

**CARSON CITY CONSOLIDATED MUNICIPALITY
NOTICE OF SPECIAL JOINT MEETING OF THE
CULTURAL COMMISSION
AND THE CULTURE & TOURISM AUTHORITY**

Day: Thursday
Date: November 19, 2020
Time: Beginning at 6:00 pm
Location: Community Center, Bob Boldrick Theater
851 East William Street
Carson City, Nevada

AGENDA

NOTICE TO THE PUBLIC:

The State of Nevada and Carson City are currently in a declared State of Emergency in response to the global pandemic caused by the coronavirus (COVID-19) infectious disease outbreak. In accordance with the Governor's Declaration of Emergency Directive 006, which has suspended the provisions of NRS 241.020 requiring the designation of a physical location for meetings of public bodies where members of the public are permitted to attend and participate, public meetings of Carson City will NOT have a physical location open to the public until such time this Directive is removed.

- Members of the public who wish only to view the meeting but do NOT plan to make public comment may watch the livestream of the joint meeting of the Cultural Commission and the Carson City Culture & Tourism Authority at www.carson.org/granicus and by clicking on "In progress" next to the meeting date, or by tuning in to cable channel 191.
- The public may provide public comment in advance of a meeting by written submission to the following email address: publiccomment@carson.org. For inclusion or reference in the minutes of the meeting, your public comment must include your full name and be submitted via email by not later than 3:00 p.m. the day before the meeting.
- Members of the public who wish to provide live public comment may do so during the designated public comment periods, indicated on the agenda, via telephonic appearance by dialing the numbers listed below. Please do NOT join by phone if you do not wish to make public comment.

Join by phone:

Phone Number: +1-408-418-9388

Meeting Number: 146 245 3512

- 1. Call to Order**
- 2. Roll Call and Determination of Quorum**
- 3. Pledge of Allegiance**

4. Public Comment:

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

5. For Possible Action: Adoption of Agenda

6. For Discussion Only Items:

6.a For Discussion Only: Discussion and presentation on the results of the Carson City Arts and Culture Survey. (Nancy Paulson, npaulson@carson.org)

Staff Summary: Carson City conducted an Arts and Culture Survey from November 4, 2020 to November 17, 2020. Residents were asked to complete a short survey that will provide information on how the City can best meet the needs of our community and create a positive impact through Arts and Culture. Staff will present the results of the survey.

7. For Possible Action Items:

7.a For Possible Action: Discussion and possible action regarding a recommendation to the Board of Supervisors to move the administration of the 1% Transient Lodging Tax (tax), dedicated to the implementation of the Carson City Arts & Culture Master Plan and the development of a cultural tourism campaign, back under the authority of the Carson City Culture and Tourism Authority (CTA). (Nancy Paulson, npaulson@carson.org)

Staff Summary: The tax is now administered by the City but was previously administered by the CTA. Given the CTA's expertise in attracting visitors to Carson City, marketing special events and the promotion of arts and culture, both City and CTA staff believe that the administration of the tax is better suited under the purview of the CTA.

7.b For Possible Action: Discussion and possible action or advice to staff regarding a proposed public / private mural project with the following partners: Carson City (City), Carson City Culture and Tourism Authority (CTA), the Rotary Club of Carson City (Club), and the Carson City Downtown Neighborhood Improvement District (NID). (Nancy Paulson, npaulson@carson.org)

Staff Summary: In May 2020, the Club reached out to the City's Department of Arts & Culture to ask how the Club could support the arts in Carson City. The idea of a mural was formed, and the Club allocated \$2,612 towards the project. In addition, the Club is in the process of applying for a \$2,000 Rotary Foundation – District 5190 grant. This item is to approve the project concept and establish the guidelines moving forward.

7.c For Possible Action: Discussion and possible action regarding the scope of services that should be included in the City's Request for Proposal (RFP) for Arts and Culture Program Services through May 31, 2021. (Nancy Paulson, npaulson@carson.org)

Staff Summary: The City's Arts and Culture Coordinator position that is funded by a dedicated 1% Transient Lodging Tax (tax) was vacated in June 2020. Given the uncertainty of the continuation of the tax, which is set to expire on June 1, 2021, the City is proposing to issue an RFP for arts and culture program services for the period January 1 – May 31, 2021. This item is

to request direction from the Carson City Culture and Tourism Authority and the Carson City Cultural Commission on the tasks and scope of services that should be performed under the arts and culture program services contract.

8. Public Comment:

The public is invited at this time to comment on any matter that is not specifically included on the agenda as an action item. No action may be taken on a matter raised under this item of the agenda.

9. For Possible Action: To Adjourn

****PUBLIC COMMENT LIMITATIONS** – The CTA and Cultural Commission will provide at least two public comment periods in compliance with the minimum requirements of the Open Meeting Law prior to adjournment. Although it has been the ordinary practice of this public body to provide an opportunity for additional public comment during each specific item designated for possible action on the agenda, public comment will be temporarily limited to the beginning of the agenda before any action is taken and again at the end before adjournment. This policy will remain effective during the period of time the State of Nevada is under a State of Emergency as declared by the Governor due to the COVID-19 pandemic, and is intended to achieve the efficient conduct of meetings while facilitating public participation via telephonic means. 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.

NOTICE TO PUBLIC: In accordance with the Governor’s Emergency Declaration Directive 006 suspending state law provisions requiring the posting of public meeting agendas at physical locations, this agenda was posted electronically at the following Internet websites:

www.carson.org/agendas
<http://notice.nv.gov>



STAFF REPORT

Report To:

Meeting Date: November 19, 2020

Staff Contact: Nancy Paulson, City Manager

Agenda Title: For Discussion Only: Discussion and presentation on the results of the Carson City Arts and Culture Survey. (Nancy Paulson, npaulson@carson.org)

Staff Summary: Carson City conducted an Arts and Culture Survey from November 4, 2020 to November 17, 2020. Residents were asked to complete a short survey that will provide information on how the City can best meet the needs of our community and create a positive impact through Arts and Culture. Staff will present the results of the survey.

Agenda Action: Other / Presentation

Time Requested: 20 minutes

Proposed Motion

N/A

Board's Strategic Goal

N/A

Previous Action

N/A

Background/Issues & Analysis

Applicable Statute, Code, Policy, Rule or Regulation

Carson City Arts and Culture Master Plan

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

Attachments:

[arts and culture survey.pdf](#)

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

CARSON CITY

ARTS AND
CULTURE
SURVEY

[CARSON.ORG/SURVEY](https://carson.org/survey)

*Reach for the Stars
by Bryce Chisholm*

THE CITY IS ASKING THE COMMUNITY TO WEIGH IN ON ARTS AND CULTURE IN CARSON CITY.

THE SURVEY WILL CLOSE ON NOVEMBER 17, 2020.

FOR ASSISTANCE WITH THE SURVEY PLEASE CALL (775) 887-2100.

1. Arts & Culture are an essential component of a thriving community and the promotion of tourism.

- strongly agree
- agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- disagree
- strongly disagree

2. Arts & Culture are critical to me and my family.

- strongly agree
- agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- disagree
- strongly disagree

3. I want to see more opportunities to engage in Arts & Culture activities in Carson City.

- strongly agree
- agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- disagree
- strongly disagree

4. The City should invest public funds for Arts & Culture in Carson City.

- strongly agree
- agree
- somewhat agree
- neither agree nor disagree
- somewhat disagree
- disagree
- strongly disagree

5. How do you get information about local Arts & Culture events and activities? Please select all options that apply below or add your own.

- Newspapers
- Radio

- Facebook
- Other Social Media
- Email and Mailing lists
- Newsletters/Recreation Guides
- Word-of-Mouth, Friends or Family
- Flyers, Signs and Community Bulletin Boards
- I rarely or never receive information on local Arts & Culture events and activities.
- Other (please specify)

6. What Arts and Culture events have you attended in the past two years? Please select all options that apply below or add your own.

- Musical Performance
- Dance Performance
- Theatre Performance
- Gallery Exhibit
- Visual Art Class
- Performing Arts Class
- Music Class
- Artist Reception
- Museum Tour
- Art or Film Festival
- Other (please specify)

7. What would you like to see more of in Carson City? Please select all options that apply below or add your own.

- Public Art
- Multi-Cultural Arts & Culture Programming
- Outdoor/Wilderness-connected Arts & Culture Programming
- Live Events (theater, concerts, etc.)
- Festivals, Fairs and Multi-Day Events
- Interactive Community Engagement Events
- Neighborhood Focused Arts & Culture Programming
- Other (please specify)

8. From an Arts & Culture perspective what type of event or activity would you like to see that promotes tourism to Carson City?

9. If you could bring any Arts & Culture event, activity or facility to Carson City what would it be?

10. Are you aware that Carson City has an Arts and Culture Master Plan?

Yes

No

To receive a copy of your submission, please fill out your email address below and submit.

Email Address



I'm not a robot

reCAPTCHA
Privacy - Terms

SUBMIT

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STAFF REPORT

Report To:

Meeting Date: November 19, 2020

Staff Contact: Nancy Paulson, City Manager

Agenda Title: For Possible Action: Discussion and possible action regarding a recommendation to the Board of Supervisors to move the administration of the 1% Transient Lodging Tax (tax), dedicated to the implementation of the Carson City Arts & Culture Master Plan and the development of a cultural tourism campaign, back under the authority of the Carson City Culture and Tourism Authority (CTA). (Nancy Paulson, npaulson@carson.org)

Staff Summary: The tax is now administered by the City but was previously administered by the CTA. Given the CTA's expertise in attracting visitors to Carson City, marketing special events and the promotion of arts and culture, both City and CTA staff believe that the administration of the tax is better suited under the purview of the CTA.

Agenda Action: Formal Action / Motion

Time Requested: 30 minutes

Proposed Motion

I move to recommend to the Board of Supervisors that the administration of the 1% Transient Lodging Tax be placed under the authority of the Carson City Culture and Tourism Authority.

Board's Strategic Goal

N/A

Previous Action

On February 12, 2018, the CTA unanimously approved an amended agreement to allow the CTA Arts and Culture Director (Coordinator) position to be brought under the purview of the City and for the 1% transient lodging tax intended for this purpose to be administered by the City.

On May 5, 2016, the Board of Supervisors adopted an ordinance adding a 1% transient lodging tax to be used primarily for the implementation of the Carson City Arts & Culture Master Plan and the Cultural Tourism Campaign.

On January 19, 2016, the CTA (formerly the Carson City Visitors Bureau) approved recommending to the Board of Supervisors an increase in the transient lodging tax of 1% to provide funding for an executive position and operational costs associated with the implementation of the Carson City Arts and Culture Master Plan.

Background/Issues & Analysis

Applicable Statute, Code, Policy, Rule or Regulation

CCMC 4.08 (Room Rental Tax)

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

Do not make a recommendation to the Board of Supervisors to move the administration of the tax under the authority of the CTA.

Attachments:

[CTA agreement_.pdf](#)

[ArtsCultureMasterPlan.pdf](#)

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

APN n/a
APN _____
APN _____

RECORDED AT THE
REQUEST OF
Clerk to Board
2018 MAY 15 AM 10:27
FILE NO. 485132
SUSAN MERRIWETHER
CARSON CITY RECORDER
FEES Nk DEP J

**CONFORMED COPY
HAS NOT BEEN COMPARED
TO THE ORIGINAL**

FOR RECORDER'S USE ONLY

Cooperative Agreement + 1st Amended Co-Op Agreement
TITLE OF DOCUMENT ce & cta

RE-RECORDED TO ADD EXHIBIT A TO CO-OP AGREEMENT

I, the undersigned, hereby affirm that the attached document, including any exhibits, hereby submitted for recording does not contain personal information of any person or persons. (NRS 239B.030)

I, the undersigned, hereby affirm that the attached document, including any exhibits, hereby submitted for recording does contain personal information of a person or persons as required by law. State specific law: _____

Kathleen King
Signature

Print Name & Title

WHEN RECORDED MAIL TO:

ca clerk

~
485132

APN n/a

APN _____

APN _____

RECORDED AT THE
 REQUEST OF
Carson City Clerk to Board
 2018 MAR 29 PM 3:10
 FILE NO. 483903
 SUSAN MERRIWETHER
 CARSON CITY RECORDER
 FEES MC DFP Pa

FOR RECORDER'S USE ONLY

Cooperative Agreement + 1st Amended Co-op Agreement
 TITLE OF DOCUMENT CC & CTA

I, the undersigned, hereby affirm that the attached document, including any exhibits, hereby submitted for recording does not contain personal information of any person or persons. (NRS 239B.030)

I, the undersigned, hereby affirm that the attached document, including any exhibits, hereby submitted for recording does contain personal information of a person or persons as required by law. State specific law: _____

Kathleen King
 Signature

 Print Name & Title

WHEN RECORDED MAIL TO:

cc Clerk

~~485132~~

483903

**Cooperative Agreement for Administrative Services
and Facility Use & Management**

This Cooperative Agreement, dated this 2nd day of Nov, 2017, is entered by and between Carson City (the "City"), a consolidated municipality and political subdivision of the State of Nevada, and the Carson City Culture and Tourism Authority (the "CTA"), a County Fair and Recreation Board created by the City pursuant to NRS 244A.597. The City and the CTA will be at times collectively referred to as the "Parties" or individually as the "Party".

WITNESSETH

WHEREAS, the CTA wishes to program the City facilities and venues for events that will draw visitors from outside of the region and create positive economic impact for Carson City; and,

WHEREAS, the City currently provides certain services in the area of Human Resources, Payroll Administration, Information Technology, Parks and Recreation, Public Works, Community Development,

WHEREAS, the City also currently provides certain legal services to the CTA; and,

WHEREAS, this Agreement will be of benefit to both parties -- to the CTA by reducing costs for the CTA and to the City by increasing revenue to the City; and,

WHEREAS, the City is willing and able to perform the services described herein; and

WHEREAS, pursuant to NRS 277.180 the City and the CTA are public agencies that are authorized to cooperate in the performance of this interlocal agreement; and

WHEREAS, pursuant to NRS 277.180 it is reasonably foreseeable that both agencies will expend more than \$25,000 to carry out this agreement and thus it must be ratified and approved by the official action of the Carson City Board of Supervisors as a condition precedent prior to its entry into force; and

NOW THEREFORE, in consideration of the promises and of the mutual covenants herein contained, it is agreed as follows:

THE CITY AGREES:

1. To provide financial administration for all CTA funds as follows:
 - a. Maintain a separate agency fund in the City's general ledger to account for all of the CTA's accounting transactions.
 - b. Process accounts payable transactions from CTA funds as entered by the CTA into the City's accounts payable system.

- c. Process biweekly payroll and benefits from CTA funds as entered by the CTA into the City's payroll processing system.
 - d. Provide the CTA with bank deposit slips in order for the CTA to deposit transient lodging tax and other revenues generated by the CTA into the City's bank account.
 - e. Reconcile and post bi-monthly revenue reports as prepared by the CTA.
 - f. Transfer room tax debt service payments bi-annually from CTA funds maintained by the City to the City's Debt Service Fund as directed by the CTA.
 - g. Invest any funds in CTA funds via the Carson City Treasurers investment program. Any interest income earned by such funds will be deposited in the CTA agency fund.
 - h. Maintain the CTA'S capital asset listing to track capital asset acquisitions and deletions.
 - i. Provide monthly and year-end financial reports.
2. To provide Human Resource assistance as follows:
- a. When the CTA notifies the Human Resources Department of an opening, the City will post the position on governmentjobs.com and forward all applications received to the CTA Director. The CTA is responsible for notifying the applicants selected for interviews and those not selected. The CTA is responsible for confirming that an employee has all necessary certifications and training needed for the position held. The CTA is responsible for sending out the offer letter and coordinating and conducting any pre-employment testing or background searches. The City will verify the employee's eligibility to work in the United States. The CTA will provide its own new hire orientation. The CTA is responsible for managing its employees and providing any necessary training. The CTA employees are not employees of Carson City.
 - b. The City will provide the new hire benefit's orientation as long as the CTA participates as a member on the City's benefit plans.
 - c. The City will input all employment changes into the City's payroll system once received by the CTA.
 - d. The City will allow the CTA to participate in the health, dental, vision and life insurance plans that are provided to City employees, if allowed by the benefit providers. The CTA will pay for all costs associated with participating in the benefit plans. The City is responsible for negotiating all benefit contracts and providing the benefit information to the CTA Director once approved by the Carson City Board of Supervisors. The City will enroll each eligible CTA employee into the Nevada Public Employer's Retirement System. The CTA is responsible for complying with all PERS regulations.

e. Except as indicated in the Legal Services Section on page 7, section 7, the CTA is responsible for providing for and managing its unemployment and worker's compensation insurance claims, EEOC claims and employment related lawsuits. The CTA is responsible for handling all CTA personnel issues.

3. To provide Information Technology services as follows:

a. The City's IT Department will support the following. Unless otherwise stated, the CTA will purchase equipment, software, and outside service costs. All services are subject to City standards.

- i. Telephone service - Service includes all functions normally offered to City VoIP system users (cost of phone sets funded by the CTA).
- ii. Full Help Desk Support.
- iii. Ongoing network support - Includes Internet support and bandwidth adequate for basic browsing and/or a single video conferencing link.
- iv. Antivirus software for computers (provided by the City's IT department).
- v. Support for City applications, such as the City's financial system, subject to approval by the department that owns the system and data.
- vi. E-mail service.
- vii. Smartphone connective to e-mail system; may require funding from the CTA for mobile device management software; terms to be same as City departments.
- viii. Server storage space up to 50 gB per user, fully backed up.
- ix. A basic page on the City's Web site or links from the City's site to the CTA site.
- x. Printers, copiers, fax machines: If connected to City network. Does not include maintenance or repair costs. Inexpensive personal output devices (such as inkjet desktop printers) are considered disposable, and subject to very limited support.

b. The following items are supported by the City's IT department and will entail equipment or service costs to be funded by the CTA.

- i. Fax line/emergency phone line.
- ii. Microsoft Office applications.
- iii. Customized changes to the CTA's Web presence.
- iv. Network equipment and building Wi-Fi.
- v. Connection between CTA and the City's network, and associated equipment.
- vi. Additional phones.
- vii. Additional computers.
- viii. Wiring for additional computers or phones that is not already in place.
- ix. Other systems may be supported upon mutual agreement, with costs to be determined.

4. To provide Parks and Recreation Services as follows:

- a. The City and the CTA will work cooperatively to develop a priority reservation process for the use of selected and specific City owned parks and recreation facilities. The priority reservation process will recognize and honor existing contractual obligations or agreements for facility uses for City sponsored/co-sponsored meetings, programs and events; and facility use by outside agencies (government, quasi-governmental and non-profit organizations) that have current use agreements with the City. Perpetual reservations at the Bob Boldrick Theater (minimum of two consecutive years) will also be considered as existing obligations.
- b. Events having the potential to provide a positive economic impact to City tax revenue will receive priority for booking reservations. These events that receive endorsement from the CTA will be allowed free use of these facilities, on-site equipment and services provided by the City including staffing and support of the event.
- c. The CTA will actively recruit events that have the potential to provide a positive community economic impact. The CTA will work with the City to book or reserve facilities for these events. The Parks and Recreation Department will be responsible for processing final reservations, coordinating logistics and event details, and issuing appropriate permits/agreements directly with the event organizer.
- d. The City Parks and Recreation facilities applicable to this agreement include, John D. Winters Centennial Park, Carson City Fairgrounds/Fuji Park, Mills Park, Governor's Field, Multipurpose Athletic Center (MAC), and Pete Livermore Sports Complex. Mills Park includes the Aquatic Facility, Carson City Community Center, Bob Boldrick Theater, and the Marv Teixeira Pavilion. Additional Parks and Recreation locations will be considered only upon prior approval from the Parks and Recreation Director or their designee. Carson City Fairgrounds/Fuji Park includes the arena, barns, seating and other recreation amenities with the exception of Bailey Pond. This does not include Carson City Open Space properties without prior approval of the Open Space Advisory Committee.
- e. To ensure that there are minimal impacts to user groups and the general public at the City's Parks and Recreation facilities the following guidelines will be established for certain locations:
 - 1. Mills Park Aquatic Facility: A maximum of four endorsed events each calendar year. The Multipurpose Athletic Center (MAC): A maximum of 12 endorsed events (one per month) each calendar year.
 - 2. Mills Park Bob Boldrick Theater: The CTA will be given the first right of refusal for any availability beyond contractual obligations as outlined in section 4a above.

3. Mills Park Community Center and Marv Teixeira Pavilion: City sponsored youth recreation programs occur annually to coincide with Carson City School District breaks (summer, winter, spring). Endorsed events will be allowed to occur outside of the standard program days/operating hours (Monday-Friday 6:30am-6pm) to ensure the youth recreation programs are not negatively impacted or conflict with endorsed event activities.
4. Carson City Fairgrounds/Fuji Park: Bailey Pond will remain open and available for the general public at all times during endorsed events due to City contractual obligations with the State of Nevada Department of Wildlife. Endorsed events shall not prohibit public access and use of the pond for the public to use and enjoy from 8am to dusk.
 - f. The Parks and Recreation Department will inform the CTA of contacts and inquiries it receives of events that may have tourism or visitor potential for Carson City and refer event organizers directly to the CTA for potential endorsement consideration.
 - g. Direct costs are determined by the City and may include elements such as seasonal staff and inmate labor, event coordination, services and supplies provided, equipment (including rental equipment), utilities, and facility use. Direct costs will not include allocation of full time staff or staff that are regularly scheduled during the day/time of the event at any particular facility. Overtime incurred by employees (seasonal, part time, or full time) will be included as a direct cost.
 - h. The CTA will make all reasonable efforts to include the Parks and Recreation Department in pre-planning meetings and coordination with event organizers. The CTA will notify the Parks and Recreation Department regarding approval of newly endorsed events at least sixty days in advance or at the time of the special event Major Project Review (MPR) meeting to ensure adequate resources can be allocated to support the event or if the event should be considered by the Carson City Parks and Recreation Commission. Endorsed events with less than sixty days' notice will be considered by the Parks and Recreation Director or their designee.
 - i. Approved events. The events outlined in Exhibit A, attached hereto and incorporated by reference, are reoccurring events that the CTA wishes to endorse on a regular basis at the City's Parks and Recreation facilities. Events not included in Exhibit A will require the processes and approvals as outlined above and may require a Major Project Review, depending on the size and scope of the event. The CTA shall meet with the Parks and Recreation Department annually to update this Exhibit and related information.
5. To provide Public Works services as follows:
 - a. For events outlined in Exhibit A requiring the Public Works Department to provide labor,

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equipment, or materials, the CTA will include the Public Works Department in the event planning meeting. At the meeting the CTA will provide Public Works with an outline of required work and a proposed schedule for each work item. For events not included in Exhibit A, the Public Works Department will provide the CTA within one week of the event planning meeting a cost estimate and comments on the proposed schedule. If the CTA agrees with the proposal from the Public Works Department they will respond in writing a minimum of two weeks prior to the event taking place. After the event is completed, the Public Works Department will provide an invoice to the CTA of actual expenditures for the event to include labor, equipment, and materials that was used for the event.

6. To provide Community Development special event services for downtown special events as follows:
 - a. The City and the CTA will work cooperatively to develop a priority reservation process for the use of McFadden Plaza and other city rights-of-way (streets) within the downtown area to support special events. The priority will recognize and honor pre-existing contractual obligations or agreements for City sponsored/co-sponsored special events and special events by outside agencies that have use agreements with the City.
 - b. Downtown special events having the potential to provide a positive economic impact to City tax revenue will receive priority for reservation. Special Event application and vendor fees will be waived for events that receive endorsement from the CTA.
 - c. The CTA will actively recruit events that have the potential to provide a positive community economic impact. The CTA will work with the City to reserve downtown special event space. The Community Development Department will be responsible for processing a Special Event application and coordinating logistics and event details directly with the event organizer. **Event organizers are responsible for providing all information and documentation required for the Special Event permit at least 60 days prior to the event, including applicable liability insurance.**
 - d. The Community Development Department will inform the CTA of contacts and inquiries it receives of special events that may have tourism or visitor potential for Carson City and refer event organizers to the CTA.
 - e. Direct costs will be determined by the City as identified in the applicable city department subsections, above.
 - f. The CTA will make all reasonable efforts to include the Community Development Department in pre-planning meetings and coordination with downtown special event organizers. The CTA will notify the Community Development Department regarding approval of newly endorsed downtown special events **at least 90 days in advance of the special event date to ensure that the special event space is available.** Endorsed events

with less than **90 days'** notice will be considered by the Community Development Director or their designee **on a case-by-case basis with consideration of the nature of any conflicting downtown special events.**

7. To provide legal services to the CTA as follows:

- a. By and through the Carson City District Attorney's office, the City will:
 - i. Provide legal counsel to attend all meetings of the CTA;
 - ii. Legally represent and provide legal counsel to the CTA, and perform such other legal duties on behalf of the CTA as directed by the Executive Director of the CTA;
 - iii. Draw all legal papers and give written opinions as requested by the CTA or on its behalf;
 - iv. Initiate or defend on behalf of the CTA or its members or employees acting within the scope of their legal authorized employment, civil litigation except as to any civil litigation or other legal dispute involving the CTA or another client of the Carson City District Attorney's office; and
 - v. Train the CTA in regard to Nevada's Open Meeting Law and Ethics in Government Law.

The CTA AGREES:

1. To submit all claims for payment of accounts payable and payroll timely and according to an agreed upon schedule between the City and the CTA created by the City.
2. To collect all transient lodging taxes from Carson City lodging properties and deposit those taxes with the Carson City Treasurer for credit to the CTA agency fund.
3. To ensure that appropriate purchasing and financial policies and procedures are in place.
4. To be responsible for their own procurement of goods and services.
5. To be responsible for preparation, approval, and filing of the CTA's annual budget and budget augmentations.
6. To be responsible for all financial reporting required by the State of Nevada Department of Taxation.
7. To be responsible for the preparation of the CTA's annual financial statements and provide for an annual audit of its financial statements.
8. To ensure that appropriate personnel policies and practices are in use.

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9. To pay for any direct costs associated with the City's telephone system.
10. To pay for any hardware and software information technology costs, except as provided in Section 3 Information Technology services.
11. To coordinate with City's personnel for the use of any City facilities for events to insure that all requirements of City are met by the event promoter / organizer.
12. To pay to the City, an amount equal to 1% of the total 11% transient lodging tax rate monthly.
13. To provide for its own liability insurance.

IT IS FURTHER AGREED:

1. That this Agreement will remain in effect until June 30, 2019.
2. Either Party may terminate this Agreement without cause upon 60 days' written notice to the other Party. Each Party agrees to perform their respective duties hereunder until the date of termination. All contractual obligations for scheduled events shall survive any termination.
3. The Agreement constitutes the entire agreement of the Parties and as such, is intended as a complete and exclusive statement of the promises, representations, negotiations, discussions, and other agreements that may have been made in connection with the subject matter hereof. Unless an integrated attachment to this Agreement specifically displays a mutual intent to amend a particular part of this Agreement, general conflicts in language between any such attachment and this Agreement shall be construed consistent with the terms of this Agreement. Unless otherwise expressly authorized by the terms of this Agreement, no modification or amendment to this Agreement shall be binding upon the Parties unless the same is in writing and signed by the respective Parties hereto and approved by each Parties respective counsel.
4. All notices or other communications required or permitted to be given under this Agreement shall be in writing and shall be deemed to have been duly given if delivered personally in hand, by telephonic facsimile with simultaneous regular mail, or mailed certified mail, return receipt required, postage prepaid on the date posted, and addressed to the other Party at the address set forth below:

FOR CITY:
Nick Marano, City Manager
201 N Carson Street, Suite 101
Carson City, NV 89701
(775) 887-2100

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nmarano@carson.org

FOR BUREAU:

Carson City Culture & Tourism Authority
Chris McQueary, Operations Manager
716 North Carson Street, Suite 100
Carson City, NV 89701
775-283-7682/ FAX 775-687-7416
cmcqueary@visitcarsoncity.com

5. To the fullest extent of NRS Chapter 41 liability limitations, each Party shall indemnify, hold harmless and defend, not excluding the others right to participate, the other from and against all liability, claims, actions, damages, losses, and expenses, including but not limited to reasonable attorney's fees and costs, arising out of any alleged negligent or willful acts or omissions of the Party, its officers, employees or agents. Such obligation shall not be construed to negate, abridge or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to any Party or person described herein. This indemnification obligation is conditioned upon receipt of written notice by the indemnifying Party within 30 days of the indemnified Party's notice of an actual or pending claim or cause of action. The indemnifying Party shall not be liable to hold harmless any attorney's fees or costs incurred by the indemnified Party if the indemnified Party elects to participate in any litigation or arbitration with legal counsel of its own choice.
6. The laws of the State of Nevada shall be applied in interpreting and construing this Agreement.
7. The illegality or invalidity of any provision or portion of this Agreement shall not affect the validity of the remained for the agreement.
8. Nothing contained in this Agreement is intended to convey any rights or to create a contractual relationship with any third party or to otherwise allow a third party to assert a cause of action against either CITY or CTA arising from, or related to, this Agreement.
9. Each Party agrees to keep and maintain under generally accepted accounting principles full, true and complete records and documents pertaining to this Agreement and will present, at any reasonable time, such information for inspection, examination, review, audit and copying at any office where such records and documentation is maintained.
10. Neither Party shall assign, transfer or delegate any rights, obligations or duties under this Agreement without the prior written consent of the other party.
11. The Parties represent and warrant that the person executing this Agreement on behalf of each Party has full power and authority to enter into this Agreement and that the Parties are authorized by law to perform the services set forth herein.

12. Failure of either Party to perform any obligation of this Agreement shall be deemed a breach. Except as otherwise provided for by law or this Agreement, the rights and remedies of the Parties shall not be exclusive and are in addition to any other rights, remedies provided by law or equity, including but not limited to actual damages incurred, and reasonable attorney's fees and costs incurred by the prevailing Party.
13. The Parties will not waive and intend to assert available NRS Chapter 41 liability limitation in all cases. The Parties expressly waive any claim for punitive damages and understand that the remedy for any willful or intentional misconduct shall be remedied through the political process.
14. Any future modification of this Agreement shall be subject to the provisions covered by this Agreement and approval of such modification shall be in writing and signed by a representative of each Party.
15. The City and CTA will meet annually to discuss the Cooperative Agreement. All City Departments involved in the Agreement will be represented (if they choose to) in the annual meeting. Any changes to the Agreement will be presented to both the Board of Supervisors and the Carson City CTA Directors for approval.

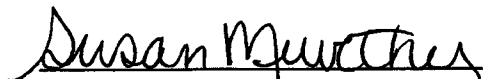
IN WITNESS WHEREOF, the Parties have executed this Agreement on the day and year first above written.

CARSON CITY, NEVADA

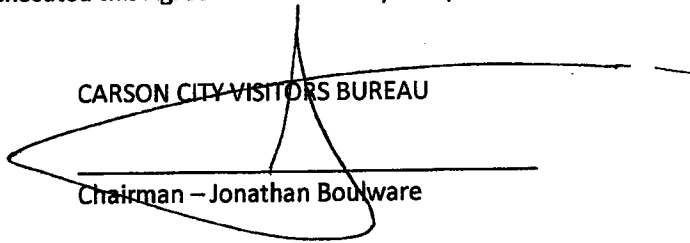

 Mayor – Robert L. Crowell

Board of Supervisors

Attest:

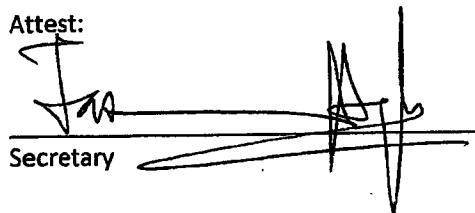

 Clerk

CARSON CITY VISITORS BUREAU


 Chairman – Jonathan Boulware

Board of Directors

Attest:


 Secretary

Approved as to Legality and Form:

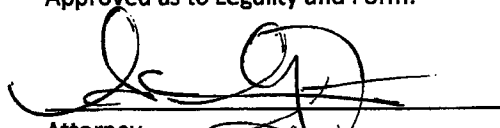

 Attorney

Exhibit A

Carson City Culture & Tourism Authority Endorsed Annual Events

January	Swim Meet Youth Aquatic Facility "Blizzard Blast"
March	State Youth Wrestling Champ. Regional Soccer Tournament Youth Livermore Complex
April	BLM Memorial Tournament Softball Adult Centennial Comstock Shootout Soccer Youth Pete Livermore Comstock Shootout Soccer Youth Pete Livermore
May	AWS Adult Slow Pitch Adult Centennial Carson Futbol Wild West Soccer Youth Pete Livermore AWS Baseball Youth Centennial Swim Meet Youth Aquatic Facility "Intermountain Classic" Midnight Madness Adult Centennial
June	Rock 'N' Reno Senior Softball Centennial Bull riding Adult Fuji Grounds Adult Softball Adult Centennial Epic Rides Mountain Bike Race Adult Carson City Rockabilly Riot Car Show Adult Mills AWS Baseball Midnight Madness Youth Karson Kruzers Car Show Adult Fuji
July	AWS Baseball World Series Youth Centennial/Pete Livermore /Governors Triple Crown Youth Fastpitch Centennial Senior Softball Invitational Adult Centennial
August	AWS Girls Softball World Series Youth Centennial Flat Trac Racing Adult Fuji AWS Baseball Youth Centennial NIAA Nationals Adult Fastpitch Centennial AWS Girls Softball Youth Centennial
September	King of the Dirt Youth Centennial/Pete Livermore / Governors NAFA Worlds Adult Centennial AWS Baseball Youth Centennial/Pete Livermore / Governors
October	National Airstream Convention – Airstreams On Main AWS Baseball Youth Centennial/Pete Livermore / Governors AWS Baseball Youth Pete Livermore /Governors Cookies Best Soccer Youth Pete Livermore Nevada Day Powwow MAC
November	Kit Carson Soccer Youth Pete Livermore Swim Meet Aquatic Facility/Community Center Gym "Nevada State Championships" (every 3 rd Year, 2017, 2020 etc.)

~
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**1st Amended Cooperative Agreement for Administrative Services
and Facility Use & Management**

This Cooperative Agreement, dated this 1st day of March, 2018, is entered by and between Carson City (the "City"), a consolidated municipality and political subdivision of the State of Nevada, and the Carson City Culture and Tourism Authority (the "CTA"), a County Fair and Recreation Board created by the City pursuant to NRS 244A.597. The City and the CTA will be at times collectively referred to as the "Parties" or individually as the "Party".

WITNESSETH

WHEREAS, the CTA wishes to program the City facilities and venues for events that will draw visitors from outside of the region and create positive economic impact for Carson City; and,

WHEREAS, the City currently provides certain services in the area of Human Resources, Payroll Administration, Information Technology, Parks and Recreation, Public Works, Community Development,

WHEREAS, the City also currently provides certain legal services to the CTA; and,

WHEREAS, this Agreement will be of benefit to both parties – to the CTA by reducing costs for the CTA and to the City by increasing revenue to the City; and,

WHEREAS, the City is willing and able to perform the services described herein; and

WHEREAS, pursuant to NRS 277.180 the City and the CTA are public agencies that are authorized to cooperate in the performance of this interlocal agreement; and

WHEREAS, pursuant to NRS 277.180 it is reasonably foreseeable that both agencies will expend more than \$25,000 to carry out this agreement and thus it must be ratified and approved by the official action of the Carson City Board of Supervisors as a condition precedent prior to its entry into force; and

NOW THEREFORE, in consideration of the promises and of the mutual covenants herein contained, it is agreed as follows:

THE CITY AGREES:

1. To provide financial administration for all CTA funds as follows:
 - a. Maintain a separate agency fund in the City's general ledger to account for all of the CTA's accounting transactions.
 - b. Process accounts payable transactions from CTA funds as entered by the CTA into the City's accounts payable system.

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- c. Process biweekly payroll and benefits from CTA funds as entered by the CTA into the City's payroll processing system.
 - d. Provide the CTA with bank deposit slips in order for the CTA to deposit transient lodging tax and other revenues generated by the CTA into the City's bank account.
 - e. Reconcile and post bi-monthly revenue reports as prepared by the CTA.
 - f. Transfer room tax debt service payments bi-annually from CTA funds maintained by the City to the City's Debt Service Fund as directed by the CTA.
 - g. Invest any funds in CTA funds via the Carson City Treasurers investment program. Any interest income earned by such funds will be deposited in the CTA agency fund.
 - h. Maintain the CTA'S capital asset listing to track capital asset acquisitions and deletions.
 - i. Provide monthly and year-end financial reports.
2. To provide Human Resource assistance as follows:
- a. When the CTA notifies the Human Resources Department of an opening, the City will post the position on governmentjobs.com and forward all applications received to the CTA Director. The CTA is responsible for notifying the applicants selected for interviews and those not selected. The CTA is responsible for confirming that an employee has all necessary certifications and training needed for the position held. The CTA is responsible for sending out the offer letter and coordinating and conducting any pre-employment testing or background searches. The City will verify the employee's eligibility to work in the United States. The CTA will provide its own new hire orientation. The CTA is responsible for managing its employees and providing any necessary training. The CTA employees are not employees of Carson City.
 - b. The City will provide the new hire benefit's orientation as long as the CTA participates as a member on the City's benefit plans.
 - c. The City will input all employment changes into the City's payroll system once received by the CTA.
 - d. The City will allow the CTA to participate in the health, dental, vision and life insurance plans that are provided to City employees, if allowed by the benefit providers. The CTA will pay for all costs associated with participating in the benefit plans. The City is responsible for negotiating all benefit contracts and providing the benefit information to the CTA Director once approved by the Carson City Board of Supervisors. The City will enroll each eligible CTA employee into the Nevada Public

Employer's Retirement System. The CTA is responsible for complying with all PERS regulations.

- e. Except as indicated in the Legal Services Section in Section 7 herein, the CTA is responsible for providing for and managing its unemployment and worker's compensation insurance claims, EEOC claims and employment related lawsuits. The CTA is responsible for handling all CTA personnel issues.
- f. **The City will administer the position of the Arts and Culture Director to be funded from the 1% increase in the transient lodging tax rate approved by the Board of Supervisors on May 5, 2016. This position will be responsible for the implementation of the Carson City Arts & Cultural Master Plan and the Cultural Tourism Campaign. The Arts and Culture Director will report directly to the City Manager.**

3. To provide Information Technology services as follows:

- a. The City's IT Department will support the following. Unless otherwise stated, the CTA will purchase equipment, software, and outside service costs. All services are subject to City standards.
 - i. Telephone service - Service includes all functions normally offered to City VoIP system users (cost of phone sets funded by the CTA).
 - ii. Full Help Desk Support.
 - iii. Ongoing network support - Includes Internet support and bandwidth adequate for basic browsing and/or a single video conferencing link.
 - iv. Antivirus software for computers (provided by the City's IT department).
 - v. Support for City applications, such as the City's financial system, subject to approval by the department that owns the system and data.
 - vi. E-mail service.
 - vii. Smartphone connective to e-mail system; may require funding from the CTA for mobile device management software; terms to be same as City departments.
 - viii. Server storage space up to 50 gB per user, fully backed up.
 - ix. A basic page on the City's Web site or links from the City's site to the CTA site.
 - x. Printers, copiers, fax machines: If connected to City network. Does not include maintenance or repair costs. Inexpensive personal output devices (such as inkjet desktop printers) are considered disposable, and subject to very limited support.
- b. The following items are supported by the City's IT department and will entail equipment or service costs to be funded by the CTA.
 - i. Fax line/emergency phone line.
 - ii. Microsoft Office applications.
 - iii. Customized changes to the CTA's Web presence.

- iv. Network equipment and building Wi-Fi.
- v. Connection between CTA and the City's network, and associated equipment.
- vi. Additional phones.
- vii. Additional computers.
- viii. Wiring for additional computers or phones that is not already in place.
- ix. Other systems may be supported upon mutual agreement, with costs to be determined.

4. To provide Parks and Recreation Services as follows:

- a. The City and the CTA will work cooperatively to develop a priority reservation process for the use of selected and specific City owned parks and recreation facilities. The priority reservation process will recognize and honor existing contractual obligations or agreements for facility uses for City sponsored/co-sponsored meetings, programs and events; and facility use by outside agencies (government, quasi-governmental and non-profit organizations) that have current use agreements with the City. Perpetual reservations at the Bob Boldrick Theater (minimum of two consecutive years) will also be considered as existing obligations.
- b. Events having the potential to provide a positive economic impact to City tax revenue will receive priority for booking reservations. These events that receive endorsement from the CTA will be allowed free use of these facilities, on-site equipment and services provided by the City including staffing and support of the event.
- c. The CTA will actively recruit events that have the potential to provide a positive community economic impact. The CTA will work with the City to book or reserve facilities for these events. The Parks and Recreation Department will be responsible for processing final reservations, coordinating logistics and event details, and issuing appropriate permits/agreements directly with the event organizer.
- d. The City Parks and Recreation facilities applicable to this agreement include, John D. Winters Centennial Park, Carson City Fairgrounds/Fuji Park, Mills Park, Governor's Field, Multipurpose Athletic Center (MAC), and Pete Livermore Sports Complex. Mills Park includes the Aquatic Facility, Carson City Community Center, Bob Boldrick Theater, and the Marv Teixeira Pavilion. Additional Parks and Recreation locations will be considered only upon prior approval from the Parks and Recreation Director or their designee. Carson City Fairgrounds/Fuji Park includes the arena, barns, seating and other recreation amenities with the exception of Bailey Pond. This does not include Carson City Open Space properties without prior approval of the Open Space Advisory Committee.

- e. To ensure that there are minimal impacts to user groups and the general public at the City's Parks and Recreation facilities the following guidelines will be established for certain locations:
- i. Mills Park Aquatic Facility: A maximum of four endorsed events each calendar year. The Multipurpose Athletic Center (MAC): A maximum of 12 endorsed events (one per month) each calendar year.
 - ii. Mills Park Bob Boldrick Theater: The CTA will be given the first right of refusal for any availability beyond contractual obligations as outlined in section 4a above.
 - iii. Mills Park Community Center and Marv Teixeira Pavilion: City sponsored youth recreation programs occur annually to coincide with Carson City School District breaks (summer, winter, spring). Endorsed events will be allowed to occur outside of the standard program days/operating hours (Monday-Friday 6:30am-6pm) to ensure the youth recreation programs are not negatively impacted or conflict with endorsed event activities.
 - iv. Carson City Fairgrounds/Fuji Park: Bailey Pond will remain open and available for the general public at all times during endorsed events due to City contractual obligations with the State of Nevada Department of Wildlife. Endorsed events shall not prohibit public access and use of the pond for the public to use and enjoy from 8am to dusk.
- f. The Parks and Recreation Department will inform the CTA of contacts and inquiries it receives of events that may have tourism or visitor potential for Carson City and refer event organizers directly to the CTA for potential endorsement consideration.
- g. Direct costs are determined by the City and may include elements such as seasonal staff and inmate labor, event coordination, services and supplies provided, equipment (including rental equipment), utilities, and facility use. Direct costs will not include allocation of full time staff or staff that is regularly scheduled during the day/time of the event at any particular facility. Overtime incurred by employees (seasonal, part time, or full time) will be included as a direct cost.
- h. The CTA will make all reasonable efforts to include the Parks and Recreation Department in pre-planning meetings and coordination with event organizers. The CTA will notify the Parks and Recreation Department regarding approval of newly endorsed events at least sixty days in advance or at the time of the special event Major Project Review (MPR) meeting to ensure adequate resources can be allocated to support the event or if the event should be considered by the Carson City Parks and Recreation

Commission. Endorsed events with less than sixty days' notice will be considered by the Parks and Recreation Director or their designee.

- i. Approved events. The events outlined in Exhibit A, attached hereto and incorporated by reference, are reoccurring events that the CTA wishes to endorse on a regular basis at the City's Parks and Recreation facilities. Events not included in Exhibit A will require the processes and approvals as outlined above and may require a Major Project Review, depending on the size and scope of the event. The CTA shall meet with the Parks and Recreation Department annually to update this Exhibit and related information.

5. To provide Public Works services as follows:

- a. For events outlined in Exhibit A requiring the Public Works Department to provide labor, equipment, or materials, the CTA will include the Public Works Department in the event planning meeting. At the meeting the CTA will provide Public Works with an outline of required work and a proposed schedule for each work item.
- b. For events not included in Exhibit A, the Public Works Department will provide the CTA within one week of the event planning meeting a cost estimate and comments on the proposed schedule. If the CTA agrees with the proposal from the Public Works Department they will respond in writing a minimum of two weeks prior to the event taking place. After the event is completed, the Public Works Department will provide an invoice to the CTA of actual expenditures for the event to include labor, equipment, and materials that was used for the event.

6. To provide Community Development special event services for downtown special events as follows:

- a. The City and the CTA will work cooperatively to develop a priority reservation process for the use of McFadden Plaza and other city rights-of-way (streets) within the downtown area to support special events. The priority will recognize and honor pre-existing contractual obligations or agreements for City sponsored/co-sponsored special events and special events by outside agencies that have use agreements with the City.
- b. Downtown special events having the potential to provide a positive economic impact to City tax revenue will receive priority for reservation. Special Event application and vendor fees will be waived for events that receive endorsement from the CTA.
- c. The CTA will actively recruit events that have the potential to provide a positive community economic impact. The CTA will work with the City to reserve downtown special event space. The Community Development Department will be responsible for processing a Special Event application and coordinating logistics and event details directly with the event organizer. Event organizers are responsible for providing all

information and documentation required for the Special Event permit at least 60 days prior to the event, including applicable liability insurance.

- d. The Community Development Department will inform the CTA of contacts and inquiries it receives of special events that may have tourism or visitor potential for Carson City and refer event organizers to the CTA.
- e. Direct costs will be determined by the City as identified in the applicable city department subsections, above.
- f. The CTA will make all reasonable efforts to include the Community Development Department in pre-planning meetings and coordination with downtown special event organizers. The CTA will notify the Community Development Department regarding approval of newly endorsed downtown special events at least 90 days in advance of the special event date to ensure that the special event space is available. Endorsed events with less than 90 days' notice will be considered by the Community Development Director or their designee on a case-by-case basis with consideration of the nature of any conflicting downtown special events.

7. To provide legal services to the CTA as follows:

- a. By and through the Carson City District Attorney's office, the City will:
 - i. Provide legal counsel to attend all meetings of the CTA;
 - ii. Legally represent and provide legal counsel to the CTA, and perform such other legal duties on behalf of the CTA as directed by the Executive Director of the CTA;
 - iii. Draw all legal papers and give written opinions as requested by the CTA or on its behalf;
 - iv. Except where CTA's insurance counsel is involved, initiate or defend against civil litigation on behalf of the CTA or its members or employees acting within the scope of their legal authorized employment or public duties, but not where civil litigation or other legal dispute exists involving the CTA and another client of the Carson City District Attorney's office; and
 - v. Train the CTA on Nevada's Open Meeting Law and Ethics in Government Law.

The CTA AGREES:

- 1. To timely submit all claims for payment of accounts payable and payroll and according to an agreed upon schedule created by the City between it and the CTA.

2. To collect all transient lodging taxes from Carson City lodging properties and deposit those taxes with the Carson City Treasurer for credit to the CTA agency fund.
3. To ensure that appropriate purchasing and financial policies and procedures are in place.
4. To be responsible for its own procurement of goods and services.
5. To be responsible for preparing, approving, and filing the CTA's annual budget and budget augmentations.
6. To be responsible for all financial reporting required by the State of Nevada Department of Taxation.
7. To be responsible for preparing the CTA's annual financial statements and providing an annual audit of its financial statements.
8. To ensure that appropriate personnel policies and practices are in use.
9. To pay for any direct costs associated with the City's telephone system.
10. To pay for any hardware and software information technology costs, except as provided in Section 3 Information Technology services.
11. To coordinate with City's personnel for the use of any City facilities for events to insure that all requirements of City are met by the event promoter / organizer.
12. To pay to the City, an amount equal to 2% of the total 11% transient lodging tax rate monthly.
13. To provide for its own liability insurance.

IT IS FURTHER AGREED:

1. That this Agreement will remain in effect until June 30, 2019.
2. Either Party may terminate this Agreement without cause upon 60 days' written notice to the other Party. Each Party agrees to perform their respective duties herein until the date of termination. All contractual obligations for scheduled events shall survive any termination.
3. The Agreement constitutes the entire agreement of the Parties and as such, is intended as a complete and exclusive statement of the promises, representations, negotiations, discussions, and other agreements that may have been made in connection with the subject matter hereof. Unless an integrated attachment to this Agreement specifically displays a mutual intent to amend a particular part of this Agreement, general conflicts in language between any such attachment and this Agreement shall be construed consistent with the

terms of this Agreement. Unless otherwise expressly authorized by the terms of this Agreement, no modification or amendment to this Agreement shall be binding upon the Parties unless the same is in writing and signed by the respective Parties hereto and approved by each Parties' respective counsel.

4. All notices or other communications required or permitted to be given under this Agreement shall be in writing and will be deemed to have been duly given if delivered personally in hand, by telephonic facsimile with simultaneous regular mail, or mailed certified mail, return receipt required, postage prepaid on the date posted, and addressed to the other Party at the following address:

FOR CITY:

Nick Marano, City Manager
201 N Carson Street, Suite 2
Carson City, NV 89701
(775) 887-2100
nmarano@carson.org

FOR BUREAU:

Carson City Culture & Tourism Authority
Chris Kipp, Operations Manager
716 North Carson Street, Suite 100
Carson City, NV 89701
775-283-7682/ FAX 775-687-7416
ckipp@visitcarsoncity.com

5. To the fullest extent of NRS Chapter 41 liability limitations, each Party shall indemnify, hold harmless and defend, not excluding the others right to participate, the other from and against all liability, claims, actions, damages, losses, and expenses, including but not limited to reasonable attorney's fees and costs, arising out of any alleged negligent or willful acts or omissions of the Party, its officers, employees or agents. Such obligation shall not be construed to negate, abridge or otherwise reduce any other right or obligation of indemnity which would otherwise exist as to any Party or person described herein. This indemnification obligation is conditioned upon receipt of written notice by the indemnifying Party within 30 days of the indemnified Party's notice of an actual or pending claim or cause of action. The indemnifying Party shall not be liable to hold harmless any attorney's fees or costs incurred by the indemnified Party if the indemnified Party elects to participate in any litigation or arbitration with legal counsel of its own choice.
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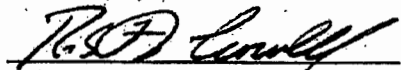
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///

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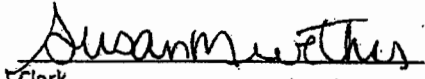
CARSON CITY, NEVADA



Mayor - Robert L. Crowell

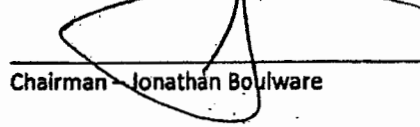
Board of Supervisors

Attest:



Clerk

CARSON CITY VISITORS BUREAU



Chairman - Jonathan Boulware

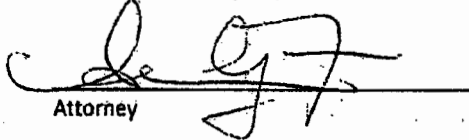
Board of Directors

Attest:



Secretary

Approved as to Legality and Form:



Attorney

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CARSON CITY

ARTS AND CULTURE MASTER PLAN

18 February 2016

CULTURE in the broadest sense is defined by and includes everything from language, oral traditions, history, ethnic heritage, music, visual arts, folk arts, media arts, film, dance, theatre arts, design, fashion, architecture, foodways, social customs, and community rituals and celebrations.

Kendall Hardin - Idea Factory
Circuit Rider Consultant

Key Commitments

*"Plan your next moves carefully
because every step contributes toward the goal."*

- PURPOSE -

To provide access, leadership, opportunity and support to the cultural community and promote quality, diversity and economic growth benefiting the whole community.

- KEY GOALS -

The following goals provide a solid philosophical foundation for the Carson City Cultural Commission's approach to sustainable programs, funding patterns, management operations and policies.

■ *Extending and Equalizing Access*

The plan must be sensitive to changing demographics, as well as to economic, physical and cultural barriers throughout the City. It should also be committed to creating a more broad-based group of arts producers and consumers through increased options, exposure and educational opportunities benefiting all residents and visitors.

■ *Conducting Ongoing Cultural Planning*

The CCCC should engage in ongoing cultural planning - from neighborhood initiatives to comprehensive regional planning - and involve broad-based public participation in the planning process.

■ *Creating a Nurturing Cultural Environment*

The plan seeks to support artists, arts organizations, arts-related businesses and audiences throughout the urban, suburban and rural communities in and around Carson City. This support includes the development of cultural facilities and artists' spaces, information resources, technical assistance and training, initiatives for "underserved" and special populations, and infrastructure for new artforms.

■ *Improving Quality*

At the heart of a good plan is its umbrella of programs, services and events which serve to expand and advance the artistic and administrative quality of individual artists and arts organizations in the Carson City area.

■ *Preserving Cultural Pluralism and Promoting Diversity*

The plan should nurture and 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 artforms.

■ *Promoting Aesthetic Considerations in Local Decision-Making*

The plan focuses on the aesthetics of the built environment and urban "placemaking" as well as on the role of arts and culture in economic development, cultural tourism, and community problem-solving.

Carson City Arts and Culture Master Plan

C O N T E N T S

Section 1: CARSON CITY CULTURAL COMMISSION

- 1.1 City Arts and Culture Agency
- 1.2 Cultural Policy Guidelines
- 1.3 Annual Cultural Assessment
- 1.4 Ongoing Planning and Research
- 1.5 Economic Impact Study for Arts and Culture
- 1.6 Designated Arts Agency Responsibilities

Section 2: FACILITIES

- 2.1 Facilities Inventory/Database
- 2.2 Facilities Planning Group
- 2.3 Central Arts District/Cultural Corridor
- 2.4 Arts Spaces and Places
- 2.5 Multicultural and Heritage Facilities/Venues
- 2.6 NMA Satellite Museum
- 2.7 Arts Incubator
- 2.8 Heritage Archives and Preservation Center(s)

Section 3: COMMUNICATIONS AND MARKETING

- 3.1 Cultural Attractions Map
- 3.2 Cultural Directory
- 3.3 Ticket Sampler Series/Online Outlet
- 3.4 Arts and Culture Master Mailing List
- 3.5 Arts and Culture Advertising Campaign
- 3.6 Hot Tix Program
- 3.7 Key Promotional Materials
- 3.8 Creative Directional Signage

Section 4: TECH ASST./TRAINING/MENTORING

- 4.1 Capacity Building for Arts Organizations
- 4.2 Specialized Training/Networking for Artists
- 4.3 Skills Bank for Arts and Culture
- 4.4 Business Volunteers for the Arts (BVA) and Volunteer Lawyers for the Arts (VLA)
- 4.5 Cultural-Heritage-Eco Tourism Training

Section 5: PROGRAM

- 5.1 Annual Arts Congress
- 5.2 Arts Warehouse
- 5.3 Festivals
- 5.4 Grants Program

- 5.5 Public Arts Program
- 5.6 "Zap" Program
- 5.7 Annual Recognition Celebration

Section 6: INDIVIDUAL ARTISTS

- 6.1 Individual Artists Study
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Carson City Arts and Culture Master Plan

27 January 2016

■ SECTION 1: Carson City Cultural Commission (CCCC)

1.1 CARSON CITY CULTURAL COMMISSION (CCCC)

The seven-member CCCC is charged with oversight for the Arts and Culture Municipal Agency, serving in an advisory role to the Board of Supervisors. Commissioners ensure that cultural policies, programs and services meet the needs of the community. They oversee that components of the Arts and Culture Master Plan are addressed and accomplished. The focus of the Commission includes ongoing cultural planning and assessment, data mining and economic impact analysis of the local cultural community, as well as updating the Master Plan.

1.2 CARSON CITY MUNICIPAL ARTS AND CULTURE AGENCY

The CCCC will work through the Carson City Board of Supervisors to establish a designated agency or office for arts and culture with funding for start-up operations - created to meet the needs of the local community and to foster an environment in which individual artists, cultural organizations and arts-related businesses can flourish. Moreover, this agency will serve as a unified voice for the arts community, demonstrating the critical role that the arts play in the economic vitality of Carson City. The agency's activities fall into four major areas: programming, services, research and grantsmanship.

1.3 DESIGNATED MUNICIPAL ARTS AGENCY RESPONSIBILITIES

1. Implement programs and services according to the priorities contained in the Carson City Arts and Culture Master Plan.
2. Be accountable to the City for record keeping, periodic progress reports, and meeting the schedule for products, programs and services required in contracts.
3. Be responsible for contracting personnel requirements, as well as organizing committees and task forces from the community.
4. Coordinate the efforts of the City with local cultural organizations, the private sector and other area nonprofit agencies.
5. Evaluate and monitor progress toward meeting the Arts and Culture Master Plan objectives and access tools to track data to measure the economic impact of arts and culture throughout the community.
6. Organize an annual public meeting to report on progress and invite ideas from the community regarding new initiatives and plan priorities.

The intent of the Arts and Culture Master Plan is to support, encourage, expand and celebrate cultural expression in Nevada's Capital City.

We must encourage life-long participation in arts and culture and make cultural events accessible to all Carson City residents through performances, exhibits, events, and activities in neighborhoods throughout the community.

■ SECTION 2: *Facilities*

2.1 *FACILITIES INVENTORY/DATABASE*

Annually update the City's inventory of cultural and heritage facilities, park amenities and city venues, including facility capacity, hours of operation, seating charts, architectural layout, on-site amenities and services, rental equipment, fee schedules, etc.

2.2 *FACILITIES PLANNING GROUP*

Work with City departments to plan cultural facility development needs and policies in terms of public-private support; outline the priorities of a comprehensive 5-to-10-year facilities development plan for Carson City, that consolidates vision, avoids duplication of effort, and improves cost-effectiveness.

2.3 *CENTRAL ARTS DISTRICT/CULTURAL CORRIDORS*

Promote the designation of official "arts districts" and "cultural corridors" within the downtown community and throughout city neighborhoods, while addressing the needs of burgeoning suburban-rural areas.

2.4 *ARTS SPACES AND PLACES*

Compile an inventory database of potential private and public spaces for emerging arts groups and individual artists - maintained and updated by the municipal arts and culture agency - that includes information on exhibition and performance venues, landlord-tenant relationships, purchasing options, incubator space, and redevelopment grant opportunities. (Cf. *Beet Street's indoor and outdoor venues* in Ft. Collins, CO)

2.5 *MULTICULTURAL AND HERITAGE FACILITIES/VENUES*

Support facility development such as the Stewart Indian School Cultural Center, Hispanic Centers, and other locales that showcase the rich cultural traditions that contribute to Carson City's diverse cultural traditions and rich history encompassing language, food, art, crafts, architecture, ethnic celebrations, customs, and historical events. Work cooperatively with the Nevada State Prison Preservation Society, Carson City Historical Society, Nevada Division of Museums and History, Nevada State Museum, Nevada State Railroad Museum, State Historic Preservation Society (SHPO), NAC Folklife Program, and other public and private heritage organizations.

2.6 *NMA SATELLITE MUSEUM*

Work with the Nevada Museum of Art (NMA) to establish a satellite museum in Carson City's downtown area, if feasible.

2.7 *ARTS INCUBATOR*

Work with the Brewery Arts Center to support and expand BAC's current technical assistance offerings for individual artists and cultural organizations. Explore the long-term feasibility of a stand-alone arts incubator facility (e.g. shared offices, training facilities, resource library, board room, access to legal and financial services, business center, exhibit gallery, etc.) through the redevelopment of facilities such as the historic Nevada State Prison complex, repurposed libraries, and other suitable properties.

The most pressing needs found in the research were for cultural facilities and for additional coordination and management support from an agency other than, or in addition to, the Brewery Arts Center.

-- Creative Capital, 2002

If your dreams don't scare you, they're not big enough.

-- Ellen Johnson Sirleaf, 2011 Nobel Prize Winner

2.8 HERITAGE ARCHIVES AND PRESERVATION CENTER(S)

Work with local Native American, Hispanic and Basque communities, as well as other ethnic/history/heritage organizations, including the State Museums and State Historic Preservation Office (SHPO), to ensure Carson City's cultural heritage is protected, shared and showcased for generations to come.

■ SECTION 3: *Communications and Marketing*

Each of the following recommendations should build upon, cross-promote and partner with current efforts already underway in the community.

3.1 CULTURAL ATTRACTIONS MAP

Work with the Nevada Department of Tourism and Cultural Affairs, Visitors Bureau, Chamber of Commerce, and local cultural organizations on a cultural attractions map, that includes event calendars and joint advertising to promote the area's cultural activities, major events and resources. Continue to update the map via print, websites, interactive kiosks, electronic message boards, and special computer applications for mobile devices to be easily accessed by tourists, business visitors and local residents.

3.2 CULTURAL DIRECTORY

Work with the Arts and Culture Coalition to produce an updated cultural directory on an annual basis and promote it year-round to government agencies, developers, relocation businesses, travel and tourism professionals, the hospitality field, and local residents.

3.3 TICKET SAMPLER SERIES AND ONLINE TICKET OUTLET

Work with local arts groups to develop a number of "sampler" series to a variety of performances and cultural activities in the form of a downloadable cultural coupon book or passport series (offering discounts, two-fer tickets, incentives and premiums to consumers). Promote a ticket website that will become the one-stop-shopping, go-to outlet for handling ticket sales, corporate group sales, and "rush" tickets for seniors and students through downloadable vouchers. Coordinate with other organizations and agencies such as the Brewery Art Center, Western Nevada College, and Carson City Visitors Bureau which already offer ticket outlets and box office services.

3.4 ARTS AND CULTURE MASTER MAILING AND CONTACT LIST

Provide an arts and culture master mailing list for direct mail and social media contacts at low cost to users through a local list manager.

3.5 ARTS & CULTURE ADVERTISING CAMPAIGN

Organize a "Tiger Team" of advertising and design professionals to create an overarching promotional campaign for Carson City's "Capital Art Town."

3.6 HOTTIX PROGRAM

Encourage local companies and philanthropies to invest in the *Hot Tix Program*, by purchasing blocks of tickets to be dispersed free or low cost to youth, low income families, special populations, and senior citizens as an audience building tool.

If people don't know about you, they can't support you. The task is to market your heart and sell your impact to the community.

--Seth Godin, author of The Purple Cow

Every community needs to create an Arts and Culture Information and Referral Service to provide a centralized source of information and technical assistance.

-- Albuquerque Cultural Alliance

Communications and Marketing, cont'd.

3.7 KEY COLLATERAL PROMOTIONAL MATERIALS

Work with the Chamber of Commerce, Visitors Bureau, and Arts and Culture Coalition to create a platform of key promotional materials in addition to the above (e.g. festivals brochure, tourist guides, cultural passport for youth, newcomers' guide to arts and culture, family stay-cations in Carson City, etc.)

3.8 CREATIVE DIRECTIONAL SIGNAGE

Secure funding through grants and local private support to solicit competitive proposals and qualifications for design solutions to "animate creative spaces" and assist with directional signage throughout the city, employing banners, flags, markers, and street amenities (e.g. bike racks, bus stops, benches, sun shades and other street enhancements). Coordinate with local Downtown Business Association (DBA) and City departments.

■ SECTION 4: Technical Assistance, Training, Mentoring

4.1 ADVANCEMENT TRAINING AND CAPACITY-BUILDING FOR GRASSROOTS AND EMERGING ORGANIZATIONS/GROUPS*

Expand a comprehensive program of technical assistance and professional development for new and emerging cultural organizations in Carson City, which builds capacity, management stabilization, and business acumen in the cultural community (with grant support from the Nevada Arts Council, local businesses and foundations).

4.2 SPECIALIZED TRAINING AND NETWORKING FOR INDIVIDUAL ARTISTS

Offer specialized programs of workshops, seminars, guest speakers, networking forums and grant opportunity announcements expressly for individual artists.

4.3 SKILLS BANK FOR ARTS AND CULTURE

Create and promote a skills bank for the arts, including a roster of potential board members and volunteers, to strengthen and benefit arts programs and events.

4.4 BUSINESS VOLUNTEERS FOR THE ARTS/VOLUNTEER LAWYERS FOR THE ARTS

Work with the private sector to establish a BVA and/or VLA to identify, recruit and train business leadership by tapping into corporate and professional counsel and skills. For the first few years, this activity could be developed by volunteer corporate staff who coordinate the program and deliver professional assistance to select cultural clients.

4.5 CULTURAL-HERITAGE-ECO TOURISM TRAINING*

Initiate workshops for artists and cultural organizations on cultural tourism strategies, including packaging and promoting cultural products and services expressly for travelers and visitors to Carson City. Tap into training and professional development opportunities offered by the Nevada Arts Council. Cover data-tracking of cultural tourists' behaviors and spending patterns, as well as promotional strategies to attract more "experience seekers" to local events, festivals and programs. Coordinate and exchange findings with the Carson City Visitors Bureau and Chamber of Commerce on an ongoing basis.*

* Such training may be a required requisite for cultural groups and individual artists to qualify for specific grant applications (e.g. cultural tourism initiatives, emerging arts program grants, cultural diversity proposals, etc.)

Social media is a contact sport. -- Margaret Malloy, Expert in Social Media Marketing Strategy

Empowering the arts with business tools and skills leads to new ways of thinking and doing. -- Americans for the Arts

Creativity is intelligence having fun. -- Albert Einstein

■ SECTION 5: Program

5.1 ANNUAL ARTS CONGRESS

Convene a cultural forum annually - ideally with a number of co-sponsors - involving artists and leaders from the cultural field, business, government, the third (nonprofit) sector, and the community in a one-day forum to explore needs and opportunities facing the future of arts and culture in Carson City.

5.2 ARTS WAREHOUSE

Coordinate a center for nonprofit groups that offers free or low-cost furniture, equipment, supplies, and raw materials donated by business and industry.

5.3 FESTIVAL COLLABORATIONS

Promote cooperation, collaboration and co-venturing among cultural and heritage festivals in the region to leverage increased cultural tourism, economic impact, and audience development, especially with annual events such as *Nevada Day, Jazz & Beyond, and Stewart Fathers Day Pow Wow* festival activities. One option is to encourage the development of a shared festival office or network co-op that results in lower costs, higher professional production standards, wider channels of promotion, and increased cooperation among community celebrations of arts, heritage, history and food ways that are staged throughout the year.

5.4 GRANTS PROGRAM(S)

Establish a grants program to support and provide access for “all the arts for all the people”, complete with policies and procedures, grant amounts, adjudication methods and evaluation, as funding is available. Considerations include:

- Competitive grants for arts organizations
- Competitive grants for individual artists
- Special project grants
- Diversity grants
- Neighborhood grants
- Heritage and multicultural grants
- Festival grants
- * Youth grants
- Cultural tourism grants
- Innovation grants
- Health and wellness grants
- Intergenerational grants

5.5 PUBLIC ARTS GRANTS PROGRAM(S)

Work with the City to update and implement a public arts ordinance and identify appropriate funding criteria to institute a competitive program for artists to work in cooperation with developers, architects, builders, urban planners and neighborhood groups. Overarching policies, application processes, selection criteria, maintenance requirements, and other parameters are requirements for launching this important program to enhance the Capital City's image and urban aesthetics. (Utilize best practices research and sample enabling legislation compiled by *Americans for the Arts*.)

5.6 “ZAP” PROGRAM

Develop a program in cooperation with NV Energy, Carson City Public Works, and Carson City Parks and Recreation Department to select local artists to beautify utility boxes in the City's downtown and neighborhood areas. (Cf. Las Vegas' *ZAP Program*, started in 2005)

It's quite fun to do the impossible.

-- Walt Disney

“Imagination is more important than knowledge.”

-- Albert Einstein

If you don't know where you're going, you'll end up somewhere else.

-- Yogi Berra

5.7 ANNUAL RECOGNITION CELEBRATION

Host an annual awards celebration, in partnership with the private sector, to honor those who have advanced the cultural arts and City's heritage. (Cf. *Encore Awards* hosted by ArtServe for Broward County, Florida)

■ SECTION 6: Individual Artists

6.1 COMPREHENSIVE STUDY OF INDIVIDUAL ARTISTS

Include and evaluate the specialized needs of individual artists in all disciplines as part of the ongoing research regarding programs, services and facility needs of local artists.

6.2 PROJECTS EXPRESSLY FOR INDIVIDUAL ARTISTS

Consider special project categories for programs that involve and employ local individual artists, such as neighborhood and city street murals, banner competitions, video documentaries, street furniture and signage, artist residencies, and community problem-solving artist teams.

6.3 ARTISTS REGISTRY

Ensure that a roster of local artists in all disciplines, as well as arts-related industries, be included in the Cultural Directory, updated annually and accessible as an online resource. (Cf. example of *St. Augustine Arts Directory*)

6.4 ARTISTS "OPEN STUDIOS" AND TOURS

Work with local visual artists, musicians, literary artists, dancers, actors, and media/film artists to establish a network of studios/offices/exhibition spaces open to the public to visit on certain dates as an "Open Studio" community project - bringing artists and arts consumers directly in touch with each other. Participating artists' locales gain special branded signage and advertising promotion. (cf. *New Orleans' Open Studios Program*)

6.5 ARTS-RELATED BUSINESSES & CREATIVE INDUSTRIES PROFILE

Inventory arts-related businesses in the cultural registry and cultural economic impact study for Carson City (e.g. architects, graphic designers, apparel designers, publishers, film makers, printers, bands, advertising professionals, agents, etc.) Employ Americans for the Arts (AFTA) survey tools to evaluate the number and economic impact of Carson City's creative industries.

SEE ALSO:

2.6 NMA SATELLITE MUSEUM

2.7 ARTS INCUBATOR

3.4 ART PLACES AND SPACES

3.9 STREET SIGNAGE, BANNERS AND MARKERS

4.2 SPECIALIZED TRAINING AND NETWORKING FOR INDIVIDUAL ARTISTS

When members of a society wish to secure that society's rich heritage, they cherish their arts and respect their artists.

-- Maya Angelou, writer

Dear artists, if aliens ever landed here on earth - chances are, you'll be the first people they'll want to talk to.

-- Kzure, visual artist

5.5 "ZAP" PROGRAM

7.2 ARTS TEAM ON LOAN TO SCHOOLS

7.3 MUTICULTURAL ARTS ACTIVITIES

■ SECTION 7: Arts-in-Education

7.1 CARSON CITY ARTS EDUCATION INITIATIVES

Collaborate with current Arts-in-Education organizations to plan, secure resources and advocate for an integrated program of fine arts and arts enrichment in the schools and in the community - with an innovative emphasis on STEAM (science, technology, engineering, *arts* and math). Join forces with initiatives spearheaded by local cultural organizations and associations, public and private schools, Western Nevada College, community organizations, and parents in a community-wide partnership effort.

In support of the benefits of arts in education, the National Endowment for the Arts identifies four purposes served by such a curriculum.

1. To give young people a sense of civilization
2. To foster creativity
3. To teach effective communication
4. To provide tools for critical assessment of what one reads, sees and hears

7.2 ARTS TEAM ON LOAN TO SCHOOLS

Consider initiating a special "arts team on loan to the schools" program to demonstrate the evolving role of the arts in childhood and teen development, and help schools adopt effective arts education goals in the curriculum - both inside and outside of the classroom.

7.3 MULTICULTURAL ARTS ACTIVITIES

Increase multicultural arts activities in schools, recreation programs and arts organizations by offering coordination and securing financial support for successful diversity outreach programs through grants and philanthropic support. Support Western Nevada College's annual Multicultural Festival and other multicultural programs in the City.

7.4 ARTS EDUCATION EXCELLENCE

Establish an annual "Awards for Excellence in Arts Education" recognition program for local leaders and innovators in this major field.

We are raising today's children in sterile, risk-averse and highly-structured environments. In so doing, we are failing to cultivate artists, pioneers, map-makers and entrepreneurs - and instead, we are creating a generation of children who can follow the rules of organized sports games, sit for hours in front of screens and mark bubbles on standardized tests.

-- Darrell Hammond, American actor and comedian

When I went to the gallery and saw my skyscraper in the window, I felt proud - like a famous person!

-- Fourth-grade student on her experience with an architect-in-residence program at her school

Every child is an artist. The problem is how to remain an artist once he grows up. --Picasso

Our overall goal is to provide the BEST arts education possible for young people in the Carson City community.

■ SECTION 8: *Special Populations and Diversity*

Definition: *Individuals characterized by unique traits, legal status and/or diminished environment - to include, but not be limited to age, physical and mental challenges, institutionalization, ethnic heritage, low income, geographic isolation, giftedness, and gender - all of which create special needs or inhibit their participation in the cultural arts.*

8.1 OUTREACH TO A VARIETY OF SPECIAL POPULATIONS

Encourage and co-sponsor opportunities to make cultural programming more accessible to individuals within special populations through new program initiatives, linkages between cultural groups and social service agencies, as well as by encouraging artists and culture organizations to increase accessibility of their programs through outreach and targeted programs.

8.2 INITIATIVES FOR THE LOCAL NATIVE AMERICAN COMMUNITY

Work with the Carson and Stewart colonies to create cultural enrichment opportunities, programs and marketing channels to showcase their own Washoe, Paiute and Western Shoshone culture and foster pride in their unique heritage. Focus special attention on tribal customs and festivals, Native American artists, youth collaborations and intergenerational programs with elders in both colonies. (Cf. the following *SECTION 9: Social Entrepreneurship and Community Development*)

SEE ALSO:

2.5 MULTICULTURAL AND HERITAGE FACILITIES/VENUES

2.8 HERITAGE ARCHIVAL PRESERVATION CENTER

7.3 MULTICULTURAL ARTS ACTIVITIES

■ SECTION 9: *Social Entrepreneurship and Community Development*

9.1 YOUTH-AT-RISK COLLABORATIONS THROUGH ARTS AND CULTURE

Encourage cultural groups and social service agencies to collaborate on projects geared to building self-esteem and multidisciplinary skills for at-risk youth and teenagers. These arts programs help deter crime and drug use, while offering creative alternatives during after-school hours, on weekends, during holidays and summer break.

9.2 INTERGENERATIONAL PROJECTS WITH THE ARTS

Collaborate with current intergenerational initiatives and foster innovative project opportunities to bring seniors and youngsters together around the arts, with special emphasis on media arts, oral histories, heritage events, and festival activities.

The cultural arts provide a direct route to the heart, and it is only with an open heart that prejudice can be set aside. Heritage and multicultural arts preserve and encourage open hearts in people. As a result, they enrich everyone's life.

-- Albuquerque Arts Plan

"We made quilts to keep our children from freezing - but we made them beautiful to keep our hearts from breaking."

-- Elderly Quilt-Maker

9.3 ARTS & HEALING INITIATIVES

Work with area hospitals, clinics, healthcare agencies and wellness business to launch innovative arts initiatives that promote health and well-being.*

Today's research in neuroscience shows benefits not only for improved academic performance and cognitive growth in children, but also underscore that the healing arts contribute to healthy aging and provide effective treatment for wounded warriors and trauma survivors. Such programs improve medical environments (e.g. hospitals, rehabilitation centers, hospices, etc.) not only for patients, but also for caregiver professionals and families of patients.

Research demonstrates that these programs have healing benefits to patients evidenced by shorter hospital stays, better pain management and less medication. Current programs, for example, already employ the arts in programs for cancer survivors, diabetes patients, and for those who struggle with an array of mental and emotional health issues, such as depression and anxiety.

■ SECTION 10: *Government*

10.1 CULTURE AND ECONOMIC DEVELOPMENT TASK FORCE

Engage artists and arts management professionals with local consortiums and task forces in both the public and private sector to focus specifically on the role and impact of local arts and culture on economic development, tourism, international trade and commercial applications in Carson City. Challenge individual artists and arts professionals to be integral parts of the creative process of designing innovative solutions and successful economic outcomes.

10.2 AESTHETIC DESIGN STANDARDS AND BRANDING FOR THE ARTS DISTRICT(S)

Work with the City and design professionals to establish architectural design standards for the Carson City Arts District(s) and special branding for artists studios and other amenities in the cultural corridor(s). (See also New Orleans' *Artists District* and Seattle's *Bye Crackie Program*.)

■ SECTION 11: *Funding and Resource Development*

11.1 THE PLANNING MATRIX

Evaluate the planning priorities and budget costs of each recommendation listed in the matrix of the plan's recommendations on an ongoing basis.

11.2 MODELS RESEARCH

Investigate and identify other successful funding models created by cities and counties across the country, and build criteria for the best funding models and approaches for Carson City.

* Findings cited in *American Journal of Public Health*, George Washington University Center on Aging, National Center for Creative Aging/National Guild for Community Arts Education, and Americans for the Arts independent studies.

The arts generate employment, income and tax revenues in addition to their critical role of enhancing quality of life, public safety and community aesthetics - all indicators of livable cities.

- National Governors Association (NGA) Center for Best Practices

The money always follows the vision - not the other way around.

-- Timeless funding axiom

11.3 DESIGNATED FUNDING SOURCE(S)

Work with the City to secure a long-term designated funding source(s) (e.g. fixed percentage of a tax, impact fee or special tax district plan) to support the new municipal agency for arts and culture as it grows and demonstrates success.

11.4 ADVOCACY CASE FOR SUPPORT

Work with the cultural community to promote ongoing funding support for the Carson City Municipal Arts Agency as its programs and research initiatives grow and demonstrate success. (Cf. "Forty Action Strategies" on the National Association of State Arts Agencies website - nasaa-arts.org.)

11.5 PRIVATE SECTOR ENGAGEMENT

Launch an arts-specific program to increase awareness among businesses of the strategic importance of arts and culture, with partnership and funding opportunities for supporting key initiatives of the Arts and Culture Master Plan, as well as the individual artists and cultural organizations the plan serves. (Cf. Palm Beach County Cultural Council's "SmART Biz" program, which brings together leaders from cultural organizations and the business community to explore the vibrancy of business and art relationships and how these partnerships can be a driving force in the local economy.)

11.6 EVALUATION AND ANNUAL REPORT

Monitor and evaluate the Carson City Arts and Culture Master Plan as it is implemented, noting accomplishments, benchmarks, revisions and updates - to be summarized in the Commission's Annual Report and shared online with City government, Visitors Bureau, Chamber of Commerce, local businesses, social service agencies and residents (cf. San Diego's "A Measure of Our Success").

*A goal without a plan is
just a wish.*

*-- Antoine de St. Exupery,
author of The Little Prince*

*The best way to predict
the future is to invent it.*

-- Apple Computer Company

With Special Appreciation

to All Who Participated in the
Carson City Arts and Culture Master Plan

Carson City Cultural Commission (CCCC)

Elinor Bugli, Chair
Terri McBride, Vice Chair
Karen Abowd
Peter Barton
Danielle Cook
Barbara D'Anneo
Stan Jones

Carson City Parks and Recreation Department

Roger Moellendorf, Director
Vern Krahn, Senior Park Planner

Nevada Arts Council (NAC)

Susan Boskoff, Executive Director
Kelli Du Fresne, Community Arts Development Associate

Americans for the Arts (AFTA)

Graciela Kahn, Research Coordinator

And All Who Contributed
at Carson City Cultural Commission Public Meetings

*We are a city built on
possibilities.*

*We are a city powered
by ideas and originality.*

*We are a city shaped by
our spirit of community.*

*And we are proving
creativity and prosperity
are one.*

-- Beet Street Brochure



STAFF REPORT

Report To:

Meeting Date: November 19, 2020

Staff Contact: Nancy Paulson, City Manager

Agenda Title: For Possible Action: Discussion and possible action or advice to staff regarding a proposed public / private mural project with the following partners: Carson City (City), Carson City Culture and Tourism Authority (CTA), the Rotary Club of Carson City (Club), and the Carson City Downtown Neighborhood Improvement District (NID). (Nancy Paulson, npaulson@carson.org)

Staff Summary: In May 2020, the Club reached out to the City’s Department of Arts & Culture to ask how the Club could support the arts in Carson City. The idea of a mural was formed, and the Club allocated \$2,612 towards the project. In addition, the Club is in the process of applying for a \$2,000 Rotary Foundation – District 5190 grant. This item is to approve the project concept and establish the guidelines moving forward.

Agenda Action: Formal Action / Motion

Time Requested: 15 minutes

Proposed Motion

I move to advise staff to continue moving forward with the mural project with the guidelines discussed on the record.

Board's Strategic Goal

N/A

Previous Action

N/A

Background/Issues & Analysis

Applicable Statute, Code, Policy, Rule or Regulation

Carson City Arts and Culture Master Plan

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

N/A

Attachments:

[Mural grant application.pdf](#)

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

Project Overview

Carson City Mural Project

PROJECT DESCRIPTION

This Description is a brief summary of the Grant project. The Estimated budget is the total budget including all funding sources. You will use the Application and Budget tabs to provide a complete description of the project and budget.

Grant Project: Carson City Mural Project
 Primary Sponsoring Club: Carson City
 Contact: Resnick, Rachele
 Date Submitted: Oct 13, 2020 at 5:32 PM
 Project Total Budget: \$4,612.00
 Grant Budget: \$4,612.00
 Project Expected Income: \$4,612.00
 Grant Expected Income: \$2,000.00

GENERAL DESCRIPTION

This Tab has 3 parts. Please complete A, B and C.

A. Describe the project, its location, objectives, the intended beneficiaries and how they will benefit when the project is completed.

B. In what Area of Focus does the project fit?

C. State the Name, Email Address and Telephone Number of the Club's Primary contact for this Grant.

The Rotary Club of Carson City (Club) will partner with several local organizations to commission a mural that will become a focal point for tourists and locals in downtown Carson City. The mural will be painted by local professional muralists. It will say "Carson City" and each letter will depict something that highlights the good attributes of Carson City. The Club will have at least one dedicated letter in the mural, along with signage adjacent to the mural stating that the Club is a partner in this project. Although the design of the letter is still to be determined, it is envisioned that the letter will include the Rotary wheel and highlight the good works the Club has contributed to the community, such as shelters for bus stops, student scholarships, the wetlands outdoor classroom for the middle school, etc.

Additionally, the Carson City Culture and Tourism Authority, Visit Carson City (CTA) will feature the mural on its website. The webpage will be interactive and will give visitors the ability to learn more about each activity depicted in the mural by scrolling over that letter. In this way, the visitor can learn more about Club's benefit to the community. The website will also contain a link to the club's home page.

The objective is to grow Carson City's local economy by increasing awareness of what the city has to offer to locals and tourists and by drawing foot traffic to downtown. The local economy should benefit in two ways: 1) Tourists will

10/14/2020

Carson City Mural Project | District 5190

stay in Carson City longer because they are aware of activities that interest them, and 2) Downtown businesses will receive more foot traffic due to the mural's location.

The direct beneficiary is the Consolidated Municipality of Carson City, NV (City). The indirect beneficiaries are downtown businesses, area hotels, restaurants, visitors to Carson City and other local tourist attractions. Also, adding a public art piece will benefit all City residents by adding to their quality of life.

The area of focus is growing local economies.

The primary contact for this grant is Rachelle Resnick, 602-708-9316, rresnick.rotary@hotmail.com

COMMUNITY ASSESSMENT & IMPACT

This tab has three (3) parts. Please complete parts A, B and C.

A. How was this project identified? Describe any needs assessment that was used to identify and design the project.

B. The expected outcomes were described in the General Description Tab. **How will you measure the outcomes?**

C. Identify the Beneficiary below. If this is an organization receiving the benefits of the proposed project, complete the remainder of the page.

Name of Beneficiary (school, city, etc.):

Spokesperson's position in organization:

Phone number for Spokesperson:

Email address for Spokesperson:

Note that the Beneficiary must agree to the following and the signed document must be uploaded on the Documents tab.

Beneficiary understands and agrees that any change to the grant requires the approval of the Rotary District 5190 Grants Committee.

Signature: Nancy Paulson

This project was identified when the Club reached out to the City, asking for ways that the Club could support the Arts in the community. The City conducted research and suggested creating the mural as a way to both stimulate the downtown economy and support the arts in the community.

By the end of the project, a large mural (at least 8 feet in height and width) will be installed on a highly-visible wall of an existing building in downtown Carson City. Additionally, the mural will be part of the CTA's interactive website. The website will allow visitors to learn about each item displayed in the mural (e.g., Rotary's activities). The short-term outcomes will be measured by the progress in completing the mural. Long-term outcomes can be measured by monitoring foot traffic in the area and traffic on the CTA's mural webpages.

The direct beneficiary is the City. Spokesperson: Nancy Paulson, City Manager. Phone Number: 775-887-2100. Email: npaulson@carson.org.

Indirect beneficiaries are the local businesses, visitors to Carson City and residents of Carson City.

SUSTAINABILITY

How will the results of this project be maintained in future years?

The City will provide some funding and oversight to maintain the mural. Since the mural will not be on a City owned building, the City will need to enter into an agreement with the property owner to ensure that the mural is maintained properly. In addition, the Club could consider a clean-up project as one of its Rotarians at Work Day activities in the future.

IMPLEMENTATION PLAN

This Tab has three (3) Parts - Please complete all three: A,B and C.

A. ACTIVE ROTARIAN INVOLVEMENT: Describe specific activities of the sponsoring club and any partners in implementing the project. What will the Rotarians who are members of the partner clubs do during the project? Please note that financial support is not considered active involvement.

B. PUBLIC IMAGE PLAN: How will the general public know this is a Rotary-sponsored project? Please provide details, e.g.. publicity and/or display of the Rotary wheel.

C. PRESIDENT'S SIGNATURE: Obtain the 2020-2021 Club President's signature below. This page must be printed, signed by the President and uploaded under the Documents tab.

I agree that the Club will conform to the Terms and Conditions and the Memorandum of Understanding and approve this Application.

Signature Rachelle Resnick

2020-21 President, Rotary Club of Carson City, NV

The Club will be actively involved in designing how Rotary should be depicted in the mural. It is envisioned that the Club will also participate in preparing the site for the mural. Finally, the Club's marketing team will be working with the CTA's marketing team to coordinate publicity for the mural's unveiling.

There are several ways the public will know this is a Rotary-sponsored project: 1) The Club will have a letter in the mural fully dedicated to Rotary's activities and include the Rotary wheel; 2) Visitors to the CTA's website will be able to learn of Rotary's involvement through the mural's webpage; 3) There will be signage adjacent to the mural listing all partners, including the Club; and 4) There will be a large-scale publicity campaign when the mural is unveiled, and that publicity will highlight the Club's involvement

EXPECTED EXPENSES

List all anticipated expenses for this project. This includes expenses to be paid for by the Rotary Club, and other partners, as well as from the District Service Grant. Additional supporting documentation for expenses may be requested.

Description	Supplier	Currency	Total	Amount
Supplies and contracted professional services	TBD	USD	\$4,612.00	\$4,612.00
			Total:	\$4,612.00

EXPECTED INCOME

List all anticipated income for this project, including funds that will be contributed by the club, other partners and the District grant portion. **Please be sure to enter each funding source SEPARATELY using the "Add Project Financing" button. For each entry the next screen requires a description and a dollar amount for the funding source and you must also click on the button indicating whether the funding is from "District Grant" or "Club/Other." Then click "Add" to save the entry.**

Description	Funding Source	Amount	%
Rotary Club of Carson City's DDF monies	Club/Other	\$612.00	13.27 %
Rotary Club of Carson City matching contribution	Club/Other	\$2,000.00	43.37 %
District 5190 grant	District Grant	\$2,000.00	43.37 %
Total:		\$4,612.00	100.00 %

LOCAL CLUB PARTNERS

List any partnering clubs within the District. Note that only one grant application needs to be made by the main sponsoring club.

There are no Sponsoring Clubs specified for this application.

COOPERATING ORGANIZATIONS

List any Cooperating Organizations and their contact information. State what role each such organization will play in the project.

Explanation: Cooperating Organizations are any other groups or organizations (other than partnering District 5190 Rotary clubs) that are working with the sponsoring club in either funding or implementing the project.

Cooperating Organization: CTA
 Role: Project management, lead for publicity
 Point of contact: David Peterson, Executive Director
 Contact information: dpeterson@visitcarsoncity.com

Cooperating Organization: City
 Role: Funding and use of city resources to facilitate the project (e.g., permits for the mural)
 Point of contact: Nancy Paulson, City Manager
 Contact information: npaulson@carson.org

Cooperating Organization: Carson City Downtown Neighborhood Improvement District (NID)
 Role: Funding
 Point of contact: TBD

Cooperating Organization: Carson City Cultural Commission (CCCC)
 Role: Project management

10/14/2020

Carson City Mural Project | District 5190

Contact information: bdanneo@aol.com



STAFF REPORT

Report To:

Meeting Date: November 19, 2020

Staff Contact: Nancy Paulson, City Manager

Agenda Title: For Possible Action: Discussion and possible action regarding the scope of services that should be included in the City's Request for Proposal (RFP) for Arts and Culture Program Services through May 31, 2021. (Nancy Paulson, npaulson@carson.org)

Staff Summary: The City's Arts and Culture Coordinator position that is funded by a dedicated 1% Transient Lodging Tax (tax) was vacated in June 2020. Given the uncertainty of the continuation of the tax, which is set to expire on June 1, 2021, the City is proposing to issue an RFP for arts and culture program services for the period January 1 – May 31, 2021. This item is to request direction from the Carson City Culture and Tourism Authority and the Carson City Cultural Commission on the tasks and scope of services that should be performed under the arts and culture program services contract.

Agenda Action: Formal Action / Motion

Time Requested: 30 minutes

Proposed Motion

I move to recommend that the Arts and Culture Program contractor perform the scope of services discussed on the record.

Board's Strategic Goal

N/A

Previous Action

N/A

Background/Issues & Analysis

Applicable Statute, Code, Policy, Rule or Regulation

Carson City Arts and Culture Master Plan

Financial Information

Is there a fiscal impact? No

If yes, account name/number:

Is it currently budgeted?

Explanation of Fiscal Impact:

Alternatives

Approve the scope of services with changes or provide alternate direction to staff.

Attachments:

[Tasks Final.docx](#)

Board Action Taken:

Motion: _____

1) _____

2) _____

Aye/Nay

(Vote Recorded By)

REQUEST FOR PROPOSAL – ARTS AND CULTURE PROGRAM SERVICES

SCOPE OF SERVICES

- 2021 Mayor’s Arts Awards – In coordination with the Carson City Chamber of Commerce, plan and organize the 2021 Mayor’s Arts Awards which is designed to recognize individuals and organizations committed to elevating arts excellence within the state capital. The event intends to cultivate Nevadans’ appreciation and understanding of the arts, to stimulate regional development of arts collaboration and communication, and to grow future patrons of the arts in our community.
- Coordinate with the Carson City Culture and Tourism Authority, the Nevada Arts Council and First Lady of Nevada Kathy Sisolak to implement the art initiative, “The First Lady presents...”. The purpose of the project is to promote the Arts by creating a biannual exhibition opportunity for Nevada artists to display artworks at the Governor’s Mansion. All interested artists will be called upon to submit 3 samples of their work which will then be judged by a panel of art experts and enthusiasts. The submitting artist chosen by the panel will then be awarded the opportunity to display his or her work in the Governor’s Mansion and hold an Artist’s Reception sponsored by the First Lady.
- Coordinate the Fiscal Year 2022 allocation of Carson City Redevelopment Authority (RDA) funding for arts and culture special events in Carson City. This includes working with the Carson City Cultural Commission and the RDA to provide a recommendation to the Board of Supervisors on the allocation of \$25,000 for arts and culture special events. The Redevelopment policies state that arts and culture special events include performing arts, visual arts, and literary arts, and are generally events such as: a) Theatrical productions; b) Music festivals or music event series involving coordination among multiple event sites or organized through an arts organization; c) Art displays; or d) Other events deemed to be Arts and Culture events as determined by the Carson City Arts & Culture Department.
- Work with the Carson City Public Works Department to integrate public art into the Stewart Street roundabout, the southern gateway into Carson City’s historic downtown.
- Carson City Arts: Taking Flight II – Coordinate with the Reno-Tahoe International Airport, Carson City Culture and Tourism Authority, Carson City Cultural Commission, and the Carson City Arts & Culture Coalition to plan and organize an Art Exhibition at the Reno-Tahoe International Airport during the 81st (2021) Session of the Nevada Legislature.
- Coordinate with Carson City, Carson City Culture and Tourism Authority, Carson City Cultural Commission, the Rotary Club of Carson City, and the Carson City Downtown Neighborhood Improvement District to commission a mural that will become the focal point for tourists and locals in the Carson City Downtown Corridor.

- Working with the Carson City Culture and Tourism Authority (CTA), oversee the call for a muralist to create a mural for the entryway of the CTA office building.