

PAHRUMP TOWN BOARD MEETING
BOB RUUD COMMUNITY CENTER
150 NORTH HIGHWAY 160
TUESDAY – 7:00 P.M.
April 28, 2009

AGENDA

1. **Call to Order and Pledge of Allegiance.**
2. **Discussion and possible decision** regarding moving the order of or deleting an agenda item(s). (Action)
3. **Advisory Board Reports**, from Advisory Board Chairpersons and/or Town Board Liaisons on the status of Advisory Boards. (Non-Action)
4. **Town Manager Report.** (Non-Action)
5. **Town Board Member's Comments.** (Non-Action)
6. **Discussion and possible decision** regarding request from the Elks Lodge for Proclamation designating the First week in May as Youth Appreciation Week. (Action)
7. **Presentation** to the Pahrump Town Board from Pahrump area foreign exchange students. (Non Action)
8. **Discussion and possible decision** regarding recommendation of a new theme or phrase for the Town of Pahrump. (Action)
9. **Discussion of and possible decision** of the purchase of Financial Software for the PVFRS not to exceed \$5,000 and to enact the bad debt write off policy pursuant to Mr. Dan McArthur's management comments. (Action)
10. **Discussion and possible decision** of adopting Robert's Rules of Order Newly Revised Edition as the Town Board's Official Guidance Document and All Matters Related Thereto. (Action)
11. **Discussion and possible decision** regarding request that the Town Board approve to provide matching funds not to exceed \$19,500 or 50% of the cost of a proposed Incorporation Feasibility Study with funds coming from Economic Development Room Tax Fund. (Action)
12. **Discussion and possible decision** regarding audit of funds of all agencies who receive funds from the Town of Pahrump. (Action)
13. **Discussion and possible decision** regarding Pahrump Tourism Advisory Board Tourism Strategic Plan: review and vote for acceptance. (Action)

14. Consent agenda items:

- a. Action – approval of Town vouchers
- b. Action – approval of Town Board preliminary budget hearing meeting minutes of April 8, 2009
- c. Action – approval of Town Board meeting minutes of April 14, 2009
- d. Action – approval regarding grant request for the Pahrump Arts council for \$1,200 for the Art & Sol from state room tax.
- e. Action – approval regarding grant request for the Pahrump Valley Chamber of Commerce for \$1,200 for the Certified Folder Display which is a required match from NCOT.
- f. Action – approval regarding grant request to United Way for \$3,200 for Cinco de Mayo.
- g. Action – approval of grant request to Nick Moore for \$5,000 for Treadzfest.

15. Future Meetings/Workshops: Date, Time and Location. (Non-Action)

16. Public Comment. Action may not be taken on matters considered during this period until specifically included on an agenda as an action item – NRS241.020 (2)(C)(3).

17. Discussion and decision regarding closed session pursuant to NRS 241.015 to confer with the Town Attorney on pending past lawsuit. (Action)

18. Closed Session.

19. Discussion and decision regarding items discussed in closed session. (Action)

20. Adjournment.

A quorum of Advisory Board members may be present at any Town Board meeting but they will not take any formal action.

Any member of the public who wishes to speak during public comment or on an agenda item, at the appropriate time, will be limited to three (03) minutes.

Any member of the public who is disabled and requires accommodations or assistance at this meeting is requested to notify the Pahrump Town Office in writing, or call 775-727-5107 prior to the meeting. Assisted listening devices are available at Town board meetings upon request.

This notice and agenda has been posted on or before 9:00 a.m. on the third working day before the meeting at the following locations:

PAHRUMP TOWN OFFICE

COMMUNITY CENTER

TOWN ANNEX

COUNTY COMPLEX

FLOYD'S ACE HARDWARE

CHAMBER OF COMMERCE

AGENDA ITEM REQUEST

Requests and backup **must** be in the Town Office by **Noon, Wednesday** of the week **preceding the 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 4-13-09 DATE OF DESIRED BOARD MEETING 4-28-09

CIRCLE ONE: Action or Non-Action

ITEM REQUESTED FOR CONSIDERATION:
Proclamation for Youth appreciation Week

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:
The Elks Lodge of Pahrump designates the first week in May for the young people. We support this with a games and other activities. Thank you

BACKUP ATTACHED: YES NO

NAME OF PRESENTER(S) OF ITEM: _____

SPONSORED BY: Judy Parker

EDWARD UNDERHILL Ed Underhill
Print Name Signature

P02322 89041 7279823
Mailing Address Telephone Number

PROCLAMATION

By virtue of the authority given to the Pahrump Town Board by the laws of the County of Nye and by the State of Nevada:

Whereas, The Benevolent and Protective Order of Elks has designated the first week in May, as Youth Week to honor America's Junior Citizens for their accomplishments, and to give fitting recognition of their services to Community, State and Nation; and,

Whereas, Pahrump Elks Lodge #2796 will sponsor an observance during that week in tribute to the Junior Citizens of this Community; and,

Whereas, no event could be more deserving of our support and participation than one dedicated to these young people who represent the nation's greatest resource, and who in the years ahead will assume the responsibility for the advancement of our free society; and,

Whereas, our Youth need the guidance, inspiration and encouragement which we alone can give in order to help develop those qualities of character essential for future leadership; and go forth to serve America; and,

Whereas, to achieve this worthy objective we should demonstrate our partnership with Youth, our understanding of their hopes and aspirations and a sincere willingness to help prepare them in every way for the responsibilities and opportunities of citizenship:

NOW THEREFORE, we, the Town Board of the Town of Pahrump, having met on April 28, 2009, does hereby proclaim the first week in May as YOUTH WEEK, and urge all departments of government, civic, fraternal and patriotic groups, and our citizens generally, to participate wholeheartedly in its observance.

Dated this _____ day of _____, 2009

Nicole Shupp, Chairman

Vicky Parker, Clerk

AGENDA ITEM REQUEST

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DATE AGENDA ITEM SUBMITTED 3-23-09 DATE OF DESIRED BOARD MEETING 4-28-09

CIRCLE ONE: Action or Non-Action

ITEM REQUESTED FOR CONSIDERATION:
Present Cert of Appreciation ~~to~~ ^{to} Town
from Area Exchange Students

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:
Present cert of Appreciation
to Town of Pahrump
from Pahrump Exchange Students

BACKUP ATTACHED: YES NO

NAME OF PRESENTER(S) OF ITEM: Lisa Holleman

SPONSORED BY: Micole Shurpp

Lisa Holleman [Signature]
Print Name Signature

331 S Frontage Rd 775 2093282
Mailing Address Telephone Number

Pahrump 89048

To VICKY PARKER

I WOULD LIKE TO PRESENT A PROPOSAL TO THE TOWN BOARD

THE PROPOSAL CONSIST OF A NEW PHRASE TO BE DISPLAYED AT EACH MAIN ARTERY ENTERING OR TOWN.

I'VE LIVED HERE GOING ON FIFTEEN YEARS. THIS TOWN HAS DOUBLED IN SIZE, WITH IT THEIR HEARTS HAVE GROWN,

WE MUST GET AWAY FROM THE THINGS THAT THIS TOWN IS KNOWN FOR. WE ARE NOT AS BIG AS CHICAGO, NEW YORK, L.A., MIAMI. BUT WE HAVE SOMETHING THAT IS JUST AS BIG AS THEIRS, AND THAT IS HEART, MAYBE EVEN BIGGER BECAUSE OF OUR POPULATION.

SO I'M PROPOSING THAT THIS TOWN BE KNOWN AS

PAHRUMP THE TOWN WITH A BIG HEART

I HOPE TO HAVE THE TEACHER AND ART CLUB BE THERE WITH ME. I CHALLENGE THEM TO GET INVOLVED WITH THEIR COMMUNITY. THEY DID BY MAKE SEVENTY PLUS DESIGNS OF SIGNS TO GO ALONG WITH THE PHRASE I PROPOSED. THEY ARE PART OF OUR COMMUNITY ALSO. IT'S A POSITIVE THING THEY'VE DONE.

THANK YOU FOR YOUR SPONSERSHIP.

ANDRE HARPER
3610 S. TAHACHAI AVE
PAHRUMP NV, 89048

751-1257

P.S. THE TEACHER AND ART CLUB OF PAHRUMP VALLEY HIGH SCHOOL



ST. JUDE'S RANCH
FOR CHILDREN

with help comes hope

April 15, 2009

To Whom It May Concern:

This letter serves as confirmation that St. Jude's Ranch for Children in Boulder City, Nevada has received the following donation:

Description of donation:

COLLAGE OF PATCHES

This donation was made on behalf of:

THE TOWN OF PAHRUMP, NV & CITIZENS

St. Jude's Ranch for Children rescues abused, abandoned and neglected children of all races and faiths from the vicious cycle of child abuse. We provide healing and nurturing in a safe home-like environment where children can learn life skills to start new lives with new chances, new choices and new hope.

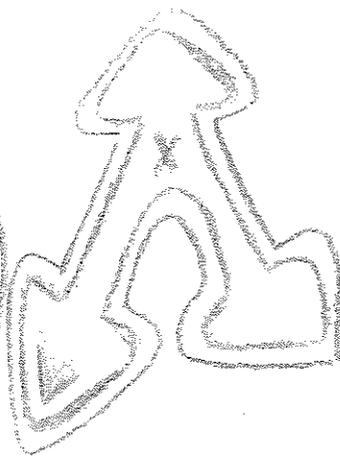
We are pleased to accept this donation on Wednesday, April 15, 2009 on behalf of our children and staff. This donation will serve our programs well and will provide hope for all the children who come into our care.

Sincerely,

Jennifer Becker
Community Relations Coordinator
St. Jude's Ranch for Children

WALDO

ES



THE

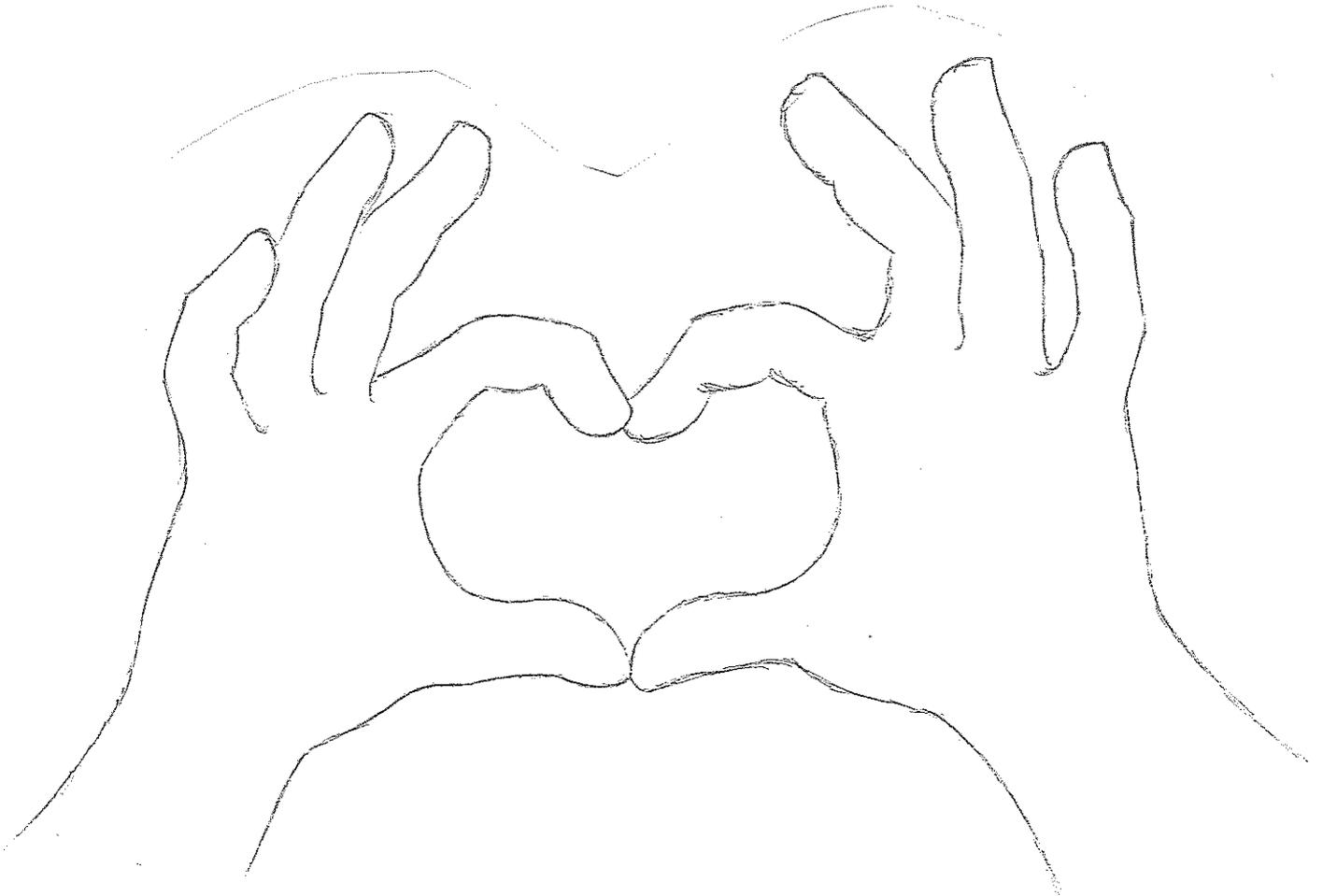
MA

BIG

Pahrump,

a small town

with a big...



Making a child's dream come true

"Thank you, Brandon, for being so brave, courageous and inspiring. You'll always be my little soldier."

A sincere thanks goes out to: Vern Van Winkle Channel 41 and staff, Bob and Denise Pilkington, Channel 62, Veteran Affairs and Homeland Heroes, Nye County Sheriff's Office, Pahrump Fire-Rescue, Get Framed, Special Olympics, Ace Hardware, Talk Radio of Pahrump KPAH, Veneata Williams, Jean and Carl Zarcone, the Mirror, Al Jones, Dragon Cloud Dojo U.S.A., Vagabond Shaolin Kung-Fu, VFW, Kevin and Kenna MacHarie, Pahrump Library, Pahrump Golden Nugget, StageStop Casino, the medical community, business community and everybody who volunteered and donated cards and patches.

I'm sorry for not knowing everyone, but I received help from the whole community of Pahrump, Las Vegas, the U.S.A. and from around the world.

But the job's not over. Please keep collecting cards and patches of the military, law enforcement, firefighters or any organization who protects, saves lives and helps when disaster occur in our nation or around the world.

Cards will be taken to 10-year-old Brandon Payner who has a dream. It is to collect the most business cards so he can qualify for Guinness World Records.

Brandon Payner has already had brain surgery.

Brandon is a special young man. What he has gone through and what is in the future for him, he always has a smile from ear to ear.

All patches will be framed and donated to Children's Hospital to let them know we will always be there for them.

So if you can contribute to help, you'll be helping a young man live out his dream.

Remember, there are other Brandon Rayners in this world. Hopefully none will

be your child.

All cards must be one each. No duplicates, please. The same pertains to patches.

They may be sent to me. The cards will be taken to Brandon. All patches will be framed and donated.

To all who donated their time and effort, I thank you from the bottom of my heart.

ANDRE HARPER

3610 Tahachapi Avenue
Pahrump, NV 89048

Boy dies a winner, achieves goal

By GINA B. GOOD
PVT

Brandon Payner exceeded his goal to collect 100,000 business cards many times over, earning his place in the Guinness World Book of Records before his death on Christmas Eve.

The 10-year-old had been battling cancer since age two and died in a specialized clinic in Phoenix, Ariz., after a failed bone marrow transplant.

Brandon received worldwide support in his quest, receiving cards from many different countries as word spread in this age of instantaneous connection. He collected 900,000 business cards.

It is estimated that more than 1,500 came from Pahrump from several enthusiastic collectors who went from business to business gathering them. The family is no longer collecting cards.

Former presidential hopeful Al Gore sent Brandon a

business card and Las Vegas Mayor Oscar Goodman visited the boy in the hospital at least twice, bringing a bevy of costumed show girls with him on the second visit after being requested to do so by Brandon.

According to family friend Hannah Fox of Las Vegas, Brandon reacted like a typical pubescent boy when the scantily clad beauties arrived. "He was staring at them like a deer in the headlights," she recalled.

"Everyone who met him was touched by him in some way," Fox said. Her older son is a cancer survivor and her second boy is the same age as Brandon. "The boys met when my younger son was in the hospital being treated with chemotherapy for a rare form of arthritis," said Fox. "They played video games together and became great friends."

Toward the end, Fox said Brandon's lungs gave out.

"They had him on a machine. He was able to talk to his family as much as he could but eventually he wasn't awake."

Even so, his parents, Jo and Mo Rayner, watched Brandon's favorite television shows with him, held his hand and read to him until he passed away on Christmas Eve.

According to Fox, the paperwork had already been completed for the Guinness World Book of Records and Brandon's accomplishment should be in the 2010 edition.

Fox said she knew he would accomplish his goal. "The first words out of his mouth when I met him were 'Hey, have you got any business cards?' He was an amazing little valiant warrior," Fox said.

Private services for Brandon are planned for Las Vegas, where his parents live with his older brother and sister.

safe and sober on one of the most important and riskiest nights of their lives.

Yes, our pockets are very thin this year. Our staff is at a minimum and our resources stretched.

We are just like all the other businesses in town, struggling to stay strong. But the need for this program is as strong as ever — maybe even more so. The answer is a resounding, yes.

To remind all: Grad night is a free night of fun, games, music and laughter, not to mention major prizes for each of our attending seniors. We “entice” our seniors to come here, instead of going out to drink and party, with gifts, fun and a great night to remember.

Last year we gave out over \$20,000 in prizes to our grads. One hundred percent of this was raised by donations from our local community businesses and sponsors.

Our grad night committee takes nothing out of the donations for expenses. It all goes to the kids. All other costs involved (decorations, entertainment, facility use, etc.), is all donated by either ourselves or others who join with us in the endeavor.

All of our help, from Sgt. Bill Becht running security to Jim Howling at the Moon DJ service, and many others, are all volunteers who believe in this.

We know times are tough for businesses and individuals. Not one of us here in Pahrump has not felt the effects of our global economic situation. But Pahrump has proven itself time after time that despite hard conditions or difficulties to come through

and be generous, loving and supportive of the needs of this community.

We have confidence that together we will make this another successful year-end celebration for our grads who have worked hard for 13 years to make this day a reality.

Today when many students are tempted to opt out for an easier way, it is important to reward those who have fought the good fight and made it through.

Letters and requests for support and donations are going out this week to businesses and community groups. Please know we appreciate all support and donations. No effort or donation is too small or insignificant. One dollar donations add up when joined together as a group. It definitely takes a community working as one to bring it all together.

Anyone who would like to learn more about the grad night program or would like to help out is invited to contact us at any time at 209-3282 or stop by the Pahrump Party Supply and ask about it.

LISA HOLLEMAN

Grad night

Graduation time is around the corner. We have been asked if we are planning to continue to do the grad night party for our high school grads this year due to the economic situation.

Grad night — the party given by our community to celebrate and reward our high school graduates — was started as a way to keep them

Good Samaritans

I and my wife Sheryl would like to give out a great big thanks to Town Board Manager Bill Kohbarger and PAVED Director Al Balloqui for helping my wife Sheryl on a cold Monday morning.

She was on her way to work and unfortunately got a flat tire on her vehicle.

We live on the north side of town and she works on the south side of town, and she was on Highway 160 near-ing Calvada when the flat occurred. She had called me for help as I was still at home getting our youngest ready for school.

Of course, I had to drop our little one off at school first and then rush to help her out. After dropping our son off, I called her to let her know I was on my way.

She told me a couple of people had stopped to help her change her tire, one being Al Balloqui and his wife Mary and also Bill Kohbarger.

We don't see this very often in Pahrump and when it does happen, we still don't hear about it sometimes.

Thanks to all of you who assisted my wife on a very cold Monday morning (I'm sure the temperature was in the 20s). Not only were Al and Bill residents of Pahrump, but also town officials in one way or another.

Again, my wife Sheryl and I thank you, and I'm sure we will be returning the favor one day.

RODNEY GAMACHO

Relay for Life says thank you

On behalf of the entire Relay for Life of Pahrump Committee, "thank you" to everyone who made the kick-off a successful event!

Thank you to all of the performers, everyone who participated in the various ceremonies, the press for their support of our mission, all of the teams, survivors, caregivers, and businesses who donated their time and other items.

We would also like to extend a special thanks to Lori Dollar and the Pahrump Nugget for their gracious hospitality and for doing a wonderful job decorating the event center!

Outstanding Walmart employee

To the Walmart employee who turned in my purse — thank you for your honesty.

A few weeks ago after shopping at Walmart, I left my purse in my shopping cart in the parking lot. After arriving home and unloading my purchases, I discovered my error and frantically drove back to the store.

I'm a handicapped military widow living on a fixed income and was terrified my entire life would now be ruined by my own carelessness.

When I returned to Walmart I found the cart gone and I despaired of ever finding my purse; however, I decided to try asking at customer service to see, if by some miracle, someone had turned it in to them.

Upon entering the customer service area I was greeted warmly. I was terrified, but these kind individuals soon figured out my problem and told me a cart person had returned my purse.

Once they gave it to me, I hesitantly opened it to find,

much to my amazement, it was totally intact. My cash, credit cards, identification cards, everything was there.

The person who returned my purse is a totally amazing individual who I'd like to personally thank. While I'd like to do this, the Walmart employees couldn't tell me who the person was, only that it was a "cart person."

I hope Walmart appreciates this valued employee. The honesty and high moral fiber shown say a great deal about how this person was raised and now lives their life.

I pray this individual continues to follow their conscience and that only good things happen in their life. I know I can't thank you enough for the good you brought to my life.

God bless you and yours.
LUCILLE JACKSON

Thanks for the help

Monday, March 9, my car window was smashed and my daughter's softball gear was taken from the car. I would like to take this opportunity to thank the Nye County Sheriff's Office for the professionalism and compassion displayed by Dep. Fowles in his response to my situational crisis.

I would also like to thank Shanda and Joe Roderick and the Pahrump Girls Fastpitch league for their time and attention in helping my daughter get the gear she needs to continue to play a sport that she loves.

To whoever took my daughter's gear, I sincerely hope that you needed it more than she did.

Thanks again to everyone who has helped.

KAREN LEE

Masonic Lodge says thanks

A big thank you to all who came to the Pahrump Masonic Lodge Feb. 14 for our first pancake feed.

It was a very good turnout on short notice and we showed a profit for our scholarship fund.

Another breakfast is coming up April 11, serving from 8 until noon. Ham and cheese omelet, cowboy potatoes and toast will be served. A donation of \$5 for adults and \$3 for children under 12 is requested.

This fund-raiser is to support our scholarship fund. Please come and help us out.

You do not need to be a Mason to come out for any of our breakfast feeds.

SAM DAVIS

Master, Pahrump Lodge No. 54

Honesty

A big thank you to Jim Harvey at McCaw's Mountain View Casino for their honesty and professionalism shown to me when there was a mechanical problem on a machine.

I had left until it was straightened out.

I got a call from Jim at home, he told me I had some winnings and to come and get it.

That's what I call honesty.

Sure made my day.

Best Christmas present ever

This Christmas, instead of a gift, I was provided with a receipt, which indicated my wife purchased dog and cat food for the Pahrump animal shelters.

Due to the state of the economy and the amount of animals that have discarded by the community, I considered this one of the best presents I could have hoped for.

Upon relating our using presents for the sheltered

animals to our daughter in Texas, she indicated our grandson's birthday party did not hand out gifts but suggested animal food be brought to the party for donation to their local shelter.

They ended up with a van full of food, and each child was left with a feeling they had at least contributed a little to help the animals.

JACK HARP

Gratitude to Pahrump

It's really hard to figure out where I should start. Ever since the day I brought Sedona back home from her last surgery two years ago, an overwhelming amount of caring and generous people

have come forward to help with her recovery in ways I would have never believed possible.

While I won't even try to name all involved, in each and every instance, everyone's selfless act of kindness has helped to keep her spirits up and her outlook extremely positive.

Our first story in the paper was my almost feeble attempt to say thank you to everyone and how grateful we were. Then, once again, you all reached out and saw that my little girl (and son, too) had all their Christmas wishes come true, as well as seeing to her medical needs being met for the near future.

I really wish I could thank all of you by name, but I'd probably forget somebody, and since that's the last thing I want to do, I'll just say, you all know what you've done for us and already should

Food bank a success

On behalf of Our Lady of the Valley Catholic Church food bank, I wish to thank the people of Pahrump for your generous response to the KNYE 95.1 food drives conducted Dec. 6 and 21, 2008.

I want to extend many thanks to Karen Jackson for her unselfish time and energy in sponsoring these

food drives.

Thank you to Kevin Pape, manager of the Pahrump Walmart Super Center for allowing these to take place on the store's premises.

A special thank you to Karen's Christmas elves, Jeanne Wright for her behind-the-scenes efforts, Anne Foley and Carla Kononchik for their on-the-scene assistance.

Bonnie Bullock and family, of Bullock Pest Control, sponsored a family for the Christmas season. Thank

you very much for your generosity.

A special thank you to Our Lady of the Valley Catholic Church parishioners for your year-round support of the food bank and your generous response to the Angel Tree this Christmas season.

Everyone's efforts and donations provided many families in Pahrump with a Merry Christmas.

May God bless each and every one of you — a belated Merry Christmas and a

Happy New Year.

ROBERT F GAVIN AND JAMES RICE
Our Lady of the Valley Food Bank

A Santa thank you

The Pahrump Valley Lions Club would like to express our sincere appreciation to the following individuals and businesses who played a very vital role in the success of the 2008 Letters to Santa Program.

Of course, our very own Mr. and Mrs. Santa Claus; the Walmart Family Foundation of Arkansas; Pahrump Walmart, especially Bill Ulrich and Carlton McCaslin; Edwards Homes; the Pahrump Valley Times and Mark Waite; the Pahrump Mirror; Channel 41; Channel 30; the Las Vegas Review Journal; and the staff of the Pahrump Post Office.

A special thanks goes to Ashley Powers of the Los Angeles Times who helped spread the word to not only in California but across the country and to the East Coast.

An extra special thank you to those who donated money and toys anonymously to be used as gifts for the children who wrote to Santa. We were able to respond to almost 500 children whose letters were received before Christmas.

Who says the people of Pahrump do not care about anything or anyone but them-

selves and their personal interests?

Without their support, we could not have made this program the success that it was. We look forward to next year with smiles on our faces and a good feeling in our hearts.

We also encourage all businesses and individuals to contact the Pahrump Valley Lions Club to lend your support.

The time has come for Mrs. Claus, Rudolph and the reindeer, their helpers and me to settle down for our long winter's nap. Thank you all for your help this year. We could not have done it without you.

See you next year.
MR. AND MRS. CLAUS

Understanding Christmas

In a year filled with corrupt and greedy CEOs who only thought of themselves, it was refreshing to see a family who understood the meaning of Christmas.

The parents and their five children decided not to exchange any gifts amongst each other.

Instead, they decided to use that money to give food, blankets and jackets to the less fortunate of Pahrump.

We went along with this family and we were inspired, especially by their children who gladly gave rather than

Hunger hurts some folks yearround

By GINA B. GOOD
PVT

Emergency Service Director Brent Jones knows hunger is not seasonal.

"People are used to giving to help others during the holiday season, from Thanksgiving until the new year," Jones said. "But there are people in Nye County who are hungry yearround.

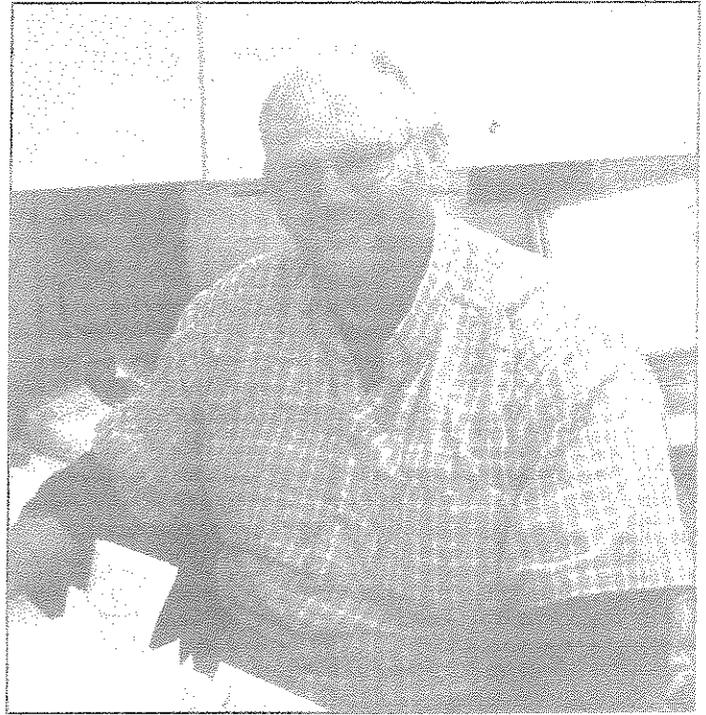
"Our staff and dedicated volunteers are committed to helping people throughout the year, not just during the holidays. We want to make sure families don't drop through the cracks in the system.

"That's why we're working with the food pantry operated through the Pahrump Community Church," stated Jones. "They've been feeding people for years. They have the experience and a great organization full of

compassionate people to do the job.

"The combination of the food bank volunteers distributing the food to those in need and our organized volunteers collecting food can make a difference in our community all throughout the year."

Volunteers involved in the last two food drives encompassed Nye County Emergency Service staff and volunteers, many of whom are ham radio operators; they included Vern Swearingen, Patricia Cox, George Cox, Jerry Fuge, Pete Wallace, Richard Gamble, Ron Daviau, Jack Martincavage, Vance Payne, James Acosta, Kevin Kleinworth, Brent Jones, Fred Jones, Marty Wehriy, Jimmy Medici, James Ward, Mathew Clayton as well as Steve and Carol Bird and Santa Claus.



GINA B. GOOD / PVT

Brent Jones, director of Nye County Emergency Services, is committed to collecting food all year long for the Pahrump Community Church food bank.

Survey: More teenagers volunteer than work

By DONNA GORDON BLANKINSHIP
THE ASSOCIATED PRESS

SEATTLE — American teens are setting an example for their parents through their volunteer work, according to a new poll by Harris Interactive.

The random national telephone survey released this week by World Vision, a charity based in Federal Way, Wash., found that more teens volunteer to support a charitable cause — 56 percent — than have a part-time job — 39 percent.

Parents and guardians said 82 percent of the teens in their lives do something to support charitable causes, including volunteering, recruiting others to a cause, wearing a button or T-shirt or donating money.

Forty-six percent of the adults surveyed said they volunteer their time, but they also take credit for inspiring their children to volunteer.

The Harris Interactive poll was conducted in the United

Sara Johnson, a teacher who advises the student service club at a private high school in a suburb south of Chicago, says she's seen a resurgence of teen involvement in social causes since President Barack Obama was elected in November.

"I think that kids are realizing more and more how important it is," said Johnson, who teaches English at Illiana Christian, in Lansing, Ill., near

the Indiana border.

Johnson, 29, said she saw a similar surge in involvement after Hurricane Katrina, and thinks this generation of teens is more involved in charitable work than her generation was.

The Harris Interactive survey found a quarter of teens have become more involved in charitable causes or organizations as a result of the economic downturn, but the economy has also led to cuts in allowances, and has teens working more hours at a paying job.

Unlike many public high schools across the nation, Illiana Christian does not require its students to clock public service hours. Senior Melissa Martin said some kids are too busy with other commitments such as sports and music, but most of her classmates do volunteer.

"Our school shows a rare passion for service. It's something I'm really proud of," said Martin, who is editor of the school newspaper and chairs a group organizing a fundraiser for World Vision this coming weekend.

Ninety-five students at Illiana Christian have signed up to participate in a 30-hour fast in support of hungry children around the world.

Food banks are also benefiting from the increase in teen volunteering, although representatives of a Washington state hunger relief organization, Northwest Harvest, said they do not track of the age of their volunteers.

Youngsters like visiting seniors

feeling is mutual

By GINA E. GOOD

PVT

Regular visitors to the Pahrump Senior Center like the fellowship, lively conversations, healthy laughs and familiar faces.

In fact, it's such a friendly and happy place that sometimes guests break into song.

At least that's what "the girls" say when they visit after school.

For the past year, Tiffany Reed, 12, and her sister Cheyenne, 11, have stopped by the center regularly, and

now their best friend, Emily Mertz, 12, is visiting also.

"Everybody just calls us 'the girls,'" said Tiffany. "We say hello to everybody and everybody knows us there. It's fun."

"We get lots of hugs," added Cheyenne.

According to the girls' mother, Kelly Thompson, her daughters aren't shy about going up to people and starting conversations. "They are not afraid to talk.

"We like to encourage the girls to volunteer their time. Since they like to sing,

last year we went around to small businesses to sing Christmas carols. We like to support our friends who own small businesses. From there, we just went around town and sang."

Thompson said the family had driven by the senior center many times but had never stopped. "We thought, why not go in? The girls just hit it off. My girls are able to talk to anybody. They like to hug. They are huggy girls and they found a whole bunch of grandparents."

Cheyenne said it was originally her mom's idea to stop at the center. "We kept going back because they are so fun to visit with. We talk about clothes or anything. We just start a conversation. We listen and they tell us things that they did in their childhood. We all laugh a lot."

"We talk about what we do and what we like to do," explained Tiffany, "and what they liked to do when they were children. They have quite a few interesting stories. There was one man I talked to who lived in

Alaska. He home-schooled himself, doing all his own school books at once. The books were dropped off by helicopter.

"His story was interesting to us because we are both home-schooled and we are taking virtual academy. We have a computer and printer and books. We really enjoy it."

Tiffany and Cheyenne have some advice about visiting older people. "Don't be afraid to talk to them like you would talk to everybody else," said Tiffany.

"Don't be shy," said Cheyenne. "Just express yourself. They really enjoy children. They love it when we come and visit. Go up to people and start talking."

Many times the girls sing a cappella when they visit. Old country songs like 'Rocky Top' are the most requested but their musical repertoire also includes patriotic songs, bluegrass and Christian rock.

"They love going to the senior center," said Thompson. "It's definitely from their hearts."

FOOD: Pantry has been 'very, very fortunate'

CONTINUED FROM PAGE A1

Emergency Service vehicles were stationed next to the food collection point, where shoppers found it convenient to drop by with staples such as beans, rice and cereal. At both locations, volunteers handed out coloring books and glow sticks for the children and disaster preparedness information, including a refrigerator magnet containing Nye County emergency phone numbers.

Again, shoppers were attracted to the site by various activities, including music broadcast into the parking lot by KNYE radio.

"This is so awesome," said Barbara Self, food bank coordinator, as the first truckload of food arrived. Long-time food bank volunteer Julie Warren, described by Self as "my next in command," and volunteer Carolyn Galvin immediately started processing the canned goods, filling the shelves in the small pantry area.

In November the food bank gave food to 999 people, who are allowed one visit per month to stock up on staples and whatever other food is available. That figure is up from October, when 603 people were given food.

According to Self, the pantry is now a part of Albertson's Fresh Rescue program. "The store used to crush leftover produce. Now they are letting us pick up at the store three times a week," she said.

Grocery Surplus also donates to the food pantry. "They have been giving us dented cans and dried goods — even some frozen food — for the last couple of years," Self explained. "We always

give people rice, beans, cereal, canned vegetables and fruit. Now we can add salad greens when they are available. We have fresh tomatoes and even frozen food."

The pantry shelves are crowded against the wall in a space that holds four freezers and four refrigerators.

"Two of my freezers are 25 years old," Close said. "We would like to find a restaurant going out of business to donate a walk-in freezer," she said, mentioning that she is planning to expand the pantry area soon. "We expect more and more people will need our help."

Speaking of help, the pantry needs help updating their filing system. Self and her volunteers work with a manual card system. Family names, ages and preferences are listed on cards. Each visit is noted and groceries are dispensed by volunteers.

"We could really use a laptop computer," said Self. "We don't have room for a desktop model. We don't even need a new one because it won't be hooked up to the Internet. We just need to be able to enter data. It would be more efficient than our card system."

There are a few simple rules at the pantry. "People must show identification," said Self. "If people say they have five or six kids, they have to show us identification for everybody who wants food. Mac and cheese, spaghetti sauce and canned soup goes out as fast as it comes in."

"We have volunteers who pick up from Albertson's with their trucks. As long as it has a valid expiration



GINA B. GOOD / PVT

Julie Warren, right, works in tight quarters at the food pantry.

date, we take everything," she said, pointing out cases of canned pumpkin.

Self said the food bank also asks participants with food stamps if they know where to get commodities from the state. "We do ask them to come down and sign up for food stamps. Sometimes we are very fortunate and we can give people a lot of food, but sometimes we run low," she explained.

"We have been very, very fortunate the last two months. Emergency Services and the high school did food

drives for us and so did our own Community Christian Academy. Grocery Surplus and Albertson's have been big contributors. We have been blessed."

Individuals have also been generous. "The other day I came to open the pantry and someone had left four cases of fresh baker potatoes," said Self.

The pantry is next to the Pahrump Community Church at 1061 E. Wilson Rd. Hours of operation are 8 a.m. to 2 p.m., Monday and Friday.

Food drive fills pantry

By GINA B. GOOD
PVT

Pahrump residents proved once again they are a generous bunch.

Over the weekend cases of macaroni and cheese, canned vegetables and soup were among items donated to the Nye County Emergency Services food drive, held in the parking lots of Albertson's and Pahrump Walmart.

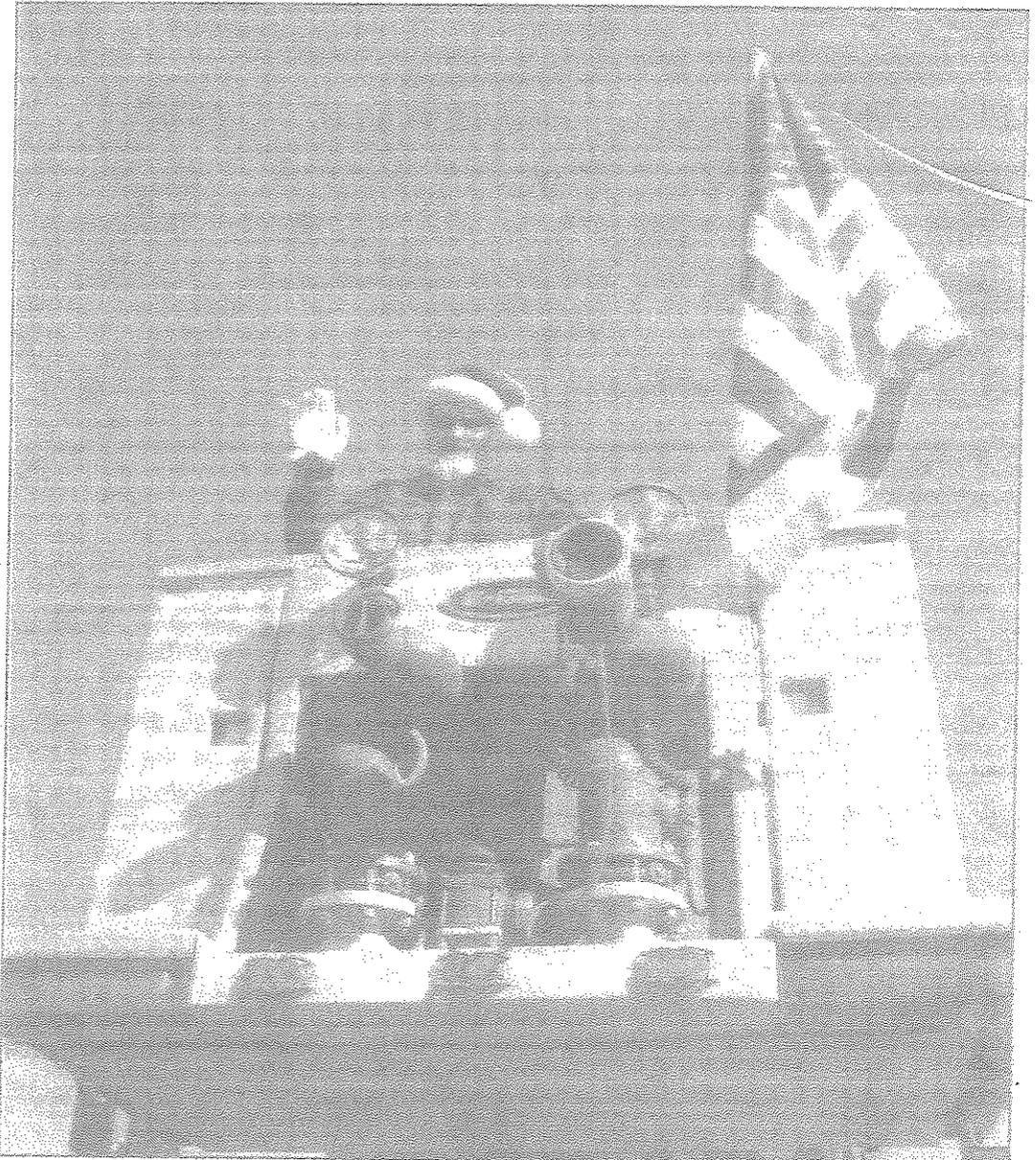
The goal of the drive was to collect 1,000 pounds of non-perishable items for the food bank operated by Pahrump Community Church on Wilson Road. And while no one weighed the foodstuffs as each load was delivered, the volunteers hefting the boxes were certain that between this weekend and the drive held two weeks ago, their objective was met.

Shoppers and their children at Albertson's were drawn to the bright red Emergency Services fire truck as well as the yellow hook and ladder truck with its ladder fully extended to 105 feet. Santa Claus was waving from the top of the ladder, standing in the railed platform, called a bucket, enjoying the 365-degree view. Most drivers passing by on Highway 160 honked, slowed down and waved back.

Fred Jones, communication officer for Emergency Services, operated the ladder, being very careful with his celebrated visitor from the North Pole and others who rode up to the top where an American flag stirred gently against the blue sky in Saturday's mild weather.

At Walmart's parking lot, SEE FOOD PAGE A9

MORE HELP CAN ALWAYS BE USED, SAYS COORDINATOR



Fred Jones made sure Santa had a secure perch far above the mall parking lot outside Albertson's.

GINA B. GOOD / PVT

AGENDA ITEM REQUEST

Requests and backup must be in the Town Office by Noon, Wednesday of the week preceding the 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
4/22/2009

DATE OF DESIRED BOARD MEETING
4/28/2009

CIRCLE ONE:

Action

or

Non-Action

ITEM REQUESTED FOR CONSIDERATION:

Discussion of and Possible Decision of the Purchase of Financial Software for the
PVFRS Not to Exceed \$5,000.00 and to Inact the Bad-Debt Write Off

Policy pursuant to Mr. Dan MaArthur's Management Comments.

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 Management Comments.

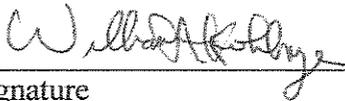
BACKUP ATTACHED: YES NO

SPONSORED BY: Town Manager Kohbarger

NAME OF PRESENTER(S) OF ITEM: Town Manager/Finance Director

William A. Kohbarger

Print Name


Signature

Town Office

Mailing Address

(775) 727-5107 ext. 305

Telephone Number

#9

AGENDA ITEM REQUEST

Requests and backup **must** be in the Town Office by **3:00 p.m. Monday** of the week **preceding the 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

3-6-09

~~3-24-09~~ 4-28-09

CIRCLE ONE: Discussion, Action, Decision or Discussion Only

ITEM REQUESTED FOR CONSIDERATION:

write offs from Enterprise Fund
due to death bad debt hardship,
small balances, bankruptcy

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:

BACK UP ATTACHED: YES NO

SPONSORED BY: Town Manager Kohbaeck
Town Board Member

NAME OF PRESENTER(S) OF ITEM: _____

Toni Glines
Print Name

Toni Glines
Signature

Mailing Address

751-4000 x 228
Telephone Number

AMBULANCE REVENUE REPORT

MONTH	BILLABLE CHARGES	CONTRACTUAL ADJUSTMENTS	NET BILLABLE CHARGES	REVENUE COLLECTED	BALANCE OUTSTANDING
February-09	\$ 393,665	\$ 1,220	\$ 392,445	\$ 247,787	\$ 144,658
January-09	\$ 486,282	\$ 102,686	\$ 383,596	\$ 211,570	\$ 172,026
December-08	\$ 430,228	\$ 89,373	\$ 340,855	\$ 272,865	\$ 67,990
3 MONTH TOTAL	\$ 1,310,175	\$ 193,279	\$ 1,116,896	\$ 732,222	\$ 384,674

AMBULANCE WRITE OFFS = DECEMBER 2008 - FEBRUARY 2009

	BILLABLE CHARGES	REVENUE COLLECTED	AMOUNT OF WRITE-OFF
SM BALANCE	\$ 4,083	\$ 4,081	\$ 2
DEATHS	\$ 28,968	\$ 17,781	\$ 11,187
BAD DEBTS	\$ 77,671	\$ 15,289	\$ 62,382
BANKRUPTCY	\$ -	\$ -	\$ -
HARDSHIP	\$ 3,743	\$ 2,419	\$ 1,324
TOTALS	\$ 114,465	\$ 39,570	\$ 74,895

Write off amounts are from previous time frames which are written off in the 3 months indicated above

LEGEND

- BILLABLE CHARGES - ACTUAL CHARGES BILLED
- CONTRACTUAL ADJUSTMENTS - FEDERALLY AND/OR STATE MANDATED ADJUSTMENTS
- NET BILLABLE - ADJUSTED BILLING DUE TO CONTRACTUAL ADJUSTMENTS
- REVENUE COLLECTED - ACTUAL MONEY TAKEN IN
- BALANCE OUTSTANDING - MONEY STILL BEING COLLECTED
- SMALL BALANCE - ACCTS WITH OPEN BALANCE OF LESS THAN \$30.00
- DEATHS - DEATH WHERE INSURANCE HAS PAID AND NO ESTATE
- BAD DEBTS - ACCTS W/BALANCES & NO PAYMENTS IN 120 DAYS - SENT TO COLLECTIONS
- BANKRUPTCY - AFTER DISCHARGED
- HARDSHIP - INDIGENT

DANIEL C. McARTHUR, LTD.

Certified Public Accountant

Quail Park III • 501 So. Rancho Dr., Ste. E-30 • Las Vegas, NV 89106 • (702) 385-1899 • FAX (702) 385-9619

MANAGEMENT COMMENTS

Honorable Members of the Town Board
Town of Pahrump
Pahrump, Nevada

In planning and performing my audit of the financial statements of the Town of Pahrump for the year ended June 30, 2008, I considered the Town's internal control in order to determine my auditing procedures for the purpose of expressing an opinion on the financial statements and not to provide assurance on internal control.

However, during my audit I became aware of several matters that are opportunities for strengthening internal control and operating efficiency. The following summarizes my comments and suggestions regarding these matters. This letter does not affect my report dated January 22, 2009 on the financial statements of the Town of Pahrump.

Prior Comments

Ambulance Capital Budget

The Town has no funding plan for the replacement of the depreciated assets of the Ambulance Fund. I recommended the Town adopt and implement a 10-year asset replacement plan for the Ambulance Fund.

Status

With the imposition of the new fire services impact fee, the Town is revising its long term Fire Rescue Service capital plan. The town is working on capital plans of both the fire department and ambulance services.

Segregation of Duties

Employees responsible for maintaining the open accounts receivable files and mailing statements on past-due accounts are also involved in handling cash receipts, and preparing deposits. Also, bad debt write-offs and contractual adjustment write-downs are the responsibility of the same employees. This combination of duties is incompatible and allows for the possible mishandling or misappropriation of cash. To improve internal controls over billings and receipts, I recommended that an employee independent of the receivable function prepare a list of daily cash receipts. Another employee should be responsible for retaining the actual checks and for making the bank deposit. Bank account reconciliations of the depository bank account should be performed by a department employee independent from the billing and collection function. The bank account should be reconciled to the accounts receivable activity on a monthly basis.

Status

As part of the FY08 budget, the Town Board approved a new Financial Assistant to provide the capacity to implement a separation of duties and provide better internal control in many areas. Filling the new position has been delayed.

Bad debt write-off policy

Nevada Revised Statutes indicate the general requirements for the collection of accounts receivable and the removal/write-off of uncollectible accounts. NRS 354.255 through 354.257 require the Town to establish uniform procedures for the collection and write-off of accounts receivable. The procedures must include but are not limited to the following:

1. Timely and accurate invoice billing to the "customer."
2. Follow up statements at 30, 60 and 90 days requesting payment of the invoice.
3. Transfer of the uncollectible accounts for legal collection action by legal counsel.
4. Determination by legal counsel as to a collectible account.

The reasons for considering an account to be bad are as follows:

1. Bankruptcy
2. Death of the debtor
3. More costly to go through collection efforts than would be collected
4. Other reasons (explanation required)

If an account is deemed to be uncollectible the reason must be in writing. In order to write off an account as a bad debt a request to the Town Board should include the following information:

1. Amount to be written off
2. Name of debtor
3. A record of collection efforts made
4. A copy of the written notice from the District Attorney

An account can not be written off without Town Board approval.

The Town provides services to and bills many customers. I recommended the Town review its collection policy, and where applicable include the general requirements as outlined.

Status

As part of the FY08 budget, the Town Board approved a new Financial Assistant to address implementing bad debt write-offs, separation of duties, and internal control. Filling the new position has been delayed.

Current Comments

Departmental Compensation Costing

The Town has many departments that perform services as part of town governmental functions. In many instances, one employee performs services for more than one department. When annual operating budgets are adopted employees are assigned to specific departments. When employees perform services for departments other than the department to which they are budgetarily assigned, the actual cost to provide a governmental function can be incorrect. In order to improve the financial reporting efficiency of the town, I recommend that the time worked by each employee be clearly allocated between the functions for which services were performed.

General Ledger Accounts Receivable Control

The Town does not maintain a general ledger accounting system for its Ambulance operations. The general ledgers for all funds of the Town are maintained by Nye County as required by statute. Because a general ledger is not maintained for the Ambulance fund, subsidiary accounts receivable listings can not be reconciled to a general ledger control account. To strengthen control over ambulance accounts receivable, I recommend that the Town purchase a general ledger software program that operates with the ambulance billing and then reconcile the accounts receivable listing to the general ledger control account on a monthly basis.

CONCLUSION

This report is intended solely for the information and use of the Town Board, management, and the Nevada Department of Taxation.

We will be pleased to assist you in implementing the recommendations.

Sincerely,



Daniel C. McArthur, Ltd.

1. Agenda Item #10 Robert's Rules of Order – I placed this item on the agenda due to the fact that no previous Town Board has ever adopted a formal format or guidance document for conducting TB meetings. This has come up over the past weeks due to the fact that PTO #43 was placed back on the agenda item. According to RRoO, this should not have been allowed. However, since the previous Town Board never adopted RRoO or some other form of guidance document I or the Town Attorney was in no position to stop the item from being placed back on the agenda. Fortunately or unfortunately however you look at it, we learn from ours or others mistakes. That is why I am placing this item on the agenda. I strongly believe that the Town Board either adopts RRoO as their guidance document or find wording to create such a document. If the Town Board would like they could approve this as it stands or request that staff place same back on the agenda in the form of a resolution or tabled or Reject this item.

AGENDA ITEM REQUEST

Requests and backup **must** be in the Town Office by **12:00 p.m. Wednesday** of the week **preceding the 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

4-21-09

4-28-09

CIRCLE ONE: Discussion, Action, Decision or Discussion Only

ITEM REQUESTED FOR CONSIDERATION:

AUDITS OF FUNDS

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:

ALL AGENCIES WHO RECEIVE FUNDS (TAX PAYER MONEY)
FROM THE TOWN OF PAHRUMP WILL HAVE AN AUDIT OF THERE
FUNDS COMPLETED AND RETURNED FOR TB REVIEW WITHIN 60 DAYS,
AND AN ANNUAL ONE EACH YEAR BY JAN 31ST.

BACK UP ATTACHED: YES NO

SPONSORED BY: B. DOLAN

Town Board Member

NAME OF PRESENTER(S) OF ITEM: Bill Dolan

Bill Dolan

Print Name

400 N. Hwy 160 Pahrump, 89060

Mailing Address

[Signature]

Signature

775-764-1327

Telephone Number

AGENDA ITEM REQUEST

Requests and backup **must** be in the Town Office by **Noon, Wednesday** of the week **preceding the 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 4/20/09 DATE OF DESIRED BOARD MEETING 4/28/09

CIRCLE ONE: Action or Non-Action

ITEM REQUESTED FOR CONSIDERATION:
PTAB - TOURISM STRATEGIC PLAN: REVIEW + VOTE FOR ACCEPTANCE

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:
PTAB's Tourism Strategic Plan that has been in progress of formulation for the last six months. This is a general conceptual stage.

BACKUP ATTACHED: YES NO

NAME OF PRESENTER(S) OF ITEM: TIM LOCKINGER

SPONSORED BY: _____

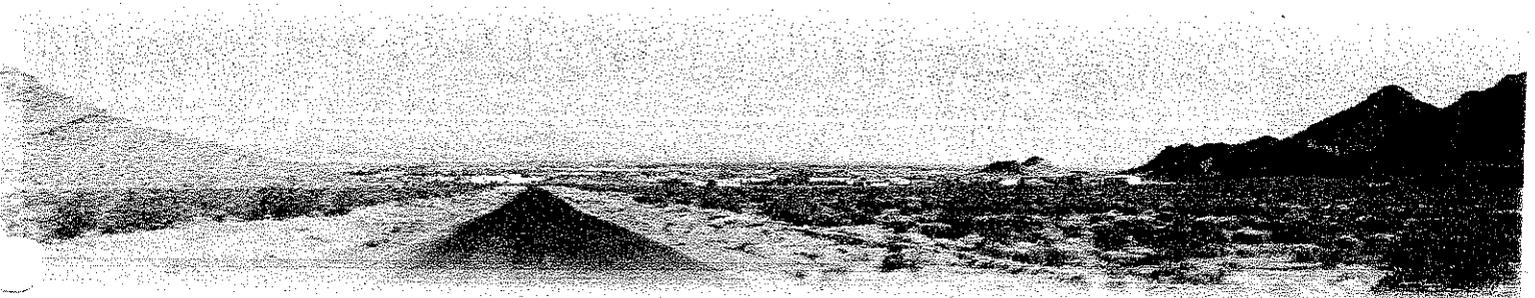
Kelly Buffi Kelly Buffi
Print Name Signature

3301 OAKLEAF AVE PAHRUMP NV 89048 (775) 209-5801
Mailing Address Telephone Number



**TOURISM
STRATEGIC PLAN**

Pahrump, Nevada



Background

The Pahrump Town Board has long supported the local tourism industry and has encouraged growing the number of visitors to our community. To facilitate the growth of tourism, the Pahrump Tourism Advisory Board ("PTAB") was created.

Since its inception, the PTAB has awarded numerous grants to local organizations and clubs to foster community events that would encourage visitors, increase their length of stay and promote spending throughout the community. To this end, the PTAB has provided grants for various rodeos, chili cook-offs, Cinco de Mayo celebrations, Pahrump-a-Pum-Pum events, the Baker-to-Vegas run and many other worthwhile events.

While this approach worked well in the past, and the efforts of the PTAB are commended, the changing demographics and needs of the community suggest that a new approach is required for the future. To this end, this strategic plan was created to make the tourism effort more efficient and effective with the overall goals of strengthening the town's tourism industry and lessening the impact of current and future economic slowdowns.

The recommendations contained in this strategic plan are aimed at aligning the funding with a revised mission and short and long term goals to invest in securing more visitors, accommodations and related sales thereby increasing the town's tax base and revenues. The goals and objectives offered are similar to successful steps taken in other communities to broaden their opportunities and to increase their tourism market beyond the immediate area and state.

It is extremely important to understand, however, that this strategic plan is not directed solely at the tourism industry. Successful implementation of this plan, including its various objectives, will benefit the entire town as visitors are expected to visit numerous restaurants, bars and retail outlets during their stay.

In short:

INCREASED NUMBER OF VISITORS

INCREASED LENGTH OF STAY

INCREASED SPENDING THROUGHOUT THE COMMUNITY

Situational Analysis

As a key component of the planning process, we conducted a situational analysis to help determine the goals and objectives of this strategic plan. The analysis required us to determine tourism assets, target customers, strengths, weaknesses, opportunities and threats. The following is the result of the analysis.

Premier Tourism Assets

The following is a list of the premier tourism assets as identified by the group:

- Nevada's first local winery
- The #2-rated RV park in the United States
- Mountain Falls Golf Course
- Spring Mountain Raceway
- China Date Ranch
- Numerous gaming (gambling) choices
- Numerous eating establishments
- Mountains and ATV/Hiking activities
- Legal brothels
- Proximity to Death Valley
- Proximity to Dumont Dunes
- Proximity to Tecopa Hot Springs
- Proximity to Red Rock Canyon
- Proximity to Las Vegas
- Small town atmosphere with friendly locals

Target Customers

The following target customers were identified as individuals or groups that are believed to have an interest in visiting the town of Pahrump:

- Convention/Conference/Retreat attendees
- Event/Festival goers
- Family reunions
- Bachelor parties
- Golfers
- RVers
- Vacationers/Weekenders/One-Day Trippers
- Group tours
- Empty nesters
- Gambling enthusiast

SWOT Analysis

The discussion and identification of Strengths ("S"), Weaknesses ("W"), Opportunities ("O") and Threats ("T") was used as a key method in developing this tourism strategic plan. Strengths and Weaknesses are internal factors while Opportunities and Threats are external factors. Goals, Objectives, Targets, Measures, and Initiatives were all determined following careful consideration of the SWOT analysis.

STRENGTHS

- Commitment of a tourism planning effort
- Commitment to "branding" the town
- Rich history
- Proximity to Las Vegas and Death Valley
- Visionary leaders

WEAKNESSES

- Limited tourism infrastructure
- Limited number of hotel rooms
- Limited market data
- Limited tourism funding
- Lacking cooperation and communication between groups
- Lack of convention and meeting space
- Lack of an identifiable "downtown" area
- Lack of a wide-range of programs/events
- Lack of wide-scale shopping opportunities
- Lack of quality tourism assets (lakes, parks, golf courses, etc.)
- No central community calendar/schedule

OPPORTUNITIES

- Festivals that tie-in and promote our tourism assets
- Conventions (in the 50 to 200 attendee range)
- Conferences
- Corporate retreats
- Markets within a day's drive (Las Vegas, Southern California)
- Snow birds
- More networking amongst tourism representatives
- Tourism packaging

THREATS

- Missing opportunities because of limited tourism infrastructure
- Increasing travel costs (fuel, lodging, food, etc.)
- Continued division amongst town boards
- Seasonality of the area
- Fragmented/lack of marketing
- Weather – effect on events and programs
- Non-supportive community leaders
(i.e., groups/clubs that have previously received grants to promote their event)
- Non-supportive residents

PURPOSE, MISSION and VISION

During the process of developing this strategic plan, we conducted in-depth thought and discussion regarding the purpose, mission, vision, and goals for the future of the town of Pahrump. The following statements are not intended to be all encompassing but, rather, are intended to serve as guidance during the tourism efforts. In addition, these statements should be considered flexible and subject to change as conditions warrant.

Purpose

The purpose of the advisory board is stated in the By-Laws and Constitution and does not require modification at this time:

- A. To 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.
- B. To 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.

Mission Statement

The mission of the advisory board is to promote the Town of Pahrump as a leisure tourism destination throughout the year with special emphasis on developing visitation during the traditionally slow months of summer.

We do this through a comprehensive program of research, public relations, promotions, advertising and other marketing strategies. These strategies are designed to maintain and improve the town's image as a great place to visit, to attract increased numbers of travelers, and to increase tourist spending.

Duties of the advisory board include, but are not limited to:

- Coordinating, assisting and encouraging cooperation among public and private entities in tourism-promoting activities
- Promoting special events and attractions that draw visitors
- Coordinating, assisting, encouraging and promoting the town as a convention destination
- Developing and operating a marketing and advertising program for all domestic and international markets to attract more visitors and lengthen their stay
- Developing local programs that are consistent with the state plan for advertising and marketing such that our tourism dollars are maximized by "leveraging" off the state plan
- Providing and administering grants or matching grants to local entities and community organizations to promote tourism
- Preparing and distributing tourism brochures, guides and other promotional materials
- Compiling and disseminating statistics and other marketing information
- Providing grants to develop publicly owned property, facilities and infrastructure that support and attract visitors

Vision Statement

To foster a spirit of partnership within the community, to develop and implement innovative and effective programs and initiatives that will grow the tourism industry within the town and increase economic impact and jobs.

Objectives, Measures and Initiatives

The following are the identified tourism strategic plan objectives and related implementation measures, and initiatives/tasks; targets (timelines) are more fully addressed in the next section of this strategic plan ("Projected Timeline"). Utilization of the identified measures, and completion of the listed initiatives and tasks, will result in significant progress toward each tourism goal and objective.

Objective #1 - Obtain Support of the Pahrump Tourism Advisory Board

Measure(s)

- Obtain support for this plan from the Pahrump Tourism Advisory Board

Initiative(s) and Task(s)

- Complete this tourism strategic plan
- Evaluate and implement tactics to promote buy-in of measure/targets by local residents, business owners, local officials, etc.
- Present the tourism strategic plan to the full advisory board at a regularly scheduled meeting

Objective #2 - Obtain Support of the Pahrump Town Board

Measure(s)

- Obtain support for this plan from the Pahrump Town Board

Initiative(s) and Task(s)

- Following completion of Objective #1 above, present the tourism strategic plan to the Pahrump Town Board at a regularly scheduled meeting

Objective #3 - Rename the Advisory Board

Measure(s)

- Change the name of the "Pahrump Tourism Advisory Board" to the "Pahrump Convention and Visitors Authority"

Initiative(s) and Task(s)

- See above

Objective #4 - Increase Funding for Tourism Related Activities

Measure(s)

- Increase the town room tax with said increase being specifically authorized as additional funding for the Pahrump Convention and Visitors Authority

Initiative(s) and Task(s)

- Draft a thorough proposal in support of measures and targets
- Evaluate and implement tactics to promote buy-in of measure/target by local residents, business owners, local officials, etc.
- Begin discussions with the appropriate town/county officials

Objective #5 - "Brand" the Town

Measure(s)

- "Brand" the town in order to provide an identity and cohesive marketing tool
- The Valley of Festivals

Initiative(s) and Task(s)

- Draft a thorough proposal in support of measures and targets including proposed festivals, dates, logo, etc.
- Create and execute an agreement with an outside third-party to act as "staff" in coordinating festivals and related activities
- Present to the Town Board and Tourism Advisory Board as an appendix to the strategic plan

Objective #6 - Implement an Effective Tourism Marketing Effort

Measure(s)

- Completion of an effective and exhaustive marketing plan utilizing all available resources (television, radio, billboards, newspaper, magazine, press releases, links to Nevada Commission on Tourism, etc.) and focusing on the new town "brand"

Initiative(s) and Task(s)

- Complete market research
- Identify target market for overall campaign (initially, Las Vegas and Southern California)
- Identify target market for a specialized campaign for each festival
- Compile/evaluate applicable marketing opportunities
- Refocus expenditures from grants to community organizations/clubs to the overall marketing effort
- Draft and submit marketing plan for approval

Objective #7 - Implement an Effective Convention Marketing Effort

Measure(s)

- Completion of an effective and exhaustive marketing plan utilizing all available resources and focusing on convention/conference/retreat opportunities

Initiative(s) and Task(s)

- Complete market research
- Identify target market for overall campaign (initially, groups of 50 to 200 attendees)
- Create and execute an agreement with an outside third-party to act as "staff" in obtaining and coordinating conventions
- Compile/evaluate applicable marketing opportunities
- Draft and submit marketing plan for approval

Objective #8 - Create a Tourism Website and Community Calendar

Measure(s)

- Create a Pahrump tourism website focusing on the new town brand, festival and community calendar, lodging, restaurants, activities, links to Nevada Commission on Tourism website, etc.

Initiative(s) and Task(s)

- Obtain buy-in of the tourism strategic plan
- Obtain buy-in of the town brand
- Obtain cooperation of local organizations and clubs, local businesses, etc.
- Hire a website hosting company
- Hire a website designer

Objective #9 - Support the Efforts of PAVED

Measure(s)

- Support the economic development efforts of PAVED in regards to the PARC project in order to develop property, facilities and infrastructure to support and attract visitors

Initiative(s) and Task(s)

- Encourage PAVED to present a comprehensive grant request

Objective #10 - Develop Procedures for Grant Requests

Measure(s)

- Develop comprehensive procedures for grant requests including, but not limited to, acceptable uses for grants, timeframe for requesting a grant, application form, required follow-up after the event, contract between the parties, etc.

Initiative(s) and Task(s)

- Develop procedures
- Develop application form
- Develop contract (or "Memorandum of Understanding")

Objective #11 - Gain the Support of the Community

Measure(s)

- Gain the support of the community - this is a critical factor as groups that had previously received funding from the tourism board may be upset (not realizing that they will prosper in the long-run) and as it will take the entire community to make the festivals a success

Initiative(s) and Task(s)

- Conduct meetings with various community organizations
- Conduct meetings with local businesses
- Contact news organizations (television, radio, newspapers)

Projected Timeline

The "Objectives, Measures, and Initiatives" noted in the prior section are extremely aggressive and will take a commitment on behalf of the entire community to implement; this plan is not meant to benefit just tourism related businesses but, rather, all businesses in the community. As such, it is necessary to inform as many businesses as possible of this plan and to obtain their "buy-in" if this strategic plan is to be successful.

This proposed timeline is, likewise, extremely aggressive in order to combat the current economic downturn as quickly and efficiently as possible. It is strongly believed that implementing this plan sooner, rather than later, will significantly increase the in-flow of dollars into our community to the betterment of all concerned.

As a final note, please be advised that while the objectives noted in this plan are complimentary and fit together to form a cohesive plan, the objectives are mutually exclusive. As such, if any specific objective is not agreed upon by all parties concerned and/or cannot be completed in a timely manner, said objective can be deleted and/or modified without risking the integrity of the overall strategic plan.

OCTOBER TO DECEMBER 2008

- Tourism Strategic Plan Taskforce meetings were held to discuss, debate and develop this strategic plan

JANUARY 2009

- The Tourism Strategic Plan Taskforce presents the strategic plan to the entire PTAB membership for review, discussion and possible adoption. (Objective #1) Please note that the remainder of this section assumes adoption of this strategic plan; if the plan is not adopted, the remainder of this section is not applicable.
- Hold meetings with various groups (hotel/RV business owners, Chamber of Commerce, Rotary, civic organizations, charitable organizations, etc.) to discuss the strategic plan and to obtain the "buy-in" of these groups. Amend the strategic plan as applicable based upon these discussions. (Objective #11)
- Develop new procedures for PTAB grant requests. (Objective #10)
- Complete the "Town Branding Plan." (Objective #5)
- Complete the "Town Marketing Plan." (Objective #6)
- Complete the "Convention Marketing Plan." (Objective #7)

FEBRUARY 2009

- If changes to the strategic plan are required as a result of the community meetings, present the revised plan to the PTAB membership for review, discussion and possible adoption.
- Present the completed "Town Branding Plan" to the PTAB membership for review, discussion and possible adoption. (Objective #5)
- Present the completed "Town Marketing Plan" to the PTAB membership for review, discussion and possible adoption. (Objective #6)
- Present the completed "Convention Marketing Plan" to the PTAB membership for review, discussion and possible adoption. (Objective #7)
- Present the completed "PTAB Grant Request" procedures to the PTAB membership for review, discussion and possible adoption. (Objective #10)
- Present the "Tourism Strategic Plan," "Town Branding Plan," "Town Marketing Plan," and "Convention Marketing Plan" to the Pahrump Town Board for review, discussion and possible

adoption. (Objective #2) Again, if the Town Board does not approve the various plans, all or part of the remaining items in this section may not be applicable.

MARCH 2009

- If approved as part of the overall plan, implement the name change from the "Pahrump Tourism Advisory Board" to the "Pahrump Convention and Visitors Authority." (Objective #3)
- Continue discussions with hotel/RV owners regarding an increase to the Town room tax in order to provide continued funding for the strategic plan. The exact percentage of the increase will be determined based upon the funding requirements of the "Town Marketing Plan" and the "Convention Marketing Plan" as well as the mutual consent of the affected business owners. (Objective #4)
- Create the tourism website and community calendar. (Objective #8)
- Implement the "Town Branding Plan." (Additional details to be provided in the finalized, approved plan.)
- Implement the "Town Marketing Plan." (Additional details to be provided in the finalized approved plan.)
- Implement the "Convention Marketing Plan." (Additional details to be provided in the finalized approved plan.)

ONGOING

- Continue work on the room tax increase until such time as all parties are in agreement and the Town Code has been properly amended.
- Monitor the progress of the "Town Marketing Plan."
- Monitor the progress of the "Convention Marketing Plan."
- Maintain the tourism website and community calendar.
- Support the efforts of PAVED in developing the community infrastructure.

Summary of Benefits

The World Tourism Council estimates that travel and tourism provides employment for more than 100 million people worldwide (that's one in every sixteen workers!) and is responsible for over 7% of worldwide capital investment.

To see the effects of travel and tourism firsthand, we don't have to look any further than our own backyard. According to the UNLV Center for Business and Economic Research, travel and tourism provided the following to Metropolitan Las Vegas in 2007:

- 39.2 million visitors
- \$10.8 billion in gross gaming revenues
- \$41.6 billion in total visitor spending
- 6.2 million conventioners
- \$8.4 billion in convention economic impact

Of particular interest in these statistics is total visitor spending versus gross gaming revenues; \$41.6 billion in total spending less \$10.8 billion in gross gaming revenues means that \$30.8 billion was spent on areas other than gambling. The visitors to Las Vegas spent approximately 75% of their budget on hotels, restaurants and shopping thereby injecting their tourism dollars throughout the community.

While we cannot hope to rival the travel and tourism numbers garnered by Metropolitan Las Vegas, we can significantly increase our tourism base and bring more tourist dollars into our community. Our past experiences have proven that the production of local events (such as Fall Festival, Wild West Extravaganza, Baker-to-Las Vegas race, and the like) have supported our local hotels, restaurants and stores as well as providing a tax base in terms of sales taxes, gas taxes and room taxes. In addition, we have seen that many of these tourists and snowbirds have purchased homes in Pahrump and have become long-term supporters of our economy by paying real estate taxes and making the bulk of their purchases at our local stores.

MULTIPLIER EFFECT

A tourist dollar is a new dollar injected into the local economy. A percentage of this new dollar is reinvested in the community by the recipient and is then spent and re-spent creating the multiplier effect. The more new tourist dollars entering the local economy and the longer the percentage is retained locally, the greater the economic benefit.

EMPLOYMENT OPPORTUNITIES

Tourism is a labor-intensive industry that creates many job opportunities. Due to the nature of the industry, many of the available jobs are suitable for young people, seniors and part-time workers that often times have difficulty finding steady employment. In the tourism, hospitality and recreation industries alone, there are 50 categories of employment and approximately 200 classifications of occupations.

OPPORTUNITIES FOR BUSINESS

Tourism creates opportunities for the establishment of new products, facilities and services (as well as the expansion of existing businesses) that would not otherwise be justified based solely on the resident population.

PRESERVATION OF THE ENVIRONMENT AND HERITAGE

Tourism highlights the need for proper management and, through effective policies and planning, can ensure that the environment, heritage and inherent character of our town are preserved.

THE CATALYST FOR RESIDENTIAL DEVELOPMENT

In many places, visitors who initially traveled to particular areas as tourists have relocated to those areas to become residents and acquire a better quality of life.

IMPROVED TRANSPORT SERVICES

Tourism can stimulate the establishment of new and improved transport services to and within the area.

A BROADER SOCIAL OUTLOOK

Tourism provides the opportunity for residents to interact with other people and cultures and brings new ideas into the community.

CONCLUSION

The Town of Pahrump recognizes the significance of tourism, its economic impact, and related contributions to the quality of life for its residents. Tourism related milestones that have occurred prior to the completion of this strategic plan serve as evidence of that recognition.

This strategic plan will be implemented under the guidance of the Pahrump Tourism Advisory Board. It is understood, however, that this is a community effort and the goals outlined in this document cannot be achieved without the support of the Pahrump Town Board, the Pahrump Chamber of Commerce, and multiple organizations, businesses, civic groups, and other interested citizens.

The measures and targets of this plan were determined during the planning process. To encourage progress toward the marked timelines, this plan should be reviewed quarterly. At each review meeting, any adjustments to the plan and/or modifications based on current conditions can be discussed. If a majority of the targets have been met, a new plan may need to be developed.

Using this plan as guidance (in conjunction with the more formalized branding and marketing plans), the Town of Pahrump is expected to make significant progress toward the development of tourism. It is imperative that the plan be referenced consistently as tourism related discussions occur and as related decisions are made.

ADDITIONAL REQUIREMENTS

This strategic plan is intentionally vague regarding the town branding plan, town marketing plan and convention marketing plan as it does not seem prudent to devote significant amounts of time and resources to these matters until such time as the overall strategic plan has been debated and amended or approved. As such, if this tourism strategic plan is accepted by the Pahrump Tourism Advisory Board and the Pahrump Town Board, the following items will need to be completed as quickly as possible and submitted for approval:

- Town Branding Plan
- Strategic Marketing Plan for general marketing around town brand
- Strategic Marketing Plan for conventions, conferences, retreats
- Procedures and Forms for grant process
- Creation of tourism website
- Buy-in of the community

Appendix A - Town Branding Plan

NOTICE

This appendix provides a very brief outline of the "Town Branding Plan" only. It is not intended as a full and complete plan but, rather, as a concept of a possible town branding idea. If this idea is approved as a part of the tourism strategic plan, then a complete "Town Branding Plan" will be developed and submitted to the PTAB for review, discussion and possible adoption. Accordingly, please do not view this appendix as a finalized and/or complete version of the town branding plan in any means whatsoever.

GENERAL

A town "brand" is a very powerful tool in assisting the community to display an "identity" to the outside world. While the "brand" may or may not be reflective of the way in which the community members view themselves, it is reflective of the way in which others view the community and in what the community has to offer.

Town brands are generally built around some factor that makes the community unique from other communities in the area or, for that matter, from other communities anywhere in the world. Sometimes this factor is naturally occurring (lakes, mountains, volcanoes, canyons, beaches, forests, etc.) while at other times this factor is man-made (Las Vegas creating itself as the entertainment capital of the world, Minneapolis creating the world's biggest mall, etc.).

While the Town of Pahrump has an abundance of natural attractions such as mountains, horse trails, ATV trails, hiking trails, etc., the bulk of these attractions are not unique to the Western United States nor do we have the necessary infrastructure to take advantage of these attractions. This may change in the future once "Last Chance Park" and the "Pahrump Arts and Recreation Center" (PARC) projects are complete.

Accordingly, this concept was developed assuming that we require a "man-made" attraction. After completing an extensive review of our assets, strengths, weaknesses, opportunities and threats, we recommend branding Pahrump as "The Valley of Festivals." This concept was chosen for numerous reasons including, but not limited to, the following:

- To the best of our knowledge, it is unique. We are not aware of any other town offering a similar concept.
- Implementation is relatively easy and timely in comparison to other man-made attractions.
- Implementation is relatively inexpensive in comparison to other man-made attractions.
- Properly executed, it will position the Town of Pahrump as a premier destination throughout the year.

THE CONCEPT

The concept is to brand Pahrump as "The Valley of Festivals" whereby the "town" will produce one major festival each and every month of the year. While the "town" is producing this major festival each month, it is hoped that the community will continue to offer smaller festivals throughout the month such that there is always some activity for the visitor (on every weekend, at least). This concept will assist the overall town by

giving us something unique to advertise to attract more visitors and will assist the various community groups in their fundraising efforts by providing an increased number of potential customers to their festival.

What is meant by the "town" producing the festival?

Neither the PTAB nor the Town Board has the staff required to produce a major festival each and every month. As such, it is anticipated that the festivals will be produced via corporate sponsorship from those community businesses and organizations with enough staff to volunteer their time and make the event a success. In order to assist in this process, we will provide an "event coordinator" to work with these community organizations to ensure that nothing is missed and the event goes off without a hitch.

What type of festivals will we have?

In choosing the festivals, it is imperative that the festival meet certain criteria: (1) The event is unique to the area (for example, a St. Patrick's Day festival would not meet the criteria as virtually every town has such a celebration; our festival would have to be extraordinary in order for a visitor to pass numerous other similar celebrations to come to Pahrump; accordingly, some other celebration would be more appropriate to our needs); and (2) The event should tap into new markets and bring in people who have never visited our community in the past. (Please note that we have nothing against St. Patrick's Day; it simply doesn't meet our criteria; as noted above, we hope that a St. Patrick's Day celebration will be offered so that visitors have even more reason to visit our town on those days when the "Town" festival is not being held.) A complete list of recommended festivals is shown below.

Who gets the proceeds from the festival?

Profits from the "Town" festivals will revert back to the PTAB regardless of the business and/or community organization sponsoring the event. (Note that this refers to "general" profits (such as admissions, booth rentals, etc.) rather than profits earned at specific privately-owned or operated concessions.) The PTAB will place the profits in its general fund to be used for future advertising and marketing, grant request fulfillment, festivals, etc.

How much will it cost to produce a festival?

The cost of producing a festival will vary dramatically based upon the nature of the festival and the various events offered at the festival. The cost of the festival will be borne by the corporate sponsor; the corporate sponsor may be reimbursed for their expenses from the proceeds but profits (if any) will go to the PTAB as noted above. It is anticipated that the corporate sponsors may be required to "underwrite" the cost of the festivals for the first few years but that the festivals will eventually become self-supporting.

RECOMMENDED FESTIVALS

The following is the initial list of recommended festivals. Please note that this list is a recommendation only and is subject to change. As a number of the festivals are not traditional in our culture, additional information regarding these festivals will be presented in the complete "Town Branding Plan."

Chinese New Year

Chinese New Year moves from year-to-year; it usually occurs the last week of January or the first week of February. This festival would be marketed primarily to the Asian populations in Las Vegas and Southern California. As Las Vegas does not hold a large celebration, we believe that we could get large crowds for this event.

FESTIVAL SCHEDULE

While the intent is to have a major festival each month of the year, it is suggested that we begin slowly in order to ensure that each festival is of the greatest quality possible. As such, we suggest the following festival schedule, subject to acceleration wherever possible:

June 2009:	Juneteenth Festival
September 2009:	Double Ninth Festival
October 2009:	Death Valley Days
November 2009:	Social PowWow
February 2010:	Western Mardi Gras
April 2010:	Car Tunes
May 2010:	Flores de Mayo
June 2010:	Juneteenth Festival
July 2010:	Christmas in July
August 2010:	Battle of the Bands
September 2010:	Double Ninth Festival
October 2010:	Death Valley Days
November 2010:	Social Pow Wow
December 2010:	Candy Cane Days
January 2011:	Chinese New Year
February 2011:	Western Mardi Gras
March 2011:	Opa! The Greek Festival
April 2011:	Car Tunes
May 2011:	Flores de Mayo
June 2011:	Juneteenth
July 2011:	Christmas in July
August 2011:	Battle of the Bands
September 2011:	Double Ninth Festival
October 2011:	Death Valley Days
November 2011:	Social Pow Wow
December 2011:	Candy Cane Days

Appendix B - Town Marketing Plan

NOTICE

This appendix provides a very brief outline of the "Town Marketing Plan" only. It is not intended as a full and complete plan but, rather, as a concept of a possible town marketing idea and budget. If this idea is approved as a part of the tourism strategic plan, then a complete "Town Marketing Plan" will be developed (including a more concrete budget) and submitted to the PTAB for review, discussion and possible adoption. Accordingly, please do not view this appendix as a finalized and/or complete version of the town marketing plan in any means whatsoever.

GENERAL

Below is a very rough outline of a proposed budget. Again, please keep in mind that this is not a complete and final budget. Rather, it is intended to give a general idea of our purchasing power in terms of media buys. In addition, this rough budget considers only current projected cash flows; it does not take into consideration additional cash flows that may result from an increase in the room tax and/or matching grants from the Nevada Commission on Tourism; such factors, if ultimately available, would tend to increase the overall marketing budget. If this tourism strategic plan is adopted by the Pahrump Tourism Advisory Board ("PTAB") and the Pahrump Town Board ("PTB"), a full and complete marketing plan will be developed and submitted to both the PTAB and the PTB for discussion, consideration and possible adoption.

POSSIBLE BUDGET

The initial budget for marketing the town, based on current cash flow projections, is \$150,000 per year; this is a very modest budget. (Take, for example, the LVCVA, which has a marketing budget of over \$200 million for FY '09.) As such, the budget may not provide enough advertising dollars to get the desired return on investment in both the Las Vegas market and the Southern California market.

To stay within the budget, the bulk of the advertising dollars would be spent on the Las Vegas market with "splashes" in the Southern California market to advertise specific festivals that would appeal to that market. In the long-run, this strategy would provide a good initial "base" of customers that can then be expanded in future years.

LAS VEGAS

- Digital Billboard - 7 rotating electronic billboards throughout the city. Messages can be changed as frequently as desired to promote various aspects of the community as well as upcoming festivals. Estimated total cost for one year is \$55,000.
- Print - Choose specific areas, zip codes or demographic-specific publications that would be more likely to travel to Pahrump versus Mesquite or Laughlin; again, the message can be general to Pahrump or can be tailored to promote an upcoming festival. Estimated total cost for one year is \$40,000.
- Radio - Traffic radio, targeted travel stations, etc. Estimated total cost for one year is \$15,000. This dollar amount will only get us a buy of about 4-5 months if we do strictly traffic.
- Estimated Total: \$110,000

A suggested budget of at least \$250,000 to \$300,000 is required to get the full impact required in the Las Vegas market to attract a significant number of visitors and to increase their length of stay. A budget of this size may be possible with an increased room tax and matching grants from the Nevada Commission on Tourism.

SOUTHERN CALIFORNIA

The remaining budget (\$40,000) would be allocated to radio and print advertising in the Southern California market. The actual advertising medium would be chosen shortly before the festival/event depending on the specific demographic we are seeking for that festival/event.

- **Radio** – Targeted to the specific demographic desired for that festival/event. A decent radio buy in Las Vegas is \$10,000 per month – assume the same or higher for California. As such, our budget would allow us to advertise up to four specific festivals/events in the Southern California market (assuming no print and/or other advertising).
- **Print** – Again, targeted to specific demographics, publications, etc. depending on the festival/event being advertised.
- **Outdoor (Billboards)** – This will not be possible due to the small budget allocated to the Southern California market. A six-month contract would run approximately \$30,000 to \$35,000 a year.
- **Estimated Total: \$40,000**

Again, an increase to the room tax and/or matching grants would be helpful to increase this portion of the budget and allow deeper market penetration.

Appendix C - Convention Marketing Plan

NOTICE

This appendix provides a very brief outline of the "Convention Marketing Plan" only. It is not intended as a full and complete plan but, rather, as a concept of a possible convention marketing idea and budget. If this idea is approved as a part of the tourism strategic plan, then a complete "Convention Marketing Plan" will be developed (including a more concrete budget) and submitted to the PTAB for review, discussion and possible adoption. Accordingly, please do not view this appendix as a finalized and/or complete version of the convention marketing plan in any means whatsoever.

GENERAL

The information contained in this appendix is not a complete and final budget. It is merely a rough idea of our purchasing power and does not take into consideration funds that may be obtained from a room tax increase and/or matching funds from the Nevada Commission on Tourism. If this tourism strategic plan is adopted by the PTAB and Town Board, a full and complete banquet/convention marketing plan will be developed and submitted to both the PTAB and Town Board for discussion, consideration and possible adoption.

The purpose of this marketing plan is to increase our banquet and convention business focusing on those events of 150 to 200 attendees. We believe this is a viable business segment for Pahrump as the Las Vegas market is not able to cater to these smaller groups with the personal care and prices that we can offer. Our proximity to Las Vegas makes us an attractive, well-priced alternative.

POSSIBLE BUDGET

- Direct Mail - Target specific demographics, events, conventions, training seminars, etc. The price of the direct mail campaign will vary based on the number of people/groups in the mailing.
- Print - For golf tournaments, business meetings, weddings, family reunions, etc., print ads in appropriate publications targeted to our specific demographics would be obtained.
- These two media purchases could easily absorb \$50,000 in 6 month's time. Again, a larger budget would be required to obtain significant market penetration.
- Estimated Total: \$50,000

Once again, the proposed budget may be enhanced through an increase in the room tax and/or matching grants from NCOT.

TOURISM STRATEGIC PLAN

AMENDMENTS

At its regularly scheduled meeting on January 15, 2009, the Pahrump Tourism Advisory Board ("PTAB") approved the "Tourism Strategic Plan" with the following amendments. Please be advised, however, that the "Tourism Strategic Plan" is not considered a finalized document at this point in time; PTAB is an advisory board and makes *recommendations* to the Pahrump Town Board; the "Tourism Strategic Plan" must be approved by the Pahrump Town Board, at a regularly scheduled meeting, before it is considered a finalized document and can be implemented.

Amendment #1

In "Objective #9 (Support the Efforts of PAVED)," all references to "PAVED" have been removed. As such, this objective now states that PTAB will support the "efforts of the Town of Pahrump in developing publicly-owned lands for tourism infrastructure." It is important to retain this objective as it falls within the duties of PTAB as stated in the newly adopted Mission Statement and as developing the tourism infrastructure is vital in promoting the Town of Pahrump as a tourist destination. At the same time, however, PTAB recognizes that development of publicly-owned land is directed by the Pahrump Town Board, rather than a single entity, and, as such, it is imperative that the "Tourism Strategic Plan" be generic enough to support the efforts of the Town.

Amendment #2

Objective #3 (Rename the Advisory Board) recommended renaming the "Pahrump Tourism Advisory Board" to the "Pahrump Convention and Visitors Authority." The plan was amended to recommend the name be changed to the "Pahrump Tourism and Convention Council." By retaining the word "tourism" in the name, we ensure that the character and purpose of the board remains intact while, at the same time, giving the board a more level playing field in negotiating media buys, conventions, etc.

Amendment #3

Although all objectives are considered equally important and the numbers assigned to the objectives were not intended to indicate that any one objective was more important than any other objective, Objective #11 (Gain the Support of the Community) will be reordered as Objective #3 and Objective #3 (Rename the Advisory Board) will become Objective #11. This is considered an important move because the strategic plan cannot be successful without the support of the entire community; as such, giving this objective a more prominent position within the plan will better emphasize this important consideration.

THESE AMENDMENTS BECOME AN INTEGRAL PART OF THE "TOURISM STRATEGIC PLAN." PLEASE ATTACH THIS PAGE TO YOUR COPY OF THE PLAN AND REFER TO THIS SHEET FOR THOSE AREAS NOTED ABOVE.

SPECIAL TOWN BOARD PRELIMINARY BUDGET HEARING MEETING

PAHRUMP TOWN ANNEX
270 NORTH HIGHWAY 160
WEDNESDAY – April 8, 2009
THURSDAY – April 9, 2009
FRIDAY – April 10, 2009
6:00 P.M.

MINUTES

BOARD PRESENT:

Nicole Shupp
Bill Dolan
Vicky Parker
Mike Darby

ABSENT:

Frank Maurizio

STAFF PRESENT:

Bill Kohbarger
Chief Scott Lewis
Michael Sullivan
Matt Luis
Carla Yoder

1. Call to order
Chairman Nicole Shupp called the meeting to order and led in the pledge of allegiance.
2. Discussion, and possible decision regarding fiscal year 2009-2010 preliminary Town of Pahrump and Pahrump Swimming Pool District budget. (Action)
Bill Kohbarger asked for permission to sign a contract for the July 3rd, 2009 fireworks with Zambelli for \$25,000. The Board asked that this item be placed on the next Town Board agenda.

Michael Sullivan explained the information package provided. Mr. Sullivan explained the four categories to be discussed that go to the State; total wages, total benefits, total materials and supplies, and total capital outlay. This is a preliminary draft. Michael Sullivan explained how the Consolidated Taxes are collected and distributed.

A Resolution has been prepared and will be on the agenda for the next Town Board meeting on April 14 for approval.

A Summary page was provided showing beginning fund balances, revenues, and expenditures. The final column of the summary shows the ending fund balances.

Chief Lewis reviewed his budget for Pahrump Valley Fire-Rescue Service (PVFRS) on page 11 of the budget worksheets. He also reviewed the budget for the Ambulance Enterprise Fund (page 16). Radios, apparatus, legal fees, medical exams, wages, billing collections and software, and brothel fees were discussed.

Matt Luis reviewed the budget for Building and Grounds department (page 9). Michael Sullivan noted a change that was scheduled for Blosser Park that would now be going to

Special Town Board Meeting
Tentative Budget
April 8, 2009

the Kellogg Park improvements. There were discussions regarding why there is a line item for social security. There was discussion concerning repairs and maintenance of current buildings, shade covers over play equipment at parks, and sidewalks at Petrack Park. Water rights for Kellogg Park were talked about.

Michael Sullivan reviewed the General Fund – Administration (beginning on page 6). There was discussion about new software, memberships and dues, professional services, website services, and PERS.

Page 13 in the General Fund Arena is for operating supplies, and has no salaries and wages. Maintenance is done by Matt Luis' team.

General Fund Television (page 14) was explained by Mr. Sullivan.

Transfers made (page 15) to other funds from the General Fund were explained by Mr. Sullivan.

Mr. Sullivan explained the summary of Special Revenue Funds (page 21) which include Business Licenses, Swimming Pool, Tourism, State, Parks, Economic Development, Arena, Fairgrounds, Cemetery, Cemetery Perpetual, Road Tax, Airport Grant, Fall Festival, and Fire and Parks Impact Fees.

Michael Sullivan explained that the Road Tax Fund is a tax collected from Fuel Tax and is returned to the County under an inter-governmental agreement for road maintenance.

Business License Fund was reviewed, and revenues were discussed.

Cemetery Fund (page 44) was reviewed and the transferring of funds to this fund was explained, as well as the Cemetery Perpetual Fund (page 46).

Room Tax Funds; Economic Development, Parks and Recreation, Arena, Tourism, State, and Fairgrounds were explained and discussed.

The Swimming Pool Fund (page 24) was explained and the swimming pool deck was discussed, as well as programs planned, staffing, and pool fees.

Fairgrounds Room Tax (page 40) was discussed and it was noted that there are grants pending from the County from PETT money, and three congressional earmark grants that are being held due to the Tortoise Plan. Water rights acquisitions were explained, as well as infrastructure for the fairgrounds. Profits from this fund (3%) were to be divided with half to the Fairgrounds and half to Parks. Funds are accumulating in this fund. Projections are dated at this point.

Special Town Board Meeting
Tentative Budget
April 8, 2009

Airport Fund (page 49) was explained briefly and Charlie Gronda noted that the Environmental Assessment Plan is being done. Information will be presented to the Board in the near future.

Fall Festival Fund (page 50) is a fund which shows the activity of the funding.

Impact Fee Funds (page 55) include the Fire Impact Fee, and Parks Impact Fee. Mr. Sullivan noted that there is nothing coming in at this time. There was discussion on what Impact Fees can be used for.

The summary of Capital Project Funds which include the General Fund, Special Ad Valorem, Arena, TV, and Vehicle Fire were reviewed. It was explained that proposed projects are for internal use and not sent to the State. Projects will be brought to the Board before they begin for approval of Capital Projects.

Mr. Sullivan concluded noting that any questions the Board may have can be emailed to him.

The Board agreed there would be no meetings on Thursday or Friday as posted as business was concluded at this meeting.

3. Public comment.

Vicky Parker announced there would be a memorial service for Bob Swadell on April 26th.

4. Adjournment.

Meeting adjourned at 9:05 p.m.

Respectfully submitted,

Vicky Parker, Clerk
Pahrump Town Board

MEETING CONCLUDED WEDNESDAY.
MEETINGS FOR THURSDAY (4/9) AND
FRIDAY (4/10) ARE CANCELLED

TOWN BOARD MEETING
BOB RUUD COMMUNITY CENTER
150 NORTH HIGHWAY 160
TUESDAY – 7:00 P.M.
APRIL 14, 2009

MINUTES

PRESENT:

Town Board:

Nicole Shupp
Bill Dolan
Vicky Parker
Frank Maurizio
Mike Darby

Staff:

Rick Campbell, Attorney
William A. Kohbarger, Town Manager
Scott Lewis, Fire Chief
Matt Luis, Buildings & Grounds Manager

1. Call to Order and Pledge of Allegiance.

Chairperson Nicole Shupp called the meeting to order and led in the pledge of allegiance.

2. Discussion and possible decision regarding moving the order of or deleting an agenda item(s).
(Action)

Frank Maurizio motioned to remove Items 14 for a future date and 16f for a later date

(Discussion of and possible decision of funding not to exceed \$39,000.00, a proposed “Economic and Fiscal Outlook for the Town of Pahrump: Options for the Future” study conducted by University of Nevada Reno Cooperative Extension from FY09 and FY10 budgets and Approval of revised fiscal year 2009 grant to PAVED from Economic Development Room Tax Funds already budgeted and not to exceed \$30,000) from the agenda. **Mike Darby seconded the motion.**

Vote passed 3 – 2. Nicole Shupp and Bill Dolan voted nay.

3. Advisory Board Reports, from Advisory Board Chairpersons and/or Town Board Liaisons on the status of Advisory Boards. (Non-Action)

Bill Dolan reported the Pahrump Veteran’s Memorial Advisory Board will meet on April 16th.
Vicky Parker reported that the Tourism Board voted to add an additional member.

4. Discussion and possible Town Manager Report. (Non-Action)

Nothing at this time.

5. Town Board Member’s Comments. (Non-Action)

Bill Dolan alerted the public that people ordering Girl Scout cookies at a January meeting should contact the Girl Scout Council who will make good on the offer.

6. Discussion and possible decision regarding request from the Division of Child and Family Service proclaiming May 1, 2009, Foster Parent Appreciation Day. (Action)

TOWN BOARD MEETING
BOB RUUD COMMUNITY CENTER
150 NORTH HIGHWAY 160
TUESDAY – 7:00 P.M.
APRIL 14, 2009

Clerk Vicky Parker read aloud the Proclamation.

Bill Dolan motioned to accept the proclamation. Frank Maurizio seconded the motion.

Lewis Beaver thanked the Board for their appreciation of the foster parent program.

Vote passed 5 – 0.

7. Presentation by the Pahrump Chamber of Commerce. (Non Action)

Lucy Ivins and Chamber Board presented history information and programs currently being spearheaded by the Chamber. They include, but are not limited to, a shop local campaign, Frontier Days and Chili Showdown, July 3rd festivities at Petrack Park, among others.

The Board asked questions which Ms. Ivins answered concerning membership, future conventions, grant monies, etc.

8. Discussion and possible decision regarding contract with Zambelli fireworks in the amount of \$25,000 for July 3, 2009 fireworks display at Petrack Park. (Action)

Bill Kohbarger explained this would come from fiscal year budget 2009-10 if approved.

Bill Dolan motioned to approve the contract with Zambelli fireworks in the amount of \$25,000 for July 3rd, fireworks at Petrack Park. Vicky Parker seconded the motion.

Vote passed 5 – 0.

9. Discussion and possible decision regarding update from Mr. Steven Lee on the PBR event that was scheduled to be held in the Town of Pahrump and All Matters Related Thereto. (Non Action)

Steven Lee of Silver State Pro Rodeo who helps promote PBR explained how it came about that they would be postponing their 2009 event until May 2010. Mr. Lee said he spoke with Steve Pastorelli with the Arena Advisory Board and they have agreed to roll over the fees from 2009 for the May 8, 2010 event.

Mike Darby asked how this cancelation affects the PBR points and how much revenues were lost from last year. Bill Kohbarger noted that he would contact Mr. Pastorelli who said they would keep open the May 8th date for the PBR.

Larry Jones, Cynthia Jones, and Art Jones commented.

10. Discussion and possible decision regarding the purchase of One (01) Utility Vehicle and One (01) Top Dresser Vehicle not to exceed \$31,000, already budgeted from Building & Grounds General Fund and all matters related thereto. (Action)

TOWN BOARD MEETING
BOB RUUD COMMUNITY CENTER
150 NORTH HIGHWAY 160
TUESDAY – 7:00 P.M.
APRIL 14, 2009

Matt Luis explained that these items (2) have been on the wish list for approximately three years and would like to purchase them at this time. Equipment has been borrowed from other entities. They would be using the equipment at the parks and cemetery.

Bill Dolan asked if this would be an outright purchase or financed. Mr. Luis replied it would be an outright purchase as a budgeted item. Nicole Shupp asked if it would require a bid process. Bill Kohbarger explained it is under the \$49,995 state requirement for the bid process.

Bill Dolan motioned to approve the purchase on one utility vehicle and one top dresser vehicle not to exceed \$31,000 already budgeted from Buildings & Grounds General Fund. Frank Maurizio seconded the motion.

There were comments from Amy Richards, Dave Stevens and Bob Irving.

Vote passed 5 – 0.

11. Discussion and possible decision to resubmit and revise and reconsider Pahrump Town Ordinance #43 (PTO #43). (Action)

Robin Lloyd made a presentation of her concerns with PTO #43 going page by page with recommendations and asked for a rewriting of the ordinance.

Mike Darby noted that Ms. Lloyd did many hours of research regarding this ordinance.

Mr. Maurizio asked Rick Campbell how long it would take him to go through the changes. Mr. Campbell noted a procedural issue with regards to some of the requested changes and going through rescinding and going through the publication process again. A new draft could be available within a week. There were questions and discussion regarding cost of the draft, publication, and negotiations with other parties involved, etc. Enforcement of the ordinance was discussed.

A five minute recess was called for a bathroom break.

Robert Groesbeck, Attorney for Pahrump Valley Disposal, commented that interesting points were discussed and they are willing to look at anything that will make the document clearer, but has concerns and would like to meet with the Town Attorney. Mr. Groesbeck noted that several lawsuits have been settled upon the adoption of PTO #43. His concern is that some of the issues may be potential issues with the Town.

Mike Darby motioned to table this item until such time that more of the issues can be addressed and possibly have a workshop to consider the revisions the public would like to see done. Vicky Parker seconded the motion.

TOWN BOARD MEETING
BOB RUUD COMMUNITY CENTER
150 NORTH HIGHWAY 160
TUESDAY – 7:00 P.M.
APRIL 14, 2009

Mr. Kohbarger asked who would conduct the workshop and what time of workshop Mr. Darby wanted. Mike Darby replied he would like a workshop in a public forum and is open to suggestions as to who would conduct it. Bill Kohbarger asked that he be allowed to contact all attorneys involved.

Mike Darby amended his motion to table until such time as the Town Manager can meet with representatives of different council to bring their thoughts back. Vicky Parker so amended and seconded the motion.

Vote passed 5 – 0.

Public comment was not held as the item was tabled.

The redline copies of the new draft will be made available to the public at the Town Office and will be placed on the website.

Norma Jean Opatik asked that the item be placed at the beginning of the meeting.

12. Discussion and possible decision of the Pahrump Town Board sending a letter of support to the Federal Aviation Administration (FAA) for the Town's new proposed Pahrump Valley Airport Site "C". (Action)

Bill Kohbarger explained that Mrs. Parker asked that a letter of support from the new Town Board members be sent to the FAA regarding the Site C as their selection for the airport site. Vicky Parker noted the grant money that has already been spent on the airport.

Vicky Parker motioned to send a letter of support to the FAA for the Town's site "C" airport. Frank Maurizio seconded the motion.

Comments were heard from Bill Richards, Judith Holmgren, Dave Stevens, Amy Richards, Donald Cox, Gary Ravzicky (sp), Charlie Gronda and John Crilly.

Vote passed 4 – 1. Mike Darby voted nay.

13. Discussion and possible decision of placing a Request For Quotes (RFQ) for Professional Services: Engineering/Construction in the local newspapers. (Action)

Bill Kohbarger asked for permission to advertise for RFQ an engineering firm. There are seven projects on hold due to the prior engineering firm non performance. Their contract has been terminated and money recovered that was paid them. This will be a multi-year contract for the current projects and any that may be coming in the future.

Mike Darby asked if was going to be placed in the local papers and what the cost would be. Mr. Kohbarger replied he did not have the cost to advertise and it would be advertised in the Pahrump papers and well as Las Vegas and websites frequently visited by engineering firms.

TOWN BOARD MEETING
BOB RUUD COMMUNITY CENTER
150 NORTH HIGHWAY 160
TUESDAY – 7:00 P.M.
APRIL 14, 2009

Vicky Parker asked which projects are pending. Mr. Kohbarger cited the Community Center roof, lighting at Petrack Park, Last Chance Park and other parks, swimming pool deck, etc. He added that any RFQ received will be brought to the Board for approval.

Bill Dolan motioned to direct staff to place an ad in the local papers, Pahrump and Las Vegas, for RFQ for professional services: Engineering and Construction. Vicky Parker seconded the motion.

Bruce Culley commented.

Vote passed 5 – 0.

14. Discussion of and possible decision of funding not to exceed \$39,000.00, a proposed “Economic and Fiscal Outlook for the Town of Pahrump: Options for the Future” study conducted by University of Nevada Reno Cooperative Extension from FY09 and FY10 budgets. (Action)
Removed under Item #2.

15. Discussion and possible decision regarding approval of Resolution 2009-05 approving preliminary 2009-10 fiscal year budgets for Town of Pahrump and Pahrump Swimming Pool District. (Action)
The resolution title was read.

Bill Dolan motioned to approve Resolution 2009-05, preliminary 2009-10 fiscal year budgets for the Town of Pahrump and Pahrump Swimming Pool District. Vicky Parker seconded the motion.

Vote passed 5 – 0.

16. Consent agenda items:

- a. Action – approval of Town vouchers
- b. Action – approval of Town Board meeting minutes of March 10, 2009
- c. Action – approval of Town Board meeting minutes of March 24, 2009
- d. Action – approval of Jacob Skinner, Patrick Kerby, and Jeffrey Bobeck to the Incorporation Advisory Board.
- e. Action – approval of Alice Eychaner and Marianna Smith to the Tourism Advisory Board.
- f. Action – approval of revised fiscal year 2009 grant to PAVED from Economic Development Room Tax Funds already budgeted and not to exceed \$30,000.

Item #16f was removed under Item #2.

Bill Dolan motioned the consent agenda a – e as stated. Vicky Parker seconded the motion.

Vote passed 5 – 0.

TOWN BOARD MEETING
BOB RUUD COMMUNITY CENTER
150 NORTH HIGHWAY 160
TUESDAY – 7:00 P.M.
APRIL 14, 2009

17. Future Meetings/Workshops: Date, Time and Location. (Non-Action)

It was noted that the final budget meeting will be held on May 21, time and place to be announced. There will be a workshop regarding PTO #43. There is a workshop in Carson City in May for Mayors Conference where there may be a quorum. Frank Maurizio and Mike Darby may be attending the Nye Development Summit in Tonopah on May 7 and 8.

18. Public Comment

Neil Huff asked about consent agenda item #16f.

John Koenig commented regarding Public Comment being at the end of the meeting rather than at the beginning of the meeting.

Tim Lockinger commented regarding Item #14 and it being removed from the agenda.

Rodney Comacho commented and thanked the Town Board for their support of the Children's Theater.

19. Adjournment.

Meeting adjourned at 9:27 p.m.

Respectfully submitted,

Vicky Parker, Clerk
Pahrump Town Board

/cw

April 9, 2009

Memo To: Pahrump Town Board
Subject: Letter of Recommendation for Grant Funding

Dear Members of the Board:

The Pahrump Tourism Advisory Board voted (5-2) to recommend that the Town of Pahrump grant the Pahrump Arts Council \$1,200.00 for the "Art & Sol" from the state room tax. The appropriate paperwork has been submitted to meet the Tourism Board Grant Guidelines.

Sincerely,

Paula Glidden Chair -
Kelly Buffi
Alice Eychaner
Lucy Ivins
Tim Lockinger
Marvin Minnick
Karen Spalding

#14d

Pahrump Tourism Advisory Board

Application for Grant and Matching Funds

The Town of Pahrump Tourism Grant funds are intended exclusively to develop, promote and improve tourism to and within Pahrump. Providing detailed information such as plans, schedules, creative ideas and tentative outlines to support items requested will assist the Pahrump Tourism Advisory Board and the Pahrump Town Board in evaluating this request.

1. Name of Applicant Organization: Pahrump Arts Council
Mailing Address: P.O. Box 3481
City, State, Zip: Pahrump, NV 89041 Telephone: 775-751-6776
2. Project Director Willi Bair
Telephone: 727-5312 Email: pacinfo@pahrump.com
3. How long organized? 1993 Non-Profit? 501C3; NV Chartered Non Profit Corp
4. Purpose of Organization: to create an environment for the arts to flourish in our Community
5. Project Name: Art & Sol
6. Has this project been funded by the Town of Pahrump before? yes When? 2008
7. Have you applied to any other sources for funding on this project? no If so, what were the results of that application: _____
8. If application is for an event, actual date(s) of event: May 8-10, 2009
9. Location of project: Bob Rudd Community Center
10. Narrative description and justification of project, including the objectives of the Project: 14th annual arts & crafts festival local and regional artists featured

11. Total budget of project: (details must be attached) \$2306
12. Pahrump Tourism Grant funds requested: \$1,200
13. Other funds which will be used for match Estimated proceeds from booths & program ads
\$1,500

14. Local economic impact (complete the following as it pertains to your project):

a) How many visitors from outside of Pahrump do you expect to draw to your event as a result of this project and how will you track their attendance?

last year's event brought over 400 participants throughout the region

b) How many total nights do you expect the out-of-town visitors to spend in Pahrump as a result of this project?

3 nights

c) Approximately how many people outside of Pahrump (both in-state and out-of-state) will be exposed to the promotion of this project?

185,500 advertising in southern Nevada internet announcements on local and Las Vegas TV

d) What is the overall economic impact of this project? _____

generate sales, room tax and meals at area restaurants & casinos

15. If you do not have match funds or other sources of funding for this project, explain why:

Sherrie Donofrio-Bales
Roberta Sabori
Signature

3/25/09
Date

Sherrie Donofrio-Bales/Roberta Sabori
Printed Name

FOR PTAB USE ONLY

Approval Date: _____

Letter of Recommendation sent to TB (date): _____

Follow-Up Evaluation Due: _____

5/23/08

ART & SOL

May-09

Income

Fee for booths \$ 1,000.00
Ads in program \$ 500.00

In Kind donations

Volunteer time \$ 1,500.00

Total income \$ 3,000.00

Expenses

Advertising \$ 1,250.00
Flyers \$ 15.00

Printing of Programs \$ 1,000.00
Permits \$ 50.00

Administrative fees \$ 150.00

Total \$ 2,465.00

Pahrump Arts Council

April 9, 2009

Memo To: Pahrump Town Board
Subject: Letter of Recommendation for Grant Funding

Dear Members of the Board:

The Pahrump Tourism Advisory Board voted (6-0) to recommend that the Town of Pahrump grant the Pahrump Valley Chamber of Commerce \$1,200.00 for the Certified Folder Display which is a required match from NCOT. L. Ivins submitted the appropriate paperwork according to the Tourism Board Grant Guidelines.

Sincerely,

Paula Glidden- Chair – Tourism Advisory Board
Kelly Buffi
Alice Eychaner
Lucy Ivins
Tim Lockinger
Marvin Minnick
Karen Spalding

#4/e

Pahrump Tourism Advisory Board Application for Grant and Matching Funds

The Town of Pahrump Tourism Grant funds are intended exclusively to develop, promote and improve tourism to and within Pahrump. Providing detailed information such as plans, schedules, creative ideas and tentative outlines to support items requested will assist the Pahrump Tourism Advisory Board and the Pahrump Town Board in evaluating this request.

1. Name of Applicant Organization: Pahrump Valley Chamber of Commerce
Mailing Address: P.O. Box 42
City, State, Zip: Pahrump NV 89041 Telephone: 727-5800
2. Project Director: LUCY IVINS
Telephone: 727-5800 Email: info@pahrumpchamber.com
3. How long organized? 28 yrs. Non-Profit? Yes
4. Purpose of Organization: Endorse, promote + provide resources to membership sponsor economic + work force development to advance community @ large and present opportunities for tourism
5. Project Name: Certified FOLDER DISPLAY
6. Has this project been funded by the Town of Pahrump before? Yes When? 06, 07, 08
7. Have you applied to any other sources for funding on this project? Yes If so, what were the results of that application: Approved by NV Comm. on Tourism
8. If application is for an event, actual date(s) of event: _____
9. Location of project: CA + UTAH
10. Narrative description and justification of project, including the objectives of the project:
Cert. Folder Display stocks info racks @ various (19) 1-15 tourist stops w/ Pahrump tri-fold to expand exposure to Thousands of RVers/travelers en route to our area
11. Total budget of project: \$6600. -
12. Pahrump Tourism Grant funds requested: \$1200. -
13. Other funds which will be used for match: \$5400. -

14. Local economic impact (complete the following as it pertains to your project):

a) How many visitors from outside of Pahrump do you expect to draw to your event as a result of this project and how will you track their attendance?

In excess of 30,000

b) How many total nights do you expect the out-of-town visitors to spend in Pahrump as a result of this project?

In excess of 7,000

c) Approximately how many people outside of Pahrump (both in-state and out-of-state) will be exposed to the promotion of this project?

In excess of 1 million

d) What is the overall economic impact of this project?

Sales tax from purchases and gaming revenue
increased room tax from hotels + RV parks.

15. If you do not have match funds or other sources of funding for this project, explain why:

16. Projected Budget

Paid Media **PLACEMENT** (specify media schedule, giving dates, name, and/or location of Ad placement)

\$ _____ Internet _____

\$ _____ Newspaper _____

\$ _____ Magazine _____

\$ _____ Radio Station _____

\$ _____ Television _____

\$ _____ Billboard _____

\$ _____ Production & Development _____

\$ _____ Other (explain) _____

Printed Material **NUMBER PRINTED & DISTRIBUTION** (indicate the number to be printed, who will receive this material, and outline the plan of distribution)

\$ _____ Brochure _____

\$ _____ Direct Mail Literature _____

\$ _____ Other (explain) _____



December 29, 2008

Lucy Ivins
PO Box 42
Pahrump, NV 89041

Dear Lucy:

At a December 29, 2008 meeting of the Nevada Commission on Tourism, your grant application for **Certified Folder Display** was approved for \$5,400.00. The local match required is \$1,200.00.

The Grant Number assigned to your grant is **NST-09-43**. Please refer to this assigned grant number in all correspondence.

The enclosed Grant Agreement Form should be signed and returned right away. The Grant Agreement is a contract and must be on file in the Commission's offices before any reimbursement of costs can be made. An extra copy of the agreement is enclosed for your files.

The following two forms are available online at <http://travelnevada.biz/grants.aspx>. Please print your copies of the forms from this Web page.

- o GRANT REMIMBURSEMENT FORM - MARKETING GRANT (must submit 2 original copies along with 1 copy of receipts)
- o CERTIFICATE OF VOLUNTEER HOURS FORM – MARKETING GRANT
- o GRANT EVALUATION (must accompany final reimbursement request)

If your grant is for travel or trade shows, follow the GRANT TRAVEL REIMBURSEMENT GUIDELINES also available at <http://travelnevada.biz/grants.aspx>

If your grant includes costs associated with printed materials (including, but not limited to, programs, literature, posters, signs and advertising), where possible, you should include the Nevada Commission on Tourism's website: www.travelnevada.com and our logo which can be accessed at <http://travelnevada.biz/grants.aspx>.

YOU MUST COMMIT THE FUNDS BY JUNE 30, 2009. YOUR FINAL GRANT REIMBURSEMENT MUST BE RECEIVED BY THE NEVADA COMMISSION ON TOURISM NO LATER THAN JUNE 30, 2009.

Funds are intended to promote tourism as outlined in your grant application; any specific conditions placed upon the use of these funds are specified in the Grant Agreement and in this award letter.

Should you have any questions, please call.

Sincerely,

Christian Passink
Rural Programs Manager

Kari Frlot
Rural Grants Manager

NEVADA
COMMISSION
ON TOURISM

Governor
Jim Gibbons
Lieutenant Governor
& Commission Chair
Brian K. Krolicki

Director
Tim Maland

North Carson Street
Reno City, NV 89701

Phone
75.687.4322
00.237.0774

75.687.6779

Website
travelnevada.com

STATE OF NEVADA
COMMISSION ON TOURISM

GRANT AGREEMENT

GRANT NO: NST-09-43

TAX ID NUMBER: 88-0170403

GRANTEE: Pahrump Valley Chamber of Commerce

PROJECT TITLE: Certified Folder Display

PROJECT SCOPE (Description of Project): To pay Certified Folder for placing Pahrump collateral in 2 California Welcome Centers and 17 Visitor Centers along the I-15 corridor in Utah.

RESTRICTIONS:

DATE OF AWARD: December 29, 2008

STATE TOURISM GRANT AWARD: \$5,400.00 GRANTEE'S REQUIRED MATCH: \$1,200.00

HOW MATCHED: Local Cash Match Plus In-Kind Contribution

The following is incorporated into this agreement:

- 1) Project application and attachments
- 2) Attached special conditions

The State of Nevada, represented by the Executive Director of the Nevada Commission on Tourism, and the Grantee named above, mutually agrees to perform this agreement in accordance with Nevada Revised Statutes, Section 231.260, paragraph 5.

The State of Nevada hereby promises, in consideration of the promises made by the Grantee herein, to obligate to the Grantee the amount of money set forth above and to tender to the Grantee that portion of the obligation which is necessary to pay the State of Nevada's share of the costs of the above project, based on the above percentage of assistance. The Grantee promises, in consideration of the promises made by the State of Nevada herein, to execute the project described above in accordance with the terms of this agreement.

The Commission on Tourism's grant guidelines are in effect as of the date of this agreement, as hereafter amended upon notice of said amendment, and the application for grant funds submitted by the Grantee and approved by the Commission on Tourism.

If special conditions have been placed upon this grant, they are enumerated below.

THE FULL GRANT REIMBURSEMENT MUST BE RECEIVED BY THE NEVADA COMMISSION ON TOURISM NO LATER THAN JUNE 30, 2009.

CONDITIONS:

- 1) Please note the change to Page 2, Item "a" of this Grant Agreement.
- 2) Any photography paid for by grant funding through the Nevada Commission on Tourism will become the property of the Nevada Commission on Tourism. The rights to this photography will be for unlimited usage with no expiration date.

I hereby agree that:

- a. Printed material (including, but not limited to, programs, literature, posters, signs and advertising), where possible, should include the Nevada Commission on Tourism's website: www.travelnevada.com
- b. Materials which will be published (including, but not limited to, programs, literature, posters, signs, billboards and advertising) must be reviewed and approved by the Commission in advance of printing. The review will be conducted by the Commission to determine if the materials will further the purpose of promoting travel and tourism to and within Nevada.
- c. This grant is awarded for the purpose of promoting travel and tourism to and within the state of Nevada as set forth in the application for grant funds approved by the Nevada Commission on Tourism and must be used for no other purpose.
- d. All grant funds must be obligated or expended in the same fiscal year for which they are awarded.
- e. Prior to release of any grant funds, Grantee must provide evidence to the Commission of an amount of money or in-kind services to match the grant in proportion as approved by the Commission on Tourism and to be used for the purposes approved by the Commission.
- f. Grants may be audited at any time by the Commission on Tourism, Legislative Auditor, Attorney General, or its representatives, and all grants will be audited upon completion.
- g. All final performance audits must be completed to the satisfaction of the Commission prior to consideration of further applications from the Grantee.
- h. Grantee must notify the Commission, in writing, of the completion of the grant project, including a full report of the results of the project.
- i. The following are not matchable expenses under the term of the grant award: capital investments (excluding billboards and signs), salaries, staff benefits, cost over-runs, overhead, supplies, equipment purchase, alcohol or drugs, communications by telephone, telegraph, telex, postal mail or any other means, and non-budgeted expenses, expenses or commitments made prior to the starting date of this grant.
- j. A final project evaluation will be completed by the Commission, to include the final audit and comparison of the project's goals with its end results. Payment will be made upon notice of the completion and audit by the Commission. An evaluation form must be completed by the Grantee at the time of the billing before funds will be released and before additional monies will be released by the Commission on other projects.
- k. This grant award is made subject to the provisions of the approved application, grant guidelines, the Commission's budget and any applicable state regulation and statute.
- l. Other: EVIDENCE MUST BE PRESENTED THAT THE OBLIGATION OR EXPENDITURE HAS BEEN MADE FOR THE PURPOSES PRESENTED IN THE APPLICATION FOR GRANT FUNDS AND APPROVED BY THE NEVADA COMMISSION ON TOURISM BEFORE ANY GRANT FUNDS WILL BE RELEASED.

IN WITNESS WHEREOF, THE PARTIES HERETO HAVE EXECUTED THIS AGREEMENT AS OF THE DATE ENTERED BELOW:

THE STATE OF NEVADA:

GRANTEE:

By:



Signature

Christian Passink
Rural Programs Manager
Name and Title

By:

*Signed 1-23-09
mailed 1-26-09*

Name and Title

Date:

12/30/08

Date:

April 9, 2009

Memo To: Pahrump Town Board
Subject: Letter of Recommendation for Grant Funding

Dear Members of the Board:

The Pahrump Tourism Advisory Board voted (4-2-1) to recommend that the Town of Pahrump grant United Way \$3,200.00 for "Cinco de Mayo". The appropriate paperwork has been submitted to meet the Tourism Board Grant Guidelines.

Sincerely,

Paula Glidden Chair -
Kelly Buffi
Alice Eychaner
Lucy Ivins
Tim Lockinger
Marvin Minnick
Karen Spalding

#147

Rec. 4/21/07
KB

Pahrump Tourism Advisory Board Application for Grant and Matching Funds

The Town of Pahrump Tourism Grant funds are intended exclusively to develop, promote and improve tourism to and within Pahrump. Providing detailed information such as plans, schedules, creative ideas and tentative outlines to support items requested will assist the Pahrump Tourism Advisory Board and the Pahrump Town Board in evaluating this request.

1. Name of Applicant Organization: United Way
 Mailing Address: _____
 City, State, Zip: _____ Telephone: _____
2. Project Director: _____
 Telephone: _____ Email: _____
3. How long organized? 7 Non-Profit? yes
4. Purpose of Organization: _____
5. Project Name: United Way Cinco de Mayo.
6. Has this project been funded by the Town of Pahrump before? yes When? 2004-2008
7. Have you applied to any other sources for funding on this project? yes If so, what were the results of that application: Local Businesses, Small businesses are struggling, Bigger businesses give us the run around.
8. If application is for an event, actual date(s) of event: 5-3-09
9. Location of project: Petrack Park
10. Narrative description and justification of project, including the objectives of the project:
To promote tourism, Attract new people to Pahrump.
Create an Annual Fundraising event.
11. Total budget of project: (details must be attached) \$6200
12. Pahrump Tourism Grant funds requested: \$3200
13. Other funds which will be used for match: \$1300 contingent Expense
(Insurance) covered by Romero Enterprises, Inc.

14. Local economic impact (complete the following as it pertains to your project):

a) How many visitors from outside of Pahrump do you expect to draw to your event as a result of this project and how will you track their attendance?

750 to 1000

b) How many total nights do you expect the out-of-town visitors to spend in Pahrump as a result of this project?

0 This is a One Day Event

c) Approximately how many people outside of Pahrump (both in-state and out-of-state) will be exposed to the promotion of this project?

100,000 plus

d) What is the overall economic impact of this project?

Creating an annual event that will bring people from out of town into Pahrump, like Harvest Festival.

15. If you do not have match funds or other sources of funding for this project, explain why:

George Jones
Signature

4-2-09
Date

George Jones
Printed Name

775-209-6061

FOR PTAB USE ONLY

Approval Date: _____

Letter of Recommendation sent to TB (date): _____

Follow-Up Evaluation Due: _____

April 9, 2009

Memo To: Pahrump Town Board
Subject: Letter of Recommendation for Grant Funding

Dear Members of the Board:

The Pahrump Tourism Advisory Board voted (5-2) to recommend that the Town of Pahrump grant Nick Moore \$5,000.00 for "Treadzfest". The appropriate paperwork has been submitted to meet the Tourism Board Grant Guidelines.

Sincerely,

Paula Glidden Chair -
Kelly Buffi
Alice Eychaner
Lucy Ivins
Tim Lockinger
Marvin Minnick
Karen Spalding

14g

Pahrump Tourism Advisory Board

Application for Grant and Matching Funds

The Town of Pahrump Tourism Grant funds are intended exclusively to develop, promote and improve tourism to and within Pahrump. Providing detailed information such as plans, schedules, creative ideas and tentative outlines to support items requested will assist the Pahrump Tourism Advisory Board and the Pahrump Town Board in evaluating this request.

1. Name of Applicant Organization: Threadz fest
Mailing Address: 1201 S loop Rd
City, State, Zip: Pahrump NV 89048 Telephone: 775-209-6936
2. Project Director: Nick Moore
Telephone: 775-209-6936 Email: NICK_aceplace@hotmail.com
3. How long organized? 2nd year Non-Profit? yes / Not organized
4. Purpose of Organization: TO put on an exciting music and sports festival here in Pahrump Valley
5. Project Name: Threadz fest
6. Has this project been funded by the Town of Pahrump before? yes When? 2008
7. Have you applied to any other sources for funding on this project? _____ If so, what were the results of that application: (attached) sponsorship packages
8. If application is for an event, actual date(s) of event: June 27th 2009
9. Location of project: Honeysuckle park field 3 : skatepark
10. Narrative description and justification of project, including the objectives of the project:
To put on a great music and sports festival for people to come and enjoy our exciting and growing community.
11. Total budget of project: (details must be attached) \$15,100 -
12. Pahrump Tourism Grant funds requested: \$5,000 -
13. Other funds which will be used for match: sponsorship and booth packages

14. Local economic impact (complete the following as it pertains to your project):

a) How many visitors from outside of Pahrump do you expect to draw to your event as a result of this project and how will you track their attendance?

This is a free event open to all the public so
there draw will be great. free event will be tough to track

b) How many total nights do you expect the out-of-town visitors to spend in Pahrump as a result of this project?

Single day event ending @ 10pm so (1) night

c) Approximately how many people outside of Pahrump (both in-state and out-of-state) will be exposed to the promotion of this project?

Smash mg approx 40K, Vegas packs mg approx 40K, 1075 WYBE approx
1.1 Vegas, Henderson, Pahrump, surrounding area, etc. sandy valley

d) What is the overall economic impact of this project?

gas, food, hotels, tourism, hopefully great but undetermined

15. If you do not have match funds or other sources of funding for this project, explain why.

[Signature]
Signature

3/25/09
Date

Nick Moore
Printed Name

FOR PTAB USE ONLY

Approval Date: _____

Letter of Recommendation sent to TB (date): _____

Follow-Up Evaluation Due: _____

THREADZFEST

THREADZFEST 2009 PROPOSED BUDGET

ENTERTAINMENT AND STAGE EXPENSES 2009

STAGE/SOUND AND LIGHTS W/ STAFF (SAME STAGE AS FALL FESTIVAL)	\$5,500
STAGE GENERATOR	\$500
TALENT	\$1,500
TOTAL COST	\$7,500

THREADZFEST ADVERTISING/PROMOTION BUDGET 2009

SMASH MAGAZINE - FULL PAGE DOUBLE TRUCK	\$1,500
VEGAS ROCKS MAGAZINE- FULL PAGE FULL COLOR	\$1,000
4X6 COLOR POSTCARDS 10,000 QTY	\$500
STREET TEAM DISTRIBUTION - 130 LOCATIONS AROUND VEGAS	\$500
X107.5 KXTE PAHRUMP LAS VEGAS RADIO CAMPAIGN	\$1,000
AREA 107.9 CALANDER SPOTS (THROUGH SMASH MAG)	\$300
X107.5 CALANDER SPOTS (THROUGH SMASH MAG)	\$300
THREADZFEST WEBSITE WWW.THREADZFEST.COM	\$250
TOTAL COSTS	\$5,350

THREADZFEST 2009 EVENT COSTS

PA SYSTEM RENTAL (SKATE/BIKE COMP)	\$150
SKATE BIKE COMP AWARDS	\$250
EVENT TENTS	\$700.00
SECURITY (NCSO)	\$500
EXTRA GENERATORS FOR VENDORS	\$300
INSURANCE FOR EVENT (\$1,000,000 EVENT POLICY)	\$350
TOTAL COSTS	\$2,250
THREADZFEST 2009 EVENT TOTAL COST	\$15,100

THREADZFEST

THREADZFEST 2009 SPONSORSHIP PACKAGES AVAILABLE

POTENTIAL SPONSORSHIP AND BOOTH PACKAGES

ADVERTISING AND PROMOTION SPONSOR (TITLE SPONSOR)	1	\$5,000	\$5,000
STAGE SPONSOR	1	\$1,500	\$1,500
SKATE/BIKE EVENT SPONSOR	1	\$1,000	\$1,000
CORPORATE SPONSORSHIP	UP TO	5 \$500	\$2,500
BOOTH SPACE COLLECTION	UP TO	25 \$125	\$3,125
THREADZ WILL ENDURE ALL COSTS NOT RECAPTURED			\$13,125

AGENDA ITEM REQUEST

Requests and backup **must** be in the Town Office by **Noon, Wednesday** of the week **preceding the 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 4-21-09 DATE OF DESIRED BOARD MEETING 4-28-09

CIRCLE ONE: Action or Non-Action

ITEM REQUESTED FOR CONSIDERATION:
CLOSED SESSION

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:
CONFERENCE WITH TOWN LAWYERS ON PENDING
PAST LAWSUIT

BACKUP ATTACHED: YES NO

NAME OF PRESENTER(S) OF ITEM: Bill Dolan

SPONSORED BY: Bill Dolan

Bill Dolan [Signature]
Print Name Signature

400 N. Hwy 160 Praterm 89060 775-764-1327
Mailing Address Telephone Number

#117