

## CULTURAL COMMISSION STAFF REPORT

**Meeting Date:** September 24, 2015

**Agenda Item Number:** #1

**Applicant:** Roger Moellendorf, Parks and Recreation Director  
Vern L. Krahn, Senior Park Planner  
Kendall Hardin, Idea Factory

**Request:** **Workshop** --- Presentation by Ms. Kendall Hardin and discussion only on developing an Arts and Culture Master Plan for Carson City.

### **General Discussion:**

Over the summer, the Cultural Commission's Subcommittee had four meetings to develop an Arts and Culture Master Plan working document for the entire Cultural Commission's membership to review at a workshop on September 24, 2015 (Exhibit A). At the last Subcommittee meeting, Parks and Recreation Department staff proposed using a meeting facilitator for the workshop. It is staff's hope that a facilitator can help the Cultural Commission in consensus building, developing Master Plan policies, implementation strategies, and identify areas that the Committee may wish to further explore or expand upon prior to the release of the DRAFT Arts and Culture Master Plan. In addition, City staff has provided additional background information from the Nevada Arts Council's Arts Town Meeting held in Carson City on March 13, 2014 for the Commission's use during the workshop (Agenda Item #1 - FYI Item).

With the help of the Nevada Arts Council, our department was able to acquire a \$4,000 Circuit Rider Grant to hire Ms. Kendall Hardin as the facilitator for the workshop. She has contracted with the City to assist the Commission and City staff to complete the Carson City Arts and Culture Master Plan. She comes highly recommended by the Nevada Arts Council staff and City staff has found her to be very knowledgeable in these matters. Ms. Hardin has prepared a workshop binder to facilitate the discussions at the workshop (Exhibit B). The workshop's organizational framework is located on the first page of the meeting agenda.

Although no formal action will be taken by the Commission at this workshop, the workshop's intent is for the Commission to reach a general consensus on the policies, content and overall direction of the Arts and Culture Master Plan. After the workshop, Ms. Hardin will develop a DRAFT Master Plan for a formal review by the Commission at their October 26, 2015 meeting.

**Recommended Action:** This agenda item is for presentation and discussion purposes only. No formal action can be taken at this time.

# Exhibit A

## Introduction

In 2002, the Carson City Arts Steering Committee produced a report, *Creative Capital: Carson City Community Arts Plan*, to be used as a cultural planning document for the City. This cultural plan was based on findings reported on in *Carson City Arts Assessment* by Wright Consulting (2001). The *Arts Assessment* was a cultural survey of arts and cultural organizations in Carson City, paid for with City funds and National Endowment of the Arts grant funds.

The 2001 *Arts Assessment* developed six “summary points” (Wright Consulting 2001:4), including:

- Two venues in Carson City for performing arts, the Black Box Theater at the Brewery Arts Center (seats 100) and the Carson City Community Center theater (seats 794). The recommendation was to develop a mid-sized venue for performances.

- Art galleries are “almost non-existent” and a non-profit art gallery was suggested to fill in this niche.

- Marketing was identified as an important need for the arts community in Carson City to thrive and grow.

- The Brewery Arts Center (BAC) was identified as Carson City’s “local arts agency” a central point of contact for the arts in the City, but as arts develops and grows here, the BAC needs to update and clarify what its role is for artists of all types.

- Strong partnerships between the arts, government and businesses were recommended. The development of these partnerships among the different stakeholders will in turn produce economic development and redevelopment of the downtown corridor.

- More funding through government support, grants and private donations is needed for a vibrant arts community in Carson City.

In *Creative Capital*, the Arts Steering Committee took the above summary points and explored them by various aspects of the arts in Carson City. These aspects include the performing arts, visual arts, organizational development and support, leadership and training, economic development and urban design, and fundraising (CC Arts Steering Committee 2002).

This current document is a result of the May 2015 request by the City Board of Supervisors to update the 2001 and 2002 documents in order to create a current, working cultural plan for the City. This report uses the findings of the 2002 *Creative Capital* study and updates some recommendations within that study, where needed, along with new recommendations on cultural issues that are applicable in Carson City in 2015.

Note that the points summarized below are elaborated on in the 2002 *Creative Capital* document. The document is attached (“Attachment A”) for additional details and easy reference for readers.

## *Arts and Culture in Carson City*

### **Performing Arts**

The following points were made regarding performing arts in Carson City in Creative Capital (2002:9-12):

1. Collaboration between BAC, Western Nevada College and the City to fulfill our community's cultural needs through cultural events should continue.
  2. Develop St. Teresa's (now part of the BAC "campus") as venue for recitals and concerts, as well as a larger facility for full-scale theatrical productions
  3. Upgrade BAC's black box theater with new seats, backstage area and new technical capacity.
  4. Build a theater at Western Nevada College.
  5. Enlarge the Carson City Community Center Theater to seat 1,200.
  6. Transform the Community Center into the Carson City Cultural Center with on-going artistic and cultural activities.
  7. Create a community network of theaters, clubs, cafes and local musicians to foster audiences for local musical acts.

In 2015, the following items have been accomplished or need to be explored:

- The Brewery Arts Center has converted the former St. Theresa Church into a 287 seat Performance Hall. It has just received a new sound system, renovated the lobby with murals, and has finished its first phase of lighting upgrades. The BAC is adding an outdoor amphitheater. The Maizie Jesse Black Box Theater will be acquiring new signage. The 100 seat Black Box Theater has an upgraded sound system, but is in need of additional upgrades.
- The WNC Theater is shelved for the time being. Questions of funding and parking. Evaluate the feasibility of Marlette Hall and Nugget Hall as venues.
- Upstage Theater is now Silver State Charter School's Performance Hall.
- A city-state usage agreement for the Legislative Amphitheater should be explored.
- The Bob Boldrick Theater is in need of upgrades, some of which are covered under the 1/8 cent capital improvement tax. More space is needed for staging performances. Funding needs to be acquired beyond the 1/8 cent tax.
- An educational component needs to be included; the School Board has already made S.T.E.M. (Science, Technology, Engineering, and Math) a priority. The Commission should encourage it be expanded to 'S.T.E.A.M.' which includes the Arts.
- Public venues include: Bob Boldrick Theater, Texeira Pavilion, Fuji Park, and the Legislative Amphitheater. Third Street at Carson St. will be turned into a pedestrian pavilion soon and will be an outdoor staging option. The Nevada State Prison has a lot of potential and should be encouraged as an outdoor venue. The Stewart Indian School Gym has a large capacity and should be encouraged as an indoor venue.

- Commercial music/dance venues include multiple businesses: restaurants, bars, retail stores, dance studios, etc. The Downtown Business Association holds a monthly wine walk that has encouraged performers in the past.
- Jazz and Beyond plans to introduce more cultural components to the festival. Participation numbers are needed to encourage investment.
- Assess usage agreements for venues with schools.
- Encourage community participation as performers, audience, and sponsors.
- Community Center as Cultural Center? If not, where else would be appropriate?
- Better communication is needed in planning events. What is scheduled when? Who is the steering group behind major events?

### **Visual Arts**

Creative Capital identified the following key points on the visual arts in Carson City (CC Arts Steering Committee 2002:13-15):

1. Establish one or more professional art galleries/museums in Carson City.
2. Attract art galleries to the downtown area which showcase “high-quality” works of art by widely-recognized artists.
3. Create an ‘Arts in Public Places’ program throughout public and private spaces in Carson City.

### **2015 UPDATE:**

A nascent ‘Arts in Public Places’ program has been established along the east Hwy 50 and I-580 corridors through transportation projects, and the Downtown Carson Street Corridor/Third St. Plaza re-design will include public art. Therefore one identified goal for encouraging visual arts (#3 above) has been partially met; it is a work in progress. Another stated goal in Creative Capital was the establishment of a gallery at WNC; WNC has a gallery and has recently exhibited a national traveling exhibit “Always Lost” made possible through private donations.

The Courthouse Gallery, through CCAI, shows works by artists that are widely recognized, and is filling the role as a facility that has insurance, security, and lighting controls. In addition to Courthouse Gallery, the Library, Legislative Building and the Community Center (Sierra Room) are public art spaces. Other exhibit spaces include OXS Gallery at NAC, the Nevada Artists’ Association exhibit at BAC, and soon, the lobby of the Community Center will be used for larger installations. City Hall is not practical because there is not adequate wall space.

Ideally, a Carson City art museum in the area of downtown would anchor the visual arts for the community; perhaps with cooperation with the Nevada Museum of Art in Reno, a satellite location could be supported. Until then, multiple and varied exhibit spaces can fill some of that void:

- Carson City Chamber office and Carson City Visitors Bureau feature local artisan crafts for sale

- Artsy Fartsy is a new gallery addition to downtown area
- Artisan's Store at BAC sells local artists' work
- Comma Coffee continues to exhibit rotating shows of local artists
- There are additional small exhibits appearing in business and restaurants around town (L.A. Bakery, Café at Adele's, etc.), too many to list here

Carson City Cultural Commissioners have suggested that the arts community and the City consider adding a "pop-up" exhibit space that a landlord could offer for intermittent regional/local artists to exhibit for one night or weekend only. The BAC Ballroom may be available for very-temporary exhibits. Shipping containers might also be an option. Reno occasionally enjoys these very-temporary shows in vacant retail spaces with the landowner's permission. Another suggestion for temporary visual displays is the "arts on the corner" program, based on Grand Junction, Colorado's model. "Moveable art" to be placed on sidewalks in front of businesses is another temporary installation idea.

The drab green utility boxes and traffic control units in the downtown core area should all be painted by local artists, with the program eventually expanding outward throughout the main corridors in Carson City. The artists should be allowed to clearly include their name and contact information to give them extra exposure to the public-at-large. Public waste containers, especially the barrels in Mills Park, could be "beautified" by youth volunteers or student artists from CCHS or WNC.

A centralized informational portal needs to be established for various visual arts exhibits and happenings (see "Development and Support").

Carson City public schools could become an outlet for giving arts experiences to young people and budding artists in schoolchildren. In 2015, the BAC is sponsoring summer art programming in one neighborhood three times a week, through the free lunch program provided during the summer break. This innovative idea should serve as a model and be expanded throughout Carson City, with monetary support. This is how the local art community grows, through exposure and support to the arts. Further, schools are located in every neighborhood in our city, so kids of all types and backgrounds could attend art lessons. Some City support would be needed to operate art classes (on weekends, for example) but these classes could be held by volunteer artists.

A large fine arts festival should be established in the summer months, coordinated to not overlap with other art festivals in the Reno-Carson City-Tahoe region; Jazz and Beyond in August may be expanded to fill this need but the organizers would need support. This would foster development of our local artists and Carson City as an arts destination (at least, once annually). Finally, the Stewart Cultural Center should be considered as a potential additional space for high quality exhibits. The Great Basin Native Artists group has exhibited there twice, and the space is not even renovated yet.

## Literary Arts

Two writers' groups currently function in Carson City: Ash Canyon Poets and the Lone Mountain Writers group that is associated with WNC. There are several popular authors who reside in Carson City, and they should be featured in events in the community. Browser's Corner (non-profit used bookstore that supports the CC Library), CC Library, WNC, BAC, and occasionally, the NSM are all locations that have featured authors in talks and book-signings. Oral traditions of the area's American Indians should be included in the literary arts as well, and the culturally-appropriate sharing of these should be supported by Carson City citizens. The addition of TEDX ("Ideas Worth Spreading") talks, beginning in 2015 at BAC, is a beneficial event for Carson City.

## Organizational Development and Support

The following recommendations were made on organizational development and support of the arts in Carson City in *Creative Capital* (2002:16-19):

1. Establish an arts commission and/or a non-profit arts agency to strengthen all arts organizations and individuals in our community.
2. Dedicate staff to the development of arts and culture in the City, including support for cultural events, festivals, a public art program (see #3 above, under "Visual Arts") and coordination with the Capital Arts Coalition.
3. Develop a strategic plan for the vision of BAC to act as the local arts agency.
4. Commit city funding to BAC to ensure its ongoing role to serve the needs of community artists.

## 2015 UPDATE

- Establish an Arts Commission (CCC) Accomplished in 2008 (done)
- Develop a funded, fully staffed Arts and Culture Department ( City or NP)
- Identify all needed components to build a strategic Plan – 3 year and 5-year
- Funding – Local Gov't and State support (1/3), Business community – 1/3 and Individual and Foundation grants – 1/3. A working partnership.
- Determination of role from Brewery Arts Center – clarification of City's role with BAC
- Investigate development of an Art Museum
- CCAI – Arts in the Schools (done)
- Create a Multi-generational development with Youth Outreach

- Investigate the Prison for space to have for artists to produce large and needed projects an “ Incubator for Artists” all sectors
- Seek Funding

### **Leadership and Training**

*Creative Capital* suggested the following recommendations for leadership and training of members of the arts community in Carson City (CC Arts Steering Committee 2002:20-22):

1. Reorganize the Capital Arts Coalition to function as a local arts agency and work to meet the goals laid out in *Creative Capital*.

2. Provide training to arts organization staff and volunteers in areas of nonprofit management, such as fundraising, board development, coordination of volunteers and marketing.

3. Coordinate efforts to achieve cultural and ethnic diversity in all cultural and arts programming and resource development.

**In 2015, the following items have been accomplished or need to be explored:**

- The Arts and Culture in Carson City need to develop a cohesive, centralized marketing effort in order to bring attention to what makes us unique and what we can offer businesses and people looking to relocate to Northern Nevada.
- CCACC needs to define role. Is a 501c3 feasible? Brewery Arts Center needs to define role. A Local Arts Agency needs to be designated.
- Obtain mentoring from Reno Arts and Culture manager; obtain mentoring from NAC. Take advantage of web-based training, videos, and ‘webinars.’ Western Nevada College and the Carson City Library can be utilized as resources for information and training.
- Cultural activities need to better track participation numbers in order to be eligible for grants: Performers, audience, students, teachers, support services, volunteers, etc.
- Nevada Day expects to expand cultural offerings.
- The City needs to encourage the Nevada State Museum to be open seven days a week.
- Stewart Indian School expects to expand cultural offerings and has recently received state funding to create a cultural center.
- Who is responsible for funding and organizing training? Training in grant writing and marketing is needed for arts/culture groups and individual artists.
- CCACC needs active participation by member groups.
- Identify who are the underserved groups and what is limiting participation: location of arts and cultural programs, cost, transportation, language barriers, interest

Need outreach to make community aware of available programs; to attract new participants; to attract new sponsors; to encourage a sense of cultural community.

## Economic Development and Urban Design

In 2002, *Creative Capital* made the following recommendations for economic development and urban design as they pertain to the arts in Carson City (CC Arts Steering Committee 2002:22-26):

1. Continue to promote downtown Carson City as a cultural and historic designation.
2. Coordinate existing cultural events to expand and improve the quality of arts offered here and coordinate with regional cultural events (e.g., "Reno is Art Town") to bring more events to Carson City.
3. Adopt public arts and historic preservation plans and ordinances.
4. "Revitalize" the Stewart Indian School campus as a multi-use cultural facility.

A comprehensive and inclusive definition of "artists and art", coordinated into a superior Arts and Culture plan, will encourage City support, community and broad based business support. Drawing artists, visitors, local public and Nevadans from surrounding areas. Businesses are now including Culture and Art as one of their top criteria for bringing their employees to Carson City.

Identify all current types of art; art locations and organizations

- One centralized, coordinated impartial Local Arts Agency (CCCC) see Plan of 2011
- Provide marketing, PR, speaker ability and to rally all the various arts community players
- Improve aged infrastructure – city-wide – coordinated designs
- Case to be made to Bd. of Sups re: Public and Business benefits
- Arts and Cultural development is vital to our community- positive for employees
- Dedicated full staff or City department – fully funded
- Professional fundraiser to support Arts and Culture
- Commitment of funds – over 5 years
- Seek warehouse space for artists to create works
- Public art displays in seating areas
- Artistic design of and for buildings and office spaces
- Historic preservation and capitalization
- Stewart Indian Complex Preservation -- (in the works- State funded), tours, events, fundraisers
- Downtown beautification improvements (in the works)
- III. Organizational development and Support
- CVB coordination with Arts/marketing, brochures, maps, etc.
- Commitment of: funds, artistic groups, locations, information, marketing, fund development
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\*\* No theatre at WNC for many years

## **Fundraising**

*Creative Capital* identified the following key points on the visual arts in Carson City (CC Arts Steering Committee 2002:27-28):

1. Examine the potential of a “local options tax” to provide a consistent revenue stream, in coordination with other entities, such as Historic Resources Commission, libraries and tourism.
2. If a local arts agency for Carson City is established and identified, ensure that its role is to develop support and resources for the entire arts community.

## **UPDATE**

An arts ordinance for Carson City is currently drafted and awaiting approval by the Board of Supervisors. This would add much-needed funding for arts and culture in our city. First however, adoption of an arts and culture master plan needs to precede the ordinance. Another potential funding source is the V & T bond account; it is unclear what the Board of Supervisors will do when the debt is retired, but they may elect to renew it.

Another recommendation is to include an optional “\$1 for the arts” box to check on citizens’ utility bills. Private donors, successful Carson City-based business owners, for example, should be solicited for special projects or on-going support. A portion of room tax may be another source of funds from the City. Membership dues for the local arts agency may also fill the need for funds.

A full-time staff member with additional administrative assistance who is dedicated to promotion of arts and culture in Carson City would be the ideal, eventual outcome of dedicated funds. This individual would be charged with applying for arts and culture grants, distributing calls for proposals to artists and arts groups, and planning city-wide events and installations, among other duties. There have been multiple discussions about where this position would be located: within the local arts agency, or City offices? That decision will have to be carefully deliberated when the funds are available. As noted in *Creative Capital*, the art community would need absolute assurance that if a local arts agency housed a full-time staff member paid for by City funds, that that person would be available to all arts community members. It may be decided the arts and culture staff member should be housed within City offices to avoid perceptions of conflict of interest.

Potential additional governmental funding sources include NAC, National Endowment of the Arts, and National Endowment for the Humanities.

## **Population Figures**

Carson City’s demographic makeup has changed in the 21<sup>st</sup> century, with more ethnic minorities represented in the citizenry. According to Carson City Arts Assessment (2001:7-8), the 2000 census figures showed 14.2% of Carson City’s 52,475 residents as Hispanic or Latino. In 2010, that percentage rose by 7.1% to **21.3%** of the total population (55, 274 individuals; <http://nvdemography.org> ). The American Indian population remained the same (2.4% of residents), the African American population remained essentially flat (1.8% in 2000, 1.9% in 2010, and the Asian percentage of total population rose slightly, to 2.1%, from 1.8% in 2000.

Age groups of Carson City shifted slightly up to the retired age group. In 2000, 31.3% of Carson City residents were 24 years of age or younger; 14.9% of the population was 65 years of age or older. In 2010, 29.9% of residents was 24 years or younger, while 16.4% of residents were 65 or older (<http://nvdemography.org>). In other words, 53.7% of residents are between the ages of 25 and 64.

Two American Indians in Carson City who were briefly surveyed suggested that the Stewart Father's Day PowWow was widely attended by the area's American Indian groups. The Nevada Day PowWow, held at the Carson Colony gym on Nevada Day, was also popular. Oral traditions are occasionally shared with non-Indian community members at the NSM, and six children's books of legends were recently published by the Washoe Tribe with grant assistance. The future Stewart Cultural Center will be used for exhibits, and will be a welcome addition to cultural amenities in Carson City and a place the American Indians can share their cultural traditions and history. Public art in prominent location (e.g., downtown corridor) representing Native artist traditions would be an excellent addition. A Carson Colony member would like to see Nevada Day Committee promote Nevada Day PowWow along with other Nevada Day events. Local tribal members and the CC Schools work together to determine a way to have cultural exchanges within the public schools without burdening the same traditional elders over and over.

The significant Hispanic/Latino community would like to see events highlighting music and culinary traditions, but the need a venue that is suitable for this type of event (food and music). The park terrace neighborhood surrounding the Empire Elementary school is the largest concentration of Hispanic/Latino residences, so a venue close in proximity to that neighborhood would be beneficial. (MORE INPUT needed here)

#### CCCC Strategic Plan (unadopted, 2011 draft)

(to be used in intro to CCC) Portions of this document would be very useful, in an explanation and discussion of CCCC and its role in government and the public sphere. Specifically: p. 2, 1<sup>st</sup> parag, a detailed definition of the Commission; pp. 3-5, city ordinances outlining role of Commission; p. 7-8, goals of Commission (and pp. 13-14 for further detailing of those goals); and p. 10, list of performance indicators, although an explanation of how those would be used should be included if those are included in this master plan.

(Also: include something about CCCC role in distribution of RACC funds; how to view the distribution in the future)

[Final section: Summary of Recommendations . . . ??]

#### References:

Carson City Arts Steering Committee

2002 *Creative Capital: Carson City Community Arts Plan*. Submitted to ??? Carson City Board of Supervisors??. On file at Carson City Parks and Recreation Department.

Wright Consulting

2001 Carson City Arts Assessment. Submitted to ??? Carson City Board of Supervisors??. On file at Carson City Parks and Recreation Department.

# FYI

*The following is the text of an email sent to attendees by Mary Works Covington following the Carson City Arts Town Meetings. The wording regarding future notes was removed or edited, by Kelli Du Fresne for clarity in this context:*

The Carson City Arts Town meeting was held Thursday, March 13, 2014 at the Stewart Indian School. About 34 people attended and they represented a good cross section of Carson City, including 2 Supervisors, a couple of candidates for office, members of the Washoe, Paiute, and Shoshone tribes, business people, educators, city staff, artists, and arts organizations. A rich dialogue ensued as the discussion revolved around creating a central vision for a culturally rich community in Carson City. Assets and challenges were identified and action steps listed by working groups.

We divided into two groups and there were a ton of notes to pull together, including comments from our evaluations and RSVPs. It was a great group of people with a lot of input and passion for the arts and for this community. The following is a summary of some of the critical issues that emerged and an observation or two.

The seven critical issues that emerged include:

1. Enhance collaboration, communication, and outreach
2. Work toward easier access to city and state property for programming events
3. Arts awareness and advocacy
4. Marketing and funding
5. Creating an artists' marketplace
6. Compiling a directory of resources
7. Eliminate duplication of efforts

The Nevada Arts Council staff has gone through the comments and notes to ensure observations are clear, concise and constructive. These are included in the following documents, but there are two specific points that I would like to share with you:

- 1) The residents of Carson City are very lucky because there is an extraordinary breadth of arts and cultural groups, institutions, activities, and programming -- all of which can occur because there are also a significant number of professional artists working in all discipline areas and

representing a multiplicity of cultures. There appears to be a continuing and growing appetite to engage in the arts and the creative process by all generations of residents, some of whom want to be professional artists, and some of whom enjoy just working in and being around art. This is a community densely populated with arts organization and opportunities.

- 2) From our vantage point being located in Carson City, but being able to look at the cultural ecosystem we notice a thread that has also emerged in the three previous town meetings held in Silver City, Hawthorne, and Fernley. The self-identified arts and cultural sector are very active, very passionate, and very generous. We see that there clusters of population and sectors that can still be brought to the table to expand the dialogue of how to achieve this culturally rich and dynamic community.

We will continue to offer our services as the arts council as well as a partner sitting at the table during future discussions.



**ARTS TOWN MEETING: Carson City, NEVADA “We should not let go of our dreams.”**

Stewart Facility, Building #1 (Former Stewart Indian School)

March 13, 2014

**CRITICAL ISSUES**

1. Eliminate Duplications
2. Access to City and State Property
3. Arts Awareness and Advocacy
4. Marketing and Funding
5. Artists Marketplace
6. Directory of Resources
7. Collaboration/communication/outreach
8. Gathering Place for artists

**ACTION STEPS TO ADDRESS CRITICAL ISSUES AND ACHIEVE VISION**

**1. Eliminate Duplications**

- Encourage collaboration, communication and outreach
- Include all cultures and all facets of art
- Create a general contact list – multiple forms of communication and contact, Face-to-face interaction
- Identify stakeholders
- Create a community calendar

**2. Access to City and State property**

- Challenge the government entities to remove the barriers to access
- Demand the State recognize that they are an integral part of Carson City
- Design a blanket insurance policy for all groups - on a small/sliding fee basis

**3. Arts Awareness and Advocacy**

- Create and communicate a common message
- Utilize more face-to-face interaction
- Target issues and stakeholders
- Develop measurements for evaluation of arts impacts and outcomes, including, but beyond economics

**4. Artists Marketplace**

- Create a place for Artists to market and share their work
- Utilize arts4nevada.org

**5. Directory of Resources**

- Create a resource directory with a mechanism to direct artists to each other (like 411 in LA?)
- Identify funding sources
- Take a cultural inventory
- Create a Native American Artists Registry

**6. Marketing and Funding**

- Consolidate efforts through a collective calendar
  - Utilize door hangers
  - Nevada Appeal inserts
  - Create an annual printed events calendar
  - Recognize generation gaps and utilize all effective media including social media
  - Create a map that includes all events/all cultures
  - Use Rack Cards
  - Use billboards at town entrances and freeways
- 7) Collaboration/communication/outreach**
- Establish a list of print newsletters, newspapers, community bulletins, with contact lists, so information can be distributed.
- 8) Gathering Place for artists**
- Complete BAC campus and utilize the café for gatherings

## QUESTION AND ANSWER SECTION

- 1. What is your vision of a Culturally Rich Community?**
- Tolerance and diversity of cultures
  - Community values the arts
  - Awareness that the arts are essential to health of community & individuals, both economically and socially
  - Performance venues
  - Ability to support artists, artists can make a living with their art
  - Connecting arts to tourism, education, and economic development
  - Youth involvement
  - Healthy blend of private and public funding
  - Arts organizations that are sustainable
  - The arts are part of all aspects of society
  - A gathering place for artists that has indoor and outdoor spaces
  - Registry or directory of artists organized by discipline
  - Accessibility
  - Food available near arts events
  - Internet access/printing
  - Completion of the Brewery Arts Center Campus
  - Plenty of theatre & festivals
  - Museums – all, historical, art
  - Galleries
  - Organizations – service types – variety of presenting and producing  
Organizations attempting to bring the arts
  - Inter communication
  - Artist work spaces
  - Public art: signage, aesthetics, architecture (historic and contemporary), pedestrian – essence of city and community. “Ethos of community”
  - Space for performing art – indoor & outdoor
  - Past & present connection

- Strong libraries
- Enhanced business support
- Enlightened public officials and residents
- Cooperation between organizations
- Appropriate funding for artists and cultural facilities
- Eclectic – not watered down
- Opportunities to explore the artistic (arts and creative exploration)
- Arts education – life-long learning – cradle to grave
- School systems – beyond formal education, youth centers
- Arts districts (integration)

## **2. What are your community Assets?**

- Theatre program
- Brewery Arts Center
- Community Center
- Craftspeople
- Children's Museum
- Parks/Silver Saddle Ranch
- Community pride
- Infrastructure is in place to share marketing
- Nevada State Museum & Railroad Museum
- Schools and Western Nevada College
- People – rich history
- Traditional culture
- Stewart Campus
- Historic Architecture and Historic District
- Capital/Capitol - opportunity to set the example for the state
- Resources of space and venues
- Virginia & Truckee Railroad
- Arts organizations
- Potential connections with global markets
- Pow Wow
- Lake Tahoe
- Landscape
- Sense of place
- Capitol grounds – legislative mall
- Talented artists in all disciplines
- Geographically centered
- Musically diverse: symphony, jazz band, orchestra,
- Jazz & Beyond Festival
- Environmental resources
- Pocket Parks
- Taste of Downtown
- Lots of special events: wine walk, farmers market

## **3. What are your community's Challenges/Limitations?**

- Lack of universal internet access
- Paucity of funding

- Not connected globally
- Duplicative efforts - in our silos, lack of communication, need better outreach
- Need to establish the arts as a priority within the community
- Need fiscal support for arts venues/physical plants
- Community is politically divided
- We lack awareness and advocacy
- Need to grow our market outside of Carson City
- Shadowed by Reno, no critical mass of arts and arts activities
- Scheduling conflicts detract from events
- Stewart Indian School needs funding and attention! It is a beautiful setting.
- Municipality doesn't support arts community
- Limited participation by our principal industry – gaming
- Lack of collaboration and communication between cultural groups
- Education level of population
- Lack of public engagement
- Need more integration between the college and the university
- Lack of awareness – hard to find out what is going on
- Lack of a shared vision
- Need to legislate the arts
- “Arrows” for artists to find each other
- Need better signage
- No public art ordinance

**Additional handwritten notes:**

Carson City courthouse openings

An app or some way to find locations/ID locations from some central source

Plan B – Jam Sessions

New in town? – What do you do to find out these places? Publications, calendars?

Lots of places available, we just need to find them.

Affordable locations

Connect with clubs and organizations

Exhibition spaces, Gathering places, Coffee shops & cafes

Linking websites, Yelp!, Make a map!, Events calendar with tabs to select arts

Notify people about grants

Cultural arts festival at Mills Park

Better publicize CCACC

Share a group calendar with city employees, Get on the garbage calendar

Rotary, FISH, Churches, beer & Pizza

Senior moving here from CA, WA, OR

Pay for the arts

Door hangers every month on all doors with all arts events with all groups

Electronic billboards Fairview & Carson Street. (freeways that bypass downtown)

Minnesota taxes to support sports/arts/hunting fishing – look to that model

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**Awareness & Advocacy**

Key 1) Arts has to get much better working together

a) Accountability

b) Articulate what we are about, why it is important and relevant

2) Examine "Connectors" i.e. public/private partnerships

3) Artist community has been energized

#### Action Steps

- 1) Identify how we meet face-face with WashoeTribe Members and with Nevada Arts Council help to diversify communities, reach diverse groups, reach target groups/individuals, bring together target people & target issues (Identify target issues)
- 2) Create messages – articulate i.e. public/private
- 3) Development of measurement of economic importance
- 4) Measure other outcomes besides economics – but measure the same way.

#### RSVP NOTES

- **What is going well in the arts and culture in your community?**

CCACC is starting to take off. ARTS calendar is getting used. Everyone can see what is available each day. Many locations for the ARTS Google calendar on different websites. Arts organizations are starting to work better together.

There are many active arts organizations in Carson City, supporting all areas of the artistic community, including visual, performing, educational and social venues.

Arts and culture are rising to the top in priority as to our community's needs. Our arts educational programming is strong and growing. Performances of local and touring artists are gaining more appeal and support. The level of artistry of the artists we are attracting and having move to our area is strong.

There are many dedicated artists who continually seek avenues to share arts and culture with the community, and members of the community are receptive.

- **What actions need to be taken in order to achieve the vision of your culturally rich community?**

Artists need to lead.

Bigger overall use of all arts orgs working together with festivals and themes.

I would like to see Carson City have more visual art in the public arena. Where to show & sell?

I would like to see an artist's loft for visual, performing and literary artists to have active, working studios to work and a place to live economically. This might include a gallery to exhibit 2-D and 3-D arts and performing arts. A lecture hall could be used for poetry and book readings or lectures on art history, and rotating Artists In Residences could teach in a multi-media art space.

Marketing and communication, Funding, City and state recognition and support.