

**CARSON CITY CULTURAL COMMISSION
STAFF REPORT**

MEETING DATE: December 18, 2012

AGENDA ITEM NUMBER: 3B ✓

APPLICANT: Jeffery Scott, Commission Member
Vern L. Krahn, Park Planner

REQUEST: **For Possible Action:** To support a proposal by Commissioner Jeffery Scott to bring a special arts and cultural event called "The Wild Horses of Carson City" to the community in 2013.

GENERAL DISCUSSION: Commissioner Jeffery Scott is working on a proposal to bring a special arts and cultural event to this community called "The Wild Horses of Carson City." His proposal is to create a public art exhibition that places several life-size fiberglass mustang horses in various locations throughout Carson City (Exhibit A). Mr. Scott believes Carson City makes an ideal backdrop for a population of wild mustangs displayed around town due to our "wild west" history and our ongoing relationship with the wild mustangs in our area.

He also believes this special event will bring pride and excitement to Carson City by decorating our streets and parks with these beautifully created wild horses. Mr. Scott will show a PowerPoint presentation of his proposal at this meeting and is requesting the Commission's support for this event.

RECOMMENDED ACTION: I move to support a proposal by Commissioner Jeffery Scott to bring a special arts and cultural event called "The Wild Horses of Carson City" to the community in 2013.

DATE: December 13, 2012

PROJECT: "The Wild Horses of Carson City"

SPONSOR: Commissioner Jeffrey Scott, Carson City Cultural Commission



PROPOSAL: To create a public art exhibition that places several life size fiberglass mustang horses in various locations throughout Carson City. While the base mustang sculptures remain the same, each horse will be painted and adorned with artwork that reflects, in part, the history of Carson City. Along with the theme of history, the art may also identify the organization or business that sponsored the art.

Carson City makes an ideal backdrop for a population of wild mustangs displayed around town due to our "wild west" history and our ongoing relationship with the wild mustang in our area. In the summer of 2013, the streets and parks of Carson City, will host up to 30 life-sized fiberglass artist created mustangs turning Carson City into a forum for public art, filled with innovation and creativity.

PURPOSE: This special event will bring pride and excitement to Carson City by decorating our streets and parks with these beautifully created wild horses. The event will also bring unexpected revenue to the businesses of Carson City as word of the event spreads throughout the tourism industry during the summer months. Visitors will remember the event and associate Carson City with the pride and cultural heritage we embrace as citizens.

"The Wild Horses of Carson City" is also a perfect opportunity to introduce the wonder of public art to the citizens of Carson City as it directly involves the public at large to participate.

HOW DOES IT WORK? : Local businesses or organizations will sponsor a mustang, and underwrite the cost of production, shipping and art supplies. A local artist will then be evaluated and chosen for each mustang by the business or organization, juried by the Commission, and given the mustang to decorate.

The mustangs will be on display for 4 months during the summer of 2013. In October of 2013, the wild horses will be brought to a central location and will be auctioned. The proceeds from the sale will benefit _____. After the auction, the winning bidder may put the mustang on display privately, or may make arrangements for a public display with a business or organization within Carson City.

SUPPLY & COST: After discussions with several suppliers of fiberglass artifacts, I have chosen America's Fiberglass Animals, located in Wood River, Nebraska.

(an excerpt from their website) "It is an established fact that public art projects are a great way to raise money and awareness for your particular cause or event. America's Fiberglass Animals has cast just about every animal imaginable, be it four or twelve feet in height. If we don't have the fiberglass mold you are looking for, we can fabricate it! For more information on public art events and campaigns click on the 'Links' link. For more information click on the 'Animals on Parade' link to see how an 'idea' becomes reality or take the 'Virtual Tour'. America's Fiberglass Animals has over 20 years experience with public art projects and campaigns and the three dimensional fiberglass characters that make them unique."

The cost for 10, full scale fiberglass mustangs, delivered to Carson City is currently \$13,800.00. The payment schedule is as follows: \$6,900.00 upon ordering; \$5,000.00 when ready to ship; and the balance of \$1,900.00 due upon arrival.

I thank you for your consideration to bring a special event to Carson City for the enjoyment of not only our citizens but for all of America who wishes to see our City.

Sincerely,

Jeffrey Scott, Commissioner
Carson City Cultural Commission