

**CARSON CITY CONSOLIDATED MUNICIPALITY
NOTICE OF MEETING OF THE
CULTURAL COMMISSION**

Day: Monday
Date: June 13, 2022
Time: Beginning at 6:00 pm
Location: Community Center, Robert 'Bob' Crowell Board Room
851 East William Street
Carson City, Nevada

AGENDA

NOTICE TO THE PUBLIC:

Members of the public who wish to view the meeting may watch the livestream of the Cultural Commission meeting at www.carson.org/granicus and by clicking on “In progress” next to the meeting date, or by tuning in to cable channel 191. Livestream of the meeting is provided solely as a courtesy and convenience to the public. Carson City does not give any assurance or guarantee that the livestream or cable channel access will be reliable. Although all reasonable efforts will be made to provide livestream, unanticipated technical difficulties beyond the control of City staff may delay, interrupt, or render unavailable continuous livestream capability.

The public may provide public comment in advance of a meeting by written submission to the following email address: publiccomment@carson.org. For inclusion or reference in the minutes of the meeting, your public comment must include your full name and be submitted via email by not later than 3:00 p.m. the day before the meeting. Public comment during a meeting is limited to three minutes for each speaker.

1. Call to Order

2. Roll Call

3. Public Comments and Discussion (three-minute time limit):

The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of this public body.

4. For Possible Action: Approval of Minutes - March 15, 2022

5. Discussion Items:

5.a For Discussion Only: Discussion and presentation regarding an update on the Arts and Culture Program activities since the last Carson City Cultural Commission ("Commission") meeting held in March 2022. (Debra Soule, dsoule@visitcarsoncity.com)

Staff Summary: The Carson City Culture & Tourism Authority ("CTA") Arts & Culture Program Manager will provide an update on the Arts & Culture Program.

6. Action Items:

6.a For Possible Action: Discussion and possible action regarding a recommendation to the Carson City Redevelopment Authority ("Authority") for the allocation of Fiscal Year ("FY") 2023 Redevelopment District Arts and Culture Grant funding of up to \$50,000 among any or none of the following applicants/projects: Birdhouse Group LLC/The Downtown Vintage Market; Brewery Arts Center/Rock n Roll Exhibition; Brewery Arts Center/Youth Engagement Activities; Capital City Arts Initiative/Visual Arts for the Community; Carson City Historical Society/Carson City Historical Society Events; Carson City Symphony Association/FY23 Symphony Concert Series; Lakeside Studios, LLC/Streaming Content; Mile High Jazz Band Association, Inc./Jazz & Beyond Carson City Music and Art Festival; Pinkerton Ballet Theatre/The Nutcracker Ballet; and Wild Horse Productions/A Chorus Line. (Debra Soule, dsoule@visitcarsoncity.com and Nancy Paulson, npaulson@carson.org)

Staff Summary: The Carson City Cultural Commission ("Commission") will evaluate the applications and make recommendations to the Authority regarding the allocation of Redevelopment District Arts and Culture Grants which are intended to support new arts and culture initiatives that are located within or that benefit the Carson City Redevelopment District(s) and serve to implement the Carson City Arts and Culture Strategic Plan 2022-2026 ("Plan").

6.b For Possible Action: Discussion and possible action regarding a potential Mark Twain mural project to complement Mark Twain Days, a new capital city festival that will be held in April 2023 to celebrate the life of Mark Twain in Carson City. (Debra Soule, dsoule@visitcarsoncity.com)

Staff Summary: The Carson City Culture and Tourism Authority ("CTA") is sponsoring the Mark Twain Days Festival which will be held April 21-23, 2023 in Carson City. The proposed Mark Twain mural project would complement the festival providing an important public art and cultural tourism addition. This item is for the Commission to approve the project concept and provide direction regarding a Request for Proposal ("RFP") to solicit proposals from local artists.

7. Cultural Commission:

Non-Action Items:

City Manager's Arts & Culture Report

Commissioner Reports / Comments

Future Agenda Items

Upcoming Meetings and Events

8. Public Comments and Discussion (three-minute time limit):

The public is invited at this time to comment on and discuss any topic that is relevant to, or within the authority of the Carson City Cultural Commission. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken.

9. For Possible Action: To Adjourn

****PUBLIC COMMENT LIMITATIONS** - The Carson City Cultural Commission will provide at least two public comment periods in compliance with the minimum requirements of the Open Meeting Law

prior to adjournment. No action may be taken on a matter raised under public comment unless the item has been specifically included on the agenda as an item upon which action may be taken. **Public comment will be limited to three minutes per speaker to facilitate the efficient conduct of a meeting and to provide reasonable opportunity for comment from all members of the public who wish to speak.** Testimony from a person who is directly involved with an item, such as City staff, an applicant or a party to an administrative hearing or appeal, is not considered public comment and is not subject to the three-minute time limitation.

Agenda Management Notice - Items on the agenda may be taken out of order; the public body may combine two or more agenda items for consideration; and the public body may remove an item from the agenda or delay discussion relating to an item on the agenda at any time.

Titles of agenda items are intended to identify specific matters. If you desire detailed information concerning any subject matter itemized within this agenda, you are encouraged to call the responsible agency or the City Manager's Office. You are encouraged to attend this meeting and participate by commenting on any agenda item.

Notice to persons with disabilities: Members of the public who are disabled and require special assistance or accommodations at the meeting are requested to notify the City Manager's Office in writing at 201 North Carson Street, Carson City, NV, 89701, or by calling (775) 887-2100 at least 24 hours in advance.

To request a copy of the supporting materials for this meeting contact Rachael Evanson at revanson@carson.org or call (775) 887-2100.

This agenda and backup information are available on the City's website at www.carson.org/agendas and at the City Manager's Office - City Hall, 201 N. Carson Street, Ste 2, Carson City, Nevada (775) 887-2100.

This notice has been posted at the following locations:
City Hall 201 North Carson Street
www.carson.org/agendas
<http://notice.nv.gov>

DRAFT MINUTES
Regular Meeting
Carson City Cultural Commission (CCCC)
Tuesday, March 15, 2022 ● 5:30 PM
Community Center Robert “Bob” Crowell Board Room
851 East William Street, Carson City, Nevada

Commission Members

Chair – Barbara D’Anneo	Vice Chair – Karen Abowd
Commissioner – Christopher Leyva	Commissioner – Stan Jones
Commissioner – Sierra Scott	Commissioner – Susan Mowers
Commissioner – Bethany Drysdale	

Staff

Nancy Paulson, City Manager
Debra Soule, Arts and Culture Program Manager
Todd Reese, Deputy District Attorney
Danielle Howard, Public Meetings Clerk

NOTE: A recording of these proceedings, the board’s agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are public record. These materials are on file in the Clerk-Recorder’s Office, and available for review during regular business hours.

An audio recording of this meeting is available on www.carson.org/minutes.

1. CALL TO ORDER

(5:35:09) – Chairperson D’Anneo called the meeting to order at 5:35 p.m.

2. ROLL CALL, AND DETERMINATION OF QUORUM

(5:35:59) – Roll was called, and a quorum was present.

Attendee Name	Status	Arrived
Barbara D’Anneo, Chair	Present	
Karen Abowd	Present	
Christopher Leyva	Absent	
Stan Jones	Present	
Sierra Scott	Present	
Susan Mowers	Present	
Bethany Drysdale	Present	

3. PUBLIC COMMENTS (THREE-MINUTE TIME LIMIT)

(5:36:11) – Chairperson D’Anneo entertained public comments. Capital City Arts Initiative (CCAI) Executive Director Sharon Rosse introduced the new exhibition *Watercolor Stories* by Colleen Reynolds, featured in the Carson City Community Center’s Robert “Bob” Crowell Board Room, and the reception for the artist was scheduled for Wednesday, March 23, 2022 from 5:00 p.m. to 6:30 p.m., with the artist introduction starting at 5:30 p.m. She requested the mailing and email addresses of the new Commissioners to include on CCAI’s contacts. She indicated that the exhibition titled *Two Views* by Robert Ibarra and Cesar Piedra was being displayed at the Carson City Courthouse Gallery until the end of May 2022, and the exhibition titled *Figure Studies* by Phyllis Shafer was

displayed at the Western Nevada College (WNC) Bristlecone Gallery, which consisted of Ms. Shafer's demonstration drawings from decades of teaching life drawing that were all for sale. She mentioned that the Carson High School CCAI Student Gallery exhibition titled *Photo Finished 2022* would be coming down on March 23, 2022, and the group show by four high schools would be displayed after. In response to Chairperson D'Anne's question, Ms. Rosse stated that a privately funded scholarship is offered for the high school student shows.

(5:38:47) – Ms. Paulson welcomed the newly appointed CCCC Commissioners, Commissioners Bethany Drysdale and Susan Mowers, and provided a brief description of the Commissioners' backgrounds.

3. FOR POSSIBLE ACTION: APPROVAL OF MINUTES – DECEMBER 13, 2021

(5:39:32) – Chairperson D'Anne introduced the item and entertained corrections and a motion.

(5:39:37) – **MOTION: Vice Chairperson Abowd moved to approve the minutes of December 13, 2021 as presented.**

RESULT:	APPROVED (6-0-0)
MOVER:	Abowd
SECONDER:	Jones
AYES:	D'Anne, Abowd, Jones, Scott, Mowers, Drysdale
NAYS:	None
ABSTENTIONS:	None
ABSENT:	Leyva

4. FOR POSSIBLE ACTION: ADOPTION OF AGENDA AS PRESENTED.

(5:40:14) – Chairperson D'Anne entertained changes and, when none were forthcoming, noted that the agenda was adopted as presented.

5. FOR DISCUSSION ONLY ITEMS:

5.a FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION TO ELECT A CHAIR AND VICE-CHAIR FOR THE CARSON CITY CULTURAL COMMISSION ("COMMISSION").

(5:40:30) – Chairperson D'Anne introduced the item and entertained nominations.

(5:40:59) – **Vice Chairperson Abowd moved to nominate Barbara D'Anne to the position of CCCC Chair.**

RESULT:	APPROVED (6-0-0)
MOVER:	Abowd
SECONDER:	Drysdale
AYES:	D'Anne, Abowd, Jones, Scott, Mowers, Drysdale
NAYS:	None
ABSTENTIONS:	None
ABSENT:	Leyva

(5:41:10) – Chairperson D’Anneo moved to nominate Sierra Scott to the position of CCCC Vice Chair.

RESULT:	APPROVED (6-0-0)
MOVER:	D’Anneo
SECONDER:	Mowers
AYES:	D’Anneo, Abowd, Jones, Scott, Mowers, Drysdale
NAYS:	None
ABSTENTIONS:	None
ABSENT:	Leyva

5.b FOR DISCUSSION ONLY: DISCUSSION AND PRESENTATION REGARDING AN UPDATE ON THE ARTS AND CULTURE PROGRAM ACTIVITIES SINCE THE LAST CARSON CITY CULTURAL COMMISSION ("COMMISSION") MEETING HELD IN DECEMBER 2021.

(5:41:46) – Chairperson D’Anneo introduced the item. Ms. Paulson informed the Commissioners that one of the topics during the February 25, 2022 Carson City Board of Supervisors (BOS) retreat was the Arts and Culture Program, and representatives from the Carson City Culture and Tourism Authority (CTA) and the CCCC were present at the retreat, which had allowed some important decisions to be made to “clear the path to do some actual exciting things in arts and culture for the future.” She stated that after having researched the duties and the authority of the CCCC, the Carson City District Attorney’s Office determined that the CTA does not have the inherent authority to oversee the Arts and Culture Program, and the BOS were provided with different options to address that issue with consideration of the Arts and Culture Manager position and the 1 percent transient tax being under the purview of the CTA. She indicated that the BOS chose the option to create a City-funded Arts and Culture Division under the Carson City Parks and Recreation Department to implement the City responsibilities as defined in the proposed Carson City Arts and Culture Strategic Plan, and the position and additional funding for programming would be added to the City’s fiscal year (FY) 2023 Budget to be finalized by the BOS in April 2022. Ms. Paulson stated that the BOS discussed the CCCC and advised that the City should retain the CCCC but also look into redefining its functions and identifying the CCCC’s roles and responsibilities in implementing the Arts and Culture Strategic Plan.

(5:49:55) – Ms. Soule presented on the following regarding the Arts and Culture Program activities:

- The Cultural Mapping Project was initiated to accompany the Carson City Arts and Culture Strategic Plan, and the cultural mapping function would offer interactive online layers of a map that would identify all Carson City arts and cultural assets. Ms. Soule had been working on the stages of developing the database for that cultural mapping, which includes arts and culture organizations and facilities, heritage sites and properties, City creative economy businesses, public art, and arts and cultural event locations, and she believed approximately 80 percent of this process had been completed.
- Ms. Soule completed the first draft of the Carson City Public Art Policy, and it had been submitted to the City for coordination regarding implementation across City departments.
- A 12-page, glossy Arts and Culture Events Calendar had been prepared for 2022 in consultation with local arts and culture organizations, and 5,000 copies had been printed for distribution to organizations and hotels and lodging properties so residents and visitors will be more aware of the wide range of arts and culture events taking place in Carson City.

- Because of the significance of Carson City in Mark Twain's history, Ms. Soule suggested considering a three-day cultural festival, focused in the downtown area, to celebrate Mark Twain's life and adventures in the City, and the suggestion has "immediately generated a tremendous amount of interest." The festival will take place on April 21 to April 23, 2023 during shoulder season so there would be fewer conflicting events, and the lodging properties would have capacity for visitors. A Planning Committee was established for the event, and Ms. Soule believed that Mark Twain's quote "never let the truth get in the way of a good story" sets the tone for the event. Additionally, activities were being planned for the event, including a Mark Twain Look-A-Like Runway Competition, special activities at the former Clemens Home, and literary and musical performances, and vendors and any other themed ideas were being explored. There would be possible activities with the local schools leading up to the event in order to involve the community.
- The project in progress, Art on the Trail, would involve an environmental art component, and it would be a new "outdoor art experience" being planned for this year to reflect the City's "great reputation for outdoor recreation." Art stations would be situated along selected trails that would provide the opportunity for visitors and residents to enjoy a range of outdoor arts activities, including outdoor painting, learning about environmental arts, and gourd art demonstrations, and the day would end with a musical performance over dinner at the Silver Saddle Ranch.
- A mural project was proposed to minimize the visual impact due to the Mercury Cleaners Project, as a demolition project would commence on Curry Street in approximately two to four years, and a mural was proposed to screen the site through the initial form of a mesh fence with a banner that has photographic views of the City. Eventually, a wood fence would be installed, and Ms. Soule had proposed creating movable panels to be displayed at the location that would be the first art weeks for a more permanent set of art installations in the downtown area depicting the history of the City. She added that because there were funds available by the individuals working on the remediation project, the funds would not have to come from the City's budget for the first mural.

(5:58:33) – Chairperson D'Anneio entertained Commissioner comments, and Ms. Soule responded to clarifying questions. Vice Chairperson Abowd commented that the presented items were "absolutely awesome," and she commended Ms. Soule.

5.c FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING A REVIEW AND UPDATE OF THE CARSON CITY CULTURAL COMMISSION'S ("CCCC") FUNCTIONS AS IDENTIFIED IN CARSON CITY MUNICIPAL CODE ("CCMC") 2.41.070, INCLUDING A POSSIBLE RECOMMENDATION TO THE BOARD OF SUPERVISORS TO CONTINUE OR AMEND THE FUNCTIONS OF THE CCCC.

(6:02:08) – Chairperson D'Anneio introduced the item. Ms. Paulson referenced a Slideshow presentation and the accompanying documents, all of which are incorporated into the record, and she and Ms. Soule responded to clarifying questions.

(6:05:42) – Vice Chairperson Abowd wished to add "promoting cultural tourism" to #8 of the CCCC functions, which Mr. Reese confirmed would be acceptable.

(6:07:06) – Based on Ms. Soule's suggestion, Commissioner Scott recommended modifying #7 of the proposed redefined functions to read:

“Investigation of an eventual non-profit local arts agency dedicated to promoting the arts through fundraising, seeking grants from government sources, state art agencies, and foundations, and providing sub-grants to local organizations.”

(6:09:21) – Commissioner Drysdale commented that #2 and #7 of the proposed redefined functions seemed to be “a bit repetitive of one another.” Concerning #7 and based on his knowledge of the National Endowment of the Arts (NEA), Mr. Reese indicated that there are multiple ways for getting funding, including through a government local arts agency as well as “a separate track” through a non-profit local arts agency. He added that a local arts agency may be able to acquire funding that may not be available or possibly in addition to a local arts agency that is a part of the City. Commissioner Scott clarified that there are sometimes separate opportunities for funding; however, the City of Reno, as an example of a local arts agency, received approximately \$700,000 of the American Rescue Plan (ARP) grant through the NEA, and it was the only local arts agency that got the subgrant in Nevada, which was almost equal to what the Nevada Arts Council received from the NEA for the entire State.

(6:12:33) – Discussion ensued regarding whether to table the item until the position, referenced during item 5.b, had been filled, during which Mr. Reese and Ms. Soule provided feedback for the consideration of the Commissioners.

(6:20:09) – MOTION: Commissioner Jones moved to accept all the changes as discussed.

RESULT:	APPROVED (6-0-0)
MOVER:	Jones
SECONDER:	Scott
AYES:	D’Anneo, Abowd, Jones, Scott, Mowers, Drysdale
NAYS:	None
ABSTENTIONS:	None
ABSENT:	Leyva

5.d FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING A RECOMMENDATION TO THE CARSON CITY BOARD OF SUPERVISORS ("BOARD") CONCERNING PROPOSED REVISIONS AND UPDATES TO THE TEXT, GOALS, AND STRATEGIES OF THE CARSON CITY ARTS & CULTURE MASTER PLAN INCLUDING CHANGING THE TITLE OF THE PLAN TO CARSON CITY ARTS AND CULTURE STRATEGIC PLAN 2022-2026 ("PLAN") AND ADDING AN IMPLEMENTATION SECTION.

(6:20:38) – Chairperson D’Anneo introduced the item. Ms. Soule referenced a Slideshow on the proposed Carson City Arts and Culture Strategic Plan for 2022-2026, which is incorporated into the record, and responded to clarifying questions.

(6:24:18) – Vice Chairperson Abowd believed that 6.3 of the outlined Strategies should be inclusive of contemporary art so it reads:

“Prepare a public art policy and oversee a public art program for the creation and inclusion of artwork in public spaces to include contemporary art that reflects the City’s unique cultural heritage and identity, to enhance our cityscape and the artistic richness of the capital city.”

Ms. Soule indicated that the change could be added.

(6:25:31) – Chairperson D’Anneio complimented the proposed Strategic Plan and believed that “you’ve captured just about everything that we need to have.” She wished to move forward with the proposed Strategic Plan. Commissioner Drysdale noted that the proposed Strategic Plan is “so comprehensive,” and she appreciated the addition of contemporary art because she believed it is “very easy to fall back into history as our culture, and it’s not just history; it’s things happening now.” She also agreed with Chairperson D’Anneio’s input. Commissioner Mowers echoed Commissioner Drysdale’s sentiments, and she supported the inclusion of diversity and inclusiveness in Goal #5, as she did not wish for the CCCC to be “so narrow in our definition of culture that we exclude our more diverse communities in the City, and I think it could be really adding to the richness of the culture.”

(6:27:23) – Chairperson D’Anneio entertained a motion.

(6:27:31) – MOTION: Vice Chairperson Abowd moved to recommend to the Board of Supervisors approval of the Arts and Culture Strategic Plan as presented with the one addition as suggested. Chairperson D’Anneio entertained further discussion, Commissioner comments, and public comments and, when none were forthcoming, called for a vote.

RESULT:	APPROVED (6-0-0)
MOVER:	Abowd
SECONDER:	Scott
AYES:	D’Anneio, Abowd, Jones, Scott, Mowers, Drysdale
NAYS:	None
ABSTENTIONS:	None
ABSENT:	Leyva

5.e FOR POSSIBLE ACTION: DISCUSSION AND POSSIBLE ACTION REGARDING UPDATING OR AMENDING THE REDEVELOPMENT SPECIAL EVENT GRANT GUIDELINES FOR ARTS AND CULTURE, INCLUDING AMENDING THE GUIDELINES TO SPECIFY THAT FUNDS PROVIDED FROM THE CARSON CITY REDEVELOPMENT AUTHORITY ("RDA") MAY BE USED TO CARRY OUT ANY OF THE STRATEGIES INCLUDED IN THE PROPOSED CARSON CITY ARTS & CULTURE STRATEGIC PLAN 2022-2026 AS LONG AS THEY ARE ALLOWED USES PURSUANT TO THE RDA REDEVELOPMENT AREA PLANS.

(6:28:15) – Chairperson D’Anneio introduced the item. Ms. Soule referenced the Staff Report and the accompanying attachments, all of which are incorporated into the record, and responded to clarifying questions.

(6:32:27) – Commissioner Scott was concerned about implementing “a hard and fast two-year sunset rule,” as she was concerned about dealing with another situation similar to the previous year’s that could lead to arts organizations taking “a hit,” and she supported the statement in the draft proposed Redevelopment Arts and Cultural Development Grant Guidelines, Application, and Final Report Requirements stating that *“if more application requests are received than funding allows, new events or projects will be prioritized.”* She wished to “leave the door open to recurring events if there’s a year down the line that there just aren’t a lot of new events, and then we still have organizations coming in for recurring events that we can still support, but still keeping this priority on new events.” Commissioner Mowers believed that keeping the funds open to new seed money was “really good,” and she suggested a longer period than two years, such as a range of two to five years “that shall be ... determined ... that you put forth your plan.”

(6:35:01) – Commissioner Jones, as a former Carson City Redevelopment Authority Citizens Committee (RACC) Member, commented that the same issue has existed “year after year” with the same seven or eight organizations applying for the Redevelopment Arts and Cultural Development Grant and anticipating being awarded funds. He noted that there are some organizations that likely truly need the support while other organizations took advantage of the RACC. He believed that “it’s time we make a change.”

(6:35:52) – Ms. Soule explained that “we still have a view of events as the major applicant” for the Grant Program, and the intention was to open the Grant Program to any project and activity that would address the Arts and Culture Strategic Plan through funding. She stated that what is being proposed is that “we will be eligible to designate a local arts organization in Carson City, and once that’s done in a three year period, that local arts agency is available to become a subgranting agency through federal funds that can be subgranted down to our cultural organizations for their projects and events and operations, which is what we’ve been really doing with the Redevelopment funds.” She clarified that there will be other funding pools available over a three-year period. Discussion ensued, during which Commissioner Mowers recommended some sort of extension program that an organization could qualify for by explaining why funding is needed beyond the two years and how long the organization is expecting to use the funding, as there are some organizations that need continual funding in order to succeed, and she pointed out that it may be more difficult for an individual artist to be profitable compared to a big event. Ms. Soule noted that if the Grant is opened to projects that “go beyond just events” and “if we focus on new,” a wider variety of projects could be funded for a limited period of time because those projects are intended to be successful and ensure that the funding is available to “subgrant down” to organizations in the future through the available structures. Commissioner Scott commented that, from a Nevada Arts Council perspective, it has been “really difficult” to get people to apply for project grants, and putting more stipulations on grants “is just tricky.” She added that she was not sure if 10 organizations would apply every year with more funding added to the Grant.

(6:42:10) – Chairperson D’Anneio believed that “it’s how it is approached through messaging, communication, in the press” in regards to how the information is presented to the public, and she stated that “one of the best-kept secrets in Carson is that there was this money available in the past” while there were some organizations that were aware of the grant funding. She believed that the matter was an opportunity, with double the funds, to encourage and seek artists and organizations to present an idea with the Grant. She also believed that the Commission needed to be careful with the directions it goes with consideration of the applicants.

(6:44:40) – Commissioner Scott believed that “the best we can do is just see what comes down the road,” and she hoped that grant stipulations would not be a problem with the Grant for attracting applicants. She was concerned about the evaluation criteria regarding having a more event-specific track and an “other project” track because “the criteria are really separate for those things.” Ms. Soule agreed that the Commission needed to be aware of the scoring rubric, and she explained that she added “if applicable” because, as an example, “artistic merit” may not apply to a project-based application while “educational merit” may apply. Commissioner Scott suggested having two separate criteria for each “track.” Ms. Soule indicated that the second bullet point under “Grant Amount” had some language from the previous Grant guidelines and should instead read:

“Up to \$10,000 for new/emerging arts and culture projects or events.”

(6:46:46) – Commissioner Drysdale did not support sunset clauses because “there’s always a worthy exception; there’s always something that needs to be funded longer.” She suggested “a negative quarter point” in the scoring rubric for every year that an event keeps getting funded so that the organization is still eligible, but it would have

to work “really hard” to make up the points elsewhere and show how it is a bigger benefit than a newer event. Discussion ensued regarding the possible language for the scoring rubric to incorporate Commissioner Drysdale’s suggestion, during which Chairperson D’Anneo proposed assigning a small group with Commissioners Drysdale and Scott and Ms. Soule to work on the finer points in the Redevelopment Arts and Cultural Development Grant Guidelines, Application, and Final Report Requirements. The Commissioners agreed to work with Ms. Soule on the matter, though Commissioner Scott was also concerned about the timeline, and Commissioner Drysdale noted that she could meet virtually during the week.

(6:50:44) – Chairperson D’Anneo entertained a motion.

(6:50:53) – MOTION: Vice Chairperson Abowd moved to approve the draft proposed Redevelopment Arts and Cultural Development Grant Guidelines, Application, and Final Report Requirements as presented and with Ms. Soule’s input on finetuning what need be on the document.

RESULT:	APPROVED (6-0-0)
MOVER:	Abowd
SECONDER:	Drysdale
AYES:	D’Anneo, Abowd, Jones, Scott, Mowers, Drysdale
NAYS:	None
ABSTENTIONS:	None
ABSENT:	Leyva

6. FOR DISCUSSION:

- CITY MANAGER’S ARTS & CULTURE REPORT

(6:53:13) – Chairperson D’Anneo introduced the item. Ms. Paulson informed the Commissioners that she would be trying to present the Arts and Culture Strategic Plan to the BOS at the April 7, 2022 BOS meeting.

- COMMISSIONER REPORTS/COMMENTS

(6:54:09) – Chairperson D’Anneo introduced the item and entertained Commissioner reports and comments. Vice Chairperson Abowd provided an update on The Greenhouse Project. She indicated that The Greenhouse Project was in the planning stages of the Plant Sale at this time, which is held the Saturday before Mother’s Day, and the Plant Sale would be in person this year. She added that there is a Shopify account for plants; however, attending the Plant Sale in person would provide the opportunity to show the facility behind Carson High School, and the event would include face painting for children and some food trucks, one of which would be selling tacos. Additionally, two former Carson High School students had established their own business called BobaBabes, and they would be selling boba tea at the event. Vice Chairperson Abowd stated that Mother’s Day baskets would be offered at different price points. In response to Chairperson D’Anneo’s request, Vice Chairperson Abowd indicated that all of the downtown flower baskets had been sponsored, and she noted that The Greenhouse Project Executive Director Jon Ruiter had worked “very hard on that.” She also thanked those involved with sponsoring the baskets.

- FUTURE AGENDA ITEMS

(6:56:26) – Chairperson D’Anneo entertained requests for future agenda items. Vice Chairperson Abowd believed that the map of public art locations would be helpful for the CCCC in furthering the cultural district.

- UPCOMING MEETINGS AND EVENTS

(6:57:30) – Ms. Paulson noted that the next CCCC meeting was scheduled for Monday, June 13, 2022 at 5:30 p.m.

7. PUBLIC COMMENT:

(6:57:06) – Chairperson D’Anneo entertained public comments; however, none were forthcoming.

8. FOR POSSIBLE ACTION: TO ADJORN.

(6:58:50) – Chairperson D’Anneo adjourned the meeting at 6:58 p.m.

The Minutes of the March 15, 2022 Carson City Cultural Commission meeting are so approved this 13th day of June 2022.



STAFF REPORT

Report To:

Meeting Date: June 13, 2022

Staff Contact: Debra Soule, Arts & Culture Program Manager

Agenda Title: For Discussion Only: Discussion and presentation regarding an update on the Arts and Culture Program activities since the last Carson City Cultural Commission ("Commission") meeting held in March 2022. (Debra Soule, dsoule@visitcarsoncity.com)

Staff Summary: The Carson City Culture & Tourism Authority ("CTA") Arts & Culture Program Manager will provide an update on the Arts & Culture Program.

Agenda Action: Other / Presentation

Time Requested: 10 Minutes

Proposed Motion

N/A

Board's Strategic Goal

Quality of Life

Previous Action

N/A

Background/Issues & Analysis

Applicable Statute, Code, Policy, Rule or Regulation

N/A

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

Attachments:

Board Action Taken:

Motion: _____

1) _____
2) _____

Aye/Nay

(Vote Recorded By)



STAFF REPORT

Report To:

Meeting Date: June 13, 2022

Staff Contact: Debra Soule, CTA Arts and Culture Program Manager and Nancy Paulson, City Manager

Agenda Title: For Possible Action: Discussion and possible action regarding a recommendation to the Carson City Redevelopment Authority ("Authority") for the allocation of Fiscal Year ("FY") 2023 Redevelopment District Arts and Culture Grant funding of up to \$50,000 among any or none of the following applicants/projects: Birdhouse Group LLC/The Downtown Vintage Market; Brewery Arts Center/Rock n Roll Exhibition; Brewery Arts Center/Youth Engagement Activities; Capital City Arts Initiative/Visual Arts for the Community; Carson City Historical Society/Carson City Historical Society Events; Carson City Symphony Association/FY23 Symphony Concert Series; Lakeside Studios, LLC/Streaming Content; Mile High Jazz Band Association, Inc./Jazz & Beyond Carson City Music and Art Festival; Pinkerton Ballet Theatre/The Nutcracker Ballet; and Wild Horse Productions/A Chorus Line. (Debra Soule, dsoule@visitcarsoncity.com and Nancy Paulson, npaulson@carson.org)

Staff Summary: The Carson City Cultural Commission ("Commission") will evaluate the applications and make recommendations to the Authority regarding the allocation of Redevelopment District Arts and Culture Grants which are intended to support new arts and culture initiatives that are located within or that benefit the Carson City Redevelopment District(s) and serve to implement the Carson City Arts and Culture Strategic Plan 2022-2026 ("Plan").

Agenda Action: Formal Action / Motion

Time Requested: 1 hour

Proposed Motion

I move to recommend to the Authority approval of the proposed funding awards as discussed.

Board's Strategic Goal

Quality of Life

Previous Action

May 19, 2022 - The Redevelopment Authority approved the FY 2023 Redevelopment Revolving Fund Budget, including \$50,000 for Arts and Culture Grant funding.

Background/Issues & Analysis

Historically, the Authority has allocated \$25,000 annually to support arts and culture special events from a portion of the Redevelopment Revolving Fund. At the Board of Supervisors (Board") Retreat held on February 25, 2022, the Board directed staff to create an Arts and Culture Division under the Parks, Recreation and Open Space Department to implement City responsibilities as defined in the Plan, increase funding from the Redevelopment Revolving Fund to \$50,000 for FY 2023 for Arts and Culture Grant funding, and expand the allowed uses of these funds to include those necessary to carry out the strategies included in the Plan.

However, any funding provided from the Redevelopment Revolving Fund is restricted for the purpose of carrying out Redevelopment Area Plans 1 & 2.

The notice of the FY 2023 Redevelopment District Arts and Culture Grant funding opportunity went out on April 18, 2022 with an application deadline of May 20, 2022. Ten applications were received. Each applicant will be given three minutes to present on their request for funding then respond to any questions from the Commissioners. Commissioners will individually score grant proposals in six categories (Project Planning, Project Management / Feasibility, Artistic Merit or Capability / Skills Enhancement, Implements the Carson City Arts and Culture Strategic Plan, Community Impact, and New or Repeat Initiatives) for a total of 30 possible points. Commissioners will then discuss allocations based upon scoring and available funding. Grant funds awarded under this year's program can only be used for events that will take place from July 1, 2022 to June 30, 2023, subject to Authority approval (anticipated to be July 7, 2022).

Applicable Statute, Code, Policy, Rule or Regulation

NRS Chapter 279; Carson City Redevelopment Authority Policies and Procedures and Redevelopment District Arts and Culture Grant Guidelines

Financial Information

Is there a fiscal impact? Yes

If yes, account name/number: Redevelopment Revolving Fund / Arts and Culture Events 6037510-500555

Is it currently budgeted? Yes

Explanation of Fiscal Impact: A budget of \$50,000 for Arts and Culture Grant funding is included in the FY 2023 Redevelopment Revolving Fund Budget.

Alternatives

Modify or do not recommend approval of the proposed applications.

Attachments:

[202223RACCGrantGuidelines.pdf](#)

[FY22-23 RACC Grant Scoring Sheet Rubric \(005\).pdf](#)

[Lakeside Studios Grant Appl.pdf](#)

[downtownvintagemarketgrant.pdf](#)

[Youth engagement BAC grant app.pdf](#)

[BAC RocknRoll Exhibit GrantAppl.pdf](#)

[CC Hist Soc Application.pdf](#)

[ccai city appl 17may22_Redacted.pdf](#)

[2022_Wild Horse Productions Grant App.pdf](#)

[Jazz & Beyond Grant Application FY23.pdf](#)

[CCSymphony grant appl.pdf](#)

Board Action Taken:

Motion: _____

- 1) _____
- 2) _____

Aye/Nay

(Vote Recorded By)

2022 Carson City Redevelopment District Arts and Culture Grant

Guidelines and Final Report Requirements

For information, funding availability, and application deadlines, contact:

Carson City Culture & Tourism Authority (CTA):
CTAArtsandCulture@visitcarsoncity.com

Grant Guidelines:

Carson City's Redevelopment District Arts and Culture Grant supports new arts and culture initiatives that are located within or benefit the Carson City Redevelopment District(s) and serve to implement the 2022 Carson City Arts and Culture Strategic Plan. The intent of the grant program is to provide seed money for new projects and events with the potential for repeat funding for successful initiatives that have previously been funded through this grant program. There is one round of funding per year.

Proposals will enhance cultural vibrancy in Carson City in the Redevelopment District(s). Events must be accessible to the public either for free or for a reasonable fee. Arts and culture events and projects should be designed to attract the maximum number of people, as appropriate for the project, event or site. Applicants will be responsible for securing all applicable permits and licenses.

Grant Amount:

- Up to \$10,000 for new arts and culture projects or events
- Up to \$5,000 for arts and culture projects or events that have previously received Redevelopment Cultural Development Grant funding (this includes recurring projects or events of a similar nature such as different theatrical productions by the same theater company each year). Grants for repeat events require a 50% cash match.

Redevelopment District Arts and Culture Grant are based upon availability of annual funds as budgeted by the Redevelopment Authority. If more application requests are received than funding allows, new events or projects will be prioritized.

Allocated funding must be used within the fiscal year it is granted.

Grant Objectives:

The mission of the grant program is to provide support to new arts and cultural projects and events which enhance the cultural vibrancy of the community within the Redevelopment District(s) by implementing strategies in the 2022 Arts and Cultural Strategic Plan. This includes:

- New festivals and events, especially those that involve cooperation, collaboration and co-venturing among cultural and community organizations
- Cultural attractions or experiential initiatives that showcase Carson City's unique attributes, history and authentic cultural heritage
- Open studio tours and artist / artisan workspace and demonstration space, art incubators or gallery projects
- Technical, board management, business training and professional development projects for cultural organizations
- Projects that involve and employ local individual artists, such as neighborhood and city street murals or projects that expand Carson City's public art collection, video documentaries, street furniture and signage, artist residencies, and community problem-solving artist teams
- Training workshops, seminars, guest speakers, and networking projects for artists
- Arts and culture initiatives that increase participation by young people and Carson City's diverse community

Important Dates:

Applications open: April 18, 2022

Deadline: May 20, 2022

Eligibility:

- Applicant organizations must carry out arts and culture events, project or activities that are located in or benefit the Redevelopment District(s) of Carson City: <https://www.carson.org/government/departments-a-f/community-development/redevelopment>
- Organizations must have an active leadership with a history of successful projects
- Organizations must have an active website with a posted mission statement or active social media presence such as Instagram or Facebook.
- If applying for new event or project, organizations must provide evidence of their operational capacity to deliver and assess the proposed initiative including evidence of financial need, evidence of sound financial management and revenue generation (accurate records, responsible budget, and all other sources of community support or funding).
- If applying for repeat funding, applicants must identify all other sources of funding for the project or event and have submitted a satisfactory report following the previous year's funding on the outcomes of the initiative, demonstrating sound financial management, good standing with the City, and submit one the following financial documents: a financial statement or a profit and loss statement from the funded year with receipts.
- Be able to demonstrate that they provide those projects or events in an effective, accessible, open, and inclusive manner.
- An organization may only submit up to two applications per fiscal year: one application for a recurring initiative and one application for a new/emerging initiative
- Grant funded initiatives must occur within the fiscal year from July 1 –June 30.
- Invoice, receipts, and the final report must be submitted via e-mail to CTAArtsandCulture@visitcarsoncity.com within 30 days of event.

Ineligibility:

- Received grant in a previous year but failed to submit a Final Report
- Applicant organization is a Carson City public school district, Carson City or State agency or department, or public college or university administration
- Events or projects that serve membership-only organizations or exclude the general public
- General operating expenses including administrative costs not related to the project or event
- Student scholarships or any re-granting programs. Stipends to Artists are permissible
- Major equipment purchases, property or mortgage payments, or capital improvements such as building construction or renovation
- Expenditures for the establishment of a new organization, such as legal fees
- Fundraisers
- Food, beverages, alcohol and gratuities for openings, receptions, parties, or other hospitality functions

Standard Application Process:

- All applications must be completed according to the instructions provided and include the fillable PDF section for budget and acknowledgements. Complete applications should be submitted via e-mail to CTAArtsandCulture@visitcarsoncity.com.
- No handwritten applications will be accepted. No applications delivered in-person will be accepted.

Evaluation Criteria:

A grant assessment panel will be established annually that will individually score grant proposals in six categories for a total of 30 possible points. They will consider allocations based upon the grant objectives, eligibility criteria and available funding. Members of the grant assessment panel must be recused from presentation, discussion, and voting of any application with which they are associated directly or indirectly.

Implements the Carson City Arts and Culture Strategic Plan (0 – 10 points)

- Demonstrates that the project or event serves to implement strategies or activities from the 2022 Carson City Arts & Culture Strategic Plan

Project Planning (0-5 points)

- Project is clearly articulated and well planned with a realistic timeline and clear objectives
- Provides a clear budget with appropriate financial resources to support the event or initiative
- Provides a plan to market and promote the event to local and/or out of town audiences as appropriate
- Demonstrates capacity for future sustainability, if applicable (for events only)

Project Management/Feasibility (0-5 points)

- Demonstrates organizational reputability and the team member's history to accomplish set goals
- Involves qualified personnel to manage project
- Identifies and describes methods to evaluate success, impact, and outcomes
- Involves partnerships or collaboration with other community organizations, if appropriate to the initiative

Community Impact (0-5 points)

- Demonstrates social, educational, cultural and / or economic relevance for the community
- Provides a clear plan to reach diverse and underserved populations such as those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability
- Demonstrates capacity to bring non-local cultural tourists to Carson City (events only)
- Clearly benefits the Redevelopment District(s)

Artistic Merit or Capability/Skills Enhancement (0-5 points)

- Brings new attention to the value of the arts in our community
- Demonstrates creativity, innovation, and/or originality of concept/work
- Supports the work of local artists
- Provides educational or training value to the arts and culture sector, if applicable

New or Repeat Initiatives (deducts points for repeated events)

- No deduction for new initiatives
- Deduct 2 points for 1st year repeat events
- Deduct 4 points for 2nd year repeats
- Deduct 6 points for 3rd year repeats
- Deduct 8 points for 4th year repeats
- Deduct 10 points for 5 or more year repeats

Funding and Credit:

- All awardees are required to submit financial reporting, receipts, an invoice addressed to the Carson City Redevelopment Authority and Final Report within 30 days of the event's conclusion via e-mail to CTAArtsandCulture@visitcarsoncity.com for reimbursement. Only copies of receipts are required. Any unspent grant awards from the Commission are surrendered and do not roll forward into next fiscal year for awardees.
- The Cultural Commission, at its discretion, may recommend that surrendered, unspent, and/or unallocated funds be allocated to other events.
- Grantees must utilize this creditline in any media and press release: *"Funded in part by the Carson City Cultural Commission."*
A Cultural Commission logo will be provided to the applicant.

Final Report:

Submit final report within 30 days of event completion. Please read the final report requirements prior to carrying out your initiative so that you collect all required information for the report. This includes a financial statement or a profit and loss statement from the funded year with receipts. The Final Report must be submitted and approved before possible funding for the next fiscal year. Carson City reserves the right to use any materials submitted in the final report for any public usage for educational, promotional, or tourism-based purposes.

Redevelopment Cultural
Development Grant Final Report



Submit via e-mail to CTAArtsandCulture@visitcarsoncity.com **within 30 days of event.**

Name of Event:

Date(s) of Event:

Location of Event:

Funds Received:

Applicant:

Mailing Address:

Contact Name:

Contact Phone Number:

Contact Email:

Final Report Questions (250 word maximum – use additional pages):

- 1) What goals and strategies from the 2022 Carson City Arts and Culture Strategic Plan were addressed?
- 2) What methods of evaluation were used to determine the success of the project?
- 3) To what extent was the grant support effective in the success of your project?
- 4) What was the most impactful contribution of your event to Carson City? If this was a repeat initiative, how did you improve or modify your event to reach a higher success?

5) How many people attended or participated in your initiative? Include audience zip codes to show visitor engagement.

6) Please provide the percentage of age groups participating in or attending: 0-18 / 19-35 / 36-64 / 65+

7) Please submit up to 5 images that best represent how the grant funds were utilized. These may be used in future grant promotion, credited to your organization.

8) Submit a quote of your perspective on arts and culture that Carson City may use in publications and promotion.

8) Include a financial statement, or a profit and loss statement from the funded year, and receipts associated with funded activity.

REDEVELOPMENT ARTS AND CULTURE GRANTS SCORE SHEET											
Cultural Commissioner Name:											
Instructions: Enter scores for each HEADING (rows highlighted in light grey) totals are automatically calculated											
Number of years this project has been previously submitted for a RACC grant	1st yr. repeated	New Initiative	New Initiative	New Initiative	New Initiative	5 + yrs repeated	3 yrs repeated	4 yrs repeated	5 + yrs repeated	4 yrs repeated	
	BAC RocknRollExhbt	BACYouthEngmnt	LakesideStudios	VintageMarketplc	Historical Soc	CCA Initiative	WildHorseChorusL	Jazz&Beyond	CC Symphony	PinkertonNutcrkr	
SCORE OPTIONS: 0 = None, 1 = Poor, 2 = Marginal, 3 = Good, 4 = Excellent, 5= Outstanding											
PROJECT PLANNING (0 to 5 points)											
Project is clearly articulated and well planned with a realistic timeline and clear objectives											
Provides clear budget with appropriate financial resources to support the event											
Provides plan to market and promote the event to both local and out of town audiences											
Demonstrates future sustainability of event (if applicable)											
SCORE OPTIONS: 0 = None, 1 = Poor, 2 = Marginal, 3 = Good, 4 = Excellent, 5= Outstanding											
PROJECT MANAGEMENT (0 to 5 points)											
Demonstrated organizational reputability and history to accomplish set goals											
Involves qualified personnel to manage project											
Identifies and describes methods to evaluate success, impact, and outcomes											
Involves partnerships/collaboration with other organizations, if appropriate to the initiative											
SCORE OPTIONS: 0 = None, 1 = Poor, 2 = Marginal, 3 = Good, 4 = Excellent, 5= Outstanding											
ARTISTIC MERIT OR CAPABILITY / SKILLS ENHANCEMENT (0 to 5 points)											
Brings new attention to the value of the arts in our community											
Demonstrates creativity, innovation, and/or originality of concept/work											
Supports the work of local artists											
Provides educational or training value to the arts and culture sector, if applicable											
SCORE OPTIONS: 0 = None, 2 = Poor, 4 = Marginal, 6 = Good, 8 = Excellent, 10= Outstanding											
IMPLEMENTS THE CARSON CITY ARTS AND CULTURE STRATEGIC PLAN (0 - 10 points)											
The project/event implements strategies or activities from the 2022 Arts & Culture Strategic Plan											
SCORE OPTIONS: 0 = None, 1 = Poor, 2 = Marginal, 3 = Good, 4 = Excellent, 5= Outstanding											
COMMUNITY IMPACT (0 to 5 points)											
Demonstrates social, educational, cultural and/or economic relevance for the community											
Provides a clear plan to reach diverse and underserved populations such as those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability											
Demonstrates capacity to bring non-local cultural tourists to Carson City											
Clearly benefits the Redevelopment Districts(s)											
SCORE OPTIONS: Enter 0 for new initiatives, enter -2 points for 1st yr. repeats, enter -4 points for 2nd yr. repeats, enter -6 points for 3rd yr. repeats, enter -8 points for 4th yr. repeats, enter -10 points for 5 or more yr. repeats											
NEW OR REPEAT INITIATIVES (deduct points for repeated events)	-2	0	0	0	0	-10	-6	-8	-10	-8	
Totals (out of a possible total of 30 points)	-2	0	0	0	0	-10	-6	-8	-10	-8	

Name of Event: Lakeside Studios, LLC

Event/Project Dates: Beginning Fall, 2022, and through Summer 2023

Total Funding Request: \$10,000

Organization Name: Lakeside Studios, LLC

Organization Address: 408 Hackamore Way
Carson City, NV 89701-4318
(775) 450-0195

Website/Social Media: <http://www.facebook.com/Lakeside-Studios-LLC-112412241467274>

Primary Contact: Lori Desmond LeClaire, CEO
LAKESIDE STUDIOS, LLC
408 Hackamore Way
Carson City, NV 89701-4318
(775) 450-0195
lorileclaire@outlook.com

Organization History: We at **Lakeside Studios, LLC**, believe in all things local. Our mission is to develop streaming media entertainment – theater, as it were -- as a way to **generate local dollars** and to assist in **recycling those dollars back into the community**. We believe the best way to keep our community safe and prosperous is to provide employment opportunities for the vast number of talented artists and businesspeople who live here. To *misquote* the late great chef James Beard, we believe that -- like food -- ***theater is best served local***.

Our vision was born out of long-time friends asking key questions of each other in 2020: How can we earn a living doing what we love to do? And how can we provide opportunities for ourselves and others under the restrictions of a global pandemic? Further, distressed by the extreme vitriol we’ve experienced (from both ourselves and others) at along every point on the spectrum of ideas, we asked ourselves, “How can we bring people together in a time of such political divide?” Our solution in the madness is to offer media by which local business owners can reach local markets: cathartic comedy-dramas featuring local stories, portrayed by local actors, and streamed on social media “to every device near you!”

Mission: In addition to the success we’ll achieve for our client businesses, we are as concerned for how people are represented. We’re as much concerned with the nature of images (number, content, stereotyping) of people in media (fiction, nonfiction, scholarship, newspapers, magazines, films, radio, television, advertising, etc.). We hope to explore with our community the structures (social, corporate, economic), mechanisms, motives, personnel, audiences, and traditions involved in the construction, perception, and study of representation.

All partners of Lakeside Studios, LLC, are long-time Northern Nevada residents who grew up in this area. Each of us has experienced life in larger communities out of state and returned with greater appreciation for our beloved Capital and the people in it. Each of us considers that this endeavor will be our **love song to Carson City**.

Project Location:	Lakeside Studios, LLC , is headquartered in District 2. We are dedicated to benefiting local businesses and residents in Districts 1 and 2, and eventually, businesses in all of Carson City and surrounding towns.
Implemented Strategies:	<p>The goals of Lakeside Studios, LLC, are in alignment with those of the Carson City Cultural Commission (2022).</p> <ul style="list-style-type: none">• We will provide opportunities that allow local artists to monetize their work, thereby increasing target audience and generating revenue for local businesses.• Online streaming of entertainment content equalizes access for all demographics, making for attractive market characteristics in an ever-expanding market• We support the multicultural diversity of people and cultural traditions in Northern Nevada and everywhere.• We consider it our responsibility to reach out and include minority and underserved populations.• The overriding theme of all content is that all people on this earth are deserving of love and respect and that everyone is welcome at the table.• By showcasing the diverse cultural traditions and rich history surrounding local language, food, art, crafts, architecture, ethnic celebrations, customs, and historical events, we aim to promote inclusiveness.• Increase prosperity of the community as a whole by promoting the spectacular opportunities that await visitors to Carson City.
Detailed Description:	<p>Streaming content to online platforms (YouTube, Facebook, Instagram, TikTok, etc.) is as much a communications revolution as television. But the television industry represents a selection and interpretation of life as seen or imagined by the program makers. Social media platforms have opened up challenging new jobs for women, minorities, and underserved populations, to name just a few. We believe that <i>all</i> voices deserve to be heard and represented in the way each wants to be represented.</p> <p>We believe we can create the same opportunities for revenue as television has seen. Picture, for instance, a show we're writing currently for a local furniture store. The premise is similar to today's soap operas, where extremely beautiful people who live in gorgeous mansions sometimes are forced to visit people who aren't quite as beautiful and who might live in homes not quite so opulent. Sometimes even in trailer parks. As our fictionalized characters work out their dramas, they compare their furniture choices. At commercial breaks, we offer the very same gorgeous furniture (at varying price points) available at our client's retail store.</p>

In a nutshell, we're not trying to bring Hollywood to Carson City, because we know that the film industry already is here. Our business model, however, is similar to the Hollywood story in that it entails creating content for streaming on all social media platforms for the purpose of **generating revenue for locally-owned and/or locally-operated businesses**, specifically those located in Carson City Districts 1 and 2.

Key Personnel:

LAKESIDE STUDIOS, LLC, is formed by the following partners:

KEY PERSONNEL	TITLE & EXPERIENCE
Lori Desmond LeClaire	CHIEF EXECUTIVE OFFICER <ul style="list-style-type: none"> B.A. in English / Minor in Film from the University of California, Irvine Past successful careers in the medical device industry, as a Reporter for major newspapers and magazines, as a teacher for grades K-12 and community college courses, as well as a brief stint as News Anchor for the former and locally-produced digital TV station, NGBN in Carson City.
Debra Immer Scott	SUPERVISING HEAD WRITER Studied at University of Nevada, Reno <ul style="list-style-type: none"> former Casting Supervisor providing direction and guidance to applicants to improv and dance programs, employee orientation Oversight of employee benefits Counseling, public speaking, and various writing projects. Formerly retired.
Elsbeth Summers	DIRECTOR/VIDEOGRAPHER B.A., University of Nevada, Reno Past projects include <ul style="list-style-type: none"> Founder/Videographer/Photographer at Tweaking Reality Studios Writer/Director Singer

Collaboration:

Collaboration with others on a consulting basis will include:

Adam Larson Broder	CONSULTANT B.A., Film, University of Southern California Past projects include writing and directing the Hollywood movie, <i>Pumpkin</i> , starring Christina Ricci.
Kat Simmons	CONSULTANT and ON-AIR HOST Nationally-known local comedian
Susan McKie	CONSULTANT Human Resources Director Expert in HR laws and requirements. Currently in executive management at ProAutomated, Inc.
Additional Artists	On-going search; selection TBD.

Organizational Chart: To be determined.

Additional Funding: Fundraising in progress; we e have no outside funding at this time.

Objectives: In addition, related objectives include:

- Tell stories that inspire, motivate, and celebrate the local landscape, people, art, history, and culture of Northern Nevada.
- Feature local stories told by local actors and personalities.
- Provide local actors the opportunity to monetize their work.
- Feature and promote two main characters in all stories, those being the delightful cultural events and the stunning natural resources we enjoy, geographical features which, you must admit, are positively **cinematic**.
- In all endeavors, we strive to be respectful and kind in the representation of all people. Along these lines, we are inspired by celebrity Hannah Gadsby, whose stand-up comedy special, *Nanette* (2018), currently is streaming on Netflix. In a recent *Vanity Fair* article, Ms. Gadsby wrote,

“...before I even began writing Nanette, I was bored by emotionally reactive comedians who have no problem defending bigotry in the name of laughter. And while it does sound very logical to insist that the singular purpose of comedy is making people laugh, I would argue that we have the internet nowadays, and that really has corned the market of mindless laughs: It’s free, forever, and you don’t have to leave the house.”

(We’re confident we can capitalize on the free and forever part!)

- Engage and increase target market audiences
- Achieve multiple revenue streams:
 - Sales commission from businesses whose products and services we help sell to increased target audience
 - Partnerships/sponsorships with local entertainment venues to promote and screen test shows
 - Revenue per views from social media platforms, such as YouTube
 - Future partnerships to be determined.

Timeline: The draft timeline for the project is as follows.

PROJECT PHASE	TARGET DATE
WRITE: Write content specifically designed to promote client’s goods and service. Picture, for instance, a show we’re writing for a local furniture store. The premise is similar to the soap opera genre; extremely beautiful people who live in beautiful homes are forced to visit people who aren’t quite so beautiful and who live in less opulent homes or maybe even trailer parks. What better set-up can there be to sell furniture than by juxtaposing what you have against what better furniture you could have?	In process

REVIEW: Review with client to ensure product and services are represented accurately.	In process
TEST MARKET: Table read script among community members represented to ensure they are represented in the way they want to be seen.	In process
POST-PRODUCTION/EDITING: Rewrite script to reflect desired changes.	Late Summer, 2020
HIRE STAFF:	In process
REHEARSE:	Late Summer, 2020
VIDEO:	Late Summer, 2020
REVIEW WITH CLIENT FOR APPROVAL:	Late Summer, 2020
FINAL EDIT:	Fall, 2020
PROMOTION:	Late Summer, 2020
STREAM CONTENT:	Fall, 2020 – Summer, 2022
MEASURE PERFORMANCE: Metrics will be increased sales for our clients as well as social media engagement with target audiences.	Fall, 2020 – Summer, 2020
REVENUE STREAMS: Commission from client sales, Partnerships/Sponsorships with 2 nd Tier clients, Revenue per view from social media platforms (such as YouTube), and future partnerships to be determined.	Indefinite (TBD)

Metrics: As mentioned above, we will measure success by the increased sales of our clients, as well as social media engagement with target audience.

Values Demonstrated: We take very seriously the issue of how people are portrayed, written about, and constructed in a variety of mediums (fiction, nonfiction, scholarship, newspapers, magazines, films, radio, television, advertising, etc.). Exploration of the nature of images (number, content, context, stereotyping) and analysis of their structures (social, corporate, economic), mechanisms, motives, audiences, and traditions involved make us ask, “Do these portrayals accurately reflect the population portrayed?”

We value the rich diversity of people and culture in Northern Nevada, and will demonstrate that everyone is equal in worth and everyone deserves to be welcomed and included.

Relevance to Community: Target markets will vary according to goods and services offered by our client businesses. But each time we portray a person or culture in streaming content, we know that representations of people do not simply reflect social conditions, but are themselves selected, constructed, and purveyed within specific social and ideological settings. Cinematic images of cultures historically have been so oppressive and repressive that the very idea of representing all people accurately in filmmaking seems an impossibility. The simple gesture of directing a camera toward a someone can seem like the equivalent of a terrorist act. This state of affairs – the result of a history which inscribes certain cultures as subordinate – is not simply to be overturned by a contemporary practice that is more aware, more self-conscious. But we believe we can make great strides in this regard.



Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701



Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document and answer the following questions in the order in which they are asked and use the fillable PDF from to complete the budget and acknowledgement sections. Your answers should be as succinct as possible with your overall application limited to a maximum of 10 pages, excluding resumes.

1. a) Name / title of project or event

b) Event / Project dates

c) Total Funding Request
2. a) Organization Name

b) Organization Mailing Address, City, State, Zip, Phone

c) Organization Website and / or Social Media Sites

d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email

e) Provide a brief history of your organization, its mission and number of years in operation.
3. a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>
5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

d) Who are the artists involved with this project? Include names and a brief bio for all participating

artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

Please complete the following fillable PDF budget and acknowledgement form.

Project / Event Costs (Attach additional sheets as needed and to state the source of other funds)

Activity (i.e. advertising, equipment rental, workshops etc.)	Redevelopment Funds	Other Funds and their Source	Total
<i>Additional documentation may be requested</i> Total			

Redevelopment Grant funds as a % of initiative costs	<input type="text"/>	%	Projected revenues:	<input type="text"/>
			Projected Net Profit/Loss	<input type="text"/>

Annual Budget of Organization

	This Year	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$	\$	\$	
Expenses	\$	\$	\$	
Reserves	\$	\$	\$	

Acknowledgment of Application Provisions: (please check each that you acknowledge)

- ☐ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☐ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☐ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- ☐ If this initiative is selected for a grant from the Consolidated Municipality of Carson City, I acknowledge that photographs of my project may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature

Date:

***Note:** ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

- ☐ Complete, signed Redevelopment District Arts and Culture Grant Request Form
- ☐ Organization chart/structure of the organization conducting the initiative
- ☐ Resumes of the key individuals in the organization conducting the initiative
- ☐ Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701



Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document and answer the following questions in the order in which they are asked and use the fillable PDF from to complete the budget and acknowledgement sections. Your answers should be as succinct as possible with your overall application limited to a maximum of 10 pages, excluding resumes.

1. a) Name / title of project or event

b) Event / Project dates

c) Total Funding Request
2. a) Organization Name

b) Organization Mailing Address, City, State, Zip, Phone

c) Organization Website and / or Social Media Sites

d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email

e) Provide a brief history of your organization, its mission and number of years in operation.
3. a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>
5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

d) Who are the artists involved with this project? Include names and a brief bio for all participating

artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

Please complete the following fillable PDF budget and acknowledgement form.

Project / Event Costs (Attach additional sheets as needed and to state the source of other funds)

Activity (i.e. advertising, equipment rental, workshops etc.)	Redevelopment Funds	Other Funds and their Source	Total
<i>Additional documentation may be requested</i> Total			

Redevelopment Grant funds as a % of initiative costs	<input type="text"/>	%	Projected revenues:	<input type="text"/>
			Projected Net Profit/Loss	<input type="text"/>

Annual Budget of Organization

	This Year	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$	\$	\$	
Expenses	\$	\$	\$	
Reserves	\$	\$	\$	

Acknowledgment of Application Provisions: (please check each that you acknowledge)

- ☐ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☐ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☐ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- ☐ If this initiative is selected for a grant from the Consolidated Municipality of Carson City, I acknowledge that photographs of my project may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature

Date:

***Note:** ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

- ☐ Complete, signed Redevelopment District Arts and Culture Grant Request Form
- ☐ Organization chart/structure of the organization conducting the initiative
- ☐ Resumes of the key individuals in the organization conducting the initiative
- ☐ Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

1. a) The Downtown Vintage Market

b) 405 e spear st Carson City Nv 89701

Dates

June 4,5,11,12,18,19,25,26

July 2,3,9,10,16,17,23,24,30,31

August 6,7,13,14,20,21,27,28,

September 3,4,10,11,17,18,24,25

and Nevada Day

c) \$10,000.00

2. a) Birdhouse Group LLC DbA Downtown Vintage Market

b) 112 n curry st Carson City Nv 89701

c) Downtownvintagemarket.com / FB @downtownvintagemarket / Insta Downtown_vintagemarket

d) Travis Legatzke, General Manager/owner, 402 e telegraph st, Carson City, Nv 89701 email manager@downtownvintagemarket.com

e) The organization was created this year 2022 specifically to launch this project, the Downtown Vintage Market. Our aim is to give downtown a two day a week outdoor market experience by taking an unused area of downtown and beautifying it and making it bloom, by giving locals and tourists a regular place to connect with smaller antiques resellers, local artists and craft vendors, food trucks, and more. We believe in building a better community through connecting local non profits with a wider audience and through connecting a diverse range of groups together through the power of community shopping experiences and events. We see this summer long market area as a new gateway for the older vintage homes behind it and a place for residents in the area to come, gather and participate in being a part of downtown.

3. a) Yes, this annual seasonal outdoor market event is located in and will benefit District 1, surrounding areas, and locals and tourists.

4. Strategies

1.3-By working with us you will be supporting facility development that will showcase the rich cultural traditions of Carson, our rich history, and the food, arts, crafts and so much more.

1.4-This is a prime opportunity for investing in exploring the use of this space and our event for outdoor festival space as we propose and is outlined in the plan.

2.1– This grant will be doing exactly what is intended by supporting a new annual summer long market/festival event in downtown Carson city.

2.2- Individual artist are a vital part of our event. We will have murals, as well as empowering individual artists to sell their own art at our events.

2.3- Part of our events mission is to bring artists and art consumers directly in touch with each other on a weekly basis.

2.6-We have reached out to the Washoe and Stewart tribes to encourage local vendors in their tribe, to come and be a part of our market event. Bringing an integral part of our local heritage to downtown and to tourist who visit.

2.8- Our annual event is an experience related tourism market and in addition to vendors we will look to add family friendly fun activities to it.

3.3- We aim to collaborate and partner with as many local organizations as we can, and by working with us so will the city.

5. a) We are a seasonal weekend/two-day open-air market all summer long. We lead with vintage items and gather all sorts of local artisan and crafts vendors and bring them to downtown. We believe we are uniquely positioned to be a gateway to all of the vintage homes east of downtown and our objective is to take an under used part of downtown Carson (this parking lot) and turn it into a new economic area that will draw out residents in the area and give local vendors of all sorts a stable place in downtown to sell as well as contribute and participate in downtown activities and businesses. This area is beautiful and was actually a part of an east side historic homes tour that is no longer running. We would like this to be a new beginning for this area and a community hub for the houses behind it. The event begins June 4th 2022 and is every weekend all summer long.

b) Travis Legatzke- General Manager – advertising –logistics - project manager- experience as manager for several bike night event this size in southern California 99-2001 —current Self-employed Technology Consultant

Shannon Cord – Manager - coordinator – vendor outreach – Food/Bev – Shannon has many years’ experiences bartending in local businesses as well as coordinating beverage services in large events and weddings

c) We have partnered with the Carson City Historical Society. They will be receiving a booth all season long as a donation to raise awareness and fundraise for the society. Also, we have partnered with the Hop and Mae Adams Foundation and they have agreed to take a percentage of our lease and donate it as well to the nonprofit of our choice which is the Carson City Historical Society.

d) At this time we are currently in the applications process for all vendors and specifically for our mural artists. During season we will be happy to provide names of local artists we use.

e) We will evaluate our market success yearly by the number of visitors and vendors we have, and how far we can grow our social media reach to bring in tourists from out of town. We believe our impact is brought about by community engagement and vendor repetition and in our circumstance through creating and beautifying a space that has been unused in decades for the residents surrounding it. We also aim to have outcomes of bringing new vendors and artists into permanent business after the season concludes by offering help in working with the city and state as well as directing them to places like the Adams hub.

6. a) Our event demonstrates social, educational, cultural, and economic relevance by bringing together various networks of resellers of new and used antique and vintage items, artists, crafters, jewelry makers, furniture upcyclers, food vendors, musicians and many different events vendors with the aim of giving Carson City locals free access to vendors they would pay to see at festivals and events in other nearby cities.

We are providing a local meeting place, a new place of commerce in downtown, and possibly becoming a place where small vendors begin their journey into going into business themselves, positioning us with an opportunity to be a bit of a small business incubator with new and inexperienced vendors.

We look to inspiration from other large cultural markets like Olivera street in Los Angeles, Portobello Road in London, the many open-air markets of Italy and Spain and hope that our community can develop our own version of those markets in downtown Carson City and creating another piece of our identity as the Capital of Nevada. It is in this spirit that we are trying to find unique and fun local vendors to add to the market experience and not only limiting our market to vintage items.

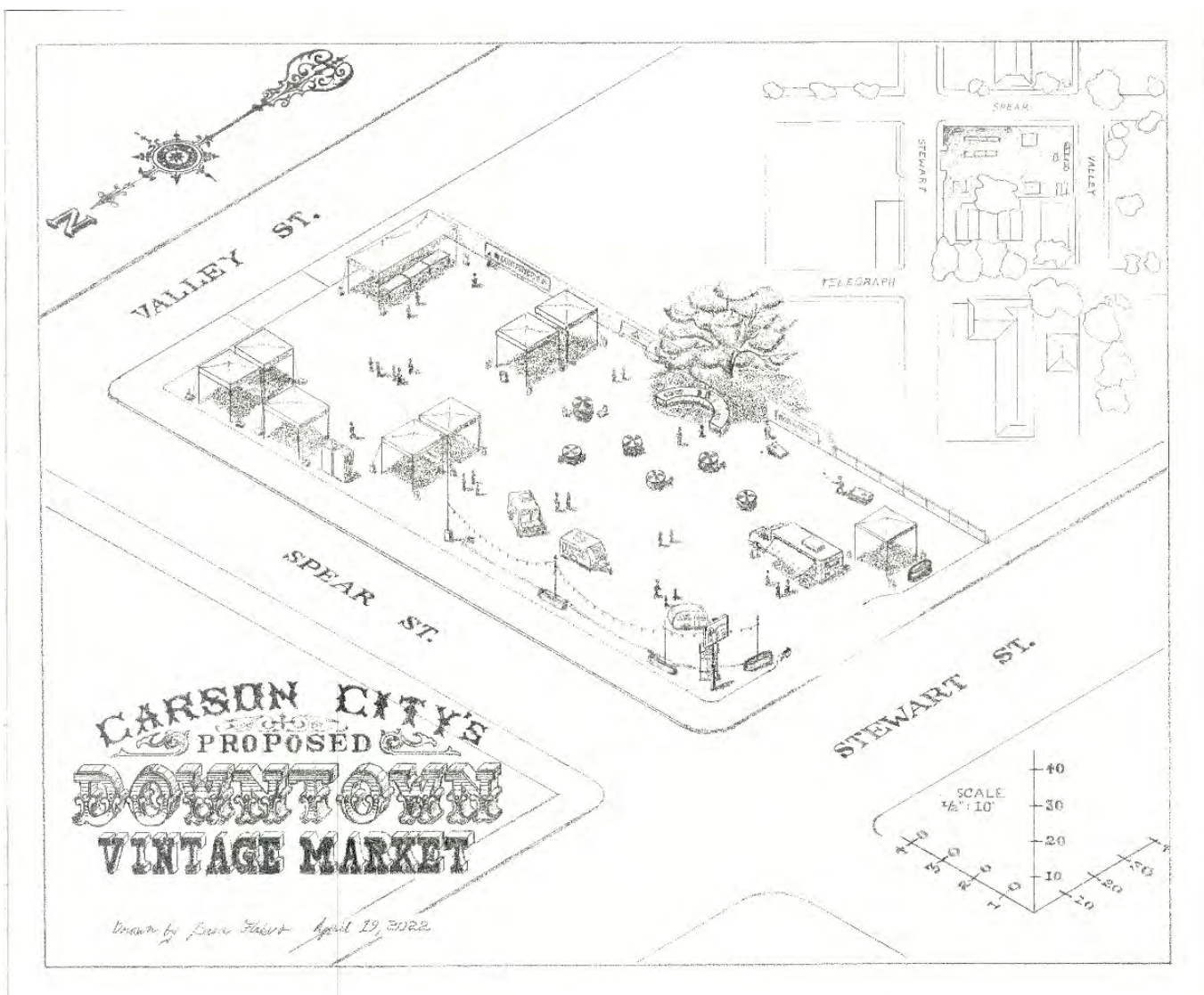
We are giving back. Every season will be donating a booth for the entire market season to The Carson City Historical Society/ Foreman Roberts house, to allow them to sell anything they wish, as well as help them bring awareness to an organization that is vital to the history of our city. And in coordination with the Hop and Mae Adams foundation we are making sure a portion of vendor fees collected will go to the CCHS as well. Putting vital dollars toward an organization that relies on donations and is trying to put on community events as well as staff a museum in the house. So, we all grow together!

In addition, we will have (2) 10x10 booth spaces per market available to donate to any local nonprofit groups who would like to come down and promote their organization at our events. Should we have availability we will gladly donate more spaces to increase community participation, awareness and bonding. We want to build up our community in addition to having a unique, fun and exciting downtown open-air market.

b) This will serve all local residents in every category and including tourists on Saturday and Sunday.

c) Yes. We will be advertising in all surrounding counties during the summer months. We have purposely named the seasonal market the Downtown Vintage Market so that any marketing we do directly benefits Downtown Carson City. In addition, we are putting up an information kiosk and having a tourist map made with a “must see” antiques and vintage shops. We aim to reach 500 people a day at the market.

7. This event is meant to be a yearly recurring seasonal market, and also a weekly recurring market, as it is both Saturday and Sunday every week. We aim grow the event through community buy in of the concept and max out the available vendor spaces in the next three years. We believe in that transition time we could transition away from any city funding; we do appreciate the considerations for this grant as our advertising will be a direct benefit to Downtown Carson City, businesses and would increase tax revenue as we grow



Travis Legatzke

Senior Technical IT Project & Vendor/Project Manager

775-220-4331 TravisLegatzke@gmail.com 402 E Telegraph St Carson City, NV 89701

HIGHLIGHTS

- Excellent communicator, highly effective project leader, forward focused management style to anticipate and solve problems before they have the ability to present themselves.
- Demonstrated ability to concurrently manage multiple medium to large Corporate IT/Surveillance/ AccessControl/ AV/ Tech centric projects effectively throughout project management lifecycle in high pressure environments while managing client expectation and delivering positive results
- Ability to communicate a depth of technical knowledge in multiple fields within Information Technology, of all phases of commercial construction, and the ability to effectively navigate their intersection to manage stakeholder expectations, positively affect budgets, and speed along projected timelines.
- Self-motivated and reliable even while telecommuting, and 30% travel for projects in the western US.
- Consulting and management experience as a contractor working with globally distributed teams in a strong matrix management style as well as projectized company
- 11 years of success working with clients, designers, vendors, contractors, and upper management while concurrently managing a variety of diverse technology needs for commercial franchisee projects and utilizing skills in systems integration for clients throughout the West coast.
- Proven ability to effectively manage communications and relationships as well as be an intermediary for Technology and Construction questions for Business stakeholders, IT departments, Vendors, Subcontractors, and remote Technicians working in a variety of IT related fields.
- Successfully managed the quality and profitability of over \$20 million dollars in Tech projects and revenue since 2008
- Known by Stakeholders, IT departments, Clients, Vendors, Contractors and Subcontractors as a team player and one to deliver high quality designs and set realistic budgets, and meet or exceed project timelines.

SKILL SUMMARY

Technical Project

Management:

Infrastructure
Construction
New Build Outs
Office Moves
Next Gen Workplace
National Rollouts
Permit Pull/Blueprints

Technical Fields:

Network IT
Wireless/Wired
IP Surveillance
Distributed Audio/Video
Alarm-Access Control
Voip
Point of Sale

Project Lifecycle:

Requirement Analysis
Costing and Budgeting
Project Scheduling
Testing/QA/
Multi State Rollout Support

Leadership:

Team Building & Mentoring
Client Relations &
Presentations
Business and IT Planning
Vendor Management

CAREER HIGHLIGHTS

Senior Project/Operations Manager

10/15/2008 – 2018

Sharpline IT Consulting

Las Vegas, NV

- Responsible for managing the conceptual planning, base building requirements, bid/tender documentation, and owner acceptance of Enterprise and Commercial Ip Surveillance systems, access controls, including Large distributed Audio and Video systems. Specializing in multiple integrated systems projects, managing simultaneous projects in multiple state concurrently, and multiple projects over 180k
- Responsible for all phases of project lifecycle.
- Responsible for managing the conceptual planning, base building requirements, bid/tender documentation, and owner acceptance of all low voltage cabling systems for new development projects and/or the expansion of existing installations

Project Manager

4/6/2006 – 10/1/2008

Installation Services Unlimited

Carson City, NV

- Estimated and project managed implementations of wireless and wired Ip surveillance systems, access control, AV, telephony and structured cabling, automation programming and systems integration
- Met customer deadlines and Service Level Agreements.
- Recruited technicians and provided remote support to technicians in the field.
- Displayed company core values to our customers, partners and teammates

Project Manager

8/25/2005 – 9/1/2006

BMC Communications

Carson City, NV

- Responsible for managing the conceptual planning, base building requirements, bid/tender documentation, and owner acceptance of all low voltage cabling systems for new development projects and/or the expansion of existing installations
- Provide remote IT Support for technical installations and national rollouts
- Operations manager of 40 technicians and subcontractors nationwide Installing Satellite TV, Satellite Internet, Wireless networks, Cabling projects, Commercial video
- Experience working in globally distributed teams in a strong matrix management style company

Project Manager

1/15/2005 – 8/10/2005

Ironwood Communications

Reno, NV

- Effectively communicated project scope, schedule, and budget with both customers and contractors
- Met customer deadlines and Service Level Agreements

CONSULTING and CONTRACTING

Clients included – Carrington College, Devry, Dell, BestBuy, DogVacay.com, Rover.com, Costco, Sport Chalet, DirecTV, Macy's, Toys R US, Lowes, Big 5 Sporting Goods, Dish Network, Renown Medical Group, Winnemucca Casino, Wildblue Satellite Internet, Carson Tahoe Hospital, Nugget Casino, High Sierra Brewery, Hughes Satellite Internet, HP, High Sierra Brewery, Firkin Restaurants, Darden Restaurants, and many more. ,

ORGANIZATIONS

Project Management Institute- Los Angeles Chapter - *in progress*

SOFTWARE

Windows-XP,7,8,10, MS Project Office 2013- word, ppt, excel, Skype for Business, Access Linux, IOS, Adobe Photoshop, WordPress, URC- Total Control, Nuuo Surveillance - IPPlus, Vivotek -CMS, aver media-CCTV, HAL, Control 4, RTI, Crown, Axis, ACTI

EDUCATION

AA Liberal Studies -Business admin minor
2016

College of the Canyons
Santa Clarita CA

Graduate
1997

Canyon High School
Santa Clarita CA

SHANNON CORD
818-425-5465

Key Skills

- 17+ years cash handling.
- 12 years FOH & BOH knowledge.
- 17+ years in Customer service.
- FOH Managerial knowledge and application.
- Great employee/employer relationship skills.
- Safety and Sanitation knowledge
- Vendor set up and inventory ordering.
- Can diffuse tough situations without causing disruption to customers or coworkers.
- POS, ALOHA, MICROS, POSI-Touch, Electronic Cash Register
- Employee scheduling
- Lead Bartender/Lead server skills
- Customer Service, Satisfaction and appreciation
- Extensive Food and Beverage knowledge
- Very efficient in fast paced environments.
- Possess a great ability to adapt to new work environments and new coworker relationships.

Experience

SHARPLINE IT CONSULTING

Low Voltage and Technology Company

Office Manager 2006-2016

- ❖ Employee hiring and scheduling
- ❖ Technician routing
- ❖ Payroll, banking, A/P, A/R,
- ❖ Inventory and ordering,
- ❖ Bookkeeping
- ❖ QC and Customer service

Belissimo Bellini

Los Angeles, CA

Mobile Bartender 2012-2016

- ❖ Drink Consultation and design
- ❖ Scheduling events
- ❖ Bartending staff coordination
- ❖ Set up/ Clean up

Firkin & Fox

Carson City, NV 775-883-1369

Bartender/ Server 2008-2010

- ❖ Cash handling
- ❖ Customer Service
- ❖ Food and Beverage service and delivery knowledge
- ❖ Gaming knowledge and certification
- ❖ Opening and Closing responsibilities
- ❖ OSHA training.
- ❖ Food and Beverage health code training.
- FOH Bartender/Server- lead trainer

Stews

Carson City, NV Closed

Manager/Bartender/Server 2005-2007

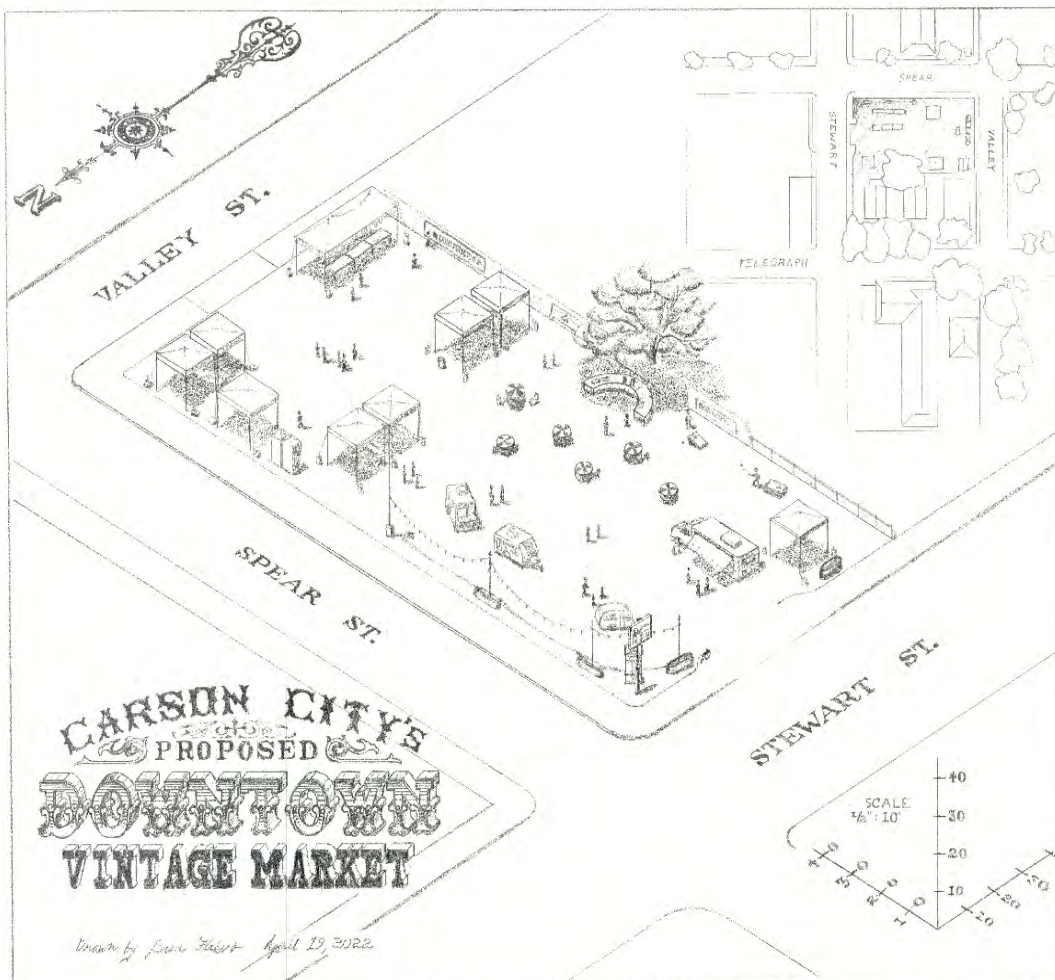
- ❖ Customer service and appreciation
- ❖ FOH Scheduling
- ❖ Hiring
- ❖ Inventory and ordering
- ❖ Gaming certification and awareness
- ❖ FOH server/Bartender- lead trainer
- ❖ Employee/Employer communication skills
- ❖ Safety, sanitation, Alcohol, and Food law training and knowledge
- ❖ I honed in the ability to be a strong server and bartender capable of maintaining all schedule sections.
- ❖ Fine dining experience and knowledge
- ❖ Wine and fine liquor knowledge.

Bully's Sports Bar

Carson City, NV 775-884-2309

Bartender/Server 2005-2006

- ❖ Cash handling
- ❖ Gaming knowledge and certification
- ❖ Food and alcohol knowledge and awareness
- ❖ Customer service and great people skills
- ❖ I built a strong clientele base.
- ❖ I developed a great appreciation of employee relationships, along with the ability to diffuse tough situations.



Carson City Redevelopment District Arts and Culture Grant

108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Submitted by
Brewery Arts Center

1.

a) Name / title of project or event

Youth Engagement events and activities for 2022/2023 Season

b) Event / Project dates

July 1, 2022- June 30, 2023

c) Total Funding Request

\$10,000

2.

a) Organization Name

Brewery Arts Center

b) Organization Mailing Address, City, State, Zip, Phone

449 West King St. Carson City, NV 89703, 775-883-1976

c) Organization Website and / or Social Media Sites

Breweryarts.org, <https://www.facebook.com/Breweryartscenter>,
@breweryartscentercarsoncity

d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email

Gina Lopez, Executive Director
449 West King St.
Carson City, NV 89703

775-515-2580, gina@breweryarts.org

Carson City Redevelopment District Arts and Culture Grant

108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Submitted by
Brewery Arts Center

e) Provide a brief history of your organization, its mission and number of years in operation.

The Brewery Arts Center was founded in 1975 and opened its doors in July of 1979. The mission of the Brewery Arts Center is to enrich the quality of life by cultivating arts and culture for all.

In 1975, a group of artists yearning for a space of their own raised \$300,000 to purchase the Historic Carson Brewing Building and turn it into a community gathering space for artists. They proceeded to build an annex for a gallery, art classroom, a black box theater and the Brewery Arts Center (BAC) a Nevada non-profit organization was born. In 2000, the organization purchased the St. Teresa Catholic Church building and converted it into a 244 seat Performance Hall to produce concerts and musical theater events. In 2015 the BAC was able to close the road to traffic in between the two buildings to create a two city block arts campus complete with facilities for visual arts, theatrical arts, dance and music, galleries for traveling exhibitions and outdoor art to include a Harmony Sculpture Park, two murals, rotating sculptures and in the summer months, an outdoor amphitheater which hosts the Levitt AMP Carson City free summer concert series. We are a volunteer and community driven organization with two full time staff, two part time production staff and one part time gallery staff. We host over 100 musical, theater and art events in the combined venues within a typical year.

3.

a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be

The Brewery Arts Center is located in Redevelopment District #1

4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at

<https://visitcarsoncity.com/things-to-do/arts-and-culture/>

Each of the projects/events outlined in this proposal support Strategy 2.1 Festivals and Events. Specifically, audience development is a mutual outcome of this youth engagement campaign and this strategy. It also clearly promotes cooperation, collaboration and co-venturing among several organizations creating wider channels for promotion and increased intergenerational cooperation as well as across community lines.

Carson City Redevelopment District Arts and Culture Grant

108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Submitted by
Brewery Arts Center

This proposal also supports Strategy 2.5 by creating new artistic and audience opportunities to enhance visitor experiences. An active and engaged community where the youth actively breathe life and energy into projects and events is not only one that people want to live in but also one that people want to visit.

This proposal also supports Strategy 2.9 by working with facilities and organizations outside the Carson City boundaries with similar missions and goals.

Innately, strategies 6.1 and 6.2 are at the core of this proposal as youth engagement encompasses all youth, including at-risk and working intergenerationally to achieve the desired outcomes.

Lastly, it directly addresses Strategy 5.1 because it is built for outreach for a variety of diverse and special populations.

5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

It has long been the complaint of teenagers that there is nothing to do in Carson City, adults do not have the answers but teens do. Youth engagement will only work if it is developed, implemented and marketed by the youth themselves, it is our job to support them in their efforts.

The events planned to implement youth engagement are as follows:

- July 2022 - August 2022
Create a teen specific space at the Levitt AMP Carson City free summer concert series. This space will have selfie backgrounds, camp/festival like seating areas, lights, incentives and activities geared towards teens
- Sept. 2022 - June 2023
Create an open mic series in the Performance Hall lobby
- October 27, 2022
Create a Halloween themed rave for teens in the Maizie Theater
- November 2022 - June 2023
Partner with the Holland Project in Reno to create a concert series in the Maizie Theater routing the youth oriented bands to the BAC from the Holland Project to engage Carson City teens while supporting traveling musicians

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience

Carson City Redevelopment District Arts and Culture Grant

108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Submitted by
Brewery Arts Center

in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

In 2020, the Brewery Arts Center added to their board of directors a youth advisory component to actively address the problem of youth engagement. Since that time, our youth advisory board members have received financials, sat in on meetings and helped to shape the future of the BAC. All the privileges and responsibilities of board members except for voting rights.

In 2022, board member Sierra Scott requested the BAC implement a formal youth engagement committee that supports the ideas and suggestions brought about by our youth advisory members Deepti Arun and Erich Parker. This committee consists of both board and staff whose role is to help grow the youth members into a place where they can implement their ideas and strategies to engage more youth ages 14-22 into the arts and help them to take an active role within their community. The leads for planning and managing this youth engagement campaign are Deepti Arun with Sierra Scott acting as lead advisor (see both resumes in packet).

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

Sierra Scott is arranging for a meeting with the Holland Project out of Reno for possible partnership. This committee will work with other youth oriented organizations throughout the region including but not limited to theater companies, sports organizations and the Boys & Girls Club. Holland Project is an all-ages arts and music initiative by young people, for young people. Holland strives to empower young people through access to music, art, diverse workshop opportunities, and community service and activism. The Holland Project has served as an inspiration for the youth on our board to strive for a similar project in Carson City.

d) Who are the artists involved with this project? Include names and a brief bio for all participating artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

We will not begin working with artists until we start the concert series in November however, until that time, the artists involved are the local singers, musicians, dancers, poets and actors learning to work together to enhance our quality of life.

Since the goal is to work with Holland Project to route some of their bands through Carson City benefitting both the musicians and the youth in our community, some of the bands that might perform under this initiative are Ryan Cassata, A Little Loud, Lil Jordi, Conner Lark, Madge and Slater.

Carson City Redevelopment District Arts and Culture Grant

108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Submitted by
Brewery Arts Center

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

We will measure the impacts and success by the number of target demographic gains on social media, online reviews, donations received, hashtag posts, tags, impressions and media coverage. We will track attendance at each event.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

Generation Z (those born between 1997 and 2012) is not only the most diverse population in Carson City but also the most technically sophisticated, and they have been through a lot. They are not only driving change in the world but also understand in ways older generations will not. As a society, it is our duty to give ownership to the next generation and learn from them while they learn from us. Brewery Arts Center is leading this initiative by putting youth on equal ground as the professionals on our board and using our facility and our role in the community as a platform for the next generation to stretch their wings and use their voice. This alone, is the most relevant way we can create a community all generations would like to be a part of.

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

Carson City, Nevada's 157 square mile state capital, near Lake Tahoe, Reno, historic Virginia City, and the majestic Sierra Nevada mountain range. The majority of the population in Carson City is white, making up over 81% of the population, 21% of the population is Hispanic/Latino, 1.9% is black, 2.4% is Native American, 2.1% is Asian, 9.4% are another race, and 2.9% are mixed race. Residents 25 to 44 make up the largest age group, accounting for 28.9% of the total population. Nearly one quarter of the population is 45 to 74, and 23.4% of the population is under the age of 18. Carson City has proven to be a desirable retirement community with almost 15% of the population being at least 65. Although the majority of households live within the \$50-\$75 thousand dollar range, about 10% of the population lives below the federal poverty line. There are more men than women living in Carson City and 13.3% of our citizens live with a disability. Over 28% of our population has a High School Diploma and just over 20% of our population has earned a Bachelor's Degree or higher.

Carson City Redevelopment District Arts and Culture Grant

108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Submitted by
Brewery Arts Center

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

This is the primary concerted effort to let youth engage programs that will actively engage other youth. It will ultimately create events that will bring visitors to Carson City but that is not the primary focus in the start up phase of this campaign.

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

The Brewery Arts Center respects the intent of redevelopment funding and only seeks assistance as seed money for new projects. Like other projects, we anticipate seeking funding from this source for the first three years, afterwhich if the project cannot support itself, our board will re-evaluate its potential and success as we decide if we should continue with the project.

Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701



Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document and answer the following questions in the order in which they are asked and use the fillable PDF from to complete the budget and acknowledgement sections. Your answers should be as succinct as possible with your overall application limited to a maximum of 10 pages, excluding resumes.

1. a) Name / title of project or event

b) Event / Project dates

c) Total Funding Request
2. a) Organization Name

b) Organization Mailing Address, City, State, Zip, Phone

c) Organization Website and / or Social Media Sites

d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email

e) Provide a brief history of your organization, its mission and number of years in operation.
3. a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>
5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

d) Who are the artists involved with this project? Include names and a brief bio for all participating

artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

Please complete the following fillable PDF budget and acknowledgement form.

Project / Event Costs (Attach additional sheets as needed and to state the source of other funds)

Activity (i.e. advertising, equipment rental, workshops etc.)	Redevelopment Funds	Other Funds and their Source	Total
<i>Additional documentation may be requested</i> Total			

Redevelopment Grant funds as a % of initiative costs	<input type="text"/>	%	Projected revenues:	<input type="text"/>
			Projected Net Profit/Loss	<input type="text"/>

Annual Budget of Organization

	This Year	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$	\$	\$	
Expenses	\$	\$	\$	
Reserves	\$	\$	\$	

Acknowledgment of Application Provisions: (please check each that you acknowledge)

- ☐ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☐ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☐ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- ☐ If this initiative is selected for a grant from the Consolidated Municipality of Carson City, I acknowledge that photographs of my project may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature

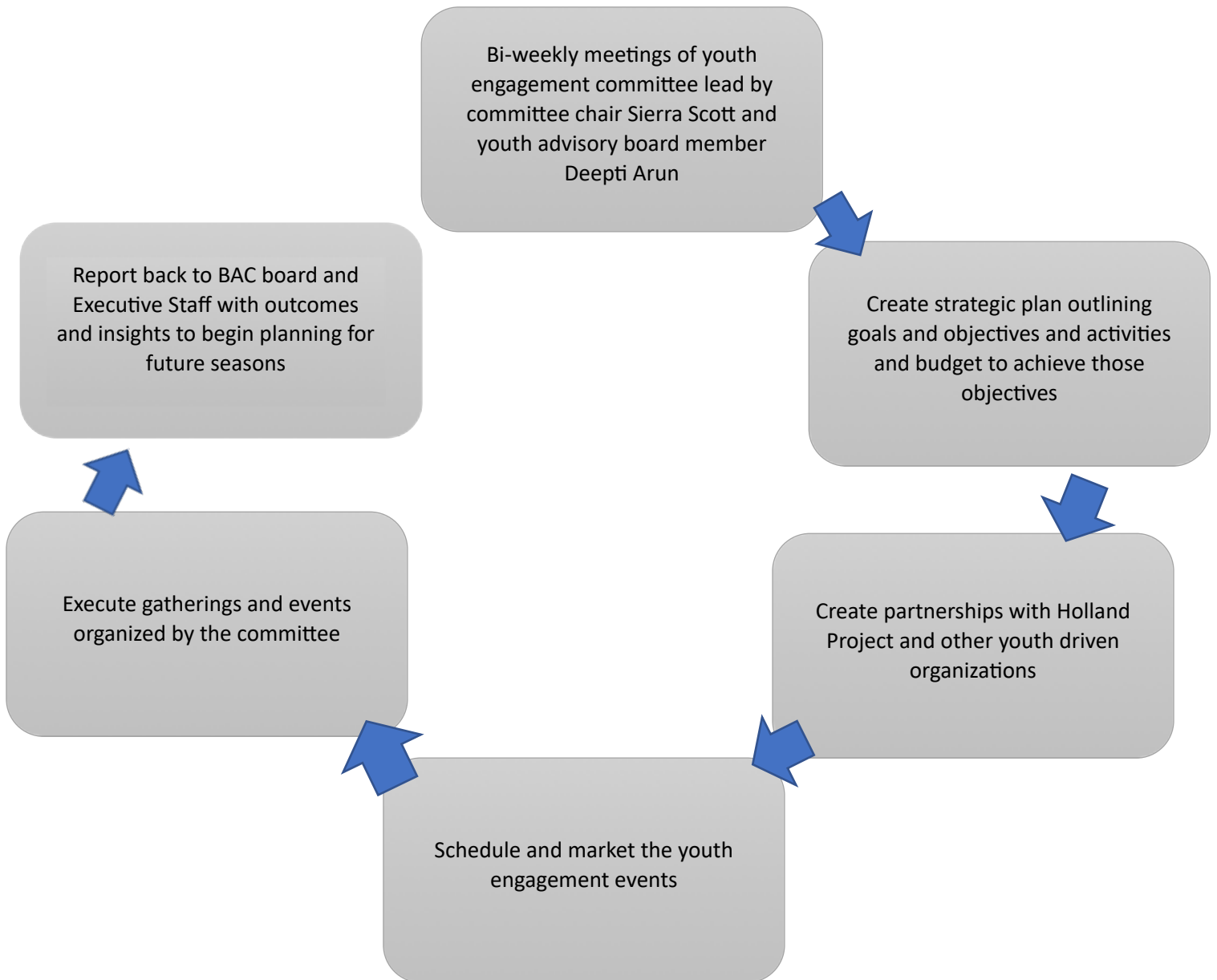
Date:

***Note:** ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

- ☐ Complete, signed Redevelopment District Arts and Culture Grant Request Form
- ☐ Organization chart/structure of the organization conducting the initiative
- ☐ Resumes of the key individuals in the organization conducting the initiative
- ☐ Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

Organization chart/structure for the for the Youth Engagement Strategy



SIERRA SCOTT

314-709-0755 | sierramegan@gmail.com

EXPERIENCE

GRANTS DIRECTOR AND ACCESSIBILITY COORDINATOR • 1/2018 – Present

NEVADA ARTS COUNCIL, Carson City, NV

- Oversee, supervise, and manage all aspects of the agency's grants program, budget, and staff.
- Implement, assess, and review of all NAC grants and subgrantees which includes processing between 700-1,000 applications per year in 10-20 diverse grant categories and awarding over \$1M in federal and state grant funds annually.
- Manage all aspects of the various subgrantee programs from creating guidelines, to reviewing applications, to the full lifecycle of grants management.
- Main point of contact responsible for the agency's federal National Endowment for the Arts Partnership Grant application, compliance, and reporting each year.
- Research, develop, and implement long-range plans and projects to maximize and enhance services provided.
- Served as the agency's Americans with Disabilities Act (ADA) Coordinator for the State of Nevada; liaison to Nevada organizations, institutions, and government agencies to aid in making policies, practices, activities and facilities accessible to people with disabilities.

MANAGING DIRECTOR • 1/2019 – Present

WILD HORSE PRODUCTIONS, Carson City, NV

- In partnership with the Executive Director, responsible for the overall business, administrative, and operational management of nonprofit theater company comprised of an adult and children's theater division.
- Collaborated with board members to update the organization's strategic plan, mission, and vision.
- Achieved a 100% increase in contributed income over 2 years.
- Responsible for grant writing and management for the organization and maintaining a robust annual grant portfolio from private foundations, municipal, state, and federal sources.
- Coordinated volunteers, supervised the management of new administrative and artistic hires and created employment contracts.
- Created new marketing strategies and community outreach efforts.
- Managed under budget productions while maintaining highest standards of quality.

ASSOCIATE CASTING DIRECTOR • 2014-2017

VARIOUS (FREELANCE), Los Angeles, CA

Responsibilities included: writing and posting breakdowns for all roles, scheduling and running audition sessions independently, creating master lists for director and producers, setting up studio tests, managing local and/or overseas casting teams for multiple projects, coordinating with studio/network to make offers, working with Business Affairs to close deals for all roles, and liaising with department heads regarding all details for the cast including international travel. Selected credits:

- X-MEN: DARK PHOENIX (Feature): 20th Century Fox (Alyssa Weisberg Casting)
- THE 15:17 TO PARIS (Feature): Dir. Clint Eastwood (Geoff Miclat Casting)
- NO TOMORROW (S1): CBS Studios / CW (Ulrich/Dawson/Kritzer Casting)
- EMERALD CITY (S1): NBC Studios / NBC (Ulrich/Dawson/Kritzer Casting)
- ALL NIGHTER (Feature): Dir. Gavin Wiesen (Liz Dean Casting)
- MAJOR CRIMES (S4): Warner Bros. / TNT (Ulrich/Dawson/Kritzer Casting)
- AMERICAN SNIPER (Feature): Dir. Clint Eastwood (Geoff Miclat Casting)
- CLAN OF THE CAVE BEAR (Pilot): Fox 21/Imagine/Lionsgate (Ulrich/Dawson/Kritzer Casting)
- RESURRECTION (S2): ABC Studios / ABC (Ulrich/Dawson/Kritzer Casting)

CASTING MANAGER • 2012-2014

VARIOUS (FREELANCE) – Los Angeles, CA & New York, NY

Responsibilities included: managing and hiring the casting staff of over 50 people in NY and LA (casting directors, casting coordinators and production assistants), writing one-sheets for network pitches, booking travel and hotels for casting searches across the country, creating and implementing systems to track thousands of applicants for the show, worked closely with production team to coordinate all contestant needs from pre-production through the live broadcast. Selected credits:

- CRY WOLFE (S1): Investigation Discovery (Karga 7 Pictures)
- THE MILLION SECOND QUIZ (S1): NBC (All3 Media/Universal Television)
- BEST INK (S3): Oxygen (Bunim-Murray Productions)
- THE WINNER IS (S1): NBC (Smart Dog Media)
- FUTUREScape WITH JAMES WOODS (S1): Science Channel (Karga 7 Pictures)

CASTING ASSISTANT • 2010-2012

VARIOUS (FREELANCE) – Los Angeles, CA

Responsibilities included: managing heavy phones, scheduling audition sessions, editing and uploading audition video, keeping the master lists up to date with all information, coordinating schedules and availabilities with agents and managers, and assisting in running audition sessions. Selected credits:

- POINT OF HONOR (Pilot): ABC Studios / Amazon (Sheila Jaffe Casting)
- BURYING THE EX (Feature): Dir. Joe Dante (Brad Gilmore Casting)
- SAKE-BOMB (Feature): Dir. Junya Sakino (Brad Gilmore Casting)

TEACHING ARTIST • 2008-2019

VARIOUS (FREELANCE) – Nationwide

- Contracted to teach workshop intensives on "Acting for Film and TV" at various acting studios in the Los Angeles area including Actors Artistry, Actors Connection, TVI Actor's Studio, Castaway Studios, ITA, and Beverly Hills Playhouse.
- Taught workshop intensives on acting and the business of acting for graduating students of Webster University's Conservatory of Theater Arts during their Los Angeles showcase trip.
- Taught regular musical theater and contemporary dance classes as well as special intensives at studios in New York, NY and Los Angeles, CA

PERFORMING ARTIST • 2003-2011

Member of Actor's Equity Association. Selected credits:

- OKLAHOMA! -1st Nat'l Tour of Broadway revival, NETworks Touring Company, Dir. Fred Hansen
- WHITE CHRISTMAS - Arts Center of Coast Carolina, Dir. Russell Treyz
- THOROUGHLY MODERN MILLIE - Gateway Playhouse, Dir. John Macinnis
- NUNSENSE - Allenberry Playhouse, Dir. David Caldwell
- CATS - Regional Tour Prather Productions, Dir. Marc Robin
- ANYTHING GOES - Saint Louis Repertory Theatre, Dir. Victoria Bussert
- TITANIC - Maine State Music Theatre, Dir. Charles Abbott
- VICTOR/VICTORIA - Maine State Music Theatre, Dir. Bruce Lumpkin
- INTO THE WOODS - Arundel Barn Playhouse, Dir. Edward Reichert
- THE SECRET GARDEN - Maine State Music Theatre, Dir. Charles Abbott

EDUCATION

- Webster University (Conservatory of Theater Arts) – BFA in Musical Theater
Graduated with Honors and received the Daniel Webster Scholarship for Academic Excellence
- Carnegie Mellon University Summer Theater Program
- Walnut Hill Performing Arts School Summer Intensive

BOARDS AND COMMISSIONS

- Carson City Cultural Commission, Vice Chair, 2020-Present
Appointed to the primary advisory body for the Carson City Board of Supervisors for matters relating to arts and culture.
- Brewery Arts Center, 2020-Present
- Tahoe Regional Arts Foundation, Executive Advisory Committee, 2019-2021
Part of a 67M capital campaign to build new performing arts center in Lake Tahoe.
- Piper's Opera House, Vice Chair, 2018-2019

Brewery Arts Center

Statement of Activity

July 1, 2021 - May 20, 2022

	TOTAL
Revenue	
Artisan Cafe	0.00
Consigned Art	56,685.37
Total Artisan Cafe	56,685.37
Contributions and Grants	490,903.36
Membership	285.00
Program Service Revenue	
Class Fees	5,855.00
Concession Revenue	23,281.65
Event Revenue	19,801.59
Facility Use	47,732.34
Total Program Service Revenue	96,670.58
Sales of Product Revenue	0.00
Square Income	1,751.50
Total Revenue	\$646,295.81
Cost of Goods Sold	
Cost of Goods Sold	
Bank and CC Fees	3,123.78
Total Cost of Goods Sold	3,123.78
Total Cost of Goods Sold	\$3,123.78
GROSS PROFIT	\$643,172.03
Expenditures	
Artist Fees	18,188.56
Building Maintenance & Repairs	52,100.17
Concessions	6,254.95
Contract Instructors	12,277.80
Contract labor	13,461.00
Dues and Subscriptions	4,806.67
Equip Rental and Maintenance	775.12
Event Expense	111,013.73
Fundraising Expense	453.90
Insurance - Liability, D and O	17,171.20
Interest Expense	298.02
Licence and fees	50.00
Marketing	2,551.69
Meals and Entertainment	510.31
Payroll Expenses	
Taxes	14,838.79
Wages	138,552.12
Total Payroll Expenses	153,390.91
Professional Services	
Outside Professional Services	1,926.10
Total Professional Services	1,926.10

	TOTAL
Property Tax	68.66
QuickBooks Payments Fees	21.53
Supplies	603.07
Office	1,161.21
Operations	38,841.86
Other Supplies	1,242.14
Total Supplies	41,848.28
Suspense	-10,732.31
Travel	1,701.25
Utilities	-2.97
Electric	8,048.55
Gas	10,161.86
Internet	5,071.22
Security	399.88
Trash	1,500.45
Water	6,723.93
Total Utilities	31,902.92
Total Expenditures	\$460,040.46
NET OPERATING REVENUE	\$183,131.57
Other Expenditures	
Ask My Accountant	-26.54
Total Other Expenditures	\$ -26.54
NET OTHER REVENUE	\$26.54
NET REVENUE	\$183,158.11

Brewery Arts Center

Statement of Financial Position

As of May 20, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Artisan Store-0861	2,086.42
Cash on hand-Cafe	250.00
Cash on hand-Office	200.00
Grants Management-9988	150,285.00
Levitt-3854	0.00
Operating account-9319	-6,006.37
Plumas - 4299	0.00
Plumas - 4412	1,104.56
Plumas- 4723 SHPO	24,066.40
TED-4076	0.00
Ticket Escrow-0879	0.00
Total Bank Accounts	\$171,986.01
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Uncategorized Asset	0.00
Undeposited Funds	2,861.50
Total Other Current Assets	\$2,861.50
Total Current Assets	\$174,847.51
Fixed Assets	
Building Improvements	61,866.58
Fixed Assets	0.00
Flooring - Performance Hall	20,674.00
Furniture and Equipment	1,561,027.51
Harmony Park	0.00
Land	2,396.00
New Roof	131,300.00
Z-Accumulated Depreciation	-755,829.00
Total Fixed Assets	\$1,021,435.09
Other Assets	
Community Foundation of WN	11,000.22
Total Other Assets	\$11,000.22
TOTAL ASSETS	\$1,207,282.82
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00

	TOTAL
Total Accounts Payable	\$0.00
Other Current Liabilities	
Direct Deposit Payable	0.00
Kabbage-SBA PPP	25,895.00
Loan-1- 8121	0.00
LOC Loan- Line of Credit - 9953	0.00
Payroll Liabilities	9,503.81
Federal Taxes (941/944)	-258.28
NV Unemployment Tax	-2,168.50
Whitney Peak judgement I. Hill/Summit Collection Services	0.00
Total Payroll Liabilities	7,077.03
Sales Tax Liability	0.00
Square Tips	109.00
Total Other Current Liabilities	\$33,081.03
Total Current Liabilities	\$33,081.03
Long-Term Liabilities	
N/P SBA Loan - Covid 19	227,623.00
Performance Hall Loan	0.00
Total Long-Term Liabilities	\$227,623.00
Total Liabilities	\$260,704.03
Equity	
Unrestricted Net Assets	763,420.68
Net Revenue	183,158.11
Total Equity	\$946,578.79
TOTAL LIABILITIES AND EQUITY	\$1,207,282.82



DEEPTI ARUN

ACADEMIC BACKGROUND

Carson High School

CLASS OF 2023

- 4.5 GPA

Women in Engineering Summer Program

UNIVERSITY OF NEVADA, RENO | 2017

- Spent one week in an immersive engineering program

Computer Engineering Camp

COMPUTER CORPS | 2019

- Worked with teammates to restore recycled desktop computers to full functionality

EXPERIENCE

Jamba Juice Team Member

JAMBA JUICE CARSON CITY | JULY 2021 - NOVEMBER 2021

- Handled cash transactions using POS system
- Provided friendly customer service by taking orders, offering recommendations, and addressing any customer issues
- Maintained a clean and organized work environment

CONTACT INFO

E: ARUN.DEEPTI924@GMAIL.COM

P: (775) 297-1032

EXPERIENCE (CONT'D)

Youth Advisory Board

BREWERY ARTS CENTER | AUGUST 2020 - PRESENT

- Contributes a youth perspective to BAC activities.
- Acts as spokesperson for the youth in the community.
- Participates in community functions and events

Varsity Tennis

CARSON HIGH SCHOOL | 2019 - PRESENT

- Attends weekly training to prepare for local matches
- Communicates and collaborates with a doubles partner.
- Maintains high GPA

Blue Crew

CARSON HIGH SCHOOL | APRIL 2021 - PRESENT

- Will guide incoming freshmen and new students around the school.
- Will organize and host events for students throughout the year.

Musical Theatre

YOUTH THEATRE CARSON CITY | 2010 - PRESENT

- Worked with a team of cast members, managers, technicians, and directors to produce shows.
- Performed as a lead character in 4 shows.
- Selected to participate in intensive, competitive show choir program.

Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701



Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document and answer the following questions in the order in which they are asked and use the fillable PDF from to complete the budget and acknowledgement sections. Your answers should be as succinct as possible with your overall application limited to a maximum of 10 pages, excluding resumes.

1. a) Name / title of project or event

b) Event / Project dates

c) Total Funding Request
2. a) Organization Name

b) Organization Mailing Address, City, State, Zip, Phone

c) Organization Website and / or Social Media Sites

d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email

e) Provide a brief history of your organization, its mission and number of years in operation.
3. a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>
5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

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artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

Please complete the following fillable PDF budget and acknowledgement form.

Project / Event Costs (Attach additional sheets as needed and to state the source of other funds)

Activity (i.e. advertising, equipment rental, workshops etc.)	Redevelopment Funds	Other Funds and their Source	Total
Exhibition Rental	5000.00	35000.00	40000.00
Exhibition Shipping (1 way inbound)		17000.00	17000.00
Marketing		4000.00	4000.00
Staffing (1 staff attendant/Tues-Sun)		6000.00	6000.00
<i>Additional documentation may be requested</i> Total	5000.00.00	62,000.00	67,000.00

Redevelopment Grant funds as a % of initiative costs

7.46 %

Projected revenues:	65,000.00
Projected Net Profit/Loss	-2000.00

Annual Budget of Organization

	This Year	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$643,172	\$403,585	\$ 585,122	\$9000/2021
Expenses	\$460,040	\$309,728	\$ 552,674	\$2200/2018
Reserves	\$183,158	\$193,432	\$ 112,968	\$6500/2017

Acknowledgment of Application Provisions: (please check each that you acknowledge)

- ☐ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☐ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☐ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- ☐ If this initiative is selected for a grant from the Consolidated Municipality of Carson City, I acknowledge that photographs of my project may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature **Gina Lopez**

Date: May 20, 2022

***Note:** ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

- ☐ Complete, signed Redevelopment District Arts and Culture Grant Request Form
- ☐ Organization chart/structure of the organization conducting the initiative
- ☐ Resumes of the key individuals in the organization conducting the initiative
- ☐ Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

Carson City Redevelopment District Arts and Culture Grant

108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Submitted by
Brewery Arts Center

1.

a) Name / title of project or event

Rock n Roll Exhibition for the Artisan Gallery at the Brewery Arts Center

b) Event / Project dates

July 15, 2022- November 2022

c) Total Funding Request

\$5,000

2.

a) Organization Name

Brewery Arts Center

b) Organization Mailing Address, City, State, Zip, Phone

449 West King St. Carson City, NV 89703, 775-883-1976

c) Organization Website and / or Social Media Sites

Breweryarts.org, <https://www.facebook.com/Breweryartscenter>,
@breweryartscentercarsoncity

d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email

Gina Lopez, Executive Director
449 West King St.
Carson City, NV 89703

775-515-2580, gina@breweryarts.org

Carson City Redevelopment District Arts and Culture Grant

108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Submitted by
Brewery Arts Center

e) Provide a brief history of your organization, its mission and number of years in operation.

The Brewery Arts Center was founded in 1975 and opened its doors in July of 1979. The mission of the Brewery Arts Center is to enrich the quality of life by cultivating arts and culture for all.

In 1975, a group of artists yearning for a space of their own raised \$300,000 to purchase the Historic Carson Brewing Building and turn it into a community gathering space for artists. They proceeded to build an annex for a gallery, art classroom, a black box theater and the Brewery Arts Center (BAC) a Nevada non-profit organization was born. In 2000, the organization purchased the St. Teresa Catholic Church building and converted it into a 244 seat Performance Hall to produce concerts and musical theater events. In 2015 the BAC was able to close the road to traffic in between the two buildings to create a two city block arts campus complete with facilities for visual arts, theatrical arts, dance and music, galleries for traveling exhibitions and outdoor art to include a Harmony Sculpture Park, two murals, rotating sculptures and in the summer months, an outdoor amphitheater which hosts the Levitt AMP Carson City free summer concert series. We are a volunteer and community driven organization with two full time staff, two part time production staff and one part time gallery staff. We host over 100 musical, theater and art events in the combined venues within a typical year.

3.

a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be

The Brewery Arts Center is located in Redevelopment District #1

4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at

<https://visitcarsoncity.com/things-to-do/arts-and-culture/>

The BAC's presentation of this exhibition directly addresses strategy 1.3 in that this funding request will support facility development that showcases Carson City's rich cultural traditions that contribute to Carson City's rich cultural traditions, building upon our growing reputation as a boutique music destination.

This exhibition also aligns with strategy 2.1 in that it supports a current festival (Levitt AMP Carson City) but is also an event unto itself and is designed to increase cultural tourism,

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Submitted by
Brewery Arts Center

economic impact and audience development. This unique setting will also be available to serve as a venue to other organizations looking to hold an event in the space or in the adjacent space of the 128 seat Maizie Theater.

Finally, this exhibition aligns perfectly with strategy 2.5 as the uniqueness of this exhibition will certainly lend itself to integrate with local tourism businesses, agencies and lodging properties as this is the first time an exhibition such as this will be available in Northern Nevada and we will be able to promote it as a totally unique experience.

5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

Brewery Arts Center continues to build upon its reputation for innovation with another traveling exhibition, this time with an interactive Rock n' Roll exhibition that will coincide with the 6th year of the Levitt AMP Carson City free summer concert series. This exhibit is relevant and fun for all ages with many "postable" and "selfie" opportunities to promote the exhibit that will be a totally unique experience never before offered in rural Nevada. As this exhibit will coincide with the free Levitt AMP Carson City concert series there will be free admittance every Saturday before the concerts to be consistent with the barrier free atmosphere that our audiences and visitors have become accustomed to in association with the Levitt Series.

Additionally this exhibition will be open 6 days a week and promoted to out of town visitors as something new and unique that Carson City has to offer and on a limited basis to promote urgency in the prime tourism season.

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

This exhibition is being managed by Gina Lopez, Executive Director of the Brewery Arts Center and Michael Wiencek, Director of Operations of the Brewery Arts Center. This will be the second traveling exhibition hosted at the Brewery Arts Center. Snoopy and the Red Baron was previously in the space and it was on loan from the Charles M. Schulz museum in Santa Rosa, CA from Feb. 19, 2022 to May 15, 2022 and was visited by over 1000 people during that time and almost 10% were from out of the area. When representatives from the Charles M. Schulz museum visited the space in March, they said that this was the best presentation of the exhibition that they have ever seen and it is important to note that it was previously at the

Carson City Redevelopment District Arts and Culture Grant

108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

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National Air Museum. They have asked to use photographs from the Brewery Arts Center exhibition for their own website as the gold standard for presenting traveling exhibitions.

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

We have submitted proposals for marketing dollars for this exhibition from the Nevada Division of Tourism and financial support to underwrite the cost of the exhibition from the John and Grace Nauman Foundation. We have already received support from Southwest Gas Company's charitable giving fund.

d) Who are the artists involved with this project? Include names and a brief bio for all participating artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

The Brewery Arts Center is in negotiations with two curators for this exhibition; the cost of shipping has become the obstacle in obtaining the loans. We are currently working with the Rock n' Roll Hall of Fame in Cleveland, Ohio for their exhibition "A Part of the Machine" which celebrates Rock n'Roll and pinball machines for an exhibition that features working pinball machines as well as artifacts and memorabilia. For example, the KISS pinball machine is set up with Peter Criss' drum set. The Rock n' Roll Hall of Fame sends staff members with the exhibition to install it.

The second exhibition we are in negotiations with is Rock U: The institute of Rock 'n' Roll from Stage 9 Exhibits. Rock U takes interactivity...and cranks it up to eleven, featuring stations and displays you won't find anywhere else. Your guests can find their inner rock star with electric guitars, drums and percussion they can actually play! At Rock U everyone is the master of their own show, and everyone is a star. If this exhibition is the one ultimately chosen, they will also send staff members for the installation.

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

We track our audience with a daily counter and ask guests to sign into our guest book. We will measure the impacts and success by number of customers and returning customers, gained audience on social media and eblast list, online reviews, donations received, note of thanks, hashtag posts, tags, impressions and media coverage. We will consider the exhibition a success if it is able to financially support itself without significant contributions of applicant cash.

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6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

It is important to note that rock n' roll culture is more than just music. Rock and roll had a transformative effect on American society because it encouraged younger people to break out of the more conservative American mold, increased the use of technology in daily life, as well as implemented civil rights movements that bolstered minority groups and races.

It was during a period of heavy segregation that rock 'n' roll emerged. In addition to changing the nation's current musical norms, rock and roll music revealed the excitement of the new generation's youth culture. As a result, it influenced black and white artists alike to break into the mainstream.

Both of these exhibitions demonstrate the history and relevance to this influential artform that altered American culture for future generations.

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

Carson City, Nevada's 157 square mile state capital, near Lake Tahoe, Reno, historic Virginia City, and the majestic Sierra Nevada mountain range. The majority of the population in Carson City is white, making up over 81% of the population, 21% of the population is Hispanic/Latino, 1.9% is black, 2.4% is Native American, 2.1% is Asian, 9.4% are another race, and 2.9% are mixed race. Residents 25 to 44 make up the largest age group, accounting for 28.9% of the total population. Nearly one quarter of the population is 45 to 74, and 23.4% of the population is under the age of 18. Carson City has proven to be a desirable retirement community with almost 15% of the population being at least 65. Although the majority of households live within the \$50-\$75 thousand dollar range, about 10% of the population lives below the federal poverty line. There are more men than women living in Carson City and 13.3% of our citizens live with a disability. Over 28% of our population has a High School Diploma and just over 20% of our population has earned a Bachelor's Degree or higher.

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c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

Rock n' roll is universal and we anticipate this installation will bring in roughly double that of our previous installation which was very niche. That installation saw 90 out of town visitors over a three month period in the shoulder season. With similar marketing, peak tourist season and the universal theme, we expect to double that number with at least 60 out of town visitors per month.

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

The Brewery Arts Center respects the intent of redevelopment funding and only seeks assistance as seed money for new projects. In building a traveling art installation space, we anticipate seeking funding from this source for the first three years, afterwhich if the project cannot support itself, our board will re-evaluate its potential and success as we decide if we should continue with the project.

Brewery Arts Center

Statement of Activity

July 1, 2021 - May 20, 2022

	TOTAL
Revenue	
Artisan Cafe	0.00
Consigned Art	56,685.37
Total Artisan Cafe	56,685.37
Contributions and Grants	490,903.36
Membership	285.00
Program Service Revenue	
Class Fees	5,855.00
Concession Revenue	23,281.65
Event Revenue	19,801.59
Facility Use	47,732.34
Total Program Service Revenue	96,670.58
Sales of Product Revenue	0.00
Square Income	1,751.50
Total Revenue	\$646,295.81
Cost of Goods Sold	
Cost of Goods Sold	
Bank and CC Fees	3,123.78
Total Cost of Goods Sold	3,123.78
Total Cost of Goods Sold	\$3,123.78
GROSS PROFIT	\$643,172.03
Expenditures	
Artist Fees	18,188.56
Building Maintenance & Repairs	52,100.17
Concessions	6,254.95
Contract Instructors	12,277.80
Contract labor	13,461.00
Dues and Subscriptions	4,806.67
Equip Rental and Maintenance	775.12
Event Expense	111,013.73
Fundraising Expense	453.90
Insurance - Liability, D and O	17,171.20
Interest Expense	298.02
Licence and fees	50.00
Marketing	2,551.69
Meals and Entertainment	510.31
Payroll Expenses	
Taxes	14,838.79
Wages	138,552.12
Total Payroll Expenses	153,390.91
Professional Services	
Outside Professional Services	1,926.10
Total Professional Services	1,926.10

	TOTAL
Property Tax	68.66
QuickBooks Payments Fees	21.53
Supplies	603.07
Office	1,161.21
Operations	38,841.86
Other Supplies	1,242.14
Total Supplies	41,848.28
Suspense	-10,732.31
Travel	1,701.25
Utilities	-2.97
Electric	8,048.55
Gas	10,161.86
Internet	5,071.22
Security	399.88
Trash	1,500.45
Water	6,723.93
Total Utilities	31,902.92
Total Expenditures	\$460,040.46
NET OPERATING REVENUE	\$183,131.57
Other Expenditures	
Ask My Accountant	-26.54
Total Other Expenditures	\$ -26.54
NET OTHER REVENUE	\$26.54
NET REVENUE	\$183,158.11

Gina Lopez

gina@breweryarts.org

775.515.2580

Professional Experience

Brewery Arts Center, Carson City, NV

August 2014- present **Executive Director**

Achievements & Responsibilities:

- 6-figure turn around in the first year
- Between \$150k - \$500k national and local grant awards received annually
- Manages, markets and oversees 100 events, concerts, projects and classes each year
- Grant writing, fiscal responsibility and oversight
- Artist coordinator / booking agent / hiring staff
- Liaison to our over 15 partner organizations
- Mission accountability

IGNNK, Inc., Carson City, NV

July 2004- 2015 **Director of Creativity & Special Events**

Achievements & Responsibilities:

- Assisted in the development of an online professional development program
- Handled all aspects of customer service, troubleshooting and technical support
- Oversaw and ran multiple international special events with the goal of building community

ICDA Charter High School, Reno, NV

Aug. 2001-June 2004 **Performing Arts Director**

Achievements & Responsibilities:

- Developed Performing Arts Program
- Recruitment and Retention Strategy for Students
- Manager of Performing Arts Campus
- Curriculum Approval
- Program and show producer
- Grant Writer

Eldorado Hotel Casino, Reno, NV

July 1999-August 2001 **Dir. Of VIP Services and Special Events**

Achievements & Responsibilities:

- Instilled ultimate customer services practices to employees
- Trained several entry level employs up to management positions
- Coordinated multi-million dollar events
- Managed and scheduled VIP Services Department
- Worked with marketing departments to maintain key messaging
- Developed and maintained department budget
- Multi department coordination for property wide special events

Education

University of Phoenix, Reno, NV - Post Graduate work

University of Nevada, Las Vegas, Las Vegas, NV - Bachelor of Arts

Current Volunteer Responsibilities

TEDxCarsonCity - Lead Organizer & licensee, City of Carson City Redevelopment Citizens Committee Member

Awards

DaVos Scholarship UNLV (1990), Outstanding Graduating Senior UNLV-College of Fine Arts (1994), Nevada Women's Fund: Woman of the Year (1997), Reno Gazette Journal, Best of Education Award (2002), Featured Artist- Artown (2007), Foundation for the Betterment of Carson City-Organization of the Year Award (Let Them Be Kids 2013), Northern Nevada Business Weekly's Top-40 Powerful Women (April 2018)

Michael Wiencek

mikey@breweryarts.org

775.315.3244

Professional Experience

Brewery Arts Center, Carson City, NV

April 2020- present **Director of Operations**

Achievements & Responsibilities:

- Managing staff and volunteers
- Managing campus resources
- Responsible for \$240,000 State Historic Preservation Grant for facility
- Coordination and implementation of concerts and events
- Artist coordinator / booking agent / hiring staff
- Liaison to our over 15 partner organizations
- Mission accountability

Comstock Propane, Carson City, NV

2012- 2020 **Commercial Tanker Driver/Service Technician**

Achievements & Responsibilities:

- Certified through State of Nevada LP Gas board
- Coordination of deliveries across Northern Nevada

Naturally Beautiful Gardens, Carson Valley, NV

2007-2012 **Project Foreman**

Achievements & Responsibilities:

- Manage staff and laborers on custom landscape projects
- Responsible for direct customer relations
- Executed custom landscape designs from blueprint to completion

Nationwide Communications and CBS Broadcasting, Seattle, WA & Portland, OR

1994-2000 **Promotions Administrator**

Achievements & Responsibilities:

- Managed promotion department staff and interns
- Created and carried out sales promotions and special events
- Onsite talent at promotional events, concerts, parties and large public events
- On air talent and producer of specialty shows

Education

Mt. Hood Community College 1996-1998

Associates degree program, media broadcasting

Current Volunteer Responsibilities

Brewery Arts Center, Board of Directors 2014-2020, Proscenium Players, Board of Directors 2014-2017, Sassabration Organizing Committee 2015- present, Christmas in April, Seattle Washington (annually)

Awards

2019 Carson City Mayor's Art Award Winner – Service to the Arts

Brewery Arts Center

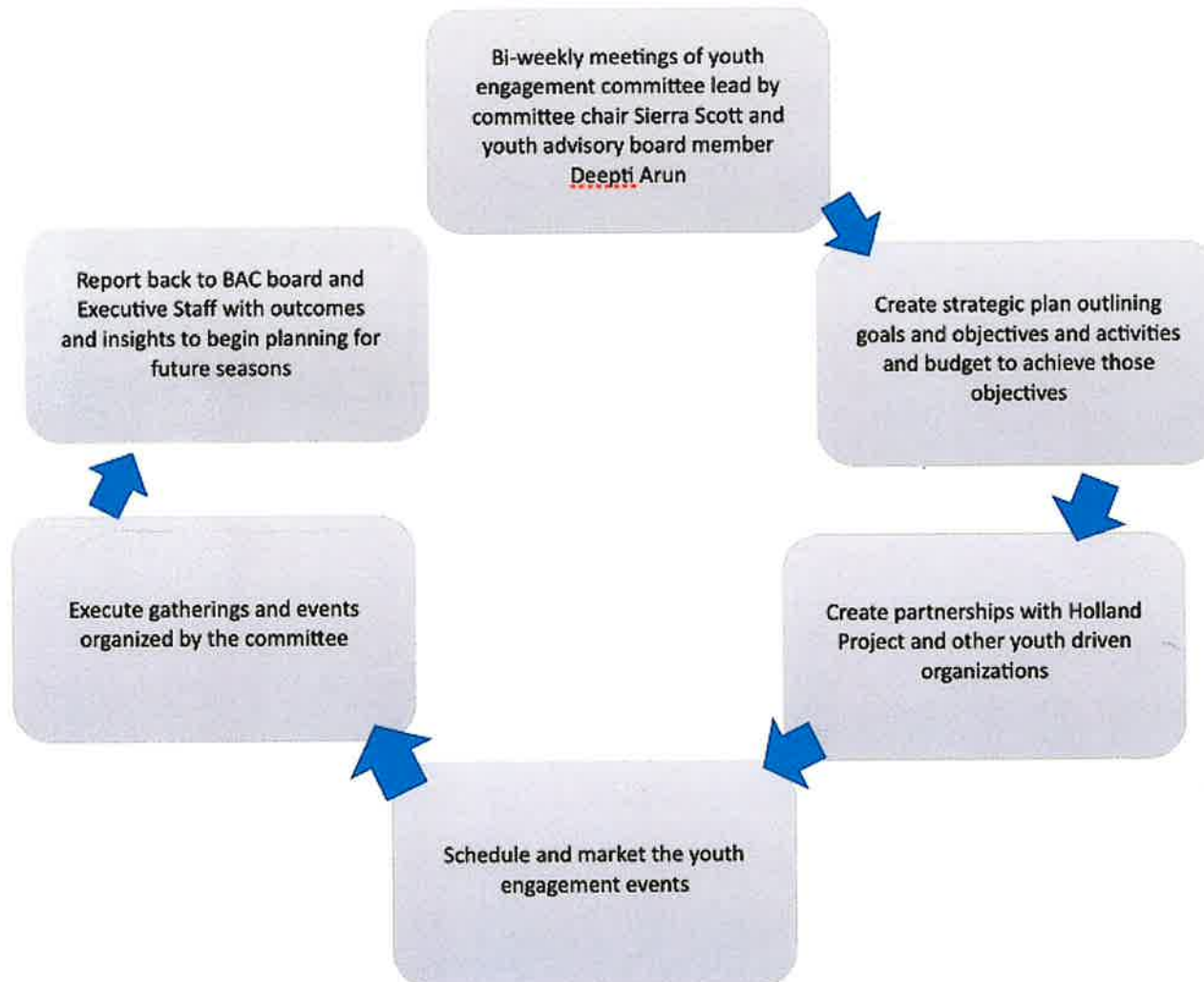
Statement of Financial Position

As of May 20, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Artisan Store-0861	2,086.42
Cash on hand-Cafe	250.00
Cash on hand-Office	200.00
Grants Management-9988	150,285.00
Levitt-3854	0.00
Operating account-9319	-6,006.37
Plumas - 4299	0.00
Plumas - 4412	1,104.56
Plumas- 4723 SHPO	24,066.40
TED-4076	0.00
Ticket Escrow-0879	0.00
Total Bank Accounts	\$171,986.01
Accounts Receivable	
Accounts Receivable (A/R)	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Uncategorized Asset	0.00
Undeposited Funds	2,861.50
Total Other Current Assets	\$2,861.50
Total Current Assets	\$174,847.51
Fixed Assets	
Building Improvements	61,866.58
Fixed Assets	0.00
Flooring - Performance Hall	20,674.00
Furniture and Equipment	1,561,027.51
Harmony Park	0.00
Land	2,396.00
New Roof	131,300.00
Z-Accumulated Depreciation	-755,829.00
Total Fixed Assets	\$1,021,435.09
Other Assets	
Community Foundation of WN	11,000.22
Total Other Assets	\$11,000.22
TOTAL ASSETS	\$1,207,282.82
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	0.00

	TOTAL
Total Accounts Payable	\$0.00
Other Current Liabilities	
Direct Deposit Payable	0.00
Kabbage-SBA PPP	25,895.00
Loan-1- 8121	0.00
LOC Loan- Line of Credit - 9953	0.00
Payroll Liabilities	9,503.81
Federal Taxes (941/944)	-258.28
NV Unemployment Tax	-2,168.50
Whitney Peak judgement I. Hill/Summit Collection Services	0.00
Total Payroll Liabilities	7,077.03
Sales Tax Liability	0.00
Square Tips	109.00
Total Other Current Liabilities	\$33,081.03
Total Current Liabilities	\$33,081.03
Long-Term Liabilities	
N/P SBA Loan - Covid 19	227,623.00
Performance Hall Loan	0.00
Total Long-Term Liabilities	\$227,623.00
Total Liabilities	\$260,704.03
Equity	
Unrestricted Net Assets	763,420.68
Net Revenue	183,158.11
Total Equity	\$946,578.79
TOTAL LIABILITIES AND EQUITY	\$1,207,282.82

Organization chart/structure for the for the Youth Engagement Strategy



Nothi
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Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV. 89701

1.a) Name/Title of project or event: Carson City Historical Society Events.

b) Event / Project dates: Exhibits, Art Shows, Educational/Cultural Events

c) Total Funding Request: \$6,000

2. a) Organization name: Carson City Historical Society

b) Organization Mailing Address: City, State, Zip, Phone:

Carson City Historical Society, 112 North Curry Street, Carson City, NV 89703, (775) 887-2174
or (775) 220-6278

c) Organization website / or Social Media Sites:

Website is www.cchistorical.org and social media site is on Facebook, Carson City Historical Society.

d) Primary Contact Name, Title, Mailing Address, State, Zip, Contact phone and email Contact

Susan J. Ballew, Pres.—Carson City Historical Society, 112 North Curry St., Carson City, NV 89703 Phone is (775) 220-6278. Email: carsoncityhistoricalsociety@gmail.com or giballew@aol.com.

e) Provide a brief history of your organization, its mission and number of years in operation:

History: In 1968 the owner of the Roberts House, Thurman Roberts, died and left his house and property to the State of Nevada for the children of the city. The State turned the house and property over to the City. They decided the Roberts House home should be demolished. In 1969 the Nevada Landmarks Society, a 501(c)3 was formed to save historic structures. Assistance was rallied from all agencies and clubs in Carson City, the House was lifted, a new foundation placed, and the Roberts House was saved. In 1999 the Society changed the name from Nevada Landmarks to Carson City Historical Society to better serve the public.

Mission: “ The purpose of the Carson City Historical Society is to collect, preserve and present the history of Carson City for research and educational purposes for the public at large.”

Number of years in operation: 53 years.

3. a) Is this project located in, or will it benefit District 1 or District 2?

The Foreman-Roberts House/Park is in District 1.

4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? This plan can be accessed at visitcarsoncity.com/things-to-do/arts-and-culture/

The following strategies and activities from the 2022 Arts & Culture Strategic Plan will be implemented:

Cultural heritage: Photographic exhibit, “Notable women of Eagle Valley” display.

Experiential tourism: Tours of the historic Foreman-Roberts House and exhibits.

Networking for individual artists: Open Studios, Notable Women Exhibit, and winter classes

Collaboration and partnership: Collaboration--Jan Loverin of the Marjorie Russell Textile Museum, Sutro Tunnel Restoration, Nevada Museum Association, Open Studios.

Intergenerational projects with the arts, and public art: The exhibits are open to all ages, Open Studios, Exhibits and Tours.

5. a). Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

Foreman-Roberts House exhibits:

Exhibit 1: 1860 to 1910, Victorian and Edwardian dress and Carson City photograph collection (Exhibit Dates: May through July 2022).

Exhibits 2: Edwardian and Roaring '20s, Suffragette (1910 to 1930), Fashionable hat display (Exhibit Dates: August through October 2022).

Exhibits 3: Depression to World War II (1930 to 1945) Exhibit Dates: November 2022 through January 2023.

Carriage House: Upcoming history displays in the Carriage House: include Notable Women of Eagle Valley, an ongoing and changing exhibit, the Nevada State Children’s Home, evolution of the Foreman-Roberts House in art and photography, and the Sprague-Meder Collection. Exhibit Dates: July 1, 2022-July 1, 2023.

Project objective:

The Foreman-Roberts House and exhibits: Exhibits brings history to life in a Home built in 1863. The exhibits provide a timeline, telling how and why fashion, technology and wars effect those fashions.

Carriage House Art Exhibits

“Notable Women of Eagle Valley.” This is a current display in the Carriage House. Additions to artwork of various artists, cultures and ethnic groups is a recurring and continuing in this exhibit.

Project objectives: Provides history of women of all cultures who made an impact in our local history but haven’t received proper acknowledgement. This artwork is done primarily by local women artists.

Chautauqua

Kim Harris portraying Annie Roberts, matriarch of the Foreman/Roberts House, August 2022.

Project objectives: Telling what life was like for a young woman in the west, character development, research, women's rights, culture. This is a first time ever event

Open studio

Kat McMartin will entertain with Celtic music in August 2022. Ronnie Rector will display her artwork and work on an ongoing project.

Project objective: Artist social interaction, displaying artwork, teaching by example

Christmas tour

Four to six houses will be open for tours inside the homes including the Foreman-Roberts House. The list of homes hasn't been finalized, but will represent different cultures in early Nevada.

Project objective: Provide information on different cultures in Carson City, their social interaction with the community, reason for house designs, a glimpse into a historic home.

Ice Cream Social in August, Mile High Jazz group

Project objective: Social interaction, presentation of art and artists, open houses for tours, fun.

Classes: January through April. Genealogy, Painting, History

Project objective: Activity during downtime, art and artist interaction, history development.

Mark Twain days 2023: Games-races for kids, Mark Twain style at the Foreman-Roberts House Park.

Project objective: Remembering Mark Twain, history, social interaction, all ages, having fun Mark Twain style.

b). Who is planning and managing this project/event? List names, title, and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organizational chart and resumes of these key participants.

Who is planning and managing this project/event:

- Sue Ballew, President: oversight on all events and planning
- Liz Cain, 1st Vice President, entertainment, displays and costumes, floral arrangements
- Travis Legatske, 2nd Vice President, Computer, Security and Technical support
- Kiyoshi Nishikawa, Treasurer, fiscal planning, budget maintenance
- David Bugli, Secretary, oversight of music and art and technical advisor
- Kat Long, Exhibits (degree in archeology; experience with displays and exhibits).
- Chris Pattison, Membership, coordination of other organizations, publicity, outreach
- Donna McLaren, Facilities: house, grounds management, coordinate City of Carson
- Andrea Hobbs, Exhibit Committee: artist, exhibit, design and display
- Loretta Williams, Exhibit Committee: artist, owner-operator at Buckskins to Ballgowns, dressmaker.

See attached for organizational chart

c). Are there any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

Other organizations involved are: Collaborations: the Marjorie Russell Textile Museum, Nevada Museum Association, Sutro Tunnel Project and the City of Carson--Mark Twain Days, Open Studios, Mile High Jazz group. There are currently no partnerships, collaborations or financial support.

d). Who are the artists involved with this project? Include names and a brief bio for all participating artists. Use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

Brief bios are attached

Music: Kat McMartin, Celtic violin music; David Bugli, Jazz group, (bio attached).

Artists: Ronnie Rector (bio attached); Loretta Williams, artist and Victorian/Edwardian, 1864 Ball dressmaker; Andrea Hobbs (bio attached), watercolor artist; Karen Kreyeski (bio attached), Matt Rose, tattoo artist, charcoal artwork portrait of Chinese woman; Maggie Stillwell, (bio attached) and Cyndy Brenneman (bio attached).

Actress and historian: Kim Harris (bio attached).

All of the musicians, artists and actress-historians are confirmed, except for the musical artist for Mark Twain days (games) have not been confirmed.

e). Describe methods you will use to evaluate project success, impact and outcomes.

A survey and interviews completed at the end of each event will be used to evaluate project success.

6. a). How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

Social: One on one and group interactions through tours and exhibits, teas and ice cream socials.

Educational:

- Once a person walks in the door of the historic Foreman-Roberts House, they are there for the experience. We teach architectural history, the history of Carson City, how the Foreman-Roberts House came to Carson and facts about who lived in the home as well as about who the major Carson City people were in the 1870s.
- Classes are available in genealogy and painting (watercolor or oil) January through April in the Carriage House.

Cultural relevance for the community: Our exhibits and tours tell the story of early Carson City and like others, they have a similar beginning in the West. People came to get rich quick, build their homes and start families here. We are a multi-cultural city, many people coming here from the old country wanted to start a new life. Each culture with their own strength. Historic photographs currently on display tell the story of Willie Lynch. The historic photographs will change when the Fashion Exhibits change.

Economic: The Society Christmas Tour and Carson City Mark Twain Days will impact tourism.

b) Describe the community/populations(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

Community/population served:

Age: All ages will be served with the following events: Ice Cream Social and jazz group, Mark Twain Days and games in Foreman-Roberts Park, painting classes are available for teenagers and adults.

Ethnicity, race, gender: All ethnic groups, races and genders are welcome. History belong to everyone, and everyone has a history.

Ability, education: The Carson City Historical Society has docents to take people on tour as well as information plaques to read.

Income level: The Carson City Historical Society is a nonprofit 501 (c) 3 and we accept donations. Income level is not an issue.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only).

There are ten events altogether. Our Christmas Tour will be advertised widely in Nevada and California and planned for early December. This is a tour of the inside of historic homes decorated for Christmas. The home locations are not confirmed yet, except for the Foreman-Roberts House. We advertise all events when funds allow, or use free advertising sources. For our other events we have various groups that are sent an e-mail blast, we use our website where the newsletter is published and Facebook. On special occasion, an invitation is sent in the mail.

7. Is this intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

There are ten recurring events. The Carson City Historical Society is a non-profit organization. We try to keep donation and fees to a minimum and still run the organization's projects. During the pandemic there were few donations and membership stayed at a low level. It wasn't possible to maintain any kind of normal activity. Reserves are low at this time, and we have monthly ongoing costs to budget. Costs for musicians and entertainment have increased

dramatically, the costs are beyond our budget. We are hoping that a “jumpstart” from the redevelopment grant will enable us to be an organization functioning on our own again.

The recurring events and how they will transition away from City funding: The exhibits in the Foreman-Roberts House will be changing quarterly. The remainder of this year the exhibits will be on Victorian, Edwardian, Roaring Twenties, Suffragette, Depression Era and World War II. The photographic exhibit that shows the different cultures in Nevada will be rotating quarterly. These photos are from Carson City in the 1900's and most haven't been displayed before.

The art exhibit in the Carriage House, “Notable Women of Eagle Valley” is on-going and will be changing by artist and by Notable Woman. The “Notable Women...” exhibit has been done by excellent women artists in the local area, and they are about women who didn't receive sufficient notoriety in their time. They include many cultures. For instance, a woman who was educated at the Stewart Indian School and wrote a book about her culture, a woman who owned and ran the Nevada Appeal, a philanthropist who donated her land for children's activities, a Nevada flag maker whose flag waved during Pearl Harbor, a Basque mother who raised her children and ran the first Ormsby House in Carson City while her husband, a Basque sheepherder, was in the mountains in Nevada caring for his flock, the first State Museum woman curator, and a Chinese woman who was born in Carson City, and was successful at dry farming in Nevada. There is also a noted woman pilot. We have other women we will be honoring, as well as the artists to paint them. There are additional exhibits in the Carriage House that will be up for a year, such as the Children's Home exhibit, Foreman-Roberts House art and the Meder-Sprague Collection.

The cost of the following can be increased: dues, donations and cost of an event ticket. The Carson City Historical Society is a nonprofit and costs to visitors are kept to a breakeven level. There may be grants available to help fund specific areas in the future. As mentioned earlier, we lose the ability to provide to an all-income levels when fees are increased.

The attached activity and budget breakdown is done in tables.

Activity	Redevelopment funds	Other funds and their source	Total
3 quarterly Exhibits in Foreman-Roberts House Printing \$200 x 2=\$400, advertising, art and display material \$200 x 2=\$400 Brochure \$200 x 2=\$400 postage \$200 x 2=\$400 Entertainment \$100 x 3=\$300	\$1,500	-----	\$1,500
Exhibits in Carriage House Printing \$300 Exhibit matting or frames \$50 x 5= \$250 Stipend \$50 x 5=\$250	\$550	-----	\$550
1 Tea, entertainment. \$300 printing, brochure design, \$500	\$800	-----	\$800
One Tour in December, Printing, advertising \$200, brochure design and reproduction \$500, signage (banner) \$150	\$850	-----	\$850
Mark Twain Days for kids (games); Mark Twain costume contest, pie eating, frog jumping with toy frogs, face painting, scavenger hunt, fence painting. These are not confirmed. \$50 per game x 6=\$300. Trophies, Prizes or Ribbons--3 prizes per event x 5=15x\$10=\$150 prize total; barbershop quartette-strolling singers \$300	\$600	Advertising, printing covered by Mark Twain Days	\$600
Open Studio, entertainment 2 days x \$100=\$200	\$200	Advertising, printing Paid by Open Studios	\$ 200
Ice Cream Social and band \$400, entertainment, printing and advertising, banner \$100	\$500	-----	\$ 500
Chautauqua, \$300, entertainment, advertising, printing \$200	\$500	-----	\$500

Classes: art and genealogy; advertising and printing \$500	\$500	Cost for classes, either by student or donation	\$500
TOTAL	\$6,000		\$6,000

Redevelopment Grant funds as a % of initiative costs. 100%. Project revenues. 1,000

Project Net Profit/Loss 5,000

Carson City Historical Society budget as requested:

	2022	2021	2020		
	This Year	Last Year	2 Years ago		
Income	4000	5583	2211		
Expenses	5800	4490	1325		
Reserves	19862	21662	20568		

I have attached the last few monthly budget reports to the end of this report.

Also attached are the: acknowledgements, signature and checklist

Carolyn Runnels, bio (not confirmed artist)-Edwardian costume dressing

Carolyn Runnels, a Certified Interpretive Guide. After receiving two complete 1872 ensembles created for a document in Virginia City, Carolyn was bitten by the bug and has travelled the world using costumes to bring historical talks to life. She has presented various programs to service organizations, conferences and historical societies. Teaching and sharing information are passions that Carolyn enjoys and looks forward to doing for years to come.

Bio Kat MacMartin

Kat MacMartin has been playing music since the age of 12, starting on the violin then moving on to play piano, electric bass, ukulele and guitar. Since 2013, she has performed regularly with the Carson Valley Pops and Carson City Symphony orchestras. Despite her classical roots, she specializes in Celtic fiddle music. Kat currently plays violin and ukulele in the Aria School of Music and Art staff trio Aria 51, violin and bass with singer/songwriter Karrie O'Neill, electric bass and violin/viola in local indie rock band Raksha Paksha, and fiddle in Celtic instrumental band Reeling Banshees. She frequently provides solo fiddle music for local events, and has performed and recorded with other musicians in the area, such as Athena McIntyre and the Kingwhistler band. In addition to teaching at Aria School of Music and Art, she has provided private lessons at various elementary schools in Washoe County and currently teaches virtually through Pacific Mist Music.

Cynthia Brenneman bio

Carson City artist Cynthia Brenneman's fascination with art started at a young age and has never wavered, even as she served her country in the U.S. Navy.

"My mother loved to sew," Brenneman said. "One of my earliest memories was standing in my crib, holding an afghan of many colors that my mother had made. I don't sew like my mother, but I love fabric. Fabrics creep into my paintings."

Karen Kreyeski, Bio

In Montana, I primarily worked in designing and batiking silk tapestries and cotton clothing. Then I moved to Nevada where open spaces were surrounded by distant mountain ranges which drew me to painting. Rather than attempt a realistic expression, I learned to play with the diverse environments' elements while keeping in mind a good design. While the land draws my interest, I am not a landscape painter. I look at the land as it connects and defines its inhabitants, both human and animal. My undergraduate studies were with Ben Steele of the University of Montana, Billings and post-grad work was at the Memphis Art Academy and with Bob Morrison at the University of Nevada, Reno. Major influences on my work are Joellynn Duesberry of Colorado, Bailey Doogan of Arizona, and Maxine Masterfield, California. For the last 10 years, I have worked in oil, producing a concentrated body of work every 2 years. This work can be viewed on my website at karenkreyeski.com. I enjoy oil painting and all water media equally as they all are challenging. My work is in collections throughout California, Colorado, Montana, Nevada, and Oregon.

Bio: Kim Harris – Western History ALIVE!

History can be interesting, especially when meeting an actual historical figure in person. Someone who is long gone from this earth. Chautauqua, living history in first person, is a performance based history presentation where an audience can learn about an historical character from the person themselves. That is, from the performer portraying the historical character.

Unlike a character actor or actress simply reciting a script, Chautauquans are essentially historians who research their chosen character's life, write a monologue to perform the character, endlessly rehearse their presentation and then present the character to a live audience. All the while they stay in character until the very end when questions can be answered by the historian themselves.

Performing as a Chautauquan for over 10 years via her business "Western History ALIVE!", Kim Harris regularly portrays several local and national historic figures which include Pony Express rider Warren Upson, stagecoach driver Charley Parkhurst, Genoa and Nevada suffragist Lillian Virgin Finnegan, frontierswoman Calamity Jane and acquitted axe murderess Lizzie Borden.

Kim has also served on the advisory boards of the Lake Tahoe Historical Society, the Douglas County Historical Society and the Friends of Snowshoe Thompson. Presently she is the events manager of Dangberg Home Ranch Historic Park in Minden, NV.

Western History ALIVE!'s motto is "History is made every moment, every hour and every day by every one of us. Make our history count, keep it ALIVE!" For more information on Western History ALIVE! check out <http://westernhistoryalive.com>.

Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701



Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document and answer the following questions in the order in which they are asked and use the fillable PDF from to complete the budget and acknowledgement sections. Your answers should be as succinct as possible with your overall application limited to a maximum of 10 pages, excluding resumes.

1. a) Name / title of project or event

b) Event / Project dates

c) Total Funding Request
2. a) Organization Name

b) Organization Mailing Address, City, State, Zip, Phone

c) Organization Website and / or Social Media Sites

d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email

e) Provide a brief history of your organization, its mission and number of years in operation.
3. a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>
5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

d) Who are the artists involved with this project? Include names and a brief bio for all participating

artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

Please complete the following fillable PDF budget and acknowledgement form.

Project / Event Costs (Attach additional sheets as needed and to state the source of other funds)

Activity (i.e. advertising, equipment rental, workshops etc.)	Redevelopment Funds	Other Funds and their Source	Total
<i>Additional documentation may be requested</i> Total			

Redevelopment Grant funds as a % of initiative costs	<input type="text"/>	%	Projected revenues:	<input type="text"/>
			Projected Net Profit/Loss	<input type="text"/>

Annual Budget of Organization

	This Year	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$	\$	\$	
Expenses	\$	\$	\$	
Reserves	\$	\$	\$	

Acknowledgment of Application Provisions: (please check each that you acknowledge)

- ☐ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☐ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☐ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- ☐ If this initiative is selected for a grant from the Consolidated Municipality of Carson City, I acknowledge that photographs of my project may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature

Date:

***Note:** ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

- ☐ Complete, signed Redevelopment District Arts and Culture Grant Request Form
- ☐ Organization chart/structure of the organization conducting the initiative
- ☐ Resumes of the key individuals in the organization conducting the initiative
- ☐ Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

Donna McLaren
551 Meadow Lane, Carson City, NV 89701
(650) 722-6185 – dmclaren789@gmail.com

Education:

B. S. Therapeutic Recreation
California State University Sacramento, Sacramento, CA

June-October 2019

Carson Ranger District, Front Office—Phone information for all limits in the CRD-Forest daily issuing permits-map info, had 3 special events:

- Smokey Bear's 75th Birthday at Galena Creek, August 10, 2019
- Hope Valley Wildflower Tour, July 20, 2019
- Galena Creek Summer Camp, Wildflower talk, June 13, 2017

June 2011-October 2017

Health Educator II

Kaiser Permanente, Redwood City, CA

- Provided structured activity programs for five outpatient mental health patients
- Collaborated with nurses and doctors within treatment team for goal setting
- Managed variable programming with emphasis on community resources, leisure skills, relaxation, stress management and nutrition

May 2015-July 2017

Part-Time Sales Associate

The Container Store, Palo Alto, CA

- Engaged with customers at the register and answered product inquiries
- Ensured inventory accuracy through attention to detail and team collaboration
- Operate cash registers, managed financial transactions, and balanced drawers
- Arranged displays, offered information about products to customers, demonstrated product features, and maintained the store area to ensure cleanliness and organization

ADDITIONAL EXPERIENCE

February 1991-August 2011

Recreation Therapist

Sequoia Hospital, Redwood, CA

- Provided activities on locked 22-bed Mental Health Unit
- Planned and implemented therapeutic recreational activities and goal-oriented programs, including physical, social, and cultural groups for both community and individual settings
- Placed emphasis on reality orientation, information processing, development of abilities, communication, leisure, and cognitive skills
- Evaluated and documented patient progress and participation
- Collaborated with nursing and ancillary staff

SKILLS:

Communication, collaboration, customer assistance, organization, time management

Avid hiker and skier

Resume for Susan J. Ballew

I have been President of the Carson City Historical Society since 2019. I worked for the State of Nevada from 1988 to 2007. The majority of my work with the State of Nevada was with Child Welfare. I had an antique shop on Curry Street beginning of 2007 called White Cat Antiques, but closed it in 2011. I am currently retired. My husband and I have travelled all over the world since retirement. My brother, Trent Dolan and I wrote a book called, "Early Carson City" (Arcadia Press). We also wrote a popular weekly history series for Carson City's 150th birthday celebration that was printed in the Nevada Appeal. We write Past Pages for the Nevada Appeal and have since 2006. I coordinated two Children's Home Reunions, 1999 and 2000 that brought children once living at the Orphans Home back together in Carson City at the site of the old home—ranging in age from 25 to 95 years old.

I have a BS degree from the University of Nevada and a Masters Degree from San Diego State University in Rehabilitation Counseling, an AA degree in Anthropology from Foothill College, Los Altos Hills, California.

I was President of the Carson City Historical Society from 1997 to 2006, on the Board of the Nevada Day Committee, President and Secretary of the Leisure Hour Club, newsletter editor of the Carson City Historical Society, Leisure Hour Club, Carson Host Lions Club, The Mountain Lion and The Nevada Day Program.

I have written grants for many years and was able to get three from Historic Preservation for the Foreman-Roberts House for restoration of the doorway facing south, the front door facing west and the upstairs balcony window/door facing south.

Andrea H. Hobbs
May 13, 2022

Masters Degree in Humanities from Cal State Domingues Hills, CA.
Bachelor of Arts from U.S.C.

Author of “Images of American Paso Robles,” with photo essays of historical Paso Robles.

Instructor of Graphic Design for 25 years (part time) at Santa Monica College in California.

Graphic design business as an independent contractor for 30 years.

Volunteered to provide graphic design and set up exhibits for the following museums; Museum of Man in San Diego, Pioneer Museum in Paso Robles.

Worked with the Carson City Historical Society on the following:

Instrumental in creating the “If These Gowns Could Talk” exhibit; executed all graphics, signage, and photo presentations, April 24th, 2022.

Partnered in creating the “Notable Women of Eagle Valley” exhibit presented in the Carriage House, 2021.

Created the “Heritage Festival,” 50th Anniversary of the Carson City Historical Society, 2018.

Presented a Victorian Tea for 28 people in 2018 in the Thurman-Roberts Historic house.

Created an exhibit of line drawings of many of Carson’s historic houses with descriptions, 2018.

Biography for David Bugli

May 2022

David C. Bugli is Secretary and former Vice President of the Carson City Historical Society. Since January 2022, he has coordinated a series of mostly monthly CCHS lectures on Zoom featuring local and Nevada history. He has a Bachelor of Science Degree in music education from Ithaca College, New York, where he studied composition with Karel Husa, and a Master of Music Degree from the University of Massachusetts. He taught public school music in Massachusetts and Vermont from 1972 through 1977. That was followed by a period where he earned his living in programming and data processing, culminating in his retirement in 2010 from the State of Nevada.

David conducts the Carson City Symphony and plays piano in and leads the Mile High Jazz Band. In addition to conducting, he plays classical and jazz piano, tuba, and trombone, and he composes and arranges music. For the Carson City Symphony, he arranges music that features guest artists on the Symphony's annual Holiday Treat and Pops Party concerts. In past years he organized the annual Reno Tuba Christmas event and led the annual Capitol Tree Lighting on the steps of the Nevada State Capitol in Carson City. The Mile High Jazz Band Assoc., of which he is the President, has organized a festival each August since 2004, which is now called Jazz & Beyond Music & Art Festival. The 17-day festival typically presents 25 concerts each summer and lists another 25 musical activities by other Carson City entities during the festival period. David plays or has played tuba in Zephyrus Brass Quintet, the Carson Valley Pops Orchestra, and the Ruby Mountain Symphony in Elko (before it folded). He taught class piano at Western Nevada College in Carson City from the fall of 2011 through the spring of 2015. He is the recipient of the 2007 Nevada Governor's Arts Award for Distinguished Service to the Arts. He has arranged music for the Asia Pacific Harmonica Festival (APHF) and for the Society for the Preservation and Advancement of the Harmonica (better known as SPAH).

David is also Secretary (and past President and Founder) of the Foundation for Carson City Parks and Recreation, an umbrella organization created for charitable and educational purposes related to Carson City parks and recreation facilities and activities. FCCPR assists the Carson City Parks & Recreation Dept. with projects for improvements to the City's parks. Currently FCCPR is providing financial guidance and assistance to several non-501(c)(3) organizations that are raising funds to make park improvements, and is entrusted with over \$80,000 designated for about eight park improvement projects.

Kiyoshi Nishikawa, Bio

I graduated from the University of Utah in 1966 with a Bachelor of Science degree in Civil Engineering.

I worked for the Nevada Highway Department from 1966-1968. I received an Automotive Safety Foundation to attend Penn State University where I received a Master of Engineering Degree in Civil Engineering in 1969. I returned to work at the Nevada Highway Department as a Civil Engineer from 1969 to 1972. At that time I transferred to the Bureau of Environmental Health where I was a Public Health Engineer from 1972-1974. From 1974-1976 I was the Deputy Land Registrar for the State of Nevada. In 1976 I transferred to the Division of Water Resources where I was an Hydraulic Engineer from 1976 to 1990.

In 1991 to 1994 I was the Carson City Clerk-Recorder. From January 1995 to September 1996 I was the Chief Deputy Recorder in Washoe County. I have been Treasurer of CCHS since late 2017.

**CARSON CITY HISTORICAL SOCIETY
ORGANIZATIONAL CHART**

PRESIDENT
SUE BALLEW

BOARD MEMBERS

LIZ CAIN, 1st V.P. TRAVIS LEGATSKE, 2nd V.P. DAVID BUGLI, Secretary KIYOSHI NISHIKAWA, Treas

CHRIS PATTISON, Membership

KAT LONG, Exhibits

DONNA MCLAREN, Facilities

EXHIBIT COMMITTEE MEMBERS

ANDREA HOBBS, Exhibit, Art, Design

LORETTA WILLIAMS, Historical Clothing Design

Ronnie Rector is a watercolor artist living on the Nevada side of Lake Tahoe. She started painting in October, 2008, after signing her Girl Scout troop up for a watercolor workshop. They had so much fun that she decided to sign up for the adult workshop. She joined a Reno watercolor group in 2009 in order to learn from internationally recognized artists such as Charles Reid, John Salminen, Michael Reardon and Gerald Brommer. Ronnie works full time as a Public Works Contracts Administrator and volunteers with local non-profit groups. Her work has won several awards, been juried into national and international exhibits and recently published in SPLASH 18. She also enjoys teaching painting technique at regional venues.

Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701



Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document and answer the following questions in the order in which they are asked and use the fillable PDF from to complete the budget and acknowledgement sections. Your answers should be as succinct as possible with your overall application limited to a maximum of 10 pages, excluding resumes.

1. a) Name / title of project or event
b) Event / Project dates
c) Total Funding Request
2. a) Organization Name
b) Organization Mailing Address, City, State, Zip, Phone
c) Organization Website and / or Social Media Sites
d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email
e) Provide a brief history of your organization, its mission and number of years in operation.
3. a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>
5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.
b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.
c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.
d) Who are the artists involved with this project? Include names and a brief bio for all participating



artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

Please complete the following fillable PDF budget and acknowledgement form.

Project / Event Costs (Attach additional sheets as needed and to state the source of other funds)

Activity (i.e. advertising, equipment rental, workshops etc.)	Redevelopment Funds	Other Funds and their Source	Total
2 staff, both independent contractors	5,000	33,800	38,800
artists' honoraria		12,350	12,350
artist travel		1,500	1,500
artists' shipping		300	300
exhibition supplies		1,000	1,000
liability & workers comp insurances		880	880
office miscellaneous (ink, copies, paper, etc)		1,000	1,000
marketing (website, graphic design, printing, bulk mail)		13,700	13,700
high school scholarship (private donation)		500	500
<i>Additional documentation may be requested</i> Total	5,000	65,030	70,030

Redevelopment Grant funds as a % of initiative costs

%

Projected revenues:	70,030
Projected Net Profit/Loss	0

Annual Budget of Organization

	This Year	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$ 77,675	\$ 64,825	\$ 70,600	4,000 / FY22
Expenses	\$ 75,932	\$ 66,705	\$ 69,270	
Reserves	\$ 18,375	\$ 18,370	\$ 21,320	

Acknowledgment of Application Provisions: (please check each that you acknowledge)

- ☐ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☐ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☐ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- ☐ If this initiative is selected for a grant from the Consolidated Municipality of Carson City, I acknowledge that photographs of my project may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature

Sharon Roase

Date:

12 May 22

***Note:** ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

- ☐ Complete, signed Redevelopment District Arts and Culture Grant Request Form
- ☐ Organization chart/structure of the organization conducting the initiative
- ☐ Resumes of the key individuals in the organization conducting the initiative
- ☐ Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

Capital City Arts Initiative Grant Application to the Redevelopment District for Arts and Culture

- 1 a) Name / title of project or event: Visual Arts for the Community
- b) Event / Project dates: July 1, 2022 – June 30, 2023
- c) Total Funding Request: \$5,000

- 2 a) **Organization Name:** Capital City Arts Initiative
- b) **Organization Mailing Address, City, State, Zip, Phone:**
PO Box 1333, Carson City NV 89702; 775.721.7424
- c) **Organization Website and / or Social Media Sites:**
Website: www.ccainv.org
Facebook: www.facebook.com/capitalcityartsinitiative
Instagram: ccai_arts

- d) **Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email:**

Sharon Rosse, Executive Director
PO Box 1333, Carson City NV 89702
775.721.7424
sharonrosse2001@yahoo.com

- e) **Provide a brief history of your organization, its mission and number of years in operation.**

Mission Statement:

The Capital City Arts Initiative is an artist-centered nonprofit organization committed to community engagement in contemporary visual arts through exhibitions, arts education programs, illustrated talks, artist residencies, and online activities.

Number of Years in Operation:

19 years, 2003 - 2022. CCAI's 20th year begins July 1, 2022.

Brief Organization History:

Visual artists founded CCAI in 2003 in recognition of a need for contemporary arts programs and in response to a citywide 2001 arts assessment requesting "more art by artists from outside the area and additional exhibition venues for local artists". The organization received a 501c3 designation in the IRS in 2005.

CCAI launched with its Nevada Neighbors series of public talks in 2003 and its Exhibitions Program in 2004 using pro-bono spaces in public buildings: the city's functioning Courthouse, since 2004; the Community Center's Crowell Board Room, formerly the Sierra Room, since 2015; and the city's Community Development building, since 2010. CCAI began presenting exhibits in Western Nevada College's Bristlecone Gallery in 2020. The Initiative has produced 110 exhibitions in these venues.

Since 2004, CCAI has produced over 38 exhibitions by local artists in other non-traditional art venues including a thrift store, a Harley-Davidson showroom, a coffee shop, and a garden shop. From 2008 – 2015, CCAI presented seven residency/exhibitions in collaboration with St. Mary's Art Center, Virginia City.

Through its active Artists In Education program, the Initiative has interacted with art students and faculty throughout its rural region with talks, workshops, and residencies.

In 2019, Nevada Humanities honored CCAI with its "Friend and Champion of the Humanities", a state-wide award for cultural contributions.

3 Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
District 1

4 What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>

Goals: CCAI provides cultural activities [exhibitions, online talks] throughout Carson City and presents diverse events to showcase the city's visual art and talent. The Initiative's staff continually works with artists to support and train them as part of their professional careers and produces effective and comprehensive marketing; see answer #6 below. CCAI's active grants writing helps secure its programs and gets the word out to potential funders about Carson City's vibrant cultural life.

Strategies: 2.2 Artists exhibiting with CCAI receive honoraria for their work and participation. 2.8 All CCAI galleries are free and open to visitor and residents. 3.3 Since 2003, the Initiative has maintained active collaborations and partnerships with its sister organizations including the Carson City Arts & Culture Coalition, Carson City Symphony Association, the City, Jazz & Beyond Festival, and Nevada Artists Association to maximize facility use and enhance program and event outcomes. 5.2 CCAI programs reach a variety of diverse and special populations. 6.1 The ongoing series of student exhibitions in the Brick specifically target teens and young adults. 6.2 CCAI invites a WNC student to serve as a full member on its board.

5 a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

Project Objectives:

The Capital City Arts Initiative (CCAI) requests \$5,000 for its 20th year exhibitions, cultural talks, and online archive projects. The funding will provide vital support for staff to produce these year-round programs. Focusing its work on community education and life-long learning, the Initiative presents 10 art shows year-round in 3 public buildings making the work accessible to all. The student gallery features high school and college art shows in an off-campus downtown setting. To extend the exhibits' reach, video tours with artist interviews, along with four annual Nevada Neighbors talks, are recorded and available on YouTube.

CCAI's programs include contemporary visual art exhibitions with companion essays, Nevada Neighbors talks, and Artists in Education activities. The exhibits take place in city public buildings including the city Courthouse, Community Center's Crowell Board Room, and Student Gallery in the Community Development Bldg. CCAI aims for over 700 "gallery days" in 2022 - 2023. The commissioned essays for the Courthouse shows provide the public with interpretation and the artists with published scholarship. The Nevada Neighbors series presents talks on artists' practices and the region's cultural heritage; videos now archived for public access. Active partnerships continue with 4 rural high schools.

The Initiative delights in using visual art exhibitions to turning the city's empty walls into gallery spaces giving viewers windows into artists' visions and talent. CCAI commissions essays by writers to provide the public/viewers with interpretation about exhibits, information about the artists, and descriptions of their creative processes. The Nevada

Neighbors talks bring a diverse and expanded humanitarian view for online viewers. All of these activities support education, the arts, and in turn, enrich the area's cultural environment.

The Initiative's website, ccainv.org, posts current, upcoming, and previous programs with active links for exhibits, events, and talks. The YouTube platform holds up-to-date counts of video "views" that currently totals 447 views for the eleven 2021-2022 videos with more in the queue.

Detailed Timeline:

• CCAI Courthouse Gallery

CCAI's art gallery located in the second-floor atrium in the city's functioning Courthouse.

- *Moiré*, solo exhibition by Claire Pasquier, Paris, France; June 8 - Sept 29, 2022; essay writer Vivian Zavataro; artist's reception, Friday, June 10; in collaboration with The Lilley Museum of Art at UNR; online exhibition tour/artist interview
- *Chinoiserie*; paintings by Gwaylon Leaf, Reno; October 5, 2022 - January 26, 2023; artist's reception Friday, October 7; essay writer tba; online exhibit tour/artist interview
- *Five Decades*; photography by Michael Plyler, Carson City; February 1 - May 24, 2023; essay writer tba; artist's reception Friday, February 3; online exhibit tour/artist interview
- *Abstractions*; paintings by Samuel Osheroff, Carson City; June 1 - September 28, 2023; essay writer tba; artist's reception date Friday, June 2; online exhibit tour/artist interview

• Crowell Board Room, Carson City Community Center: exhibitions by Nevada artists in the public meeting room where all City boards and commissions convene

- *Photography*, solo show by James McCarthy, Carson City; July 6 - October 20, 2022
- *Paintings*, solo show by Ubon Edmonds, Carson City; Oct. 24, 2022 - Feb. 23, 2023
- *Collages*, solo show by Marietta Sophie Paul, Carson City; February 27 - June 28, 2023

• "the Brick", Community Development Building, CCAI Student Gallery, art by current students from CCAI's partner high schools and Western Nevada College

- *Fresh Outlook 2022*, group show by WNC art students; May 17 - August 18, 2022
- *WNC Graphics Extraordinaire 2022*, group show by WNC graphic design students; August 22 - November 30, 2022
- *Photo Finished 2023*; group show by Carson High Advanced Photography students; December 2022 - March 2023
- *Spring Forward 2023*, group show by Carson, Dayton, Douglas, and Pioneer high school students; March - May 2023; scholarship award, private funder

Nevada Neighbors series of online cultural talks

- *Behind the Scenes: Nevada State Museum Collections* with Eugene Hattori, Curator of Anthropology, Nevada State Museum, Carson City, fall 2022
- *Archeology on Peru's North Coast, Part 2* with Hal Starratt, PhD, Carson City; fall 2022; adding to his Feb 2021 NVN tour
- *Tour the Lilley* with Vivian Zavataro, UNR Museum Curator, winter 2023; giving viewers an inside look at the Lilley's collections, and current/upcoming exhibits.

b) **Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or**

managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

CCAI staff plan and manage these exhibitions in collaboration with the Board of Directors. **Sharon Rosse**, Executive Director, 2003 - present; responsibilities include: organizational leadership; chief financial officer/grants manager/development; staff and board management; public information; coordinating collaborations with community organizations; curatorial and program oversight for Exhibitions; Nevada Neighbors series; and the Artists In Education program.

Christel Passink, Assistant Director, 2009 - present; responsibilities include producing all exhibition and Nevada Neighbors videos, CCAI's graphic design [fliers, e-newsletters, essays], assisting with program production and public information distribution.

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

Partnership organizations: Carson City Courthouse, Carson City Community Center's Crowell Board Room, Carson City Community Development Building – "the Brick"

Partnership schools: Carson, Dayton, Douglas, & Pioneer high schools, Western Nevada College

d) Who are the artists involved with this project? Include names and a brief bio for all participating artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

Exhibition Artists, all confirmed:

Ubon Edmonds, Gwaylon Leaf, James McCarthy, Samuel Osheroff, Claire Pasquier, Marietta Sophie Paul, Michael Plyler

Student artists are unknown at this time. They are selected in collaboration with their teachers during the school year, 2022 - 2023. Dates for student exhibitions are listed in 5.a)

Nevada Neighbors Speakers, all confirmed:

Eugene Hattori, Hal Starratt, Vivian Zavataro

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

CCAI measures its performance through: gallery and event attendance, and renewal/reaffirmation of CCAI public/private partnerships with various entities [e.g. City venues; partner schools, etc.]. The Initiative also evaluates success through continuity in its membership base, mailing lists, online views, and social media activity; the Board is pleased that these numbers continue to increase.

Unsolicited email from Kara Ferrin, Carson High School photography teacher, Mar. 28, 2022
"Hi Sharon, I thank you for all that you and CCAI have done for my students; the experiences and praise they've received from your shows is irreplicable. Thanks again! Kara"

Presenting the arts and humanities includes some immeasurable outcomes. Fostering imagination, creativity, and an expanded world-view cannot be immediately measured, but these add to a fuller education and richer life for individuals and for the local community.

All CCAI partners have renewed their participation with for 2022 – 2023 providing CCAI with the best possible confirmation of “a job well done.”

6 a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

CCAI consistently focuses on developing new audiences to engage and extend public awareness. The CCAI Board and staff actively collaborate with members, individuals, and local organizations and local businesses. The Initiative’s website, ccainv.org, features current, upcoming, and past exhibitions, speakers, essays, and events. Through its monthly e-newsletter, CCAI informs the public with essential information on current talks and exhibits via the website, press releases, printed materials [1,600], frequent social media posts on Facebook and Instagram, and monthly e-newsletters [900]. The YouTube channel [established 2020] has substantially increased CCAI’s visibility.

YouTube provides an up-to-date tally of the number of “views” of each item. To CCAI’s delight, these numbers for Nevada Neighbors far exceed the number of people who previously attended the in-person events and gives a window into the exhibitions’ reach.

Funders are acknowledged on gallery walls, on digital fliers, in program notes, in print and digital media, on the website ccainv.org, on virtual tours, and on social media.

Particular attention has been devoted to involving local school districts and offering new exposure in the arts to the students. The board receives consistent community feedback and recommendations that are included in CCAI planning. The CCAI Board and staff stay in active contact with members, individuals, local organizations, and local businesses.

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

The Initiative aims to reach an estimated 7,500 people annually through three year-round galleries, exhibition/artist interview videos, and online talks.

CCAI serves Carson City residents and visitors along with the wider region of Douglas, Lyon, and Washoe counties. The city’s demographic breakdown is 25% Latinx, 66% white. Black, Native American/Alaska Native, AAPI comprise the remaining 9%. By age: 20% are under 18 years old, 21% are over 65 years old. By gender: the town’s residents are 49% female. The median household income is \$58,300; persons living in poverty are 12.5%

CCAI’s diverse board works to continue its outreach to those traditionally under-resourced in the arts and humanities. The Latinx student board member shares the Initiative’s activities with her Western Nevada College cohort and beyond.

All programs are free to the public; all are in city ADA compliant buildings.

CCAI makes conscious curatorial decisions toward cultural equity, diversity, and inclusion. Planned exhibits include work by artists from Latin America, Iran, Thailand, and an artist of Chinese heritage. Gallery wall texts are in both English and Spanish; a WNC student provides the Spanish translations.

The Crowell Board Room Gallery features local artists from the Intermountain West's Great Basin, some with their first exhibitions.

The Brick Gallery provides students with beyond-the-classroom and professional off-campus exhibition opportunities. These shows feature participating schools' student art that represents community diversity: Carson, Dayton, Douglas, and Pioneer, all rural-area high schools; and Western Nevada College, Carson City. CCAI schedules five student shows annually.

The Nevada Neighbors series presents speakers whose talks are related to exhibitions or current art topics — all now recorded via Zoom and posted on the Initiative's YouTube channel. Upcoming Nevada Neighbors speakers include: "Behind the Scenes: A Guided Tour of the Nevada State Museum's Collections" with Eugene Hattori, Curator of Anthropology, Carson City. Artist Stephen Reid will conduct a gallery tour and interview with Latinx artists Robert Ibarra and Cesar Piedra about their work; their "Two Views" exhibition is currently in the Courthouse Gallery. "Archeology on Peru's North Coast, Part 2" with Hal Starratt, PhD. is scheduled for summer 2022. "Tour Inside the Lilley" with curator Vivian Zavataro, UNR's museum curator is coming in fall 2022.

CCAI curates to balance diversity, gender, various media, and emerging/established artists in its programming.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

CCAI welcomes all residents and visitors to its exhibitions.

An active marketing program informs and engages the public on exhibitions. CCAI designs, produces, and distributes printed exhibition fliers widely. Staff also distributes printed materials to Reno art venues. The Initiative's monthly e-newsletters will keep 900 subscribers updated on current activities and exhibitions. Event information, announcements, and essays are posted and archived on CCAI's website. Printed and digital press releases, printed and digital fliers, website, and social media announcements are essential public information vehicles and each will be employed to promote exhibits. Funders are acknowledged on fliers, gallery wall texts, videos, and on all print and digital media releases.

7 Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

The Initiative has been presenting talks and exhibitions since 2003 and 2004, respectively. Programs are confirmed through 2023.

The City's annual support is vital to CCAI to help leverage outside funding from private foundations and state/federal public agencies. The Initiative will continue its yearly funding requests to all of these sources.

All CCAI exhibitions and events are open year-round and always available free to the public. CCAI provides ongoing programs to enhance the local cultural environment and is grateful for the City's support.

**Carson City Cultural Commission grant
Capital City Arts Initiative**

Artists' Bios [alphabetical order]

Exhibition artists:

Ubon Edmonds is a painter and is driven by her love of the arts. Her urban scenes and landscapes provide viewers with fresh views of familiar scenes. Edmonds attended Mt. San Jacinto College in Riverside County, CA. She aims for her work to connect with people on "a microscopic level". Her influences are Kahlo, Picasso, Michelangelo, Monet, and Van Gogh. She was born in Thailand and has lived in Carson City with her family since 2007.

Gwaylon Leaf creates paintings using a visual language synthesized from Taoist coded language and talisman. Being a multicultural Chinese/American gives Leaf a unique perspective to the world. He draws from his influence with traditional Chinese artists and mixes that with the aesthetic sensibilities of contemporary western artists such as Cy Twombly and Mark Tobey. He graduated with BFA degree in 2015 from UNLV. In spring of 2017 he had a collaborative exhibition with his father at Art Space Vincennes in Vincennes, Indiana. He earned a MFA degree from the University of Nevada, Reno in 2020. He lives in Reno and teaches art for Western Nevada College at the Fallon campus.

James McCarthy, a Massachusetts native, traveled West in the 1980s, and has lived in Nevada for nearly 30 years. A self-taught photographer, he is a member of the Professional Photographers of America (PPA), the American Photographic Artists (APA) and founding member of [LoveOutside.Org](https://loveoutside.org), an upcoming collaborative group of outdoor photographers preserving the world around us through creative and every-day imagery. His artistic influencers include: Ansel Adams, Carleton Watkins, Rodney Lough Jr., Charlie Waite, and Ralph Gibson. He lives in Carson City. <https://jmgalleries.com>

Samuel Osheroff grew up in Carson City. He spent his formative adult years in Seattle, WA, then returned in to Carson City 2018. He completed his BFA at the University of Nevada, Reno, with a focus in Painting, and a minor in Museum Studies. Alongside his continued art practice, Osheroff owns and operates Osh's Fine Arts & Services, an art installation company working out of the greater Reno/Tahoe area. He lives in Carson City.

Claire Pasquier has been a professional artist working in Paris, San Francisco, and now Bordeaux, France. Shortly after she graduated from the "Art Décors" school (Ensad, Paris) she moved to California where she developed two artistic styles. One is about traditional painted portraits. The other one is influenced by moiré effects on images found in old television screens. Her former literature teacher is now the first lady of France, and she previously acted on stage with Emmanuel Macron.

Marietta Sophie Paul has been earning a living as a metalsmith since 1984. She learned her trade while serving an apprenticeship as a silversmith in the UK. Returning to the states, she attended the University of New Hampshire and earned a BA in Psychology in 1983. The following year, she established her business, Bench Designs, to work in the jewelry trade as a goldsmith in YEAR? She takes printmaking classes at Western Nevada College and frequently combines her prints with recycled metal materials to create collages. She has lived in Carson City since 2013.

Michael Plyler has been making photographs for over forty years. He has photographed the Highland Maya of Guatemala since 1982, and 56 pieces of this body of work were placed into the permanent collection of the Smithsonian's National Museum of the American Indian in 2013. He has also photographed extensively in Spain and Italy. In 1993, he received a Visual Artist Fellowship from the Utah Arts Council. In addition, his work is held in Phoenix's Heard Museum, the San Diego Museum of Man. He and his wife live in Carson City.

Nevada Neighbors speakers:

Eugene Hattori is Curator of Anthropology and Paleontology at the Nevada State Museum since 1999 specializing in historic and prehistoric archaeology of Nevada and surrounding regions; PhD and MA in Anthropology at Washington State University; he is a Registered Professional Archaeologist.

Hal Starratt, PhD, taught Anthropology & Photography at Western Nevada College, Carson City and retired in 2020. His field is archaeology in Mesoamerica and Peru; PhD/MA Tulane University, Anthropology, MA California State University Sacramento, Anthropology, BA University of California Davis, History/Political Science. He lives in Carson City.

Vivian Zavataro, is the Director and Chief Curator of The Lilley Museum of Art, at the University of Nevada, Reno. She is a museologist who specializes in contemporary art, history, and art mediation. She has traveled widely working for museums, galleries, and contemporary art institutions in order to broaden her knowledge and experience of the art world. Her goal is to facilitate interaction between art and the public. Diversity, inclusion, and creativity are essential aspects of her practice.



Capital City Arts Initiative

Staff

Sharon Rosse

Executive Director
Arts Administrator

Christel Passink

Assistant Director
Graphic Designer

Organizational Chart

The Board supervises the staff and participates in fundraising, curatorial research and decisions, event production, and program evaluation.

The staff coordinates and organizes program production, grants writing, marketing, and public information. The Assistant Director reports to the Executive Director who reports to the board of directors.

«Updated» September 2021

CHRISTEL PASSINK

2761 Fuller Avenue

Minden, NV 89423

775-450-3842

cpassink@gmail.com

PROFESSIONAL EXPERIENCE

Assistant Director – Capital City Arts Initiative, Carson City, Nevada

2019 - present

Responsibilities include producing all exhibition and Nevada Neighbors videos, CCAI's graphic design [fliers, e-newsletters, essays], assisting with program production and public information distribution.

Artists In Education Program Manager – Capital City Arts Initiative, Carson City, Nevada

2009 - 2019

Responsibilities included managing the Artists In Education program [coordinating talks/workshops with schools and artists, driving out-of-area artists to the schools, attending talks and assisting the artists], creating all CCAI graphic design [fliers, e-newsletters, essays].

2010 - 2013

Taught CCAI art workshops at various Carson City School District schools

Graphic Designer – Charter Advertising/Design, Inc., Tahoe Paradise, California

2012 - present

Creative services include advertising, marketing and design. Design responsibilities include logos, print/web ads, brochures, signage, calendars, and multi-media design.

Sales Representative – Nevada Magazine, Carson City

2008 - 2009

Nevada Magazine, a non-profit agency and division of the Nevada Commission on Tourism. Responsibilities included: selling ads to the community that would be featured in the Tour Around Nevada article.

Administrative Assistant - The Market Place, The Ridge Resorts, Stateline, Nevada

2006 - 2008

Responsibilities included creating flyers in Publisher, annual newsletters, and weekly information guides, process invoices, and contact vendors

Executive Assistant to President - RAM Builders, LLC/Suds Shine Car Wash, Minden, Nevada

2003 - 2006

Ram Builders, LLC

Administered all aspects of a construction business which included meeting with clients and vendors, managed and maintained deadlines, prepared and submitted invoices, and coordinated with the escrow companies to close homes

Suds and Shine Car Detailing

Created pricing menus, invoices, business cards, and coupon booklets, processed payroll and paid invoices

Executive Assistant - Resorts West, Stateline, Nevada

2002 - 2003

Assisted the President, Vice President, Chief Financial Officer and the General Manager in the day-to-day operations of four upscale resorts. The positions responsibilities changed daily and included such tasks as creating newsletters, processing ballots, proxies, and owner survey information for four Homeowner Associations

ADDITIONAL PROFESSIONAL EXPERIENCE

- Ridge Resorts Associate Management Preparation Program Graduate

AWARDS

- Ridge Resorts Employee of the Year
- Ridge Resorts Superior Achievement Recognition Award

EDUCATION

A.A.S. Graphic Communications, cum laude, Western Nevada College, Carson City, 2012

Updated May 2022

Sharon Rosse
478 Bavarian Drive, Carson City, Nevada 89705
775.721.7424
sharonrosse2001@yahoo.com

Resume

Professional Experience

2002 – present Executive Director, Capital City Arts Initiative [CCAI], Carson City, Nevada
Founding Executive Director. Responsibilities include: organizational leadership; chief financial officer / grants manager / development; staff and board management; public information; coordinating collaborations with community organizations; curatorial and program oversight for Exhibitions in Courthouse Gallery, Crowell Board Room, Brick, WNC's Bristlecone Gallery; Nevada Neighbors series; and the Artists In Education program.

2003 – present Board Member, Capital City Arts Initiative [CCAI]

1992 - 2001 Nevada Arts Council, a State of Nevada agency.

- Artists' Services Program Director, 1995 - 2001

Responsibilities included: addressing the needs of individual artists through grants technical assistance, ongoing programs, statewide initiatives, conferences, and networking opportunities. Program administration and development included: Artists' Fellowships [public/private funding]; visual art exhibitions, tours, programs; established OXS exhibits at NAC office, Governor's Arts Awards annual artists' commissions, LXS at the State Legislature, *LXS On The Road, night, Save Outdoor Sculpture*, Women's Health Conference exhibition; Tumblewords literary arts touring program; Artists' Professional Development; Artists' Services' intern/volunteer program; and fiscal administration for the preceding programs.

- Director of Services, 1992 - 1995

Responsibilities included: administration and development of Artists Fellowships, LXS at the State Legislature; Arts in Education Program: Artists-In-Residence, Teacher In-Service Conferences, Special Project Grants for Teachers, Arts Organizations and Schools; Community Arts Development programs: Nevada Presenters' Network, NPN conferences; agency PIO.

1985 – 2001 Director, LXS, Legislative eXhibition Series, Carson City

Co-founder | co-curator of the biennial visual arts exhibition program at the Nevada State Legislature, Carson City. Presented ninety exhibits during nine biennial legislative sessions. Presented through the Nevada Arts Council and Western Nevada Community College-Carson City.

1984 – 1992 Director, XS Gallery, Western Nevada Community College, Carson City

Co-founder. Responsibilities included: administration for nine exhibitions per year, the visiting artists program, arts writing program in conjunction with the exhibition program, development and administration of LXS Gallery at the Nevada State Legislature, grants writing and management; coordination of publicity and graphic design, public relations, fund-raising.

Additional Professional Activities

2018

- Panelist for Nevada Arts Council's Cricut Rider consultant applications
- Grant consultant for Carol Brown's NAC Professional Development grant
- CCAI representative, Carson City Arts & Culture Coalition, 2006 - present

2017

- Panelist for Carson City Visitors Bureau/Nevada Arts Council's Art'preneurs workshop
- Grant consultant for Carol Brown's NAC Jackpot grant
- CCAI presentation to the Carson City Men's Club

2016

- Organized the Carson City Arts & Culture Coalition's Candidates Night [included candidates for mayor, city supervisor, and school board]
- Grant consultant for Artouring [DBA Reno Open Studios]

2015

- Juror for Outstanding Graduate Student Artist Award, Department of Art, University of Nevada Reno [UNR]
- Juror for State Senator Joyce Woodhouse's Student Art Competition "What Nevada Means To Me," open to 23 Clark County elementary schools

2012

- Guest Participant, Graduate Student Open Critiques, Art Department, UNR

2011

- Guest Participant, Graduate Student Open Critiques, Art Department, UNR
- Member, Advisory Board, United Latino Community

2010

- Member, Capital City Reads Committee, Carson City Library, 2009 – 2010

2009

- Member, Advisory Committee, Carson City Library

2008

- Speaker for *Sine Cera*, Galen Brown exhibition at Nevada Arts Council's OXS Gallery

2007

- Guest Participant, Graduate Student Open Critiques, Department of Art, UNR
- Steering Committee/general membership, Carson City Arts & Culture Coalition, [2006-2007]

2006

- Participant, Community Committee with Outside Review Team, Department of Art, UNR

2003

- Panelist, "Becoming A Professional Artist," Sierra Nevada College
- Radio interview, KUNR, Artist-in-Residence Program, with on-air host Terry Joy
- Juror, "8th Annual Recycled Art(icles)," College Gallery, WNCC-Carson
- Community Representative, Scholarship Committee, Department of Art, UNR,

2002

- LXS Curatorial Committee for 2003 LXS at Nevada Legislative Building, NAC

2001

- Author, catalog essay for "Great Basin Points of View" exhibit; Mary Lee Fulkerson, curator; exhibition sponsored by the Racial Justice Institute of the Truckee Meadows
- Juror, Scholastic Art Competition, Nevada Museum of Art, Reno [high school art, all media]

1991

- Guest Curator, Nevada Museum of Art, Reno *Nevada Country Christmas/Holiday Traditions*; designed and installed exhibit, juried and coordinated performing arts events
- Juror, Scholastic Art Competition, Nevada Museum of Art, Reno [high school art, all media]
- Juror, Carson City High School Parent Teacher Student Association sponsored art contest
- Juror, Carson City Jr. Hi School Parent Teacher Student Association sponsored art contest

1990

- Juror, Nevada Day Show, Nevada Artists' Association, Brewery Arts Center, Carson City

1989

- Presenter at "Creative Programming for Visual Arts Centers" session, Southwest Arts Conference, Scottsdale, Arizona

1987

- Exhibition Assistant, Nevada State Museum, Carson City

1986

- Juror, Student, Faculty & Staff Show, Manville Gallery, University of Nevada, Reno

1985

- Juror, Great Balloon Poster Contest, Sierra Arts, Reno

1984 - 1985

- Member, Board of Directors, Brewery Arts Center, Carson City

1984

- Juror, Olympics of the Mind, State Finals, Nevada State Department of Education

1983

- Juror, *Listen*, University of Nevada, Reno Arts Festival, Student Competition

1982

- Evaluator of *Nevada Contemporary*, Sierra Nevada Museum of Art exhibition for NAC grant

Teaching Experience

2008 – 2009 Artist in Education for CCAI with Carson City School District: Carson High School ECHO Club, Mark Twain Elementary School [PTA Reflections project], Empire Elementary School X-Factor.

1984 - 1989/1991/2001 Artist in Residence at twenty-one residencies in northern Nevada for the Nevada Arts Council; Sierra Arts, Reno; and the Lake Foundation, Incline Village.

1984 - 1991 Instructor, visual arts studio and arts administration classes, Western Nevada Community College, Carson City. Courses included Beg. and Advanced Sculpture, Beg. and Advanced Ceramics, Beg. and Advanced Drawing, Gallery Management, and summer workshops.

1981 - 1987/1991 Instructor for various art classes and workshops at schools for Washoe County School District; Brewery Arts Center; Sierra Nevada Museum of Art; and Very Special Arts Nevada in Reno and Elko.

Education

B.A. University of Nevada Reno, major: Art, 1981.

	A	B
1	Capital City Arts Initiative Grant Application Request to the	
2	Carson City Cultural Commission for 2022 - 2023	
3	CCAI fiscal year: July 1 - June 30	
4		
5	Organizational Budget • FY23 • 2022 - 2023	FY23 Budget
6	PROJECTED EXPENSES • as of 5/12/22	projected
7	CCAI Staff	
8	Executive Director: 1,665 per month	20,000
9	Assistant Director: 1,565 per month	18,800
10	staff subtotal	38,800
11	Program Expenses	
12	Artists' Honoraria: artists, speakers, writers, student translators	12,350
13	Nevada Neighbors/AIE honoraria: 2,000	
14	Exhibition artists honoraria: 5,250	
15	exhibition essay writers honoraria: 4,500	
16	WNC student translator 600	
17	Artists' Travel	1,500
18	High School Scholarship, juried high school group show, March 2023 [private donation]	500
19	Remaining Operating	
20	artists' shipping	300
21	exhibition supplies	1,000
22	hosting receptions, event permits	
23	insurance: workers comp 555. and liability 325.	880
24	office supplies / misc	1,000
25	[po box rent, ink, copies, misc postage, paper, memberships,	
26	Nevada Secty of State fee]	
27	program expenses subtotal	17,530
28	Marketing	
29	advertising: August 2022 Jazz Festival ad, 75	75
30	website server [\$300, 12 month fee]; Zoom [\$150, 12 month fee]; tech support	500
31	graphic design: fliers and video production	6,575
32	printing: exhibition fliers, exhibition essays, digital fliers	4,250
33	mailing: bulk mail postage and mailing service	2,300
34	marketing subtotal	13,700
35	Total Expenses	70,030

	A	B
36	PROJECTED INCOME	FY23 Budget
37		projected
38	Organization Cash	
39	beginning cash - checking account	
40	Miscellaneous Income	
41	Amazon Smile donations	100
42	Kroger/Smith's Grocery	25
43	Event Tip Jar	
44	Art Sales, Bristlecone	
45	Art Sales, Courthouse	
46	Art Sales, Crowell Rm	
47	subtotal	125
48	Fees for Services	
49	Carson High School	
50	Douglas High School	500
51	Dayton High School	
52	subtotal	500
53	Foundation Support	
54	John & Grace Nauman Foundation	6,000
55	Nevada Humanities Recovery Program grant [American Rescue Plan, \$10K award]	1,000
56	for January - October, 2022	
57	Nevada Humanities Project grant FY22 NVN final 10%	1,220
58	Nevada Humanities Project grant FY23 NVN/EXH videos [appl due in fall]	4,500
59	Nevada Humanities Mini Grant for FY23 essays [appl due in fall]	1,000
60	John Ben Snow Memorial Trust [appl submitted]	15,000
61	Southwest Gas Corporation Foundation [appl submitted]	1,000
62	US Bank Foundation [appl submitted]	2,500
63	subtotal	32,220
64	Local Support	
65	Board of Directors [annual dues \$450 min. each; no dues for student member]	2,400
66	Memberships [ongoing]	
67	business memberships	3,485
68	family/individual memberships	11,800
69	private donation for 2023 high school scholarship	500
70	subtotal	18,185
71	Public Support	
72	National Endowment for the Arts Challenge America grant [appl submitted]	10,000
73	Nevada Arts Council FY23 Operating Support Grant [awarded]	4,000
74	subtotal	14,000
75	Subtotal Income	65,030
76	Carson City Cultural Commission	5,000
77	Total Income	70,030

A	B
78 IN-KIND CONTRIBUTIONS	FY23 Budget
79 Outside Fees/Services	In-Kind
80 Steele & Associates, CPAs [preparation of IRS 990 form for FY22]	1,000
81 Courthouse staff: 52 weeks @ \$165. per week	8,580
82 includes security, gallery maintenance/janitorial, gallery prep, staff liaison	
83 Courthouse security for 3 receptions annually @ 2.5 hrs per	140
84 Volunteers: projected 500 hrs x \$25.43 per hour	12,715
85 Western Nevada College staff: 49 weeks @ \$150 per week	7,350
86 includes security, gallery maintenance/janitorial, staff liaison	
87 Outside Fees and Services - AIE	
88 Carson High School: teacher site coordinator for 2 art shows 5 hrs at 35. per	350
89 Dayton High School: teacher site coordinator for spring show 5 hrs at 35. per	175
90 Douglas High School: teachers/site coordinator for spring art show 5 hrs at 35. per	175
91 Pioneer High School: teacher site coordinator for spring art show 2 hrs at 35. per	70
92 Western Nevada College: faculty site coordinator, summer exhibit 3 hrs @ 35. per	105
93 subtotal	30,660
94 Space Donations	
95 Brick office/storage space @ \$250 per month x 12 months	3,000
96 Brick exhibition space, \$400 per month x 12 months	4,800
97 Carson City Courthouse: gallery space 52 weeks @ \$400 each, includes utilities	20,800
98 1,200 sq. ft = \$1.33 per sq ' [per Bonkowski - re-evaluate in 2020]	
99 Hutchison Studio, for furniture storage for 12 months	100
100 Offsite Data Depot, 12 month storage for 10 archive boxes, \$100 per year	100
101 Crowell Room Gallery exhibition space, \$500 per month x 12 months	6,000
102 WNC Bristlecone Gallery space, \$400 per week x 49 weeks	19,600
103 two part-time staff consultants' office space = \$440 per month each	10,560
104 subtotal	64,960
105 Remaining Operating Expenses	
106 General Administration	
107 City of Carson City: insurance for 10 exhibitions	500
108 Western Nevada College: insurance for 3 Bristlecone exhibitions	300
109 landline & mobile telephones for 2 staff, est. \$100 per month per person	2,400
110 computers/technology for 2 part-time staff, est. \$100 per month per person	2,400
111 subtotal	5,600
112 In-kind Total	101,220.00
113 Total Cash Expenses + Total In-Kind = Total Project Costs	171,250.00

	A	B	C
1	Capital City Arts Initiative Grant Application Request to the		
2	Carson City Cultural Commission for 2022 - 2023		
3	CCAI fiscal year: July 1 - June 30		
4			
5	Organizational Budget • FY22 • 2021 - 2022	FY22 Budget	FY22 Budget
6	Projected Expenses • FY22 • as of 5/16/22	projected	to date
7	CCAI Staff		
8	Executive Director: 1,665 per month	20,000	16,660
9	Assistant Director: 1,565 per month	18,800	15,660
10	staff subtotal	38,800	32,320
11	Program Expenses		
12	Artists' Honoraria: artists, speakers, writers, student translators	14,150	12,300
13	Nevada Neighbors/AIE honoraria: 1,700		
14	Exhibition artists honoraria: 6,600		
15	exhibition essay writers honoraria: 5,250		
16	WNC student translator 600		
17	Artists' Travel	1,305	1,305
18	Spring Forward 2022 scholarship to Brady Paschall [private donor]	500	
19	Spring Forward 2022 scholarships, 2 honorable mention, \$250 ea. to Laura Funk and to Gregory Quitano [funding by private donor] \$500 donated via credit card	487	
20	% Art sales to artists		
21	Phyllis Shafer, 50% [see row #49 below]	3,380	3,380
22	Colleen Reynolds, 75% [see row #51 below]	375	375
23	Remaining Operating		
24	artists' shipping	1,200	1,200
25	exhibition supplies	1,000	865
26	hosting receptions, event permits	60	60
27	insurance: workers comp 556. and liability 325.	880	880
28	office supplies / misc	1,125	1,000
29	[po box rent, ink, copies, misc postage, paper, org. memberships,		
30	Nevada Secty of State fee]		
31	program expenses subtotal	24,462	21,365
32	Marketing		
33	advertising: August 2021 Jazz Festival ad, 75; Tahoe Weekly ad, 235	310	310
34	website server [\$300, 12 month fee]; Zoom [\$150, 12 month fee]; tech support	500	450
35	graphic design: fliers and video production	4,200	2,700
36	printing: exhibition fliers, exhibition essays, digital fliers	4,720	3,245
37	mailing: bulk mail postage and mailing service	3,065	2,620
38	marketing subtotal	12,795	9,325
39	Total Expenses	76,057	63,010

	A	B	C
40	Projected Income • FY22 • as of 5/16/22	FY22 Budget	FY22 Budget
41		projected	to date
42	Organization Cash		
43	beginning cash - checking account	2,382	2,382
44	Miscellaneous Income		
45	Amazon Smile donations	80	67
46	Kroger/Smith's Grocery	39	39
47	Event Tip Jar	159	159
48	Art Sales [Raven, Bristlecone; 15 sold; 100% to CCAI]	750	750
49	Art Sales [Shafer, Bristlecone; 50% to CCAI] [see row #21 above]	6,760	6,760
50	Art Sales [Mudgett, Crowell Rm; 25% to CCAI]	94	94
51	Art Sales [C-Reynolds, Crowell Rm] [see row 22; \$125 to CCAI]	500	500
52	subtotal	8,382	8,369
53	Fees for Services		
54	Douglas High School	500	500
55	subtotal	500	500
56	Foundation Support		
57	Kaplan Family Charitable Fund	1,000	1,000
58	John & Grace Nauman Foundation	6,000	6,000
59	Nevada Humanities Project grant FY21 NVN [\$2,076 awarded; final 10%]	208	208
60	Nevada Humanities Mini Grant for FY21 Stiff essay [\$600 awarded; final 10%]	60	60
61	Nevada Humanities Recovery Program grant [American Rescuse Plan, \$10K request]	10,000	10,000
62	ARP - no match required; 10K for Jan - Oct 2022, 1K per month		
63	Nevada Humanities Project grant FY22 NVN [\$6,100 rqstd \$4,880 awarded] 90% req.	4,390	4,390
64	US Bank Foundation	2,500	2,500
65	subtotal	24,158	24,158
66	Local Support		
67	Board of Directors [annual dues \$450 min. each; no dues for student member]	2,400	2,400
68	Memberships [ongoing]		
69	business memberships goal: \$3,000	2,778	2,778
70	family/individual memberships goal: \$8,500	9,687	9,687
71	private donation for <i>Spring Forward 2022</i> high school scholarship winner	500	500
72	private donation for <i>Spring Forward 2022</i> high school 2 honorable mention scholarships	487	487
73	subtotal	15,852	15,852
74	Public Support		
75	Carson City Cultural Commission [\$5K request, \$4K award]	4,000	4,000
76	Nevada Arts Council FY22 AMERICAN RESCUE PLAN Grant [awarded - no match required]	4,400	4,400
77	Nevada Arts Council FY22 Operating Support Grant [awarded]	4,000	4,000
78	Nevada Economic Development PETS Grant [awarded]	14,000	14,000
79	subtotal	26,400	26,400
80	Total Income	77,674	77,661

	A	B	C
81	CCAI FY22 • IN-KIND CONTRIBUTIONS	FY22	Artists In
82	Outside Fees/Services	In-Kind	Education List
83	Steele & Associates, CPAs [preparation of IRS 990 form for FY22]	1,000	
84	Courthouse staff: 52 weeks @ \$165. per week	8,580	
85	includes security, gallery maintenance/janitorial, gallery prep, staff liaison		
86	Courthouse security: maning security for 3 receptions annually @ 2.5 hrs per	140	
87	Volunteers: see volunteer list/spreadsheet for details; 500 hrs x \$25.43 per hr	12,715	
88	Western Nevada College staff: 49 weeks @ \$150 per week	7,350	
89	includes security, gallery maintenance/janitorial, staff liaison		
90	Outside Fees and Services - AIE		
91	Carson High School: teacher site coordinator for 2 art shows 5 hrs at 35. per	350	350
92	Dayton High School: teacher site coordinator for spring show 5 hrs at 35. per	175	175
93	Douglas High School: teachers/site coordinator for spring art show 5 hrs at 35. per	175	175
94	Pioneer High School: teacher site coordinator for spring art show 2 hrs at 35. per	70	70
95	Western Nevada College: faculty site coordinator, summer exhibit 3 hrs @ 35. per	105	105
96	subtotal	30,660	875
97	Space Donations		
98	Brick office/storage space @ \$250 per month x 12 months	3,000	
99	Brick exhibition space, \$400 per month x 12 months	4,800	
100	Carson City Courthouse: gallery space 52 weeks @ \$400 each, includes utilities	20,800	
101	1,200 sq. ft = \$1.33 per sq' [per Bonkowski - re-evaluate in 2020]		
102	Hutchison Studio, for furniture storage for 12 months	100	
103	Offsite Data Depot, 12 month storage for 10 archive boxes, \$100 per year	100	
104	Crowell Room Gallery exhibition space, \$500 per month x 12 months	6,000	
105	WNC Bristlecone Gallery space, \$400 per week x 49 weeks	19,600	
106	two part-time staff consultants' office space = \$440 per month each	10,560	5,280
107	subtotal	64,960	5,280
108	Remaining Operating Expenses		
109	General Administration		
110	City of Carson City: insurance for 10 exhibitions	500	
111	Western Nevada College: insurance for 3 Bristlecone exhibitions	300	
112	landline & mobile telephones for 2 staff, est. \$100 per mth per person	2,400	1,200
113	computers/technology for 2 part-time staff, est. \$100 per mth per person	2,400	1,200
114	subtotal	5,600	2,400
115	In-kind Total	101,220.00	8,555.00
116	Total Cash Expenses + Total In-Kind = Total Project Costs	177,277.00	



CAPITAL CITY ARTS INITIATIVE
PO BOX 1333
CARSON CITY, NV 89702-1333

M-100/1212 2948

Date 1 Apr 22

PAY TO THE ORDER OF Christal Larkin \$ 1565.00
fifteen hundred sixty five 00/100

usbank

Memo December 2021 fee Sharon L. Larkin

LOSE FOR FRAUD-CONTAINING FEATURES INCLUDING THE SECURITY FOAM AND HEAT-SENSITIVE INK DETAILS ON BACK.

Greater Nevada Credit Union
[REDACTED]
[REDACTED] 23 Eagle DU3_22009751

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[Signature]
[REDACTED]

☐ CHECK HERE FOR MOBILE OR REMOTE DEPOSIT ONLY

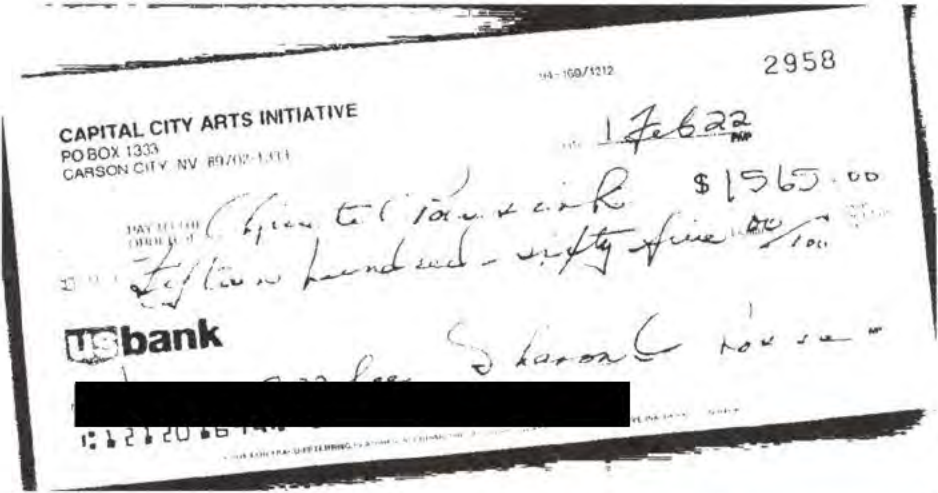
AT NAME OF FINANCIAL INSTITUTION DATE ONE

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE *

Security Features:

- Security Foil:** The security foil is located below the serial number. It is a small, rectangular piece of foil that is embedded in the paper. It is not visible to the naked eye, but it can be felt by running your fingers over the surface of the paper.
- Security Square:** The security square is a small, square piece of paper that is embedded in the paper. It is not visible to the naked eye, but it can be felt by running your fingers over the surface of the paper.
- Heat Sensitive Ink:** The heat sensitive ink is a special ink that changes color when it is heated. It is used to print the serial number and the amount of the check.
- Perforated Microprint:** The perforated microprint is a series of small, perforated dots that form a line. It is used to print the serial number and the amount of the check.
- Chemically Sensitive Paper:** The chemically sensitive paper is a special paper that changes color when it is exposed to certain chemicals. It is used to print the serial number and the amount of the check.
- Microprint Link:** The microprint link is a series of small, perforated dots that form a line. It is used to print the serial number and the amount of the check.
- Chemical View:** The chemical view is a special view that can be used to see the serial number and the amount of the check. It is used to verify the authenticity of the check.
- Original Document Black Pattern:** The original document black pattern is a series of small, black dots that form a pattern. It is used to print the serial number and the amount of the check.

* Please always use a computer or other device to verify the authenticity of the check.





CAPITAL CITY ARTS INITIATIVE
PO BOX 1333
CARSON CITY, NV 89702-1333

94-168/1212 2950

Date 3 Jan 22

PAY TO THE ORDER OF Sharon Rosse \$ 1665.00

Fifteen hundred sixty five Dollars 00 ^{Heat} ^{Reactive} ^{INK}

usbank.

Memorandum December 2021 fee 1/4

LOOK FOR FRAUD DETERRING FEATURES INCLUDING THE SECURITY SQUARE AND HEAT-REACTIVE INK. DETAILS ON BACK.

Greater Nevada Credit Union

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Sharon Rosse FDO



CAPITAL CITY ARTS INITIATIVE
PO BOX 1333
CARSON CITY, NV 89702-1333

94-155/1212

2959

Date

1 Feb 22

PAY TO THE ORDER OF

Sharon Rose

\$ 1,665.00

1665

Sixteen hundred sixty five and 00/100

Heat Sensitive

usbank.

Memorandum

Jan 2022 fee

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LOOK FOR FRAUD-DETECTING FEATURES INCLUDING THE SECURITY SQUARE AND HEAT-REACTIVE INK. DETAILS ON BACK

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Sharon Rose

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DATE

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2022 Carson City Redevelopment District Arts and Culture Grant Application

Applicant: Wild Horse Productions

1.a) Name / title of project or event

A CHORUS LINE, musical theater production at the Carson City Community Center

b) Event / Project dates

August 18-28, 2022 (Auditions, Rehearsals, and Pre-Production from May – August 2022)

c) Total Funding Request

\$5,000

2.a) Organization Name

Wild Horse Productions DBA Wild Horse Stage Company

b) Organization Mailing Address, City, State, Zip, Phone

1220 Thompson Street, Carson City, NV, 89703

c) Organization Website and / or Social Media Sites

- <https://www.wildhorsestageco.com/>
- <https://www.facebook.com/wildhorsestageco>

d) Primary Contact Name, Title, Address, City, State, Zip, Contact phone and email

Carol Scott, Executive Director, Wild Horse Productions

1220 Thompson Street, Carson City, NV, 89703

Phone #775-443-5587

whstageco@gmail.com

e) Provide a brief history of your organization, its mission and number of years in operation.

Wild Horse Productions is a non-profit organization formed in 2007 with the mission of enhancing and enriching the community through performing arts classes, high-quality live theater, outreach programs in the community, and other educational programs in the theatrical arts. Wild Horse Productions is comprised of two theatrical divisions: Wild Horse Children's Theater for youth audiences and Wild Horse Stage Company (previously known as Wild Horse Theater Company) for adult audiences. Wild Horse Stage Company is dedicated to producing high-caliber, innovative productions of contemporary theater that inspire, engage, and challenge the community. Wild Horse Productions is the resident company at the Brewery Arts Center in Carson City, NV.

3. a) Is this project located in, or will it benefit District #1 or District #2?

A CHORUS LINE will be performed in the Bob Boldrick Theatre at the Carson City Community Center (851 E William St, Carson City, NV 89701) located in Redevelopment Area #1.

2022 Carson City Redevelopment District Arts and Culture Grant Application

Applicant: Wild Horse Productions

b) What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan?

This project will serve to implement the following goals and strategies in the 2022 Arts & Culture Strategic Plan:

- **Goal #2: Cultural Programs, events, and destinations.** *Introduce a broad spectrum of cultural programs, events, destinations, and arts initiatives that showcase Carson City's unique culture and talent.*
 - *Strategy: 2.1 Festivals and Events: support new and existing annual festival and events to leverage increased cultural tourism, economic impact, and audience development.*

Our production of A CHORUS LINE will support the goal and strategy above by bringing high quality performing arts to Carson City as part of the "broad spectrum of cultural programs, events, destinations, and arts initiatives." In addition, this particular show focuses on the talent of the singers and dancers involved and features original Broadway choreography which will serve to elevate and "showcase Carson City's unique culture and talent."

- **Goal #6: Municipal Planning, decision-making, and placemaking.**
 - *Strategy 6.2 Intergenerational projects with the arts: encourage cultural organizations to foster innovative project opportunities to include young people actively in Carson City arts and culture programs, to ensure a youth perspective in programming and events and to encourage young people to participate as junior board members and volunteers.*

This strategy directly aligns with Wild Horse Stage Company's goal to produce shows and theatrical activities that young people in Carson City are excited by and want to participate in. We select our shows and activities with input from the newly formed Wild Horse Stage Company "Advisory Committee" which includes teen and young adult members. We strongly believe that young people need not only a seat at the table but also support and a safe environment to voice their opinions and ideas. We have already had great success in creating performances which bridge the gap between teens and older adults, and we believe A CHORUS LINE will continue that work as the cast includes dancers of diverse ages and backgrounds.

5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

Wild Horse Stage Company will be producing and presenting the Broadway musical, A CHORUS LINE at the Carson City Community Center in August 2022.

2022 Carson City Redevelopment District Arts and Culture Grant Application

Applicant: Wild Horse Productions

Timeline:

- February – May 2022: Production Team preparation and planning
- May 17- May 20, 2022: Auditions in Carson City at the Brewery Arts Center
- May 31 – August 14, 2022: Rehearsal period
- August 15 – August 18, 2022: Technical Rehearsals
- Performances: August 19, 20, 21, 26, 27, 28 (7:30 Friday and Saturday Evenings, 2:00 Saturday and Sunday Matinees)

The overall goal of the project is to enhance the cultural vibrancy of the community within the Redevelopment District by increasing community access to and participation in the arts, supporting the work of local artists, and stimulating economic development by bringing local and nonlocal audiences to the downtown area. We will achieve this goal by completing the following objectives:

- Cast an inclusive group of local performers of diverse ages, racial and ethnic identities, gender expressions and identities, sizes, and abilities
- Work with an experienced production team and staff to produce and perform a professional-quality production of A CHORUS LINE
- Create a new marketing strategy which includes targeted outreach to both younger and older demographics as well as local Carson City residents and out of town audiences from the Northern Nevada and Northern California area
- Aim for an attendance of 2500 or more individual audience members

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

The Production Team is made up of the Wild Horse Productions Board (see attached organization chart) and the following personnel (see attached resumes):

- Carol Scott, Wild Horse Productions Executive Director: Responsible for overseeing production on all shows including hiring and approving production staff and creative team and coordinating with the board of directors
- John Paul Rivard, Director/Choreographer: Responsible for the artistic vision of the production, directing and choreographing the production, creating schedules, managing the production staff and creative team, designing sets, props, and costumes
- Tara Burke, Technical Director/Designer, Media Consultant: Responsible for the lighting design and implementation, coordinates with production staff on all technical aspects of the show including set, lights, and costumes, responsible for all advertising and media including the creation of posters/flyers/programs.
- Sierra Scott, Producer: Responsible for creating and managing the production budget including reconciliation of ticket sales and concessions, coordinating with

2022 Carson City Redevelopment District Arts and Culture Grant Application

Applicant: Wild Horse Productions

all personnel including productions staff, cast, crew, volunteers and front of house staff, and creating contracts for all personnel involved in the production.

- Don Burke, Sound Designer: Responsible for the sound design of the production and runs the sound and music for all shows.

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

Brewery Arts Center: Wild Horse Productions is the resident theater company at the Brewery Arts Center, and the Brewery Arts Center has committed in-kind donations for this production and past productions in the form of reduced rental fee for the facility for auditions, rehearsals, and performances.

Carson City Community Center: Wild Horse Productions is receiving the discounted non-profit rate for our rental of the Bob Boldrick Theater for both rehearsals and performances.

d) Who are the artists involved with this project? Include names and a brief bio for all participating artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

The performing artists who make up the Creative Team for A CHORUS LINE are:

- Director/Choreographer: John Paul Rivard
- Music Director: Marshall Jones
- Assistant Director: Jessica Grimaldo
- Assistant Choreographer Ballet: Christine Tyann

Auditions for A CHORUS LINE will be held on May 17-20 and the cast will be decided by the production team the weekend of May 21st. As the cast is not confirmed yet, we have supplied a sample of the proposed artists for the cast (who are current members of our Company as they have participated in past productions) to demonstrate the level of talent and artistic excellence associated with our organization:

- Robin Kato-Brong (proposed)
- Lara Vo (proposed)
- Michael Rapisora (proposed)
- Serena Dantzler (proposed)
- Jake Nichols (proposed)

Bios for all artists are attached.

2022 Carson City Redevelopment District Arts and Culture Grant Application

Applicant: Wild Horse Productions

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

Project success will be evaluated by analyzing quantitative and qualitative data to determine if we completed our goals, objectives and expected outcomes. We will track quantitative data through our ticket sales with a goal metric of at least 250 seats sold per show. We primarily sell tickets using an online ticketing system where we will track data on our audience demographic, location and nonlocal draw. We will have virtual post-production audience evaluations available using a QR code with an added incentive of a raffle of free season tickets to all those who complete the survey. Post event evaluations will also be given to the cast, crew, and board members for a 360 evaluation of the production. We will also track community engagement pre and post production using web analytics on our social media posts and any applicable online press.

6.a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

A CHORUS LINE changed musical theater forever when it premiered in 1975. It's a completely ensemble show with no large scenery, no costumes (except the final number), no intermission and no star. For an era that relied on showy elements, this was the "anti-musical musical." But then, the show won the Pulitzer Prize, nine Tony Awards, and a host of other accolades. One of the reasons A CHORUS LINE achieved such a blockbuster success was that its stories resonated with everyone – not just those who dance. While the stories came specifically from dancers, the experiences they described of childhood memories, adolescent awkwardness, loss and hope were universal. Even now, more than forty years later, the themes still resonate, and A CHORUS LINE remains the one singular sensation.

Our goal is also to create a safe, motivating environment so our local community of performing artists can grow. We will strive to cast a talented diverse, body positive group of performers and give them the opportunity to explore what they are capable of through the art of dance. That success is based on knowing your actors, trusting their natural instincts, supporting and challenging them to explore their craft, and creating a deep understanding about the stories we are telling.

Finally, Arts and cultural events such as this one contribute to our community's economic well-being and quality of life, making Carson City a more desirable place to live and work. When a community offers arts and cultural events, it attracts cultural tourists and harnesses significant economic awards. According to Americans for the Arts' most recent "Arts and Economic Prosperity Report," one-third of the nation's arts attendees are from outside the county in which the arts event took place and spent twice as much as their local counterparts. The typical arts attendee spends \$31.47 per person, per event, beyond the cost of admission on everything from dining out, to paying for parking, or shopping in local retail stores. In addition, two-thirds of nonlocal attendees indicated that the primary reason they were visiting was to attend that arts event. We anticipate

2022 Carson City Redevelopment District Arts and Culture Grant Application

Applicant: Wild Horse Productions

that the name recognition and cast of our production of A CHORUS LINE will draw audiences from throughout northern Nevada and possibly California as well.

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

The audience demographic data we collected for the last Wild Horse Stage Company show, RENT, showed that our reach extends to seven counties in Nevada and three states:

- Out of State (New York, California, Louisiana): 6%
- Carson City: 40%
- Washoe County: 28%
- Douglas County: 13%
- Storey County: 5%
- Lyon County: 5%
- Churchill County: 2%
- Clark County: 1%

Our last production was performed in a much smaller venue with a seating capacity of only 100 per show. A CHORUS LINE will be performed in a venue with about 5 times to capacity and will involve a bigger marketing push so we anticipate that our reach for A CHORUS LINE will meet or exceed the audience location demographic data presented above.

For past shows, we have only tracked the geographic data of our audience members. Starting with A CHORUS LINE, we will begin implementing a new (optional) audience demographic survey for all of our online ticket sales, so we can more accurately analyze who we are serving and how we can create outreach strategies to connect with those audience demographics we might not be serving.

We serve the audiences of our shows, but we also serve and impact the local artists involved in the production. Our production team participates in extensive outreach to the surrounding areas to ensure that our casts are as diverse as possible and that underserved and under-represented groups know that our theater company was a safe space. The cast of our last production included performing artists from Carson City, Reno, Fallon, Lake Tahoe, Gardnerville, and Dayton. 50% of the cast self-identified as part of LGBTQ+ community, and the racial/ethnic demographics of the cast were:

- 40% White/Caucasian
- 25% Latinx
- 15% Black/African American
- 10% Pacific islander
- 5% Asian
- 5% Native American

2022 Carson City Redevelopment District Arts and Culture Grant Application

Applicant: Wild Horse Productions

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

A CHORUS LINE is a well-known musical with a reach to many different age demographics. We selected this production as our large summer musical to draw both local audiences and visitors to Carson City. Effective marketing for theater productions is constantly changing with new technology, resources, and tools. We are consistently working hard to stay on top of the new trends, and we are currently planning to increase our visibility to younger audiences with a member of our new “Advisory Committee” who is responsible for increasing our social media presence across all platforms. The marketing programs include:

1. Publicizing through Wild Horse Stage Company website
2. Advertising, PR, and PSA's on radio and TV and community newspapers
3. Special promotions to community groups
4. Posters, flyers, brochures distributed in English and Spanish
5. Enhanced web listings and newspaper website listings
6. Newsletters through MailChimp, and email blasts
7. Social media sites such as Facebook, Instagram, TikTok, etc.

Through the marketing programs above as well as word of mouth, we anticipate a total of at least 2500 audience members with 20% coming from at least 50 miles away.

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

While this production of A CHORUS LINE will be a one-time event, Wild Horse Stage Company intends to produce a large musical every summer at the Carson City Community Center. By presenting quality theatrical productions each year and investing in marketing and promotion, we will grow our audience with each year which will increase our ticket sales and make our summer musical self sustaining through ticket sales alone.

This event and future shows/seasons could be expanded and improved upon in the future by expanding the capacity of our organization and increasing the ability to support local artists by offering more paid opportunities for cast, crew, and production team members. We firmly believe in paying artists for their work which in turn strengthens the local arts community. As we continue to produce professional-quality shows and community offerings, we will be able to increase our ticket sales and donations, expand the reach of our productions, and further cement Carson City as a cultural tourism destination in the West.

Please complete the following fillable PDF budget and acknowledgement form.

Project / Event Costs (Attach additional sheets as needed and to state the source of other funds)

Activity (i.e. advertising, equipment rental, workshops etc.)	Redevelopment Funds	Other Funds and their Source	Total
Space Rental (Brewery Arts Center and Comm. Center)	3,000	4,967 (ticket sales)	7,967
Licensing Fees	2,000	4,513 (ticket sales)	6,513
Marketing	0	400 (ticket sales)	400
Supplies (including sets, costumes, props, etc)	0	6,200 (donations)	6,200
Artist Fees	0	7,300 (ticket sales)	7,300
Misc (including shipping costs, printing etc.)	0	2,000 (concessions)	2,000
<i>Additional documentation may be requested</i> Total	5,000	25,380	30,380

Redevelopment Grant funds as a % of initiative costs	17	%	32,000 (contingent on
			ticket sales)
			Projected revenues:
			Projected Net Profit/Loss
			1,620 profit

Annual Budget of Organization

	This Year*	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$ 103,250	\$ 84,487	\$ 78,849	\$4,666.67 / 2018
Expenses	\$ 98,500	\$ 77,967	\$ 62,434	\$3,715.89 / 2019
Reserves	\$ 15,654	\$ 20,000	\$ 15,000	2020: awarded but declined due to COVID

*projected

Acknowledgment of Application Provisions: (please check each that you acknowledge)

- ☐ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☐ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☐ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- ☐ If this initiative is selected for a grant from the Consolidated Municipality of Carson City, I acknowledge that photographs of my project may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature **Carol Scott**

Date: **May 17, 2022**

***Note:** ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

- ☐ Complete, signed Redevelopment District Arts and Culture Grant Request Form
- ☐ Organization chart/structure of the organization conducting the initiative
- ☐ Resumes of the key individuals in the organization conducting the initiative
- ☐ Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.



Carol Scott

1220 Thompson Street
Carson City, NV 89703
(775) 443-5587

Director@wildhorsetheater.com

- Extensive experience in arts management, including marketing, grant writing, fundraising, membership development organizational and creative leadership.
- Over 25 years' experience programming and scheduling concerts, performances, art exhibitions, theatrical productions, fundraisers, and cultural events.
- Dynamic, results-oriented problem solving with articulate and professional speaking abilities.
- Founder and Executive Director of three children's theatre companies, BAC Stage Kids (Carson City, Nevada), Little Tomato Children's Theatre (Ontario, Canada), Wild Horse Children's Theater (Carson City, NV).
- Experienced in media relations, including writing and distribution of press releases, flyers, posters, newsletters, and press packets.
- Supervised and managed staff, artists, and volunteers.
- A history of success leading & inspiring diverse groups of people in high-demand situations and ability to build constructive and collaborative relationships with Board members, community organizations, artists, and donors.

Professional Experience

WILD HORSE PRODUCTIONS Artistic Director and Founder

1/2007 to Present
Carson City, NV

- Developed and wrote business plan and corporation papers to establish a non-profit (501c3) theater company for adults (Wild Horse Theater Company) and children (Wild Horse Children's Theater) in Carson City
- Artistic Director for children's division, directing 4 main-stage productions a year, workshops, classes, school outreach programs, and summer theater program.
- Responsible for financial statements, operating budget, monthly and annual accounting for corporate financial accounts.
- Responsible for identifying, writing, and maintaining grants to fund programs. Also developed and maintained relationships with prospective and current grant funders and prepared interim and final narrative reports per funder's requirements.
- Responsible for overseeing and supporting membership campaigns and recruitment.

LITTLE TOMATO CHILDREN'S THEATRE Artistic Director and Founder

2001-2006
Ontario, Canada

- Developed business plan to form and establish first non-profit children's theatre company in Leamington, Ontario.
- Directed and produced three major theatrical productions per year, theatre classes, workshops, and summer camp program.
- Responsible for financial statements, operating budget, monthly and annual accounting for both corporate financial accounting and non-profit documentation.
- Researched and wrote successful grants for theatre productions and summer camps.
- In cooperation with Board of Directors, implemented yearly fundraisers.

BREWERY ARTS CENTER Program Director, Artistic Director BAC Stage Kids

1996-2001
Carson City, NV

- Programmed and scheduled musical performances, art exhibitions, theatrical productions, fundraisers, and cultural events.
- Founded BAC Stage Kids, directed and produced four productions per year, theatre classes, workshops, summer camp program, school assemblies, and community outreach programs.
- Proved success in researching and writing federal, state and local funding grants.
- Responsible for overseeing the organization's public image including approval of all printed materials, membership brochures, newsletters, advertisements and any other marketing materials, and including oversight of the web page and all other electronic media.
- Worked closely with volunteers to ensure they understand their roles in the organization and receive proper training, acknowledgement and recognition.
- Responsible for overseeing and supporting membership campaigns and recruitment.

WCSH-TV (NBC) Program Manager

1988-1995
Portland, ME

- Programmed and scheduled local and national television programs, syndicated movies, sports, and holiday specials.
- Designed, wrote, and produced local television specials, movie opens and closes, press releases and on-air promotions.

Education

State University of New York, B.A., Arts Management
Central Washington University, Washington, Teaching Young Actors Program
Howard Community College, Maryland, A.A., Elementary Education

John Paul Rivard

707 509 9282

johnprivard@me.com

Director & Choreographer Experience:

White Christmas	Director/Choreographer	Truckee Community Theater
Guys and Dolls Jr	Director/Choreographer	Truckee Community Theater
A Year with Frog & Toad	Director/Choreographer	Truckee Community Theater
Chicago	Director/Co Choreographer	Inner Rhythms
Once on this Island	Director/Choreographer	Inner Rhythms
Into the Woods	Director/Choreographer	Inner Rhythms
Nunsense	Director/Choreographer	Sparks United Methodist
9 to 5	Director/Choreographer	Truckee Community Theater
Jungle Book Jr.	Director/Choreographer	Truckee Community Theater
Young Frankenstein	Choreographer	Truckee Community Theater
A Chorus Line	Choreographer	Star eQuality Players
Happy Holidays	Dance Captain	Six Flags Discovery Kingdom
Fright Fest	Dance Captain	Six Flags Discovery Kingdom
Grease	Choreographer	Fairfield Civic Theater
Romeo & Juliet	Choreographer	Solano College Theater
Much Ado About Nothing	Choreographer	Solano College Theater
Into the Woods	Director/Choreographer	Alameda's Children's Theater
A Year With Frog & Toad	Dance Captain	Solano College Theater
Batboy The Musical	Dance Captain	Solano College Theater
Seussical The Musical	Director/Choreographer	Alameda's Children's Theater

Costume, Wig & Make Up Design Experience:

White Christmas	Costumes/Wigs/Headpieces	Truckee Community Theater
Once Upon a Mattress	Wig Design	Western Nevada Musical Th.
A Year with Frog and Toad	Costumes/ Wig Design	Truckee Community Theater
Chicago	Costumer	Inner Rhythms
Once on this Island	Costume/Headpiece Design	Inner Rhythms
Into the Woods	Costumer	Inner Rhythms
Legally Blonde	Wig Design	Sierra School of Performing..
9 to 5	Costume/Wig Design	Truckee Community Theater
Bridge to Terabithia	Costume/Make Up Design	Truckee Community Theater
Side Show	Wig Design	Altarena Playhouse
A Chorus Line	Costumer	Star eQuality Players
Rocky Horror Show	Assistant Costume Designer	C.A.P.S. Productions
Into the Woods	Costume/Wig Design	Alameda's Children's Theater
Seussical The Musical	Costumer	Alameda's Children's Theater

Education: Solano College Actor's Training Program- Class of 2009: Acting- Carla Spindt, George Maguire, Edward Hightower, Joseph DeLorenzo. Shakespeare- Julian Lopez-Morillan. Voice- Vivian Bayubay McLaughlin, Connie Lisec, Joe Anderson. Movement- Christine Nicholson. Ballet- Sheri Stockdale. Jazz- Lisa Clark Schelming, Staci Arriagga, Christina Lazo, Sheri Stockdale, Jeff Teague. Tap- Lisa Clark Schelming, Christina Lazo, Sheri Stockdale. Costume Design- Rebecca Valentine, Bj Bandy

PROFESSIONAL EXPERIENCE

2006-Present Computer Artistry Graphic Design Carson City, NV

Owner/Graphic Designer

- Responsible for managing hundreds of clients from all over the United States and Canada
- Creator/Designer for all marketing and graphic design projects
- Creator/Designer for all website design projects and implementation
- Photo editing and manipulation
- Complies monthly reports and maintains payables and receivables in QuickBooks
- Expert use of all Adobe programs including: Photoshop, Illustrator and InDesign

2008-Present Wild Horse Productions Carson City, NV

Marketing Manager/Technical Director

- Responsible for managing all program marketing pieces (posters, programs, tickets, website)
- Creator/Designer for www.wildhorsetheater.com website
- Lighting design and Projections for all theater production.

2015-Present Western Nevada Musical Theatre Company Carson City, NV

Assistant Producer

- Responsible for managing all program marketing pieces (posters, programs, tickets, website)
- Creator/Designer for www.wnmtc.com website
- Light operator, prop creation, backdrop editing for all theater production
- Administrative duties including ticket sales, managing donations, managing the box office, gift shop, concessions, volunteers and work study students
- Responsible for all duties included in the WNMTC costume and backdrop rental business

2002-2007 National Distributors, Inc/Anheuser-Busch South Portland, ME

Marketing Director/Graphic Designer

- Responsible for graphic design and signage in all accounts
- Designed, built and maintained company website www.natdistributors.com
- Develop monthly and quarterly incentive programs for all sales teams
- Run weekly, monthly, quarterly sales and account numbers
- Compile monthly pricing guides for Beer, Wine and Non-Alc sales divisions

2000-2002 OurMaine.com/ Guilds Hollowell & Associates Falmouth, ME

Executive Producer, Community Features/Graphic Designer

- Create content, develop and implement OurMusic and OurSchools
- Responsible for story content, graphics, photographs and advertising for OurMaine.com
- Graphic designer in charge of artwork for numerous hosted websites
- Regularly maintained and updated OurMaine.com, LearningEffects.com, and CnsHome.com

EDUCATION

1994-1998 University of Nevada, Reno Reno, NV

Reynolds School of Journalism

- B.A., Advertising and Marketing, Business Minor

SIERRA SCOTT

314-709-0755 | sierramegan@gmail.com

EXPERIENCE

GRANTS DIRECTOR AND ACCESSIBILITY COORDINATOR • 1/2018 – Present

NEVADA ARTS COUNCIL, Carson City, NV

- Oversee, supervise, and manage all aspects of the agency's grants program, budget, and staff.
- Implement, assess, and review of all NAC grants and subgrantees which includes processing between 700-1,000 applications per year in 10-20 diverse grant categories and awarding over \$1M in federal and state grant funds annually.
- Manage all aspects of the various subgrantee programs from creating guidelines, to reviewing applications, to the full lifecycle of grants management.
- Main point of contact responsible for the agency's federal National Endowment for the Arts Partnership Grant application, compliance, and reporting each year.
- Research, develop, and implement long-range plans and projects to maximize and enhance services provided.
- Served as the agency's Americans with Disabilities Act (ADA) Coordinator for the State of Nevada; liaison to Nevada organizations, institutions, and government agencies to aid in making policies, practices, activities and facilities accessible to people with disabilities.

MANAGING DIRECTOR • 1/2019 – Present

WILD HORSE PRODUCTIONS, Carson City, NV

- In partnership with the Executive Director, responsible for the overall business, administrative, and operational management of nonprofit theater company comprised of an adult and children's theater division.
- Collaborated with board members to update the organization's strategic plan, mission, and vision.
- Achieved a 100% increase in contributed income over 2 years.
- Responsible for grant writing and management for the organization and maintaining a robust annual grant portfolio from private foundations, municipal, state, and federal sources.
- Coordinated volunteers, supervised the management of new administrative and artistic hires and created employment contracts.
- Created new marketing strategies and community outreach efforts.
- Managed under budget productions while maintaining highest standards of quality.

ASSOCIATE CASTING DIRECTOR • 2014-2017

VARIOUS (FREELANCE), Los Angeles, CA

Responsibilities included: writing and posting breakdowns for all roles, scheduling and running audition sessions independently, creating master lists for director and producers, setting up studio tests, managing local and/or overseas casting teams for multiple projects, coordinating with studio/network to make offers, working with Business Affairs to close deals for all roles, and liaising with department heads regarding all details for the cast including international travel. Selected credits:

- X-MEN: DARK PHOENIX (Feature): 20th Century Fox (Alyssa Weisberg Casting)
- THE 15:17 TO PARIS (Feature): Dir. Clint Eastwood (Geoff Miclat Casting)
- NO TOMORROW (S1): CBS Studios / CW (Ulrich/Dawson/Kritzer Casting)
- EMERALD CITY (S1): NBC Studios / NBC (Ulrich/Dawson/Kritzer Casting)
- ALL NIGHTER (Feature): Dir. Gavin Wiesen (Liz Dean Casting)
- MAJOR CRIMES (S4): Warner Bros. / TNT (Ulrich/Dawson/Kritzer Casting)
- AMERICAN SNIPER (Feature): Dir. Clint Eastwood (Geoff Miclat Casting)
- CLAN OF THE CAVE BEAR (Pilot): Fox 21/Imagine/Lionsgate (Ulrich/Dawson/Kritzer Casting)
- RESURRECTION (S2): ABC Studios / ABC (Ulrich/Dawson/Kritzer Casting)

CASTING MANAGER • 2012-2014

VARIOUS (FREELANCE) – Los Angeles, CA & New York, NY

Responsibilities included: managing and hiring the casting staff of over 50 people in NY and LA (casting directors, casting coordinators and production assistants), writing one-sheets for network pitches, booking travel and hotels for casting searches across the country, creating and implementing systems to track thousands of applicants for the show, worked closely with production team to coordinate all contestant needs from pre-production through the live broadcast. Selected credits:

- CRY WOLFE (S1): Investigation Discovery (Karga 7 Pictures)
- THE MILLION SECOND QUIZ (S1): NBC (All3 Media/Universal Television)
- BEST INK (S3): Oxygen (Bunim-Murray Productions)
- THE WINNER IS (S1): NBC (Smart Dog Media)
- FUTUREScape WITH JAMES WOODS (S1): Science Channel (Karga 7 Pictures)

CASTING ASSISTANT • 2010-2012

VARIOUS (FREELANCE) – Los Angeles, CA

Responsibilities included: managing heavy phones, scheduling audition sessions, editing and uploading audition video, keeping the master lists up to date with all information, coordinating schedules and availabilities with agents and managers, and assisting in running audition sessions. Selected credits:

- POINT OF HONOR (Pilot): ABC Studios / Amazon (Sheila Jaffe Casting)
- BURYING THE EX (Feature): Dir. Joe Dante (Brad Gilmore Casting)
- SAKE-BOMB (Feature): Dir. Junya Sakino (Brad Gilmore Casting)

TEACHING ARTIST • 2008-2019

VARIOUS (FREELANCE) – Nationwide

- Contracted to teach workshop intensives on "Acting for Film and TV" at various acting studios in the Los Angeles area including Actors Artistry, Actors Connection, TVI Actor's Studio, Castaway Studios, ITA, and Beverly Hills Playhouse.
- Taught workshop intensives on acting and the business of acting for graduating students of Webster University's Conservatory of Theater Arts during their Los Angeles showcase trip.
- Taught regular musical theater and contemporary dance classes as well as special intensives at studios in New York, NY and Los Angeles, CA

PERFORMING ARTIST • 2003-2011

Member of Actor's Equity Association. Selected credits:

- OKLAHOMA! -1st Nat'l Tour of Broadway revival, NETworks Touring Company, Dir. Fred Hansen
- WHITE CHRISTMAS - Arts Center of Coast Carolina, Dir. Russell Treyz
- THOROUGHLY MODERN MILLIE - Gateway Playhouse, Dir. John Macinnis
- NUNSENSE - Allenberry Playhouse, Dir. David Caldwell
- CATS - Regional Tour Prather Productions, Dir. Marc Robin
- ANYTHING GOES - Saint Louis Repertory Theatre, Dir. Victoria Bussert
- TITANIC - Maine State Music Theatre, Dir. Charles Abbott
- VICTOR/VICTORIA - Maine State Music Theatre, Dir. Bruce Lumpkin
- INTO THE WOODS - Arundel Barn Playhouse, Dir. Edward Reichert
- THE SECRET GARDEN - Maine State Music Theatre, Dir. Charles Abbott

EDUCATION

- Webster University (Conservatory of Theater Arts) – BFA in Musical Theater
Graduated with Honors and received the Daniel Webster Scholarship for Academic Excellence
- Carnegie Mellon University Summer Theater Program
- Walnut Hill Performing Arts School Summer Intensive

BOARDS AND COMMISSIONS

- Carson City Cultural Commission, 2020-Present
Mayor appointed position to the primary advisory body for the Carson City Board of Supervisors for matters relating to arts and culture. Currently working with the Board of Supervisors to allocate American Rescue Plan funds towards the creation of a new Carson City Cultural District in partnership with the Department of Tourism.
- Brewery Arts Center, 2020-Present
Helped coordinate the \$500,000 expansion and renovation of the historic arts campus.
- Tahoe Regional Arts Foundation, Executive Advisory Committee, 2019-2021
Part of a 67M capital campaign to build new performing arts center in Lake Tahoe.
- Piper's Opera House, Vice Chair, 2018-2019



DON BURKE

WHO IS DON BURKE

I am a former United States Navy petty officer who is trained in mechanical and electronic systems. Hard working, honest and reliable, I'm a quick study and I adapt easily to new situations. I'm calm under pressure and strive to get the job done right, the first time.



2602 Fawn Fescue Ct., Minden NV 89423



775 443 7703



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TRAINING

UNITED STATES NAVY

AM3, Petty Officer 3rd Class
Aviation Structural Mechanics

SOUTHERN MAINE COMM. COLLEGE

Welding Certificate Course (Tig, Mic, Arc)
Spreadsheet Applications
Intro to Business

TECHNICAL CAREERS INSTITUTE

Diesel Mechanics
Fuel Systems

AWARDS

UNITED STATES NAVY

National Defense Medal
Navy Good Conduct Ribbon

CB KENWORTH

Safety Award
Superior Service Award

COMMUNITY

DOUGLAS LODGE 12

F&AM Genoa, NV

HIRAM LODGE 180

F&AM South Portland, ME

WILD HORSE THEATER

Technical Director, Carson City, NV

BOY SCOUTS OF AMERICA

Scoutmaster, Pack 411

EXPERIENCE

STARBUCKS ROASTING PLANT

June 2017 - Present

Operate the Advanced Coffee Roasting System. Audits and documents system status and quality benchmarks. Performs preventative maintenance and sanitation procedures. Ensures compliance with Starbucks roast profiles. Assesses current and future schedule requirements and modifies as needed. Supports cost reduction goals to reduce downtime. Gathers, records and reports on operational and quality metrics.

Participates in Production Continuous Improvement. First Responder Trained. Possesses high mechanical aptitude and troubleshooting abilities. Familiar with AIB, GMP and HACCP standards. Works in accordance with quality, safety and sanitation standards and policies.

CASHMAN EQUIPMENT

June 2016 - June 2017

Maintain regular maintenance schedules for equipment, including general building maintenance. Works safely in an environment with chemicals and heavy equipment. Parts lookup and delivery for mining and heavy duty equipment, writes costs estimates and purchase orders, database administration.

CAPITAL FORD

July 2015 - June 2016

Troubleshoots mechanical problems, tracks repairs and the cause of the failure, prioritize and schedules technicians, writes costs estimates, works safely in an environment with chemicals and heavy equipment.

MICHAEL HOHL AUTO GROUP

Oct. 2007 - June 2015

Warranty administrator, service writer, acting service manager, safety liaison, enforced company policy and procedure, resolved service issues, troubleshoots mechanical problems, tracks repairs and the cause of the failure, prioritize and schedules technicians, troubleshoot customer complaints, met and exceeded service goals.

HARD SKILLS

HEAVY DUTY EQUIP. MAINTENANCE

DIESEL MECHANICS

AUTO MECHANICS

HYDRAULIC SYSTEMS

PNEUMATIC TOOLS

COMPUTER SKILLS

SOFT SKILLS

PROBLEM SOLVING

ORGANIZED/ABLE TO PRIORITIZE

DETAIL ORIENTED

CALM UNDER PRESSURE

WORK FLOW MANAGEMENT

HIGH INTEGRITY



"A CHORUS LINE" Production Team Bios

Director/Choreographer: John Paul Rivard (confirmed)

John Paul Rivard has been performing for over 22 years in California, Hawaii and Nevada. He studied at Solano College Theater- Actors Training Program Graduating Class of 2009.

Some of his favorite roles are Phil Davis- White Christmas, Jack- Into the Woods Inner Rhythms, Asaka- Once on this Island Inner Rhythms, Akhnaton in Akhnaton Bruka, Buddy- Sideshow Altarena Playhouse, FrankNfurter- Rocky Horror Show CAPS, Melvin P Thorpe- Best Little Whorehouse in Texas Fairfield Civic Theater, Albert- Bye Bye Birdie Solano College Theater, Finch- How To Succeed In Business Without Really Trying Solano College Theater, Snail/Father Frog A Year with Frog & Toad Solano College Theater, Miss Taylor/Reverend Hightower- Batboy Solano College.

When John isn't performing you may find him Directing, Choreographing, Costume and Wig designing for other productions. Recent productions in Truckee/Tahoe/Reno area White Christmas, Frog & Toad, Chicago, Once on this Island, Into The Woods, Nunsense, 9 to 5, Young Frankenstein, and several youth productions. Honored with the Sacramento Regional ELLY Award- Best Supporting Male in a Musical- Frog & Toad. Best Lead Performer- Six Flags Discovery Kingdom Fright Fest 2011. Fairfield Daily Republic ARTY Award- Best Supporting Male in a Musical- Smokey Joe's Cafe. Best Supporting Male in a Musical- Batboy the Musical.

Music Director: Marshall Jones (confirmed)

Marshall holds a BM in Vocal Performance, a BA in dance, and a BA in Theatre, all from the University of Nevada, Reno and has been teaching and performing multiple styles of music for over 20 years. When living in California, Marshall toured with the Sacramento Mandarins Drum and Bugle Corps for four years before joining the United States Marine Corps, and worked with numerous music and dance ensembles such as Fred C. Beyer High School, Ustach Middle School, Thomas Downey High School, Grace Davis High School, Live Oak High School, Los Banos High School, Granite Bay High School, Sheldon High School, Elk Grove High School, Fairfield High School, Sacramento State University, Precision Percussion, and Vanguard Winter Percussion, and Mandarins Entertainment. He then moved to Reno to attend UNR and has since then worked with the University of Nevada, Reno, Bruka Theatre, Reno Little Theater. Marshall currently works with Damonte Ranch High School as a music and dance instructor for the marching band and winter percussion, and is the musical director for Wild Horse Stage Company. Marshall is passionate about educating the next generation of musicians and currently has a private voice studio in the Northern Nevada area.



Assistant Director: Jessica Grimaldo (confirmed)

Jessica Grimaldo has been passionate for the performing arts since she was a small child. Having gone most of her life without knowing of her now diagnosed Anxiety Disorder, this made performing very challenging for her. With her degree in Musical Theatre she hopes to help anyone and everyone with challenging their own personal obstacles to take on the performing arts so that they too can experience all the wonderful benefits the arts has to offer. Jessica strongly believes that everyone in this life is a performer regardless of their occupation or status quo and would love to help anyone who desires to embrace that. Jessica has performed in various shows such as, The Addams Family Musical, Oliver!, Young Frankenstein, and most recently, Rent. She has also begun to venture out into the production side of things where she has worked on her directing, producing, and casting skills in both theatre and film. Her most recent film project was for The Flock, a sequel to the first film she produced and casted, The Devil's Children, which is out on Tubi for streaming.

Assistant Choreographer Ballet: Christine Tyann (confirmed)

Christine Rapisora was born and raised in Reno Nevada. Obnoxiously hopping around her parents living room it became obviously that dancing was braided into her soul. As a young dancer she was trained by Elizabeth Post and as she grew into her dance career by continuing her training with Jenny Renner. In high school she received her first paid summer contract with Art Town being included to collaborate with community dancers and leaders to bring creativity to the Truckee Meadows through movement. After high school, Christine found her passion in musical theater. She continued her training at University of Nevada Reno and Truckee Meadows Community College. Christine participated in shows like: Cabaret, Hair, Alladin, and Rocky Horror Picture Show. She continued her professional career working with Lucky Rabbit Productions, Roadshows and Karen Burns Productions. Highlights of her career include a full Christmas production highlighting vintage costumes of Hello Hollywood, Hello. Christine retired from the professional dance world and moved into serving her community with art of Nursing. Now enjoying the offstage life, her passion for dance still lives on and she hopes to enlightening those around her with the global love for dance. Christine continues to find opportunities to instruct and assist community dancers achieving their goals in Northern Nevada.

Robin Kato-Brong (proposed): Robin is a trained dancer, singer, and actress. Starting at a very young age, Robin took to the stage mainly performing in musical theatre productions but also in modeling and print ads. Robin Kato started dancing at the age of 7 in Southern California. There she performed for Starlight Bowl, Moonlight Amphitheater, and Sesame Street. She moved to Lake Tahoe, Nevada in 1989 where she continued performing and dancing. Her favorite roles include Tiger Lily in Peter Pan, Bonnie Jean in Brigadoon, Louis in Carousel, and Anita in West Side Story. Robin has been a dance instructor and choreographer in Carson City for 7 years teaching ballet, tap, jazz, lyrical, acrobat, and musical theatre at danceSpirit. She also adjudicates for Broadway Magic and Miss Carson City. Aside from performing, Robin has a B.S. from UNR and a master's from Grand Canyon University and is a teacher for the Carson City School District.



Lara Vo (proposed): Lara received her Bachelor of Arts in Musical Theatre from Weber State University and has previously performed in RENT (Maureen, Wild Horse Stage Co), the 25th Annual Putnam County Spelling Bee (Marcy), 35MM: A Musical Exhibition (Woman 1), and Gloria (Kendra). When Lara is not doing theatre, her passions are social work and aerial arts.

Michael Rapisora (proposed): Michael has portrayed a diverse cast of characters over the years and has been a featured soloist with Nevada Opera, Nevada P'Opera, and ASPEN A Cappella. Performing with multiple repertory companies as an Actor, Musician, and Music Director has been a rewarding experience for him and he is excited to return to the stage at Brewery Arts Center in his first production with Wild Horse Stage Company.

Attending the University of Nevada, Reno he studied Percussion and earned a Bachelor of Fine Arts in Music with a Minor in Theatre. While in college Michael also studied dance and completed course work focused on Musical Theatre Performance.

Favorite stage credits include Benny-RENT (Wild Horse Stage Co), Judah (Benjamin Calypso Soloist)-Joseph and the Amazing Technicolor Dreamcoat, Paul-Weird Romance, Teen Angel/Sonny Latierre-GREASE, Agwe (God of Water)-Once on This Island, Pseudolus/Hero-A Funny Thing Happened on the Way to the Forum, and Tobias Ragg-Sweeney Todd.

Serena Dantzler (proposed): She recently played the role of Joanne in Wild Horse Stage Company's production of RENT. Serena has been on stage since age five and has loved every minute of it. Favorite roles include the Scarecrow in The Wiz and Sour Kangaroo in Suessical the Musical.

Jake Nichols (proposed): Jake started his musical theatre journey back in 2008 with his first show Annie with Backstage Kids. Some of his favorite roles to date include Ram Sweeney in Heathers: High School Edition (WHSC), Shrek in Shrek Jr. (YTCC), and Finch in Newsies (WHCT). Jake also has 13+ years of dance under his belt, with Tap being his favorite style. He hopes that his theatre background and major love for Disney helps him to one day become a Disney cast member.

ORGANIZATION CHART



Wild Horse Productions Board of Directors

Michelle Van Geel
Rachel Bennett
Kathy Canfield
AJ Ellison
Belina Holub
Hilary Reynolds
Stephanie King
Baylee Spear

EXECUTIVE DIRECTOR (Wild Horse Productions)

Carol Scott

**ARTISTIC DIRECTOR
(Wild Horse Stage
Company)**
Sierra Scott

**TECHNICAL DIRECTOR
(Wild Horse Stage
Company)**
Tara Burke

Wild Horse Stage Company Advisory Committee

Anthony Mendoza
Megan Nelson
Trevor Young
John Paul Rivard
Jessica Grimaldo

ASSET STATEMENT 2022

Wild Horse Productions

Financial Statements in U.S. Dollars

CURRENT ASSETS

Cash		
Checking Account	20176	
Savings Account	15654	
Total		35830

PROPERTY AND EQUIPMENT

Sound & Light Equipment	12500	
Furniture	300	
Props/Set/Costumes	5500	
Misc. Tools/Supplies	1000	
Computers	2500	
Total		21800
	57,630	

LIABILITIES

Accounts Payable	0	
Credit Card	0	
		0

Income/Expense by Category - Year to Date

1/1/2022 through 5/17/2022

5/17/2022

Page 1

Category	1/1/2022- 5/17/2022	OVERALL TOTAL
INCOME		
Uncategorized	129.15	129.15
Bank Card Deposit	8,350.82	8,350.82
Concession Sales	472.46	472.46
Donation Received	1,613.02	1,613.02
Grant	5,500.00	5,500.00
Reader Testing	0.00	0.00
Refund Received	1,428.67	1,428.67
Refunds	176.01	176.01
Sweatshirt	444.00	444.00
Ticket Sales	24,070.22	24,070.22
Tshirt Sales	84.96	84.96
Tuition	5,907.39	5,907.39
TOTAL INCOME	48,176.70	48,176.70
EXPENSES		
Uncategorized	88.93	88.93
Advertising	3,976.10	3,976.10
Auto & Transport	38.00	38.00
Copies	1,354.49	1,354.49
Costumes	1,776.04	1,776.04
Dues and Subscriptions	404.25	404.25
Equipment	1,712.64	1,712.64
Equipment Rental	250.00	250.00
Food & Dining	22.59	22.59
Gifts & Donations	394.05	394.05
Gifts Given	25.00	25.00
Insurance	1,166.23	1,166.23
JTF Registration Paid	795.00	795.00
Make-Up	72.00	72.00
Meals & Entertn	1,041.05	1,041.05
Music	2,023.67	2,023.67
Postage and Delivery	23.20	23.20
Printing and Reproduction	6.45	6.45
Props	351.07	351.07
Raffle Baket Refund	122.31	122.31
Reimbursement	268.34	268.34
Rent Paid	24,548.50	24,548.50
Royalties	5,741.73	5,741.73
Set	3,461.46	3,461.46
Shopping	114.99	114.99
Stipend	10,800.00	10,800.00
Supplies, Bus	836.53	836.53
Tax, Business	250.00	250.00
Trash Hauling	100.00	100.00
Travel	3,481.17	3,481.17
Utilities, Bus	246.70	246.70
Warehouse	22.46	22.46
TOTAL EXPENSES	65,514.95	65,514.95

Income/Expense by Category - Year to Date

1/1/2022 through 5/17/2022

5/17/2022

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Category	1/1/2022- 5/17/2022	OVERALL TOTAL
OVERALL TOTAL	-17,338.25	-17,338.25

Income/Expense by Category - 2021

1/1/2021 through 12/31/2021

5/17/2022

Page 1

Category	1/1/2021- 12/31/2021	OVERALL TOTAL
INCOME		
Ad Sales	450.00	450.00
CCSD Workshops	2,480.00	2,480.00
Class Settlement	51.58	51.58
Donation Received	2,862.27	2,862.27
Grant	17,200.00	17,200.00
JTF Registration	3,748.00	3,748.00
Refund Received	780.93	780.93
Ticket Sales	44,917.02	44,917.02
Tuition	11,997.39	11,997.39
TOTAL INCOME	84,487.19	84,487.19
EXPENSES		
Uncategorized	0.00	0.00
Advertising	2,901.02	2,901.02
Auto & Transport	856.75	856.75
Concessions	613.06	613.06
Copies	1,566.73	1,566.73
Costumes	4,002.15	4,002.15
Dues and Subscriptions	634.78	634.78
Equipment	73.18	73.18
Error	0.00	0.00
Fundraiser	15.00	15.00
Gifts & Donations	932.04	932.04
Insurance	2,453.00	2,453.00
JTF Payment	12,960.00	12,960.00
Makeup	8.31	8.31
Meals & Entertn	1,372.02	1,372.02
Music	28.22	28.22
Postage and Delivery	828.63	828.63
Props	929.78	929.78
Refund Given	180.27	180.27
Refunds Received	0.00	0.00
Reimbursement	575.53	575.53
Rent Paid	5,553.00	5,553.00
Repairs	110.00	110.00
Reversal Of Credit	99.99	99.99
Royalties	7,823.00	7,823.00
Set	640.00	640.00
Split Of Ticket Sales	1,615.00	1,615.00
Stipend	24,250.00	24,250.00
Subscriptions	641.23	641.23
Supplies, Bus	1,818.92	1,818.92
Tax, Business	250.00	250.00
Technical Services	2,000.00	2,000.00
Trash Hauling	100.00	100.00
Utilities, Bus	366.62	366.62
Warehouse Rent	1,500.00	1,500.00
Wristbands	268.40	268.40
TOTAL EXPENSES	77,966.63	77,966.63

Income/Expense by Category - 2021

1/1/2021 through 12/31/2021

5/17/2022

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Category	1/1/2021- 12/31/2021	OVERALL TOTAL
OVERALL TOTAL	6,520.56	6,520.56

Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701



Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document and answer the following questions in the order in which they are asked and use the fillable PDF from to complete the budget and acknowledgement sections. Your answers should be as succinct as possible with your overall application limited to a maximum of 10 pages, excluding resumes.

1. a) Name / title of project or event
b) Event / Project dates
c) Total Funding Request
2. a) Organization Name
b) Organization Mailing Address, City, State, Zip, Phone
c) Organization Website and / or Social Media Sites
d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email
e) Provide a brief history of your organization, its mission and number of years in operation.
3. a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>
5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.
b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.
c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.
d) Who are the artists involved with this project? Include names and a brief bio for all participating

artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

Please complete the following fillable PDF budget and acknowledgement form.

Project / Event Costs (Attach additional sheets as needed and to state the source of other funds)

Activity (i.e. advertising, equipment rental, workshops etc.)	Redevelopment Funds	Other Funds and their Source	Total
Musicians' fees	2,000	12,000 (other grants)	14,000
Artists' fees/awards	0	200 (Reg. fees)	200
Technician's fees	2,000	2,000 (NAC grant)	4,000
Services (Portable restrooms)	0	1,000 (Donations)	1,000
Space rental (incl. permit fees)	0	900 (program ads)	900
Marketing/promotion	1,000	1,800 (NCOT)	3,000
Insurance (prorated)	0	120 (Reserves)	120
License fees	0	280 (Reserves)	280
Supplies	0	1,500 (Memb. fees)	1,500
<i>Additional documentation may be requested</i> Total	5,000	20,000	25,000

Redevelopment Grant funds as a % of initiative costs	20	%	Projected revenues:	25,000
			Projected Net Profit/Loss	0

Annual Budget of Organization

These are fiscal year budgets, July 1 to June 30

	This Year	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$ 28,360	\$ 45,893*	\$ 39, 383	\$0/2021
Expenses	\$ 37,380	\$ 21,169	\$ 31,213	\$4,933/2020
Reserves	\$ -9,020	\$ 24,724*	\$ 8,170	\$4,314.75/2019

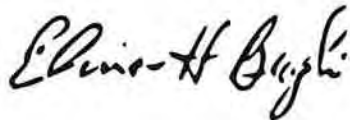
Last year fiscal income included a Pandemic Emergency Technical Support grant, used for Jazz & Beyond 2021.

Acknowledgment of Application Provisions: (please check each that you acknowledge)

- ☐ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☐ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☐ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- ☐ If this initiative is selected for a grant from the Consolidated Municipality of Carson City, I acknowledge that photographs of my project may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature



Date: 5/18/22

***Note:** ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

- ☐ Complete, signed Redevelopment District Arts and Culture Grant Request Form
- ☐ Organization chart/structure of the organization conducting the initiative
- ☐ Resumes of the key individuals in the organization conducting the initiative
- ☐ Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.



191 Heidi Circle
Carson City, NV 89701-6532

Phone: 775-883-4154

Fax: 775-883-4371

Web: milehighjazz.com

FY22 Budget, and Actual as of 1/7/22 (half year)

CATEGORY	FY22 Budget **	Actual As of 1/7/22
INCOME		
Admissions	1,000	1,102
Contracted Services	1,000	0
Program ad sales	2,000	2,410
Interest earned	10	1
Membership donations	5,000	2,400
OST designated funds	750	30
Other sales (festival shirts, hats, posters, raffles)	600	1,303
Reimbursements	0	530
Corporate/Foundation	1,500	4,022
Other private donations	7,000	1,886
City Gov't.	3,000	1,725
State Gov't. (NAC+NCOT+NH)	3,500	3,500
Fed. Gov't.	3,000	0
Reserve Funds	9,020	0
TOTAL INCOME	37,380	18,909
EXPENSES		
Musicians' fees	20,000	9,876
Poets' fees & Artists' awards	1,300	150
School support (CHS/CMS/RYO)	1,000	0
Technical support/other services	5,500	5,538
Services	1,566	
Travel & Training	0	0
Space rental	1,000	1,546
Marketing	3,000	1,784
Permits & licenses	100	0
Insurance	480	480
Entertainment/hospitality	0	0
Printing (programs) *	2,000	0
Music charts	200	63
Supplies & Other	1,800	1,490
Postage	550	474
Memberships/donations	450	140
Utilities/phone	0	0
Equipment	0	0
TOTAL EXPENSES	37,380	21,541
BALANCE	0	-2,632

* Other printing is included in Marketing

** Approved 8/30/21

Assets:

Cash, savings, and investments - \$51,376

Music Library - \$7,215

Mile High Jazz Band Association
Redevelopment District Arts and Culture Grant Application
Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document.

1. a) Jazz & Beyond Carson City Music and Art Festival

b) August 5-21, 2023 ¹²

c) \$5,000

2. a) Mile High Jazz Band Association, Inc.

b) 191 Heidi Circle, Carson City, NV 89701-6532 – 775-883-4154

c) <http://MileHighJazz.com> / [Facebook.com/milehighjazz](https://www.facebook.com/milehighjazz) / [Facebook.com/jazzcarsoncity](https://www.facebook.com/jazzcarsoncity)

d) Primary Contact Name: Elinor Bugli

Title: President

Mailing Address: 191 Heidi Circle, Carson City NV 89701-6532

Contact phone and email: 775-883-4154, info@jazzcarsoncity.com

e) Provide a brief history of your organization, its mission and number of years in operation.

Mile High Jazz Band Association incorporated 22 years ago. Our mission is to enrich the cultural life of our community by promoting live jazz performance in and around Carson City; enhancing music education in collaboration with other arts organizations and schools; and sustaining the City's resident big band - the Mile High Jazz Band - and its combos. The band performs monthly and presents quarterly Jazz & Poetry events. An early achievement was in 2004, when Mile High Jazz Band was selected by the American Composers Forum for a Continental Harmony project, one of only six nationwide. For that project, we commissioned a work for jazz band and women's chorus and performed it in five northern Nevada communities. We provide annual performances in partnership with school jazz bands. Since 2004, we have produced or co-produced the annual "Jazz & Beyond" festival, which has expanded to include all genres of music, art, dance, and film, and in 2015 was selected Best Annual Event by the Carson City Chamber of Commerce.

3. a) Is this project located in, or will it benefit District #1 or District #2?

Yes, most of the project is in District 1 and all will benefit the districts.

4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>

Jazz & Beyond is a 17-day summer music and art festival consisting of performances, art shows, studio tours, lectures, and films for people of all ages. Most events are admission free. We present live music, entertain and educate the community and visitors about jazz and other music styles, provide performance opportunities for local and regional musicians, celebrate local artists, and collaborate with businesses and other arts organizations for the benefit of the community.

Specific strategic objectives from the 2022 Arts & Culture Strategic Plan that we implement each year are 2.1, 2.2, 2.3, and 3.3 as follows:

Jazz & Beyond festival is a cultural event that showcases Carson City's talent. It attracts visitors as well as residents, and for the fourth year, will include an open-studio community project for about 30 visual artists, now expanded to

three days. It also includes a poster and program-cover design competition for professional and student artists. We partner with the Brewery Arts Center, Nevada State Museum, Friends of Silver Saddle Ranch, Nevada Artists Association, Stewart Indian School Cultural Center and Museum, Carson Farmers Market, Downtown Business Association, Carson City Historical Society, and local businesses to share resources and expand opportunities.

5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

Objectives of the festival are to contribute to Carson City's growing reputation as cultural hub and arts community. Note: Some Jazz & Beyond activities, such as obtaining permits and booking musicians and visual artists, begin before the grant period, but those activities funded by the grant will take place within June 1 to Sept. 30, 2022. Also, some events are outside the redevelopment area, but bring people to Carson City and benefit the community. Grant funds will be used for events within the area.

June 2022 – select winning poster/program/T-shirt design, order materials, create online and printed schedule of events. Notify artists accepted for open-studios participation. Update website and social media pages. Finalize permits for use of Capital Amphitheater, McFadden Plaza Stage, Silver Saddle Ranch, Governor's Mansion outdoor space, and other venues. Contract musicians and bands.

July 2022 – begin weekly information booth every Saturday at the Carson Farmers Market to promote the festival. Finalize musicians' contracts, renew liability insurance and certificates for venues, mail postcard with calendar of events to over 2,300 addresses, and email promotion to over 700 addresses and 50 media address. Display banner over Carson Street is approved for July 25-31. Run ad at Fandango Galaxy movie theater, begin radio announcements, and update websites and social media pages.

Proposed festival schedule (subject to changes and additions):

Fri., Aug. 5 – Opening Event – Reno Jazz Orchestra at the Governor's Mansion

Sat., Aug. 6 – Wine walk with J&B musicians at several locations, Ice Cream Social at C.C. Historical Society

Sun., Aug. 7 – NAA Reception for summer show, including Open Studios artists

Mon, Aug. 8 – Rosebud's Dance Band at McFadden Plaza Stage

Tues., Aug. 9 – The Jazzettes, location TBA

Wed., Aug. 10 – Bijou Bell Band at McFadden Plaza Stage

Thurs, Aug. 11 – Jazz film in partnership with Carson City Classic Cinema Club

Fri, Aug. 12 – Combo TBA at Comma Courtyard, The Bayberry Cast band at McFadden Plaza Stage

Sat., Aug. 13 – Sagebrush Rebels and Sierra Sweethearts bands at Silver Saddle Ranch

Sun, Aug. 14 – The Red Tango string quintet and dancers at the Brewery Arts Center ballroom.

Mon, Aug. 15 – Carson High Jazz Band at McFadden Plaza

Tues, Aug. 16 – The Other Brothers Band, location TBA

Wed., Aug. 17 – Band TBA at McFadden Plaza Stage

Thurs., Aug. 18 – Lecture performance on the Development of the Trumpet with Josh Reed at Nevada State Museum

Fri, Aug. 19 - Open Studios tour at NAA Gallery with Gardnervillains band, and at Bliss Mansion with New World Jazz Project and Take This bands

Sat., Aug. 20 - Open Studios tour at 12 locations with live music, including Kat MacMartin, fiddle, Mylo McCormick, guitar, Colin Ross, multi-instruments, Tom Miller, multi-instruments

Sun., Aug. 21 Open Studios tour at 12 locations with live music; Basie's Birthday concerts at Capital Amphitheater (small band TBA and Mile High Jazz Band).

Note: Other live music in Carson City during Aug. 5-17, such as Levitt Concerts at the Brewery Arts Center, small groups at Bank Saloon, Nashville Social Club, and other venues will be listed in the festival program, but not funded by Mile High Jazz Band Association or the grant.

5. b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

David Bugli, President, Mile High Jazz Band Association, Music Director and Festival Chair, member of Steering and Logistics Committees.

Cherie Shipley, member of festival Steering, Performance, and Promotion Committees.

Elinor Bugli, Treasurer, Mile High Jazz Band Association, Chair of the festival Finance Committee, member Festival Steering Committee.

Deborah Foster, Nevada Artists Association Liaison

Their responsibilities and planning and management experience are described in the attached Resumes.

5. c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

In past years, about two dozen organizations and businesses partnered, supported, or participated in the event as sponsors, program advertisers, or performance venues. We expect similar participation in 2022. Participants include Nevada State Museum, Carson City Historical Society, Friends of Silver Saddle Ranch, Brewery Arts Center, Nevada Artists Association, Carson City Arts & Culture Coalition, and Carson City Downtown Business Association.

5. d) Who are the artists involved with this project? Include names and a brief bio for all participating artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

We expect about 20 Open Studio Art Tour artists. Confirmed to date:

Pietro Accardi, marbling on paper and textiles

Massimiliano Beltrame, sculpture, oil, acrylic, and more

Mike Bond, oil paintings – landscapes and western scenes

Cynthia Brenneman, watercolor still lifes

Kristy Dial, gourd art

Ubon Edmonds, oil, acrylic, watercolors

Robin McGregor, pottery

Richard McGregor, pottery

Susan (Suzy) Musil, beaded jewelry

Penny Rand, hand-painted ceramics

Ronnie Rector, watercolor

Colleen Reynolds, watercolor

Gail Rogers, natural stone jewelry

Jenny Schnabel, acrylic painting

Deborah Stevenson, acrylic, watercolor, mixed media – Sierra Nevada and Nevada Desert scapes

Janice Stowers, fused glass

Irene Taylor, watercolors, batiks, ceramic garden masks

Selected Biographies of Open Studios Tour artists are in attached document, Resumes: "Open Studio Tour Artists."

We expect about 20 bands, featuring about 100 musicians, to participate in Jazz & Beyond 2022. Confirmed or proposed to date:

Reno Jazz Orchestra – big band

Gardnervillains - combo

Sierra Swingers – Dixie
 The Jazzettes – trio
 The Red Tango – all strings, play Tangos
 Bijou Bell Band - combo
 Sagebrush Rebels – 7-piece country
 The Sierra Sweethearts – 4 musicians
 Carson High Jazz Band – big band
 Josh Reed Band – combo
 Bayberry Cast – 7 musicians
 RoseBud’s Dance Band – big band
 Reno Video Game Symphony
 The Other Brothers – 7 musicians
 Mile High Jazz Band – big band with vocalist

Selected Biographies of Bands and Musicians are in attached document, Resumes: “Music Artist Bios.”

5. e) Describe the methods you will use to evaluate project success, impact, and outcomes.

Results of an audience questionnaire distributed on the last day of the music festival are tabulated and used for improving future festivals. For example, survey results, audience numbers, and discussions showed us that attendance can lag during the dinner hour, even for events adjacent to outdoor restaurants. We select bands for that time that have greater appeal to diners. Some performances are audio recorded for evaluation of artistic quality and to help us determine strengths and weaknesses of the mix of performances to guide future selection. We also use the Arts & Economic Prosperity Calculator from Americans for the Arts to estimate the economic impact on our community of the Jazz & Beyond festival.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

Our area has a rich history of live music performance related to casinos, which at one time supported several full-time house orchestras and still employ musicians today. When the standing orchestras folded, many of the musicians remained in the area and now contribute their time, talent, inspiration, and expertise to our festival and the community. Our constituents include performers – more than 100 instrumental musicians, vocalists, and visual artists; audience members drawn from the entire local population, as well as numerous tourists; and students who perform with the Carson High Jazz Band, and attend concerts, art shows, and our educational features – this year the History of the Trumpet with Josh Reed. Businesses also benefit from our events. Festival attendees purchase food, beverages, and gasoline from Carson City establishments. Performers are paid and spend the money locally. Results of the 2019 (pre-pandemic) audience survey indicate that 73% of those who responded bought a meal and 49% shopped in Carson City in connection with attending festival events.

6. b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

Carson City population is over 55,000, with 20% under age 18, 20% over age 55, 24% Hispanic, and 13% foreign born (2021 data). Median household income is \$58,305 (2020 dollars); 88% of people over 25 have at least a high-school diploma and 23% have a higher degree. Jazz & Beyond programs are geared to all ages, and especially reach youth and seniors. Because almost all are admission free, economic status is not a barrier to attending, and all are in accessible spaces.

6. c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

This festival brings visitors to Carson City. Before the pandemic, we counted up to 5,000 attendees during the course of the festival. (Note: This is total of attendees at each event; people who attended several concerts were counted several times. Because events are not ticketed, we don't have data on how many events each individual attended.) In past years, audience surveys indicated 37 percent were from outside of Carson City, and 5 to 10 percent of them from more than 100 miles distant, including from several states (southern California, New York, Virginia, Kentucky, New Hampshire, Colorado) and from Canada, Italy, Germany, England, Australia, and New Zealand. We have applied for a Rural Marketing Grant from the Nevada Division of Tourism to help market the festival to distant visitors by radio, print, and social media.

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

Jazz & Beyond is a recurring festival - not one event, but a series of events held over a 17-day period. Mile High Jazz Band Association operates the festival as a service to the community by a committee of its nine-member board of trustees—a mix of Mile High Jazz Band musicians and community members—and many other volunteers. We have no paid administrative staff and no building; therefore, overhead costs are minimal and cannot be reduced. More than half the festival expenses are covered by in-kind services. People enjoy the many open, mostly outdoor, un-gated performance venues.

We include music genres other than jazz, and additional arts—visual art, film, and dance—and these aspects can continue to expand. We also grow by adding venues and performances. Before the pandemic, audience counts at most events documented increasing audience. We could expand further by adding more arts and crafts vendors and food booths, sidewalk chalk art, additional educational workshops, and by developing and promoting cultural tourism packages with local lodging partners.

With sufficient volunteers, partner organizations, and funding, the festival could become a Carson City Arts and Culture Festival for the entire month of August (or other month). For success at that level, we could explore incorporating Jazz & Beyond as a separate 501(c)(3) non-profit organization, with its own board of directors, staff (volunteer or paid), and sources of funding, rather than continuing as a large function of the small budget Mile High Jazz Band Association.

We have charged admission to selected special events within the festival; these events are more expensive to produce and although admission charges covered costs, the net profit, if any, was miniscule. Our preference is to keep most performances free. Jazz & Beyond is not a fundraiser for our organization - all funds raised through donations, ad sales, and grants are used to produce the festival. It is managed and staffed completely by volunteers. As long as it benefits the community, it deserves city funding.

Resumes of Key Individuals

2022 Steering Committee, *Jazz & Beyond* - Carson Music & Art Festival

David Bugli is founder and an organizer of *Jazz & Beyond* since its inception as *Basie@100* in 2004. He also has organized the annual Capitol Tree Lighting on the steps of the Nevada State Capitol in Carson City, which featured performances by the Holiday Brass Ensemble (generally about two dozen players) and about two hundred elementary school singers. He brought the annual TubaChristmas event to Reno, managed it for several years, and continues to perform in, MC, and conduct the event. He is President of Mile High Jazz Band Assoc., Secretary (former President) of the Foundation for Carson City Parks and Recreation, and Secretary (former Vice-President) of the Carson City Historical Society.

Bugli founded, leads, and plays keyboard in the Mile High Jazz Band; founded and conducts the Carson City Symphony; and has been Assistant Conductor of the Foundation Orchestra in Reno and guest conductor of the Ruby Mountain Symphony in Elko, and plays tuba in the Carson Valley Pops Orchestra. A recipient of the 2007 Nevada Governor's Arts Award for Distinguished Service to the Arts, Bugli earned a Bachelor of Science Degree in music education from Ithaca College, NY, where he studied composition with Karel Husa, and a Master of Music Degree from the University of Massachusetts. He has participated in Conductors Workshops of the American Symphony Orchestra League in San Francisco and St. Louis. In addition to conducting, he plays classical and jazz piano, tuba, and trombone, and he composes and arranges music. The Reno Philharmonic commissioned him to write a series of coordinated orchestral and choral arrangements of "Home Means Nevada" for the State's sesquicentennial. Bugli retired from employment as a programmer/analyst with the State of Nevada in 2010 and has taught piano at Western Nevada College. *Website: DavidBugli.com*

Cherie Shipley has participated as a performer with *Jazz & Beyond* for several years and joined the Steering, Performance, and Promotion Committees in 2014. She is Owner and Director of Operations of Lake Tahoe Entertainment, which for more than 20 years has specialized in booking musical entertainment, and in planning and organizing meetings, events, concerts, and weddings in North and South Lake Tahoe, Reno, Carson City, Carson Valley, and surrounding areas. She is a member of Weddings of the West, the Better Business Bureau, and Vice President of the Board of Directors of For the Love of Jazz in Reno.

Shipley is a vocalist, entertainer, and DJ. She has run monthly Live Open Jazz Jams at Sassafras and Living the Good Life in Carson City, and performs several styles of music with area bands and throughout the U.S. Originally from Oakland, CA, Shipley holds an Associate Arts degree from the College of San Mateo.

Elinor Bugli has participated in organization and management of *Jazz & Beyond* since its inception in 2004, and served on the Steering Committee and as Chair of the Finance Committee since 2011. She is Treasurer of the Mile High Jazz Band Association, President of the Carson City Symphony Assoc., Treasurer of the Carson City Arts and Culture Coalition, member and past chair of the Carson City Cultural Commission, a past president of the Brewery Arts Center, and has been docent chair and member of the Volunteers in Art executive committee at the Nevada Museum of Art. She is a 2001 graduate of Leadership Carson City.

Bugli earned B.A. and M.A. degrees in geology (University of Minnesota and Wesleyan University, CT) and retired as a hydrologist from the U.S. Geological Survey. She plays violin in the Carson City Symphony, Ruby Mountain Symphony, Carson Valley Pops Orchestra, and Silver Strings Ensemble.

Deborah Foster, artist and President of the Nevada Artists Association (NAA) Executive Board, is liaison for Jazz & Beyond Open Studios Tour artists, who all are invited to include a piece in the NAA Gallery summer show, as well as exhibit on the tour. Foster retired in January 2001 from the State of Nevada as a training manager for the Division of Emergency Management and then spent a year coordinating the Community Emergency Management Team program for Washoe County, NV. Not content to really retire, she then spent eight years working as a Reservist for the Federal Emergency Management Agency as a Training Specialist. She is now on the Board of Directors of the Goni Canyon Preservation League and a member, and on the Board of Directors, of the NAA. She sells her original oils, Giclée prints, and greeting cards in the NAA Gallery and at other local venues and has donated works for fund-raising at charitable events sponsored by Families for Effective Autism Treatment, Breast Cancer Awareness, Honor Flight, and the Smith Valley Historical Society.

2022 Jazz & 'Beyond – Selected Music Bios

The Reno Jazz Orchestra is a 17-piece contemporary big band based in Northern Nevada. The band was formed in 1997 by musicians who have performed with acts such as Frank Sinatra, Sammy Davis Jr., Elvis Presley, Natalie Cole, and Luciano Pavarotti and traveled the world with legendary performers. Musicians are -

Trumpets: **John Beckman** played in the 28th Army Band at Ford Ord, Calif. He's performed in the Reno-Tahoe area since 1968 with notable musicians such as Buddy Rich and Ray Anthony. John associates jazz with emotions like love, hate, sadness, and excitement. **Josh Dunlap**. **Julien Knowles**. **Andrew Woodard** played in the U.S. Army Studio Band at Fort Mead, Maryland. Later, he joined the United States Bicentennial Band and Chorus. They played for at high-profile events including a gala where President Gerald Ford was the guest speaker. Andrew recalls a nod of approval from Tony Bennett during a solo: "It was worth all the years of practice."

Trombones: **Dean Carter** (Lead) has played in the Reno-Tahoe area for 25 years. He's performed with Sammy Davis and worked with renowned signers Frank Sinatra and Aretha Franklin. Dean relates jazz to pure joy. "Jazz is built on the attraction and the environment it's in." **Rich Lewis** is a founding member of the Reno Jazz Orchestra. He began playing in the Reno-Tahoe area during the late 1970s, during the casino showroom era. Richard graduated from the University of Nevada, Reno with a music education degree. Now, he teaches music in the Washoe County School District. **John Bennum**.

Saxophones: **Karl Busch**, alto 1. **Dallas Smith**, alto 2, studied different styles of music, from classical to East Indian classical to American Jazz. He loves the impromptu abilities of jazz music and sound of big band. Dallas feels as though "time stands still when he plays with friends." **Doug Coomler**, tenor 1, has an accomplished career that includes performances with some of the finest musicians and singers in America. He is a faculty member at the University of Nevada, Reno, owns a private teaching studio, and was the Director of the Reno Youth Jazz Orchestra. **Jim Garaventa**, tenor 2, is a founding member of the Reno Jazz Orchestra. He has played in the Reno-Tahoe area since 1975, during an era of casino showroom bands that began in the '60s. Jim loves the diversity in jazz music. He believes that "there are not clear lines as to what jazz is or isn't." **Mauro Di Gioia**, baritone, is the founder of ReedGeek, a Reno business that provides reed accessories that help create a high-quality sound for woodwind musicians of all ages. Mauro loves the complexities and fingerprint sound of individuals and ensembles.

Rhythm: **Hans Halt**, bass, began his career in Bay area Latin bands. After graduating from the University of Nevada, Reno, he became a music professor at the University. Hans has been around music since he was a kid. He played piano, guitar, electric bass and built his career on the upright bass. **Bill Hecht**, piano, has led a very diverse career. He was the pianist for the Engelbert Humperdinck 1983 World Tour, performed with Little Anthony and the Imperials, Chuck Berry and many more. Bill sang in various productions with Nevada Opera Chorus and Reno Philharmonic Chorus and composed and arranged music for many of the more popular IGT slot machines. **Andy Heglund**, drums, began playing professionally during high school for a steakhouse house band. He enjoyed the opportunities to learn different styles of music. Now, he enjoys teaching music at the University of Nevada, Reno. Andrew remembers his mom taking him to a concert featuring the drummer Buddy Rich, a musician "that greatly impacted his passion for jazz." **Joey Berger**, guitar, is an alum of the University of Nevada, Reno. He enjoys playing a variety of music including jazz and rock. At age 12, he remembers struggling to wrap his hands around a guitar. Joey credits his appreciation and love of jazz to his school teachers and mix tapes.

The Jazzettes are **Cami Thompson**, percussion, **Erika Paul**, piano, and **Julie Machado**, bass. The three are wildly talented singing musician friends who will change the way you look at Jazz. With strong lead singers and vocal harmonies, the trio covers 100 years of great music!

The Red Tango is a Reno/Tahoe based ensemble of outstanding classically-trained string players who bring artistry and passion to their performances. Conceived on a long ride home from a classical gig, Red Tango set about to be the string group one would like to hear while drinking wine. Seriously - the humble beginnings. Since then, they have performed for Artown, Bartley Ranch, Western Music Conference, Kyle Rea's NYE show, Brian Landrus' Reno Return concert and at a whole lot of bars, wedding events, music halls, milongas, and private homes.

Josh D. Reed, DMA, is a trumpeter and educator who holds degrees from the University of Colorado Boulder, the Eastman School of Music and James Madison University. As a performer, Reed has shared the stage with artists such as Dave Douglas, Brad Goode, Anat Cohen, Art Lande, Tommy Igoe, Greg Gisbert, Paquito D'Rivera, Rufus Reid, and Darlene Love. He currently leads his own trio, quartet, and quintet. As an educator, Josh Reed has taught private lessons, ensembles, and courses at Lagond Music School in New York, Metropolitan State University in Colorado, University of Colorado, and communities throughout the United States. He directed the jazz program at the University of Missouri in the spring of 2017 before directing the jazz program at Santa Clara University. He joined the faculty at the University of Nevada, Reno, in fall 2019 as an assistant professor of jazz trumpet. Reed recently released his first recording as a leader: "Leaping Forward" featuring Art Lande. He is also featured on Art Deco's "Free Range," Emily Takahashi's "Not Spoken," Omar Thomas's "I Am," Matt Smiley's "Quartet Art," and releases from Dillon Vado's "Never Weather" and The Tim Wendel Septet.

Sagebrush Rebels is a seven-piece country band with rich, fat harmonies. "If you're gonna play Nevada, you gotta have a fiddle in the band"! A takeoff from a great Alabama country tune, the Sagebrush Rebels band presents memorable and fun country western music, with female fiddler, keyboardist, and lead singer. Guitar and pedal steel sweeten the mix, with bass and drums laying down the groove. With five members who are also vocalists, the harmonies are full and the repertoire is distinctly diverse.

The Bayberry Cast - Lucas Arizu and Darcy Kathleen are at the core of The Bayberry Cast, a band that expands from a duo to a seven-piece ensemble. Amongst the many genres in this group's repertoire, you will hear witty jazz songs, funky blues, and Latin grooves ranging from Brazil to Cuba! An Argentinean born and raised in Buenos Aires, Lucas began his musical education at the "Escuela de Musica de Buenos Aires" (Buenos Aires Music School), where he learned the art of Tango and Folklore music played on the traditional nylon string guitar. With its individual members all from different backgrounds, these musicians bring a great vibe to their performances in the Reno-Tahoe area and surrounding cities.

The Sierra Sweethearts, a four-piece, all female band, has been playing their sassy mix of Cowgirl, Bluegrass, Classic County, and Doo Wop music throughout northern Nevada and California since 2014. From Susanville to Death Valley, Eureka to Santa Cruz, they've put in some miles! Historic Opera Houses and Theaters throughout "Gold Rush" country, Festivals, Weddings, Country Dance, and backroad taverns are their favorite places to play! Members are Cindy Gray, banjo, Lynn Zonge, guitar, Catherine Matovich, fiddle, and Paula Walkins, bass.

New World Jazz Project presents Soul, Latin, and World Jazz music played straight ahead & right down the middle. Redirecting the art of jazz, the band lays down groove-oriented originals and soulfully-arranged classics, from Afro-jazz to bebop and beyond, the New World Jazz Project is keepin' the faith and keepin' it real. Bandleader **Niall McGuinness** was born in St. Augustine, FL. His path on saxes, flute and percussion led to Miami, where he graduated from the University of Miami School of Music. In South Florida, Niall developed an affinity for Latin music, where salsa gigs were the normal musical engagement. He has toured Central and South America, and performed several long engagements in NYC. In the genre of Latin jazz, Niall found he could freely improvise, yet maintain a groove to which the listener can readily relate. The giants of jazz music have always been Niall's strongest musical influences. Saxophonists John Coltrane, Joe Henderson, Dexter Gordon, and Cannonball Adderley are his major mentors on tenor and alto sax. On soprano sax, Wayne Shorter provided beaucoup inspiration, and flutist Dave Valentin is a heavy influence on Niall's musical palette. Keyboardist **George Tavoularis** began playing music in the mid-sixties with bands in southern California. At the age of 16, George was signed to a record label in Los Angeles, giving him an opportunity to hear and work with some of the best studio players of that time. In 1976 after being on the road for a number of years, George moved to Hawaii, and had the opportunity to work with some of Hawaii's best jazz musicians. George credits Bill Evans, Herbie Hancock, Chick Corea, and Joe Sample as some of the strongest influences in his playing. Bassist **Kyle Rothchild**, amiably referred to as the "Poster Child" of the New World Jazz Project, hails from Carson City, NV, where he currently resides. Kyle started on the electric bass at the age of 13 and added upright

bass to his talents at the age of 18 while attending the Univ. of Nevada, Reno, where he holds a Bachelor of Music. Kyle also earns his living as an audio designer in Reno composing music and creating sound effects for different types of gaming platforms. The jazz bassists of the be-bop and swing eras, as well as the musical approaches of James Jamerson and Jaco Pastorius, heavily influence Kyle's playing. Kyle has been performing with the New World Jazz Project regularly since 2004.

Drummer **Eric Finkelstein**, raised in New York, is the youngest of his musical family—his two brothers are drummers as well. When he moved to the West Coast 25 years ago, Eric was booked with a show in Lake Tahoe and fell in love with the region; he has lived there ever since. Eric's love for Rhythm and Blues, Latin and Afro-Cuban jazz can be heard in his playing, which incorporates a solid groove and a great feel. Eric also plays various hand drums and percussion. He currently lives in Minden, Nevada, with his wife and their many animals.

Percussionist **Eric Middleton**, in addition to his work with the NWJP, performs with his own group "No Comprendo," and is principal percussionist for both the Reno Philharmonic and the Nevada Opera Orchestras. Eric has played with many of the showroom orchestras in Reno and Lake Tahoe, and maintains an active freelance schedule. In 2003 Eric earned a Doctor of Musical Arts degree from the University of Texas. While in Texas, Eric performed regularly with the Austin Symphony and San Antonio Symphony Orchestras, in addition to various salsa and jazz ensembles. Eric currently resides in Reno, NV, with his wife, two daughters and four cats.

The Reno Video Game Symphony is a nonprofit, educational band program that uses video game soundtracks to promote the arts in Reno, NV. The Reno Video Game Symphony is a unique band program focused on educating its members through rehearsal, the community through performance, and the world through collaboration. The group is a collection of ensembles that focus entirely on performing the ideas found in video games. The music is arranged by members of RVGS specifically for each ensemble. The ensembles are always changing due to their open policy for members to create their own groups to perform with the program.

The Mile High Jazz Band, an 18-member "big band" composed of 17 instrumentalists and vocalist Jakki Ford, began performing in 1997. The group features music in the Count Basie-Duke Ellington-Woody Herman tradition, as well as more contemporary styles, selected from a repertoire of over 200 tunes. They play ballads, high-powered jazz tunes, and dance music arranged by Nestico, Niehaus, Taylor, and other great arrangers.

Mile High Jazz Band performs for community events, fundraisers, dances, receptions, private parties, and in concert. They have played benefits for New York Firefighters, Red Cross Disaster Relief, Carson-Tahoe Hospital Foundation, Douglas County Library Foundation, and the American Cancer Society's Relay for Life. They have been featured in concerts at the Brewery Arts Center and on the Carson City Symphony's "Holiday Treat" and "Pops Party" concerts. They play monthly and collaborate with local poets in quarterly "Jazz and Poetry" events, alternating poetry readings with related musical selections. Mile High Jazz Band has performed in Carson City, Reno, Minden, Fallon, Yerington, Stateline, Incline Village, Virginia City, and Crystal Bay. In 2002, Mile High Jazz Band won "Best Band" award in Carson City's "Taste of Downtown." In 2003, American Composers Forum selected Mile High Jazz Band and Bella Voce women's choir for a national Continental Harmony project. In 2007, leader David Bugli received the Nevada Governor's Arts Award for Distinguished Service to the Arts, and the band played for the awards ceremony. Mile High Jazz Band plays annual benefits with the Carson High Jazz Band. Members are **Sax:** Richard Davis, Jake Page, Chris Guerra, Randy Seeber, Liz Eubanks. **Trumpet:** Karl Rinder, Bill Melendres, Cassidy Robinson, Bob Masters. **Trombone:** Dean Carter, Dom van Orman, Mario Ibanez, Paul Jorgensen. **Piano:** David Bugli. **Guitar:** Steve Hayes. **Bass:** Frank Iannetta. **Drums:** Neil Strocchio. **Sound Engineer:** Kelly Dodge. **Vocalist** Jakki Ford is an accomplished and versatile performing artist - an outstanding vocalist with a four-octave range, professional dancer, and actress. She holds a Bachelor of Fine Arts degree from Wayne State University, Detroit, where she majored in Speech and Theater, and has completed many post-graduate courses in Vocal, Music, and Drama at the University of Nevada, Reno. She has sung with the University Choral and Symphonic Choirs, the Nevada Opera Company, Carson City Symphony, and Reno Jazz Orchestra and toured the United States singing back-up for a major recording artist. She interprets many musical styles, including popular music, bossa nova, jazz, Motown, gospel, rock, Broadway, and opera. Ms. Ford's career began in Detroit with community theater, dance workshops, modeling, and beauty competitions. At age 19, she won the title "Miss Black Michigan." In New York, she was one of three finalists in a nationwide search for

Vocalist and Ringmaster for Barnum and Bailey Ringling Brothers Circus. She appeared in several films, including *Stir Crazy*, *Electric Horseman*, *Crocodile Dundee II*, *Bonfire of the Vanities*, *New Jack City*, and *Mo Better Blues*. She also has been seen in television shows, commercials, theater, operas, cabaret, and Las Vegas and Reno showroom spectaculars, and has recorded three albums. Ms. Ford was the back-up singer for Rosemary Clooney at Carnegie Hall, and she sang rock and roll with Chubby Checker at the Nugget. She is a member of the Screen Actors Guild, Actors' Equity Association, and the American Federation of Television and Radio Artists. She is a regular vocalist with the Mile High Jazz Band and other Nevada groups.

2022 Open Studio Tour Artists – Selected Bios

Pietro Accardi is native to the northwestern Italian city of Turin, where his father Gaetano Accardi operated "Tipografia Accardi." In 1950s Italy, it was a state-of-the-art printing press. From a young age he assisted his father in the bustling press and later immersed himself in the more ancient traditions of paper marbling, restoration, and bookbinding.

Pietro went on to establish "La Legatoria del Sole," his own bookbindery, in Turin for 12 years. He worked for Turin's Municipal Archives, main public library, and University libraries restoring and binding books. He also ran his own paper marbling and decorative box making business within the bindery. In 2006, he met Vanessa, an exchange student who "imported" him to America. He was well received as an instructor at the San Francisco Center for the Book. He currently resides in Gardnerville, Nevada with his wife and devoted assistant Vanessa and their numerous felines. Contact accardibookarts@gmail.com

Massimiliano (Max) Beltrame was born in Piemonte, Italy in 1945. After attaining his art diploma and attending the faculty of Architecture at Rome University, Beltrame has worked mainly in two and three-dimensional marble mosaic, cast bronze and painting.

Beltrame's work is in both public and private collections in Europe, the Middle East and the United States. His commissioned work includes the Memorial in the Israelite Chapel in Rome, a life size crucifix at the Bonotti private chapel in Rome, a mosaic wall panel for the entrance of the headquarters of Banca de Bergamo in Rome. He has had numerous installations for private residences in Italy and England including a large mosaic sculpture for the office of the president of the Monte de'Paschi di Siena Bank in Rome, garden sculptures, and architectural projects.

Beltrame has had group and one-person exhibitions in Italy, and the United States and, in 1984 he was included in Sculpture Bolaffi Art, the Italian art critics' listing of the most important Italian artists. Beltrame moved his studio from Rome to San Francisco in 1995. In late 2002, looking for inspiration for his work, Beltrame moved his studio to Italy. In late 2017, Beltrame moved his studio back to the U.S.

Mike Bond: Ever since I was a child, I wanted to be an artist. Growing up in Iowa I was always doing something artistic - drawing, especially drawing horses which I still love to do, carving images of horses in soap, and other childhood art projects. I took art classes all through my school years. My love and appreciation of the beauty of nature was fostered by my father who was an avid outdoorsman.

My original goal was to be a portrait artist which is still of interest to me. However, the bulk of my work in the last few years has been landscapes: mostly desert, some western scenes as well as the Lake Tahoe and Sierra area.

My interest in the desert landscape began over twenty years ago when I discovered a very special place, the Saline Valley, which has since become part of Death Valley National Park. The combination of the geology, the never-ending changes of color, and the light and shadow effects of the area was overpowering. The earth bares its soul in the desert. The vast spaces with the constantly changing colors and light are inspirational and challenging to represent in a completed composition.

My original landscape technique was to do drawings in the field. In my studio I would then create a painting from the drawing. Now I take photographs in the field and use them as guides for my completed paintings. First acrylics, and now oil have been my primary choices of media. I have also enjoyed experimenting with plein air pastel drawing.

For me to paint any subject matter it must be of personal interest, and it must be challenging. I like the concept of doing something I have never attempted; using the knowledge I have acquired through study, observation and practice while combining the basic elements of color, texture, form, light and shadow, to produce a final composition. Although I have taken some beginning art classes and read art books, I feel that I am mostly self-taught. There is no end to the learning process.

Watercolor artist **Cynthia Amon Brenneman** has been involved with some form of art since childhood. Raised mainly in southern California, she earned her B.A. in Fine Art from Rider University in New Jersey. Her career in the arts was delayed by 20 years for a career in the Navy. As a navy line officer, she lived in Rhode Island, Florida, Spain, Virginia, and California. Evening classes at UCSD, UCB, Palomar Junior College, and the San Dieguito Adult Education Program rekindled her interest in the arts and led to her discovery of a love for watercolor painting. Summer school at the Royal College of Art in London changed her direction once again. An interest in mixed media resulted from her studies in London. She added Encaustic and oil painting to her repertoire after her discovery of the French "Intimist" and Nabis artist, Edouard Vuillard, and London based artist, Kaffe Fassett.

Brenneman has received awards in exhibitions throughout San Diego County. As a freelance greeting card artist, her images have been reproduced by NRN Design of California and Renaissance Greeting Cards of Maine. She currently resides at the Bliss Mansion in Carson City, NV, with her husband Steve, a retired engineer, and their three dogs.

Kristy Dial is a professional gourd artist and teacher with 25 years of experience. She is currently the President of the Nevada Gourd Society and is an AGS Certified Judge. She and the Nevada Gourd Society organize the Silver State Art Festival, an annual event held in Carson City featuring several award-winning artists. Her award-winning gourds have been shown in juried art shows and galleries throughout the western United States. Kristy is honored to share her knowledge and love of gourds by teaching classes throughout the year.

Robin E. McGregor grew up in Queens, NY. It wasn't until she was in her mid-thirties that she touched clay and it became alive for her. She immersed herself in learning to listen to the clay by taking classes with varied instructors and practicing, practicing, practicing. In 1997 she moved to Manchester, NH, where she was embraced by a potting community, enrolled into the Ceramics Certificate Program at the New Hampshire Institute of Art, and graduated in 2003. In 2004, she moved to Virginia City, NV, where she made pots in front of the public in her family shop until it closed in 2006. In 2010 she opened Carson City Pottery, to teach others how to de-stress by letting the meditative qualities of the clay work lead them down their path.

Susan (Suzy) Musil's addiction to the world of beads began with a trip to the Gem and Mineral Show in

Tucson, Arizona. Her inner magpie was captivated by the myriad bright, sparkly objects. After some trial and error, she discovered her forte is bead embroidery: the assemblage of wearable art using beads, needle, and thread, engineering each piece one bead at a time. Each piece is also signed with a "signature" bead. Can you find it?

Relocating to Carson City in 2012 created an opportunity for the public to view and acquire her jewelry. Suzy creates dimensional pieces that swirl, spike, and swoop. She has a particular affinity for Day of the Dead, creating commemorative jewelry each year to celebrate the holiday. Suzy's beadwork has been featured in the Bead Museum of Glendale, AZ, the Northeastern Nevada Museum in Elko, NV,

and in the permanent collection of the Museum of Beadwork in Portland, Maine. Her goal for each piece is to bring a smile and a sense of joy, taking the wearer on a journey of whimsy and delight.

Ronnie Rector is a watercolor artist living on the Nevada side of Lake Tahoe. She started painting in October, 2008, after signing her Girl Scout troop up for a watercolor workshop. They had so much fun that she decided to sign up for the adult workshop. She joined a Reno watercolor group in 2009 in order to learn from internationally recognized artists such as Charles Reid, John Salminen, Michael Reardon, and Gerald Brommer. Ronnie works full time as a Public Works Contracts Administrator and volunteers with local non-profit groups. Her work has won several awards, been juried into national and international exhibits, and recently published in SPLASH 18. She also enjoys teaching painting technique at regional venues.

Colleen Reynolds grew up in Nevada towns and cities - Ely, Baker, Ruth, Tonopah, and Las Vegas. After graduating high school in Las Vegas, she moved briefly to Tooele, Utah. Shortly thereafter, she joined the U.S. Navy and retired as a Naval Officer after 20 years. She and her family moved to Carson City from Salt Lake City in 2017. Colleen currently teaches art and watercolor classes with Western Nevada College in Carson City and Truckee Meadows Community College in Reno.

Colleen is an award-winning and published artist who paints fresh and colorful watercolors of subjects that speak to her soul. She calls her subject choices "The Four Ps" – People, Pets, Plants, and Places. She has been inspired by many painters past and present: Monet, John Singer Sargent, Thomas Schaller (living), Janet Rogers (living), and more. Colleen continues to fine-tune her craft by drilling down into the theory of color and composition.

Colleen's passion for art is a lifelong pursuit. Instead of watching television, she, her brothers, and childhood friends entertained themselves with drawing. She observed and participated in her mother's private art classes throughout her childhood. Colleen began painting as an oil painter in the early 1990s while stationed in Washington D.C. She has since acquired a Bachelor's of Fine Art in Painting and Drawing; adding to a Master's in Education and a Bachelor's in Applied Mathematics. Colleen has taught adults in private, college and university settings for 17 years. She has been teaching art and watercolor classes exclusively for the last ten years.

As an active member in many art groups, Colleen has exhibited in, coordinated, or judged hundreds of art exhibitions, fairs or festivals. She has served as art show juror or judge for elementary, high school and college art shows, county and state fairs, as well as for several art societies. Colleen does business as an artist and art teacher through her company, CRM Endeavors.

Gail Rogers said: I wanted to learn to bead, and I am also a rock hound. Between the two I found I have a talent for putting the two together and creating one of a kind natural stone jewelry. I love the beauty I find in the stones I collect. This led me to using the stones I find in my jewelry. I try to use mainly Nevada stones that I find locally. My husband cuts the stones and creates the beautiful cabochons I use. Every cabochon is one of a kind, which makes all of my necklaces one of a kind.

Deborah Stevenson earned her B.A. in Fine Arts from Adams State College in Alamosa, CO, and Masters in Anthropology from the University of Alaska, Fairbanks. She has always been inspired by nature and sold her first painting at the age of 17. With 50 years of experience, her style is mature and deeply spiritual. Having been strongly influenced by the naturalist writers, her art expresses a land ethic, bordering on reverence. She is originally from Colorado and moved to Nevada in 2004.

Stevenson's painting *Into the Light* won 1st Place in Acrylics and People's Choice at the *Sesquicentennial Nevada Day Show* of the Nevada Artists Association at the Brewery Arts Center in Carson City (2014). She also received Nevada Day Show awards in 2018, 2019, and 2020. Stevenson has exhibited in Guatemala, Italy, Germany, Alaska, and throughout the lower 48, where many of her award-winning paintings are in private collections.

Stevenson recently retired after 12 years as Curator of Education at the Nevada State Museum in Carson City in order to pursue hiking, art, and spiritual interests. Previously, she worked for 10 years at Edge of the Cedars State Park Museum in Blanding, Utah, where her contact with Native American tribes deepened her respect for the landscape. She is a member of the Nevada Artists Association, Latimer Art Club, Brewery Arts Center, and Capital City Arts Initiative. Her art donations have supported fundraising for the Great Basin Outdoor School, Friends of the Nevada State Museum, Historic Belmont Courthouse, Advocates to End Domestic Violence, and Nevada Rock Art Foundation. Deborah may be contacted at 775-546-3136 or stevenson.deborah1@gmail.com

Janice Stowers has had a love for Art Glass for many years. Touring glass blowing facilities in Germany and Switzerland fueled her infatuation with the medium. In 2003 she participated in a glass fusing class in Reno, not realizing she would become totally obsessed with the idea of creating her own designs.

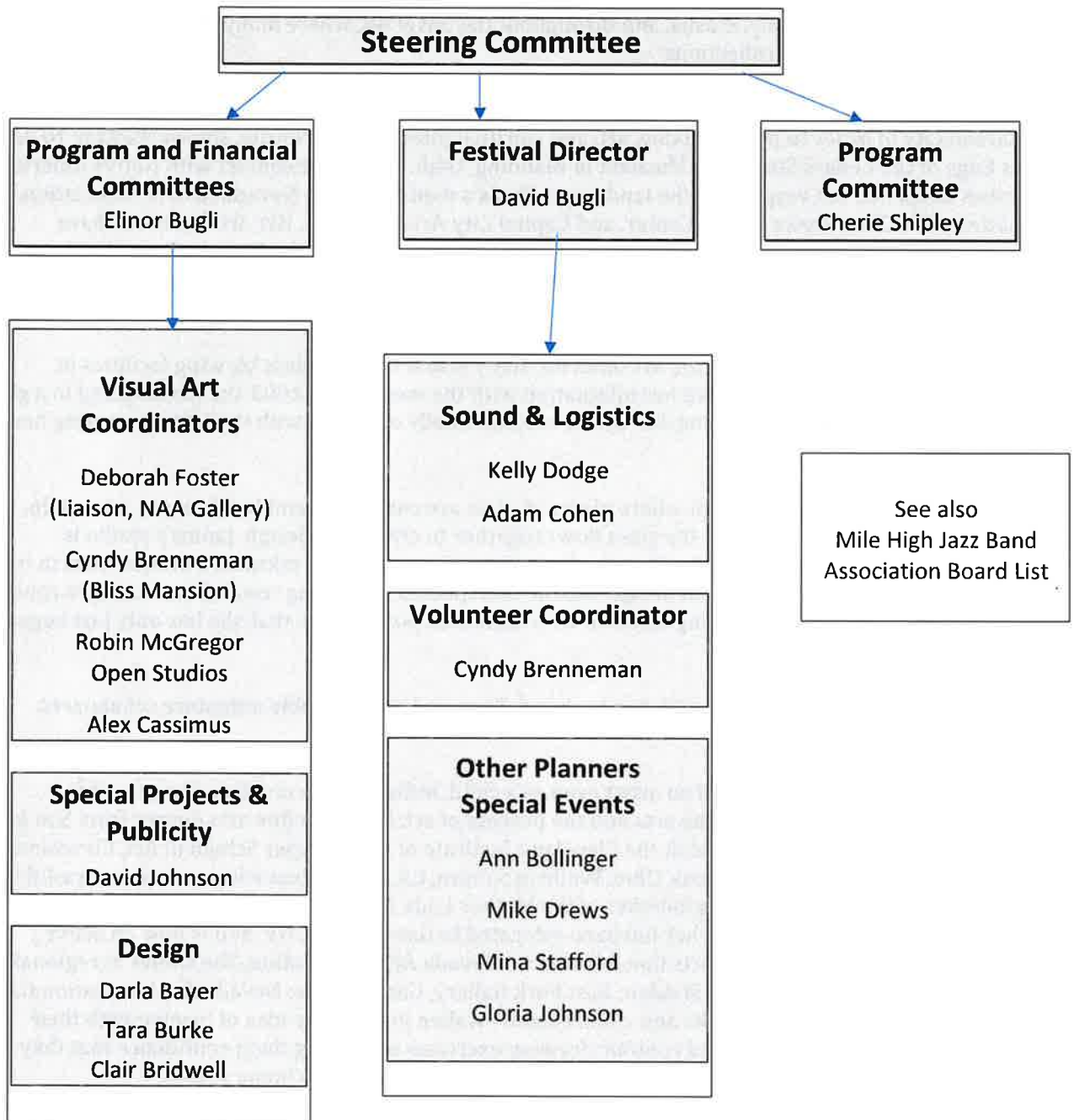
Glass fusing is a unique art form where pieces of glass are cut and assembled then put into a kiln. With the application of intense heat, the glass flows together to create the design. Janice's studio is appropriately named Serendipity Glassworks, as sometimes the glass takes on a unique form in the kiln and determines its own final design with an unexpected surprising result. Glass fusing is continual experimentation. It is an amazing medium with unlimited possibilities that she has only just begun to explore.

Janice lives in Minden, Nevada with her husband, Tom, and two adorable miniature schnauzers.

Irene Taylor has called herself an artist even as a child, influenced by creative parents who surrounded their family with the arts and the process of art. She has a fine arts degree from San Jose State University and has trained at the Cleveland Institute of Arts, Cooper School of Art, Cleveland, Ohio, and Ohio University, Athens, Ohio. While in Sonoma, CA, she studied with several successful local artists and was a long-standing member of the Mother Lode Art Assoc. and Tuolumne County Arts Alliance. In June 2015, she and her husband relocated to Gardnerville, NV, and is now an active member of the Carson Valley Arts Council and the Nevada Arts Association. She shows at regional art shows and at Gallery at Prism, Minden; East Fork Gallery, Gardnerville; Nevada Art Association Gallery, Carson. She loves to teach adults and children and awaken in them the idea of "seeing with their fingers" using contour and blind contour drawing exercises and giving them confidence that they can paint with watercolor successfully. She teaches by appointment in my home studio.

For over 40 years, Irene Taylor's professional career was as a graphic designer for advertising agencies, marketing/pr firms, corporate creative departments, and colleges. She also ran her own graphic design business. She said, "My passion in producing art is not to emulate what I see, but to put into color and feeling what I experience. My best work comes when I have experienced a scene or flowers, study it with color, composition in mind, and joy of the heart, and then photograph for further reference. I love the process of paint to paper and use the full range of color and light. I am also available for commissions."

Jazz & Beyond 2022 – Organization Chart



Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

1. **a) Name/Title of project or event:** FY23 Symphony Concert Series
b) Event/Project dates: Oct. 23, Dec. 8, Dec. 11, Feb. 26, April 20, April 23, and June 11
c) Total Funding request: \$5,000
2. **a) Organization Name:** Carson City Symphony Association
b) Organization Mailing Address: P.O. Box 2001, Carson City, NV 89702-2001
c) Organization Website/Social Media Sites: CCSymphony.com, facebook.com/carsoncitysymphony
d) Primary Contact: Elinor Bugli, President, 191 Heidi Circle, Carson City, NV 89701, 775-883-4154, carsoncitysymphony@gmail.com
e) History/Mission: Carson City Symphony Assoc. was founded in 1984 to meet community needs by providing music programs and educational services that otherwise might not be available locally. Our mission is to (1) enhance the quality of life in northern Nevada by providing creative, educational, and social opportunities for amateur and volunteer professional instrumentalists and vocalists of all ages; (2) educate and entertain a broad and diverse audience, including residents, visitors, and tourists; (3) enhance music education for the K-12 student population and adults; and (4) expand our reputation for adventurous music programming by playing works by contemporary composers, commissioning new works, and featuring non-traditional solo instruments.

The Symphony, a community orchestra, began as a chamber group and, under the direction of Music Director/Conductor David Bugli, and has grown to include about 60 volunteer musicians and to perform 6 or more concerts annually. The Carson Chamber Singers, an SATB choir of about 50 vocalists, was founded in 1985. Now directed by Richard Hutton, it performs in 5 or more concerts annually. Our educational programs, directed by Sue Jesch, began in 2005 with tuition-free, after-school violin instruction and string orchestra, an ensemble for adult beginning/intermediate string players, and a summer program for all ages.

We also support in-school string orchestras that began in 2010 by providing experienced instructors to assist the Carson City School District orchestra director and instruments for students who cannot afford rental or purchase fees. To round out our programs, Consort Canzona early music instrumental and vocal ensemble, directed by Gary Schwartz, affiliated in 2014, and Joyful Noise Carson Children's Choir, directed by Michelle Powers, and Victorian Dancers, choreographed and directed by Tiffany Alm, affiliated in 2017.

3. **a) Is this project located in, or will it benefit District #1 or District #2?** This project is in District 1. Six concerts are at the Bob Boldrick theater in the Carson City Community Center, and one is at the Capital Amphitheater.
4. **What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan?**

Strategy 2.1 – Our concert series attracts residents and visitors and we collaborate with other organizations to develop audience and increase impact. Our April concert will be part of the proposed Mark Twain Days weekend, which also involves the Mayor's Office, Culture and Tourism Authority, Chamber of Commerce, Nevada State Museum, Nevada Day, and other organizations and individuals.

Strategy 2.6 – We design programs and events that celebrate our cultural heritage; for example, Railroad and Western themes in the past, a series of LatinXpressions concerts this year, and the Mark Twain Days concert in FY23.

Strategy 6.1 - Our programs reach at-risk youth by providing after school, creative activities for students in grades pre-K to 12 at no cost to participants.

Strategy 6.2 – We provide intergenerational programs and workshops, including concerts that feature performers from age 4 to senior citizens.

5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

Carson City Symphony and Symphony Youth Strings plan seven concerts in the Redevelopment area in FY23. The programs will include classical, folk, cultural, and historic components. The concerts and outreach activities will include classical and folk components to promote cultural exchange. Three will include pre-concert entertainment in the lobby and meet-the-soloist previews. Concert previews, program notes, video, and related activities will enhance the experience for the performers and audiences. Guest artists are expected to attract a broad segment of the local community, as well as increase attendance by visitors, and tourists. Instrumental soloists from outside our region will highlight other musical traditions. Rehearsals will begin up to eight weeks before each of the following public concerts:

Oct. 23, Carson City Symphony with guest conductor/violinist Gabriel Giró from Uruguay. Outreach activities include masterclasses - one for violinists and one on conducting – both open to the public

Dec. 8, Symphony Youth Strings and Joyful Noise Carson Children’s Choir, “Music Around the World” concert.

Dec. 11, Holiday Treat concert with Carson City Symphony, Carson Chamber Singers, and Victorian Dancers.

Feb. 26, Carson City Symphony with guest violinist Andrew Sords, possibly French music theme.

April 20, Symphony Youth Strings and Not Quite Ready for Carnegie Hall (adult intermediate strings) intergenerational “Music is for Life” concert.

April 23, Carson City Symphony with McAvoy Layne, the ghost of Mark Twain, in a narrated work or the premier performance of a musical in connection with the new Mark Twain Days event.

June 11, Pops Party concert with Carson City Symphony, Carson Chamber Singers, and guest vocalist TBA.

5. b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

List of key personnel (see attached Resumes and Bios document for previous experience in these roles):

Elinor Bugli, President, Carson City Symphony Association, is planning the project.

David Bugli, Music Director and Conductor, guides the orchestra, selects guest artists and repertoire, and collaborates with performing groups.

Richard Hutton, Carson Chamber Singers Director, guides the chorus and works with the Music Director in planning concert programs.

Sue Jesch, Symphony Youth Strings Director, selects music, plans programs, and supervises the instructors for beginning violin and viola students and three levels of youth string ensembles.

Priscilla Hawkins, is cello instructor for Symphony Youth Strings.

Michelle Powers, Director, Joyful Noise Carson Children’s Choir.

John Rabben, Treasurer, Carson City Symphony Association, is financial advisor for the project.

5. c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

Other organizations and businesses partner, support, and participate in Symphony concerts by joining the Symphony Association, buying advertising in concert programs, and providing in-kind or discounted services or shared resources. These include Carson Tahoe Health; Intimate Designs Floral; Resource Concepts, Inc.; Kiggins Family Dentistry; Mangia Tutto Pizzeria; Bank Saloon; Western Nevada Musical Theatre Company (shared timpani); Reno Public Radio (KUNR); Carson City Classic Cinema Club; Frank Iannetta Roofing; JP Morgan Chase Foundation; Carson City School District, Carson City Senior Center, and several churches (rehearsal space); Carson City Arts & Culture Coalition; Nevada Commission on Tourism; Nevada Humanities.

5. d) Who are the artists involved with this project? Include names and a brief bio for all participating artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

Artists are about 60 instrumental musicians, 50 vocalists, and 12 dancers and their leaders. These have been described in section 2. e. In addition, the three guest artists are confirmed. Their bios are included in the attached Resumes and Bios document. They are:

Gabriel Giró, guest conductor and violinist, was programmed for last season, but due to pandemic, his visit was delayed to October FY23.

Andrew Sords, guest violinist, was programmed for last season, but due to illness in his family, his visit was delayed to February FY23.

McAvoy Layne, guest artist for April FY23.

5. e) Describe the methods you will use to evaluate project success, impact, and outcomes.

Board members review performances with respect to organization mission and goals, taking into account audience feedback and results of written surveys. Performances also are evaluated on the basis of attendance numbers and comments from audience members and performers. Performances are recorded for evaluation of artistic quality, and to help us determine strengths and weaknesses and guide rehearsals. We strive to challenge the musicians and provide diverse programs for the audience by varying and adding to the repertoire. Results of audience questionnaires are tabulated and used for improving future concert series.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

Carson City Symphony, Chamber Singers, and Symphony Youth Strings plan seven concerts in the Redevelopment area this fiscal year. The concerts and outreach activities provide cultural relevance by including classical, folk, cultural, and historic components. Concert previews, program notes, videos, and related activities will enhance the educational experience for audiences. Outstanding guest artists will attract a broad segment of the local community, as well as increase attendance by visitors, and tourists. Concert performers and audience members benefit the economy by buying meals, shopping, and staying overnight in Carson City when attending concerts.

6. b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

The project serves Carson City, the State capital, and draws participants and audiences from urban and rural parts of northern Nevada and nearby California. Carson City is a combined City-County municipality on the eastern edge of the Sierra Nevada foothills, about 30 miles south of Reno. It is the seat of State government and several Federal offices, and has a population of over 55,000. The area attracts active retirees; 16% of the population is age 65 or over, which is greater than the National average, and 21% is under 18. The K-12 student population is about 1/4 Latino. About 15 percent of the population lives below the poverty level. To serve low-income population, admission to youth concerts is free and we give students in our programs free family passes to our Symphony concerts. Our concerts are accessible.

6. c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

Yes, we intend to bring visitors to Carson City. Audience surveys from past seasons indicate that about half of attendees are from outside of Carson City, mainly from surrounding towns. Before each concert we will send media releases to more than 50 email addresses for newspapers, radio, television, and CarsonNow, and send emails via Mailchimp to about 1,200 addresses. We will have on-air announcements on KUNR, on-screen ads in the Galaxy movie theater, and postcard mailings for selected concerts. We maintain a web site (CCSymphony.com) and Facebook page (www.facebook.com/CarsonCitySymphony). We use online calendars - Carson City Culture and Tourism Authority (visitcarsoncity.com), Carson City Chamber of Commerce www.carsoncitychamber.com, Carson City Arts & Culture Coalition Facebook page. We have banners across Carson Street and use the William Street electronic message board. Our conductor (and guest soloists when possible) are interviewed on KNVC (Carson City Community Radio).

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

We perform a concert series annually. The best way to expand our concerts would to increase audience size. We generally attract fewer than 400 patrons (about half paid tickets and half free admission) to each concert and the Community Center theater can accommodate more. A second way to expand would be to hold a second performance of each program at the same or another location, although that would increase expenses. A third way would be to hold a concert for students during the day, if our performers can be available during school hours. We also could make one concert each season feature music typical of a different ethnic group from our community.

Our concerts could transition away from City funding support by increasing income from memberships (number of members or level of contribution fees); raising ticket prices (however, that might reduce attendance); seeking more contracted services (such as the July 4 concert we play in Genoa); or including only local soloists, or none (that also might reduce attendance and would reduce the inspiration guest soloists give to the orchestra, student musicians, and visitors). As typical of symphony orchestras nationwide, ticket sales do not cover costs; therefore, holding more concerts would not be likely to help the transition. Probably the best way would be to find more or higher levels of grant funding. We are always seeking new sources.

**Carson City Symphony Association
RACC Grant - Key Personnel and Guest Soloists FY22**

ELINOR BUGLI, President, Carson City Symphony Association
191 Heidi Circle, Carson City, NV 89701-6532
EHBugli@aol.com
775-883-4154

Elinor Bugli has been a member of the Carson City Symphony since its founding in 1984, serving on the Board of Trustees as well as playing violin in the orchestra. As president of the Symphony Association, she volunteers as manager, publications editor, and grant-application writer. She has been Secretary-Treasurer of the Mile High Jazz Band Association since its founding in 2001. Her applications resulted in the Symphony's selection as Nevada's *Continental Harmony* organization by the American Composers Forum and the National Endowment for the Arts in 2000, and the Mile High Jazz Band's selection for the same honor in 2003.

Member and past Chair of the Carson City Cultural Commission, Ms. Bugli is also Treasurer of the Carson City Arts & Culture Coalition. She has served as President of the Board of Directors of the Brewery Arts Center and Chair of the Docent Council at the Nevada Museum of Art in Reno.

Ms. Bugli plays chamber music with the Silver Strings, plays in the Carson Valley Pops Orchestra, and has played in the Northern Virginia Symphony, Ruby Mountain Symphony, Foundation Orchestra, and the pit orchestra for Western Nevada Musical Theatre Company productions.

In 2001, sponsored by the Carson City Symphony Association, Ms. Bugli was selected for "Leadership Carson City," a ten-month educational program of the Carson City Area Chamber of Commerce for community leaders. In 2003, representing the Symphony, she participated in group consulting for nonprofit organizations by Capital Venture. In 2007, she and David Bugli received the Volunteer of the Years award from the Foundation for the Betterment of Carson City Parks and Recreation.

Ms. Bugli has B.A. and M.A. degrees in geology (U. of Minnesota and Wesleyan University, Conn.) and is retired from a career as hydrologist with the U.S. Geological Survey. While at USGS, she received a Dept. of the Interior award for excellence of service as part of the USGS Benchmark Outreach Team.

DAVID C. BUGLI, Music Director and Conductor, Carson City Symphony
191 Heidi Circle Carson City, NV 89701-6532
dcbugli@aol.com
775-883-4154

David C. Bugli, Music Director and Conductor of the Carson City Symphony, has a Bachelor of Science Degree in music education from Ithaca College, N.Y., where he studied composition for four years with Karel Husa. He has a Master of Music Degree from the University of Massachusetts.

In addition to conducting, Mr. Bugli plays classical and jazz piano, tuba, and trombone; composes and arranges music; has been an organist and choir director; and was a piano instructor at Western Nevada College. He is the leader and keyboard player with the Mile High Jazz Band (big band) and the Millennium Bugs and other jazz combos. He was Assistant Conductor of the Foundation Orchestra in Reno, and has guest conducted and performed with several community musical organizations in New England, the Washington, D.C., area, and Nevada. These include the Pioneer Valley, Northern Virginia, and Ruby Mountain Symphonies, McLean Chamber Orchestra, Difficult Run

Jazz Band, and the Commonwealth and Zephyrus Brass Quintets.

Mr. Bugli founded and for several years organized annual TUBACHRISTMAS events in Reno and a Holiday Brass Ensemble for the annual Capitol Tree Lighting in Carson City. In 2007, he received the Nevada Governor's Arts Award for Distinguished Service to the Arts, and with his wife, the Volunteer of the Years award from the Foundation for the Betterment of Carson City Parks and Recreation.

Formerly a computer programmer/analyst with the State of Nevada, Mr. Bugli, now devotes his time to music composition, performance, and related activities. His compositions *It's About Time: Styles for Jazz Combo and Orchestra* (2010) and *Ruby Mountain Reflections* (2012) were premiered by the Ruby Mountain Symphony; his *Becoming Mark Twain* was performed by the Reno Pops Orchestra and the Ruby Mountain Symphony; and his *Horse Tails* for youth strings and orchestra was performed by the Elko High School String Orchestra and Ruby Mountain Symphony in 2013.

Mr. Bugli completed a series of orchestral and vocal arrangements of *Home Means Nevada* for the State's sesquicentennial. The arrangements were commissioned by the Reno Philharmonic and made possible by a significant grant from the E. L. Wiegand Foundation. They are available for downloading, free of charge, on the Reno Philharmonic website <http://renophil.com/hmn>. The main arrangement was performed by the Reno Philharmonic in October 2014 and by several other orchestras and choruses throughout the state. <http://davidbugli.com>

RICHARD HUTTON

Carson Chamber Singers Director
760 Rosewood Dr., Reno, NV 89509
richardjhutton@gmail.com
219-218-5634

Richard Hutton was officially appointed Director of the Carson Chamber Singers in early 2021, but his association with the Carson Chamber Singers goes back to the summer of 2019. Hutton is in his sixth year as Choral Director at Spanish Springs High School. He is also the Fine Arts Department Chair. He has resided in Reno, NV, for nine years, having also taught various levels of music at Sage Ridge School and Hug High School. He has served as an Interim Choral Director for the Reno Philharmonic Chorus and was also the Artistic Director of the Reno Baroque Ensemble. He served as the Nevada Music Educators Association's Washoe Zone Representative from 2019-2021 and as Nevada ACDA Repertoire and Standards Chair for Mixed Choir.

Richard has just completed his Doctorate of Musical Arts in Choral Conducting at the University of Nevada, Reno. He holds a Master of Music in Choral Conducting degree, with distinction, from Westminster Choir College of Rider University in Princeton, New Jersey. His primary teachers there were Dr. Joe Miller, Dr. James Jordan, and Dr. Andrew Megill, three of America's most sought-after choral conductors. He has sung Tenor or Countertenor in such renowned ensembles as the Westminster Choir, Westminster Kantorei, Westminster Symphonic Choir, Westminster Williamson Voices, and Westminster Chamber Choir. Richard was North Shore Choral Society's Apprentice Conductor, worked with the choral ensembles of Evanston Township High School and Maine West High School, was an adjunct music faculty member at Princeton Day School, and a semifinalist in the National ACDA Conducting Competition. Prior to completing his graduate degree, he received his Bachelor of Arts in both Music and Philosophy with a minor in Bioethics, *magna cum laude* from Loyola University, Chicago, where he studied voice and conducting with Dr. Julia Davids. In past summers, he sang with the Westminster Choir at Spoleto Festival U.S.A., the Westminster Chamber Choir and Festival Chorus, and conducted and sang in the Norfolk Chamber Choir of Yale University. He enjoys directing musicals at his schools including *Legally Blonde*, *Spamalot*, *Footloose*, *Beauty*

and the Beast, and *The Wizard of Oz*. He and his wife Ashton and daughters Pearl and Evelyn love the Reno-Tahoe area. He is also a lay pastor at Living Stones Church Reno.

SUE JESCH, Education Director and Founder, Symphony Youth Strings
2201 Kansas St., Carson City, NV 89701
susanjesch@gmail.com
775-450-5584

Sue Jesch joined the Carson City Symphony in 2004. She became founding director of *Symphony Youth Strings* (formerly *Strings in the Schools*) and *Strings in the Summer* programs in 2005, and STRAZZ advanced youth strings jazz and fiddle ensemble in 2006. She also founded Carson City Symphony's *Not Quite Ready for Carnegie Hall Players*, a string ensemble for adult intermediate string players. She received the 2011 Nevada Governor's Arts Award for Leadership in Arts Education.

Ms. Jesch began her formal music instruction at the University of Minnesota, Duluth, and later became part of its music faculty, serving as Director of the Preparatory School in Strings. She studied violin performance and pedagogy in Oxford, England, with internationally acclaimed string teacher and lecturer, Kató Havas, and is accredited as a representative teacher of the New Approach. She has played professionally with orchestras and chamber-music ensembles in Minnesota and Oklahoma.

In Nevada, Sue Jesch has been concertmaster and principal viola of the Carson City Symphony and the Ruby Mountain Symphony, and member of the Foundation Orchestra, the Carson Valley Pops Orchestra, Silver Strings, Sierra Strings, Hot Club Gang, and other chamber music groups. Ms. Jesch teaches violin and viola privately in her studio in Carson City.

PRISCILLA HAWKINS, Symphony Cello Instructor
P.O. Box 331
Lee Vining, CA 93541
phawkins@dcn.org
248-904-6013

Priscilla Hawkins, a cellist since childhood, earned a degree in Music Education from the University of Michigan and a California Life Teaching Credential. She studied cello with Edward Korkigian, Detroit Symphony; Jerome Jelinek, University of Michigan; Jeffrey Solow, Los Angeles; Ron Leonard, Principal Cellist, Los Angeles Philharmonic; Lubomir Georgiev, Sacramento; and Marika Hughes. She was Principal Cellist of the Detroit Women's Symphony; Grosse Pointe Symphony, Detroit, MI; Tulare County Symphony, CA; and Bakersfield Symphony, CA; and played in the Aspen Festival Orchestra, CO, and Stockton Symphony, CA. She also has extensive chamber music and solo experience, and has recorded and released two CDs ("Out of the Wood" and "Back Beat Cellos: 2 Cellos and Percussion playing jazz, folk, country, and tango").

Ms. Hawkins' varied organizational and teaching career, including serving as President of the California Chapter and Sacramento Section of ASTA (the American String Teachers Association). In addition to teaching private cello students, she taught strings at seven Elementary and Junior High Schools in the Detroit Public Schools; initiated and taught a new elementary level string program in Porterville, CA, Public Schools; was high school String Music Coach in the Bakersfield, CA, School District; taught cello students as guest Master Teacher in the Azores Islands; and presented cello bowing workshops and cello sectionals in the Davis, CA, Schools. With Andy Luchansky, Ms.

Hawkins organized a Cello Festival for regional students; she co-organized a “Mono Lake Music and Ecology Camp” for teenagers; and adjudicated CMEA (California Music Educators Association) and ASTA Solo and Ensemble Festivals.

Most recently, Ms. Hawkins presented “History of the Cello - A Lecture/Demonstration/Workshop,” sponsored by Carson City Symphony Assoc. and funded in part by a grant from Nevada Humanities.

MICHELLE POWERS, Director, Joyful Noise Carson Children’s Choir

(775) 720-1916

mrees@nevada.unr.edu

Michelle Lynette Powers, a mother of four, was a non-traditional student who returned to College later in life to complete what she started many years ago. Born in Fort Polk, LA, she was raised in Carson City, NV. She attended Western Nevada College, part time, while working and raising a family, and earned her Associates of Arts with emphasis in Management and Music. In 2020, she completed her Bachelor’s in Music Education at UNR, and currently teaches elementary school music in the Washoe Co. School District. Michelle plays flute as her primary instrument; she has played since 5th grade, and enjoys being a flute instructor in her community. She also plays a little piano, guitar, ukulele, and whatever else she can.

Michelle has always been part of her community, volunteering and helping as a tutor, at a horse-riding establishment that catered to people with physical and mental exceptionalities, and as co-director of a vacation bible school program. Her musical activities have included coordinating the music portion of the Arts in the Park summer outreach program sponsored by Brewery Arts Center in Carson City, and introducing a handbell ensemble to a local elementary school through an after-school program also sponsored by Brewery Arts Center. She has participated in Carson City Symphony, Carson Chamber Singers, Carson City Community Band, UNR Wind Ensemble, UNR Wind Symphony, UNR Flute Ensemble, UNR Chamber Choir, and the Barefoot Flute Ensemble and other additional Flute Ensembles, and has been a member of the local premier group Tintabulations Handbell Ensemble.

For more than 15 years, Michelle has been Handbell Choir Director of the Hosanna Handbell Choir, and served for eight years as the director of the Cherub Choir for preschool to 2nd grade students, at the First United Methodist Church, in Carson City. Michelle also directs the Joyful Noise Carson Children’s Choir, a tuition-free educational program of the Carson City Symphony Association for students ages 4-12. She is certified Level 1 in the Orff Schulwerk process to music education and is continuing onto Level 2 and 3.

JON RABBEN, Financial Advisor

1328 Petar Dr.

Gardnerville, NV 89410-5864

Jm1948rabbben@gmail.com

775-783-9086

Jon Rabben is a retired CPA who had a 30-year Federal Government career as an auditor. His present duties as Treasurer of the Carson City Symphony Association consist of maintaining the financial books and records, preparing tax returns and reports to internal and external entities, processing revenue and disbursements, and providing financial advice as needed.

Mr. Rabben has extensive musical background and experience. He began clarinet lessons in childhood and continued for several years thereafter. He currently plays clarinet in the Carson City Symphony. He also earned a Bachelor of Music in Voice Performance from the University of

Maryland in 1973. He sang professionally part-time in the Washington, DC, area for many years until retiring to Gardnerville, NV, in 2007. He sings with the Carson Chamber Singers and other groups in Carson City and the surrounding area.

GABRIEL GIRÓ, Guest Conductor, October 2022
Montevideo, Uruguay
violinista1980@gmail.com

Born in the city of Montevideo, **Gabriel Giró** started his studies on the violin at age four with Dora Gurevich and on piano and voice with his father, Carlos Giró. Two years later he enrolled in the Vicente Ascone Municipal Music School where he studied violin with Alfredo Rumeau as well as solfege and music history, graduating after two years. He joined several national youth orchestras like the YOA (Youth Orchestra of the Americas) from 2002 to 2004 and the World Orchestra for Musical Youth from 2005 to 2008. He obtained scholarships from SUDEI to refine his technique with Maestro Fernando Hasaj and later he traveled to Frankfurt, Germany where he studied violin at Dr. Hoch's Konservatorium with Professor Barbara Kummer and piano with Professor Lungu.

Giró has participated in Masterclasses with Igor Ozim (Slovenia, Germany), Susan Stoodt (Germany), Alberto Lysy (Argentina, Switzerland), Fernando Hasaj (Uruguay, Argentina), Marco Rissi (Italy, Spain), Amiram Ganz (Uruguay, Austria), and Mauricio Fuchs (Uruguay, USA). He worked as rehearsal conductor for the MERCOSUR Orchestra and the Ministry of Education and Culture Orchestra, and is an established member of the Montevideo Philharmonic Orchestra First Violin section and of the OSSODRE (SODRE Symphony Orchestra) as Assistant Concertmaster, both of which he has belonged to for more than twenty years.

In 2007, Giró founded the Academic Chamber Orchestra of Montevideo, which he directed for ten years, working with over 100 musicians who passed through its ranks. He also founded the Zeus String Quartet, the Sancho Panza Quartet, and more recently the Tocan Sancho String Quartet. He studied instrumental conducting with Maestro David del Pino (Chile) for two years and later won a FONAM scholarship, which allowed him to continue studying for another year.

In 2016, Giro was invited for the first time to direct the Montevideo Philharmonic Orchestra.

He has been a finalist in conducting competitions out of Cordoba, Argentina; finalist in the instrumental conducting course organized by Maestro Ignacio Calderón; with the Argentina National Symphony in the Centro Cultural Kirchner in October 2018; and was selected as active director in a conducting course in the city of Salta, Argentina, in March 2019. He has also recently been appointed to a conducting position in the country of Bulgaria.

Andrew Sords, Guest Soloist, February 2023
7087 Pine St.
Chagrin Falls OH 44023-3435
Andrew@andrewsords.com
206-903-6311

American-born violinist **Andrew Sords** has a celebrated career as one of the most prolific soloists of his generation. Having appeared on 4 continents as a concerto soloist and with his piano trio, Sords has been cited for combining visceral virtuosity with a ravishing tone, while international critics endorse Sords as "a fully formed artist" (*Kalisz-Poland News*), "utterly radiant" (Canada's *Arts Forum*), and "exceptionally heartfelt and soulful" (St. Maarten's *Daily Herald*). Closer to home, *ClevelandClassical.com* gushed: "the stunner of the afternoon was a breathless but magnificently controlled performance of Beethoven's "Kreutzer" sonata, which Sords charged through

with giddy aplomb.” Sords has received numerous awards and distinctions reflecting his career trajectory, including the 2012 Pittsburgh Concert Society Career Grant and the 2005 National Shirley Valentin Award. He performed previously as guest soloist with Carson City Symphony in 2007, 2011, and 2014.

Born in Newark, DE, Sords was raised in Shaker Heights, OH, and asked for piano lessons at age five. A year later, he began studying violin with Liza Grossman, and continued studies with Linda Cerone, David Russell, and Chee-Yun Kim at the ENCORE School for Strings, the Cleveland Institute of Music, and Southern Methodist University. As a teenager, Sords garnered prizes from concerto competitions, signed with management, and has since collaborated with 300 orchestras worldwide. Of Sords’ debut in Australia, the *Melbourne Age* declared, “Sords made a voluble soloist in the A Major *Turkish* concerto, forging his statements with an admirably firm clarity and bringing out the work’s virtuosity as often as possible. His bowing arm showed an attractive suppleness and an attention to variety of phrasing that made even the episodic finale a pleasure.”

In 2019-20, Andrew Sords tours with the Beethoven sonata cycle, piano trio cycle, Triple Concerto, and Violin Concerto in celebration of the composer’s 250th anniversary. These appearances include far-flung venues such as Australia, Mexico, British Columbia, the Caribbean, Yukon Territory, and across the United States. In recent seasons, Sords has appeared with the El Paso Symphony, Flagstaff Symphony, Brevard Symphony, Pueblo Symphony, Spartanburg Philharmonic, Southeastern Ohio Symphony, Des Moines Orchestra, Grand Junction Symphony, Durham Chamber Orchestra, Longmont Symphony, Guatemala’s “Festival Bravissimo,” Oakland Symphony, Windsor Symphony, Motor City Symphony, Kalisz Philharmonic (Poland), North State Symphony, Chattanooga Symphony, Cleveland Philharmonic, Boulder Chamber Orchestra, Wisconsin Chamber Orchestra, Toronto Philharmonia, Gulf Coast Symphony, Melbourne Chamber Symphony, and both the Elgar and Dvorak concerti at Toronto’s famed Glenn Gould Studio. In 2017, Sords made his UK debut with concerts in Edinburgh and Scotland (Tchaikovsky concerto) with the Glasgow Philharmonia, and his Guatemala City debut (Bruch concerto). In his hometown, Sords returned to his childhood orchestra, the Contemporary Youth Orchestra (Barber concerto), and performances in the Cleveland area include the Cleveland Philharmonic, Solon Philharmonic, Euclid Symphony, Parma Symphony, Shaker Heights Symphony, Heights Chamber Orchestra, Lakeland Orchestra, Earth and Air String Orchestra, Mansfield Symphony, and the Brahms and Schumann sonata cycles for the Trinity Cathedral Concert Series. Sords’ July 4th outdoor appearances have included shows with the Wisconsin Chamber Orchestra and an audience of 30,000, while a 2018 collaboration with the El Paso Symphony had 15,000 onlookers - both evenings featured the Tchaikovsky concerto. No stranger to presenting obscure concerti, a debut with the Boulder Chamber Orchestra and the Arensky concerto had *Opus Colorado* declaring: “[Sords’] remarkably flexible bow arm and relaxed left hand created the impression that he was having no difficulty whatsoever.”

As a prolific recitalist, Sords has appeared in La Jolla, Washington, D.C., Maui, New York City, Los Angeles, Chicago, Dallas, and at St. Augustine’s (FL) EMMA Series at Flagler College. Sords has toured to Australia on numerous occasions with concerti by Mendelssohn, Mozart, and Vaughan Williams, as well as recital programs for the Brunswick Beethoven Festival and the Arden Crescent Series. Inspired by his duo and trio collaborations, Sords has united with cellists John Walz, Joseph Johnson, Sawyer Thomson, and Scott Lykins in performances of the Brahms “Double” concerto, and appears with his trio on notable series. A 2015 Canada tour with the Mendelssohn Piano Trios and Violin Sonata was reprised with Cheryl Duvall and Luke Severn in an all-Brahms program in Oshawa, Montreal, Guelph, and Toronto - the trio will showcase the Beethoven Trio cycle in 2019/20 in British Columbia, Ontario, the Yukon Territory, and Quebec. First invited by San Miguel de Allende, Mexico’s ProMusica Series in 2011, Sords has returned with six varied recitals; performed two programs for West Palm Beach’s Norton Museum Series; and toured with an all-French program to numerous venues in the Midwest with Eriko Izumida, pianist. As a frequent soloist in the Caribbean, Sords has

Key Personnel p. 6

appeared in Puerto Rico, Anguilla, St. Maarten, Trinidad and Tobago, Grand Cayman, and the U.S. Virgin Islands, and "STRINGS MAGAZINE" profiled a series of performances with the Trinidad and Tobago Youth Philharmonic. From a recent Cleveland recital, the review enthused: "Expertly performed, he brought a full and rich sound and gave a heroic performance of Ravel's 'Tzigane', powerful and in control of the many notes. Sords impressed with his total command of technique, consummate musicianship and bravura as he tossed off scads of notes and sang out like a diva...he and Izumida kept the audience in the palm of their hands all afternoon." (Cleveland Classical).

A man of diverse interests, Sords has competed in the charity fundraiser "Pittsburgh's Dancing with The Stars" as the first classical artist to do so. Passionate about social causes, Sords has performed numerous times for LGBT outreach, including Bruch's "Scottish Fantasy," the Tchaikovsky, and the Beethoven concerti in collaborations with the Minnesota Philharmonic, the Bay Area Rainbow Symphony, and the Atlanta Philharmonic. Along with Liana Izakadze's World Virtuosi, Sords appeared in Carnegie Hall's Zankel Hall, and performed the Sibelius and Dvorak concerti in 2019 appearances with the Jackson Symphony and Brevard Symphony. Sords is a popular guest for various media platforms: featured four times on Sirius XM's *Derek and Romaine Show* and profiled by "OUT Magazine," NPR'S *Morning Edition*, and hundreds of media outlets, Sords also performed the National Anthem for ESPN2's WNBA Pride Game (2014) and a sold-out Cleveland Indians game at Progressive Field. Sords' collaboration with Sean Christopher on the New-Age album "Transcendence" has been a commercial and critical success, with reviews stating: "much of this is owed to the gorgeous and precise playing by Andrew Sords, whose violin adds a thrumming undercurrent of pure life throughout the album's stainless steel structure." This album is available on iTunes, Amazon.com, and CDBaby. www.andrewsords.com

McAvoy Layne, Guest Artist April 2023

P.O. Boz 4522

Incline Village, NV 89450-4522

Mcavoylayne@gmail.com

775-833-1835

McAvoy Layne is an educator in a costume who loves kids and learning. For thirty-three years, in over four thousand performances from Piper's Opera House in Virginia City to Leningrad University in Russia, McAvoy has been preeminent in preserving the wit and wisdom of Mark Twain, "The Wild Humorist of the Pacific Slope".

McAvoy is a winner of the Nevada Award for Excellence in School and Library Service, and plays Samuel Clemens in the Discovery Channel's Cronkite Award winning documentary, *Adventures of Huckleberry Finn*. He is the author of *101 Short Histories of America*, a humorous, respectful account of our rich history.

Financial Results FY 2022 to 3/27/22

<u>Revenue</u>				<u>Expense</u>			
A/c no.				A/c no.			
01a	At door & advance	508.95		04a1	SYS	9,307.11	
01a1	Fall concert	775.00		04a2	NQR	900.00	
01a2	Holiday concert	2,962.74		04a3	Internal - other	8,550.00	
01a3	Winter concert	696.77		04bb	External - other	1,750.00	
01a4	Spring concert	34.66		04d	Nebesky awards	1,500.00	
01b	Flex	108.00			Total Artistic Fees		25,412.11
01c	Chamber Singers	2,118.17		05	Other fees/svcs.		1,790.94
	Total admissions		7,204.29	06	Space rental		2,747.00
02a	Contract service revenue	3,300.41		07	Travel/training		1,000.00
	Total Contract svc. rev.		3,300.41	08	Marketing	1,077.75	
03a	Adopt an instrument	250.00		08a	Marketing - SYS	225.00	
03b	Instrument fees	140.00		08b	Marketing - other	2,482.22	
03d	Advertising income	3,200.00			Total marketing		3,784.97
03i	Interest	5.40		09g2	Pgm. setup/pringing	1,704.00	
03m	Membership income	12,385.52		09i	Insurance	2,815.00	
03o	Other income	503.45		09m	Music Rental	1,274.50	
03s	Sales	286.00		09n	Instrument rental	150.00	
	Total Other Revenue		16,770.37	09o	Supplies	360.52	
04	Corporate Support	127.52	127.52	09p	Postage	2,115.24	
05	Foundation Support	55.24	55.24	09q	Our donations/Memb.	505.00	
06a	Private support SYS	1,465.00		09r	Royalties paid	387.00	
06a1	Private support NQR	330.00		09s	Instrument repair	113.71	
06b	Private support singers	1,360.00			Total other expense		9,424.97
06d	Priv. sup't Canzona	50.00		10m	Music purchases		2,746.39
06e	Private support - other	755.00			Total expense		46,906.38
	Total Private Support		3,960.00				
08a	State gov't support - SYS	2,492.00					
08c	State gov't sup't - other	6,083.00					
	Total State Gov't Support		8,575.00				
	Total revenue	39,992.83	39,992.83				
	Less: total expense	46,906.38					
	Net loss	(6,913.55)					

Cash in bank & invested a/o 03/27/22

Operating account, US Bank	\$20,839.08
Vanguard	21,808.67
Money Market account, Heritage Bank	<u>46,499.67</u>
Total cash + investments	\$89,147.42

Other assets - trailer, music library, and instruments. We did not acquire or dispose of any assets this fiscal year.

Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701



Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document and answer the following questions in the order in which they are asked and use the fillable PDF from to complete the budget and acknowledgement sections. Your answers should be as succinct as possible with your overall application limited to a maximum of 10 pages, excluding resumes.

1. a) Name / title of project or event

b) Event / Project dates

c) Total Funding Request
2. a) Organization Name

b) Organization Mailing Address, City, State, Zip, Phone

c) Organization Website and / or Social Media Sites

d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email

e) Provide a brief history of your organization, its mission and number of years in operation.
3. a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>
5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

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artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

e) Describe the methods you will use to evaluate project success, impact, and outcomes.

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b) Describe the community/population(s) that the proposed project will serve. Include demographic information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

Please complete the following fillable PDF budget and acknowledgement form.

Project / Event Costs (Attach additional sheets as needed and to state the source of other funds)

Activity (i.e. advertising, equipment rental, workshops etc.)	Redevelopment Funds	Other Funds and their Source	Total
<i>Additional documentation may be requested</i> Total			

Redevelopment Grant funds as a % of initiative costs	<input type="text"/>	%	Projected revenues:	<input type="text"/>
			Projected Net Profit/Loss	<input type="text"/>

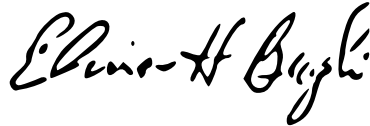
	This Year	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$	\$	\$	
Expenses	\$	\$	\$	
Reserves	\$	\$	\$	

Acknowledgment of Application Provisions: (please check each that you acknowledge)

- ☐ I affirm that this project conforms to all applicable codes, ordinances and regulations, as well as the common principles for Downtown Carson City.
- ☐ All applicable permits will be obtained for this project and all accompanying inspections will be successfully completed to receive reimbursement.
- ☐ I affirm that I am in good standing with the Consolidated Municipality of Carson City with respect to taxes, fees, loans or other financial obligations to the City.
- ☐ If this initiative is selected for a grant from the Consolidated Municipality of Carson City, I acknowledge that photographs of my project may be used in promotional materials for Downtown Carson City.

I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature



Date:

***Note:** ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and in order for any and all liens to be released.

Application submittal checklist:

- ☐ Complete, signed Redevelopment District Arts and Culture Grant Request Form
- ☐ Organization chart/structure of the organization conducting the initiative
- ☐ Resumes of the key individuals in the organization conducting the initiative
- ☐ Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701

Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

1. a) **Name of Event:** The Nutcracker Ballet
b) **Dates of the Event:** November 25,26 and 27, 2022
c) **Total Funding Request:** \$5000
2. a) **Organization Name:** Pinkerton Ballet Theatre (PBT) dba Nevada Dance Company (NVDC)
b) **Organization Address:** 503 N Division St., Carson City 89701, 775-781-0150
c) **Organization Website:** nevadadancecompany.com
d) **Primary Contact:** Theresa Chipp, Director, 1700 Foothill Road, Gardnerville, NV, 89460, (775) 781-0150, tjchipp@gmail.com
e) **A brief history of NVDC, including mission and number of years in operation:**

PBT dba NVDC, is a 501(c)3 Nevada nonprofit corporation that first performed The Nutcracker Ballet in Carson City during Thanksgiving weekend in 1988 as the Pinkerton Dance Academy, a local dance school. Participants in the ballet were primarily local dancers, young and old, cast in appropriate roles, and a few ballet professionals who danced key roles. The objective of Pinkerton Dance Academy was to bring the Nutcracker story to life and give participants and audiences a high-quality professional experience. The success of the first production inspired the directors to make it annual event of 3 shows during Thanksgiving weekend as a kickoff to the Christmas season. Sold out shows and enthusiastic audiences encouraged the addition of more and better costumes, props and sets each year. Children and adults were able to experience a high-quality ballet production firsthand from auditions, casting, costume creation, fitting and alterations, set design and construction, ticket sales and, finally, to the cast party. Parents and community volunteers became an integral part of the production. As it grew in size, workload and cost, it became apparent that a more organized and committed structure was necessary.

A board of directors was created and developed to assist the artistic directors in decision making regarding finances, fundraising and volunteer coordination and outreach. The board applied for and was granted 501(c)3 non-profit status by the state of Nevada and became Pinkerton Ballet Academy then to Pinkerton Ballet Theatre in

1999. In September 2021, the Board of Directors voted to operate under the fictitious firm name Nevada Dance Company. This year The Nutcracker Ballet will be presented by Nevada Dance Company whose mission is to present The Nutcracker Ballet as a mechanism to increase community access to the arts and participation by children and adults in the arts alongside professional dancers inspiring creativity and innovation while stimulating economic development, enhancing cultural tourism and celebrating unique cultural diversity.

3. The Nutcracker Ballet performance is located in and benefits District #1

4. What strategies and activities will this event implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at

<https://visitcarsoncity.com/things-to-do/arts-and-culture/>

The strategies and activities from the 2022 Arts & Culture Strategic Plan that The Nutcracker Ballet will implement is 2.1 that discusses how Arts Festivals and Events “leverage increased cultural tourism, economic impact and audience development” The Nutcracker Ballet is an ageless classical story ballet based on E.T.A. Hoffman's story called The Nutcracker and the Mouse King and set to Tchaikovsky's score. For over one hundred years the enchanting and beloved Nutcracker Ballet has been presented to sold out audiences eager to see magic come to life. Many ballet companies in the United States, perform this ballet which has become an iconic holiday tradition, one that can sustain a dance company for the rest of the year.

Another strategy is 2.5 that addresses cultural tourism. The arts are very important to a community's quality of life and economy. Communities who have significant cultural arts experience economic vitality that transcends the boundaries of the stage. The Nutcracker Ballet, produced and presented by NVDC is a cultural event that has significant economic impact on the local community that stretches beyond the actual performances. From the attendance numbers and a general idea of the geographic draw of the ballet it is possible to estimate the number of overnight and day visits which can give actual value to the ballet, Unfortunately, these metric calculators are not readily available for a price point that NVDC can afford at this time, However, it is easy to estimate that there is significant economic impact from the 150 people involved in the production, and the nearly 1800 audience members through their spending in the Food and Beverage, Transport (including gas and air fare), Retail. Recreation and/or Lodging sectors per day.

Spending and cultural events further translate to attracting and expanding private investments in the area. Culture and cultural events make a city appear prosperous and desirable. People want to locate their businesses in a city that values culture. New businesses create new employment opportunities and increase the city's tax base and expand public revenue. Thus, The Nutcracker Ballet clearly meets the goals and objective of the Redevelopment Plan to strengthen the local economy.

5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

During Thanksgiving weekend, November 25, 26 and 27, 2022, NVDC will present the 34th full ballet production of The Nutcracker Ballet at the Bob Boldrick Theatre located at 851 E. William in Carson City. NVDC Artistic Directors and Executive Director will plan and determine the direction the production should take, what choreography to change, which costumes to replace, how sets should be improved and what props that are required that will enhance the storyline. The goal is to make each production unique, better than the last and more professional each year. Open call auditions will be held in Carson City and Minden on August 31-September 2, 2022, for dancers and actors from the Western Nevada region who can dance support roles. A casting call will ensue for professional dancers called to dance key roles alongside the young, less experienced dancers. This serves a twofold purpose. It significantly increases the quality of the production while inspiring young dancers to strive to achieve excellence. Many former young Nutcracker dancers have been inspired during their performance with the Nutcracker to become professional dancers. Once auditions and casting are complete, weekly rehearsals with the young dancers will begin and continue through until production time. During production week all professionals arrive for tech and dress rehearsals. NVDC has attracted many talented volunteers from the community that love the Nutcracker Ballet and wish to help with all aspects of this production. From September through November volunteers will repair and replace costumes, set pieces and props while dance teachers assist Artistic Directors with rehearsals. The community spirit surrounding the Nutcracker Ballet is inspiring with every participant striving for the same goal of excellence, the resulting production will be memorable for all.

The proposed dates for The Nutcracker Ballet encompass August 31, 2022 through November 27, 2022. The timeline begins with regional auditions on August 31-Sept 2, casting, then rehearsals throughout September, October and November commencing in the performances on November 25, 26 and 27, 2022. The timeline with related activities is as follows:

Stage 1. January-April, 2022. . Artistic Directors and the Executive Director plan, make a timeline and budget and submit to the Board of Directors for approval. Prior experience with this production indicates the initial planning stage is critical. The Nutcracker ballet production is very large, time intensive and costs for production significant. A well-planned timeline and a well thought out and accurate budget is key and easier to accomplish with prior records from prior years.

Stage 2. May-August 2022. Secure venues for performances and rehearsals, create a strategic marketing and advertising campaign, repair and replace costumes, props and set pieces, arranging for ticketing and fundraising, advertising a casting call and for professional dancers and preparing for local auditions.

Stage 3. August-November 2022. Auditions and casting and rehearsal of local dancers and actors, costume fittings, organizing props and set pieces for production time.

Stage 4. Tech Week November 21-25, 2022:

- i) Monday. Loading in and placement of all sets, props, costumes, drops, curtains and Marley floor. Light and sound crew prepare the sound booth and lighting according to Artistic Director direction.
- ii) Tuesday, November 22, 2022: Cast rehearsal of Act 1 for staging, sound and lighting crew and backstage crew adjustments and to allow the dancers to become accustomed to the stage and theater environment

- iii) Wednesday, November 23: Cast rehearsal of Act 2 for staging, sound and lighting crew and backstage crew adjustments and to allow the dancers to become accustomed to the stage and theater environment.
- iv) Friday, November 25, 2022: Cast and crew dress rehearsal of full production in the morning for final adjustments.
- v) Friday November 25 - Sunday, November 27, 2022: Production
- vi) Sunday, November 25, 2022: Postproduction load out of all sets, props, costumes, decor to storage. Clean theater.

b) Who is planning and managing this project/event? List names, title (if applicable), and project responsibilities for all key project personnel, and note their previous experience in planning and/or managing this type of initiatives. Please attach an organization chart and resumes of these key participants.

Erica Chipp-Adams, Artistic Director, responsible for overseeing all aspects of the artistic production of NVDC, such as assessing and selecting the performances that will be presented, recruiting professional dancers to fill key roles, holding auditions, selecting dancers and actors, setting production and rehearsal schedules as well managing budgets. Resume attached

Oliver Paul Adams, Artistic Director, responsible for overseeing all aspects of the artistic production of NVDC, such as assessing and selecting the performances that will be presented, recruiting professional dancers to fill key roles, holding auditions, selecting dancers and actors, setting production and rehearsal schedules as well managing budgets. Ashley Smith, Executive Director responsible for managing the day-to-day activities of Nevada Dance Company with regard to project management of the entire Nutcracker production. Resume attached.

Ashley Smith, Executive Director, responsible for project management including fundraising, and budget management for the entire Nutcracker production. Resume attached

Ayako Britt, Advisor, responsible for overseeing The Nutcracker Ballet and offering advise and/or assistance in all aspects of the Nutcracker Ballet production. Resume

c) Are any other organizations involved in this project/event? List any partnerships or collaborations and include details on any financial support that other organizations, individual or funding agencies are providing for the project/event.

Ayako's Dance Studio of Carson City, The Dance Workshop, Minden and All About Dance, Minden will be collaborating with Nevada Dance Company. No financial support will ensue from these businesses.

NVDC has applied for project grant funding for organizations from the Nevada Arts Council. This grant application request is pending.

d) Who are the artists involved with this project? Include names and a brief bio for all participating artists use additional pages as needed. If artists are not confirmed yet, you may list the proposed artists (please note if an artist is confirmed or proposed).

NVDC is proposing to use the following artists. There are no contracts to date. Bios are attached

Erica Chipp-Adams, proposed Sugar Plum Fairy; **Oliver-Paul Adams**, proposed Drosselmeyer, proposed Cavalier; **Elliot Adams**, proposed Snow King **Laura Lunde**, proposed Snow Queen; **Gretchen LaWall**, proposed Arabian; **Kelsey Gerber**, proposed Chinese Tea; **Armen's Dance Company**, proposed Russian dancers; **Camille Bergeron Proulx**, proposed Aerial Arabian Dancers

e) Describe the methods you will use to evaluate The Nutcracker Ballet success, impact, and outcomes.

To evaluate the success of the Nutcracker it is necessary to collect and analyze data to determine whether the objectives have been achieved. Analyzing the proposed versus the actual expenditures, and the proposed versus actual timeline will show the project efficiency. Effectiveness and impact of the project. can be determined by monitoring the production through an exit survey both for production participants and audiences given at the end of each performance. These tools provide information that an evaluator can use to aid in decisions about improving, continuing, or discontinuing a project.

6. a) How does this project/event demonstrate social, educational, cultural and/or economic relevance for the community?

The Nutcracker Ballet is an ageless classical story ballet that has been presented to international audiences for over a hundred years. Its compelling story of a young girl who dreams she visits the Kingdom of Sweets and is introduced to many diverse cultures and people. The arts play an important role in a community's quality of life and economy. Communities who have significant cultural arts experience economic vitality. The Nutcracker Ballet, produced and presented by NVDC is a cultural event that has significant economic impact on the local community that transcends the stage. From the audience attendance numbers and the geographic draw of the ballet one can estimate the number of overnight and day visits which can give actual value to the ballet, It is clear that significant economic impact occurs from the spending in the Food and Beverage, Transport (including gas and air fare), Retail. Recreation and/or Lodging sectors per day of 150 people directly involved in the production and 1800 audience members, Spending and cultural events further translate to attracting and expanding private investments in the area. Culture and cultural events make a city appear prosperous and desirable. People want to locate their businesses to a city that values culture. New businesses create new employment opportunities and increase the city's tax base expanding public revenue, strengthening the local economy.

b) Describe the community/population(s) that the proposed project will serve.

Include demographic

information about relevant socioeconomic factors such as age, ethnicity, race, gender, ability, education, geographic location, income level, etc.

NVDC's Nutcracker Ballet will be presented at the Bob Boldrick Community Center, located in Carson City, the capital city of Nevada. The target audience is the Western Nevada region including, but not limited to Carson City, Reno, Carson Valley and the Lake Tahoe Basin. Carson City is officially a Consolidated Municipality whose

population in 2021 was 58000 growing at a rate of 6.6% since 2000. Population density is 390/sq mile. In 2019 the population consisted of 51.3% Males and 48.7% females and the median resident age was 42.8. The estimated mean income is \$58,000, estimated median house or condo value is \$325,000 while the estimated median rent is \$991. 11.3% of the residents live in poverty. Population diversity is 65% White, 25% Hispanic and 10% Asian, Black and American Indian. 67% of the workers live and work in the area.

c) Is this initiative intended to bring visitors to Carson City? If so, how many visitors are anticipated and how will it be marketed? (for events only)

NVDC intends to bring many visitors to Carson City and to this end NVDC contracts with RND Creative Design to create a strategic and targeted marketing and publicity plan that will reach and communicate all information regarding the Nutcracker Ballet production to Western Nevada and Lake Tahoe regional communities utilizing the following methods:

1. Search engine optimization of website and consistent updates on most current and pertinent information
2. Frequent posts on social media platforms such as Facebook, Twitter and Instagram
3. Radio and Print ads and PSA's
4. Posters and flyers distributed in strategic locations
5. Float entry in the Nevada Day Parade

Zip code data gathered from past ticket sales indicate that many of the sold-out audiences come from the Gardnerville/Minden, Carson City, Reno and Lake Tahoe areas although a significant number of audience members travel from as far away as Indiana, Texas, Ohio and Alaska. NVDC has formed relationships with regional dance schools to reach as many student dancers as possible. NVDC will continue to collaborate with public and private schools and senior living communities in Western Nevada in outreach programs to encourage dance participation among youth that have not had exposure to dance instruction and share the joy and magic of the story of The Nutcracker Ballet. NVDC will continue to reach out to business and residents seeking additional partnerships or collaborations

7. Is this event intended to be recurring or is it a one-time event? If it will be recurring, how will the event be expanded in the future and how will the event be able to transition away from City funding support in the future.

NVDC has been successfully presenting The Nutcracker Ballet in Carson City for 33 years and will continue presenting the traditional and iconic The Nutcracker Ballet as it has in the past improving on the productions each year. Each of the 2021 performances sold out. In 2022 NVDC plans to add another performance on Saturday afternoon in order to accommodate an additional 550 people. Recent changes in leadership have led to the development of new goals and objectives. Future plans include but are not limited to presenting new classical ballet productions in the summer months to expand NVDC repertoire. It is the dream of Artistic Directors Erica Adams

and Oliver Adams to build NVDC into a highly respected full time dance company that produces and presents high quality state of the art productions and take them on tour annually.

NVDC will be able to transition away from Redevelopment funding support in the future by implementing increased ticket sales, developing a strong donor base of corporate and private donors, applying for institutional grants for ongoing operational support and creating an endowment to ensure sustainability.

Fillable PDF budget and acknowledgement form.

Project / Event Costs

See Attached

*Note: ALL project related invoices and receipts must be submitted for review at conclusion of the project prior to reimbursement. In addition, approved copies of required City building, sign and other permits must be submitted as a condition of reimbursement and for any and all liens to be released.

Application submittal checklist:

Complete, signed Redevelopment District Arts and Culture Grant Request Form

Organization chart/structure of the organization conducting the initiative

Resumes of the key individuals in the organization conducting the initiative

Current financial statements including a balance sheet and profit and loss statement with explanations regarding the valuation of assets and recognitions of revenues and expenses.

PINKERTON BALLET THEATRE

Balance Sheet

As of March 14, 2022

	Mar 14, 22
ASSETS	
Current Assets	
Checking/Savings	
US Bank 4137	53,465.41
Total Checking/Savings	53,465.41
Total Current Assets	53,465.41
TOTAL ASSETS	53,465.41
LIABILITIES & EQUITY	
Equity	
Unrestricted Net Assets	53,465.41
Total Equity	53,465.41
TOTAL LIABILITIES & EQUITY	53,465.41

PINKERTON BALLET THEATRE

Profit & Loss

January through December 2021

	Jan - Dec 21
Ordinary Income/Expense	
Income	
Cast Party Revenue	2,085.00
Concessions Revenue	2,557.00
Merchandise Revenue	1,588.00
Miscellaneous Revenue	200.00
Raffle Prizes Revenue	1,878.00
Ticket Sales - CC	46,109.76
Tights Revenue	2,008.00
Wreath Fundraiser Revenue	1,043.00
Total Income	57,468.76
Gross Profit	57,468.76
Expense	
Advertising	
Program Advertising	-2,180.00
Advertising - Other	13,452.90
Total Advertising	11,272.90
Cast Party Expense	2,057.60
Choreography Fees	13,962.73
Contract Services	
Accounting Fees	500.00
Total Contract Services	500.00
Costume Expense	1,255.29
DVD Expense	-2,520.00
Facilities and Equipment	
Equip Rental and Maintenance	1,220.94
Property Insurance	140.00
Facilities and Equipment - Other	0.00
Total Facilities and Equipment	1,360.94
Merchandise Expense	1,260.97
Miscellaneous Expenses	2,383.77
Other Types of Expenses	1,033.33
Performer Fees Expense	1,909.36
Performer Travel Expense	1,366.28
Show Expenses	0.01
Storage Rent	4,680.00
Studio Rental	52.50
Tights Expense	-357.37
Wreath Fundraiser	-6,107.55
Total Expense	34,110.76
Net Ordinary Income	23,358.00
Net Income	23,358.00

Carson City Redevelopment District Arts and Culture Grant
108 East Proctor Street, Carson City, NV 89701



Redevelopment District Arts and Culture Grant Application

Contact Debra Soule at dsoule@visitcarsoncity.com for application schedule/deadlines.

Please create a Word document and answer the following questions in the order in which they are asked and use the fillable PDF from to complete the budget and acknowledgement sections. Your answers should be as succinct as possible with your overall application limited to a maximum of 10 pages, excluding resumes.

1. a) Name / title of project or event

b) Event / Project dates

c) Total Funding Request
2. a) Organization Name

b) Organization Mailing Address, City, State, Zip, Phone

c) Organization Website and / or Social Media Sites

d) Primary Contact Name, Title, Mailing Address, City, State, Zip, Contact phone and email

e) Provide a brief history of your organization, its mission and number of years in operation.
3. a) Is this project located in, or will it benefit District #1 or District #2? (District maps can be accessed at <https://www.carson.org/home/showpublisheddocument/51176/636080777005970000>)
4. What strategies and activities will this initiative implement from the 2022 Arts & Culture Strategic Plan? The plan can be accessed at <https://visitcarsoncity.com/things-to-do/arts-and-culture/>
5. a) Provide a detailed description of the proposed project/event. Include project objectives and a detailed timeline for all project related activities.

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<i>Additional documentation may be requested</i> Total			

Redevelopment Grant funds as a % of initiative costs	<input type="text"/>	%	Projected revenues:	<input type="text"/>
			Projected Net Profit/Loss	<input type="text"/>

Annual Budget of Organization

	This Year	Last Year	Two years ago	List: Redevelopment Grant Amount / Year
Income	\$	\$	\$	
Expenses	\$	\$	\$	
Reserves	\$	\$	\$	

Acknowledgment of Application Provisions: (please check each that you acknowledge)

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I affirm, this application and all attachments are true and accurate to the best of my knowledge.

Applicants Signature

Date:

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ERICA CHIPP-ADAMS

ERICA CHIPP-ADAMS began her dance training with Pinkerton Ballet School at the age of four. At 14, she left her hometown to attend the prestigious ballet school, The Harid Conservatory in Florida, where she received her formal Vaganova training.

In 2004, Erica began her professional career with Festival Ballet Providence under the direction of Mihailo Djuric. During her time at FBP, some of the notable roles she danced were in Cinderella, Rodeo, Scheherazade, Carmen, Don Quixote, Swan Lake and various Anthony Tudor and George Balanchine ballets.

In 2010 she moved to San Francisco to join Smuin Contemporary Ballet where she was featured in works by Jiri Kylian, Val Caniparoli, Ma Cong, Trey McIntyre, Helen Pickett, Amy Seiwert and many ballets by Michael Smuin. Throughout her professional career, Erica has worked with world-renowned choreographers, toured to various countries and performed at The Joyce Theater in NYC.

As a guest artist, Erica has danced the principal roles in Giselle, Coppelia, Romeo & Juliet, and Cinderella with Sierra Nevada Ballet, under the direction of Rosine Bena. Erica's vast career has also led her to be part of an Audi campaign and a featured performer and Emmy winner on NBC's BaseBallet, Into the Game. Returning to Pinkerton Ballet Theatre to perform the role of the Sugar Plum Fairy has been a dream come true for Erica for, her love of dance began with Pinkerton's Nutcracker where her first roles in the production were in Chinese Tea, Marzipan and a "smaller" in Mother Gigogne. During her professional career, Erica returned for many years to perform the role of The Sugar Plum Fairy. In 2018, Erica returned to Minden to live with her husband and, together, to share their passion for ballet by taking on the new role of owners of the Dance Workshop in Minden. Erica and Oliver joined the Pinkerton Ballet Theatre Board of Directors in 2019 and became the new artistic directors of Pinkerton Ballet Company dba Nevada Dance Company in 2021. They plan to carry on the legacy that Ayako Britt began 33 years ago.

OLIVER-PAUL ADAMS

OLIVER-PAUL ADAMS, originally from Stoke-On-Trent, England, trained at the Birmingham Royal Ballet School. During this time Oliver performed with the Paris Opera Ballet, English National Ballet and the Birmingham Royal Ballet at venues including the Royal Opera House, The London Coliseum and the Royal Albert Hall. During his graduation year Oliver danced in Japan and the USA as well as the Royal Family in England.

At age 17, Oliver started his professional career with the Birmingham Royal Ballet where he danced in many of the major classical ballets. Adams joined the Slovak National Ballet in 2007 as a Soloist before going on to perform leading roles with the Sacramento Ballet, Diablo Ballet and Smuin Contemporary Ballet in San Francisco, dancing principal and soloist roles in Swan Lake, The Sleeping Beauty, and works by Jiri Kylian and George Balanchine to name just a few.

Oliver has performed at the World Ballet All Stars Gala in both Prague and Bratislava. He has also danced in contemporary works from some of the most important choreographers from around the world. Adams has choreographed for Sacramento Ballet, Sierra Nevada Ballet, Smuin Ballet and the San Francisco Symphony.

Oliver continues to perform as an international guest artist. In the summer of 2018, he and his wife Erica became owners of Dance Workshop in Minden where they train and inspire the next generation of dancers.

Ashley Smith

1492 Waverly Drive South Lake Tahoe Ca 96150
5303185873 • ashleytahoe1@gmail.com

Producer

Production Producer

Work Experience

Dance Teacher 2004-Present
Marcia Sarosik Dance Studio

- Teach students ages 2.5-adult on a reoccurring schedule as well as substitute teaching in years & months a reoccurring schedule was not possible.

Coach 2004-Present
South Tahoe High School Dance Team

- Choreograph, manage & direct 28 person squad for high school dance team. Create schedules for games, practices, uniforms etc. create content for competitions.

Bakery Manager December 2019-Present
Lake Tahoe Cakes

- Responsible for all inventory lists, wedding delivery schedules & time management for all bakers & designers to complete client menus on time for delivery.

Founder/Director December 2020-Present
Studio E Dance & Aerial Arts

- Owned & operated a dance & circus school with up to 10 employees at any given time.
- Managed all accounts receivable for all
- clients
- Managed all payroll for all employees.
- Managed all event planning & marketing.

Executive Assistant March 2012-March 2021
V & K Food Corporation

- Managed HR office as well as company transfers, catering supplies, monthly company inventory.

- Traveling cast of 30-40 performers, working with 50-500 school age students in 3 day workshops learning musical numbers performed in a two hour concert for the community. Annual Christmas Show featuring 250 "Young American" performers from around the world.
- Tours
- 2005-Germany
- 2006-United Kingdom/Japan
- 2007- Germany/Japan
- 2008-2009 Resident Cast Los Angeles
- 2010 Japan

Education

Lake Tahoe Community College

September 2010-September 2011

The Young Americans

August 2004-June 2006

The Young Americans College of Performing Arts Teaching Certificate

UNLV

July 2018

Pinkerton Ballet Theatre
dba
Nevada Dance Company

Board of Directors

Joe Enfantino, President
Ashley Smith, Vice President
Rebecca Phipps, Secretary
LaRae McCarren, Treasurer
Erica Adams, Member
Oliver Adams, Member

Executive Director for The Nutcracker Ballet
Ashley Smith

Artistic Directors for The Nutcracker Ballet
Erica Adams
Oliver Adams
Ayako. Britt



STAFF REPORT

Report To:

Meeting Date: June 13, 2022

Staff Contact: Debra Soule, Arts & Culture Program Manager

Agenda Title: For Possible Action: Discussion and possible action regarding a potential Mark Twain mural project to complement Mark Twain Days, a new capital city festival that will be held in April 2023 to celebrate the life of Mark Twain in Carson City. (Debra Soule, dsoule@visitcarsoncity.com)

Staff Summary: The Carson City Culture and Tourism Authority ("CTA") is sponsoring the Mark Twain Days Festival which will be held April 21-23, 2023 in Carson City. The proposed Mark Twain mural project would complement the festival providing an important public art and cultural tourism addition. This item is for the Commission to approve the project concept and provide direction regarding a Request for Proposal ("RFP") to solicit proposals from local artists.

Agenda Action: Formal Action / Motion

Time Requested: 15 Minutes

Proposed Motion

I move to approve the Mark Twain mural project concept and direct staff to move forward with an RFP as discussed on the record.

Board's Strategic Goal

Quality of Life

Previous Action

N/A

Background/Issues & Analysis

The Carson City Board of Supervisors approved the Carson City Arts and Culture Strategic Plan on April 7, 2022.

Under Goal Two - Cultural Programs, Events, and Destinations / Strategy 2.2 reads:

Explore and support special projects and programs across cultural organizations that involve and employ local individual artists, such as neighborhood and city street murals, banner competitions, video documentaries, street furniture and signage, artist residencies, and community problem-solving artist teams.

Applicable Statute, Code, Policy, Rule or Regulation

Carson City Arts and Culture Strategic Plan 2022-2026

Financial Information

Is there a fiscal impact? Yes

If yes, account name/number: CTA 1% Transient Lodging Tax dedicated to Arts and Culture.

Is it currently budgeted? Yes

Explanation of Fiscal Impact: There is available funding for this project in FY 2023 from the 1% Transient Lodging Tax dedicated to Arts and Culture.

Alternatives

Do not approve the mural concept and/or provide alternative direction.

Attachments:

[2022 BoS Approved ACMP final.pdf](#)

Board Action Taken:

Motion: _____	1) _____	Aye/Nay
	2) _____	_____

(Vote Recorded By)



CARSON CITY ARTS AND CULTURE STRATEGIC PLAN

2022 - 2026



WHAT IS CULTURE?

Culture is the combination of characteristics, traditions, activities, values and beliefs that distinguish one group of people from another. Culture is expressed through the places, buildings and things that we create, and through forms of expression such as art (i.e. music, theatre, paintings, film, literature) and it is showcased in our art galleries, theatres, museums and communities.

Culture is passed down from one generation to the next, but it is ever-changing and evolves over time. Our museums are repositories of objects and stories that were a part of culture in the past – our cultural heritage. Cultural shifts or innovations can occur when different cultures intersect, exposing people to new ideas, different beliefs or activities.



ARTS AND CULTURE IN CARSON CITY

The capital city is home to a wealth of talent and cultural assets enjoyed by visitors and local residents.

Cultural organizations and arts centers include:

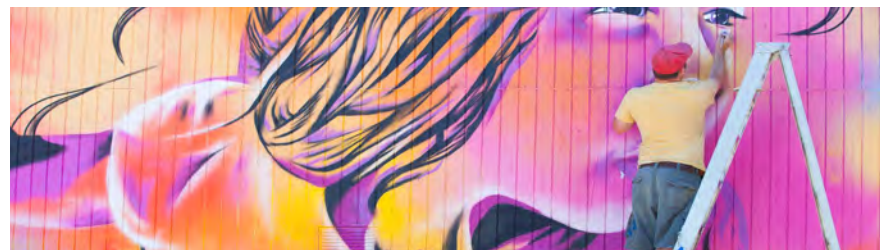
- Carson City Cultural Commission
- The Brewery Arts Center
- The Capital City Arts Initiative
- The Nevada Artists Association
- The Carson City Arts & Culture Coalition
- Arts for Children of Nevada
- The Nevada Gourd Society

Local museums and heritage sites include:

- The Nevada State Museum and Mint
- The Stewart Indian School and Cultural Center
- The Children's Museum of Nevada
- The Nevada State Railroad Museum
- The Nevada State Prison
- The Forman-Roberts House Museum
- The Kit Carson Trail

Performance Organizations include:

- Proscenium Players
- Western Nevada Musical Theater Co.
- Wild Horse Theater
- Youth Theater Carson City
- Capital City Community Band
- Mile High Jazz Band Association



- Pinkerton Ballet
- Sierra Nevada Ballet
- Forever Dance
- Ayako's Dance Studio

Art Galleries and art exhibition spaces include:

- Charlie B. Gallery
- Artsy Fartsy Gallery
- Bristlecone Gallery, Western Nevada College
- Nevada Artists Association Gallery
- Brewery Arts Centre Gallery
- Nevada Arts Council OXS Gallery

In addition there are many events and festivals that showcase local and regional arts and culture across a wide range of disciplines, including:

- The Silver State Art Festival
- The Jazz & Beyond Music Festival
- Open Studio Tours
- Fathers Day Pow Wow (Stewart Indian School)
- Levitt Amp Concert Series at the Brewery Arts Center
- Nevada Day Parade
- Carson City Ghost Walks



GOALS



GOALS

The following long term goals identify the overall objectives that are being targeted in the 2022 Arts & Culture Strategic Plan.

1. Create cultural facilities and public spaces that enable a wide range of cultural activities and events throughout Carson City.
2. Introduce a broad spectrum of cultural programs, events, destinations and arts initiatives that showcase Carson City's unique culture and talent.
3. Foster effective arts administrative structures, and provide training and support to enhance organizational, professional, business and tourism skills for cultural organizations and individual artists.
4. Continue cultural planning and monitoring of the Arts and Culture Strategic Plan and implementation of the arts and culture strategies.





GOALS

5. Encourage culturally appropriate arts and culture opportunities, events, activities and materials that are inclusive and reflect the cultural diversity of our community and visitors.
6. Incorporate culture in municipal planning, decision-making and placemaking as a means to improve quality of life, enhance cultural tourism, economic development and community problem solving.
7. Encourage effective marketing and promotional practices by cultural organizations to reach and attract visitors and residents.
8. Explore a wide range of funding and grant opportunities to ensure that adequate funding and resources are available to support a well-functioning arts and culture sector.



APPENDIX: ACTION PLAN STRATEGIES AND IMPLEMENTATION

1

GOAL ONE: PLACES AND SPACES

Create cultural facilities and public spaces that enable a wide range of cultural activities and events throughout Carson City.

STRATEGIES:

1.1 FACILITIES INVENTORY/ DATABASE

Regularly update the City's inventory of cultural and heritage facilities and city venues, including facility information through digital cultural maps with direct links to each facility for this information.

1.2 ARTS INCUBATOR

Investigate opportunities for a stand-alone arts incubator facility (i.e., shared offices, training facilities, resource library, board room, business center, studio space, exhibit gallery, demonstration space etc.).

1.3 MULTICULTURAL, ARTS AND HERITAGE FACILITIES / VENUES

Work cooperatively with local and regional public and private organizations to support facility development that showcases the rich cultural traditions that contribute to Carson City's diverse arts and cultural traditions and rich history encompassing language, food, art, crafts, architecture, ethnic celebrations, customs, and historical events.

1.4 CULTURAL INFRASTRUCTURE

Explore options for dedicated outdoor festival and event space and provide professional advice and expertise when city infrastructure is improved or introduced, to ensure that it can support a growing arts and culture program and events schedule and reflects best practice.



GOAL TWO: CULTURAL PROGRAMS, EVENTS AND DESTINATIONS

Introduce a broad spectrum of cultural programs, events, destinations and arts initiatives that showcase Carson City's unique culture and talent.

2

STRATEGIES:

2.1 FESTIVALS AND EVENTS

Support new and existing annual festivals and events to leverage increased cultural tourism, economic impact, and audience development. Promote cooperation, collaboration and co-venturing among cultural organizations, private producers and the City for cultural and heritage festivals and events that enable higher professional production standards, wider channels of promotion, and increased cooperation amongst festival and event organizers.

2.2 PROJECTS EXPRESSLY FOR INDIVIDUAL ARTISTS

Explore and support special projects and programs across cultural organizations that involve and employ local individual artists, such as neighborhood and city street murals, banner competitions, video documentaries, street furniture and signage, artist residencies, and community problem-solving artist teams.

2.3 ARTISTS "OPEN STUDIOS" AND TOURS

Work with local visual artists, musicians, literary artists, dancers, actors, and media/film artists to establish a network of studios /offices/exhibition spaces open to the public to visit on certain dates as an "Open Studio" community project - bringing artists and arts consumers directly in touch with each other.

2.4 ARTS-RELATED BUSINESSES & CREATIVE INDUSTRIES PROFILE

Inventory arts-related and creative economy businesses in the cultural maps and provide opportunities for marketing this segment of the arts and culture sector.

2.5 ARTS AND CULTURE INTEGRATION ACROSS TOURISM / LODGING BUSINESSES

Integrate Carson City arts and culture content across local tourism businesses, agencies and lodging properties to enhance authentic local visitor experiences.



2

GOAL TWO: CULTURAL PROGRAMS, EVENTS AND DESTINATIONS

Introduce a broad spectrum of cultural programs, events, destinations and arts initiatives that showcase Carson City's unique culture and talent.



STRATEGIES:

2.6 CULTURAL HERITAGE

Develop and market cultural tourism attractions that showcase Carson City's history and authentic cultural heritage in response to visitors that are seeking this type of tourism offering.

2.7 ANNUAL RECOGNITION CELEBRATION

Host an annual awards celebration, to honor those who have advanced arts and culture in the city.

2.8 EXPERIENTIAL TOURISM

Encourage and assist in the development of experiential cultural tourism initiatives which reflect the authentic culture and heritage of Carson City. The demand for experiential tourism has grown exponentially worldwide as visitors seek more meaningful travel options in which they can actively participate in an activity that is engaging and insightful.

2.9 REGIONAL INITIATIVES

Explore regional partnerships and collaboration that will expand local opportunities and further define Carson City's culture and character.

GOAL THREE: TRAINING PROGRAMS AND SUPPORT SERVICES

3

Foster effective arts administrative structures, and provide training and support to enhance organizational, professional, business and tourism skills for cultural organizations and individual artists.

STRATEGIES:

3.1 ADVANCE TRAINING AND CAPACITY-BUILDING FOR GRASSROOTS AND EMERGING ORGANIZATIONS / GROUPS

Expand technical assistance and professional development opportunities for cultural organizations in Carson City to build capacity, enhance management and business acumen with support from the Nevada Arts Council and external organizations.

3.2 SPECIALIZED TRAINING AND NETWORKING FOR INDIVIDUAL ARTISTS

Work with cultural organizations to offer specialized programs of workshops, seminars, guest speakers, and networking opportunities expressly for individual artists.

3.3 COLLABORATION AND PARTNERSHIPS

Encourage and facilitate collaboration amongst cultural organizations, artists, businesses, tourism operators and the City to improve administrative structures, reduce costs, share resources, maximize facility use and enhance program and event outcomes.



4

GOAL FOUR: CULTURAL PLANNING AND MONITORING

Continue cultural planning and monitoring of the Arts and Culture Strategic Plan and implementation of the arts and culture strategies.



STRATEGIES:

4.1 ONGOING CULTURAL PLANNING

Engage in ongoing cultural planning and involve broad-based public participation in the planning process.

4.2 EVALUATION AND ANNUAL REPORT

Monitor and evaluate the Carson City Arts and Culture Strategic Plan as it is implemented, noting accomplishments, revisions and updates.

4.3 ARTS AND CULTURE SUMMIT

Convene a cultural forum every two years involving artists and leaders from the cultural sector, business, government, the non-profit sector, and the community in a one-day forum to assess and celebrate progress and to explore emerging needs and opportunities that should be noted in the Arts and Culture Strategic Plan.

GOAL FIVE: CULTURAL DIVERSITY AND INCLUSIVENESS

Encourage culturally appropriate arts and culture opportunities, events, activities and materials that are inclusive and reflect the cultural diversity of our community and visitors.

5

STRATEGIES:

5.1 HERITAGE ARCHIVES AND PRESERVATION CENTER(S)

Work with local Native American, Hispanic and Basque communities, as well as other ethnic/history/heritage organizations, including the State Museums and State Historic Preservation Office to ensure Carson City's cultural heritage is protected, shared and showcased for generations to come.

5.2 OUTREACH TO A VARIETY OF DIVERSE AND SPECIAL POPULATIONS

Encourage opportunities to make cultural programming more accessible to individuals within diverse and special populations through new program initiatives, linkages between cultural groups and social service agencies, as well as by encouraging artists and culture organizations to increase accessibility of their programs through outreach and targeted programs.

5.3 INITIATIVES FOR THE LOCAL NATIVE AMERICAN COMMUNITY

Collaborate with the local Great Basin tribal nations, including the Washoe Tribe of Nevada and California and their local colonies in Carson City. These initiatives could be in the form of cultural programming, art exhibits, festivals or powwows, and encouraging local youth art projects.



6

GOAL SIX: MUNICIPAL PLANNING, DECISION-MAKING AND PLACEMAKING

Incorporate culture in municipal planning, decision-making and placemaking as a means to improve quality of life, enhance cultural tourism, economic development and community problem solving.

STRATEGIES:

6.1 YOUTH-AT-RISK COLLABORATIONS THROUGH ARTS AND CULTURE

Encourage cultural groups and social service agencies to collaborate on projects geared to building self-esteem and multidisciplinary skills for at-risk youth and teenagers. These arts programs deter crime and drug use and offer creative alternatives during after-school hours, weekends, during holidays and summer break.

6.2 INTERGENERATIONAL PROJECTS WITH THE ARTS

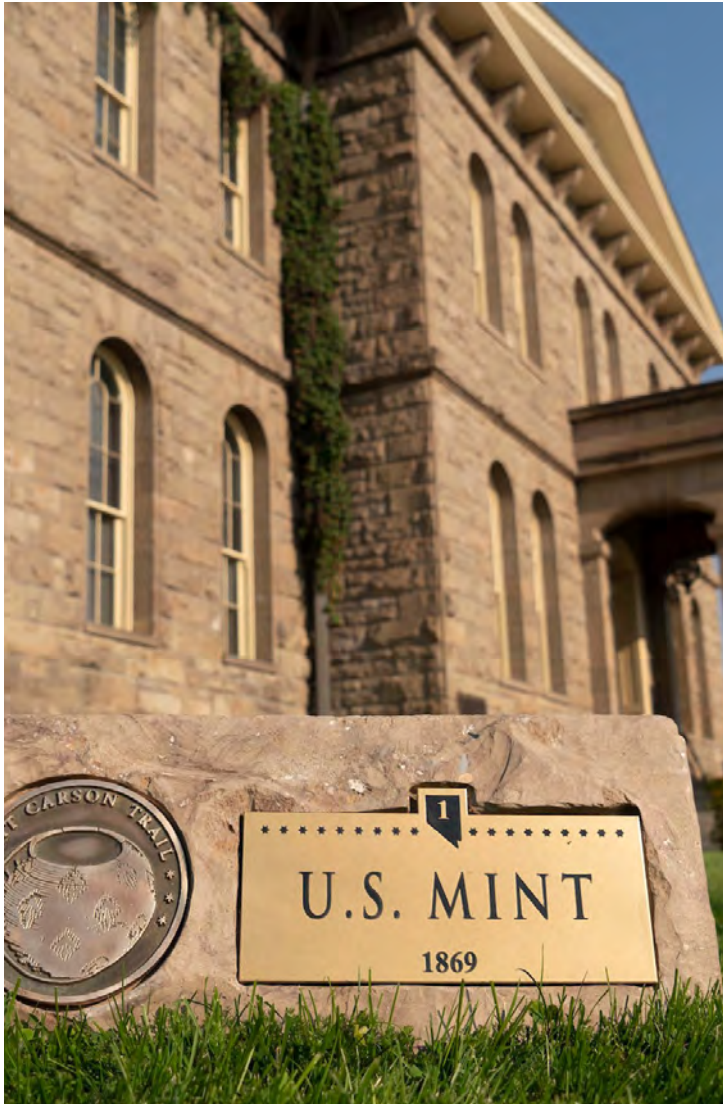
Encourage cultural organizations to collaborate with current inter-generational initiatives and foster innovative project opportunities to include young people actively in Carson City arts and culture programs, to ensure a youth perspective in programming and events and to encourage young people to participate as junior board members and volunteers. Explore the establishment of a Youth Arts Council.

6.3 PUBLIC ART

Prepare a public art policy and oversee a public art program for the creation and inclusion of artwork in public spaces that reflects the City's unique cultural heritage and identity, to enhance our cityscape and the artistic richness of the capital city.

6.4 CENTRAL CULTURAL DISTRICT

Work with City departments to explore the creation of a "cultural district" within the downtown area, while also addressing the arts and culture needs of all city areas.



GOAL SEVEN: MARKETING AND PROMOTION

Encourage effective marketing and promotional practices by cultural organizations to reach and attract visitors and residents.

7

STRATEGIES:

7.1. CULTURAL ATTRACTIONS MAP

Prepare a cultural destinations map to promote the area's cultural assets, activities, major events and resources. Continue to update the map via print, websites, and special computer applications for mobile devices to be easily accessed by tourists, business visitors and local residents.

7.2 CULTURAL EVENTS CALENDAR

Work with the Nevada Department of Tourism and Cultural Affairs, the Nevada Arts Council and local cultural organizations to provide event calendars and collaborative advertising opportunities for tourism-based events.

7.3 PROMOTIONAL MATERIALS

Assist in the production of print and digital marketing and promotional materials for the arts and culture sector and include arts and culture content on the Visit Carson City website.



8

GOAL EIGHT: FUNDING AND RESOURCES

Explore a wide range of funding and grant opportunities to ensure that adequate funding and resources are available to support a well-functioning arts and culture sector.



STRATEGIES:

8.1 GRANTS PROGRAM(S)

Explore grant program options to support arts and culture projects, events and destinations. Considerations include: competitive grants for arts organizations; competitive grants for individual artists; special project grants; festival grants; youth grants; cultural tourism grants; and innovation grants.

8.2 THE PLANNING MATRIX

Evaluate the planning priorities and budget costs of recommendations listed in the implementation tables on an ongoing basis.

8.3 MODELS RESEARCH

Investigate and identify other successful funding models created by cities and counties across the country and build criteria for the best funding models and approaches for Carson City.

8.4 DESIGNATED FUNDING SOURCE(S)

Work with the City, the Culture and Tourism Authority, cultural organizations and foundations to facilitate long-term designated funding source(s) to support arts and culture as the sector grows and demonstrates success.

8.5 REDEVELOPMENT GRANTS

Work with Carson City Redevelopment Authority on the Redevelopment Grants program for arts and culture events and activities.

THE CONSULTATION PROCESS

In order ensure that all interested stakeholders had the opportunity to contribute to the review and update of the plan, consultation was undertaken with the following stakeholder groups: Carson City cultural organizations; community residents and businesses; Carson City lodging properties / hotel representatives; the Carson City Cultural Commission and the Carson City Culture and Tourism Authority Board.

Members of the community were informed about the 2016 A&CSP review process through a media release, local newspaper articles, as well as through social media and information posted on the Arts & Culture page on the Visit Carson City website.

The consultation instruments took the form of the new implementation table that is included in the updated plan. All action recommendations from the 2016 plan were included, therefore the time and effort required to provide input by respondents was significant.

A total of 52 responses were received from the three stakeholder groups. Of the 16 cultural organizations that were contacted and invited to participate in the consultation process, 13 responses were received, some of which responded on behalf of multiple organizations. Another 30 responses were received from the community stakeholder group as well as 9 responses from the lodging properties stakeholder group.



GLOSSARY

A&C	Arts and Culture	DBA	Downtown Business Association
A&CSP	Arts and Culture Strategic Plan	NAC	Nevada Arts Council
BAC	Brewery Arts Center	HRC	Historic Resources Commission
CCCC	Carson City Cultural Commission	DTCA	Department of Tourism and Cultural Affairs
RDA	Carson City Redevelopment Authority	RTT	Reno Tahoe Territory
CTA	Carson City Culture and Tourism Authority	SHPO	State Historic Preservation Office
DA	District Attorney		



IMPLEMENTATION

OVERALL STRATEGIC OBJECTIVES	RECOMMENDED ACTIVITIES	SCHEDULE 22/23 /24/25/26	WHO SHOULD LEAD	OTHER RELEVANT PARTNERS	OUTPUT EVALUATION OF ACTIVITIES	OVERALL STRATEGIC OBJECTIVE OUTCOMES
1. Create cultural facilities and public spaces that enable a wide range of cultural activities and events	1.1 FACILITIES AND CULTURAL ASSETS INVENTORY Regularly update the City's inventory of cultural and heritage facilities, city venues and cultural assets, including facility information through digital cultural maps with direct links to each facility for this information.	23 - 26	City staff / CTA staff	Cultural facilities		
	1.2 ARTS INCUBATOR Investigate opportunities for a stand-alone arts incubator facility (i.e., shared offices, training facilities, resource library, board room, business center, studio space, exhibit gallery, demonstration space etc.).	23 - 26	City staff / CTA staff	Cultural Organizations		
	1.3 MULTICULTURAL AND HERITAGE FACILITIES / VENUES Work cooperatively with local and regional public and private heritage organizations to support facility development that showcases the rich cultural traditions that contribute to Carson City's diverse cultural traditions and rich history encompassing language, food, art, crafts, architecture, ethnic celebrations, customs, and historical events.	22 – 26 ongoing	City staff / CTA staff	Historical Society State Agencies		
	1.4 CULTURAL INFRASTRUCTURE Explore options for dedicated outdoor festival and event space and provide professional advice and expertise when city infrastructure is improved or introduced, to ensure that it can support a growing arts and culture program and events schedule and reflects best practice.	22 - 26	City staff / CTA staff	Heritage Resource Commission		



OVERALL STRATEGIC OBJECTIVES	RECOMMENDED ACTIVITIES	SCHEDULE 22/23 /24/25/26	WHO SHOULD LEAD	OTHER RELEVANT PARTNERS	OUTPUT EVALUATION OF ACTIVITIES	OVERALL STRATEGIC OBJECTIVE OUTCOMES
2. Introduce a broad spectrum of cultural programs, events, destinations and arts initiatives that showcase Carson City's unique culture and talent.	2.1 FESTIVALS AND EVENTS Support new and existing annual festivals and events to leverage increased cultural tourism, economic impact, and audience development. Promote cooperation, collaboration and co-venturing among cultural organizations, private producers and the City for cultural and heritage festivals and events that enable higher professional production standards, wider channels of promotion, and increased cooperation amongst festival and event organizers.	23 -26 ongoing	City staff / CTA staff	Existing Festivals Cultural Organizations		
	2.2 PROJECTS EXPRESSLY FOR INDIVIDUAL ARTISTS Explore and support special project categories and encourage programs across cultural organizations that involve and employ local individual artists, such as neighborhood and city street murals, banner competitions, video documentaries, street furniture and signage, artist residencies, and community problem-solving artist teams.	23 – 26 ongoing	City staff / CTA staff	Local Artists Arts Organizations		
	2.3 ARTISTS "OPEN STUDIOS" AND TOURS Work with local visual artists, musicians, literary artists, dancers, actors, and media/film artists to establish a network of studios /offices/exhibition spaces open to the public to visit on certain dates as an "Open Studios" community project - bringing artists and arts consumers directly in touch with each other.	22 – 26 ongoing	City staff / CTA staff	Artists Cultural Businesses Cultural Organizations DBA		
	2.4 ARTS-RELATED BUSINESSES & CREATIVE INDUSTRIES PROFILE Inventory arts-related and creative-economy businesses in the cultural maps and provide opportunities for marketing this segment of the arts and culture sector.	22 – 23	City staff / CTA staff	Cultural Businesses Historical Societies Cultural Orgs.		
	2.5 ARTS AND CULTURE INTEGRATION ACROSS TOURISM / LODGING BUSINESSES Integrate Carson City arts and culture content across local tourism businesses, agencies and lodging properties to enhance authentic local visitor experiences.	22 – 26	CTA Staff	Tourism Businesses & Agencies Lodging Properties		
	2.6 CULTURAL HERITAGE Develop and market cultural tourism attractions that showcase Carson City's history and authentic cultural heritage in response to visitors that are seeking this type of tourism offering.	23 - 26	CTA staff	Museums, Arts orgs. Historic sites, Historical Societies		
	2.7 ANNUAL RECOGNITION CELEBRATION Host an annual awards celebration, to honor those who have advanced arts and culture in the city.	24 – 25	City staff / CTA staff	Chamber of Commerce		
	2.8 EXPERIENTIAL TOURISM Encourage and assist in the development of experiential cultural tourism initiatives which reflect the authentic culture and heritage of Carson City. The demand for experiential tourism has grown exponentially worldwide as visitors seek more meaningful travel options in which they can actively participate in an activity that is engaging and insightful.	22 – 26	CTA staff	DTCA		
	2.9 REGIONAL INITIATIVES Explore regional partnerships and collaboration that will expand local opportunities and further define Carson City's culture and character.	22 – 26	City staff / CTA staff	DTCA RTT		



IMPLEMENTATION

Overall Strategic Objectives	Recommended Activities	Schedule 22/23 24/25/26	Who Should Lead	Other Relevant Partners	Output Evaluation of Activities	Overall Strategic Objective Outcomes
3. Foster effective arts administrative structures and organizations with strong organizational, professional, business and tourism skills of individual artists and cultural organizations.	3.1 ADVANCE TRAINING AND CAPACITY-BUILDING FOR GRASSROOTS AND EMERGING ORGANIZATIONS / GROUPS Expand technical assistance and professional development opportunities for cultural organizations in Carson City to build capacity, enhance management and business acumen with support from the Nevada Arts Council and external organizations.	24 - 26	City staff / CTA staff	Cultural Organizations NAC Adams Hub		
	3.2 SPECIALIZED TRAINING AND NETWORKING FOR INDIVIDUAL ARTISTS Work with cultural organizations to offer specialized programs of workshops, seminars, guest speakers, and networking opportunities expressly for individual artists.	23 - 26	City staff	Cultural Organizations Artists Adams Hub		
	3.3 COLLABORATION AND PARTNERSHIPS Encourage and facilitate collaboration amongst cultural organizations, artists, businesses, tourism operators and the City to improve administrative structures, reduce costs, share resources, maximize facility use and enhance program and event outcomes.	23 - 26	City staff / CTA staff	Cultural Organizations		
4. Continue cultural planning and monitoring of the Arts and Culture Strategic Plan and implementation of the arts and culture strategies.	4.1 ONGOING CULTURAL PLANNING Engage in ongoing cultural planning and involve broad-based public participation in the planning process.	22 - 26	City staff / CTA staff	City Cultural Organizations		
	4.2 EVALUATION AND ANNUAL REPORT Monitor and evaluate the Carson City Arts and Culture Strategic Plan as it is implemented, noting accomplishments, revisions and updates.	23 - 26	City staff / CTA staff			
	4.3 ARTS AND CULTURE SUMMIT Convene a cultural forum every two years involving artists and leaders from the cultural sector, business, government, the non-profit sector, and the community in a one-day forum to assess and celebrate progress and to explore emerging needs and opportunities that should be noted in the Arts and Culture Strategic Plan.	23 - 26	City staff / CTA staff			



OVERALL STRATEGIC OBJECTIVES	RECOMMENDED ACTIVITIES	SCHEDULE 22/23 /24/25/26	WHO SHOULD LEAD	OTHER RELEVANT PARTNERS	OUTPUT EVALUATION OF ACTIVITIES	OVERALL STRATEGIC OBJECTIVE OUTCOMES
5. Encourage culturally appropriate arts and culture opportunities, events, activities and materials that are inclusive and reflect the cultural diversity of our community and visitors.	5.1 HERITAGE ARCHIVES AND PRESERVATION CENTER(S) Work with local Native American, Hispanic and Basque communities, as well as other ethnic/history/heritage organizations, including the State Museums and State Historic Preservation Office to ensure Carson City's cultural heritage is protected, shared and showcased for generations to come.	22 - 26	City staff / CTA staff	Museums, arts organizations historic sites, historical societies		
	5.2 OUTREACH TO A VARIETY OF DIVERSE AND SPECIAL POPULATIONS Encourage opportunities to make cultural programming more accessible to individuals within diverse and special populations through new program initiatives, linkages between cultural groups and social service agencies, as well as by encouraging artists and cultural organizations to increase accessibility of their programs through outreach and targeted programs.	22 - 26	City staff / CTA staff	Cultural Organizations		
	5.3 INITIATIVES FOR THE LOCAL NATIVE AMERICAN COMMUNITY Collaborate with the local Great Basin tribal nations, in particular the Washoe Tribe of Nevada and California and their local colonies in Carson City. These initiatives could be in the form of cultural programming, art exhibits, festivals or powwows, and encouraging local youth art projects.	22 - 26	City staff / CTA staff	Washoe /Palute/ Shoshone Tribes Cultural Organizations		
6. Incorporate culture in municipal planning, decision-making and placemaking as a means to improve quality of life, enhance cultural tourism, economic development and community problem solving.	6.1 YOUTH-AT-RISK COLLABORATIONS THROUGH ARTS AND CULTURE Encourage cultural groups and social service agencies to collaborate on projects geared to building self-esteem and multidisciplinary skills for at-risk youth and teenagers. These arts programs deter crime and drug use and offer creative alternatives during after-school hours, weekends, during holidays and summer break.	22 - 26	City	Social service agencies School District		
	6.2 INTERGENERATIONAL PROJECTS WITH THE ARTS Encourage cultural organizations to collaborate with current intergenerational initiatives and foster innovative project opportunities to include young people actively in Carson City arts and culture programs, to ensure a youth perspective in programming and events and to encourage young people to participate as junior board members and volunteers. Explore the establishment of a Youth Arts Council.	22 -26	City	Social service agencies Schools Western Nevada College		



IMPLEMENTATION

OVERALL STRATEGIC OBJECTIVES	RECOMMENDED ACTIVITIES	SCHEDULE 22/23 /24/25/26	WHO SHOULD LEAD	OTHER RELEVANT PARTNERS	OUTPUT EVALUATION OF ACTIVITIES	OVERALL STRATEGIC OBJECTIVE OUTCOMES
6. Incorporate culture in municipal planning, decision-making and placemaking as a means to improve quality of life, enhance cultural tourism, economic development and community problem solving. (continued)	6.3 PUBLIC ART Prepare a public art policy and oversee a public art program for the creation and inclusion of artwork in public spaces to include contemporary art and artworks that reflect the City's unique cultural heritage and identity, to enhance our cityscape and the artistic richness of the capital city.	22 -26	City staff / CTA staff	D.A.		
	6.4 CENTRAL CULTURAL DISTRICT Work with City departments to explore the creation of a "cultural district" within the downtown area, while also addressing the arts and culture needs of all city areas.	22 - 26	City staff / CTA staff	DBA CC Historic Resources Commission (HRC)		
7. Encourage effective marketing and promotional tools for cultural organizations to reach and attract visitors and residents.	7.1 CULTURAL ATTRACTIONS MAP Prepare a cultural destinations map to promote the area's cultural assets, activities, major events and resources. Continue to update the map via print, websites, and special computer applications for mobile devices to be easily accessed by tourists, business visitors and local residents.	22 - 26	City staff / CTA staff	GIS, Website developers		
	7.2 CULTURAL EVENTS CALENDAR Work with the Nevada Department of Tourism and Cultural Affairs, the Nevada Arts Council and local cultural organizations to provide event calendars and collaborative advertising opportunities for tourism-based events.	22 - 23	City staff / CTA staff	NAC, DTCA Cultural Organizations		
	7.3 PROMOTIONAL MATERIALS Assist in the production of print and digital marketing and promotional materials for the arts and culture sector and include arts and culture content on the Visit Carson City website.	22- 26	City staff / CTA staff	Cultural Organizations		



OVERALL STRATEGIC OBJECTIVES	RECOMMENDED ACTIVITIES	SCHEDULE 22/23 /24/25/26	WHO SHOULD LEAD	OTHER RELEVANT PARTNERS	OUTPUT EVALUATION OF ACTIVITIES	OVERALL STRATEGIC OBJECTIVE OUTCOMES
8. Explore a wide range of funding and grant opportunities to ensure that adequate funding and resources are available to support a well-functioning arts and culture sector.	8.1 GRANTS PROGRAM(S) Explore grant program options to support arts and culture projects, events and destinations. Considerations include: competitive grants for arts organizations; competitive grants for individual artists; special project grants; festival grants; youth grants; cultural tourism grants; and innovation grants.	22 - 26	City staff / CTA staff	NAC Cultural Organizations Various Agencies		
	8.2 THE PLANNING MATRIX Evaluate the planning priorities and budget costs of each recommendation listed in the matrix of the plan's recommendations on an ongoing basis.	23 - 26	City staff / CTA staff			
	8.3 MODELS RESEARCH Investigate and identify other successful funding models created by cities and counties across the country and build criteria for the best funding models and approaches for Carson City.	23 - 26	City staff / CTA staff			
	8.4 DESIGNATED FUNDING SOURCE(S) Work with the City and various cultural agencies to facilitate long-term designated funding source(s) to support arts and culture as the sector grows and demonstrates success.	22 - 26	City staff / CTA staff	Foundations		
	8.5 REDEVELOPMENT GRANTS Work with Carson City Redevelopment Authority on the Redevelopment Grants program for arts and culture events and activities.	22 - 26	City staff / CTA staff	RDA Various Agencies		

The Arts and Culture Strategic Plan is a living document that will be reviewed regularly and updated to reflect emerging challenges and opportunities, to note completion of activities, and accomplishment of objectives.



ACKNOWLEDGEMENTS

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The consultation process identified current priorities from the 2016 plan as well as new opportunities that have unfolded, ensuring that the updated plan reflects the 2022 context and provides a framework to achieve a vibrant arts and culture sector in the state capital.

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2022-2026
CARSON CITY ARTS & CULTURE
STRATEGIC PLAN COMPILED BY:

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