

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

Day: Monday
Date: January 27, 2020
Time: Beginning at 5:30 pm
Location: Community Center, Sierra Room, 851 East Williams Street, Carson City, Nevada

AGENDA

1. Call to Order, Roll Call, and Determination of Quorum

2. 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. In order for members of the public to participate in the Cultural Commission's consideration of an agenda item, the Cultural Commission strongly encourages members of the public to comment on an item during the item itself, subject to a three-minute limit. 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.

3. For Possible Action: Adoption of Agenda as presented.

4. For Possible Action: Approval of Minutes (November 25, 2019).

5. For Possible Action: Discussion and possible action to elect a Chair and Vice-Chair for the Carson City Cultural Commission's 2020 calendar year.

Staff Summary: Pursuant to Carson City Municipal Code 2.41.060,, "[a]t the first meeting of the Carson City cultural commission, and thereafter at its first meeting of each subsequent year, the members shall elect a chair and a vice chair. In the absence or disability of the chair and vice chair, the commission may designate a temporary chair." (Mark Salinas, msalinas@carson.org)

6. For Possible Action: Discussion and possible action regarding the CELEBRATE CULTURE! (CC!) Grant application submitted by the Nevada State Art Museum in Carson City in the amount of \$1500 for the 3rd Annual Lei Day on May 2, 2020.

Staff Summary: As per the Carson City Arts & Culture Master Plan, the Cultural Commission's goals shall: *"support multicultural diversity of art, heritage and cultural traditions, which include African American, Hispanic, Native American, Asian and other ethnic and folk expressions of culture alongside traditional Eurocentric art forms."* The CELEBRATE CULTURE! (CC!) Grant Guidelines, Application Form, Final Report Form, and FY19/20 funding amount was approved by the Carson City Cultural Commission at the July 8, 2019 meeting. This grant is annually budgeted by the Department of Arts & Culture with funds from the Arts & Culture 1% Transient Occupancy Tax. The balance of funding available for CELEBRATE CULTURE! (CC!) applications in FY19/20 is \$3940. (Mark Salinas, msalinas@carson.org)

7. For Possible Action: Discussion and possible action regarding the CELEBRATE CULTURE! (CC!) Grant application submitted by the Carson City Symphony on behalf of the Rimsky-Korsakov Quartet in the amount of \$1200 for Rimsky-Korsakov Quartet performance events on March 27-28, 2020.

Staff Summary: As per the Carson City Arts & Culture Master Plan, the Cultural Commission's goals shall: *"support multicultural diversity of art, heritage and cultural traditions, which include African American, Hispanic, Native American, Asian and other ethnic and folk expressions of culture alongside traditional Eurocentric art forms."* The CELEBRATE CULTURE! (CC!) Grant Guidelines, Application Form, Final Report Form, and FY19/20 funding amount was approved by the Carson City Cultural Commission at the July 8, 2019 meeting. This grant is annually budgeted by the Department of Arts & Culture with funds from the Arts & Culture 1% Transient Occupancy Tax. The balance of funding available for CELEBRATE CULTURE! (CC!) applications in FY19/20 is \$3940. (Mark Salinas, msalinas@carson.org)

8. For Possible Action: Discussion and possible action to edit the FY 20/21 Redevelopment Authority Citizens Committee (RACC) Special Event Grants Guidelines to reflect updated procedures.

Staff Summary: The Director of Arts & Culture will propose updates to the RACC Special Events Grant Guidelines for FY 20/21 which was last updated by the Cultural Commission on May 14, 2018. (Mark Salinas, msalinas@carson.org)

9. For Possible Action: Discussion and possible action to edit the FY 20/21 Celebrate Culture! Grants Guidelines to reflect updated procedures.

Staff Summary: The Director of Arts & Culture will propose updates to the Celebrate Culture! Grant Guidelines for FY 20/21 which was last updated by the Cultural Commission on July 9, 2019. (Mark Salinas, msalinas@carson.org)

10. For Possible Action: Discussion and possible action to hire Randy Cohen (Vice President of Research & Policy, Americans for the Arts) in the amount of \$2500 plus expenses to visit Carson City and present economic data on the arts in mid-March.

Staff Summary: Randy Cohen is Vice President of Research and Policy at Americans for the Arts, the nation's leading arts advocacy organization. As a member of the staff of Americans for the Arts since 1991, Randy is as an expert in the field of arts funding, research, and using the arts to address community development issues. (Mark Salinas, msalinas@carson.org)

11. For Discussion Only: Director of Arts & Culture Report.

Staff Summary: Director of Arts & Culture will provide an update on past and upcoming events. (Mark Salinas, msalinas@carson.org)

12. Commissioner Reports and/or Comments.

13. Future Agenda Items.

14. Upcoming Meetings and Events.

March 17 @ 530pm: Carson City Cultural Commission Regular Meeting
May 11 @ 530pm: Carson City Cultural Commission Regular Meeting

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

16. For Possible Action: To Adjourn.

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.

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 Department of Arts & Culture in writing at: Mark Salinas, c/o Adams Hub for Innovation, 111 West Proctor Street, Suite 9, Carson City, NV 89703, or by calling (775) 887-2000 at least 24 hours in advance. If a person willfully disrupts a meeting, to the extent that its orderly conduct is made impractical, the person may be removed from the meeting. NRS 241.030(5)(b) and Nevada Attorney General Open Meeting Law Manual, section 8.06.

This notice has been posted in the following locations: Carson City Hall – 201 N. Carson St.; Carson City Community Center – 851 E. William St.; Carson City Library – 900 N. Roop St.; Nevada Department of Tourism and Cultural Affairs – 401 N. Carson St. and on the Carson City web site: www.carson.org.

“Two roads diverged in a wood, and I -- I took the one less traveled by, and that has made all the difference.”
-Robert Frost, American Poet (1874 – 1963)

DRAFT MINUTES
Regular Meeting
Carson City Cultural Commission
Monday, November 25, 2019 ● 5:30 PM
Community Center Sierra Room
851 East William Street, Carson City, Nevada

Commission Members

Chair – Barbara D’Anneo	Vice Chair – Lupe Ramirez
Commissioner – Karen Abowd	Commissioner – Elinor Bugli
Commissioner – Christopher Leyva	Commissioner – Terri McBride
Commissioner – Mylo McCormick	

Staff

Mark Salinas, Arts and Culture Coordinator
Pierron Tackes, Deputy District Attorney
Tamar Warren, Deputy Clerk
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, ROLL CALL, AND DETERMINATION OF QUORUM.

(5:31:07) –Chairperson D’Anneo called the meeting to order at 5:31 p.m. Roll was called, and a quorum was present.

Attendee Name	Status	Arrived
Barbara D’Anneo, Chair	Present	
Lupe Ramirez, Vice Chair	Present	
Karen Abowd	Present	
Elinor Bugli	Present	
Christopher Leyva	Present	
Terri McBride	Present	
Mylo McCormick	Present	

2. PUBLIC COMMENTS AND DISCUSSION (THREE-MINUTE TIME LIMIT)

(5:31:49) – Chairperson D’Anneo introduced the item. Patricia Cooper-Smith introduced herself and announced that the Rimsky-Korsakov String Quartet from St. Petersburg, Russia would be performing at the Brewery Arts Center Performance Hall on Saturday, March 28, 2020. She also stated that the organizers of the event were intending to produce “a master class” for free entry to students.

(5:34:36) – Sharon Rosse, Executive Director of Capital City Arts Initiative (CCAI), announced the exhibit titled *Faces and Places* at the Community Center’s Sierra Room as well as a reception to hear the artists talk about their work on Wednesday, December 4, 2019 from 5:30 p.m. to 6:30 p.m. She also stated that the exhibit titled *Saludos Amigos* was continuing at the Courthouse Gallery and presented an essay written by Emmanuel Ortega, a colleague of artist Justin Favela. Ms. Rosse announced that the exhibit titled *Constellation* by UNR artists was continuing at the Community Development Building.

(5:37:09) – Bill Crowell introduced himself as a resident in the Carson City community and stated his support for the International Film Festival, and he commented how he could “not believe how these ladies have taken the time to pick out such memorable films.” He also called the event a “wonderful cultural experience for folks like me in this community.”

(5:38:20) – Ursula Carlson introduced herself as an “avid attendee” of and participant in the International Film Festival and stated that the classic films shown “give us a kind of depth that we normally do not find in typical movies that play to popular audiences.” She commented that the films chosen for the events “bring the community together in a way, to discuss issues” portrayed in these films and announced that the Committee hoped to facilitate “free-flowing” group discussion after film showings this year that would differ from the previous years.

(5:40:56) – Patricia Cooper-Smith introduced herself as the President of the Friends of the Carson City Library and stated her support for the CELEBRATE CULTURE! (CC!) Grant Application for the International Film Festival and agreed with what was said by Ms. Carlson.

3. FOR POSSIBLE ACTION: ADOPTION OF AGENDA AS PRESENTED

(5:41:20) – Mr. Salinas noted that there were no changes to the agenda.

4. FOR POSSIBLE ACTION: APPROVAL OF MINUTES (September 9, 2019)

(5:41:29) – Chairperson D’Anneo introduced the item and entertained comments, questions, and/or a motion. Commissioner McBride noted a spelling error in item 3 on the second page of the minutes.

(5:42:14) – MOTION: Commissioner Abowd moved to approve the minutes of the September 9, 2019 meeting with the noted correction.

RESULT:	APPROVED (7-0-0)
MOVER:	Abowd
SECONDER:	Bugli
AYES:	D’Anneo, Ramirez, Leyva, Abowd, Bugli, McBride, McCormick
NAYS:	None
ABSTENTIONS:	None
ABSENT:	None

5. FOR POSSIBLE ACTION ITEMS:

5.A DISCUSSION AND POSSIBLE ACTION REGARDING THE CELEBRATE CULTURE! (CC!) GRANT APPLICATION SUBMITTED BY THE FRIENDS OF CARSON CITY LIBRARY IN THE AMOUNT OF \$1060 FOR THE INTERNATIONAL FILM WEEKEND SCHEDULED FOR FEBRUARY 27-29, 2020.

(5:42:46) – Chairperson D’Anneo introduced the item. Carson City Film Festival Committee Chair Linda Bellegray introduced herself and Elizabeth Skinner, and they both presented on the CC! Grant application, which is incorporated into the record. Ms. Bellegray stated that the event reached between 700 and 800 viewers with films that “promote cultural diversity” and “reveal our common humanity.” Ms. Bellegray and Ms. Skinner

showed three film trailers for the three international films to be presented for International Film Weekend, including *Babette’s Feast* (1987), *Departures* (2008), and *The Sea Inside* (2004).

(5:53:56) – Mr. Salinas responded to clarifying questions from the Commission members.

(5:54:50) – Chairperson D’Anneo entertained public comments; however, none were forthcoming.

(5:55:04) – MOTION: Commissioner Abowd moved to approve the grant application as presented.

RESULT:	APPROVED (7-0-0)
MOVER:	Abowd
SECONDER:	Ramirez
AYES:	D’Anneo, Ramirez, Leyva, Abowd, Bugli, McBride, McCormick
NAYS:	None
ABSTENTIONS:	None
ABSENT:	None

6. FOR DISCUSSION ONLY ITEMS:

6.A ARTS & CULTURE COORDINATOR REPORT

(5:55:55) – Mr. Salinas presented his report with accompanying images, incorporated into the agenda materials, and responded to clarifying questions.

(6:20:46) – Commissioner Bugli requested that the dates include the year for the late material of the report.

(6:23:59) – Chairperson D’Anneo entertained public comments; however, none were forthcoming.

7. COMMISSIONER REPORTS AND/OR COMMENTS

(6:24:44) – Chairperson D’Anneo introduced the item. Commissioner Abowd announced that The Greenhouse Project was seeking flower basket sponsorships and for those interested to visit carsoncitygreenhouse.org to download and submit a sponsorship form.

(6:25:40) – Vice Chairperson Ramirez announced that there would be a free event held at Western Nevada College (WNC) called La Posada Celebration on Saturday, December 14, 2019 from 12:00 p.m. to 3:00 p.m. that would include free traditional Mexican food served during the holidays.

(6:26:45) – Commissioner Bugli announced that there would be an event at Comma Coffee called Night Lights, presented by the Mile High Jazz Band, on Tuesday, December 10, 2019 from 7:30 p.m. to 9:30 p.m., and it would incorporate holiday jazz and poetry. Additionally, the Open Studios Art Tour for the Mile High Jazz Band would be expanded from one day to two days in August, 2020. She also announced that three student winners for the Carson City Symphony had been selected for the fourth annual instrumental music scholarship, and these three students would be presented with their awards at the 36th Annual Holiday Treat Concert on Sunday, December 15, 2019.

(6:28:48) – Chairperson D’Anneo announced that the Pinkerton Ballet Theatre’s Nutcracker Ballet would be coming to the Community Center following Thanksgiving Day.

(6:29:13) – Mr. Salinas announced the Stewart Indian School Cultural Center Museum “soft opening” on Tuesday, December 17, 2019 from 3:00 p.m. to 6:00 p.m.

(6:29:42) – Commissioner McBride proposed having a joint meeting with the Culture and Tourism Authority (CTA) to “work together to figure out the one percent room tax, and if it’s going to be extended.” Commissioner Abowd stated that the issue was already being addressed “in a method that works for the CTA.” Mr. Salinas stated that he had met with the CTA and that the next step was to “gather data in statistics.” He also answered clarifying questions on the matter.

(6:34:52) – In response to Commissioner Abowd’s inquiry, Mr. Salinas stated that there were no new additions to the Public Art Policy.

8. FUTURE AGENDA ITEMS

(6:34:35) – Mr. Salinas stated that he could “collect information” for future discussion.

(6:36:13) – Commissioner Abowd requested an update on the Public Art Policy.

9. UPCOMING MEETINGS AND EVENTS

(6:36:37) – Chairperson D’Anneo introduced the item. Mr. Salinas proposed the date of January 27, 2020 at 5:30 p.m. for the next Cultural Commission meeting. The Commission agreed to the proposal. Mr. Salinas noted that per the Municipal Code the Commission would be voting for a new Chair and Vice Chair in January of the upcoming year.

10. PUBLIC COMMENTS AND DISCUSSION (THREE-MINUTE TIME LIMIT)

(6:37:47) – Chairperson D’Anneo introduced the item and entertained public comments. When none were forthcoming, she asked for Commissioner McCormick’s and Commissioner Leyva’s input regarding being a part of the Commission. Both Commissioners expressed that they enjoyed being a part of the Commission.

11. FOR POSSIBLE ACTION: TO ADJOURN.

(6:39:33) – MOTION: Commissioner Abowd moved to adjourn. The motion was seconded by Commissioner McBride. The meeting was adjourned at 6:39 p.m.

The Minutes of the November 25, 2019 Carson City Cultural Commission meeting are so approved this 27th day of January, 2020.

CELEBRATE CULTURE! Grant

Application for events occurring July 1, 2019 – June 30, 2020

Department of Arts & Culture
Adams Hub for Innovation
111 West Proctor Street, Suite #9
Carson City, Nevada 89703

For 2019-2020 events, submit to Mark Salinas (msalinas@carson.org) 10 weeks before event.

Name of Event: Lei Day
Date(s) of Event: Saturday, May 2nd, 2020
Location of Event: Nevada State Museum, Carson City
Requested Funds: \$1500.00

Applicant: Mailing Address: Nevada State Museum, 600 N. Carson St., Carson City, NV 89701
Contact Name: Rachel K. Delovio
Contact Phone Number: (775) 671-8433
Contact Email: rdelovio@nevadaculture.org

Application Questions (500 word maximum each- use additional pages):

1) Describe event, any permission or permits for its location, and how funding will be used.

In 1927, Hawai‘i dedicated the first of May as a holiday, “Lei Day”, to the tradition of making and wearing a lei. The first Lei Day was a modest celebration held in downtown Honolulu. Today, Lei Day festivities include parades, craft fairs, contests, and concerts throughout the Hawaiian Islands.

The objective of the Museum’s Lei Day event is twofold: to create an opportunity for the northern Nevada community to experience and connect with Hawaiian culture, and to provide an outlet for local Hawaiians to celebrate this unique holiday. Last year we had 300 participants, performances by two hālau hula (traditional Hawaiian dance schools), musicians, lei and kupe‘e making demonstrations, as well as a “Keiki corner” where children made paper lei and cardboard pū‘ili (split bamboo instruments used in the hula). The Museum also provided a temporary exhibit that illustrates the various types of materials used for lei making as well as a brief history of Lei Day.

The Museum’s third annual Lei Day will be held on Saturday, May 2nd, 2020 at the Nevada State Museum in Carson City. We will have a lei making demonstration by Malcolm Leihulu Delovio, a cultural practitioner who learned lei making from his grandmother, Elizabeth Ho‘opi‘i Delovio. She was one of the first lei sellers in Waikiki, opening her stand in the early 1940s.

Nā ‘Ōiwi O Hawai‘i, Northern Nevada Hawaiian Civic Club, will teach visitors to make kupe‘e (wristlets) made from kī (ti) leaf. Kī has many uses in Hawaiian culture, ranging from hula skirts, food wrappers, to house thatch.

Lei Day will include performances by a Reno-based hālau hula. Kawaiola is the Kumu Hula (hula teacher) of Ka Pā Hula ‘O Kawaiolanoelaniokāne. She is from the island of Maui and now

resides in Sparks. The band Pono will playing traditional Hawaiian songs and we are also planning on a second hālau to perform (TBD).

Carson City Arts and Culture funding would cover the cost of cultural practitioners (e.g. demonstrators, dancers, musicians) and their supplies. The lei demonstrator will receive \$250 for his time and supplies and Nā 'Ōiwi O Hawai'i, who will be demonstrating kupe'e making, will receive a \$250 donation to their organization. We plan on having two hālau hula perform at \$300 each and \$400 for musicians to play traditional Hawaiian songs.

2) Describe how event achieves new growth or new awareness for Carson City's multi-cultural diversity.

The Lei Day practitioners represent present-day and traditional Native Hawaiian culture including arts and crafts and music and dance. After contact, Hawai'i became home to many ethnic communities predominately from Asia and Europe. Some of these groups influenced Hawaiian music, such as the ukulele that has origins from the Portuguese or the introduction of the English language to Hawaiian mele (songs). With the introduction of European musical instruments and the English language, hula 'auana (modern hula) was created. Unlike hula kahiko (ancient hula) which employs percussion instruments and chants, hula 'auana is sung and is accompanied by string instruments. The Hawaiian community in northern Nevada actively promotes and passes on these art forms to their children, while also educating the general public through performances by various hālau in the area.

Before our first Lei Day celebration in 2018, there were no established outlets for northern Nevada's Hawaiian community to celebrate this holiday. The Museum's Lei Day fills a void by allowing people of Hawaiian ancestry to connect with others who identify themselves as Hawaiian and celebrate this iconic holiday. Many of the participants from last year's event introduced themselves to the lei makers and shared their experiences of assisting their kupuna (grandparent) with lei making. Lei Day also attracts visitors who are not of Hawaiian ancestry but identify themselves with the islands. Individuals born and raised in Hawai'i may identify themselves as "locals," and Lei Day is fondly remembered through school and community events.

Lei Day welcomes all northern Nevadans and offers them an opportunity to learn about Hawai'i as a homeland of a distinct, American ethnic group. Although Hawai'i appeals to a broad audience because of exotic tropical setting and beaches, Lei Day introduces Native Hawaiian culture through activities and live entertainment. Many attendees previously visited the islands and experienced the Aloha Spirit by meeting Hawaiians and locals, visiting cultural sites and museums, and even attending luaus. Lei Day extends these welcoming feelings to all in Carson City. Finally, Lei Day is centered on family activities and events focused on children as active participants.

3) Describe administrative or logistical experience in similar projects.

The Museum currently holds three cultural events annually: Chinese New Year, Lei Day, and Dia de los Muertos (Day of the Dead). Being a state agency, the Museum has the infrastructure

to pay performers, a PIO to advertise the event, as well as years of experience partnering with community organizations and government entities. The Museum has space for the visitor to enjoy dance and music performances, cultural demonstrations, and kids activities. Dia De Los Muertos has been an annual event at the Museum for the past 13 years and brings in 700 visitors. In its first two years Lei Day has averaged 300 visitors a year. The Museum tracks the daily number of visitors for general admission as well as special events.

To show our appreciation to the performers and cultural practitioners who share their knowledge with the northern Nevada community, Museum staff acquires grants to provide funds to principal participants in its cultural events. Last year, the Museum received a Nevada Arts Council Living Traditions grant for Lei Day performers and cultural practitioners. One kumu (hula teacher) commented that the money would assist in buying much needed dresses for her haumana (dancers).

4) Describe any community partners or sponsors in the project.


Over the past two years, the Museum received funding for Lei Day from the Carson City Cultural Commission who covered admission costs allowing “free” admission to Museum. The Carson City Culture and Tourism Authority covered the costs of printing flyers and posters for 2018 and 2019.

In 2019, the Museum received the Nevada Arts Council Living Traditions grant that provided funding for Lei Day demonstrators and performers. Last year, Nā ‘Ōiwi O Hawai‘i, the Northern Nevada Hawaiian Civic Club, participated in Lei Day by demonstrating how to make kupe‘e (wristlets) out of kī (ti) leaf.

The Museum also relies on docents from its Friends group to assist with craft activities for kids as well as overall assistance with museum visitors.

5) Describe how proposal includes new or innovative outreach methods for publicity, exposure, education, and awareness for the project.

The PIO will send out a press release to the press three weeks before Lei Day and a reminder three days before the event. The Museum will publicize the event in its quarterly newsletter, via email blasts, and on its website and Facebook page. Carson City Culture and Tourism Authority will print fliers and posters for the event and Museum staff will place them in Reno and Carson City restaurants that serve “local Hawaiian food” such as L&L Barbeque, Lili’s, and Poke Doke. The Carson City Culture and Tourism Authority will include the event on their website and will also create a Facebook page for Lei Day.



Lei Day,
May 2nd, 2020
Nevada State Museum,
Carson City



- In 1927, Hawai‘i dedicated the first of May as a holiday, “Lei Day”, to the tradition of making and wearing a lei.
- The first Lei Day was a modest celebration held in downtown Honolulu. Today Lei Day festivities includes parades, craft fairs, contests, and concerts throughout the Hawaiian Islands.
- Lei Day at the Nevada State Museum has created an opportunity for the northern Nevada community to experience and connect with Hawaiian culture as well as provide an outlet for local Hawaiians to celebrate the holiday.



Ka Pā Hula 'O Kawaiolanoelaniokāne

Photo: Jeanette McGregor, Nevada State Museum



Matasina Polynesian Review

Photo: Jeanette McGregor, Nevada State Museum

Hawaiian music from the band Pono

Photo: Jeanette McGregor, Nevada State Museum





Cultural Practitioners demonstrating lei and kupe'e making

Photo: Jeanette McGregor, Nevada State Museum

Keiki Corner and Exhibit

Photo: Jeanette McGregor, Nevada State Museum



Lei Day Budget

\$600 for two hālau hula (hula schools) to perform.

\$400 for the band Pono to play traditional Hawaiian music.

\$250 for Nā 'Ōiwi O Hawai'i for demonstrating kupe'e (wristlet) making.

\$250 for Malcolm Delovio to demonstrate lei making.

Previous Lei Day Partners

Carson City Department of Arts & Culture (2018, 2019)

Carson City Culture and Tourism Authority (2018, 2019)

Nevada Arts Council and the
National Endowment for the Arts (2019)

Friends of the Nevada State Museum (2018, 2019)

Nā 'Ōiwi O Hawai'i, the Northern Nevada
Hawaiian Civic Club (2019)

Achievements and Goals

Achievements:

- The last two Lei Day events have attracted 600 participants.
- Many of the participants are of Hawaiian ancestry or those who identify themselves with the islands.

Goals:

- Duplicate the amount of participants as the last two years.
- Free admission for the public.

Evaluation

The Museum tracks the number of visitors for general admission for special events such as this and evaluates its effectiveness based on how many are served by its programs.

Provide a short survey to participants.

CELEBRATE CULTURE! Grant Application for events occurring July 1, 2019 – June 30, 2020

Department of Arts & Culture Adams Hub for Innovation 111 West Proctor Street, Suite #9 Carson City, Nevada 89703

For 2019-2020 events, submit to Mark Salinas (msalinas@carson.org) 10 weeks before event.

Name of Event: The Russians Return! The Rimsky-Korsakov String Quartet presents a House Recital, Student Masterclass, and Concert.

Date(s) of Event: Recital - March 27, 7-9 p.m.; Masterclass - March 28, 1-3 p.m., Concert March 28, 7-9 p.m.

Location of Event: Recital - Home of Sonja and Curtis Radig, 2662 Danielle Drive, Carson City. Masterclass - Carson High Orchestra Room, 1111 N. Saliman Rd., Carson City. Concert - Brewery Arts Center, 449 W. King St., Carson City

Requested Funds: \$1,200

Applicant: Carson City Symphony Association

Mailing Address: P.O. Box 2001, Carson City, NV 89702-2001

Contact Name: Elinor Bugli

Contact Phone Number: 775-883-4154

Contact Email: ehbugli@aol.com

Application Questions (500 word maximum each- use additional pages):

1) Describe event, any permission or permits for its location, and how funding will be used.

The Symphony Association requests funds for artist fees and marketing to bring the Rimsky Korsakov String Quartet to Carson City for three events:

The House Recital will be a mini-concert (60-75 minutes) in the living room of a private home. It is designed for a general audience. This is the most appropriate setting for up-close and personal performance and appreciation of chamber music, and this particular setting, high in the hills in northwest Carson City, has a beautiful view overlooking the city. We have permission from the homeowners, who are enthusiastic about hosting the event. The event will be ticketed and attendance is limited to 35 guests.

The Masterclass will be at Carson High School in the orchestra room, which is set up for working with student ensembles; chairs and music stands are already in place. We have obtained a facilities-use permit from the school through the Carson City School District Orchestra Director, Dr. Brian Fox. The Masterclass will be free for active participants and observers. Attendance will be up to six chamber-music groups made up of middle school, high school, and college students, and up to 100 observers.

The Concert will be at the Brewery Arts Center. An agreement between the Brewery Arts Center and the performers is in place for use of the BAC Performance Hall, ticketing, and publicity. Seating capacity is up to 244 people.

The artists are traveling from Russia and the required visa from USCIS to perform in the United States is in progress. Celebrate Culture! grant funds will be used to pay part of the quartet's fees for the two performances (\$ 2,600) and masterclass (\$500). The remainder of the fees, marketing, video, and other expenses (\$300) will be subsidized by ticket sales, sponsorships, and organization reserve funds.

2) Describe how event achieves new growth or new awareness for Carson City's multi-cultural diversity.

The Rimsky-Korsakov String Quartet of St. Petersburg, Russia, was founded in 1939. Its musicians are graduates of the prestigious St. Petersburg Conservatory. Their tour in the U.S. gives our community the opportunity to meet and interact with internationally acclaimed musicians Mikhail Bondarev (violin), Ekaterina Belisova (violin), Alexei Popov (viola), and Anton Andreev (cello). The Quartet's performances in Carson City last year were sold out, and with the help of this grant, we are excited to be able extend the experience to more people. Cultural opportunities like these are vital to the wellbeing of communities, enriching the lives of the people and resulting in educational opportunities and, ultimately, economic benefits derived from a creative, innovative environment.

The Recital will give attendees a brief introduction to Russian classical music and its cultural tradition, including comments interspersed with music selections, and culminate with an informal question-and-answer and social period. The objective is to increase concertgoers' knowledge and understanding of the cultural and historical context of Russian music. They will also have cross-cultural, personal interaction, one-on-one, with the performers, and relate to their experiences and personalities.

The Masterclass will be for student string ensembles from the Symphony Youth Strings program, which includes students from the Carson Middle School, Eagle Valley Middle School, and Carson High School orchestras. Student ensembles from the Reno Philharmonic Youth Symphony and the University of Nevada, Reno, will also be invited. String players who are not active participants will observe and learn from the experience. The Rimsky-Korsakov quartet will guide the student ensembles in interpreting the music and provide technical suggestions to improve their ensemble performance. The goal is develop students' confidence, stage presence, and skills for future competitions and concerts, and also to gain an international perspective by interacting with professional musicians who are experts in Russian music and culture. We will compile results of a written survey of participants and observers to evaluate the effectiveness of the Masterclass and to guide future projects for students.

The Concert will be varied program of string quartet music by Nikolai Rimsky-Korsakov and other composers, such as Felix Mendelssohn, Alexander Borodin, and Josef Haydn, Dmitri Schostkovich. It will include familiar and less-known works geared toward a general audience.

3) Describe administrative or logistical experience in similar projects.

Carson City Symphony Association, now in its 36th season, has sponsored and presented house recitals and workshops for numerous visiting musicians through the years. They sponsored the Rimsky-Korsakov String Quartet for similar events in March 2019. Sonja and Curtis Radig have hosted several chamber music recitals at their residence, including the Quartet last year. The Brewery Arts Center, in its 41st year, is the principal arts presenting organization in Carson City.

4) Describe any community partners or sponsors in the project.

Community partners are the Carson City School District, Dr. Brian Fox, the Brewery Arts Center, Sonja and Curtis Radig, and local residents who will provide lodging for the guest artists and their U.S. manager, Mary R. Clements. These project partners will give in-kind support, including venues, logistics, transportation, equipment, and technical services.

5) Describe how proposal includes new or innovative outreach methods for publicity, exposure, education, and awareness for the project.

In addition to our tried-and-true outreach methods (media releases, email blasts, social media posts, PSAs, and flyers), we will have “The Russians are Coming! (Again)” buttons fabricated and distributed to strings students, to sponsors, and to the public through the Carson City Chamber of Commerce, Downtown Business Association, and Culture and Tourism Authority.

Attachments -

R-K143_photo.jpg: Rimsky Korsakov String Quartet in St. Petersburg, Russia.



Photos from March 2019 in Carson City, Nevada:

Left: IMG_E4851: Masterclass, Rimsky Korsakov String Quartet working with student quartet, March 14, at Carson High Orchestra Room.

Right: IMG_E4860: House recital at Radig's house. Quartet Violist Alexei Popov introducing the music to be played. March 15 about 7:15 p.m., as the sun goes down.



Left: IMG_4864: Quartet performing about 8:30 p.m., same evening.

Right: IMG_8465: Part of audience during the recital.



Left: IMG_4882 Concert in the Round at Nevada State Museum, March 16.

Right: IMG_4889: Concert at St. Peter's Episcopal Church, March 17.



Redevelopment Special Event Grant **Guidelines, Application, Final Report**

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

Department of Arts + Culture: Mark Salinas, msalinas@carson.org

Grant Guidelines:

Carson City's Redevelopment Special Event Grant supports professional arts and culture events- such as community festivals, special performances, exhibitions, concerts- ***within the fields of Theater, Music, and Visual Art held within Carson City's established Redevelopment Districts.***

Examples of arts and culture experiences include, but are not limited to, the following: performance/dance; film/video/media; folk arts; music/opera; theater; poetry; visual arts/crafts; murals/outdoor installations.

Event proposals will enhance the cultural vibrancy in Carson City communities within the Redevelopment District(s) and be accessible to the public either for free or for a reasonable admission fee. Events should be designed to attract the maximum number of people, as appropriate for the event and site. Applicants will be responsible for securing the appropriate public exhibition space in regards to their discipline.

Awards to Organization will be up to the amounts of \$5000 at the availability and discretion of the Carson City Cultural Commission.

Redevelopment Special Event Grants are based upon availability of annual funds as budgeted by Redevelopment.

For example:

Fiscal Year 2020/21 budget funds events occurring July 1, 2020 through June 30, 2021

Fiscal Year 2021/22 budget funds events occurring July 1, 2021 through June 30, 2022

Fiscal Year 2022/23 budget funds events occurring July 1, 2022 through June 30, 2023

Eligibility:

- Applicant organizations must hold event(s) within the Redevelopment District(s) of Carson City:
<http://carson.org/government/departments-a-f/community-development/redevelopment>
- Organizations must have an active leadership that meets to determine and review policy.
- Organizations must have an active website with a posted mission statement as well as a social media presence such as Instagram or Facebook.
- Organizations must have existed for at least one year in proven efforts of mission.
- An organization may submit applications for several projects; however total awards to one organization will not be over \$5000.
- Grant applications are typically due mid-April. Applicants present applications in person to Cultural Commission in May.
- Grant funded events must occur within fiscal year from July 1 –June 30.
- Invoice, receipts, and final report must be submitted to Arts & Culture Coordinator within 30 days of event.

Ineligibility:

- Received grant in a previous year but failed to submit a Final Report.
- Applicant is under the age of 18 or a full-time student in a higher education program.
- Applicant organization is a Carson City public school district, Carson City or State agency or department, or public college or university administration.
- Projects that serve membership-only organizations or exclude the general public.
- Operating expenses of privately owned facilities, such as homes, studios, and galleries.
- 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.

- Administrative costs unrelated to the proposed project.
- Fundraisers
- Food or drink at receptions, catering.

Standard Application Process:

- All applications must be submitted on-line by the deadline indicated by Department of Arts + Culture.
- No hand written applications will be accepted. No applications delivered in-person will be accepted.

Scoring Criteria:

Commissioners will individually score grant proposals 0 - 5 points in six categories for a total of 30 possible points. Commissioners will then discuss allocations based upon scoring and available funding. Cultural Commissioners must be recused from presentation, discussion, and voting of any application with which he/she is associated directly or indirectly.

0 = None, 1 = Poor, 2 = Marginal, 3 = Good, 4 = Excellent, 5= Outstanding

- Artistic merit of the proposed project **(0 to 5 points)**
Proposal achieves quality and value based on creativity, ingenuity, or talent.
- Clarity of application, narrative, and budget **(0 to 5 points)**
Vision and direction evokes understanding and enthusiasm
- Demonstrated community support or investment in the project proposal **(0 to 5 points)**
Project has community support or will enhance creative community infrastructure.
- Audience benefit derived from the project **(0 to 5 points)**
Proposal has audience outreach benefit and/or new audience engagement.
- Intent to develop and evolve the organization **(0 to 5 points)**
Originality of concept/work and the likelihood of proposal to achieve new growth for the applicant
- Clearly defined ability to successfully complete the project **(0 to 5 points)**
Organization has reputability, manageability, and a history to accomplish set goals.

Funding and Credit:

- All awardees are required to submit a W9, invoice, and Final Report within 30 days of the event's conclusion to Department of Arts + Culture 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 roll surrendered, unspent, and/or unallocated funds into other events, or apply those monies elsewhere in the Department of Arts & Culture's Public Arts Programming budget.
- Grantees must utilize this credit line 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. The Final Report must be submitted and approved before possible funding for the next fiscal year. The Municipality of 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.

Tips on Event Promotion (and don't forget to translate your event in Spanish):

Speak In-Person: Carson City Cultural Commission Meetings (Mark Salinas)
Reno Cultural Commission Meetings (Alexis Hill)
Sparks Cultural Commission Meetings (Francine Burge)
Carson City Arts & Culture Coalition Meetings (David Bugli)
Carson City Downtown Business Association (Mike Riggs)
Reno Arts Consortium Meetings (Nettie Oliverio)
It's Your City Video (Darla Bayer)
KNVC Radio (Joe McCarthy)
Carson City Rotary Club
RenoArts News (Dana Nollsch)
Double Scoop (Kris Vagner)

Submit Calendar: Chamber of Commerce Calendar
Reno News and Review
Nevada Magazine
Everything Carson City

Submit Press Release: KUNR
Reno News and Review
CarsonNow
Nevada Appeal
RGJ

LED Billboard: Carson City Community Center LED sign
Carson City Community Center
775-283-7423

Carson Street Banner SignPro of Carson City (Steve 775.297.8593)

Post Flyers: Carson City Community Center
Culture and Tourism Authority
Carson City Aquatic Center
Carson City Library
WNC Art Gallery
Nevada Artist Association
Nevada Department of Tourism and Cultural Affairs
Nevada Arts Council
Carson Valley Arts Council
St. Mary's Art Center
Children's Museum
City Hall
State Buildings

Cabinet Display: Carson City Library entryway

Email Blasts: ChimpMail
Constant Contact

Post on Social Media: Facebook

Instagram

@TravelNevada (Travel Nevada Magazine)
@NVTourism (Nevada Division of Tourism)
@VisitCarsonCity (Culture and Tourism Authority)
@renobigartslittlecity (City of Reno Arts & Culture)

Send a Personal Invite: Carson City Cultural Commissioners
Director of Arts & Culture
Business Owners in the Redevelopment District of your Event
RACC Commissioners
City Manager, **Deputy City Manager**
Mayor, Board of Supervisors

Apply for Grants: Travel Nevada Grants
Nevada Arts Council Grants

Marketing Assistance:

Prior to submitting your grant request, please be aware that the Carson City Culture and Tourism Authority provides different levels of partner support that may help with printing, graphic design and may help with promoting your event. Please contact the CTA directly to discuss what support may be available to your organization by contacting James Salanoa at 775.283.7687.

Redevelopment Special Event Grant Application



Name of Event & Event Date(s)

Total Funding Request

Redevelopment District Area

#1

#2

Organization Name

Mailing Address, City, State, Zip

Organization Phone

Organization Website

Contact Name, Title

Mailing Address, City, State, Zip

Contact Cell Phone

Contact Email

Event Description and Objectives

Include history of the event and importance to the community (use additional pages as needed):

Estimated number of local participants:

Estimated number of out-of-town participants:

Number of years event has taken place in Carson City:

Event Costs (Attach additional sheets, if necessary)

Activity (ie: Advertising, Equipment Rental, etc.)	Redevelopment Funds	Other Funds	Total
Total:			

Redevelopment Funds as a % of total event costs: %

Projected Revenues: \$ _____	Projected Net Profit/ Loss: \$ _____
------------------------------	---

Annual Budget of Organization:

	This Year	Last Year	Two years Ago
Income:	\$ _____	\$ _____	\$ _____
Expenses:	\$ _____	\$ _____	\$ _____
Reserves:	\$ _____	\$ _____	\$ _____

List any years of prior Redevelopment funding

Number of years your organization has existed:

Have other organizations besides yours committed funding for this event? Yes No

If yes, what organization(s) and how much?

Describe any efforts to obtain funding from other sources:

Describe why Redevelopment funds are required for the special event:

Describe how the special event meets the objective of the Redevelopment Plan to strengthen the local economy by attracting and expanding private investments in the Area, create new employment opportunities, increase the city's tax base, and expand public revenue (for Downtown Redevelopment Area 1); or to promote South Carson Street as an auto purchase destination for the region (for Redevelopment Area #2):

List other organizations and businesses partnering or participating in the event:

Describe the facilities and/or area in which the event will occur. Include any proposed street closures:

Have you obtained all necessary approvals and/or permits for the event? Yes No
If not, what approvals are still pending?

How do you plan to market and advertise the event?

Explain how the special event may be able to be expanded in the future:

Explain how the special event will be able to transition away from City funding support in the future:

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 event is selected for an incentive from the Consolidated Municipality of Carson City, I acknowledge that photographs of my event 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 Special Event Funding Request Form

Organization chart/structure of the organization conducting the special event, including delineation of lines of responsibility

Resumes of the key individuals in the organization conducting the special event

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.

Redevelopment Special Event Grant

Final Report



Department of Arts & Culture
Adams Hub for Innovation
111 West Proctor Street, Suite #9
Carson City, Nevada 89703

*Submit to Department of Arts + Culture: Mark Salinas, msalinas@carson.org **within 30 days of event.***

Name of Event:

Date(s) of Event:

Location of Event:

Received Funds:

Applicant:

Mailing Address:

Contact Name:

Contact Phone Number:

Contact Email:

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

- 1) What methods of evaluation were used to determine the success of the project?
- 2) To what extent was the Cultural Commission support effective in the success of your project?
- 3) How could Redevelopment/Cultural Commission/Department of Arts + Culture/Carson City Culture +Tourism Authority have provided more effective assistance?
- 4) **What was the most impactful contribution of you event to Carson City? Where do you improve or modify your event to reach a higher success?**
- 5) Give the total number of people in attendance of your project.
- 6) Please fill in the percentage of your total attendance: 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 the Carson City may use in publications and promotion.**

CELEBRATE CULTURE! Grant **Guidelines, Application, Final Report**

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

Department of Arts + Culture: Mark Salinas, msalinas@carson.org

Grant Guidelines:

The Carson City Arts & Culture Master Plan states that the Carson City Cultural Commission shall "support(s) multicultural diversity of art, heritage and cultural traditions, which include African-American, Hispanic, Native American, Asian and other ethnic and folk expressions of culture alongside traditional Eurocentric art forms."

A CELEBRATE CULTURE! Grant will educate and enhance multi-cultural vibrancy in Carson City and offer exposure of diverse traditions, histories, and heritage which may encompass: language, art, crafts, architecture, performances, ethnic celebrations, customs, and historical events. Events should be designed to attract the maximum number of people as appropriate for the event and site. Applicants will be responsible for securing the appropriate public exhibition space and any permission or permits required in regards to their proposal.

Celebrate Culture! Grants are based upon availability of annual funds as budgeted by the Department of Arts & Culture.

For example:

Fiscal Year 2020/21 budget funds events occurring July 1, 2020 through June 30, 2021

Fiscal Year 2021/22 budget funds events occurring July 1, 2021 through June 30, 2022

Fiscal Year 2022/23 budget funds events occurring July 1, 2022 through June 30, 2023

Eligibility:

- Applicants may be an Organization or Individual.
- Applicant must hold event(s) within Carson City.
- Event(s) must "support multicultural diversity of art, heritage and cultural traditions, which include African-American, Hispanic, Native American, Asian and other ethnic and folk expressions of culture alongside traditional Eurocentric art forms."
- This grants support exhibitions, productions, events and projects that will be made open and accessible to Carson City residents. The public component can be ticketed or free to attendees.

Some Examples of Eligible Projects:

- Play or performance, art production, public reading or presentation.
- Dance performance.
- Music performance or concert.
- Film screening, series or festival.
- Art exhibition or singular work of visual art work that will be displayed for the public.
- Fashion show, or design that will be displayed in a fashion show.
- Presentation of a masterclass or workshop series for artists.
- Public art works including murals.

Ineligibility:

- Applicants may not apply for both a Redevelopment Arts & Culture Special Event Grant and a CELEBRATE CULTURE! Grant for the same event.
- Applicant is under the age of 18 or a full-time student in a higher education program.
- Projects that serve membership-only organizations or exclude the general public.
- Operating expenses of privately owned facilities, such as homes, studios, and galleries.
- Student scholarships or any re-granting programs. Stipends to Artists are permissible.
- Administrative costs unrelated to the proposed project.
- Fundraisers or charity events.

- Religious institutions.
- Food and drink.

Standard Application Process:

- All first-time applicants should contact Department of Arts & Culture for consultation and introduction to grant process.
- Applicants will submit grant application approximately *(10) weeks before event.*
- The Department of Arts & Culture will schedule applicant to present the proposal at a regularly scheduled Cultural Commission meetings (January, March, July, September, or November only). Grant awards are not dispersed at the May meeting.
At these meetings, the Commission will score grant application and allocate any eligible awards.
- Grant awards are not dispersed at the meeting, or in advance of the proposed event.
- Grant funded events must occur within fiscal year from July 1 –June 30.

Scoring Criteria:

Commissioners will individually score grant proposals 0 - 5 points in six categories for a total of 30 possible points. Commissioners will then discuss allocations based upon scoring and available funding. Cultural Commissioners must be recused from presentation, discussion, and voting of any application with which he/she is associated directly or indirectly.

0 = None, 1 = Poor, 2 = Marginal, 3 = Good, 4 = Excellent, 5= Outstanding

- Artistic quality of the proposed project **(0 to 5 points)**
Does applicant seek to advance artistic excellence within a cultural diversity that is under represented?
- Clarity of narrative and budget **(0 to 5 points)**
Does applicant’s proposal evoke a clear project understanding within obtainable funding measures?
- Defined ability to successfully complete the project **(0 to 5 points)**
Does applicant have the reputability, resources, staffing, or history to accomplish set proposal?
- Community investment in the project proposal **(0 to 5 points)**
Does the proposal have other community support or collaboration (sponsorship, funding, in-kind donations) which will elevate an audience experience?
- Community-at-Large development **(0 to 5 points)**
Does proposal achieve new growth or new awareness for Carson City’s cultural pluralism?
- Carson City Arts & Culture development **(0 to 5 points)**
Does the proposal include new or innovative outreach methods for publicity, exposure, education, and awareness for the project?

Funding and Credit:

- All awardees are required to submit a W9, invoice, and Final Report within 30 days of the event’s conclusion to Department of Arts + Culture for reimbursement. No 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 roll surrendered, unspent, and/or unallocated funds into other CELEBRATE CULTURE! events, or apply those monies elsewhere in the Department of Arts & Culture’s Public Arts Programming budget.
- Grantees must utilize this credit line 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 to Department of Arts + Culture within 30 days of event completion. The Final Report must be submitted and approved before possible funding for the next fiscal year. The Municipality of 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.

Tips on Event Promotion (and don't forget to translate your event in Spanish):

Speak In-Person: Carson City Cultural Commission Meetings (Mark Salinas)
Reno Cultural Commission Meetings (Alexis Hill)
Sparks Cultural Commission Meetings (Francine Burge)
Carson City Arts & Culture Coalition Meetings (David Bugli)
Carson City Downtown Business Association (Mike Riggs)
Reno Arts Consortium Meetings (Nettie Oliverio)
It's Your City Video (Darla Bayer)
KNVC Radio (Joe McCarthy)
Carson City Rotary Club
RenoArts News (Dana Nollsch)
Double Scoop (Kris Vagner)

Submit Calendar: Chamber of Commerce Calendar
Reno News and Review
Nevada Magazine
Everything Carson City

Submit Press Release: KUNR
Reno News and Review
CarsonNow
Nevada Appeal
RGJ

LED Billboard: Carson City Community Center LED sign
Carson City Community Center
775-283-7423

Carson Street Banner SignPro of Carson City (Steve 775.297.8593)

Post Flyers: Carson City Community Center
Culture and Tourism Authority
Carson City Aquatic Center
Carson City Library
WNC Art Gallery
Nevada Artist Association
Nevada Department of Tourism and Cultural Affairs
Nevada Arts Council
Carson Valley Arts Council
St. Mary's Art Center
Children's Museum
City Hall
State Buildings

Cabinet Display: Carson City Library entryway

Email Blasts: ChimpMail
 Constant Contact

Post on Social Media: Facebook

 Instagram

 @TravelNevada (Travel Nevada Magazine)

 @NVTourism (Nevada Division of Tourism)

 @VisitCarsonCity (Culture and Tourism Authority)

 @renobigartslittlecity (City of Reno Arts & Culture)

Send a Personal Invite: Carson City Cultural Commissioners
 Director of Arts & Culture
 Business Owners in the Redevelopment District of your Event
 RACC Commissioners
 City Manager, Deputy City Manager
 Mayor, Board of Supervisors

Apply for Grants: Travel Nevada Grants
 Nevada Arts Council Grants

Marketing Assistance:

Prior to submitting your grant request, please be aware that the Carson City Culture and Tourism Authority provides different levels of partner support that may help with printing, graphic design and may help with promoting your event. Please contact the CTA directly to discuss what support may be available to your organization by contacting James Salanoa at 775.283.7687.

CELEBRATE CULTURE! Grant
Application



Department of Arts & Culture
Adams Hub for Innovation
111 West Proctor Street, Suite #9
Carson City, Nevada 89703

*Submit to Department of Arts + Culture: Mark Salinas, msalinas@carson.org **10 weeks before event.***

Name of Event:

Date(s) of Event:

Location of Event:

Requested Funds:

Applicant:

Mailing Address:

Contact Name:

Contact Phone Number:

Contact Email:

Application Questions (500 word maximum each- use additional pages):

- 1) Describe event, any permission or permits for its location, and how funding will be used.
- 2) Describe how event achieves new growth or new awareness for Carson City's multi-cultural diversity.
- 3) Describe administrative or logistical experience in similar projects.
- 4) Describe any community partners or sponsors in the project.
- 5) Describe how proposal includes new or innovative outreach methods for publicity, exposure, education, and awareness for the project.

CELEBRATE CULTURE! Grant
Final Report

Department of Arts & Culture



Adams Hub for Innovation
111 West Proctor Street, Suite #9
Carson City, Nevada 89703

Submit to Department of Arts + Culture: Mark Salinas, msalinas@carson.org **within 30 days of event.**

Name of Event:

Date(s) of Event:

Location of Event:

Received Funds:

Applicant:

Mailing Address:

Contact Name:

Contact Phone Number:

Contact Email:

Final Report Questions (150 word maximum – use additional pages):

- 1) What was the greatest success of your event?
- 2) What evaluation methods were used to determine the success of the event?
- 3) How was grant support effective in your success?
- 4) Aside of additional funding, how could the Cultural Commission and Department of Arts & Culture have provided more effective assistance?
- 5) How could your event be improved next year?
- 6) Please submit 5 **high resolution** jpegs from the event that capture its community engagement.



**CARSON CITY
CULTURAL
COMMISSION**

JANUARY 27, 2019



ITEM 6.

**FY 19/20 Celebrate Culture! Grant
Initial Allocation \$7,000**

Nevada State Museum: Dia de Los Muertos: \$2000 (approved 9/9/19)
Friends of the CC Library: International Film Festival: \$1060 (approved 11/25/19)

Amount available as of 1/27/20: \$3940

Nevada State Museum: Lei Day: \$1500 (submitted 1/27/20)
CC Symphony on behalf of Rimsky-Korsakov String Quartet: \$1200 (submitted 1/27/20)

Remaining meetings to present application: March.

ITEM 8.

FY 20/21 Redevelopment Special Event Grants for Arts & Culture Allocation \$25,000

April 15, 2020:

RACC FY 20/21 arts grants applications due to Mark Salinas.
For events occurring July 1, 2020 –June 30, 2021.

May 11, 2020:

Applicants present grant proposals to the Cultural Commission.

June 4, 2020:

Redevelopment Authority reviews grants.

AMERICANS FOR THE ARTS

MEET THE RESEARCH AND POLICY TEAM

ITEM 10.



Randy Cohen

Vice President of Research & Policy

Randy Cohen is Vice President of Research and Policy at Americans for the Arts, the nation's advocacy organization for the arts. A member of the staff since 1991, Randy stands out as a noted expert in the field of arts funding, research, policy, and using the arts to address community development issues. He recently published *Americans Speak Out About the Arts*, a national study about the public's opinions and participation in the arts. He publishes *The National Arts Index*, the annual measure of the health and vitality of arts as well as the two premier economic studies of the arts industry—*Arts & Economic Prosperity*, the national impact study of nonprofit arts organizations and their audiences; and *Creative Industries*, an annual mapping study of the nation's 675,000 arts establishments and their employees. Randy led the development of the *National Arts Policy Roundtable*, an annual convening of leaders who focus on the advancement of American culture, launched in 2006 in partnership with Robert Redford and the Sundance Institute. His *10 Reasons to Support the Arts* Blog recently received the Gold Award from the Association of Media & Publishing—their top honor for best blog post of the year. In the late 1990's, Randy collaborated with the President's Committee on the Arts and the Humanities to create *Coming Up Taller*, the White House report on arts programs for youth-at-risk; and the U.S. Department of Justice to produce the *YouthARTS Project*, the first national study to statistically document the impact of arts programs on at-risk youth. A sought after speaker, Randy has given speeches in 49 states, and regularly appears in the news media—including the *Wall Street Journal*, *The New York Times*, and on C-SPAN, CNN, CNBC, and NPR. Randy has been a policy specialist for the National Endowment for the Arts, founded the San Diego Theatre for Young Audiences and served as its managing director, as well as worked in medical research for Stanford University and Scripps Clinic and Research Foundation. His board work includes the League of Historic American Theaters. He was Chairman of the Takoma Park Arts & Humanities Commission for three years, during which time the Commission completed a cultural plan, established the city's Poet Laureate and public art programs, and a million dollar conversion of the city council chambers into a performing arts space.

ITEM 10.

ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



CREATING **JOBS**. GENERATING **COMMERCE**. DRIVING **TOURISM**.

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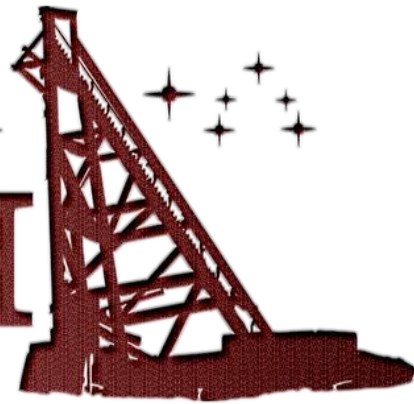
[AEP IV STUDY \(PUBLISHED IN 2012\)](#)

[AEP III STUDY \(PUBLISHED IN 2007\)](#)

ITEM 11.

TONOPAHA

nevada





January 16 - March 20, 2020

This exhibit is part of a 10 month cultural exchange between Carson City and the Town of Tonopah made possible in part by a grant from the Nevada Arts Council's Basin to Range Exchange Program.



Anna Maria Whiteside

I am a Tonopah, Nevada native, I spent most of my life around the Tonopah area. I developed a love of photography at a young age and was extremely happy when the digital camera came along. My preference has always been landscape photography however, the "occasional" photos of my granddaughters are at the top of my list too.

I am the owner of Rural Home Creations, my home-based photography business, however I am also a wife, mother and grandmother. In addition to all of that I also work full time for Rebel Oil Company as the manager at their Tonopah bulk oil plant.

In my spare time I, along with husband, Mike, and granddaughter, Kaleigh, roam the backroads of Nevada, where myself and granddaughter Kaleigh are always looking for the next great photograph. In addition to photography I like to write poetry and enjoy many types of crafts.

Anna Whiteside
Rural Home Creations
PO Box 3324
Tonopah, Nevada 89049
775-225-2451
ruralhomecreations@gmail.com
Facebook: @RuralHomeCreations



Kaleigh Elle Taylor

I was born in Fallon, Nevada but my home is in Tonopah, Nevada. By the time I turned 8 years old I had already become a published photographer and am currently Vice-President of Rural Home Creations, my grandmother's home-based photography company in Tonopah, Nevada.

I have been in the winner's circle in Nevada Magazine's Great Nevada Picture Hunt twice. In 2018 at the age of 7, I won first place for photographers age 1-10 with my antelope picture in the Silver Trails division. In 2019 my age category was opened to ages 1-18 and I tied for runner up with my picture of the Belmont Highbridge Mill.

I love to spend time with my family and friends, I especially like to go camping and fishing. I spend a lot of time working on craft projects and taking more pictures.

Kaleigh Taylor
Rural Home Creations
Vice-President
PO Box 3324
Tonopah, Nevada 89049

TMCC at City Hall Gallery

March 23 – June 26, 2020

Pangolin Awareness Print Exchange 2019

Organized by Melanie Yazzie, Melanie Yazzie, Professor of Arts Practices & Head of Printmaking, University of Colorado at Boulder

This project hopes to educate our viewers about the difficult life of this wonderful animal.

The pangolin trade is the illegal poaching, trafficking, and sale of pangolins, parts of pangolins, or pangolin-derived products.

Pangolins are believed to be the world's most trafficked mammal, other than humans, accounting for as much as 20% of all illegal wildlife trade.

Participants:

Samantha Brown, University of Colorado at Boulder
Corwin (Corky) Clairmont, Salish Kootenai College, Montana
Thinh Dinh, University of Colorado at Boulder
Joe Feddersen, Evergreen State College, Washington
Betsey Garand, Amherst College, Massachusetts
Candace Garlock, Truckee Meadows Community College, Nevada
Ruthann Godollei, Macalester College, Minnesota
Tressa Jones, Pittsburgh Center for the Arts, Pennsylvania
Alanna Lacey, University of Colorado at Boulder
Linden Langdon, Tasmania, Australia
Johanna Mueller, Fort Collins, Colorado
Malgorzata Oakes, SUNY New Paltz, New York
Darla Pienciak, Missoula, Montana
Catherine Prose, Midwestern State University, Texas
Roberta Restaino, Rome, Italy
Melissa Schulenberg, St. Lawrence University, New York
Haley Takahashi, Boulder, Colorado
Melanie Robyn Wall, Delta State University, Mississippi
Sukha Worob, Bozeman, Montana
Melanie Yazzie, University of Colorado at Boulder





PEOPLE WHO PARTICIPATE
IN THE ARTS ARE **20% MORE**
LIKELY TO VOTE.



Learn how the arts are transforming
our communities and our lives.

Learn more at www.AmericansForTheArts.org.



A NEW EXHIBITION OPPORTUNITY
FOR NEVADAN ARTISTS

THE FIRST LADY PRESENTS...

Your artwork hanging on the wall at the
Nevada Governor's Mansion
in Carson City!

Details and application:
www.carson.org/ac

First Lady Kathy Sisolak invites you to apply
to a new 2020 initiative designed to
recognize, promote, and celebrate
contemporary artists of Nevada.





CITY OF
GRAND
RAPIDS

1967

\$128k

54 feet long, 43 feet high, 30 feet wide

Stamped on everything from the city's letterhead to its garbage trucks, Alexander Calder's *La Grande Vitesse* is much more than a landmark. It's the ubiquitous symbol of Grand Rapids, Michigan.





ARTPRIZE



The *Los Angeles Times* notes that the sculpture has been covered in decals before, to promote things like breast cancer awareness.

A BRIGHT
RED
STABLE
LA
GRANDE
VITESSE
42
TONS
WITH HELP FROM
FUTURE PRESIDENT
GERALD R. FORD
JUNE 14 THE
1969 GREAT
SWIFTNES
FESTIVAL
OF THE
ARTS
THE
CALDER
ART
PRIZE
BIG
RED
THING
ALEXANDER
CALDER
27
GRAND
RAPIDS
MI
AT THE
HEART OF
THE CITY
INSPIRATION
FOR ARTISTS
VANDENBERG
CENTER
AKA
CALDER
PLAZA
53 FEET
LONG
FORTY
THREE
FEET LONG
30
FEET
WIDE
8 FOOT
SCALE
MODEL









Update: 2021 Cultural Commission budgeted projects approved on July 8, 2019.

February: Capital Reads Program (\$1000 Commission budgeted)

February: Fashion/Fine Art Film (\$2000 Director budgeted)

Monday April 15, 2020 is da Vinci's 568th birthday.

Ideas on how to celebrate? (\$1000 Commission budgeted)

June: Healing Arts Residency (\$5000 Commission budgeted)

Update: Public Art Policy