



CITY OF FERNLEY

FERNLEY CONVENTION AND TOURISM AUTHORITY

AGENDA REPORT

Meeting Date: February 8, 2021

REPORT TO: Fernley Convention and Tourism Authority Board
REPORT FROM: Daphne Hooper, City Manager
REVIEWED BY: Denise Lewis, City Treasurer

FINANCIAL IMPACT:

Yes: No:

CURRENTLY BUDGETED:

Yes: No:

FUND/ACCOUNT:

NONE

ACTION REQUESTED: Consent Ordinance Resolution Motion Receive/File

AGENDA ITEM: Staff Report (For Possible Action): Discussion and Possible Action to modify the Fernley Convention and Tourism Authority Grant Guidelines.

Agenda Item Brief: The Board will discuss any potential changes to the Fernley Convention and Tourism Authority Grant Guidelines. A committee reviewed the guidelines and would like to discuss making modifications.

Recommended Motion:

“I recommend staff to move forward in modifying the Fernley Convention and Tourism Authority Grant Guidelines.”

Business Impact (per NRS Chapter 237):

- A Business Impact Statement is Attached.
- A Business Impact Statement is not required because this is not a rule (term excludes vehicles by which legislative powers are exercised under NRS Chapters 271, 278, 278A, or 278B).

See attached report for background, analysis, alternatives.

ALTERNATIVES:

The Board may not approve the proposed changes and/or may either propose an alternate modification of the FCTA Grant Guidelines.

BACKGROUND:

The FCTA Grant Guidelines were adopted by City Council on March 17, 2010 by Resolution #10-008. The guidelines were modified by Council in July 20, 2011 by Resolution #11-008. This resolution also allows staff to revise the grant application, underwriting agreement, evaluation form, and request for reimbursement forms without City Council approval.

Currently, the FCTA Board would like to review and possibly modify the FCTA Grant Guidelines. A committee reviewed the grant guidelines and would like to address the following concerns:

- Training for the Board & applicants
- Applicants who fail to meet grant provisions
- Revise the Evaluation Form to find out what events/project actually bring in 'heads in beds'
- Extra funding awarded must be approved by the board prior to expensing
- The frequency of repeat organizations who apply annually.
- For-profit organizations who apply without matching funds.

RECOMMENDATIONS:

Staff recommends modifying the grant guidelines to clearly convey the regulations of the FCTA Grant and to also provide training for the Board and potential applicants:

- The purpose of the grant – promote tourism.
- A key component of a successful FCTA application is for the applicant to demonstrate the proposed project or event has the support of community and tourism partners.
- State in the guidelines the grant is a reimbursable grant.
- Explaining the matching grant funds and requiring for-profit organizations a 1:1 match.
- Possibly excluding for-profit organizations to qualify for the grant.
- Requiring any extra grant funding awarded must be approved by the board and updated on the Grant Budget prior to reimbursement.
- The evaluation of the completed project or event is required and must measure the number of motel/hotel or RV parks stays the event resulted.
- The amount and frequency of previous grants to an eligible applicant will be taken into consideration and may affect the success and/or amount of subsequent potential awards to the applicant. The average number of times an organization applies for the grant in the last five years is 3.1 times.
Discussing – are organizations relying on the FCTA Grant?
 - 8 organizations applied once in the last 5-years
 - 3 organizations applied twice in the last 5-years
 - 3 organizations applied three times in the last 5-years
 - 8 organizations applied four times in the last 5-years
 - 1 organization applied six times in the last 5-years
 - 1 organization applied seven times in the last 5-years
 - 1 organization applied ten times in the last 5-years
- Provide an annual Mandatory FCTA Grant Workshop for the Board and Applicants.

PRIOR COUNCIL AND FCTA BOARD ACTION:

July 20, 2011: Passed, approved, and adopted Resolution #11-008

March 17, 2010: Passed, approved, and adopted Resolution #10-008

LEGAL IMPLICATIONS:

NRS 268.0962, NRS 268.0964

FINANCIAL IMPLICATIONS:

None

ATTACHMENTS:

Proposed FCTA Grant Guidelines

Proposed FCTA Evaluation Form