

Tourism and Marketing Disbursements 2008-2017

	Total Awards	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008
Nugget – Rib Cook-off	\$514,000	\$37,500	\$30,000	\$ 50,000	\$ 50,000	\$ 27,000	\$ 57,000	\$ 42,500	\$ 22,500	\$ 15,000	\$ 30,000
Nugget – Star Spangled Sparks		\$30,000	\$20,000			\$ 15,000			\$ 15,000	\$ 30,000	
Nugget – shuttle bus + Farmer Market in '12						\$ 5,000			\$ 7,500	\$ 15,000	
Us Open Watercross & Beach Volleyball	\$125,000	\$25,000	\$20,000	\$20,000	\$20,000	\$ 20,000	\$ 20,000				
NNCIL – Pumpkin Palooza	\$67,500	\$20,000	\$15,000	\$12,500	\$10,000	\$ 10,000					
Hot August Nights	\$157,500	\$37,500	\$30,000	\$30,000	\$30,000	\$ 30,000					
Kids Free Fishing Day	\$6,500	\$2,000	\$2,000	\$2,500							
39 North Marketplace	\$74,500	\$22,000	\$30,000	\$22,500							
39 North Pole		\$10,000									
Sierra Nevada Lavender & Honey Festival	\$5,000	\$5,000									
Jet Jam Racing	\$15,000	\$15,000									
2017 Sparks Shamrock Shuffle	\$2,300	\$2,300									
Sparks Museum Living History Project	\$5,000	\$5,000									
Artown In Sparks Series	\$10,880	\$10,880									
Dragon Boat Festival	\$15,000	\$15,000									
Riding on the River Family Festival	\$2,500		\$1,000	\$1,500							
P&R Dept: Recruitment and Training	\$36,200		\$ 11,200		\$15,000	\$ 10,000					
P&R Dept Farmer’s Market	\$120,000							\$ 37,500	\$ 37,500	\$ 15,000	\$ 30,000
P&R Dept- Hometown Christmas Parade							\$ 15,000			\$ 30,000	
P&R Dept - Arts in Bloom (Moved to RNR in '13)						\$ 7,500				\$ 7,500	\$ 15,000
Shirley’s Farmer’s Market	\$30,000				\$15,000	\$ 15,000					
Sparks Open Streets	\$5,000		\$5,000								
High Desert Steam	\$5,000		\$5,000								
Malibu Pro Wakeboard	\$20,000		\$20,000								
Brand Leadership Team	\$286,908			\$69,375	\$75,000	\$ 75,000	\$ 67,533				

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Redneck Rodeo Truck Show	\$5,000				\$5,000						
Sparks Food Truck Drive In	\$9,331			\$9,331							
Oktoberfest Harvest Jamboree	\$5,000			\$5,000							
Expedition Man Endurance Festival	\$10,000						\$ 10,000				
Museum: Western Heritage Festival	\$15,000				\$10,000	\$ 5,000					
Nevada Hispanic Services – Cinco De Mayo	\$45,000								\$ 15,000	\$ 30,000	
The Chamber Star Spangled Sparks	\$55,000					\$ 10,000	\$ 5,000		\$ 10,000	\$ 10,000	\$ 20,000
Street Vibes Spring Rally (fall added in 11)	\$120,000					\$ 30,000	\$ 30,000	\$ 30,000	\$ 7,500	\$ 7,500	\$ 15,000
Western States Police & Fire Games	\$7,500								\$ 7,500		
UNR Cycling Team – Sparks Bicycle Stage Race	\$7,500							\$ 7,500			
TOTAL AWARDS	\$ 1,783,119	\$ 237,180	\$ 189,200	\$ 222,706	\$ 230,000	\$ 254,500	\$ 189,533	\$ 117,500	\$ 105,000	\$ 107,500	\$ 215,000