebrate together. The day kicks off with the parade down main street and then contines at the out of town park with free kids games, raffle, horseshoe tournament, vendor booths, and lots of good family fun. The event concludes that evening with an amazing fireworks show.
Specify the costs for your project/event, including other funding and the requested room tax funding. The total cost column should be the sum of the other funding and the room tax funding. Also, please provide totals at the bottom for each column.

<table>
<thead>
<tr>
<th>Project Activity</th>
<th>Other Funding</th>
<th>Room Tax Request</th>
<th>Total Cost</th>
</tr>
</thead>
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<tr>
<td>Fireworks</td>
<td>30,000.00</td>
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<tr>
<td>Advertising</td>
<td>1033.70</td>
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<td>19,933.70</td>
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<tr>
<td>Insurance</td>
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<tr>
<td>T-shirts</td>
<td>1,075.67</td>
<td></td>
<td>1,075.67</td>
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<tr>
<td>Trophies</td>
<td>200</td>
<td></td>
<td>200</td>
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<tr>
<td>Fuel</td>
<td>128.56</td>
<td></td>
<td>128.56</td>
</tr>
<tr>
<td>Pigs</td>
<td>880</td>
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<td>880</td>
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<tr>
<td>Diving for Dollars</td>
<td>498</td>
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<td>Donation Letters</td>
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<td>Posters</td>
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<td>Pictures-batteries</td>
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<td>Trash pick up</td>
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<td>Port-a-Potties</td>
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<tr>
<td>Flaggers</td>
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<td>1,500</td>
</tr>
<tr>
<td>Security</td>
<td>200</td>
<td></td>
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</tr>
<tr>
<td>Parking</td>
<td>500</td>
<td></td>
<td>500</td>
</tr>
<tr>
<td>Music/DJ</td>
<td>2,500</td>
<td></td>
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<td>Banners</td>
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<tr>
<td>Raffle</td>
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<tr>
<td>Paypal/Jotform Fees</td>
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<tr>
<td>Bank Fees</td>
<td>26.25</td>
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<td>26.25</td>
</tr>
<tr>
<td>Silver Flume</td>
<td>200</td>
<td></td>
<td>200</td>
</tr>
<tr>
<td>Chamber of Commerce</td>
<td>60</td>
<td></td>
<td>60</td>
</tr>
<tr>
<td>Post Office Box</td>
<td>156</td>
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<td>156</td>
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<tr>
<td>Website/45 per quarter</td>
<td>180</td>
<td></td>
<td>180</td>
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</table>

Total: 25,000.00 + 9,000 = 34,000.00
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<tr>
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<th>360</th>
<th>120</th>
<th>360</th>
<th>120</th>
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<tbody>
<tr>
<td>Totals</td>
<td>63,334.07</td>
<td>9,000</td>
<td>54,334.07</td>
<td></td>
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</tbody>
</table>

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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: 6-1-23

Signature: Robert Perea, Secretary
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address:
Dayton Area Chamber of Commerce & Visitors Center
P.O. Box 2408, Dayton, NV 89403
555 US Highway 50 East

Contact Person, Title, and Phone Number:
John Cassinelli, President and/or Helaine Morres, Executive Director
(775) 246-7909

Project/Event Name:
34th Annual Dayton Valley Days "Do It In Dayton"

Amount of Room Tax Funding Requested:
$8,000

Prior Year Room Tax Funding (if applicable):
12/8/21 $3,000; 6/8/22 $3,000; 12/14/22 $3,000

Amount Requested from City Room Tax Boards (if any): n/a

Location of Project/Event:
Historic Downtown Dayton, Pike and Main Streets

Dates of Project/Event:
September 16 – 17, 2023

Brief Description of Project/Event:
The 34th Annual Dayton Valley Days is a two-day family friendly community festival that promotes our historic past as well as bringing together vendors for arts & crafts, mining demonstrations, museum tours, Kiwanis Pancake Breakfast, Pet Parade, Civil War Re-Enactment, cornhole tournament and more. Last year was the first year the Dayton Area Chamber of Commerce took over the festival and it garnered over 15,000 attendees.
Specify the costs for your project/event, including other funding and the requested room tax funding. The total cost column should be the sum of the other funding and the room tax funding. Also, please provide totals at the bottom for each column.

<table>
<thead>
<tr>
<th>Project Activity</th>
<th>Other Funding</th>
<th>Room Tax Request</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotional Marketing to Include:</td>
<td>1,000.00</td>
<td>8,000.00</td>
<td>9,000.00</td>
</tr>
<tr>
<td>Newspaper Ads in Carsonnow.org; Nevada Appeal; Reno Gazette-Journal; Lahontan Valley News, Record Courier</td>
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<td></td>
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<tr>
<td>FaceBook Post Boosts</td>
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<tr>
<td>Reno Media Group radio ads</td>
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<tr>
<td><strong>Totals</strong></td>
<td><strong>1,000.00</strong></td>
<td><strong>5,000.00</strong></td>
<td><strong>9,000.00</strong></td>
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</table>

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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: May 24, 2023

Signature: [Signature]
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address:
Mason Valley Beekeepers
4 Cottonwood Lane
Yerington, Nevada 89447

Contact Person, Title, and Phone Number:
Debbie Gilmore, President: 775-463-2757 Home/775-220-5567

Project/Event Name:
14th Annual Nevada State Beekeepers Conference
2024 Beginning Beekeepers Workshop

Amount of Room Tax Funding Requested: $5,000

Prior Year Room Tax Funding (if applicable): $5,000 (same period 2022)

Amount Requested from City Room Tax Boards (if any): $5,000

Location of Project/Event:
Catholic Center, Yerington, Nevada

Dates of Project/Event:
Conference: February 22, 2024 To: February 24, 2024
Workshop: January 20, 2024

Brief Description of Project/Event:
The Mason Valley Beekeepers (with a membership of over 120 families in northern Nevada) will present an event to provide educational information and promote apiculture in northern Nevada by socialization and presentations. The conference will be geared to moderate and experienced beekeepers, with a separate and informal program for beginning beekeepers in January, 2024.

In 2023, a social evening was held on Thursday evening and was well attended. The Friday morning hands-on workshops were well attended and popular. Both events will be expanded in 2024. The conference speakers will begin Friday afternoon and conclude on Saturday night. Presentations include topics ranging from bee biology to bee management and uses of hive products. The annual Saturday night buffet dinner with a guest speaker will conclude the event. Speakers confirmed for 2024 include top professionals from North Carolina, Illinois, Alabama and Alberta, Canada. Bee supply vendors and other 'bee' related vendors will set up booths and be on hand for the entire conference and are also sponsors of this event. A registration fee, with a goal of at least 150 participants, will help pay for guest speakers, workshop presenters, meals and
facility fees. Proceeds from a raffle and silent auction will help defray other expenses. For the 2023 conference, the Mason Valley Beekeepers received a USDA Specialty Crops Block Grant (SCBG) to cover the majority of the costs of speakers. A SCBG has been applied for 2024, 2025, and 2026 Nevada State Beekeepers Conferences.

For July through December, 2023, the focus of advertising will be on printed material, creating promo spots for TV, radio and social media; setting up radio and television appearances, and advertising in local and professional publications. Our website offers the opportunity to learn more about the conference, including lodging information, and applicants can register and pay online. (nevadastatebeekeepers.org) The site also includes links to the City of Yerington, Lyon County and other major sponsors. Ads placed in agricultural publications related to beekeeping will advertise the conference and newspaper and radio advertising will target the counties surrounding Lyon County in Nevada and northern California. This annual conference has become a well-known conference with many returning participants from all parts of Nevada as well as California.

The Beginning Beekeepers Workshop was held in January 2023 with 65 new beekeepers in attendance and a waiting list for others. This workshop will be repeated in 2024. With the popularity of hobby beekeeping, beekeeping classes are very much in demand. Instructors are northern Nevada beekeepers and members of Mason Valley Beekeepers.
Specify the costs for your project/event, including other funding and the requested room tax funding. The total cost column should be the sum of the other funding and the room tax funding. Also, please provide totals at the bottom for each column.

<table>
<thead>
<tr>
<th>Project Activity</th>
<th>Other Funding</th>
<th>Room Tax Request (County Only)</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speakers per diem &amp; honorarium</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2024 NV State Beekeepers Conference</td>
<td>$ 13,000</td>
<td>$ 13,000</td>
<td></td>
</tr>
<tr>
<td>Beginning Beekeepers Workshop</td>
<td>$ 500</td>
<td>$ 500</td>
<td></td>
</tr>
<tr>
<td>Travel reimbursement for out-of-town presenters</td>
<td>$ 1,500</td>
<td>$ 1,500</td>
<td></td>
</tr>
<tr>
<td>Facility Costs- Including Insurance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023 Conference – Catholic Center</td>
<td>$ 1,000</td>
<td>$ 1,000</td>
<td></td>
</tr>
<tr>
<td>2023 Workshop – Catholic Center</td>
<td>$ 300</td>
<td>$ 300</td>
<td></td>
</tr>
<tr>
<td>Caterer- Conference</td>
<td>$ 19,000</td>
<td>$ 19,000</td>
<td></td>
</tr>
<tr>
<td>Food – Workshop</td>
<td>$ 800</td>
<td>$ 800</td>
<td></td>
</tr>
<tr>
<td>Resource Information Packets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome bags/programs</td>
<td>$ 2,000</td>
<td>$ 2,000</td>
<td></td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio and TV Spots; Social Media promotion; brochures; professional magazines</td>
<td>$ 6,500</td>
<td>$ 5,000</td>
<td>$ 11,500</td>
</tr>
<tr>
<td>Miscellaneous – Mailings; web site maintenance; tables/tablecloths</td>
<td>$ 1,500</td>
<td>$ 1,500</td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td>$ 46,100</td>
<td>$ 5000</td>
<td>$ 51,100</td>
</tr>
</tbody>
</table>

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GUIDELINES

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Your project/event if a one day event must provide at least 25% of the cash for that one day event, or 0% of the cash for a two day event.

Applications must be complete to be considered.

Applicants must have a representative at the Room Tax Board meeting to be eligible to receive a grant.

To be eligible for reimbursement, all expenditures must occur during the grant period. This means radio, newspaper advertising, etc. must actually be performed, not just contracted during the grant period. The actual date of the event doesn’t have to be in the grant period, just the dates of the actual advertising. Reimbursements will not be paid on statements or quotes, only on actual invoices. Invoice dates must be during the grant period as well.

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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: May 23, 2023

Signature: Deborie Silmore
Applicant Name and Address: 2023 LYON COUNTY FAIR, RODEO
27 S MAIN STREET YERINGON NENADA 89447

Contact Person, Title, and Phone Number: LISA TIBBALS, SECRETARY
775-463-2127 or Donna McDonald Vice Chairman 775 309-3720

Project/Event Name: THE ANNUAL LYON COUNTY FAIR &RODEO
Silver State Youth Live Stock Show

Amount of Room Tax Funding Requested: $7,000.00

Prior Year Room Tax funding (if applicable): $5000.00 (2022)

Amount Requested from City Room Tax Boards (if any): 0

Location of Project/Event: LYON COUNTY FAIRGROUNDS

Dates of Project/Event: AUGUST 17, 18, 19, 20 2023

Brief Description of Project/Event: 2023 Lyon county Fair & Rodeo: Silver State Youth Live Stock Show.

We will again Kick off the Fair with the traditional Thursday night Kid’s Night, Lion’s club BMX bike race mutton busting, pig chase and many other annual fair events for kids and families.

Friday night, we will hold the truck & tractor pull. Saturday afternoon we will have the annual rodeo and again this year we will host the demolition derby on Saturday night, music on the midway stage. Sunday we will hold the fourth Lyon County Fair Team Roping event

Our Family Fun Zone is filled with interactive hands on family activities and entertainment that are free for families to do. We continue to feature ranching, agriculture and mining, to celebrate the history of our area. The exhibit hall will offer 4-h exhibits as well as entries from individuals and other groups with entries from traditional jams and jellies to recycled crafts; Fine art displays and amazing quilts; the exhibit hall continues to be great part of the fair.

The Silver State Youth livestock show continues to grow and is a terrific part of our county Fair
& Rodeo, this is a junior livestock show that benefits youth from the entire state of Nevada. Youth and surrounding states, will be showing their animals on Saturday and Sunday and holding the livestock auction on Sunday afternoon (this is open to the public). Having the livestock show as part of the fair exhibits has been a positive addition to the fair for both youth showing their livestock and families attending the fair.

Our goal is to continue to increase our fair attendance by attracting the fair goers from California, Reno and surrounding areas, we are working to have the Lyon County Fair be the fair to attend for those who want an “Old Fashion County Fair” experience. We have seen the attendance increase and we are sure it is because of the increased advertising we are doing outside of Lyon County. The attendance for the 2022 Fair was up significantly at the gate and all the ticketed arena events, the Demo Derby was sold out.

Specify the costs for your project/event, including other funding and the requested room tax funding. The total cost column should be the sum of the other funding and the room tax funding. Also, please provide totals at the bottom for each column.

<table>
<thead>
<tr>
<th>Project Activity</th>
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<th>Room Tax Request COUNTY</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio- KBULL, KIBS, RURAL NV, KEAG, KVLV</td>
<td>2023 Fair</td>
<td>$3500.00</td>
<td>$ 2000.00</td>
</tr>
<tr>
<td>Local Reno TV</td>
<td>0</td>
<td>3500.00</td>
<td>3000.00</td>
</tr>
<tr>
<td>print advertising, social media, internet advertising</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rodeo event (1 day Sat)</td>
<td>22,000.00</td>
<td>22,000.00</td>
<td></td>
</tr>
<tr>
<td>Truck Tractor pull event</td>
<td>18,500.00</td>
<td>18,500.00</td>
<td></td>
</tr>
<tr>
<td>Demo Derby</td>
<td>20,240.00</td>
<td>20,240.00</td>
<td></td>
</tr>
<tr>
<td>Free entertainment (family fun zone, stage)</td>
<td>20,000.00</td>
<td>20,000.00</td>
<td></td>
</tr>
<tr>
<td>Appreciation dinner-sponsors volunteers</td>
<td>1,500.00</td>
<td>1,500.00</td>
<td></td>
</tr>
<tr>
<td>Exhibit hall</td>
<td>500.00</td>
<td>500.00</td>
<td></td>
</tr>
<tr>
<td>Allied Sanitation</td>
<td>4,400.00</td>
<td>4,400.00</td>
<td></td>
</tr>
<tr>
<td>Mutton busting</td>
<td>800.00</td>
<td>800.00</td>
<td></td>
</tr>
<tr>
<td>Security/ supplies, services</td>
<td>6,600.00</td>
<td>6,600.00</td>
<td></td>
</tr>
<tr>
<td>Entry Gates (give and get helpers)</td>
<td>2,100.00</td>
<td>2,100.00</td>
<td></td>
</tr>
<tr>
<td>Sunday Arena Roping event</td>
<td>1,200.00</td>
<td>1,200.00</td>
<td></td>
</tr>
<tr>
<td>Pig scramble</td>
<td>2,900.00</td>
<td>2,900.00</td>
<td></td>
</tr>
<tr>
<td>Littlest cowboy/cowgirl</td>
<td>200.00</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>Sponsor signs/ Round up Awards</td>
<td>2,200.00</td>
<td>$ 2,200.00</td>
<td></td>
</tr>
<tr>
<td>Silver State Youth Livestock show</td>
<td>23,000.00</td>
<td>23,000.00</td>
<td></td>
</tr>
</tbody>
</table>
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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: May 24, 2023

Signature: Donna McDonald
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address: Boys & Girls Clubs of Mason Valley
124 N. Main Street, Yerington NV 89447

Contact Person, Title, and Phone Number: Travis Crowder Chief Professional Officer 775-463-2334

Project/Event Name: 22nd Annual Night in the Country Music Festival

Amount of Room Tax Funding Requested: $20,000

Prior Year Room Tax Funding (if applicable): I think 20K

Amount Requested from City Room Tax Boards (if any): $10,000

Location of Project/Event: Lyon County Fairgrounds & Frade Ranch

Dates of Project/Event: July 19- July 23, 2023

Brief Description of Project/Event: NITC is the largest fundraiser for the Boys & Girls Clubs of Mason Valley, serving youth all throughout Lyon County with sites in Yerington, Davton and Silver Springs! We are on a record pace to sell-out for the 5th consecutive year as we only have general admission tickets left and a small percentage of campsites available. Very humbling and grateful position to be in after many years of community support including our staff, volunteers and amazing Board of Directors.

National Recording Artists Hardy, Parker McCollum, Big & Rich and several others are set to take the stage as our Headliners for 2023. We have had countless Award winning, National Recording Artists over the years
including: Blake Shelton, Dierks Bentley, Jason Aldean, Luke Combs, Thomas Rhett and over 100 others visit our little town of Yerington!

Our “Give & Get” Program which provided opportunities for various non-profits and community-based organizations (CBO) to generate revenue for their respective causes. Individuals who volunteer for NIC can designate any non-profit or CBO to benefit from their time spent working the event. We had over 30 non-profits and CBOs this past year contributing over $80,000 in 2022 back into our communities!

The Extreme Bull Riding Event that we did in collaboration with the Lyon County Fair Board went extremely well, we had a packed house for an afternoon of high-quality bull riding. The event was completely sold out and standing room only!!! Between 2-2,500 in attendance!

As always, I would like to thank the Room Tax Board for the support and without this support we would not be where we are today!
Specify the costs for your project/event, including other funding and the requested room tax funding. The total cost column should be the sum of the other funding and the room tax funding. Also, please provide totals at the bottom for each column.

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</tr>
</thead>
<tbody>
<tr>
<td>Radio Advertising: KBUL (Reno) Magic 95.5 (Reno) KOLC 97.3 (Reno) 102.9 (Reno) KIBS (Bishop) KSVL (Yerington) The Bull 95.5 (Las Vegas), KRJC (Elko) and CBS Radio KNCI 105.1 (Sacramento) The Wolf 101.9 (Sacramento) Today’s Country 92.5 (Sacramento)</td>
<td>$150,000</td>
<td>(Most of which in-kind)</td>
<td>$150,000</td>
</tr>
<tr>
<td>Social Media/Internet, Website</td>
<td>$125,000</td>
<td>$20,000</td>
<td>$145,000</td>
</tr>
<tr>
<td>Reno News and Review, Edible Reno Tahoe, Sacramento News and Review, Nevada Sagebrush</td>
<td>$5,000</td>
<td></td>
<td>$5,000</td>
</tr>
<tr>
<td>Banners</td>
<td>$20,000 (In-Kind)</td>
<td></td>
<td>$20,000</td>
</tr>
<tr>
<td>Totals</td>
<td>$300,000</td>
<td>$20,000</td>
<td>$320,000</td>
</tr>
</tbody>
</table>

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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: 5-26-77

Signature: [Signature]
Applicant Name and Address: Boys & Girls Clubs of Mason Valley

Contact Person, Title, and Phone Number: Travis Crowder, CEO 775-463-2334

Project/Event Name: Take a Kid to a Car Show

Amount of Room Tax Funding Requested: $2,000

Prior Year Room Tax Funding (if applicable): $3,000

Amount Requested from City Room Tax Boards (if any): $2,000

Location of Project/Event: Main Street, Yerington, Nevada

Dates of Project/Event: September 8 and September 9, 2023

Brief Description of Project/Event: Boys & Girls Clubs of Mason Valley along with the support of volunteer car enthusiasts and friends at Pioneer Crossings Casino, are hosting a Car Show centered around youth. The event is the only one of its kind in the area and will consist of a traditional car show that is judged by the kids themselves, crafters, vendors, live music, children's games and much more with all proceeds benefitting Boys & Girls Clubs in all of Lyon and Mineral County.

The goal is to have 100 classic cars up and down Main Street along with more than 20 vendors, live music, a free family carnival and a homebrew contest in conjunction with Yerington Theater for the Arts. In addition, there will be various categories for awards including a Top 10 chosen by 10 youth consisting of Club sites in Hawthorne, Dayton, Silver Springs and Yerington.

The event will start with early registration the evening of Friday September 8th at Pioneer Crossings Casino. Activities throughout the two-night event will consist of a Meet & Greet, Live
Music from Nick Elwood Band in the lounge and during the awards presentation on Main Street. We will also be grilling to provide food for the 100s and 100s of people we expect to come.

This will be a family fun atmosphere and very affordable for all families, including countless free experiences to see all kids walk away with a smile!

Specify the costs for your project/event, including other funding and the requested room tax funding. The total cost column should be the sum of the other funding and the room tax funding. Also, please provide totals at the bottom for each column.

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<tr>
<td>Radio</td>
<td>$1,500</td>
<td>$500</td>
<td>$2,000</td>
</tr>
<tr>
<td>Social Media</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Print Media</td>
<td>$1,000</td>
<td>$500</td>
<td>$1,500</td>
</tr>
<tr>
<td>Banners</td>
<td>$1,000</td>
<td></td>
<td>$1,000</td>
</tr>
<tr>
<td>Shared marketing through NITC brand</td>
<td>$5,000</td>
<td></td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Totals                            | $9,000        | $2,000           | $11,000    |

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I hereby, certify that to the best of my knowledge and belief, data in this application is true and correct, and this document has been duly authorized by the governing body/board of applicant.

Date: 5-16-23

Signature:
TAKE A KID TO A CAR SHOW

SEPTEMBER 9 • 1 P.M.
MORE THAN 100 CARS!
LIVE MUSIC, VENDORS, HOMEBREW & MORE

TO REGISTER, FOR QUESTIONS, OR FOR MORE INFORMATION
BGCMASONVALLEY.ORG • 775-463-2334