

**MEMO
TOWN OF PAHRUMP
AGENDA ITEM UPDATE
MEETING DATE: August 23, 2011**

RV Travel Show in an attempt to promote their businesses and attract patrons to their businesses, thus gaining a profit on those patrons that attend their businesses.

In addition, the Town has never funded private businesses to attend a trade show to market themselves. By doing so, this would open up a whole new category of grant, which is not currently in the grant request guidelines. Plus this would allow any business within the Town to request funds to attend any trade show and/or event that they could utilize to market their goods/business.

Furthermore, Nevada Commission on Tourism (NCOT), which the PTCC created their standards around, only awards grants to non-profits organizations. (See attached NCOT Grant Guidelines)

3) Fiscal Impact

The total cost of the aforementioned grants would be an amount not to exceed \$15,000.00. These funds would be allocated from the Tourism Room Tax Fund.

4) Town Manager Recommendation and Board Action Requested

The Town Manager/staff respectfully requests that the Town Board deny the aforementioned grant the requests from Preferred RV, Nugget Casino and Mountain Falls Golf Course for the following reason(s):

1. The grant requests due not fall under the established PTCC grant request Guidelines
2. The Town, if approved, will be purchasing a booth and will offer to share the booth with any Pahrump business

If you have any additional questions, we would be happy to answer them.

Pahrump Tourism and Convention Council

Form PTCC-02: Grant Request Guidelines

BACKGROUND

The Pahrump Tourism and Convention Council (“PTCC”) is an advisory board answering to the elected Board Members of the Town of Pahrump, Nevada. The purpose of the PTCC is to:

- a. Act in an advisory capacity to the Pahrump Town Board and/or the Pahrump Town Manager with regard to the promotion of the unincorporated town of Pahrump, so as to increase the number of domestic and international tourists; and
- b. Make recommendations to the Pahrump Town Board and/or the Pahrump Town Manager with requests for expenditures from the Room Tax fund generated within the unincorporated town of Pahrump.

In furtherance of the stated purposes of the PTCC, the PTCC may, from time-to-time, offer specific grants to individuals, businesses and/or organizations provided that the use of the grant money serves the stated purposes of the PTCC and is in the best interests of the PTCC.

Without limiting the ability of the PTCC to offer any grant(s) that are anticipated to further the goals and objectives of the PTCC, a grant request must generally fit into one of the following four (4) categories:

1. Marketing. This category includes advertising efforts (television, radio, newspaper, etc.) designed to promote specific and established events/attractions. For the most part, the bulk of grant requests will reside within this category and this type of grant is the “standard”.
2. Start-up. This category includes new, or start-up, events/attractions. While the “standard” grants are limited to marketing efforts, grants for start-up events/attractions can be used for non-marketing activities provided that the grant funds are not used for those prohibited items listed in section 1.16.
3. Infrastructure. The PTCC supports the development of publicly owned property, facilities and infrastructure within the Town of Pahrump when such development will assist in attracting visitors to the town.
4. Cultural: The PTCC supports building a sense of community through partnerships with the arts, education and environment. Grants for cultural events can be used for any activity, including non-marketing activities, provided that the grant funds are not used for those prohibited items listed in section 1.16.

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The PTCC strives to maintain a balanced budget and engages in other marketing activities designed to promote the Town of Pahrump; these other marketing activities are the main focus of the PTCC and take precedence over the awarding of grants. As such, the amount of funds available for grants may be limited due to these other marketing activities and, as such, the PTCC makes no assurances that grant funds will be available and, further, the PTCC is under no obligation to award grants. Grants will only be awarded in those circumstances where the anticipated room tax revenues exceed the other budgeted marketing activities. Further, the amount available for grants, if any, will be limited to the difference between anticipated room tax revenues and the other budgeted marketing activities. Grants will be awarded on a “first come, first served” basis and will not be awarded once the available grant funds for the current fiscal year have been distributed.

GENERAL GUIDELINES

- 1.1 These general guidelines apply to all grant requests, and must be followed for all grant requests, regardless of which category (marketing, start-up, infrastructure, cultural) the grant is for.
- 1.2 Grant funds are intended exclusively to develop, promote and improve tourism to and within the Town of Pahrump and may not be used for any other purpose.
- 1.3 It is not the intention of the PTCC to fully fund any activity but, rather, to provide matching funds to assist. As such, each grant recipient must provide an amount of money greater than or equal to the amount of the grant request with such funds dedicated to the project. The PTCC may, however, provide a grant with less than equal matching money provided by the recipient if the PTCC is convinced that the recipient is financially unable to provide an equal match.
- 1.4 Applicants are strongly encouraged to leverage other funds beyond the required match such as state/federal grants, local cash/donations from businesses, local cash/donations from the community, event sponsorship, etc. in order to maximize limited resources.
- 1.5 Organizations requesting a waiver of any portion of the matching funds must submit a written statement of need.
- 1.6 While grant requests from individuals and for profit businesses will be considered, preference will be given to non-profit entities. In addition, preference will be given to those events/attractions anticipated to result in overnight stays.

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- 1.7 Applications for grant funds must be submitted no later than one hundred twenty (120) days prior to the date of the event/attraction and/or the start of the project. The PTCC may consider applications submitted less than one hundred twenty (120) days prior but is under no obligation to do so.
- 1.8 Applications for grant funds must be submitted on the official form. In addition, applicants must provide a formal and complete written statement of the project goal including an exact description of the purpose of the grant funds and how the grant funds will be expended, an itemized budget, the distribution plan and/or the media schedule (if appropriate to the project), the long and short term goals of the project, and an estimate of the number of visitors/tourists the project expects to attract. Submitting creative ideas and plans will be helpful in the grant evaluation process.
- 1.9 Applications for grant funds will be placed on a PTCC agenda. It is imperative that the applicant has a representative attend the PTCC meeting in order to explain the grant request and answer questions of the PTCC Board. Failure to have a representative attend the PTCC may result in denial of the application.
- 1.10 The PTCC does not “approve” applications but, rather, merely recommends that the Town Board approve the application. As such, if the PTCC recommends approval, the applicant should have a representative attend the Town Board meeting where the item will be heard in the event any Town Board Member has questions regarding the project.
- 1.11 If the PTCC recommends approval of the application, the applicant must complete and sign the “Grant Agreement” prior to the Town Board meeting where the item will be heard. The PTCC will not place the item on a Town Board agenda until such time as the “Grant Agreement” has been completed.
- 1.12 The PTCC operates on a reimbursement model. This means that your organization will not receive any funds prior to the start of the project but will only be reimbursed for actual funds expended as supported by a receipt. Once you have paid for the item, you may turn the receipt into the Town offices for reimbursement; once the receipt is verified, the reimbursement check will be issued within sixty (60) days.
- 1.13 Each Grantee must complete and submit a “Grant Evaluation” form to the PTCC; the grant evaluation form must be completed and submitted along with the request for reimbursement (see item 1.12 above). Failure to complete/submit the grant evaluation form will result in denial of the reimbursement and will automatically disqualify the grant recipient from all future grant requests. Performance on past and pending projects will be considered before further applications by the organization will be considered.

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- 1.14 Grants may be audited at any time by the PTCC or its representatives up to five (5) years after the conclusion of the event/attraction.
- 1.15 These guidelines have been established to assist grant applicants in developing proposals for grant funds. The PTCC hereby reserves the right to modify and/or waive these guidelines at any time and/or the right to reject any and all proposals. The PTCC further reserves the right to waive any irregularities in any proposal if it is in the best interests of the PTCC to do so.
- 1.16 The following are not fundable expenses for the purpose of grant funds:
- (a) Direct religious activities.
 - (b) Political activism, lobbying, legislative activities, or legal action.
 - (c) Capital investments or improvements (except for infrastructure grants).
 - (d) Equipment purchases (except for infrastructure grants).
 - (e) Salaries, cost over-runs, overhead, staff food or lodging, staff benefits, entertainment or transportation, or other personal costs. For the purposes of this paragraph, the term “staff” includes volunteers.
 - (f) Communications by telephone, telegraph, telex, or other means.
 - (g) Alcohol or drugs.
 - (h) Operating costs such as office rent, supplies, telephone, postage, subscriptions, memberships, utilities, maintenance, auto expense, maintenance of equipment, etc.
 - (i) In state or out of state travel costs or per diem.
 - (j) Training registration fees, travel, materials, training consultants, other costs for training staff, volunteers, community leaders, etc.
 - (k) Prizes and awards.
 - (l) Non-budgeted expenses.
 - (m) Expenses incurred or commitments made prior to the grant award.
- 1.17 The PTCC does not provide funding to agencies, organizations, individuals, etc. that discriminate based on race, color, creed, age, sexual orientation, national origin, etc.
- 1.18 Applicants/Grantees will comply with all applicable local, state and federal rules, regulations, laws, etc. including, but not limited to, Town of Pahrump business license, Town of Pahrump resolutions regarding audits of grantees, state health permits, state sales tax registration and collection, state business registration, state and federal employment taxes, federal income tax registration and filing, etc.
- 1.19 Grantees are not permitted to earn a profit from any event/attraction/activity sponsored by the PTCC through a grant (unless said profit exceeds the amount of the grant). If a profit is available, said profit must be remitted to the PTCC up to the amount of the grant awarded

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by the PTCC. Once the grant amount has been repaid, the grantee is allowed to keep the remaining profit, if any. Failure to remit profits to the PTCC within ninety (90) after the conclusion of the event/attraction/activity will render the organization ineligible for future grants.

MARKETING GUIDELINES

- 2.1 The purpose of the PTCC is to increase the number of tourists visiting the Town of Pahrump and, ideally, to increase the number of overnight stays. As such, the PTCC will not consider requests seeking grant funds to perform advertising within a fifty (50) mile radius of the Town of Pahrump. Be advised, however, that requirements at the state level may differ and should be considered if state funding is also anticipated.
- 2.2 In addition to the standard grant request application, the applicant must submit copies of all proposed marketing collateral. This includes, but is not limited to, the following:
 - (a) For print advertising (newspapers, magazines, flyers, etc.), a copy of the proposed advertisement.
 - (b) For radio and television advertising, a written copy of the proposed script.
 - (c) For Internet advertising, a copy of the proposed advertisement.
- 2.3 All marketing collateral (newspapers, magazines, flyers, radio, television, Internet, etc.) must contain the following:
 - (a) The following wording: "Sponsored by the Town of Pahrump and the Pahrump Tourism and Convention Council."
 - (b) The PTCC website address.
 - (c) The Town of Pahrump and PTCC logo.
- 2.4 A detailed listing of where and when the advertisement will be run.
 - (a) For newspapers and magazines, the name of the publication and the publication dates.
 - (b) For flyers, the number of flyers to be produced, distribution locations and distribution dates.
 - (c) For radio and television, the name of the station, the dates the ad will be run, and the total number of spots.
 - (d) For Internet, the name of the website, the dates the will be run, and the number of impressions.
 - (e) For other forms of marketing, similar information describing where and when the advertisement will be run.

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- 2.5 A detailed listing of the cost of the marketing. This is to include a quote, or proposal, from the media outlet.

START-UP GUIDELINES

- 3.1 A goal of the PTCC matching grant program is for the grant money awarded to serve as “seed” money to help a project get started or grow. It is anticipated that future matching grant awards will decrease as each event or promotion becomes successful enough to be self-sustaining. This will allow appropriated funds to assist other new events to get started or expand so as to bring additional tourism to the Town of Pahrump, or to be used in destination marketing.
- 3.2 An event or attraction may be considered a “start-up” for the first three (3) performances. After the first three (3) performances, the event/attraction will not be considered a “start-up” and will generally be limited to marketing funds only.
- 3.3 The PTCC anticipates that the total grant request from a “start-up” event/attraction will decrease for each subsequent performance. A grant request that increases from one performance to the next and/or remains flat from one performance to the next indicates an event/attraction that is not becoming self-sustaining and, therefore, less likely to meet the goals of the PTCC. A “start-up” grant request that does not decrease from performance to performance may not be given full consideration by the PTCC.
- 3.4 While the “standard” PTCC grant is for marketing activities, a grant to a “start-up” event or attraction can be used for purposes other than marketing provided that the grant funds are not used for those prohibited items listed in section 1.16.
- 3.5 In the event that any portion of the grant funds are to be used for marketing activities, the grant application must adhere to the requirements detailed in the “Marketing Guidelines” section.
- 3.6 As grant funds in this category can be used for a multitude of purposes, these guidelines will remain intentionally vague as it is not possible for the PTCC to anticipate each and every possible use of funds. Accordingly, it is incumbent upon the applicant to provide as much detailed information in their application as possible to assist the PTCC in reaching a conclusion regarding the application. Failure to provide sufficient information may result in the PTCC reducing the amount of the grant request and/or rejecting the request entirely. Sufficient information may include, but is not limited to, a detailed projected income statement for the event/attraction indicating all sources of revenue and all uses of funds, a

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detailed balance sheet and income for the organization as a whole indicating the need for start-up funds, quotes from vendors, etc.

INFRASTRUCTURE GUIDELINES

- 4.1 Priority will be given to projects that are unable to access other sources of funds (state grants, federal grants, bond issues, etc.). Documentation must be submitted to show why other sources of funds are not available for the project.
- 4.2 Priority will be given to projects that produce tangible assets that improve the tourism potential of the Town of Pahrump.
- 4.3 Priority will be given to projects identified as a local priority arrived at through a planning or public meeting process that shows broad community support and commitment. Documentation must be submitted showing the plans or process, which identified the project as a local priority.
- 4.4 Projects may include, but not be limited to, the following:
 - Visitor center, kiosk, rest stop, etc.
 - Downtown improvements
 - Gateway improvements
 - Local park or recreation improvements that will increase tourist visits
 - Fair grounds and arena improvements
 - Improved parking for visitors/tourists or RV's
 - Infrastructure such as water, sewer, streets, etc. that will directly enhance visitor/tourist visits
- 4.5 The following are examples (but should not be considered an exhaustive listing of all allowable uses) of allowable expenses for the purpose of the grant funds:
 - Capital investments or improvements
 - Equipment used as a part of the project
 - Real or personal property
 - Interpretive signs
 - Construction costs
 - Permit fees required by local, state or federal entities
- 4.6 Questions on what constitutes expenses that are allowed or not allowed should be addressed to the PTCC or its representatives. The PTCC will make the final determination as to which expenses are allowed and which are not allowed.

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- 4.7 Projects funded through the program must comply with all federal, state and local regulations and requirements.
- 4.8 As grant funds in this category can be used for a multitude of purposes, these guidelines will remain intentionally vague as it is not possible for the PTCC to anticipate each and every possible use of funds. Accordingly, it is incumbent upon the applicant to provide as much detailed information in their application as possible to assist the PTCC in reaching a conclusion regarding the application. Failure to provide sufficient information may result in the PTCC reducing the amount of the grant request and/or rejecting the request entirely. Sufficient information may include, but is not limited to, a detailed projected income statement for the project indicating all sources of revenue and all uses of funds, a detailed balance sheet and income for the organization as a whole indicating the need for project funds, quotes from vendors, etc.

CULTURAL GUIDELINES

- 5.1 All grants for cultural activities will be drawn solely from the funds provided by the State of Nevada room tax (as opposed to the funds provided by the Town of Pahrump room tax).
- 5.2 Priority will be given to those events held in conjunction with other town activities.
- 5.3 Priority will be given to those events appealing to the broadest cross-section of the community.
- 5.4 Priority will be given to those events displaying broad community support (as evidenced by the number of community volunteers, the number and dollar amount of community donations, etc.).
- 5.5 While not a prerequisite, priority will be given to those events expected to draw overnight visitors.
- 5.6 Grants will be limited to fifty percent (50%) of the anticipated shortfall (i.e., anticipated revenues less anticipated expenses). For the purposes of this requirement, “in-kind” donations of time are not considered. The remaining fifty percent (50%) of the anticipated shortfall must be provided by the grantee through their own resources, other grants, community donations, etc.
- 5.7 Grant funds for cultural activities may be used for any purpose (except those items listed in section 1.16) and are not limited solely to marketing purposes.

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- 5.8 If any portion of the grant funds are to be used for marketing purposes, the grantee must fully comply with the “Marketing Guidelines” (section 2) *except* that the grantee is not subject to the fifty (50) mile radius rule.
- 5.9 As grant funds in this category can be used for a multitude of purposes, these guidelines will remain intentionally vague as it is not possible for the PTCC to anticipate each and every possible use of funds. Accordingly, it is incumbent upon the applicant to provide as much detailed information in their application as possible to assist the PTCC in reaching a conclusion regarding the application. Failure to provide sufficient information may result in the PTCC reducing the amount of the grant request and/or rejecting the request entirely. Sufficient information may include, but is not limited to, a detailed projected income statement for the event/attraction indicating all sources of revenue and all uses of funds, a detailed balance sheet and income for the organization as a whole, quotes from vendors, etc.

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RECEIPT AND ACKNOWLEDGMENT

I hereby acknowledge receipt of the Grant Request Guidelines of the Pahrump Tourism and Convention Council (Version 1, Effective 08/01/2009). I understand that, if my grant request is approved (in whole or in part) by the Pahrump Tourism and Convention Council and the Pahrump Town Board, this "Receipt and Acknowledgment" will become an Exhibit to the Grant Agreement and will thereby fully incorporate all requirements, terms, conditions, etc. of the Grant Request Guidelines into the Grant Agreement. I hereby agree to fully comply with the Grant Request Guidelines before, during and after the event and I understand that failure to comply with the Grant Request Guidelines will be considered a material breach of the Grant Agreement. I represent and warrant that I have full authority to sign this "Receipt and Acknowledgment" and to bind the applicant/grantee.

Print Name of Event

Print Name Applicant (Organization/Individual)

Signature of Applicant

Print Name of Person Signing

Date

STATE OF NEVADA
COMMISSION ON TOURISM

**GUIDELINES FOR THE EXPENDITURE
OF GRANT OR MATCHING GRANT MONEY (MARKETING)**

Approved by the Nevada Commission on Tourism and Effective 01/01/2001

The Nevada State Legislature has appropriated funds for the Commission on Tourism to make available as matching grants for this fiscal year as follows:

1. Grant funds are intended exclusively to develop, promote and improve tourism to and within the State of Nevada. They may be used for no other purpose, and must be obligated and/or expended for invoices due in the same fiscal year as awarded.

Each recipient must provide an amount of money, at least equal to the amount of the grant, for the same purpose, except, the Commission may, if convinced that the recipient is financially unable to do so, provide such a grant with less than equal matching money provided by the recipient.

2. Grant funds will be used by the Commission on behalf of a grantee or distributed to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel and tourism, and to assist them in:
 - a. Developing plans and programs for marketing and advertising which are consistent with the state plan;
 - b. Promoting specific events and attractions in their communities;
 - c. Becoming members of and attending conferences/conventions of ABA/NTA or other professional organizations;
 - d. Providing educational workshops and seminars on topics such as marketing, hospitality, event management skills or facility improvement in local communities;
 - e. Providing for unique research and model projects which would inventory, assess, compare, plan or assist development or demonstrate feasibility of non-profit attractions in rural Nevada;
 - f. Evaluating the effectiveness of the local programs and events.
3. The Commission will consider applications as follows:
 - a. Applications from any of the territory organizations if they involve territory-wide or statewide impact.

- b. Applications from non-profit organizations based in communities of less than 100,000 population (2000 U.S. Census) regardless of the county in which the community is located.
 - c. Applications from non-profit organizations based on Tribal Lands.
 - d. The Commission **WILL NOT** consider applications from communities in excess of 100,000 population unless part of a territory application as specified in "a" or unless part of a multi-jurisdictional application involving one or more communities as specified in "b".
 - e. Higher priority will be given to applications submitted from jurisdictions, which collect transient occupancy taxes where taxable lodging exists.
4. A preference will be given to projects which embrace more than one political subdivision such as umbrella organizations, territories, chambers or other similar groups, or to projects which have the highest potential for drawing non-local attendance in the following ranking:
- a. Multi-Jurisdictional. Projects, which will develop, promote and improve tourism for several political subdivisions of the state so as to have the largest impact economically and in media exposure for many jurisdictions.
 - b. National or International Impact. Projects which are unique unto themselves or unique to Nevada which help to create media exposure nationally and internationally for the project and the state, and thus help to promote tourism to and within the state through increased awareness and interest.
 - c. Destination. Projects, which develop, promote and improve tourism to attract tourists to stay in rural Nevada, preferably for several nights.
 - d. Regional Impact. Projects, which attract tourists from other states, and/or projects, which draw non-local attendance such as, organized tours, FAM tours, educational workshops and seminars, model projects, and marketing plans.
 - e. Events. Events, which are new, and being developed or annual events, which do not qualify, in any of the above categories.
5. Applications for grant funds should be made on the official form. In addition, applicants must provide a formal and complete written statement of the project goal including an exact description of the purpose of the grant funds and how the grant funds will be expended, an itemized budget, the distribution plan and/or the media schedule (if appropriate to the project), the long and short term goals of the project, plus an estimate of the number of visitors/tourists the project expects to attract. Submitting creative ideas and plans will be helpful in the grant evaluation process.

Events, promotions, and advertising, which take place in July and August, should apply for grant funding in the previous fiscal year.

Organizations requesting a waiver of any portion of the matching funds must submit a verifiable statement of need. A statement on how project results will be measured should be included, and will, upon completion of the project, be used as a tool in evaluating the project's effectiveness and in evaluating future grant awards for similar projects.

A goal of the tourism matching grant program is for the grant money awarded to serve as "seed" money to help a project get started or grow and for future matching grant awards for projects to decrease as each event or promotion becomes successful enough to be self-sustaining. This will allow appropriated funds to assist other new events to get started or expand so as to bring additional tourism to Nevada, or to be used in destination marketing.

6. Funding allocation will consider measurable results provided by the prospective grantee organization. Each grant application should project the expected increase in visitor/tourist numbers and provide an estimate of the financial impact upon the local economy. A statement should be included with the grant application as to how the number of visitor/tourist visits and the financial impact on the local economy will be measured. These projections will be used in the evaluation of grant awards, and will be reviewed and compared with the evaluation of the project when reimbursement is requested. The measurable results will be used in the evaluation of future grant applications if for the same or similar projects.
7. The following are Fundable Expenses for the purpose of the grant funds:
 - a. Administration of Territories. The marketing territories set up by the Tourism Commission may apply for up to \$3,000 under regular application procedures. Funds will be transferred to the designated entity agreed upon by the territory and approved by the Commission. Eligible costs are:
 1. long distance phone calls related to territorial business (meetings or follow-up to ads and inquiries); phone calls must be logged and backed up with a phone statement;
 2. postage for meeting notices, proper territory business and inquiry response;
 3. photocopying costs related to territory business;
 4. stationery supplies for territorial mail;
 5. mileage reimbursement for travel to territory meetings by a member of each county within the territory. The rate allowed for mileage

reimbursement shall be the official state rate per mile or exact gasoline costs. The maximum amount for mileage reimbursement to attend territory meetings shall not exceed 50% of the funding provided for in the territory administrative cost grants and must be specifically requested in the administrative grant application. The chairperson of each territory will be responsible for the administration of the mileage reimbursements. All official State of Nevada forms and procedures for mileage reimbursement must be followed.

- b. Advertising. The purchase of advertising space or time, the reasonable fees of a recognized advertising agency, production or fulfillment costs. Priority will be given to advertising in state-sponsored media buys, such as the annual Sales Guide.
- c. Audio-Visual Presentations. Printing, photography, separations, art services, services of a recognized advertising agency or audio-visual firm. Project must have a plan for use in targeted regions, organizations and trade shows outside the local area and/or use in a local area.
- d. Destination Marketing Plans. Five year tourism destination marketing plans which include a market review, establishing specific objectives and strategies for marketing, advertising, sales promotion, execution, measurement and evaluation. Destination marketing is intended to attract more tourists to stay in an area for longer periods.
- e. Events. Non-local advertising, promotional literature, measurable publicity outside the local area. Events that attract significant non-local attendance will be considered on a case-by-case basis. Advertising must encourage attendance from out of town, county and/or state. Overnight stays are preferable when possible.
- f. Familiarization Tours. Reasonable expenses for transportation, food and lodging for the invited travel professionals, provided the end result is measurable publicity for the area and/or the development of saleable tour itineraries within the area or the state.
- g. Research. Projects related to developing statistical information or background for the further development of marketing and advertising programs, attractions and economic impacts upon areas within the state. Projects must complement and/or supplement ongoing research undertaken by the Commission on Tourism.
- h. Travel Promotion Literature. Printing, layout, design, typesetting, color separations, photography and distribution of literature. General promotional brochures should be in conformance with Commission standards for brochure

size and distribution. Consideration will also be given to other specially targeted literature that may not need to conform.

- i. Travel Shows. Booth rental, equipment and services rental, reasonable shipping costs for booth and literature.

8. The following are NOT fundable expenses for the purpose of these grant funds:

- a. Capital investments or improvements with the exception of signs or billboards. These signs may be classified as official signs and may be required to meet the Nevada Department of Transportation standards. Any sign funded by the Commission will have a minimum life expectancy of three years. At the end of three years, the sign may be taken down or revised with a new message. Interpretive signs are not grant eligible.
- b. Salaries, cost over-runs, overhead, staff food or lodging, staff benefits, entertainment or transportation, supplies (except as authorized in Item 7f).
- c. Equipment purchase.
- d. Communications by telephone, telegraph, telex (except as authorized in 7.a.1).
- e. Administrative postage and bulk permit fees. Other postage that is specifically expended on direct mail or bulk rate mail related to the application project is acceptable provided a postmaster's receipt is presented.
- f. Non-budgeted expenses.
- g. Expenses incurred or commitments made prior to the grant award.

9. Deadlines will be set by the Commission for the submission of new applications. Action on grants which are "held" for further information or clarification can be taken at the subsequent month's Commission meeting.

10. Expenditures by a grantee can commence (immediately) upon Commission approval. Reimbursement cannot be made until after the execution of the Grant Agreement and all other billing procedures are followed.

11. Upon notice of the grant award a Grant Agreement will be sent. This may be signed by the project director or the chief executive officer and returned to the Commission. A reimbursement billing requires the submission of two Outlay Reports and Request for Reimbursement forms, each with original signatures, a Volunteer Hours form (if applicable) along with copies of bills, contracts, invoices or purchase orders, copies of

the materials for which the grant was used, and evidence of the required matching funds. An Evaluation Form must be fully completed before final payments can be made.

12. Grants may be audited at any time by the Commission or its representatives. Performance on past and pending projects will be considered before further applications by the organization will be considered. It is the responsibility of the grantee to notify the Commission in writing of the completion of a grant project, including a full report of its results and copies of materials produced.
13. After payment, each project by an organization must be evaluated under NRS 231.260 (5)(c) and audited. Performance on specific projects will be considered before additional grants are funded. A comparison between the project's goals, budget and other plans, and the actual measurable results, will be done by the Commission staff and reviewed periodically by the Commission.
14. Pursuant to NRS 231.260, the Commission on Tourism is empowered with the authority to provide and administer grants of money or matching grants to political subdivisions of the state, to fair and recreation boards, and to local or regional organizations, which promote travel or tourism. These guidelines have been established to assist grant applicants in developing proposals for grant funds. The Commission hereby reserves the right to reject any and all proposals. This rejection may be based on the availability of funding and the number of proposals submitted. The Commission further reserves the right to waive any irregularities in any proposal if it is in the best interest of the Commission to do so.

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**For further information please call (775) 687-4322 or write to:
Nevada Commission on Tourism, 401 N. Carson St., Carson City, Nevada 89701.**

TOWN OF PAHRUMP
SUMMARY OF QUARTZSITE SPORTS, VACATION AND RV SHOW

A	B	C	D	E	H
	PROGRAM DESCRIPTION	ROOM TAX FUNDING	GRANTEE FUNDING	TOTAL PROGRAM	COMMENT
1	PTCC - QUARTZSITE BOOTH FEES	1,895	N/A	1,895	
2	PTCC - QUARTZSITE OPERATING EXPENSES	4,052	N/A	4,052	
3	PTCC - TRAVEL SHOW BOOTH EQUIPMENT	1,285	N/A	1,285	
4	SUBTOTAL - PTCC FUNDING	7,232	N/A	7,232	
5					
6	MTN FALLS GOLF RESORT - GRANT REQUEST	3,200	9,690	12,890	
7	PAHRUMP NUGGET - GRANT REQUEST	4,565	6,550	11,115	
8	PREFERRED RV RESORT - GRANT REQUEST	3,813	3,450	7,263	
9	SUBTOTAL - GRANT REQUESTS	11,578	19,690	31,268	
10					
11	TOTAL	18,810	19,690	38,500	

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

In completing this grant request application, please refer to the published "Grant Request Guidelines" for definitions, acceptable uses of grant funds, etc.

Type of Application: Marketing
Start-Up
Infrastructure
Cultural

APPLICATION CHECKLIST

This checklist is for your use in completing your PTCC Grant Request. Please submit the original grant request in the order and methods listed below.

Name of Applicant: Preferred RV Resort

Application Package

- Application Checklist
- Cover Sheet
- Application Narrative
- Event Budget
- Signed Certification Page

Supporting Materials

- Signed "Receipt and Acknowledgment" of Grant Request Guidelines
- Current Board of Directors list
- Most recent financial statement (Balance Sheet and Profit/Loss Statement)
- IRS Form 990 (if available) *n/a*
- Annual audit results (if available)
- Marketing collateral (section 2 of the Grant Request Guidelines) *not yet available*
- List of volunteer involvement and in-kind contributions *refer to narrative for details*
- Any supplemental materials relevant to this grant request

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

COVER SHEET

Name of Applicant: Preferred RV Resort
Address: 1801 Crawford Way
City, State, Zip: Pahrump NV 89048
Tax ID #: 88-0263963
Contact Person: James Horton
Telephone/Fax: 727-4414
E-Mail/Website: manager@preferredrv.com

Type of Organization: Governmental Non-Profit For Profit Individual

Details of project/event – please include the name, date(s), time(s), location(s), purpose and other pertinent information

A two-booth presence at the 2012 Quartzsite RV Show in partnership with the Pahrump Nugget and the town's tourism council to collectively promote tourism to the Pahrump valley.

Total Projected Event Income: \$ 0
(This should match total income from page 4)
Total Projected Event Expenses: \$ 7263
(This should match total expenses from page 4)
Total Projected Event Income/(Loss): \$ (7263)
(This should match total income/(loss) from page 4)
Grant Amount Requested: \$ 3613

Has this project/event received a PTCC grant in the past? YES NO If yes, when? _____

Has your organization received a PTCC grant in the past? YES NO If yes, when? _____

How many times has this project/event been held in the past? N/A

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

APPLICATION NARRATIVE

Your application narrative should be typed using a 12-point font, be no more than four (4) pages in length, and should respond to the following:

1. APPLICANT INFORMATION

- 1.1 Mission statement, brief statement of goals and objectives
- 1.2 Brief summary of applicant's history
- 1.3 Description of current programs, activities and accomplishments

2. PURPOSE OF GRANT

- 2.1 Describe the goals and objectives for this grant
- 2.2 Describe target population including number of individuals served
- 2.3 Describe specific activities for which you are seeking funding and the timeline for completion
- 2.4 Is this a new or on-going activity?
- 2.5 Other organizations participating in this activity
- 2.6 Other governmental organizations providing grants, including amount granted
- 2.7 Other corporate/community organizations providing grants, including amount granted

3. ADVERTISING/MARKETING

- 3.1 How will this project/event be advertised and marketed?
- 3.2 Where will this project/event be advertised and marketed?
- 3.3 How many people will be exposed to the advertising/marketing? Please provide a breakdown by geographic area
- 3.4 Is marketing collateral (refer to Section 2 of the Grant Request Guidelines) attached to this application?

4. LOCAL IMPACT

- 4.1 How many people will attend the project/event? How many are local residents? How many are visitors?
- 4.2 Will the project/event result in visitors staying one or more nights in local hotels and/or RV parks? How many total room nights are expected?
- 4.3 What is the overall economic impact of this project?
- 4.4 How will you track attendance and overall economic impact?
- 4.5 What is the overall expected outcome of the project/event?
- 4.6 How will you sustain this project/event past the start-up period?

Application Narrative

(refer to grant application, page 3)

Preferred RV Resort

PLEASE NOTE: Even though this grant application solely represents the plans and intentions of Preferred RV Resort, our interest in attending the Quartzsite RV Show is part of a collaborative effort between Preferred, the Pahrump Nugget and the Town's Tourism Council. As such, some of the material within those other applications may be similar or identical.

The Quartzsite Show in Quartzsite, Arizona bills itself as "The largest gathering of RVs and RVers on Earth!" Their web site boasts attendance of "150,000 plus." Considering Pahrump is highly dependent upon the tourist "snowbird" traffic, and considering how well represented that segment is at the Quartzsite show, a unified presence at the show is a natural and undeniable fit.

Individually and collectively, our intention is to create a significant presence at the January 2012 show that portrays Pahrump as the ideal snowbird destination, and to further entice RV travelers to visit Pahrump while making their biennial pilgrimage from north to south, and vice versa. We envision a lengthy row of Pahrump business properties, including Preferred and the Nugget, anchored by the Tourism Council's booth and further anchored by the State's tourism booth. Aside from a highly noticeable presence, we expect the collaboration to be complementary – all in all, we believe the collective effort will entice travelers to visit the area, or visit more often.

Neither Preferred nor the Nugget believes that anyone will travel to Pahrump just to visit our properties, however. In attendance at the show in recent years, our approach has been to educate the visitors on Pahrump first, including the area and regional attractions, and then on the individual properties second. Once visitors have a feel for what there is to see and do in the area, we then have the opportunity to entice them further, and possibly convince them to visit.

To do so, we would utilize photos, videos and other multimedia presentations of the area, which includes other businesses. For example, last year, we heavily promoted Spring Mountain Motorsports Ranch, FrontSight and the golf courses to entice visitors into the area, even though none of those businesses were paying participants. Thinking within a daytrip range, we also spoke extensively of Death Valley, Dumont Dunes and Beatty. This year, we would like to have even more participation from those area businesses and attractions, and a better visual presentation too – video clips of those attractions, a photo slide show, etc.

Attendance at Quartzsite does not pay for itself in terms of a single business, especially in the short term. Of the thousands of RV travelers who migrate north to south each year,

many never pass through this area, have never heard of Pahrump, or have no discernable reason to visit. And changing their travel patterns and preferences takes time, along with a significant campaign to secure their attention and awareness. Quartzsite is undeniably the perfect venue for accomplishing those goals.

Our grant application includes the fee for two booths at the show. Combined with a similar two-booth request from the Nugget and a booth for the town, we would like to use the "extra" space as a "hospitality" booth – allowing us sufficient space to bring interested visitors in and out of the sea of people, and to sit down and learn more about why they should consider visiting Pahrump. We may also use the space for promotional giveaways in the form of prize wheels, a blackjack table, etc. The total grant request is for the two booth spaces, audiovisual rentals (for area and property photos and videos), and for printed material to pass out. Our vision for the printed material is one side for the property (in this case, Preferred) and one side for the area as a whole, outlining all the reasons to visit, and keep visiting (which will include other area businesses and attractions). The rate quote from US Press for 2500 two-sided, full-color handouts is attached.

Thinking ahead, the ability to evaluate the effectiveness of such a combined effort can not be ignored. On the property level, such as Preferred, we are able to track Quartzsite attendees who took advantage of our offers, and we are willing to share that information with the community as a whole. From our show attendance in January of this year, for example, over 90% of those who visited had not done so before, and they collectively stayed a total of 168 site nights. In gathering a mailing list at the show by giving away free nights, we found that about 22% were from California, 14% from Arizona, 7% from Nevada, and all the rest encompassing about every state in the country and every Canadian province. For those who were educated on Pahrump at our 2011 booth but did not stay at Preferred, we have no way of knowing at this point, though. If we continue as planned, our printed material could offer a "fun book" of sorts, for example, that they could pick up at the town office, which would allow us to better evaluate the show's impact on the community as a whole.

Many of the items specifically requested in the application narrative are not applicable to this scenario, as a joint promotional effort to promote Pahrump. The others are addressed herein. This proposal is unique in many ways, and we hope that all of the relevant concerns have been adequately addressed.

Preferred RV Resort is owned and managed by its not-for-profit owners association, which includes 1100 snowbirds and over 400 owner-members who live in the Pahrump valley. The park was originally built in the mid 1980's, and was purchased from Preferred Equities out of bankruptcy by the owners in 1999. Preferred employs about 20 individuals, and hosts thousands of visitors each year. Since the park is member owned, we enjoy the services and assistance of dozens of owner volunteers, including the association's board of directors. For our 2011 Quartzsite booth, we had almost 15 volunteers who serviced the booth for the show's nine days, and did their very best to portray the entire Pahrump valley as an ideal destination, and we expect no less in 2012.

In summary, attendance at the January 2012 Quartzsite RV Show, as proposed and detailed, will greatly assist with promoting tourism in Pahrump, and the attendees at that show are not a hard sell, either. Many of them already pass through the area, or nearby, and just need a reason, and awareness, to change their travel plans to include Pahrump. A unified, eye-catching presence at the largest gathering of RV travelers in the area, partnering local business with the town's own tourism efforts and volunteers, creates an undeniable synergy to further promote Pahrump as a popular tourist destination.

Preferred RV Resort would like to be a part of that group, presuming the idea can be held together as a group. Our collective presence needs to be big enough and attractive enough to stand out in the crowd.



4952 WARNER AVE., SUITE 251, HUNTINGTON BEACH, CA 92649
800-969-5464 - 714-377-1409 FAX

2 + 1295.00 =
\$ 2590.00

29TH ANNUAL SPORTS, VACATION & RV SHOW

EXHIBIT SPACE APPLICATION - JANUARY 21st - 29th, 2012

INSIDE EXHIBIT AREA - Please reserve a total of 2 10' x 10' in-line booths @ \$1295.00 and/or _____ 10' x 10' corner booths @ \$1450.00 each. Includes one (1) 5 AMP (500 watts) outlet per booth.

MIDWAY EXHIBIT AREA - Please reserve a total of _____ midway spots @ \$1435.00 each. Midway spots include enough space for an average RV. You may live aboard. Includes 30 AMP electric hookup, water and a honey wagon dumps holding tanks as needed. Type of RV (Please circle one) *MH TT 5th Other* Length of RV _____

MAXI MIDWAY SPOT - Please reserve a total of _____ Maxi Midway spots @ \$1295.00 ea. Maxi Midway spots are 10'x20' canopies with carpeting at the entrances on North & South sides of main tent and include (1) 5 AMP (500 watts) electrical outlet.

MINI MIDWAY SPOT - Please reserve a total of _____ Mini Midway spots @ \$950.00 ea. Mini Midway spots are a 10'x10' canopy with carpeting at entrances on East & West ends of main tent and include (1) 5 AMP (500 watts) electrical outlet.

SERVICE/INSTALLATION AREA - Please reserve a total of _____ 20' x 40' service areas @ \$850.00 each. Service area includes a 20'x40' canopy and one (1) 5 AMP electrical outlet. (Additional power available through electrical contractor)

EXHIBITOR CAMPSITES - Please reserve a total of _____ campsites @ \$325.00 each. Campsite includes 30 AMP electrical hookup, water and honey wagon service. (Length of RV _____ in feet)

I understand that this is an application only and that actual exhibit space will be assigned by promoter. Application is subject to acceptance and approval by promoter. Exhibitors will not have to move between shows. Space assignment is for both shows if applicable. Exhibitor may request to change locations between shows based on availability.

I understand that 50% deposit is required on all exhibit space, service/installation areas and campsites and is due with this application. Please find enclosed our deposit for \$ _____. **I also understand that this deposit will not be refunded** and any reduction in our initial space request, after November 1, 2011, will result in a penalty of 100% of the original space cost. **All outstanding balances are due November 1st, 2011. All application received after Nov. 10 requires full payment with application. I also understand that any exhibit space reserved with an outstanding balance due after December 15th, 2011 will be considered "canceled" and all deposits will be forfeited.**

Visa - M/C - Disc - Amex # _____ - _____ - _____ - _____ Exp. _____ SEC Code _____

(PLEASE MAKE CHECK PAYABLE TO: QZ RV SHOW - BALANCE DUE NOV. 1ST OR FULL PAY AFTER NOV. 1)

We wish to display/sell the following products or services: _____

COMPANY _____ PHONE (_____) _____

ADDRESS _____ FAX (_____) _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____ WEB SITE URL _____

PERSON MAKING REQUEST & TITLE (please print legibly) _____

I hereby acknowledge that I have read the paragraph regarding refunds, cancellations, final payment due date and agree to the terms therein with my signature below.

AUTHORIZED SIGNATURE _____

Search

0 items in cart

Home About Us Contact U.S. Press® Help Center PRINTdesignz Services Login

Sell Sheets

All Products

Professionally Printed Full Color Sell Sheets give you instant credibility!

- Quantity
- Trim Size
- Paper Choice
- Ink Colors
- US Press PrintDesignz Services
- Folding Option
- Drilling
- Proofing Option
- Turn Around Time

Total Cost \$522.90



U.S. Press sell sheets provide you with an attention-grabbing page that summarizes your product or service. They are most effective when they contain a photo of your product or service and a tightly written summary of what you have to offer. Add your

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

EVENT BUDGET

Do not include any anticipated grant funds from the PTCC on this form. List all sources of revenue for this project/event (other than PTCC grants) and all projected expenses. For the purposes of this budget, include only cash revenues/expenses and in-kind support; do not include volunteer time. If desired, you may use your own income statement form rather than this form (provided that all required information is supplied); simply state "See Attached" and attach your form.

<u>REVENUES</u>		<u>EXPENSES</u>	
Governmental Grants	_____	Marketing/Advertising**	3813
Foundation Grants	_____	Salaries/Benefits*	1575
Corporate Grants	_____	Professional Fees	_____
Sponsorships	_____	Travel*	825
Advertising (programs, etc.)	_____	Training*	_____
Admissions	_____	Equipment*	_____
Booth Rentals	_____	Quartzsite license	50
Concessions	_____	Misc supplies	250
Donations	_____	Promotional Giveaways	750
In-Kind Support	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
TOTAL	<u>0</u>	TOTAL	<u>7263</u>

PROJECTED INCOME/(LOSS): (7263)

* = Pursuant to Section 1.16 of the "Grant Request Guidelines," these expenses are not eligible for grant funding.
 ** = Provide details on a separate page.

Event Marketing and Advertising Budget Detail
(refer to grant application, page 4)

Preferred RV Resort

Total Marketing/Advertising Expenses: \$3813

Breakdown:

Quartzsite booth rental:	2590
Printing (US Press):	523
Audiovisual display rental:	500
(vendor unknown at this time)	
Misc printing (in house):	200
TOTAL:	\$3813

Pahrump Tourism and Convention Council

Form PTCC-02: Grant Request Guidelines

RECEIPT AND ACKNOWLEDGMENT

I hereby acknowledge receipt of the Grant Request Guidelines of the Pahrump Tourism and Convention Council (Version 1, Effective 08/01/2009). I understand that, if my grant request is approved (in whole or in part) by the Pahrump Tourism and Convention Council and the Pahrump Town Board, this "Receipt and Acknowledgment" will become an Exhibit to the Grant Agreement and will thereby fully incorporate all requirements, terms, conditions, etc. of the Grant Request Guidelines into the Grant Agreement. I hereby agree to fully comply with the Grant Request Guidelines before, during and after the event and I understand that failure to comply with the Grant Request Guidelines will be considered a material breach of the Grant Agreement. I represent and warrant that I have full authority to sign this "Receipt and Acknowledgment" and to bind the applicant/grantee.

Quartzsite RV Show Booth

Print Name of Event

Preferred RV Resort - James Horton

Print Name Applicant (Organization/Individual)



Signature of Applicant

James Horton

Print Name of Person Signing

7/23/11

Date

AGENDA ITEM REQUEST

Requests and backup must be into the Town Office by **3:00 p.m. ten (10) business days before the preceding Town Board meeting** you wish the item presented. Town Board meetings are held on the second and fourth Tuesday of each month at 7:00 p.m. in the Bob Ruud Community Center.

DATE AGENDA ITEM SUBMITTED 8/8/2011	DATE OF DESIRED BOARD MEETING 8/23/2011
--	--

CIRCLE ONE: Action Item Non-Action Item Presentation

ITEM REQUESTED FOR CONSIDERATION:

Discussion and Possible Decision to Approve a grant application for trade show expenses from Pahrump Nugget Hotel and Casino for Quartzsite RV Show in an amount not to exceed \$5,000 payable from the Town Tourism Room Tax Fund.

If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.

BRIEF SUMMARY OF ITEM:

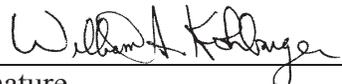
See attached memo from Town Manager with attached funding chart plus Nugget Grant Application.

BACKUP ATTACHED: YES NO

NAME OF PRESENTER(S) OF ITEM: Nugget Hotel & Casino Representative

SPONSORED BY:

William A. Kohbarger, Town Manager
Print Name


Signature

400 N. Hwy 160
Mailing Address

(775) 727-5107 ext. 305
Telephone Number

**MEMO
TOWN OF PAHRUMP
AGENDA ITEM UPDATE
MEETING DATE: August 23, 2011**

TO: Town Board

FROM: William A. Kohbarger, Town Manager
Michael Sullivan, Finance Director

DATE: August 18, 2011

RE: **Discussion and possible decision** to approve a grant application for trade show expenses from Preferred RV Resort for Quartzsite RV Show in an amount not to exceed \$5,000 payable from the Town Tourism Room Tax Fund. (For Possible Action)

Discussion and possible decision to approve a grant application for trade show expenses from Pahrump Nugget Hotel and Casino for Quartzsite RV Show in an amount not to exceed \$5,000 payable from the Town Tourism Room Tax Fund. (For Possible Action)

Discussion and possible decision to approve a grant application for trade show expenses from Mountain Falls Golf Club for Quartzsite RV Show in an amount not to exceed \$5,000 payable from the Town Tourism Room Tax Fund. (For Possible Action)

1) Background

Preferred RV, Nugget Casino and Mountain Falls Golf Club all put in grant applications to attend the Quartzsite RV Travel Show to the PTCC Advisory Board. The PTCC was unable to hear their requests since three members of the PTCC were employed by one of the three groups. In order not to create a conflict of interest among the PTCC members the grant requests were forwarded directly to the Town Board.

The Town (PTCC members and staff), if approved by the Town Board, will be purchasing a booth at the upcoming Quartzsite RV Travel Show and has no problem sharing or allowing private businesses to market themselves through this shared booth.

2) Facts/Staff's Opinion

After reviewing the PTCC grant request guidelines (see attached), it is staff's opinion that the aforementioned requested grants do not fall within the established guidelines as written.

There are only four categories in which grants are considered:

1. Marketing
2. Start-up
3. Infrastructure
4. Cultural

Even if the requested grants did fall under one of the above listed categories, Section 1.19 would not allow the three businesses "to earn a profit from any event/attraction/activity sponsored by the PTCC". "If a profit is available, said profit must be remitted to the PTCC up to the amount of the grant awarded." These three businesses want to attend the Quartzsite

**MEMO
TOWN OF PAHRUMP
AGENDA ITEM UPDATE
MEETING DATE: August 23, 2011**

RV Travel Show in an attempt to promote their businesses and attract patrons to their businesses, thus gaining a profit on those patrons that attend their businesses.

In addition, the Town has never funded private businesses to attend a trade show to market themselves. By doing so, this would open up a whole new category of grant, which is not currently in the grant request guidelines. Plus this would allow any business within the Town to request funds to attend any trade show and/or event that they could utilize to market their goods/business.

Furthermore, Nevada Commission on Tourism (NCOT), which the PTCC created their standards around, only awards grants to non-profits organizations. (See attached NCOT Grant Guidelines)

3) Fiscal Impact

The total cost of the aforementioned grants would be an amount not to exceed \$15,000.00. These funds would be allocated from the Tourism Room Tax Fund.

4) Town Manager Recommendation and Board Action Requested

The Town Manager/staff respectfully requests that the Town Board deny the aforementioned grant the requests from Preferred RV, Nugget Casino and Mountain Falls Golf Course for the following reason(s):

1. The grant requests due not fall under the established PTCC grant request Guidelines
2. The Town, if approved, will be purchasing a booth and will offer to share the booth with any Pahrump business

If you have any additional questions, we would be happy to answer them.

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

In completing this grant request application, please refer to the published "Grant Request Guidelines" for definitions, acceptable uses of grant funds, etc.

Type of Application:

Marketing

Start-Up

Infrastructure

Cultural

APPLICATION CHECKLIST

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Name of Applicant:

Pahrump Nugget Casino

Application Package

- Application Checklist
- Cover Sheet
- Application Narrative
- Event Budget
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Supporting Materials

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- Current Board of Directors list
- Most recent financial statement (Balance Sheet and Profit/Loss Statement)
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- Marketing collateral (section 2 of the Grant Request Guidelines)
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- Any supplemental materials relevant to this grant request



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800-969-5464 - 714-377-1409 FAX

2 x 1295.00 =
\$ 2590.00

29TH ANNUAL SPORTS, VACATION & RV SHOW

EXHIBIT SPACE APPLICATION - JANUARY 21st - 29th, 2012

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Visa - M/C - Disc - Amex # _____ - _____ - _____ - _____ Exp. _____ SEC Code _____

(PLEASE MAKE CHECK PAYABLE TO: QZ RV SHOW - BALANCE DUE NOV. 1ST OR FULL PAY AFTER NOV. 1)

We wish to display/sell the following products or services: _____

COMPANY _____ PHONE (_____) _____

ADDRESS _____ FAX (_____) _____

CITY _____ STATE _____ ZIP _____

E-MAIL _____ WEB SITE URL _____

PERSON MAKING REQUEST & TITLE (please print legibly) _____

I hereby acknowledge that I have read the paragraph regarding refunds, cancellations, final payment due date and agree to the terms therein with my signature below.

AUTHORIZED SIGNATURE _____

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

APPLICATION NARRATIVE

Your application narrative should be typed using a 12-point font, be no more than four (4) pages in length, and should respond to the following:

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- 1.1 Mission statement, brief statement of goals and objectives
- 1.2 Brief summary of applicant's history
- 1.3 Description of current programs, activities and accomplishments

2. PURPOSE OF GRANT

- 2.1 Describe the goals and objectives for this grant
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- 4.6 How will you sustain this project/event past the start-up period?

Application Narrative

(refer to grant application, page 3)

Pahrump Nugget Hotel and Casino

PLEASE NOTE: Even though this grant application solely represents the plans and intentions of the Pahrump Nugget we are working in collaboration with Preferred RV and the Pahrump Tourism Counsel. Below is an application narrative prepared by James Horton of Preferred RV. I have changed some of the verbiage to represent the Nugget in this application request. Mr. Horton has done an incredible job putting this together and it clearly represents the actions and intentions of the Pahrump Nugget at Quartzsite 2012.

The Quartzsite Show in Quartzsite, Arizona bills itself as "The largest gathering of RVs and RVers on Earth!" Their web site boasts attendance of "150,000 plus." Considering Pahrump is highly dependent upon the tourist "snowbird" traffic, and considering how well represented that segment is at the Quartzsite show, a unified presence at the show is a natural and undeniable fit.

Individually and collectively, our intention is to create a significant presence at the January 2012 show that portrays Pahrump as the ideal snowbird destination, and to further entice RV travelers to visit Pahrump while making their biennial pilgrimage from north to south, and vice versa. We envision a lengthy row of Pahrump business properties, including the Nugget and Preferred RV, anchored by the Tourism Council's booth and further anchored by the State's tourism booth. Aside from a highly noticeable presence, we expect the collaboration to be complementary – all in all, we believe the collective effort will entice travelers to visit the area, or visit more often.

Neither Preferred nor the Nugget believes that anyone will travel to Pahrump just to visit our properties, however. In attendance at the show last year, our approach was to educate the visitors on Pahrump first, including the area and regional attractions, and then on the individual properties second. Once visitors have a feel for what there is to see and do in the area, we then have the opportunity to entice them further, and possibly convince them to visit.

To do so, we would utilize photos, videos and other multimedia presentations of the area, which includes other businesses. For example, last year, we heavily promoted Spring Mountain Motorsports Ranch, FrontSight and the golf courses to entice visitors into the area, even though none of those businesses were paying participants. Thinking within a daytrip range, we also spoke extensively of Death Valley, Dumont Dunes and Beatty. This year, we would like to have even more participation from those area businesses and attractions, and a better visual presentation too – video clips of those attractions, a photo slide show, etc.

Attendance at Quartzsite does not pay for itself in terms of a single business, especially in the short term. Of the thousands of RV travelers who migrate north to south each year, many never pass through this area, have never heard of Pahrump, or have no discernable reason to visit. And changing their travel patterns and preferences takes time, along with a significant campaign to secure their attention and awareness. Quartzsite is undeniably the perfect venue for accomplishing those goals.

Our grant application includes the fee for two booths at the show. Combined with a similar two-booth request from the Preferred RV and a booth for the town, we would like to use the "extra" space as a "hospitality" booth – allowing us sufficient space to bring interested visitors in and out of the sea of people, and to sit down and learn more about why they should consider visiting Pahrump. We may also use the space for promotional giveaways in the form of prize wheels, a blackjack table, etc. The total grant request is for the two booth spaces, audiovisual rentals (for area and property photos and videos), and for printed material to pass out.

Thinking ahead, the ability to evaluate the effectiveness of such a combined effort can not be ignored. On the property level, such as Preferred and the Nugget, we are able to track Quartzsite attendees who took advantage of our offers, and we are willing to share that information with the community as a whole. From our show attendance in January of this year, for example, over 90% of those who visited had not done so before, and they collectively stayed a total of 168 site nights. In gathering a mailing list at the show by giving away free nights, we found that about 22% were from California, 14% from Arizona, 7% from Nevada, and all the rest encompassing about every state in the country and every Canadian province. For those who were educated on Pahrump at our 2011 booth but did not stay at Nugget, we have no way of knowing at this point, though. If we continue as planned, our printed material could offer a "fun book" of sorts, for example, that they could pick up at the town office, which would allow us to better evaluate the show's impact on the community as a whole.

Many of the items specifically requested in the application narrative are not applicable to this scenario, as a joint promotional effort to promote Pahrump. The others are addressed herein. This proposal is unique in many ways, and we hope that all of the relevant concerns have been adequately addressed.

In summary, attendance at the January 2012 Quartzsite RV Show, as proposed and detailed, will greatly assist with promoting tourism in Pahrump, and the attendees at that show are not a hard sell, either. Many of them already pass through the area, or nearby, and just need a reason, and awareness, to change their travel plans to include Pahrump. A unified, eye-catching presence at the largest gathering of RV travelers in the area, partnering local business with the town's own tourism efforts and volunteers, creates an undeniable synergy to further promote Pahrump as a popular tourist destination.

The Pahrump Nugget Hotel and Casino would like to be a part of that group, presuming the idea can be held together as a group. Our collective presence needs to be big enough and attractive enough to stand out in the crowd.

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

EVENT BUDGET

Do not include any anticipated grant funds from the PTCC on this form. List all sources of revenue for this project/event (other than PTCC grants) and all projected expenses. For the purposes of this budget, include only cash revenues/expenses and in-kind support; do not include volunteer time. If desired, you may use your own income statement form rather than this form (provided that all required information is supplied); simply state "See Attached" and attach your form.

<u>REVENUES</u>		<u>EXPENSES</u>	
Governmental Grants	_____	Marketing/Advertising**	<u>4565</u>
Foundation Grants	_____	Salaries/Benefits*	<u>4400</u>
Corporate Grants	_____	Professional Fees	_____
Sponsorships	_____	Travel*	<u>2100</u>
Advertising (programs, etc.)	_____	Training*	_____
Admissions	_____	Equipment*	_____
Booth Rentals	_____	<u>Quartzsite License</u>	<u>50</u>
Concessions	_____	_____	_____
Donations	_____	_____	_____
In-Kind Support	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
TOTAL	_____	TOTAL	<u>11,115</u>

PROJECTED INCOME/(LOSS): (11,115)

* = Pursuant to Section 1.16 of the "Grant Request Guidelines," these expenses are not eligible for grant funding.
 ** = Provide details on a separate page.

**Event Marketing and Advertising Budget Detail
(refer to grant application, page 4)**

Pahrump Nugget Quartzsite Proposed Expenses

Booth Rental	2590
Printing	600
Audio visual Display	325
Misc. Expenses	250
Giveaways	800
Total	4565

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

CERTIFICATION

The undersigned attests that all information contained in this grant request application is true and correct to the best knowledge of the signer as of the date signed. The undersigned represents and warrants that s/he has full authority to sign this grant request application on behalf of the applicant.

Jeff S. Paul
SIGNATURE OF AUTHORIZED AGENT

7/27/11
DATE

Jeffery S. Rathjen
PRINTED NAME OF AUTHORIZED AGENT

FOR PTCC USE ONLY

The grant request was heard on (date): _____

The grant request is: APPROVED DENIED

Approved amount: _____

Authorized Uses of Funds:	<u>Marketing/Advertising</u>	<u>\$</u>
	<u>Start-Up Expenses</u>	<u>\$</u>
	_____	<u>\$</u>
	_____	<u>\$</u>
	TOTAL	<u>\$</u>

Signature of Authorized PTCC Representative

Date

Pahrump Tourism and Convention Council

Form PTCC-02: Grant Request Guidelines

RECEIPT AND ACKNOWLEDGMENT

I hereby acknowledge receipt of the Grant Request Guidelines of the Pahrump Tourism and Convention Council (Version 1, Effective 08/01/2009). I understand that, if my grant request is approved (in whole or in part) by the Pahrump Tourism and Convention Council and the Pahrump Town Board, this "Receipt and Acknowledgment" will become an Exhibit to the Grant Agreement and will thereby fully incorporate all requirements, terms, conditions, etc. of the Grant Request Guidelines into the Grant Agreement. I hereby agree to fully comply with the Grant Request Guidelines before, during and after the event and I understand that failure to comply with the Grant Request Guidelines will be considered a material breach of the Grant Agreement. I represent and warrant that I have full authority to sign this "Receipt and Acknowledgment" and to bind the applicant/grantee.

Quartzsite RV Show
Print Name of Event

Pahrump Nugget Hotel & Casino / Jeffery Rathjen
Print Name Applicant (Organization/Individual)

Jeffery S. Rathjen
Signature of Applicant

Jeffery S. Rathjen
Print Name of Person Signing

7/27/11
Date

TOWN OF PAHRUMP
SUMMARY OF QUARTZSITE SPORTS, VACATION AND RV SHOW

A	B	C	D	E	H
	PROGRAM DESCRIPTION	ROOM TAX FUNDING	GRANTEE FUNDING	TOTAL PROGRAM	COMMENT
1	PTCC - QUARTZSITE BOOTH FEES	1,895	N/A	1,895	
2	PTCC - QUARTZSITE OPERATING EXPENSES	4,052	N/A	4,052	
3	PTCC - TRAVEL SHOW BOOTH EQUIPMENT	1,285	N/A	1,285	
4	SUBTOTAL - PTCC FUNDING	7,232	N/A	7,232	
5					
6	MTN FALLS GOLF RESORT - GRANT REQUEST	3,200	9,690	12,890	
7	PAHRUMP NUGGET - GRANT REQUEST	4,565	6,550	11,115	
8	PREFERRED RV RESORT - GRANT REQUEST	3,813	3,450	7,263	
9	SUBTOTAL - GRANT REQUESTS	11,578	19,690	31,268	
10					
11	TOTAL	18,810	19,690	38,500	

AGENDA ITEM REQUEST

Requests and backup must be into the Town Office by **3:00 p.m. ten (10) business days before the preceding Town Board meeting** you wish the item presented. Town Board meetings are held on the second and fourth Tuesday of each month at 7:00 p.m. in the Bob Ruud Community Center.

DATE AGENDA ITEM SUBMITTED	DATE OF DESIRED BOARD MEETING
8/8/2011	8/23/2011

CIRCLE ONE: Action Item Non-Action Item Presentation

ITEM REQUESTED FOR CONSIDERATION:

Discussion and Possible Decision to Approve a grant application for trade show expenses from Mountain Falls Golf Club for Quartzsite RV Show in an amount not to exceed \$5,000 payable from the Town Tourism Room Tax Fund.

If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.

BRIEF SUMMARY OF ITEM:

See attached memo from Town Manager with attached funding chart plus Mountain Falls Grant Application.

BACKUP ATTACHED: YES NO

NAME OF PRESENTER(S) OF ITEM: Mountain Falls Golf Club Representative

SPONSORED BY:

William A. Kohbarger, Town Manager
Print Name


Signature

400 N. Hwy 160
Mailing Address

(775) 727-5107 ext. 305
Telephone Number

**MEMO
TOWN OF PAHRUMP
AGENDA ITEM UPDATE
MEETING DATE: August 23, 2011**

TO: Town Board

FROM: William A. Kohbarger, Town Manager
Michael Sullivan, Finance Director

DATE: August 18, 2011

RE: **Discussion and possible decision** to approve a grant application for trade show expenses from Preferred RV Resort for Quartzsite RV Show in an amount not to exceed \$5,000 payable from the Town Tourism Room Tax Fund. (For Possible Action)

Discussion and possible decision to approve a grant application for trade show expenses from Pahrump Nugget Hotel and Casino for Quartzsite RV Show in an amount not to exceed \$5,000 payable from the Town Tourism Room Tax Fund. (For Possible Action)

Discussion and possible decision to approve a grant application for trade show expenses from Mountain Falls Golf Club for Quartzsite RV Show in an amount not to exceed \$5,000 payable from the Town Tourism Room Tax Fund. (For Possible Action)

1) Background

Preferred RV, Nugget Casino and Mountain Falls Golf Club all put in grant applications to attend the Quartzsite RV Travel Show to the PTCC Advisory Board. The PTCC was unable to hear their requests since three members of the PTCC were employed by one of the three groups. In order not to create a conflict of interest among the PTCC members the grant requests were forwarded directly to the Town Board.

The Town (PTCC members and staff), if approved by the Town Board, will be purchasing a booth at the upcoming Quartzsite RV Travel Show and has no problem sharing or allowing private businesses to market themselves through this shared booth.

2) Facts/Staff's Opinion

After reviewing the PTCC grant request guidelines (see attached), it is staff's opinion that the aforementioned requested grants do not fall within the established guidelines as written.

There are only four categories in which grants are considered:

1. Marketing
2. Start-up
3. Infrastructure
4. Cultural

Even if the requested grants did fall under one of the above listed categories, Section 1.19 would not allow the three businesses "to earn a profit from any event/attraction/activity sponsored by the PTCC". "If a profit is available, said profit must be remitted to the PTCC up to the amount of the grant awarded." These three businesses want to attend the Quartzsite

**MEMO
TOWN OF PAHRUMP
AGENDA ITEM UPDATE
MEETING DATE: August 23, 2011**

RV Travel Show in an attempt to promote their businesses and attract patrons to their businesses, thus gaining a profit on those patrons that attend their businesses.

In addition, the Town has never funded private businesses to attend a trade show to market themselves. By doing so, this would open up a whole new category of grant, which is not currently in the grant request guidelines. Plus this would allow any business within the Town to request funds to attend any trade show and/or event that they could utilize to market their goods/business.

Furthermore, Nevada Commission on Tourism (NCOT), which the PTCC created their standards around, only awards grants to non-profits organizations. (See attached NCOT Grant Guidelines)

3) Fiscal Impact

The total cost of the aforementioned grants would be an amount not to exceed \$15,000.00. These funds would be allocated from the Tourism Room Tax Fund.

4) Town Manager Recommendation and Board Action Requested

The Town Manager/staff respectfully requests that the Town Board deny the aforementioned grant the requests from Preferred RV, Nugget Casino and Mountain Falls Golf Course for the following reason(s):

1. The grant requests due not fall under the established PTCC grant request Guidelines
2. The Town, if approved, will be purchasing a booth and will offer to share the booth with any Pahrump business

If you have any additional questions, we would be happy to answer them.

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

In completing this grant request application, please refer to the published "Grant Request Guidelines" for definitions, acceptable uses of grant funds, etc.

Type of Application: Marketing

 Start-Up

 Infrastructure

 Cultural

APPLICATION CHECKLIST

This checklist is for your use in completing your PTCC Grant Request. Please submit the original grant request in the order and methods listed below.

Name of Applicant: Mountain Falls Golf Course, LLC

Application Package

- Application Checklist
- Cover Sheet
- Application Narrative
- Event Budget
- Signed Certification Page

Supporting Materials

- Signed "Receipt and Acknowledgment" of Grant Request Guidelines
- Current Board of Directors list
- Most recent financial statement (Balance Sheet and Profit/Loss Statement)
- IRS Form 990 (if available)
- Annual audit results (if available)
- Marketing collateral (section 2 of the Grant Request Guidelines)
- List of volunteer involvement and in-kind contributions
- Any supplemental materials relevant to this grant request

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

COVER SHEET

Name of Applicant: Mountain Falls Golf Course, LLC
Address: 5001 S. Clubhouse Drive
City, State, Zip: Pahrump, NV 89061
Tax ID #: 20-1223291
Contact Person: Greg Moynahan
Telephone/Fax: (702)491-4295
E-Mail/Website: greg.moynahan@lyonhomes.com
Type of Organization: Governmental Non-Profit For Profit Individual

Details of project/event – please include the name, date(s), time(s), location(s), purpose and other pertinent information

The Quartzsite RV Show, 1-21/29-2012
Quartzsite, AZ
Promote tourism to Pahrump

Total Projected Event Income: \$ 0
(This should match total income from page 4)
Total Projected Event Expenses: \$ 12,890.00
(This should match total expenses from page 4)
Total Projected Event Income/(Loss): \$ (12,890.00)
(This should match total income/(loss) from page 4)
Grant Amount Requested: \$ 3,200.00

Has this project/event received a PTCC grant in the past? YES NO If yes, when? _____
Has your organization received a PTCC grant in the past? YES NO If yes, when? _____
How many times has this project/event been held in the past? 0

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

APPLICATION NARRATIVE

Your application narrative should be typed using a 12-point font, be no more than four (4) pages in length, and should respond to the following:

1. APPLICANT INFORMATION

- 1.1 Mission statement, brief statement of goals and objectives
- 1.2 Brief summary of applicant's history
- 1.3 Description of current programs, activities and accomplishments

2. PURPOSE OF GRANT

- 2.1 Describe the goals and objectives for this grant
- 2.2 Describe target population including number of individuals served
- 2.3 Describe specific activities for which you are seeking funding and the timeline for completion
- 2.4 Is this a new or on-going activity?
- 2.5 Other organizations participating in this activity
- 2.6 Other governmental organizations providing grants, including amount granted
- 2.7 Other corporate/community organizations providing grants, including amount granted

3. ADVERTISING/MARKETING

- 3.1 How will this project/event be advertised and marketed?
- 3.2 Where will this project/event be advertised and marketed?
- 3.3 How many people will be exposed to the advertising/marketing? Please provide a breakdown by geographic area
- 3.4 Is marketing collateral (refer to Section 2 of the Grant Request Guidelines) attached to this application?

4. LOCAL IMPACT

- 4.1 How many people will attend the project/event? How many are local residents? How many are visitors?
- 4.2 Will the project/event result in visitors staying one or more nights in local hotels and/or RV parks? How many total room nights are expected?
- 4.3 What is the overall economic impact of this project?
- 4.4 How will you track attendance and overall economic impact?
- 4.5 What is the overall expected outcome of the project/event?
- 4.6 How will you sustain this project/event past the start-up period?

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

EVENT BUDGET

Do not include any anticipated grant funds from the PTCC on this form. List all sources of revenue for this project/event (other than PTCC grants) and all projected expenses. For the purposes of this budget, include only cash revenues/expenses and in-kind support; do not include volunteer time. If desired, you may use your own income statement form rather than this form (provided that all required information is supplied); simply state "See Attached" and attach your form.

REVENUES

EXPENSES

Governmental Grants	<u>0</u>	Marketing/Advertising**	<u>2,500.⁰⁰</u>
Foundation Grants	<u>0</u>	Salaries/Benefits*	<u>5,040.⁰⁰</u>
Corporate Grants	<u>0</u>	Professional Fees	<u>1,450.⁰⁰</u>
Sponsorships	<u>0</u>	Travel*	<u>2,500.⁰⁰</u>
Advertising (programs, etc.)	<u>0</u>	Training*	<u>0</u>
Admissions	<u>0</u>	Equipment*	<u>700.⁰⁰</u>
Booth Rentals	<u>0</u>	Food	<u>700.⁰⁰</u>
Concessions	<u>0</u>		
Donations	<u>0</u>		
In-Kind Support	<u>0</u>		
TOTAL	<u>0</u>	TOTAL	<u>\$12,890.⁰⁰</u>

PROJECTED INCOME/(LOSS): \$12,890.⁰⁰

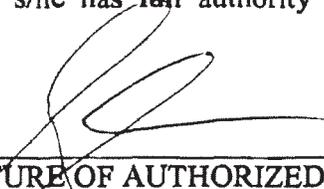
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PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

Form PTCC-03: Grant Request Application Packet

CERTIFICATION

The undersigned attests that all information contained in this grant request application is true and correct to the best knowledge of the signer as of the date signed. The undersigned represents and warrants that s/he has full authority to sign this grant request application on behalf of the applicant.



SIGNATURE OF AUTHORIZED AGENT

7-29-11
DATE

Greg Moynahan

PRINTED NAME OF AUTHORIZED AGENT

FOR PTCC USE ONLY

The grant request was heard on (date): _____

The grant request is: APPROVED DENIED

Approved amount: _____

Authorized Uses of Funds:	<u>Marketing/Advertising</u>	<u>\$</u>
	<u>Start-Up Expenses</u>	<u>\$</u>
	_____	<u>\$</u>
	_____	<u>\$</u>
	TOTAL	<u>\$</u>

Signature of Authorized PTCC Representative

Date

PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

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PAHRUMP TOURISM AND CONVENTION COUNCIL ("PTCC")

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Form PTCC-03: Grant Request Application Packet

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Concessions	<u>0</u>	_____	_____
Donations	<u>0</u>	_____	_____
In-Kind Support	<u>0</u>	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
TOTAL	<u>0</u>	TOTAL	<u>\$12,890.⁰⁰</u>

PROJECTED INCOME/(LOSS): \$12,890.⁰⁰

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** = Provide details on a separate page.

TOWN OF PAHRUMP
SUMMARY OF QUARTZSITE SPORTS, VACATION AND RV SHOW

A	B	C	D	E	H
	PROGRAM DESCRIPTION	ROOM TAX FUNDING	GRANTEE FUNDING	TOTAL PROGRAM	COMMENT
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4	SUBTOTAL - PTCC FUNDING	7,232	N/A	7,232	
5					
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9	SUBTOTAL - GRANT REQUESTS	11,578	19,690	31,268	
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AGENDA ITEM REQUEST

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DATE AGENDA ITEM SUBMITTED
8/5/2011

DATE OF DESIRED BOARD MEETING
8/23/2011

CIRCLE ONE: Action Item Non-Action Item Presentation

ITEM REQUESTED FOR CONSIDERATION:

Discussion and Possible Decision to Approve Resolution #2011-10, A Resolution to Establish a Blue Ribbon Committee on Rural Transit Transportation Advisory Board and All Matters Properly Related Thereto.

If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.

BRIEF SUMMARY OF ITEM:

See attached Resolution 2011-10 and Attachment "A" PMTTAB By-Laws.

BACKUP ATTACHED: YES NO

NAME OF PRESENTER(S) OF ITEM: Mrs. Endersby, Town Board Member

SPONSORED BY:

Mrs. Endersby, Town Board Member

Print Name

 for Mrs. Endersby

Signature

400 N. Hwy 160

Mailing Address

(775) 727-5107

Telephone Number

RESOLUTION #2011-10
PAHRUMP TOWN BOARD

**A RESOLUTION TO ESTABLISH A BLUE RIBBON COMMITTEE
ON RURAL TRANSIT TRANSPORTATION AND ALL MATTERS PROPERLY
RELATED THERETO**

WHEREAS, the Town Board wishes to establish A Blue Ribbon Committee on Rural Transit Transportation to identify and develop possible solutions for a future course of action with regards to the transportation needs within the Pahrump Regional Planning District and Nye County at large, the Committee will develop recommendations to the Pahrump Town Board after review of information such as public needs assessments, the Pahrump Regional Planning District Master Plan 2010, expert recommendations, cost considerations, economic development proposals, and county/state regulations; and

WHEREAS, the Town of Pahrump Rural Transit Transportation Committee will consist of seven voting members selected by a selection committee upon formal written application; consisting of two Town Board Members and the Town Manager; and

WHEREAS, the By-laws for the Town of Pahrump Rural Transit Transportation Committee is attached hereto as Exhibit A; now therefore,

IT IS HEREBY RESOLVED that the Pahrump Town board establishes the Town of Pahrump Rural Transit Transportation Committee and adopts as its By-Laws the attached hereto as exhibit A.

Motion proposed by Town Board Member:

Motion seconded by Town Board Member:

Vote: Ayes: Nays: Absent:

Approved on the ____ day of _____ 2011.

Mike Darby, Chairman
Pahrump Town Board

Carolene Endersby, Clerk
Pahrump Town Board

**BLUE RIBBON COMMITTEE ON RURAL TRANSIT TRANSPORTATION
WITHIN THE PAHRUMP REGIONAL PLANNING DISTRICT
BY-LAWS**

PURPOSE STATEMENT

The purpose of the Committee shall be to develop local, regional, and State solutions concerning rural transit transportation issues through collaboration with local, county, and State jurisdictions. Also, it shall recommend the implementation or promotion of those approaches that show the greatest promise for the enhancement of the quality of life for the Town of Pahrump, through the creation of a regional transportation plan, which addresses multi-modal rural transit for the residents and visitors within the Pahrump Regional Planning District. The powers and duties of the Committee shall include, but not be limited to the regional transportation issues as following:

- A. Establish a collaborative partnership process with local, county, and State government entities, and other non-government entities to address transportation needs;
- B. Establish an inner-town transportation system within the valley to provide alternatives to passenger vehicle use and collaborate with Nye County to assess and provide transit services to Nye County at large;
- C. Hold public dialogues, meetings, workshops, and forums as it deems necessary for the purpose of promoting the exchange of information concerning the need for the development of rural transit transportation.

MEMBERSHIP

The Blue Ribbon Committee shall be composed of members who reside or work within the Pahrump Regional Planning District, except for members who represent a specific group or organization. The Committee shall consist of:

- A. At least one representative from the Pahrump Regional Planning Commission
- B. At least one representative of the Nye County School District
- C. At least one representative from the Pahrump area business community
- D. At least one representative from Pahrump area community organizations
- E. At least one representative from Southern Nevada Transit Coalition
- F. At least one representative from Amargosa Valley and Beatty Township

TERMS OF OFFICE

- A. Term of office for members of the Committee shall run for no more than two years, and expire on the same date term began; and can be extended for an additional year by vote of Committee members.

ABSENCES

Any committee member who compiles more than three consecutive unexcused absences, or fails to attend more than 50 percent of the regularly scheduled meetings within a calendar year, shall be considered to have resigned.

- A. The Chair must approve excused absences.
- B. The Chair will have the authority to grant a leave of absence for a period of not to exceed three months.

VACANCIES

If a vacancy occurs on the Committee, it shall be filled by appointment of a successor by the Town Board with the advice and consent of the Committee for the balance of the unexpired term. The person appointed must meet those qualifications of the office to which he/she is appointed.

OFFICERS AND DUTIES

- A. At the first meeting, the Committee shall elect a Chairperson, Vice-Chairperson and Secretary from its members. Each term shall be for one year, with eligibility for re-election. The newly elected officers shall take office at the next meeting following the election.
- B. The Chair shall preside at all meetings, call meetings, review and approve the agenda for meetings, and present progress reports to the Town Board.
- C. The Vice-Chair shall act as Chair and perform those duties in the absence of the Chair.
- D. The Town Manager shall appoint a staff representative to serve the Committee and also assign a staff representative to serve as Recording Secretary of the Committee. Staff advisory may enter into discussions and perform research, but shall not vote on motions.
- E. Minutes shall be provided as directed by the Chair and in compliance with Nevada Revised Statutes.

MEETING REQUIREMENTS

- A. Regular meetings of the Blue Ribbon Committee shall be held monthly.
- B. Special meetings may be called as directed by:
 - 1. The Chair
 - 2. A majority vote of a quorum at a meeting
 - 3. Request of more than one-half the membership
- C. All meetings shall be properly noticed and posted according to Nevada Revised Statutes.
- D. Routine motions and resolutions require a majority vote of the members present, including the Chair. Recommendations that are forwarded to Town Board shall require a majority vote of the active membership.
- E. The priority for resolving conflicts among rules governing the Committee is: Enabling Ordinance takes precedence, followed by these by-laws, and then Robert's Rules of Order will be used.
- F. The Blue Ribbon Committee will use a prepared agenda. Any action items must be submitted to the Chair four working days prior to the official meeting date. Appropriate back-up materials must be submitted with the items requested.
- G. Presence of a majority of the active membership shall constitute a quorum.

AMENDMENTS

Proposed amendments to the by-laws shall require a two-thirds vote of the entire membership of the Committee entitled to vote, excluding abstentions.

REMOVAL

Members may be removed by the Town Board for inefficiency, neglect of duty or malfeasance in office; or the governing body may remove the members representing it for the same reasons. The governing body, as the case may be, shall file a written statement of reasons for such removal.

COMPENSATION AND REIMBURSEMENT FOR EXPENDITURE

Members of the Committee shall serve without compensation; however, each member may be reimbursed for any actual expenditure incurred by him/her in connection with his/her duties as a member of the Committee.

DATE ADOPTED:

Transportation Committee Summary

July 13, 2011

Attending:

Jon Zellhoefer
Vanessa Warner

Great Basin Outreach
NyECC

Carolene Endersby
Don McIntosh

Town Board
Senior Center

The meeting started at 10:30 am. Discussions began about Transportation issues in Pahrump.

Discussion Points:

- Is public transportation really needed and possible in our community?
- Strategies that improve the value of our community: Is public transportation one of them?
- Needing town and county involvement for a successful program.
- What Federal/State funding avenues are available and how to match funds.
- Pahrump citizens need to successfully access and use a public transportation program.
- Bridging the gap between Las Vegas and Pahrump.
- On Demand Rides versus Routes.
- Business and Casino participation.
- School District and Bus system: Is there a possible opportunity for co-op involvement in usage of school buses?
- Shuttles versus Vans.
- Tourism: Is it a component and how can be incorporated to benefit the community?
- Costs: Fares or other charges/fees/taxes applied to property with in a service district.
- How does the Master Plan fit in with public transportation: Requirements that need to be completed?
- Locations that could be used as transportation hubs: businesses, casinos, restaurants, etc.
- How can public transportation incorporate new technologies and green ideals/methods?
- Are there any alternative services that could be incorporated?
- Should System Change Committee be involved?
- Where do you begin: creating a formal committee?

Focus:

After much discussion concerning public transportation it was decided that a formal committee needed to be formed and town involvement was needed. Carolene Endersby has offered her assistance in trying to form a Town Board Advisory Board for Transportation Authority on this subject.

Meeting was adjourned at 11:25 am
Minutes prepared by Vanessa Warner.

AGENDA ITEM REQUEST

Requests and backup must be into the Town Office by **3:00 p.m. ten (10) business days before the preceding Town Board meeting** you wish the item presented. Town Board meetings are held on the second and fourth Tuesday of each month at 7:00 p.m. in the County Complex.

DATE AGENDA ITEM SUBMITTED 8/8/2011	DATE OF DESIRED BOARD MEETING 8/23/2011
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CIRCLE ONE: Action Item Non-Action Item Presentation

ITEM REQUESTED FOR CONSIDERATION:

Discussion and Possible Decision to approve the re-appointments of: Robert Behrman, Steven Pastorelli, Broc "Arthur" Rodriguez, Scot Tibbits, and Robert Tibbits to the Arena Advisory Board; Jeff Bobeck and Janice Painter to the Incorporation Advisory Board; Cheryl Beeman, Dale Griffith, John Pawlak, and George Sausman to the Nuclear Waste and Environmental Advisory Board; Dan Kelly and Nick Moore to the Parks and Recreation Advisory Board; Robert Adams, Dorothy Smithers, and Claire Toomey to the Public Lands Advisory Board; Kelly Buffi, Alice Eychaner, and Karen Spalding to the Tourism and Convention Council and Reginald Knight to the Pahrump Veterans Memorial Advisory Board.

If request for funding is approved by the Town Board, an invoice or letter from the requestor to Town of Pahrump/Accounts Payable is required to receive funding.

BRIEF SUMMARY OF ITEM:

See attached re-appointment applications for all AB members listed above.

BACKUP ATTACHED: YES NO

NAME OF PRESENTER(S) OF ITEM: Pahrump Town Board/PTCC

SPONSORED BY:

Pahrump Town Board
Print Name

Pahrump Town Board
Signature

400 N. Hwy 160
Mailing Address

(775) 727-5107
Telephone Number

PLEASE READ BACK OF APPLICATION BEFORE COMPLETING

Town Advisory Board (TAB) Request for Re-Appointment

Please complete and submit request prior to August 12th to ensure continued service on the Town Advisory Board.

Name of Board: ARENA ADVISORY BOARD
Applicant Name: ROBERT D BEHRMAN
Years of Service/Positions Held on Advisory Board: 5 YRS DIRECTOR
Home Address: [REDACTED] City: PAHRUMP Zip: 89060
Mailing Address: 11 City: 11 Zip: 11
Home Phone: [REDACTED] Cell #: 702-499-7377
Work #: [REDACTED] Preferred # for Public Use: _____
E-Mail Address: LAZYBHANDINGS@AOL.COM

I certify that I am a QUALIFIED ELECTOR who has served a two year or longer term on the above listed Town Advisory Board, that my primary RESIDENCE is WITHIN THE BOUNDARIES of the Town Advisory Board area for which I am requesting re-appointment, and that the information provided is true and accurate to the best of my knowledge.

Robert D. Behrman

Signature

7-14-11

Date

The Pahrump Town Manager will receive and have all applications placed on the Pahrump Town Board's Agenda. You may mail or deliver this application to the Pahrump Town Manager's Office, Pahrump Town Office by August 12, 2011 at the following address:

**Pahrump Town Manager
400 North Highway 160
Pahrump, Nevada 89060**

(This document becomes a public record once it has been received by the Town of Pahrump.)

PLEASE READ BACK OF APPLICATION BEFORE COMPLETING

Town Advisory Board (TAB) Request for Re-Appointment

Please complete and submit request prior to August 12th to ensure continued service on the Town Advisory Board.

Name of Board: Arena
Applicant Name: Stephen L. Pastorelli
Years of Service/Positions Held on Advisory Board: 12 years / Co chairman & chairman
Home Address: [REDACTED] City: Pahrump Zip: 89060
Mailing Address: [REDACTED] City: Pahrump Zip: 89041
Home Phone: [REDACTED] Cell #: 702-235-8942
Work #: _____ Preferred # for Public Use: cell
E-Mail Address: Pastorelli1901@Hotmail.com

I certify that I am a QUALIFIED ELECTOR who has served a two year or longer term on the above listed Town Advisory Board, that my primary RESIDENCE is WITHIN THE BOUNDARIES of the Town Advisory Board area for which I am requesting re-appointment, and that the information provided is true and accurate to the best of my knowledge.

Stephen L. Pastorelli
Signature

7-14-11
Date

The Pahrump Town Manager will receive and have all applications placed on the Pahrump Town Board's Agenda. You may mail or deliver this application to the Pahrump Town Manager's Office, Pahrump Town Office by August 12, 2011 at the following address:

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Pahrump, Nevada 89060**

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PLEASE READ BACK OF APPLICATION BEFORE COMPLETING

Town Advisory Board (TAB) Request for Re-Appointment

Please complete and submit request prior to August 12th to ensure continued service on the Town Advisory Board.

Name of Board: Pahrump Arena Committee.
Applicant Name: ARTHUR RODRIGUEZ (BRONC)
Years of Service/Positions Held on Advisory Board: 15 years
Home Address: [REDACTED] City: Pahrump Zip: 89060
Mailing Address: _____ City: _____ Zip: _____
Home Phone: [REDACTED] Cell #: 702-682-0089.
Work #: [REDACTED] Preferred # for Public Use: _____
E-Mail Address: Spur@cmaaccess.com

I certify that I am a QUALIFIED ELECTOR who has served a two year or longer term on the above listed Town Advisory Board, that my primary RESIDENCE is WITHIN THE BOUNDARIES of the Town Advisory Board area for which I am requesting re-appointment, and that the information provided is true and accurate to the best of my knowledge.

Arthur Rodriguez 8-10-2011
Signature Date

The Pahrump Town Manager will receive and have all applications placed on the Pahrump Town Board's Agenda. You may mail or deliver this application to the Pahrump Town Manager's Office, Pahrump Town Office by August 12, 2011 at the following address:

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400 North Highway 160
Pahrump, Nevada 89060**

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Secretary

PLEASE READ BACK OF APPLICATION BEFORE COMPLETING

Town Advisory Board (TAB) Request for Re-Appointment

Please complete and submit request prior to August 12th to ensure continued service on the Town Advisory Board.

Name of Board: Arena Advisory Board
Applicant Name: Robert Tibbits
Years of Service/Positions Held on Advisory Board: 4 yrs
Home Address: [REDACTED] City: Pahrump Zip: 89060
Mailing Address: [REDACTED] City: Pahrump Zip: 89060
Home Phone: _____ Cell #: (775) 764-8659
Work #: _____ Preferred # for Public Use: Cell
E-Mail Address: rodeo clown - 85@yahoo.com

I certify that I am a QUALIFIED ELECTOR who has served a two year or longer term on the above listed Town Advisory Board, that my primary RESIDENCE is WITHIN THE BOUNDARIES of the Town Advisory Board area for which I am requesting re-appointment, and that the information provided is true and accurate to the best of my knowledge.

Robert Tibbits
Signature

7/14/11
Date

The Pahrump Town Manager will receive and have all applications placed on the Pahrump Town Board's Agenda. You may mail or deliver this application to the Pahrump Town Manager's Office, Pahrump Town Office by August 12, 2011 at the following address:

**Pahrump Town Manager
400 North Highway 160
Pahrump, Nevada 89060**

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PLEASE READ BACK OF APPLICATION BEFORE COMPLETING

Town Advisory Board (TAB) Request for Re-Appointment

Please complete and submit request prior to August 12th to ensure continued service on the Town Advisory Board.

Name of Board: ARENA

Applicant Name: Sgt Tibbitts

Years of Service/Positions Held on Advisory Board: 15+

Home Address: [REDACTED] City: Pahrump Zip: 89060

Mailing Address: [REDACTED] City: SAA Zip: SAA

Home Phone: N/A Cell #: 775-764-8661

Work #: N/A Preferred # for Public Use: 775-764-8661

E-Mail Address: N/A

I certify that I am a QUALIFIED ELECTOR who has served a two year or longer term on the above listed Town Advisory Board, that my primary RESIDENCE is WITHIN THE BOUNDARIES of the Town Advisory Board area for which I am requesting re-appointment, and that the information provided is true and accurate to the best of my knowledge.

[Signature]

Signature

Feb 07/20

Date

The Pahrump Town Manager will receive and have all applications placed on the Pahrump Town Board's Agenda. You may mail or deliver this application to the Pahrump Town Manager's Office, Pahrump Town Office by August 12, 2011 at the following address:

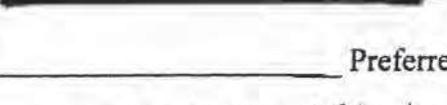
**Pahrump Town Manager
400 North Highway 160
Pahrump, Nevada 89060**

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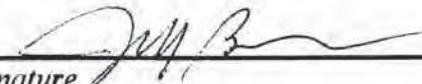
PLEASE READ BACK OF APPLICATION BEFORE COMPLETING

Town Advisory Board (TAB) Request for Re-Appointment

Please complete and submit request within one month of your two (2) year term expiration to ensure continued service on the Town Advisory Board.

Name of Board: Incorporation Advisory Board
Applicant Name: Jeffrey Bobeck
Years of Service/Positions Held on Advisory Board: 2+, Chair
Home Address:  City: Pahrump Zip: 89060
Mailing Address:  City: _____ Zip: _____
Home Phone:  Cell #: same
Work #: _____ Preferred # for Public Use: 725-537-6140
E-Mail Address: elect@jeffbobeck.com

I certify that I am a QUALIFIED ELECTOR who has served a two year or longer term on the above listed Town Advisory Board, that my primary RESIDENCE is WITHIN THE BOUNDARIES of the Town Advisory Board area for which I am requesting re-appointment, and that the information provided is true and accurate to the best of my knowledge.


Signature

5/10/11
Date

The Pahrump Town Manager will receive and have all applications placed on the Pahrump Town Board's Agenda. You may mail or deliver this application to the Pahrump Town Manager's Office, Pahrump Town Office by August 12, 2011 at the following address:

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400 North Highway 160
Pahrump, Nevada 89060**

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PLEASE READ BACK OF APPLICATION BEFORE COMPLETING

Town Advisory Board (TAB) Request for Re-Appointment

Please complete and submit request within one month of your two (2) year term expiration to ensure continued service on the Town Advisory Board.

Name of Board: Janice Painter
Applicant Name: Incorporation Advisory Board
Years of Service/Positions Held on Advisory Board: 3 yrs
Home Address: [REDACTED] City: Pahrump Zip: 89048
Mailing Address: [REDACTED] City: Pahrump Zip: 89041
Home Phone: 775-727-0823 Cell #: _____
Work #: _____ Preferred # for Public Use: Home
E-Mail Address: INJSP4788@SBCglobal.net

I certify that I am a QUALIFIED ELECTOR who has served a two year or longer term on the above listed Town Advisory Board, that my primary RESIDENCE is WITHIN THE BOUNDARIES of the Town Advisory Board area for which I am requesting re-appointment, and that the information provided is true and accurate to the best of my knowledge.

Janice Painter 8/11/11
Signature Date

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PLEASE READ BACK OF APPLICATION BEFORE COMPLETING

Town Advisory Board (TAB) Request for Re-Appointment

Please complete and submit request within one month of your two (2) year term expiration to ensure continued service on the Town Advisory Board.

Name of Board: Pahrump NUCLEAR WASTE & ENVIRONMENT
Applicant Name: CHERYL BEEMAN
Years of Service/Positions Held on Advisory Board: UNKNOWN (2 or 3), SECRETARY
Home Address: [REDACTED] City: Pahrump Zip: 89061
Mailing Address: SAME City: _____ Zip: _____
Home Phone: — Cell #: [REDACTED]
Work #: 775 727-7727 Preferred # for Public Use: WORK
E-Mail Address: CBEEMAN@CO.NYE.NV.US

I certify that I am a QUALIFIED ELECTOR who has served a two year or longer term on the above listed Town Advisory Board, that my primary RESIDENCE is WITHIN THE BOUNDARIES of the Town Advisory Board area for which I am requesting re-appointment, and that the information provided is true and accurate to the best of my knowledge.

Cheryl Beeman
Signature

7/13/11
Date

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Pahrump, Nevada 89060**

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