

CARSON CITY CULTURAL COMMISSION

STAFF REPORT

MEETING DATE: December 18, 2012

AGENDA ITEM NUMBER: 3A ✓

APPLICANT: Patricia A. Atkinson (representing Robin Hodgkin)
Nevada Arts Council
Vern L. Krahn, Park Planner

REQUEST: **For Possible Action:** To approve the Nevada Arts Council's request for the Cultural Commission to become a sponsor of the fifth annual **Arts @ the Heart Convening** on April 22 and 23, 2013, in Carson City and for the Commission members to support the event.

GENERAL DISCUSSION: **Arts @ the Heart (A@H)** convenes community teams from throughout Nevada to build relationships, share ideas, and learn how arts and culture can enhance each community's livability. More than 100 individuals from 25 rural and urban communities attended the fourth annual **A@H** at Lake Tahoe last April to discuss the interrelationships of the arts, community vitality, economic diversification, and cultural tourism.

The 2013 event will be the first statewide arts convening in Carson City for a decade. The Department of Cultural Affairs brought together leaders from the arts, education, humanities, preservation, and history sectors for the OASIS Conference in March 2003. It is anticipated that **A@H 5** will bring approximately 100 to 150 attendees to Carson City in April and that the conference will have a positive impact on our local economy. The venue will be the Carson City Plaza Hotel and Event Center with additional activities at the Brewery Arts Center.

The Nevada Arts Council is requesting the Carson City Cultural Commission:

1. Becomes a sponsor of **A@H 5** (Refer to Exhibit A for a tentative schedule of speakers and events);
2. Members assist in publicizing and encouraging **A@H 5** Convening registration among city staff and local arts and cultural organizations;
3. Provides financial support for a shuttle bus (JAC) from the Plaza to evening activities at other sites in Carson City on April 22 and 23;
4. Provides additional logistical aide;
5. Members attend the Tuesday, April 23, Keynote Address as representatives of the Commission and honored guests.

Current local sponsors include the Brewery Arts Center and the Carson City Arts & Culture Coalition. Also, the Nevada Arts Council is exploring sponsorship with the Carson City Library. The theme of National Library Week (April 14 to 20, 2013) is "Community Matters." The **A@H 5** focus is "Place Matters," and this seems like a natural fit. All sponsors will be credited in print, in online materials, and on the Nevada Arts Council's website.

RECOMMENDED ACTION: I move to approve the Nevada Arts Council's request that the Cultural Commission become a sponsor for the fifth annual **Arts @ the Heart Convening** on April 22 and 23, 2013, in Carson City, and for the Commission members to support the event with the above items #1, #2, #4, and #5.



PLACE MATTERS! - The 2013 Arts @the Heart Convening — April 22 & 23, 2013
Carson City Plaza Hotel Conference Center and the Brewery Arts Center

The Nevada Arts Council's Arts @ the Heart (A@H) Convening is designed for Nevada's cultural leadership to connect, communicate and champion a vision that invests in people and the places they live.

What is it that makes a community – large or small, rural, urban, or suburban or exurban – livable and vibrant? An understanding that place matters! At the 2013 A@H, we'll consider the attributes of vibrant communities, the role of artists as socio-cultural animators, and local renewal and growth through civic engagement.

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The 2013 A@H is scheduled in conjunction with Arts Day in Nevada on April 24, an activity of Nevada Arts Advocates that brings Nevadans from all corners of the state to Carson City during the Legislative session.

Speakers

Barbara Schaffer Bacon, Co-Director, Animating Democracy, Americans for the Arts, Washington, D.C.; *Beth Flowers*, Executive Director, Beet Street, Ft. Collins, Colorado

Registration

Space is limited and early registration is highly recommended. Registration fee of \$65 includes all conference events, materials and meals. We accept checks or credit cards. Registrations received are considered firm. Refunds are not available.

Professional Development Grants

PDG grants of up to \$350 are available to attend A@H. To be eligible for a PDG for A@H, you must live at least 50 miles distance from the conference site. Note: The registration cost of \$65 cannot be covered with PDG funds.

Sponsors

The 2013 Arts @ the Heart is a program of the Nevada Arts Council and is co-hosted by Brewery Arts Center and funded by the National Endowment for the Arts.

Sponsors include the Nevada Commission on Tourism, Department of Tourism and Cultural Affairs, Carson City Arts & Culture Coalition and Carson City Library.

DRAFT Agenda

Monday, April 22, 2013 — Brewery Arts Center, 449 West King Street

- 1:30 p.m. Registration
- 2: 30 – 3:45 p.m. Dynamic Leadership workshop, led by Barbara Schaeffer Bacon
- 4 – 5 p.m. Community Catalyst Network Planning Session
- 5:30 – 7:30 p.m. Reception & Place Matters! ARTslam

Tuesday, April 23, 2012 — Carson City Plaza Hotel Conference Center, 801 S. Carson Street

- 8 a.m. Registration and Breakfast Bites
- 9 – 9:45 a.m. Welcome/ Wake up with ARTslam
The A@H ARTslam is based on the PechaKucha phenomenon, which emerged in Tokyo in 2003 as an event for young designers to meet, network and share their work. Drawing its name from the Japanese term for the sound of conversation (“chit chat”), the PK format is based on a simple idea—a limited time period for participants to share ideas in a creative and engaging way.
- 10 – 10:30 a.m. Meet Nevada’s Community Catalyst Network
A communications model between and among communities across the state to enhance and expand local/cultural tourism events, and to collaborate in mentoring, professional development and leadership training activities.
- 10:45 – 12:15 p.m. PLACE MATTERS! Keynote Presentation and Discussion – Barbara Schaffer Bacon
- 12:15 – 1:15 p.m. Lunch
- 1:30 – 3 p.m. Concurrent Sessions
- Arts Incubator of the Rockies - Working for Nevada
 - Nevada Stories and Tales
 - Communicating the Public Value of the Arts in the 21st Century
- 3:15 – 4:15 p.m. Discussion: Next Steps
- 4:30 – 5:00 p.m. Roundtables with Speakers
- 5:30 – 7 p.m. Welcome to Carson City Reception - hosted by the Carson City Arts & Culture Coalition - Location TBD

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