

**Carson City Culture & Tourism Authority
Agenda Report**

Date Submitted: 02/03/21

Agenda Date Requested: 02/08/21

Time Requested: 15 Minutes

To: Carson City Culture & Tourism Authority - Board of Directors

From: David Peterson, Executive Director (dpeterson@visitcarsoncity.com)

Subject Title: Introduction of the CTA Arts & Culture Program Services contracted vendor and discussion of the tasks to be completed.

Staff Summary: On December 21, 2020, the CTA issued RFP CTA 2021-001 for Arts and Culture Program Services, inviting qualified persons to submit proposals for Arts and Culture Program Services, for the anticipated initial period of February 1, 2021 to May 31, 2021. This item is to introduce the Brewery Arts Center as the contracted vendor and discuss the tasks to be completed by May 31, 2021.

Type of Action Requested:

Resolution

Formal Action/Motion

Ordinance

Other (Specify) Presentation Only

Recommended Board Action: none

Applicable Statute, Code, Policy, Rule or Regulation: n/a

Fiscal Impact: n/a

Explanation of Impact: n/a

Funding Source: n/a

Supporting Material/Attachments:

Prepared By: Chris Kipp, Operations Manager

Carson City Culture & Tourism Authority (CTA)

INDEPENDENT CONTRACTOR AGREEMENT

Contract No. CTA2021-001

Title: Arts and Culture Program Services

Exhibit A

SCOPE OF WORK

4.1 The scope of work for the Arts and Culture Program Services will cover the following:

4.1.1 Coordinate with the CTA, 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.

4.1.2 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.

4.1.3 Carson City Arts: Taking Flight II – Coordinate with the Reno-Tahoe International Airport, CTA, Carson City Cultural Commission, and the Carson City Arts & Culture Coalition to plan and organize an Art Exhibition at the Reno-Tahoe International Airport for 2021.

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4.1.4 Coordinate with Carson City, CTA, 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.

4.1.5 Working with CTA, oversee the call for a muralist to create a mural for the entryway of the CTA office building.

4.1.6 Conduct introductory meetings with the Chamber of Commerce, Carson City lodging properties and the arts and culture organizations in the community.

4.2 Report Procedures and Deliverables:

The contractor will prepare monthly reports that outline the progress of each task listed in Section 4.1 – Scope of Work, for presentation at the CTA Board Meetings.