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.

1. Roll Call

2. 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.

3. For Possible Action: Review and adoption of agenda
4. REGULAR AGENDA – (ACTION WILL BE TAKEN ON ALL ITEMS UNLESS OTHERWISE NOTED)

   • Minutes 6-21-23

4.b. For Possible Action: Accept the financial report.
   • Room Tax Financial Report as of 12-1-23

4.c. For Possible Action: Discussion and possible action on funding for grant applications.
   • Room Tax Applications

4.d. For Possible Action: Approve changing the Room Tax meeting date each June from the third Wednesday to the second Wednesday.

5. Board Comments (no actions will be taken)

6. 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.

7. 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](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](http://www.lyon-county.org)
Lyon County Room Tax Board Agenda Summary

Meeting Date: December 13, 2023

Agenda Item Number:
4.a

Subject:
For Possible Action: Approve minutes for June 21, 2023.

Summary:

Financial Department Comments:

Approved As To Legal Form:

County Manager Comments:

Recommendation:
Approve minutes for June 21, 2023.

ATTACHMENTS
- Minutes 6-21-23
Meeting was called to order at 10:00 AM by Debbie Skinner.


2. Pledge of Allegiance

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

4. For possible action: Review and adoption of the agenda – Rob Jacobson made the motion to adopt the agenda and Matt Galvin seconded. It passed unanimously.

5. Regular Agenda

   a. For Possible Action: Appoint Chair and Vice Chair positions – Rob Jacobson made the motion to appoint Debbie Skinner as Chair and Matt Galvin as Vice Chair and Fran McKay seconded. It passed unanimously.

   b. For Possible Action: Approve minutes – Matt Galvin made the motion to approve the minutes from December 14, 2022 and Jim Kepler seconded. It passed unanimously.

   c. For Possible Action: Discussion and possible action on funding for grant applications for July 1, 2023 through December 31, 2023 – Each applicant presented their event. Travis Crowder said that the Boys and Girls Club could reduce their request to $7,000 to help balance with the amount available. Rob Jacobson made a motion to fund all of the events with the revised amounts requested, except to reduce the Dayton Valley Days to $7,725, and Matt Galvin seconded. It passed unanimously.

<table>
<thead>
<tr>
<th>No.</th>
<th>Request</th>
<th>Funded</th>
<th>Request</th>
<th>Funded</th>
<th>Area</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$8,000.00</td>
<td>$7,725.00</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>$5,000.00</td>
<td>F</td>
<td>Fernley 4th of July</td>
</tr>
<tr>
<td>3</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>MV</td>
<td>Mason Valley Beekeepers Conference</td>
</tr>
<tr>
<td>4</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$7,000.00</td>
<td>$7,000.00</td>
<td>MV</td>
<td>Lyon County Fair &amp; Rodeo</td>
</tr>
<tr>
<td>5</td>
<td>$20,000.00</td>
<td>$18,000.00</td>
<td>$20,000.00</td>
<td>$7,000.00</td>
<td>MV</td>
<td>Night in the Country</td>
</tr>
<tr>
<td>6</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$2,000.00</td>
<td>$2,000.00</td>
<td>MV</td>
<td>Take a Kid to a Car Show</td>
</tr>
<tr>
<td>7</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>SV</td>
<td>Smith Valley Fun Days</td>
</tr>
</tbody>
</table>

6. Board Comments – Rob Jacobson thanked Travis Crowder from the Boys and Girls Club of Mason Valley for reducing their request and recommended the Room Tax Board consider increase funding for them in future cycles. The rest of the Board thanked the Boys and Girls Club as well.
7. Public participation (no action will be taken) – There was no public participation.

8. Adjourn.
Lyon County Room Tax Board Agenda Summary

Meeting Date: December 13, 2023

Agenda Item Number: 4.b

Subject:
For Possible Action: Accept the financial report.

Summary:

Financial Department Comments:

Approved As To Legal Form:

County Manager Comments:

Recommendation:
Accept the financial report.

ATTACHMENTS
- Room Tax Financial Report as of 12-1-23
TO: Lyon County Room Tax Board  
FROM: Josh Foli, Lyon County Comptroller  
RE: Cash Financial Report through 12/1/23

<table>
<thead>
<tr>
<th>Cash Balance, 6/2/2023</th>
<th>$ 104,113.60</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue:</strong></td>
<td></td>
</tr>
<tr>
<td>Room Taxes</td>
<td>34,857.10</td>
</tr>
<tr>
<td>City of Fernley Room Taxes</td>
<td>24,416.38</td>
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<tr>
<td>City of Yerington Room Taxes</td>
<td>8,647.35</td>
</tr>
<tr>
<td>Interest</td>
<td>2,136.79</td>
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<tr>
<td>Penalties</td>
<td>1.11</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>70,058.73</td>
</tr>
<tr>
<td><strong>Expenditures:</strong></td>
<td></td>
</tr>
<tr>
<td>Department of Taxation</td>
<td>2,421.67</td>
</tr>
<tr>
<td>Dayton Event Center Expense</td>
<td>3,355.40</td>
</tr>
<tr>
<td>Yerington Fairgrounds</td>
<td>24,826.10</td>
</tr>
<tr>
<td>Worker’s Comp</td>
<td>70.01</td>
</tr>
<tr>
<td><strong>GRANTS</strong></td>
<td></td>
</tr>
<tr>
<td>Dayton Valley Days</td>
<td>10,725.00</td>
</tr>
<tr>
<td>Fernley 4th of July</td>
<td>7,986.94</td>
</tr>
<tr>
<td>Lyon County Fair &amp; Rodeo</td>
<td>4,680.46</td>
</tr>
<tr>
<td>Night in the Country</td>
<td>19,000.00</td>
</tr>
<tr>
<td>Yerington Main Street Car Show</td>
<td>4,000.00</td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td>77,065.58</td>
</tr>
</tbody>
</table>

| Cash Balance, 12/1/2023 | 97,106.75 |

| Obligated for Grants Awarded But Not Yet Expended | 29,000.00 |

| Unobligated Cash Balance 12/1/2023 | $ 68,106.75 |
Lyon County Room Tax Board Agenda Summary

Meeting Date: December 13, 2023

Agenda Item Number:
4.c

Subject:
For Possible Action: Discussion and possible action on funding for grant applications.

Summary:

Financial Department Comments:

Approved As To Legal Form:

County Manager Comments:

Recommendation:

ATTACHMENTS
- Room Tax Applications
<table>
<thead>
<tr>
<th>No.</th>
<th>Dec-22 Request</th>
<th>Dec-22 Funded</th>
<th>Dec-23 Request</th>
<th>Dec-23 Funded</th>
<th>Area</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$3,000.00</td>
<td>$3,000.00</td>
<td>$3,500.00</td>
<td>$3,000.00</td>
<td>D</td>
<td>Dayton Valley Days</td>
</tr>
<tr>
<td>2</td>
<td>$10,000.00</td>
<td>$5,000.00</td>
<td>$10,000.00</td>
<td>$5,000.00</td>
<td>F</td>
<td>Fernley 4th of July</td>
</tr>
<tr>
<td>3</td>
<td>$</td>
<td>$3,500.00</td>
<td></td>
<td>$3,500.00</td>
<td>F</td>
<td>Memorial Day Classic</td>
</tr>
<tr>
<td>4</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>MV</td>
<td>Mason Valley Beekeepers Workshop</td>
</tr>
<tr>
<td>5</td>
<td>$</td>
<td>$1,000.00</td>
<td></td>
<td>$1,000.00</td>
<td>MV</td>
<td>Lavender Days Workshops</td>
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<tr>
<td>6</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>$5,000.00</td>
<td>MV</td>
<td>Lyon County Fair &amp; Rodeo</td>
</tr>
<tr>
<td>7</td>
<td>$20,000.00</td>
<td>$19,000.00</td>
<td>$20,000.00</td>
<td>$20,000.00</td>
<td>MV</td>
<td>Night In the Country</td>
</tr>
<tr>
<td>8</td>
<td>$4,000.00</td>
<td>$4,000.00</td>
<td>$6,700.00</td>
<td>$6,700.00</td>
<td>MV</td>
<td>Yerington's Main Street Classic Car Show</td>
</tr>
<tr>
<td>9</td>
<td>$</td>
<td>$1,000.00</td>
<td></td>
<td>$1,000.00</td>
<td>SC</td>
<td>Silver Palooza</td>
</tr>
<tr>
<td></td>
<td>Totals</td>
<td>$47,000.00</td>
<td>$45,000.00</td>
<td>$55,700.00</td>
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<td></td>
</tr>
</tbody>
</table>

| Available       | $36,500.00 |
| Unallocated     | $36,500.00 |
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

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

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

Project/Event Name:
35th Annual Dayton Valley Days "Do It In Dayton"

Amount of Room Tax Funding Requested: $3,500

Prior Year Room Tax Funding (if applicable): 12/14/22 $3,000; 6/21/23 $7,725

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

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

Dates of Project/Event:
September 21 - 22, 2024

Brief Description of Project/Event:
The 35th 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 reenactment, cornhole tournament and more. Last year was the second year the Dayton Area Chamber of Commerce organized the festival and it garnered over 15,000 attendees. More exposure to the Dayton area helps our local businesses and organizations and the economy of our community.
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</td>
<td>$3,500</td>
<td>$4,500</td>
</tr>
<tr>
<td>Vendor Wanted Ads in Carsonnow.org; Nevada Appeal;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reno Gazette-Journal; Lahontan Valley News; Record Courier</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Post Boosts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reno Media Group radio ads</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td>$1,000</td>
<td>$3,500</td>
<td>$4,500</td>
</tr>
</tbody>
</table>

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: 11/09/2023

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

Applicant Name and Address: ________________________________
Fernley 4th of July Committee

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: $10,000____________________

Prior Year Room Tax Funding (if applicable): 9,000 with 25% match_____

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

Location of Project/Event: Fernley Out of Town Park and Main Street Parade

Dates of Project/Event: July 4, 2024____________________

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 continues 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>
<tbody>
<tr>
<td>Fireworks</td>
<td>30,000</td>
<td>10,000</td>
<td>30,000</td>
</tr>
<tr>
<td>Advertising</td>
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<tr>
<td>Insurance</td>
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<td>T-shirts</td>
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<tr>
<td>Trophies</td>
<td>200</td>
<td></td>
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<tr>
<td>Pigs</td>
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<td></td>
<td>900</td>
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<tr>
<td>Diving for Dollars</td>
<td>498</td>
<td></td>
<td>498</td>
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<tr>
<td>Donation letters (includes postage)</td>
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<td>800</td>
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<tr>
<td>Office supplies</td>
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<tr>
<td>Posters</td>
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<td>Pictures-batteries</td>
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<td>Port-a-potties</td>
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<tr>
<td>Flaggers</td>
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<tr>
<td>Parking</td>
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</tr>
<tr>
<td>Music/DJ</td>
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<td>Paypal/Square Fees</td>
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</tr>
<tr>
<td>Volunteers</td>
<td>600</td>
<td></td>
<td>600</td>
</tr>
</tbody>
</table>

| Totals                                 | 53,818        | 10,000.00       | 63,818     |
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: 11-29-23
Signature: [Signature]

Date: 11-29-23
Signature: [Signature]
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address: Fernley Softball Little League
1380 US HWY 95A N BOX 206

Contact Person, Title, and Phone Number: Gabe Leija
Board member, 530-321-5621

Project/Event Name: Memorial Day Classic

Amount of Room Tax Funding Requested: $3500

Prior Year Room Tax Funding (if applicable): N/A

Amount Requested from City Room Tax Boards (if any): $3500

Location of Project/Event: Fernley Out of Town Park and Fernley In Town Park

Dates of Project/Event: May 25-26, 2024

Brief Description of Project/Event: Fernley Softball Little League is sanctioned under Little League Baseball and we are excited about hosting an event that will be a two day event that will bring many softball teams from Nevada, California, Oregon and Utah to compete in this tournament. The event will be May 25-26, 2024. This will be one of five tournaments we will be hosting in 2024. With these teams come families and also extended family members who come to support the players. We are expecting around 1500 people including players and families. With the support of Lyon County we hope to bring even more teams to compete in the tournament in future years.
as they hear from others how wonderful our town is. This tournament allows are local teams to compete at a higher level and also get are name out there. Every year we hope to bring more teams and tournaments to our town.

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>Memorial Day Classic Girls Softball Tournament advertising fee Legacy Sports Fastpitch</td>
<td>$3500</td>
<td>$3500</td>
<td>$7000</td>
</tr>
<tr>
<td>Totals</td>
<td>$3500</td>
<td>$3500</td>
<td>$7000</td>
</tr>
</tbody>
</table>
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GUIDELINES

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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: 11/29/2023

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:
14\(^{th}\) 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 2023)

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 from all parts of 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, Arkansas, California, Nevada, 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 and received for the 2024, 2025, and 2026 Nevada State Beekeepers Conferences.

For January and February, 2024, the focus of advertising will be on printed material, purchasing promo spots for TV, radio and social media; conducting radio and television appearances, and advertising in local publications. Our website offers the opportunity to learn more about the conference, including lodging information, and applicants can register and pay online. (nevadasteetbeekeepers.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>$ 15,000</td>
<td>$ 15,000</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></td>
<td>$ 1,500</td>
</tr>
<tr>
<td>Facility Costs- Including Insurance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023 Conference – Catholic Center</td>
<td>$ 1,500</td>
<td></td>
<td>$ 1,500</td>
</tr>
<tr>
<td>2023 Workshop – Catholic Center</td>
<td>$ 500</td>
<td></td>
<td>$ 500</td>
</tr>
<tr>
<td>Caterer– Conference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food – Workshop</td>
<td>$ 20,000</td>
<td></td>
<td>$ 20,000</td>
</tr>
<tr>
<td></td>
<td>800</td>
<td></td>
<td>800</td>
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<tr>
<td>Resource Information Packets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome bags/programs</td>
<td>$ 2,000</td>
<td></td>
<td>$ 2,000</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, newspaper, outdoor advertising</td>
<td>$ 16,000</td>
<td>$ 5,000</td>
<td>$ 11,500</td>
</tr>
<tr>
<td>Miscellaneous – Mailings; web site maintenance; tables/tablecloths</td>
<td>$ 2,000</td>
<td></td>
<td>$ 2,000</td>
</tr>
<tr>
<td>Totals</td>
<td>$ 59,800</td>
<td>$ 5000</td>
<td>$ 54,000</td>
</tr>
</tbody>
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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: November 27, 2023

Signature:  [Signature]

Debbie Sedano
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address: Great Basin Lavender Association

Contact Person, Title, and Phone Number: Elmer Bull (775) 843-3445

Project/Event Name: Lavender Days Workshops

Amount of Room Tax Funding Requested: $1,000.00

Prior Year Room Tax Funding (if applicable): N/A

Amount Requested from City Room Tax Boards (if any): $1,000.00

Location of Project/Event: Auditorium at the City of Yerington offices / 14 E. Goldfield Avenue, Yerington, NV 89447

Dates of Project/Event: July 27, 2024 (one day event this year)

Brief Description of Project/Event:

The Great Basin Lavender Association (Association) is a newly formed organization whose mission is to develop and nurture a regional coalition of lavender growers and other enthusiasts which can cooperatively develop strategies for the effective and profitable production, processing and marketing of lavender products. To that end, the Association is planning a one day event on July 27, 2024 in Yerington that will include multiple workshops covering a variety of subjects that will be informational to growers and other enthusiasts. In addition, a number of vendors will be invited to participate at the event and to display their wares for purchase. While the Association is in its infancy as an organization, there are at least four large scale lavender producers in Mason Valley with numerous smaller operations. At
least two of the larger operators have developed or intend to develop their venues into destinations for weddings, reunions and other special events. In addition, the lavender crops help support healthy honey bee populations and some of the lavender operators are actively involved in apiculture on their properties. Association members are optimistic that by promoting the lavender and, to some degree, the bee (i.e. honey production) operations of the Valley together with the many other natural resource assets such as the Mason Valley Wildlife Management Area, the Walker River State Recreation Area, Wilson Canyon Recreation Area and others that a basis will be established for increased ecotourism in the Valley. According to FloridaJobs.com, ecotourism contributes approximately 730 billion dollars and 6.5 million jobs to the U.S. economy each year. While the Lavender Days described in this application will be a one day event, the Association intends to expand it to a two day event in both 2025 and 2026 and has successfully applied for and received a USDA Specialty Crops Block Grant to help defray costs of holding the events. The Association is optimistic that by successfully promoting and conducting this event, and others in the future, that we introduce the public to the tremendous value of lavender as well as introducing them to all of the recreational opportunities that are present in this area.
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>Social Media:</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• Facebook / advertising</td>
<td>$400.00</td>
<td>$400.00</td>
<td>$800.00</td>
</tr>
<tr>
<td>• Web site updates</td>
<td></td>
<td></td>
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<tr>
<td>Outdoor advertising – banners and</td>
<td>$200.00</td>
<td>$200.00</td>
<td>$400.00</td>
</tr>
<tr>
<td>posters</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper ad development and</td>
<td>$200.00</td>
<td>$200.00</td>
<td>$400.00</td>
</tr>
<tr>
<td>placement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio spots</td>
<td>$200.00</td>
<td>$200.00</td>
<td>$400.00</td>
</tr>
<tr>
<td><strong>TOTAL ADVERTISING COSTS</strong></td>
<td><strong>$1,000.00</strong></td>
<td><strong>$1,000.00</strong></td>
<td><strong>$2,000.00</strong></td>
</tr>
</tbody>
</table>

**OTHER PROJECT COSTS**

- Supplies for signs
- Supplies for handouts
- Purchase of distillation unit for workshop usage
- Subject expert speakers
- Facility rental (City of Yerington)
- Insurance
- Administrative costs

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>$600.00</td>
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<td></td>
<td></td>
<td>$250.00</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$4,950.00</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$1,500.00</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$1,200.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$450.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>$1,200.00</td>
</tr>
<tr>
<td><strong>TOTAL &quot;OTHER&quot; COSTS</strong></td>
<td></td>
<td></td>
<td>$10,150.00</td>
</tr>
</tbody>
</table>

**TOTAL PROJECT COSTS**

|                          |               |                  | $12,150.00 |

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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: 

Signature: 

LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address: 2024 LYON COUNTY FAIR, RODEO 27 S MAIN STREET YERINGON T NEVADA 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 Livestock Show

Amount of Room Tax Funding Requested: $5,000.00

Prior Year Room Tax funding (if applicable): $5000.00 (2023)

Amount Requested from City Room Tax Boards (if any): $5,000.00

Location of Project/Event: LYON COUNTY FAIRGROUNDS

Dates of Project/Event: AUGUST 15, 16, 17, 18 2024

Brief Description of Project/Event: 2024 Lyon County Fair & Rodeo; Silver State Youth Livestock Show.

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 host the 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 a great part of our 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 Thursday to Sunday and holding the livestock auction on Sunday afternoon (this is open to the public). Having the livestock show 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 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 2023 Fair was great again at the gate and for all the ticketed arena events, the Demo Derby was sold out again this 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 COUNTY</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio- KBULL, KIBS, RURAL NV, KEAG, KVLV</td>
<td>2024 Fair 0</td>
<td>$2000.00</td>
<td>$ 2000.00</td>
</tr>
<tr>
<td>Local Reno TV</td>
<td>0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>print advertising, social media, internet advertising.</td>
<td>0</td>
<td>3000.00</td>
<td>3000.00</td>
</tr>
<tr>
<td>Rodeo event (1 day Sat)</td>
<td>22,000.00</td>
<td></td>
<td>22,000.00</td>
</tr>
<tr>
<td>Truck Tractor pull event.</td>
<td>18,500.00</td>
<td></td>
<td>18,500.00</td>
</tr>
<tr>
<td>Demo Derby</td>
<td>20,240.00</td>
<td></td>
<td>20,240.00</td>
</tr>
<tr>
<td>Free entertainment (family fun zone, stage)</td>
<td>20,000.00</td>
<td></td>
<td>20,000.00</td>
</tr>
<tr>
<td>Appreciation dinner-sponsors volunteers</td>
<td>1,500.00</td>
<td></td>
<td>1,500.00</td>
</tr>
<tr>
<td>Exhibit hall</td>
<td>500.00</td>
<td></td>
<td>500.00</td>
</tr>
<tr>
<td>Allied Sanitation</td>
<td>4,400.00</td>
<td></td>
<td>4,400.00</td>
</tr>
<tr>
<td>Mutton busting</td>
<td>800.00</td>
<td></td>
<td>800.00</td>
</tr>
<tr>
<td>Security/ supplies, services</td>
<td>6,600.00</td>
<td></td>
<td>6,600.00</td>
</tr>
<tr>
<td>Entry Gates (give and get helpers)</td>
<td>2,100.00</td>
<td></td>
<td>2,100.00</td>
</tr>
<tr>
<td>Sunday Arena Roping event</td>
<td>1,200.00</td>
<td></td>
<td>1,200.00</td>
</tr>
<tr>
<td>Pig scramble</td>
<td>2,900.00</td>
<td></td>
<td>2,900.00</td>
</tr>
<tr>
<td>Littlest cowboy/cowgirl</td>
<td>200.00</td>
<td></td>
<td>200.00</td>
</tr>
<tr>
<td>Sponsor signs/Round up Awards</td>
<td>2,200.00</td>
<td>$</td>
<td>2,200.00</td>
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<td></td>
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<td>--------------------------</td>
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<td></td>
</tr>
<tr>
<td>Silver State Youth Livestock show.</td>
<td>23,000.00</td>
<td>23,000.00</td>
<td></td>
</tr>
<tr>
<td>Volunteer/ Hall of fame buckles</td>
<td>200.00</td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>Comptrollers’ office staff</td>
<td>650.00</td>
<td>650.00</td>
<td></td>
</tr>
<tr>
<td>Trash service</td>
<td>4,000.00</td>
<td>4,000.00</td>
<td></td>
</tr>
<tr>
<td>ATM store</td>
<td>250.00</td>
<td>250.00</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$130,040.00</strong></td>
<td><strong>$5,000.00</strong></td>
<td><strong>$ 135,040.00</strong></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: November 2, 2023

Signature: [signed]

[Signature]
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 Executive Officer 775-463-2334

Project/Event Name: 23rd 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 24- July 27, 2024

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, Dayton and Silver Springs! We are on pace to sell-out for the 6th consecutive year as we only have general admission and Superfan 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 Bailey Zimmerman and several others are set to take the stage as our Headliners for 2024. We have had countless Award winning, National Recording Artists over the years including: Lainey Wilson,
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!

We are also very excited this year to move to our new home for Night in the Country as we now call home just up the road from the fairgrounds on the new venue called, “The Grange”. Donated to us from David & Pamela Peri of Peri and Sons Farms along with major contributions from the Reviglio Family and Western Nevada Supply!

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.

<table>
<thead>
<tr>
<th>Project Activity</th>
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</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</td>
<td>(In-Kind)</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>

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: 11-30-23
Signature:
October 25, 2023

Lyon County
Room Tax Board
45 N Main Street
Yerington, NV 89447

Lyon County Room Tax Board:

Included with this letter is the Application for Room Tax Grant Funds for this coming years Yerington’s Main Street Car Show.

We are requesting $6,700.00, we plan to use the money for radio and television advertisments. We have found in the past that we reach more people doing this type of advertisement. This will also include posters, forms etc.

Last years car show was very successful and cars started showing up on Thursday. Also the Friday night BBQ brings us more cars, they really enjoy the BBQ and music.

Vendors all seem to do very well also.

We couldn’t have the success without your support and funding.

Thank you in advance for your consideration.

Sincerely,

Sylvia Banta
Event Coordinator for Dini’s Lucky Club
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address: Sylvia Banta
45 N Main Street
Yerington NV 89447

Contact Person, Title, and Phone Number: Sylvia Banta, Event Coordinator
Phone: 775-781-5780

Project/Event Name: YERINGTON’S MAIN STREET CAR SHOW

Amount of Room Tax Funding Requested: $6,700.00

Prior Year Room Tax Funding (if applicable): $4,000.00

Amount Requested from City Room Tax Boards (if any): $10,000.00

Location of Project/Event: Main Street (Between Pacific and Newcombe)
Yerington NV

Dates of Project/Event: June 14th thru the 19th, 2024

Brief Description of Project/Event: OUR CAR SHOW PROMOTES THE CITY OF YERINGTON AND LYON COUNTY. OUR MAIN STREET IS BEAUTIFUL AND IS SUCH A GREAT BACKDROP FOR A CAR SHOW. WE INCLUDE FOOD & CRAFT VENDORS ALONG WITH NON-PROFIT ORGANIZATIONS AND INFORMATION BOOTHs. LAST YEAR WE HAD APPROXIMATELY 500 PARTICIPANTS AND ABOUT 900-1200 SPECTATORS. THE SHOW BEGINS WITH EARLY REGISTRATION ON FRIDAY NIGHT, ALTHOUGH WE HAD CARS LINING UP ON THURSDAY MORNING THIS YEAR. WE DO OFFER THE CAR ENTRIES A FREE BBQ ON FRIDAY NIGHT, WHICH THEY ENJOY VERY MUCH. WE AWARD A TROPHY FOR THE BEST CAR/TRUCK ON FRIDAY NIGHT. SATURDAY IS THE SHOW AND SHINE WHICH MAKES MAIN STREET EXCITING. AWARDS ARE GIVEN AT 3:30 PM EACH YEAR THE SHOW SEEMS TO BE LARGER.
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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<th>Total Cost</th>
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</thead>
<tbody>
<tr>
<td>RADIO &amp; TV ADVERTISING</td>
<td>$ 7,000.00</td>
<td>$4,000.00</td>
<td>$11,000.00</td>
</tr>
<tr>
<td>NEWS PAPER</td>
<td>$ 1,700.00</td>
<td>$2,300.00</td>
<td>$ 4,000.00</td>
</tr>
<tr>
<td>EVENT CALENDAR AD</td>
<td>$ 300.00</td>
<td>$ 400.00</td>
<td>$ 700.00</td>
</tr>
<tr>
<td>POSTERS, JUDGING FORMS</td>
<td>$ 1,000.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AWARDS &amp; T-SHIRTS</td>
<td>$ 6,000.00</td>
<td></td>
<td>$ 6,000.00</td>
</tr>
<tr>
<td>SOUND COMPANY</td>
<td>$ 3,000.00</td>
<td></td>
<td>$ 3,000.00</td>
</tr>
<tr>
<td>POSTAGE</td>
<td>$ 1,000.00</td>
<td></td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>WAGES &amp; TRAVEL</td>
<td>$ 3,500.00</td>
<td></td>
<td>$ 3,500.00</td>
</tr>
<tr>
<td>BBQ FOR CAR ENTRIES, APPLICATIONS, POSTCARDS, DECORATION, RAFFLE PRIZES, VOLUNTEER LUNCHES, SHIRTS AND MAP FOR STREET CLOSURE</td>
<td>$ 5,000.00</td>
<td></td>
<td>$ 5,000.00</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>$28,500.00</strong></td>
<td><strong>$ 6,700.00</strong></td>
<td><strong>$38,200.00</strong></td>
</tr>
</tbody>
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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: Oct 25, 2023
Signature: [Signature]
LYON COUNTY ROOM TAX BOARD
APPLICATION FOR FUNDS

Applicant Name and Address:
Silver City Preservation Society, PO Box 385, Silver City, NV 89428

Contact Person, Title, and Phone Number:
Meg Burns, President, Silver City Preservation Society, 775-813-1795

Project/Event Name: Silver Palooza

Amount of Room Tax Funding Requested: $1,000.00

Prior Year Room Tax Funding (if applicable): N/A

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

Location of Project/Event: Silver City Park, 385 High Street, Silver City, 89428

Dates of Project/Event: July 20, 2024, Saturday

Brief Description of Project/Event:

This is a request for funding the advertising for a one-day special entertainment event in Silver City. The Silver Palooza is the major fund-raiser for the Silver City Preservation Society (SCPS). The Silver City Preservation Society, a 501(c)3 nonprofit, manages the Silver City Schoolhouse and Community Center, provides planning, oversite and fundraising for community development projects, plans, and hosts educational events, community art events and sponsors arts and culture events open to all Lyon County residents.

Each year the SCPS hosts the Silver Palooza featuring local and regional bands at the Silver Pavilion in Silver City Park (adjacent to Silver City Schoolhouse and Community Center). The location of Silver City, on the way to Virginia City, makes this the ideal venue for this event, drawing curious tourists traveling on HWY 341/342 to the event and introducing them to beautiful Lyon County. The Silver Palooza also attracts Lyon County and Northern Nevada locals looking for a fun, unique family event on the Comstock, while escaping from the heat of the local valleys.

Inside the Silver City Schoolhouse there will be art displays and sales, with preference given to Lyon County Artists, and a dessert raffle featuring amazing creations by some of the best bakers in Lyon County. Burgers, hot dogs, and vegetarian alternatives will be available for sale as well as beer, wine, soda, and other beverages, with all required permits attained. Throughout the Silver City Park, there will be lawn games and activities for all ages.

With Room Tax Funding, SCPS will reach populations who are unfamiliar with Silver City and the Silver Palooza, with a short-term goal of increasing event attendance and introducing more people to Lyon County. And, in the long term, increasing economic impact by encouraging retail development along HWY 342. To support this expansion, we will advertise in regional newspapers, online media, social media, and distribute printed materials.
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>Advertising</td>
<td></td>
<td></td>
<td>1,000.00</td>
</tr>
<tr>
<td>Poster and flier</td>
<td></td>
<td>200.00</td>
<td></td>
</tr>
<tr>
<td>Online media advertisements</td>
<td></td>
<td>250.00</td>
<td></td>
</tr>
<tr>
<td>Newspaper/Radio advertisements</td>
<td></td>
<td>450.00</td>
<td></td>
</tr>
<tr>
<td>Handbills</td>
<td></td>
<td>100.00</td>
<td></td>
</tr>
<tr>
<td>Music</td>
<td>2,000.00</td>
<td></td>
<td>2,000.00</td>
</tr>
<tr>
<td>Food/drinks</td>
<td>1,000.00</td>
<td></td>
<td>1,000.00</td>
</tr>
<tr>
<td>Supplies</td>
<td>100.00</td>
<td></td>
<td>100.00</td>
</tr>
<tr>
<td>Totals</td>
<td>3,100.00</td>
<td>1,000.00</td>
<td>4,100.00</td>
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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: 11/21/2023

Signature:

Meg Burns / Mona Reno

Meg Burns       Mona Reno
Silver City Preservation Society
Po Box 385 Silver City, NV 89428

The Silver City Preservation Society (SCPS) is a 501c(3) nonprofit organization created in response to a community master plan as a means of implementing some of the goals of that plan. Our mission is to encourage and support the people and living environment of Silver City, Nevada and preserve its unique ambience through educational, cultural, and charitable projects. We lease the Silver City Schoolhouse Community Center from Lyon County and use it for community events. It is also available to rent for private events.

Here are a few of the projects we support

- Concert Series and Art Events and the Silver Palooza
- Monthly CoffeeHouse/Game Night
- Azure Organic Products Delivery
- Yoga Classes
- Ukulele Club
- Town Library
- Community Wants and Needs Survey
- Town Recycling Station

Here are a few in Planning Stages

- Cooperative Extension garden workshops and plant give-aways
- Cooking classes
- Bee Friendly City

To obtain further information, volunteer to work on any of these projects, or inquire about renting the facility, please write to the address above or send an email to: SILVERCITYSCHOOLHOUSEENV@gmail.com
Silver Palooza
Music & Art Festival
July 3rd
12-6pm

Drinking with Clowns
Betty & James
Darren Senn
Smilin' Bob
Sean Laughlin

art
music
games
food
beer
cake walk

Silver City Park
385 High Street
Silver City, NV

Benefit for the Silver City Preservation Society
SILVER PALOOZA
July 2, 2023

LIVE MUSIC
LAUGHTER
COMMUNITY

The Mighty Mike Schermer Band
Gary Wheeler Band
James Allander
DJ Smilin' Bob

Food & Drink
Lawn Games
Art Show
Dessert Raffle

2-7 PM
Silver City Park
385 High Street,
Silver City

Family Fun

Bring Lawn Chairs & Cash
Donations gratefully accepted

A benefit for the Silver City Preservation Society
Lyon County Room Tax Board Agenda Summary

Meeting Date: December 13, 2023

Agenda Item Number: 4.d

Subject: For Possible Action: Approve changing the Room Tax meeting date each June from the third Wednesday to the second Wednesday.

Summary: The third Wednesday in June will be a holiday. It is recommended that we change the Room Tax meeting to the second Wednesday in June.

Financial Department Comments:

Approved As To Legal Form:

County Manager Comments:

Recommendation: Approve changing the Room Tax meeting date each June from the third Wednesday to the second Wednesday.

ATTACHMENTS