



STAFF REPORT

Agenda Item: 4.B.

Report To: Board of Supervisors

Meeting Date: June 12, 2023

Staff Contact: Dan J. Earp, djearp@carson.org

Agenda Title: For Discussion Only: Presentation and discussion regarding the Carson City Cultural Commission 2022 Annual Report and 2023 Work Plan. (Dan Earp, djearpn@carson.org)

Staff Summary: Under CCMC 2.41.060 the Carson City Cultural Commission must submit an annual report and work plan to the Board of Supervisors by May 1 of each year. The 2022 Annual Report and 2023 Work Plan was submitted by Sierra Scott and approved by the Board of Supervisors on April 20, 2023. (Dan Earp, djearp@carson.org)

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

N/A

Applicable Statute, Code, Policy, Rule or Regulation

CCMC 2.41.060

Financial Information

Is there a fiscal impact? ☐ Yes ☒ No

If yes, account name/number:

Is it currently budgeted? ☐ Yes ☐ No

Explanation of Fiscal Impact:

Alternatives

Commission Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)



2022/2023 Annual Report and 2023/2024 Work Plan

Submitted by:

Sierra Scott, Arts & Culture Supervisor

Carson City Parks, Recreation & Open Space

Pursuant to Carson City Municipal Code ("CCMC") 2.41.060, the Cultural Commission is required to submit an annual report and work plan to the Board of Supervisors no later than May 1 of each year. Attendance records of the Commission's members must be included in the annual report. This annual report covers April 2022 – April 2023 and the work plan covers April 2023-April 2024.

2022/2023 Annual Report

The Cultural Commission currently has a full complement of seven directors after a year with a high degree of turnover. Sierra Scott stepped down from the Commission in October 2022 after accepting the new Arts & Culture Supervisor position with Carson City Parks, Recreation & Open Space. In addition, Karen Abowd, Christopher Leyva, and Stan Jones all completed their terms on January 1, 2023, leaving four total open positions on the Commission.

This was Karen Abowd's last term after serving continuously on the Cultural Commission since its founding in 2008. At the Commission meeting on January 30, 2023, Ms. Abowd was recognized for her 14 years of service. Chair D'Annneo thanked Ms. Abowd for "steadily helping us see future possibilities and to move us forward as we pursue a more integrated and diversified arts and culture dynamic in Carson City" and presented Ms. Abowd with a gift for her service.

At the Board of Supervisors meeting on January 30, 2023, Supervisor Horton was appointed to the Carson City Cultural Commission for a two-year term ending on December 31, 2024. At that same meeting, the Board of Supervisors interviewed four applicants for the Cultural Commission and appointed the following:

- Valerie Moore for a partial term that expires in January 2025
- Samuel Flakus for a term that expires in January 2026
- Michael Smith for a term that expires in January 2026

At the Cultural Commission meeting on March 15, 2022, City Manager Nancy Paulson informed the Commissioners that one of the topics during the February 25, 2022, Carson City Board of Supervisors retreat was the Arts and Culture Program. She stated that after having researched the duties and the authority of the CCCC, the Carson City District Attorney's Office determined that the Carson City Culture and Tourism Authority (CTA) does not have the inherent authority to oversee the Arts and Culture Program, and the Board of Supervisors 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 Board of Supervisors 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 Board of Supervisors in April 2022.

The new position of "Recreation Program Supervisor – Arts & Culture" was posted on June 28, 2022. The position is a full-time, FLSA-exempt position with Carson City Parks, Recreation and Open Space. The job description stated that the position organizes, implements and evaluates programs, events and activities that promote community arts education through a variety of mediums including fine arts, visual arts, special events, public art projects, performing arts, exhibitions and festivals; coordinates and conducts outreach efforts, secures funding and collaborates with community groups, schools and other arts organizations to promote program awareness and advance the overall efforts of the City's arts and culture programs, as adopted in the City's Arts & Culture Strategic Plan. Sierra Scott was hired for the position and started on October 4, 2022.

In addition, the Carson City Redevelopment Authority approved an increase in its contribution for arts and culture projects/events from \$25,000 per year to \$50,000 per year effective July 1, 2022.

Arts and culture programming highlights from the last year include:

Public Art Policy

The Carson City Public Art Policy was drafted by the Carson City Parks, Recreation & Open Space department with input from the Arts & Culture Program Manager at the CTA. The purpose of this policy is to establish procedures for the acquisition and maintenance of public art for the Consolidated Municipality of Carson City. At a special meeting on July 25, 2022, the Cultural Commission recommended the newly drafted Carson City Public Art Policy to the Board of Supervisors. On September 15, 2022, the Board of Supervisors approved the Carson City Public Art Policy.

This policy is supported by Carson City's 2022-2026 Strategic Plan (Fiscal Years 2022-2026) which specifies 'Quality of Life & Community' as a key strategic direction with an objective to 'Engage Arts & Cultural Assets', the Carson City Cultural Commission Chapter 2.41 of the Carson City Municipal Code as adopted by the Board on July 8, 2008, and the Carson City Arts and Culture Strategic Plan (as adopted by the City on April 7, 2022).

Mark Twain Days Festival

This new annual festival was created and spearheaded by the CTA in support of Goal Two of the Carson City 2022-2026 Arts & Culture Strategic Plan: "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."

The festival was created to honor Samuel Clemens' time in Carson City where he first used his famous pen name, Mark Twain, in an article in the Territorial Enterprise in 1863. The festival celebrates what Mark Twain loved most about Nevada—the characters, the excitement, and the spirit of the west. The festival will occur April 21-23 throughout Carson City with many diverse activities for both out of town visitors and the local community. The festival activities include the Twain "Cocktail" Train, readings of the award-winning pieces from the Mark Twain Writing Contest (coordinated by Carson City Parks, Recreation & Open Space), an interactive historic walking tour, Chautauqua performances, the "Bowtie Ball" at the Governor's Mansion, a Carson City Symphony performance, and a Mark Twain themed exhibit at the Brewery Arts Center. The festival is truly a collaborative community event with public and private partners throughout Carson City.

Interpretive Sign for “Inside the Mind of DaVinci” Installed

In collaboration with the CTA, Carson City Parks, Recreation & Open Space installed a new interpretive sign in front of artist Mischell Riley’s sculpture “Inside the Mind of DaVinci” at the Carson City Community Center. This is the largest piece in Carson City’s current public art collection, and the sign will educate the community on the artist and artistic concept of the piece.

Fiscal Year 2023 (FY23) Redevelopment Arts & Culture Grants

At the Commission meeting on June 13, 2022, Commissioners reviewed and recommended funding for the FY23 Redevelopment District Arts and Culture Grant. There was a total of \$50,000 available funding from the FY23 Redevelopment Revolving fund for arts and culture events and projects. The Carson City Redevelopment Authority reviewed the recommendation from the Commission on July 7, 2022, and the final recommended grantees and amounts are included below for a total of \$47,000. The remaining \$3,000 was allocated to support arts & culture activities in FY23 coordinated by the Arts & Culture Supervisor position in Parks, Recreation & Open Space.

ORGANIZATION	AMOUNT
Brewery Arts Center: Youth Engagement	\$7,000.00
Carson City Historical Society: Carson City Historical Society Events	\$6,000.00
Brewery Arts Center: Rock n’ Roll Exhibition	\$5,000.00
Birdhouse Group LLC: Downtown Vintage Market	\$8,000.00
Wild Horse Productions: A CHORUS LINE	\$5,000.00
Mile High Jazz Band: Jazz and Beyond Carson City Music and Art Festival	\$4,500.00
Pinkerton Ballet Theatre: The Nutcracker Ballet	\$4,000.00
Carson City Arts Initiative: Visual Arts for the Community	\$3,500.00
Carson City Symphony Association: Symphony Concert Series	\$4,000.00
	\$47,000.00

2023/2024 Work Plan

The current proposed arts and culture program activities for 2023/2024 are listed below and support the following goals from the 2022-2026 Carson City Arts & Culture Strategic Plan. Additional activities and programming will be added throughout the year under consultation and advisement from Carson City Parks, Recreation and Open Space and the Carson City Cultural Commission.

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.

- **Murals and Music Festival (Strategy 2.1 FESTIVALS AND EVENTS)**

On January 30, 2023, the Commission reviewed the scope of work and project goals for the proposed Carson City Murals and Music Festival and recommended the project to the City Manager as a "unique opportunity for public art" per the process outlined in the Public Art Policy. The project is a three-day festival to be held September 29-30, 2023, that will create at least 19 new murals primarily in the downtown corridor of Carson City accompanied by musical events and community activities. This event is a public/private collaboration between Carson City Parks, Recreation & Open Space, the CTA, and non-profit arts organizations, the Brewery Arts Center and Sierra Arts Foundation. The festival will feature local, national, and international mural artists. In addition to the murals, there will be free live music throughout the weekend at the Brewery Arts Center and at various locations near murals being painted. There will also be additional educational components for the community such as artist lectures, film screenings, design and technique workshops, and youth activities.

- **Fall Art Festival in Partnership with Sierra Arts Foundation (Strategy 2.1 FESTIVALS AND EVENTS)**

The proposed date and time for this one-day festival is October 14, 2023, from 12:00 pm – 6:00 pm. The festival will be held at Silver Saddle Ranch and celebrate art, nature, and community. The event will be free to the community and involve music, art vendors, and activities for children.

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.

- **Arts and Culture Summit (Strategy 4.3 ARTS AND CULTURE SUMMIT)**

In partnership with the CTA, we will convene a cultural forum 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 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.

- **South Carson St/South Stewart St Roundabout Public Art Project (Strategy 6.3 PUBLIC ART)**

The recently completed South Carson Street and South Stewart Street roundabout was part of the South Carson Complete Streets Project. In the spring of 2018, Carson City was 1 of 41 projects out of 900+ applications to be awarded the Transportation Investment Generating

Economic Recovery ("TIGER") grant for \$7.57 million by the United States Department of Transportation, which described the project as an "important investment in Carson City's infrastructure with a focus to improve pedestrian safety and mobility in the area and enhance commercial and business access." The project included landscaping, multi-use paths, street lighting, enhancements consistent with the Americans with Disabilities Act ("ADA"), the new roundabout, illuminated pedestrian crossings, enhanced business access, pavement reconstruction and storm water and other utility improvements. One of the focal points of the corridor revitalization is the roundabout at the intersection of South Carson Street and South Stewart Street. This roundabout serves as an inviting gateway connecting the busy commercial corridor of South Carson Street and historic downtown Carson City which includes many shops and restaurants as well as the Nevada State Capitol and Legislature. The public art piece in the roundabout will be seen as a celebration of our community and provide welcoming aesthetics to pedestrians, cyclists and motorists entering from all directions of the roundabout. The South Carson Complete Streets project has been a part of the City's master plan for over 10 years, with the vision of a public art piece at the center of the Roundabout being discussed and envisioned for the last five years. The City first allocated funding in 2018 for the South Carson Street/South Stewart Street Roundabout Public Art Project and subsequently formed a working group consisting of elected officials, business representatives, artists, residents and City staff. The goal is to install a permanent work that reflects the Carson City community and its history, is unique to Carson City, can be easily maintained, is designed to be durable and will not impede the safety of motorists or pedestrians. This project supports the goal of "Quality of Life and Community" from the Carson City Fiscal Year (FY) 2022-2026 Strategic Plan by achieving the following objective: "Engage Arts & Cultural Assets - Integrate art into gateway improvements (corridor), parks and other capital projects." This project also supports the following objective from the 2022-2026 Carson City Arts & Culture Strategic Plan: "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."

Current budget available in FY 2023 from the Redevelopment Revolving Fund is \$25,000 approved in FY 2018. On February 6, 2023, the Redevelopment Authority Citizens Committee recommended allocating an additional \$50,000 for the Roundabout Public Art Project from the FY 2024 discretionary funds due to increasing costs and inflation over the past several years. The FY 2024 recommendation will be reviewed as part of the FY 2024 budget process on April 20, 2023. An additional \$50,000 will be requested from undesignated FY 2023 Redevelopment discretionary funds. If all amounts are approved, the total amount available from Redevelopment funds as of July 1, 2023 would be \$125,000. An additional \$75,000 is to be donated from the CTA's FY 2024 budget on July 1, 2023 bringing the total project budget to \$200,000 (\$190,000 for artist budget and \$10,000 for honorariums and administrative costs).

On January 30, 2023, the Cultural Commission reviewed the scope of work and project goals for the South Carson St/South Stewart St Roundabout Public Art Project and recommended the project to the Board of Supervisors per the process outlined in the Public Art Policy. The Board of Supervisors will review the Request for Qualifications at their meeting on April 20, 2023.

- **Youth Arts Programming (Strategy 6.1 YOUTH-AT-RISK COLLABORATIONS THROUGH ARTS AND CULTURE)**
 - **Pioneer Center Youth Programs:** Free monthly performance series at the Carson City Community Center in partnership with Pioneer Center Youth Programs (PCYP), the educational outreach program of the Pioneer Center for the Performing Arts. PCYP

performances are designed to educate, entertain, and enlighten elementary age children through interactive presentations in a variety of artistic disciplines including music, theater, and dance.

- **Discover the Arts:** Free youth art workshop series every Saturday in May 2023 for ages 7-17 in partnership with Sierra Arts Foundation.
- **Art Classes and Art Camps:** Ongoing throughout the year in partnership with local arts organizations and individual teaching artists.
- **Cultural Corridor Project with CTA (Strategy 6.4 CENTRAL CULTURAL DISTRICT)**
The CTA will introduce a region wide “Cultural Corridor” as a marketing and collaboration platform that ties together arts, culture and heritage destinations in Virginia City, Carson City, and the Carson Valley. This will invest in the region’s numerous arts and cultural assets to make each more visible, grow the region’s reputation as a cultural destination, and strengthen the area’s creative economy. This will likely include exploring the creation of a “cultural district” within the downtown area, while also addressing the arts and culture needs of all city areas.

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.

- **Fiscal Year 2024 (FY24) Carson City Redevelopment District Arts & Culture Grants**
The FY24 cycle for these grants opened on April 3, 2023, and the deadline for applications is May 19, 2023. More information on this grant can be found here:
<https://www.carson.org/government/departments-g-z/parks-recreation-open-space/arts-culture/grants-opportunities>

April 2022 - April 2023 Cultural Commissioner Meeting Attendance

All Commissioners are in current good standing, having attended more than the minimum number of regular meetings required by CMCC 2.41.040.

	6/13/22	7/25/22	10/18/22	1/30/23	3/13/23
Barbara D’Anneio (Chair)	Present	Present	Present	Present	Present
Sierra Scott (Vice Chair through 10/3/23)	Absent	Present	N/A	N/A	N/A
Bethany Drysdale (Vice Chair as of 1/30/23)	Present	Present	Present	Present	Present
Karen Abowd	Present	Present	Present	N/A	N/A
Stan Jones (Board of Supervisors)	Present	Present	Absent	N/A	N/A
Christopher Leyva	Present	Present	Absent	N/A	N/A
Susan Mowers	Present	Present	Present	Present	Present
Samuel Flakus	N/A	N/A	N/A	Present	Present
Curtis Horton (Board of Supervisors)	N/A	N/A	N/A	Present	Absent
Valerie Moore	N/A	N/A	N/A	Present	Present
Michael Smith	N/A	N/A	N/A	Present	Present