



## STAFF REPORT

**Report To:** Board of Supervisors

**Meeting Date:** May 2, 2019

**Staff Contact:** Mark Salinas, Arts & Culture Coordinator

**Agenda Title:** For Possible Action: Discussion and possible action regarding approval of the Cultural Commission FY18/19 Annual Report and FY 19/20 Work Plan. (Mark Salinas, msalinas@carson.org)

Staff Summary: Pursuant to CCMC 2.41.060, the Commission is required to submit an annual report and work plan to the Board of Supervisors. Attendance records of the Commission's members must be included in the annual report.

**Agenda Action:** Formal Action / Motion

**Time Requested:** 20 minutes

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### **Proposed Motion**

I move to accept the Cultural Commission FY 18/19 Annual Report and FY 19/20 Work Plan as presented.

### **Board's Strategic Goal**

Quality of Life

### **Previous Action**

N/A

### **Background/Issues & Analysis**

### **Applicable Statute, Code, Policy, Rule or Regulation**

CCMC 2.41.060

### **Financial Information**

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

### **Alternatives**

Modify the Cultural Commission FY 18/19 Annual Report and FY 19/20 Work Plan as presented.

### **Attachments:**

Board Action Taken:

Motion: _____	1) _____	Aye/Nay
	2) _____	_____
		_____
		_____
		_____
		_____
_____		
(Vote Recorded By)		

TO: Board of Supervisors

FROM: Mark Salinas, Arts & Culture Coordinator, Department of Arts & Culture  
Barb D'Anneo, Chair, Carson City Cultural Commission

SUBJECT: Carson City Cultural Commission Annual Report (2018/19) & Work Plan (2019/20)

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The Cultural Commission is required by Carson City Municipal Code (CCMC) 2.41.060 (7) "to submit an annual report and work plan to the Board of Supervisors no later than May 1 of each year. Attendance records of members shall be included as part of the annual report."

"All board, commission, and committee members shall attend at least seventy-five percent (75%) of all meetings in the preceding twelve (12) month period. No differentiation is made between excused or unexcused absences of members." (Excerpt from the Board of Supervisors' Policies and Procedures manual for Boards, Committees, and Commissions (Amended February 4, 2016).

Barb D'Anneo, Chair, Carson City Cultural Commission:

The Cultural Commission now stands at 7 members representing an expanded diversity in age, gender, artistic interests, and public representation. Attendance at regularly scheduled meetings exceeds the 75% attendance requirement. Commissioners have increased their participation in community artistic events, helped plan the Commission's 10 year anniversary luncheon, and supported arts programs in the Carson City community and beyond. Public attendance at our meetings has increased each year with several new artists and cultural organizations in regular attendance.

Carson City's arts and culture organizations continue to grow. We have experienced a significant increase in applications for Redevelopment grant funding of arts and exhibitions in our downtown. We are grateful for the opportunity to make recommendations upon the \$25,000 that Redevelopment allocates for funding. We are concerned that with the increasing numbers of qualified applicants, we will need to address the need for increased funding. We need your input and hope to discuss further this year.

We are highly supportive of Mark's strong efforts to reach all sectors of the Carson community. He has brought Carson City's diverse cultural and artistic talent to the attention of state and even national organizations. He has successfully worked to increase awareness of our diverse and talented artists among our youth, nonprofits, and the Native American community, and the Latino Cohort of Western Nevada College. His report will address this work to date. As Mark approaches the 2 ½ year milestone working with the Commission, we, and the community, are still impressed with his abilities to bring our artistic community to the forefront.

The transition of Mark's position to the City has been smooth and much appreciated. This has been very positive for his interactions with the myriad of other city, state, and national organizations. The newspaper headline, "Carson City Earns the Spotlight" describing the Reno-Tahoe airport exhibition is testament to the work inclusive of so many Carson City artists. We are grateful for Mark's efforts. He accomplishes an enormous amount as a one-person department. Among his daily arts programming, also he spearheads the biennial Arts Advocacy Day at the Nevada Legislature and, this year, a first-time Arts Advocacy Post Party which drew arts students, administrators, and professionals from all Nevada. To keep momentum, we believe he needs dedicated support in staffing.

As we look at 2019 direction and goals, we realize the 1% Arts Funding is due to expire in June 2021. Already, 2 ½ years of the 5 year sunset clause has passed and with so many new accolades and new accomplishments for the City, it feels we haven't even started yet. Clearly, the Cultural Commission, Carson City, and the state, benefit from a Department of Arts & Culture. We are eager to research how the 1% Arts Funding can be sustained and augmented for future growth. We are eager to research and discuss where we are headed and how we might get there together. A first-time Commissioner retreat is suggested for some time in July where our discussion may include business and local community financial opportunities for support via public art or grants. Advanced removal of the 1% Arts Funding sunset clause would be the first step in retaining our upward growth momentum, provide a long-term safeguard for creative community development, encourage cultural tourism, and satisfy the Carson City's Strategic Plan (2016-2020) which specifies 'Quality of Life & Community' as a key strategic direction with an objective to 'Engage Arts & Cultural Assets'.

It's been a wonderful year and we thank the members of the Board of Supervisors for your support of arts and culture in Carson City.

Finally, the Cultural Commission congratulates Sharon Rosse from the Capital City Arts Initiative and Mark Salinas both whom have recently received awards from the Nevada Humanities.

Sharon's 'Friend and Champion of the Humanities Award' and Mark's 'Humanities Rising Star Award' makes our capital and our community proud. It's the first time in 25 years that Carson City has been honored with such awards.

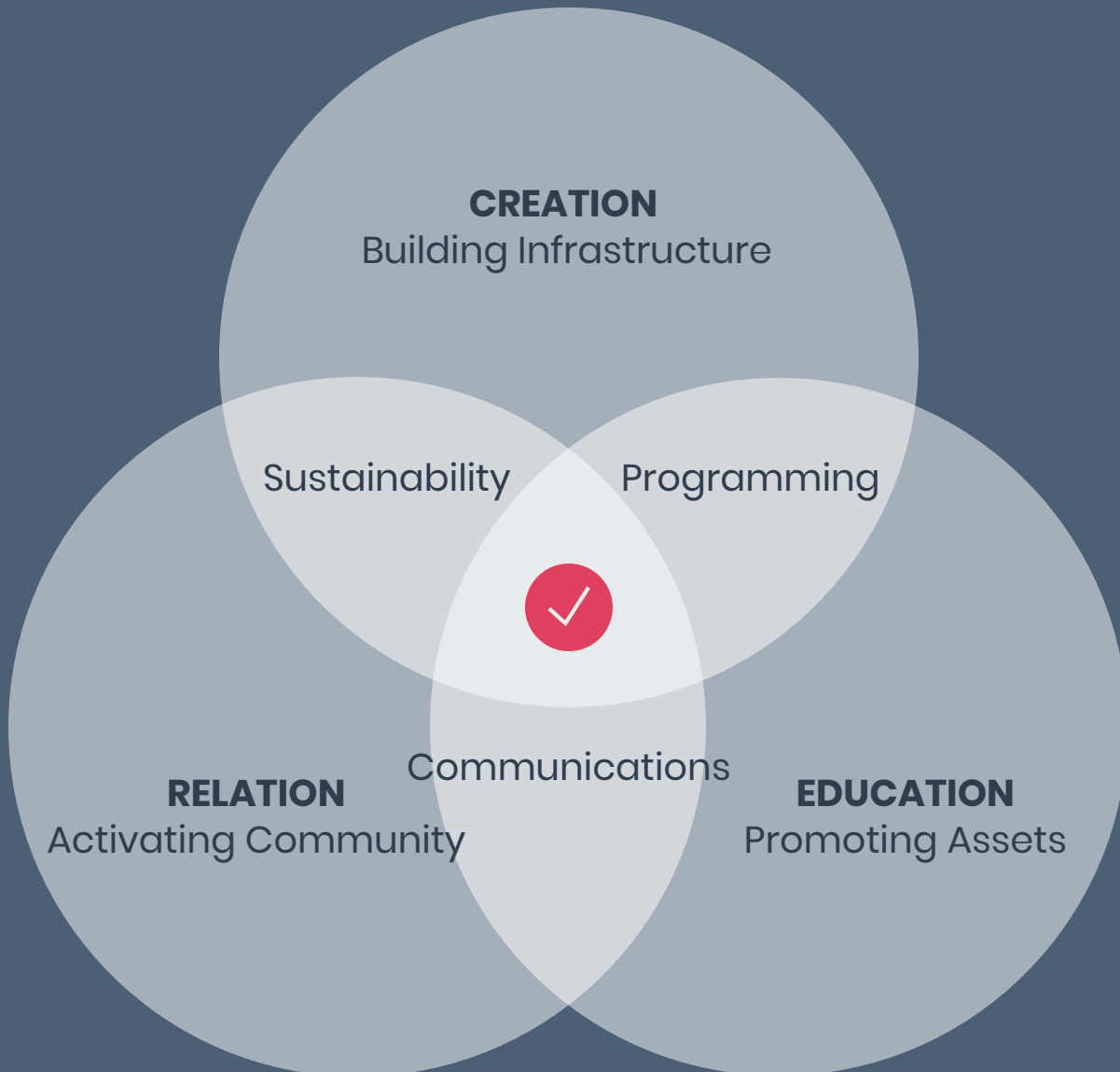
Mark Salinas, Arts & Culture Coordinator, Department of Arts & Culture:

See following (8) pages

# Department of Arts & Culture



Department Overview  
Mark Salinas, Arts & Culture Coordinator



# Department of Arts & Culture

2018/2019 Annual Report



## 133% ATTENDANCE

All Cultural Commissioners have attended 6 regular meetings and 2 special meetings without absence from April 2018-April 2019.



## ONE NEW ARTS WEBSITE

[Www.Carson.Org/AC](http://Www.Carson.Org/AC) includes history, reference, documents, news, and meeting information for the Department of Arts & Culture.



## 123% AUDIENCE INCREASE

Attendees to our Cultural Commission meetings have risen from 44 (2017) to 98 (2018).



## 408 FACEBOOK FOLLOWERS

Since March 2018, 202 promotional posts made on @CarsonCityCulturalCommission.



## 10 YEAR ANNIVERSARY

46 guests attended a luncheon at Bliss Mansion which included Cultural Commissioners from 2008 to 2018.



## 90 SPEAKING ENGAGEMENTS

Local, State, National representation of Carson City Department of Arts & Culture.



## \$8k CELEBRATE CULTURE!

A new Carson City Celebrate Culture! Grant supports events that bring cultural awareness to our community.



## ONE NEW SIBLING

Lyon County Township of Silver City proclaimed Carson City as a 'Sister City in the Arts' on November 13, 2018.



## 175% INCREASE

Applications for Redevelopment funded arts event grant have risen from 4 (FY 16/17) to 11 (FY 18/19).



## 2019 INCLUSION

Created a 'Best Special Event in Carson City' category for Reno News and Review's '2019 Best of Northern Nevada' August issue.



## ALL ONE COMMUNITY

In 2018 the Cultural Commission continued to strengthen its ties with Carson City through expanding its diversity among Commissioners.

# Department of Arts & Culture

2018/2019 Annual Report



## NEW PUBLIC ART POLICY

Drafted 13 chapters of municipal procedures to administer the Arts & Culture Master Plan. Submitted to Cultural Commission April 2019.



## 1000 FUERTE!

Partnership with Nevada State Museum brought a new record number of attendees for the 2018 Dia de Los Muertos event.



## 9 DEPARTMENTS

Support and collaboration from city departments in creating municipal arts programming since March 2018.



## NEW CITY HALL EAST GALLERY

5 exhibits on display in 2019 showcasing artwork from all corners of Nevada.



## 5k+ VIEWS

National Arts & Humanities Month (August 2018) celebrated with 5 videos discovering the arts in other municipal departments.



## 270 ARTWORKS INSTALLED

Promotion of Carson City, its artists, and its arts organizations year-round from March 2018 to March 2019.



## \$14k NEA BIG READ GRANT

Won in 2018 to coordinate 30 days of community programming among 35 city/state/federal partners.



## 24/7 RENO TAHOE AIRPORT

First-time public art installation of 53 Carson City artists at the Reno-Tahoe International Airport February - April 2019.



## #1 BEST EVENT IN 2018

Chamber of Commerce awarded our NEA Big Read Grant 'Best Event in Carson City'.



## YES! STATE AND NATIONAL

The Department of Arts & Culture has been recognized with awards from the National Endowment for the Arts (2017/18) and the Nevada Humanities (2019)



## 55 ORGANIZATIONS

The Department of Arts & Culture forged a new collaboration with a Nevadan agency, business, or organization every week in 2018.

# Department of Arts & Culture



2018/19 Work Plan

Mark Salinas, Arts & Culture Coordinator

## 2018/2019 Work Plan **STATUS**

Dedicated priority in establishing the Policies & Procedures for Public Art in Carson City. Arts & Culture Coordinator to work closely on this detailed ordinance with the District Attorney's Office. Draft target date: Fall 2018. **PARTIAL COMPLETION**

Dedicated priority in proposing amendments to CCMC 2.41 (creation of Cultural Commission, 2008) that reflect updated vision and future strategies. Arts & Culture Coordinator to work closely on this detailed municipal code with the District Attorney's Office. Draft target date: Fall 2018. **COMPLETION**

Creating a vibrant Arts & Culture community to grow cultural tourism, awareness, and influence in Carson City on local, regional, and state platforms. **COMPLETION**

Continuing to provide a public forum for community partnership to elevate the quality of life for City residents. **COMPLETION**

Continuing outreach to under-served populations and youth (including American Indian and Hispanic communities), in order to foster appreciation of arts and culture as key components of Carson City life. **COMPLETION**

Promoting and providing grant recommendations to the Redevelopment Authority for Arts & Culture Special Events Funding. **COMPLETION**



# Department of Arts & Culture



2019/2020 Work Plan

Mark Salinas, Arts & Culture Coordinator

## 2019/2020 Work Plan

Finalize the Public Art Policy in Carson City.

Target date: Fall 2019

Create a Cultural Commissioner Retreat.

Manifest common understanding of how 1% for the Arts in Carson City equals 1% for Community Vitality in Carson City.

Communicate long-term sustainability options among Carson City Government, Carson City Cultural Commission, and Culture & Tourism Authority to retain and develop the department's successes of 2018/2019.

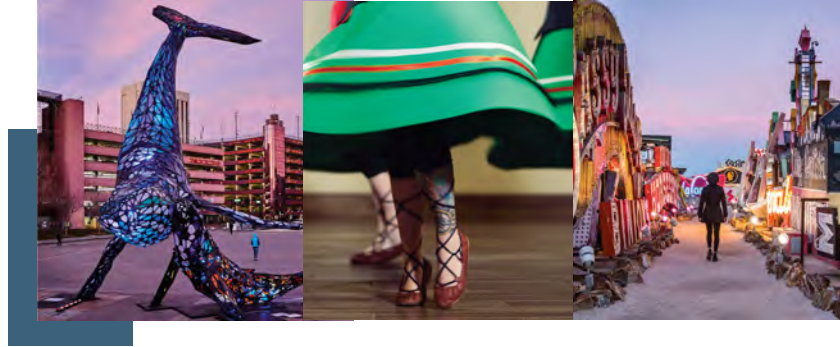
# NEVADA ARTS COUNCIL

*enriching the lives of all Nevadans*

## PUBLIC PURPOSE

Celebrating 52 years of service, the Nevada Arts Council (NAC) was established as a state agency in 1967 to enrich the cultural life of the state by supporting, strengthening, and making excellence in the arts accessible to all Nevadans. The NAC is one of America's 56 state and jurisdictional arts agencies that ensure that every community in the U.S. receives the cultural, civic, economic, and educational benefits of the arts. The NAC supports Nevada's rural communities, enlivens its public spaces, promotes health and healing, sparks economic growth, drives educational success, fosters inclusion and equity, reaches low income communities, creates opportunities for artists, and serves the public. The NAC, a division of the Department of Tourism and Cultural affairs, receives funding from the State of Nevada, the National Endowment for the Arts, and other private and public sources.

The arts are a vital asset that improve the quality of life throughout Nevada communities. The arts foster critical thinking, problem solving, creativity, and connections to our rich culture and heritage. The NAC, through its programs and many partnerships, actively works to connect diverse art, artists and arts organizations to audiences in the streets, galleries, museums, theaters, and classrooms found throughout our urban and rural communities.




**NEVADANS BELIEVE THE ARTS  
PROVIDE MEANING TO THEIR LIVES  
AND MAKE THEIR COMMUNITIES  
BETTER PLACES TO LIVE.**

**75%** believe the arts  
help students perform  
better academically

**70%** believe that creativity  
enhances success in  
the workplace

**62%** believe that the arts  
improve healing and the  
healthcare experience.

Source: Americans Speak Out About The Arts in 2018 Ipsos Public Affairs Survey on behalf of Americans for the Arts

**NEVADA**  
ARTS COUNCIL 

[nvartscouncil.org](http://nvartscouncil.org)

## NEVADA ARTS COUNCIL

### What We Do:

The NAC encompasses six program areas that work together and independently to effectively serve our diverse statewide constituency.

**Artist Services** - Honors and showcases the work of Nevada's contemporary literary, performing and visual artists to the public through exhibits, grants, and outreach programs. Provides resources to artists for career development. Helps Nevadans understand the vital role that artists contribute to a creative workforce.

**Arts Learning** - Supports the goal of lifelong learning in the arts by promoting and expanding quality arts education opportunities for all Nevada citizens. Has three program focuses that include Arts Education, Arts Integration, and Arts for Social Development.

**Community Arts Development** - Supports Nevada's nonprofit arts and culture organizations, municipalities, public institutions, and tribal governments with programs and services aimed to elevate the arts and cultural infrastructure and organizational capacity statewide.

**Folklife** - Supports the folk and traditional arts activities of individuals, organizations and communities through grants, consultations, producing and documenting projects and exhibitions, and technical assistance.

**Grants** - Reflects a significant commitment by the State and the Federal Government to support the creation of arts and access to the arts for its citizens. In FY17, the Grant Program awarded over \$1,250,000 to 355 grantees in 14 counties throughout the state. If the state were to lessen NAC's budget, grant awards would be severely affected.

**Public Information / Arts Initiatives** - Oversees Nevada Arts Council Board engagement, partnership initiatives, public awareness campaigns, and special projects that promote Nevada's arts industry, support the agency's mission and goals and strengthen the state's cultural infrastructure.

The U.S. Bureau of Economic Analysis reports  
arts and cultural production contributed

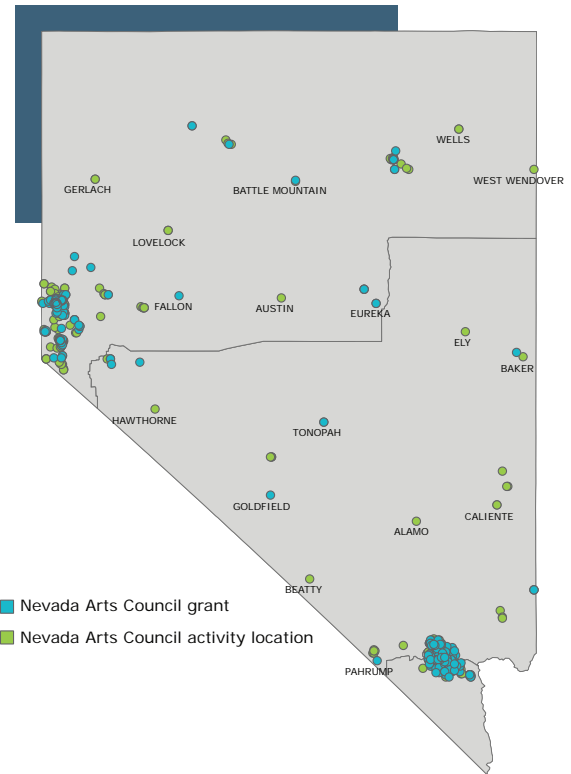
**\$7,019,075,000**

and is **4.7%** of Nevada's GDP

contributing to

**41,308 JOBS**

Source: U.S. Bureau of Economic Analysis State Arts and Cultural Production 2016



## 2018 PROGRAM & GRANT RESULTS

Reached **50** Cities in **17** Counties

**309** Grant Awards Totaling **\$1,020,595**

**\$66,336,352** Cash and In-Kind Match

**1,313,881** Persons Engaged

**376,175** Pre K-12 Students Served



## 10 Reasons to Support the Arts

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community—strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

1. [Arts improve individual well-being](#). 69 percent of the population believe the arts “lift me up beyond everyday experiences,” 73 percent feel the arts give them “pure pleasure to experience and participate in,” and 81 percent say the arts are a “positive experience in a troubled world.”
2. [Arts unify communities](#). 72 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 73 percent agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.
3. [Arts improve academic performance](#). Students engaged in arts learning have higher GPAs, standardized test scores, and college-going rates as well as lower drop-out rates. These academic benefits are reaped by students regardless of socio-economic status. Yet, the Department of Education reports that access to arts education for students of color is significantly lower than for their white peers. [88 percent of Americans](#) believe that arts are part of a well-rounded K-12 education.
4. [Arts strengthen the economy](#). The production of [all arts and cultural goods in the U.S.](#) (e.g., nonprofit, commercial, education) added \$764 billion to the economy in 2015, including a \$21 billion international trade surplus—a larger share of the nation’s economy (4.2 percent) than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). [The nonprofit arts industry alone generates \\$166.3 billion in economic activity annually](#)—spending by organizations and their audiences—which supports 4.6 million jobs and generates \$27.5 billion in government revenue.
5. [Arts drive tourism and revenue to local businesses](#). Attendees at nonprofit arts events spend \$31.47 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable commerce for local businesses. 34 percent of attendees live outside the county in which the arts event takes place; they average \$47.57 in event-related spending. Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences.
6. [Arts spark creativity and innovation](#). Creativity is among the top 5 applied skills sought by business leaders, per the Conference Board’s *Ready to Innovate* report—with 72 percent saying creativity is of high importance when hiring. Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.
7. [Arts drive the creative industries](#). The Creative Industries are arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. A 2017 analysis of Dun & Bradstreet data counts 673,656 businesses in the U.S. involved in the creation or distribution of the arts—4.01 percent of all businesses and 2.04 percent of all employees. (Get a free local Creative Industry report for your community [here](#).)
8. [Arts have social impact](#). University of Pennsylvania researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.
9. [Arts improve healthcare](#). Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.
10. [Arts for the health and well-being of our military](#). The arts heal the mental, physical, and moral injuries of war for military servicemembers and Veterans, who rank the creative arts therapies in the top 4 (out of 40) interventions and treatments. Across the military continuum, the arts promote resilience during pre-deployment, deployment, and the reintegration of military servicemembers, Veterans, their families, and caregivers into communities.