

## Timeline of Carson City Municipal Action To Develop Arts & Culture

### January 17, 2008

Bill No. 101 adopted amending CCMC Chapter 2.41 Section 2.41.040 the establishment of terms for members of the Cultural Commission requires 7 members appointed by the Board of Supervisors.

### July 17, 2008

Board of Supervisors appoints 7 members to the Cultural Commission establishing their initial terms.

### May 4, 2015

Carson City's Strategic Plan (2016-2020) released by the Mayor and City Manager which specifies 'Quality of Life & Community' as one of six strategic directions with an objective to 'Engage Arts & Cultural Assets'.

#### STRATEGIC DIRECTION

### Quality of Life & Community

*Promote educational, cultural, and recreational opportunities that contribute to the health and well-being of our community.*

#### OBJECTIVES & STRATEGIES

##### Enhance Programs and Services

- Develop and maintain a bicycle and pedestrian friendly community.
- Identify at risk individuals, and connect them to appropriate programs and services.
- Increase community participation in City programs and activities, including public health programs.

##### Engage Arts and Cultural Assets

- Develop and adopt a Cultural Master Plan for Carson City.
- Leverage Redevelopment and other funds to support arts and cultural events and invest in public art.
- Utilize arts and cultural investments to engage Carson City's diverse economy and history.

##### Ensure Quality Community Assets

- Enforce City ordinances when properties are neglected or abandoned to prevent erosion of property values and quality of life.
- Implement RTC Complete Streets policies.

##### Foster Community Collaboration

- Integrate and strengthen connections between employees and professional organizations.
- Continue to support the volunteer efforts of organizations and individuals.
- Promote diverse public participation in City initiatives.

*"I love Carson City and have been in Nevada for 60 years. My children and their children are native Nevadans. I feel a sense of pride when I speak of Carson City, especially of the beauty in the downtown(...?)"*

*"In five years, "I would hope Carson City would develop into a town where both residents and visitors would feel welcome. I would hope CC would have a downtown where people could walk around easily, shop in unique stores, eat in nice restaurants, be able to park within walking distance of downtown, and enjoy musical performances and street fairs."*

## **December 17, 2015**

Draft of Arts & Culture Master Plan presented to Board of Supervisors Meeting. 180 community signatures in support. 13 in-person presentations at Public Comments in support. Board of Supervisors unanimously approves draft.

## **March 1, 2016**

Carson City Visitors Bureau Board unanimously approves Job Description of Arts & Culture Coordinator.

## **March 17, 2016**

Parks and Rec presents Arts & Culture Master Plan for adoption by Board of Supervisors as an element of the City's Master Plan. Board of Supervisors unanimously approves adoption.

Carson City Visitors Bureau presents Business Impact Statement to Board of Supervisors to show the 1% increase does not impose direct economic burden on lodging properties. Board of Supervisors unanimous approves to accept findings.

## **April 21 + May 5, 2016**

First and second public readings of the proposed tax increase as Ordinance under CCMC 4.08.080.4. Board of Supervisors unanimous approves to accept 1% Transient Occupancy Tax and Job Description of Arts & Culture Coordinator.

## **July 1, 2016**

Tax increase takes effect, due to "expire by limitation June 1, 2021".

## **October 3, 2016**

Arts & Culture Coordinator begins job.

## **January 30, 2017**

### State of the City Address

*I look forward to working with our new arts and culture director and the arts community in the design and procurement of public art for our city.*

## **April 6, 2017**

Board of Supervisors unanimously approves the Cultural Commission's 2016/17 Annual Report and the Commission's 2017/18 Work Plan.

## **January 31, 2018**

### State of the City Address

This past year we saw the dedication of a wonderful art piece, The Mind of D'Vinci. This display embodies the artistic and cultural talent by the many artists in our community as well as the efforts of our Arts and Culture director, Mark Salinas. Mark has been a wonderful addition to our community, and I want to especially thank Supervisor Karen Abowd for the vision of what this position could accomplish. Art and culture are integral parts of creating a community with an unparalleled quality of life. In a very real sense, they are the glue that bonds our quality of life.

## **May 13, 2018**

Carson City Visitors Bureau Board unanimously approves the Cultural Commission's 2017/18 Annual Report and the Commission's 2018/19 Work Plan.

## **May 31, 2018**

Board of Supervisors unanimously approves the Cultural Commission's 2017/18 Annual Report and the Commission's 2018/19 Work Plan.

## **January 30, 2019**

### State of the City Address

*The newly refreshed Senior Center building isn't the only place in the City where you'll find great art. Mark Salinas, our Arts and Culture Coordinator, has made it his mission to display art wherever he can find a blank canvas. Even the walls of City Hall have been touched by Mark. And just wait, all those people coming in to the Reno Tahoe Airport this month will be greeted by Carson City art.*

*Mark has raised the visibility of our arts and culture efforts not only in our community but statewide and nationally as well. For the first time in ten years we received a grant from the National Endowment for the Arts which provided the funds and support for the Big Read. As you know, the Big Read in Carson City was based on the novel, True Grit, and received the Chamber's "Best Event in 2018" award.*

*On the horizon, the Arts and Culture Coordinator, with the able assistance of our Cultural Commission, is writing the City's public art policy which, when done, will be the first of its kind in Nevada.*

## **May 2, 2019**

Board of Supervisors unanimously approves the Cultural Commission's 2018/19 Annual Report and the Commission's 2019/20 Work Plan.

## **August 12, 2019**

CTA Board unanimously approves Interlocal Agreement with City.

## **August 15, 2019**

Board of Supervisors unanimously approves Interlocal Agreement with CTA.

The new agreement updates the administrative services offered by Carson City to CTA in exchange for 1% of the total 11% transient lodging tax. The new agreement also continues the payment of an additional 1% of the total 11% transient lodging tax by CTA to Carson City for the implementation and operation of the Arts and Culture Master plan and funding for the Arts and Culture Coordinator.

### **C. Arts and Culture**

- i. City will administer the position of the Arts and Culture Coordinator to be funded from the 1% increase in the transient lodging tax rate approved by the Carson City Board of Supervisors on May 5, 2016. This provision expires by limitation on May 31, 2021 pursuant to CMCC 4.08.080.4.
- ii. The City Arts and Culture Coordinator is responsible for the implementation of the goals and objectives contained in the Carson City Arts and Cultural Master Plan.
- iii. The Arts and Culture Coordinator will make an annual presentation to the CTA Board of Directors during a regular public meeting regarding the status of the implementation of the Arts and Culture Master Plan.
- iv. The Arts and Culture Coordinator reports directly to the City Manager.

Carson City Cultural Commission **September 9, 2019 Meeting: Late Materials Item 6. B.**  
Submitted by Mark Salinas Arts & Culture Coordinator ([msalinas@carson.org](mailto:msalinas@carson.org))

Options for Action: 1% for Arts in Carson City

Fulfill Arts & Culture Master Plan

Abandon Arts & Culture Master Plan

Step 1A (Permanent Solution): Eliminate Sunset Clause prior to May 31, 2021.

Nevada becomes only state among CA, OR, ID, UT, AZ without arts funding in its state capital.

Step 1B (Temporary Solution): Renew or extend the sunset clause prior to May 31, 2021

Nevada becomes only state among CA, OR, ID, UT, AZ without a Dept. of Arts & Culture.

Step 2: Secure General Funds to augment the 1% Transient Occupancy Tax

Carson City Strategic Plan 2021-2026 omits Arts & Culture

Step 3: Hire Project Manager

Step 4: Create a Capital Improvement Percentage for Public Art