

CULTURAL COMMISSION STAFF REPORT

MEETING DATE: June 18, 2013

AGENDA ITEM NUMBER: 3C

APPLICANT: John Shelton, Executive Director / Brewery Arts Center
Vern L. Krahn, Park Planner

REQUEST: **For Possible Action:** To support in concept the Brewery Arts Center's planning efforts to bring the Arts Incubator of the Rockies Workshop to Carson City, Nevada.

GENERAL DISCUSSION: At the request of John Shelton, Executive Director at the Brewery Arts Center (BAC), Parks and Recreation Department staff has placed this item on the Commission's agenda for this meeting. Mr. Shelton is seeking the Commission's support for the Brewery Arts Center's planning efforts to bring an Arts Incubator of the Rockies Workshop to Carson City, Nevada. He believes this workshop is a unique opportunity and will provide lasting value to the arts and cultural community in Carson City (Refer to Exhibit A – BAC Memorandum / Exhibit B – Brochure). Mr. Shelton will be present to make his request to the Commission regarding the opportunities associated with this workshop and will be available at the meeting to answer any questions related to this agenda item.

RECOMMENDED ACTION: I move to support in concept the Brewery Arts Center's planning efforts to bring the Arts Incubator of the Rockies Workshop to Carson City, Nevada.

Memo

To: Carson City Cultural Commission
 From: John M Shelton, Executive Director 
 Date: June 10, 2013
 Re: Arts Incubator of the Rockies

On November 1-3, 2013, Carson City may have the unique opportunity to participate in one of the more progressive and exciting professional development workshops for community cultural development ever established in this country. ***The Arts Incubator of the Rockies*** is an established program that comes into selected communities and stimulates functional cooperation between the arts community, public officials, business leaders, educators and other key community stakeholders. The intent is to formulate interactive business plans based on do-able projects that grow the arts, foster community development, improve education models and stimulates cultural tourism with the arts at the forefront of the effort.

Carson is such a community, in the right place at the right time. Still recovering from an economic recession, Carson City is poised for a significant redefinition of its quality of life indicators, including development needed within the arts and cultural community. Carson City now has a formal Arts Commission, new leadership will soon drive tourism, education has received renewed funding and direction, the Arts & Culture Coalition has restructured itself, and local downtown business associations have become active – all to shape and regenerate a more interactive downtown development effort. The Arts Incubation workshop provides a perfect environment for including cultural perspective in that design.

Initial Details

Proposed Dates:	Friday-Sunday, November 1-3, 2013
Participants:	30-45 participants from the arts, business, public sector, education
Process:	Five teams of 6-9 balanced between “creatives/non-creatives”
Cost:	\$15,000 (1/2 to be matched locally via tuition/sponsors)
Impact:	Complete business plans for 4-5 “implementable community projects
Project Timelines:	1-3 years each

The BAC will facilitate all local coordination including fundraising, participant selection, workshop logistics, and all longer-term project coordination and follow-through. The BAC is asking for the Commission’s conceptual endorsement and confirmation that Carson City is both ready for such a program and desirous of bringing the Arts Incubator to the community this fall.

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AIR History

AIR BACKGROUND

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AIR

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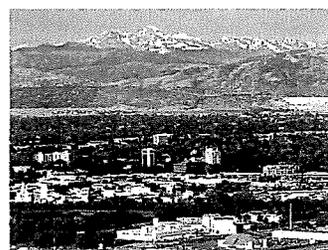
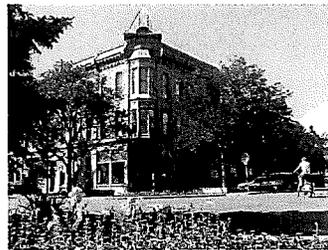
INTERMOUNTAIN WEST

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2010

Beet Street, the City of Fort Collins Cultural Services Department, and LEAP joined together to find solutions to the problems facing the arts community in our small city in Northern Colorado. We researched professional development programs and arts and business incubators across the country, and explored new distance learning and social networking technologies. We also reviewed the challenges facing the arts communities in other states in the Intermountain West region and discovered that we had common problems to solve.

We also realized that Fort Collins has some incredible assets - strong local political and community support for the arts, creative financing from our Downtown Development Authority, a city-owned Carnegie Library Building, progressive university administrators at LEAP, and talented staff and passion. In the spirit of shared prosperity, we realized that our local assets could be leveraged to cultivate the arts in a much larger area. Economies of scale and technological advancements could enable our local investment in curriculum, distance learning classrooms, expert speakers, and networking opportunities to serve the entire region.

2011

After a year of collaborative research and planning, the project was awarded a \$100,000 National Endowment for the Arts Our Town grant to design and build a regional arts incubator in the City-owned Carnegie Library Building (1904).

So in 2011, Beet Street officially created the **Arts Incubator of the Rockies - or AIR** - to serve a 10 state region of the Intermountain West that includes more than 280,000 professional artists and creatives.

On November 10-11, 2011 Beet Street hosted a regional gathering of State Arts Council leaders from across the Intermountain West. The goal of the summit was to engage regional partners at an early stage of the development of AIR and to learn how to make AIR

programs valuable throughout the region. The agenda included presentations, art facility tours, and visioning exercises.

Representatives from the arts councils for the states of Colorado, Wyoming, Idaho, Utah, Nevada, and South Dakota participated. Additionally, a representative from WESTAF attended. Representatives from North Dakota, New Mexico, and Montana also have expressed interest in the project but were unable to attend.

All the states in attendance agreed that they were supportive partners of AIR and committed to contributing to the development of curriculum, providing assistance with fundraising, marketing, networking, and outreach for the program.

2012



In January 2012, we began Curriculum and website development. Hundreds of people from nearly a dozen states participated in our planning process and curriculum design. The AIR curriculum is designed to encourage, model, and ensure systemic change in how our communities and society value the arts, artists, creatives, and creativity. It includes a Weekend Workshop and 6-month Success Planning program. AIR uses distance learning and economies of scale to provide high quality professional development and networking opportunities that connect creatives and communities.

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Programs Overview

AIR programs are designed to connect artists, creatives, and the community through collaborative educational, community building programs. AIR uses new and emerging technologies to provide high-quality professional development classes, entrepreneurial and business training, and coaching opportunities to creatives in rural communities in the Intermountain West. In addition, AIR provides social networking opportunities that will strengthen the community connection to the arts throughout the region.

Core programs will include:

- Workshops and classes offered on-site at the Carnegie Library Building and in-person throughout the Intermountain West region. Fort Collins distance-learning classrooms and mobile equipment will allow some content to be offered as live-streams and on-demand
- A website portal for access to educational resources including knowledge and opportunity centers, distance learning classes, collaborative projects, and social networking
- Networking opportunities both on-line and in person
- Coaching and mentoring opportunities for artists to learn and grow from experts.
- Regional outreach opportunities by providing facilitators throughout the region to complement on-line content
- A comprehensive internship program that will create connections between students and working professional artists



QUICK LINKS

AIR SHIFT WORKSHOP

AIR EVOLVE PROGRAM

RECENT NEWS

Colorado State
University Offers

MEET OUR SUPPORTERS

BECOME A SUPPORTER

**SIGN UP FOR
NEWSLETTER**

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AIR Curriculum

Hundreds of artists, creatives, and arts supporters participated in our curriculum planning process. Three local volunteer committees met weekly for 3 months to synthesize regional feedback, research best practices and hone our goals, objectives, competencies, and the high level design of the curriculum itself.

An important shift emerged in the first month of work. We realized that providing business skills to artists was not enough for us to succeed in increasing the incomes, revenues, and quality of life of our regions' artists. We recognized that we had to address the root causes that determine the VALUE of the arts and creativity in our communities.

Curriculum Goals

- Economically empowered creatives achieve professional and artistic success
- By expanding and engaging creativity, the community thrives and artists are valued as strategic contributors
- Creativity is encouraged and fostered in educating our youth

Curriculum Objectives

- Creatives acquire non-art skills to enhance their creative expression and support their art-making
- Creatives have new opportunities like residencies, apprenticeships, internships, and visiting artist and mentoring programs throughout the Intermountain West region
- Creatives have lifelong access to art and business skills, resources, and networks, including coaches and mentors
- Community members, including educators, have access to interactive arts experiences and creativity skill development programs

Distance Learning

The key to success is using technology to connect a large geographic area with highly personalized workshops, classes, and opportunities for collaboration. We will be installing equipment and wiring one classroom and one large public space in the Carnegie Building to conduct both live and on-demand classes, master classes, and collaborative

projects throughout the Intermountain West. CSU School of the Arts and the LEAP Institute will have access to these technologies and spaces to enhance their programs as well.

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Impact

Artists, Creatives, and the Creative Economy



AIR will have a direct and positive impact on the economy of the Intermountain West. The purpose of AIR is to give artists and creatives the professional business skills and personal connections that will increase revenues and expand western arts markets. AIR will build a vibrant and enterprising arts community throughout the Intermountain West by collaborating with artists, arts administrators, State Arts Councils, and their constituents.

AIR will play a strategic role in building arts and culture as an economic engine and help to develop the Intermountain West into a vibrant arts and culture region by:

- Increasing the capacity, growth, and professionalism of our existing arts and culture industry
- Attracting artists, arts and entertainment businesses, and arts students by offering unique educational programs attached to real-world career paths, internship opportunities, and a strong creative workforce
- Creating a regional identity that draws artists, visitors, arts funders, and patrons, fostering local pride that encourages participation in arts and culture programming.

AIR is committed to providing support that will increase the long-term success and sustainability of talented artists, their businesses, and organizations. This means increasing incomes at higher than average rates, creating jobs, stimulating community involvement and volunteerism in activities assisting artists, and promoting the regions' creative economy as a key piece of any economic development strategy—an important factor in a healthy, vibrant economy.

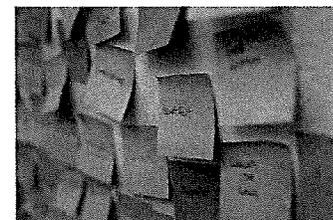
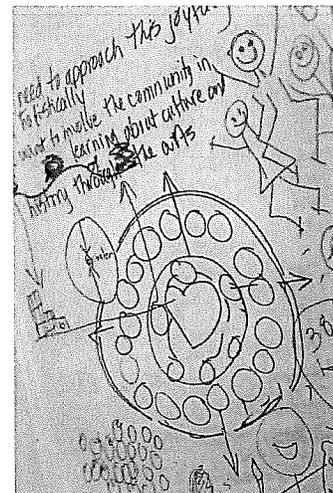


Exhibit B

Going Up?

air

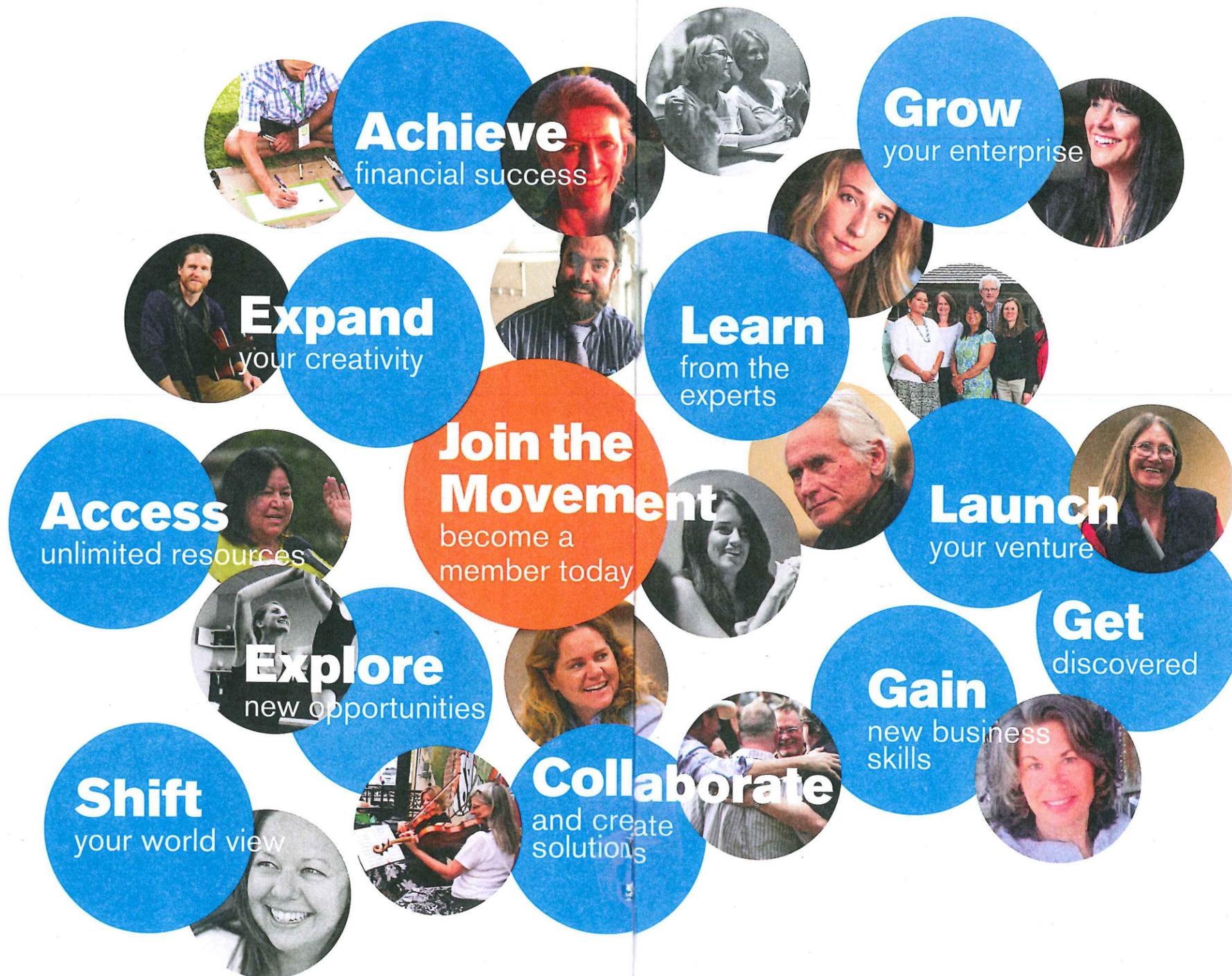


Ready to get your dream off the ground?
To take your career to a higher level?
To uplift your life and your community?
To elevate the interconnection
between art, creativity, and business?

Join with the Arts Incubator of the Rockies.

The sky's our limit.

artistswritersbigthinkerssculptorsphotographers
entrepreneurspoetsactorsdancerschoreographers
business-ownerschefsmusiciansvideographerssingers
educatorsretailerssalespeoplepainterseveryone



"The future belongs to a very different kind of person with a very different kind of mind—creators and empathizers, pattern recognizers, and meaning makers. These people—artists, inventors, designers, storytellers, caregivers, consolers, big picture thinkers—will now reap society's richest rewards and share its greatest joys."

Daniel Pink, A Whole New Mind

AIR is more than an arts incubator, resource, or network for artists.

AIR is a movement whose time has come. A movement to elevate creatives and the power of creativity.

At its core, AIR is an empowering ecosystem that provides artists, businesses and communities the tools, resources, and support to learn, connect, and ultimately succeed.

We exist online and in partnerships with local and regional arts agencies throughout the Intermountain West. So whether you live in the city, high in the Rockies, or on the plains, AIR is there for you, helping you reach new heights.

This is our movement. This is our time. Join with AIR. Together, we can thrive.

airArtsIncubator.org

AIR Online Tools and Resources

Many powerful tools are built into the AIR website to help you advance your career and create a connected, collaborative community. And here's the best part: most AIR resources are available for free, and memberships are based on what you can afford to pay.

Knowledge Center

From practical podcasts and instructional videos to inspiring articles, books and web links, this interactive library is always growing. Browse content by topic, discipline, resource type, or keyword, and upload your own favorites so others can learn from your experiences.

Member Directory & Portfolios

This is your most powerful marketing tool. Create a portfolio of your images, text, MP3s, PDFs and videos. The directory is easy to search and will help you find collaborators, clients and employers. See and be seen!

Regional Calendar

Whether you are exploring your own town or planning a trip across the Intermountain West, find enriching events that will motivate and connect you. Search by event category, date, state, or keyword, and don't forget to submit your own events too.

Access
unlimited resources

Join the movement

Get
discovered

Explore
new opportunities

Collaborate
and create solutions

Achieve
financial stability

Expand
your creativity

My AIR

A personalized portal for paid members, this is where you can streamline your AIR experience. My AIR saves your favorite resources and recommends content based on your preferences and filters.

AIR Share

Use this dynamic tool to share and collaborate. Upload your work in progress to get feedback from valuable voices. Help others solve a problem, and discuss creative challenges. Inspire and be inspired!

Opportunity Center

Find jobs and internships, calls for artists, grant applications, and more. We've collected opportunities from throughout the region that can be filtered by type, discipline, state, deadline, and keyword. Find the opportunity you need.

"The resources on the AIR website give me invaluable, nitty-gritty information about how to move my project forward, provided within a community of inspiring artists who care not only about their own projects but the wider goal of increasing and celebrating beauty in the world."

Steve Eulberg, Musician

AIR Talks, Workshops, and Programs

Let's get right to the point — our professional development tools work! The AIR curriculum merges the creativity of the arts with the innovation of business to provide you with invaluable knowledge and insight. AIR talks, workshops, and programs will be presented in multiple states each year through a combination of in-person and online programs.

AIR Shift Workshop

This weekend workshop teaches new ways for art and business to connect through innovation and collaboration. You will learn practical business skills, and new ways of seeing the world that will help you develop your own personal action plan.



Shift
your world
view

AIR Evolve Program

Develop and launch your own creative venture in this 6-month program. Learn from the best in art and business in small classes and individual coaching sessions. You will refine your business plan and transform your passions, interests, and skills into lasting success.

*Prerequisite - AIR Shift Workshop.



Launch
your venture

AIR Currents

AIR Currents are talks that feature regional and national professionals from all creative disciplines. Speakers will share their wisdom, and insights into their creative success. These motivating presentations will be available in person, live streamed, and on-demand from the AIR website.



Learn
from the experts



Become
a member

Gain
new business
skills

AIR Coaching

Whether you need feedback on your business plan or further motivation after a class ends, AIR coaches provide guidance and encouragement as you develop your career or venture. Working with a coach is a dynamic process that will help you keep your eye on the ball.



Grow
your
enterprise

Lasting Connections

When you use our website and experience our classes and programs, you will see that AIR is truly an empowering ecosystem. You will find support along each step of the way as you create your own path to success.

From practical tools that give a foundation to your dreams, to personal connections with future mentors, collaborators, and supporters, AIR will help you grow and succeed.

"The AIR Shift workshop clearly shows that art and business are only better together. I now have the confidence and practical skills to begin a new creative venture and will also bring this inspiration to my current job."

Jan Harrison, Science Teacher



Arts Incubator of the Rockies™

AIR is an empowering ecosystem that elevates
creatives and the power of creativity.

airArtsIncubator.org

AIR was founded by:



In collaboration with:



With additional funding from:

