



STAFF REPORT

Report To: Board of Supervisors **Meeting Date:** January 30, 2023

Staff Contact: Sierra Scott, siscott@carson.org

Agenda Title: For Possible Action: Discussion and possible action regarding a recommendation to the Board of Supervisors ("Board") concerning the proposed Carson City "Murals and Music Festival" tentatively scheduled for October 2023. (Sierra Scott, siscott@carson.org and Eric Brooks, Sierra Arts Foundation)

Staff Summary: Per the Carson City Public Art Policy Item #6.7 Public Art Selection for Unique Opportunities, "a unique opportunity for public art will be determined through the recommendation of the Carson City Cultural Commission and at the discretion of the City Manager." The Carson City Murals and Music Festival is a unique opportunity for creating public art in partnership with the Sierra Arts Foundation and the Brewery Arts Center. If recommended, the Carson City Cultural Commission's recommendation will be submitted to the City Manager.

Agenda Action: Formal Action / Motion **Time Requested:** 15 minutes

Proposed Motion

I move to recommend the Carson City Murals and Music Festival to the City Manager.

Board's Strategic Goal

Quality of Life

Previous Action

N/A

Background/Issues & Analysis

The proposed Murals and Music Festival 4-day event featuring 19 local, national and international mural artists, concerts and interactive activities which would take place Thursday, October 5 2023 - Sunday, October 8, 2023.

Carson City is at a critical stage in its growth as a destination for arts and culture. Over the past 5 years, mural festivals in Reno, Elko and Fernley have highlighted the need for more public art in cities of all sizes. As Carson prepares for continued population growth, public art can be utilized to create a culture of beautification and in recognition as a destination for arts. By devising and carrying out creative neighborhood-building programs with murals, significant positive change will occur. This Festival will bring an array of diverse talents to produce colorful public art. Soon, thousands of travelers, along with locals, will have an outdoor art gallery to stop at and enjoy. Reno, Elko and Fernley have seen increased tourist activity and local business engagement due to the Mural Festivals.

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? No

Explanation of Fiscal Impact: As this project is still in the early proposal stage, the full scope of the budget is unknown at this time. However, the proposed budget includes significant funding contributions from partners Brewery Arts Center, Sierra Arts Foundation and other private entities.

Alternatives

Attachments:

[5d - Music and Murals Festival Info Sheet.pdf](#)

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)



Carson City Mural Festival

Projected Date: Thursday, October 5 2023 - Sunday, October 8, 2022

What: A 4-day festival featuring 19 local, national and international mural artists, concerts and interactive events.

Why: Carson City is at a critical stage in its growth as a destination for arts and culture. Over the past 5 years, mural festivals in Reno, Elko and Fernley have highlighted the need for more public art in cities of all sizes. As Carson prepares for continued population growth, public art can be utilized to create a culture of beautification and in recognition as a destination for arts. By devising and carrying out creative neighborhood-building programs with murals, significant positive change will occur.

This Festival will bring an array of diverse talents to produce colorful public art. Soon, thousands of travelers, along with locals, will have an outdoor art gallery to stop at and enjoy. Reno, Elko and Fernley have seen increased tourist activity and local business engagement due to the Mural Festivals.

We recognize the importance of public spaces being an agent for people coming together in creation and celebration of culture. We will collaborate with local business owners and private residents to locate walls that once muraled, will strengthen neighborhoods. Our focus will be centered in the downtown corridor and spread to all parts of town. It has been shown in cities across the country that adding large scale public art increases the sense of ownership, spurs confidence in the future and encourages property investment. This, in turn, creates civic pride, resulting in a safer, more economically productive, and healthy civic community.

Added Features: Along with the curated experience of painting TBD murals, this festival will also allow:

- educational benefits through artist lectures/film screening
- design and technique workshops
- docent led mural tours
- entertainment scheduled in local art, music and theater venues

This inaugural 4-day festival will bring beautiful art to public places. But more importantly, it will create collective identity and serve as a catalyst for continued revitalization, crossing

