

## Carson City Arts & Culture Master Plan 2021 Update

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A. Recommended Activities from 2016 A&CMP	B. How important is this?			C. Do you have any comments on the Recommended Activity in column A
	High	Moderate	Low	
1.1 (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. zoning suburban-rural areas.				
1.2 (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 href="#">a comprehensive 5-to-10-year facilities development plan</a> for Carson City, that consolidates vision, avoids duplication of effort, and improves cost-effectiveness.				
1.3. (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 area				
1.4 (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, land- lord-tenant relationships, purchasing options, incubator space, and redevelopment grant opportunities. (Cf. Beet Street's indoor and outdoor venues in Ft. Collins, CO)				
1.5 (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.				
1.6 (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) through the redevelopment of facilities i.e. historic Nevada State Prison complex, re-purposed libraries & other suitable properties				
1.7 (5.2) ARTSWAREHOUSE Coordinate a center for nonprofit groups that offers free or low-cost furniture, equipment, supplies, and raw materials donated by business and industry.				
1.8 (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.				
1.9 (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, in 2005) Yogi Berra				

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1.10 (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, the State Museums and State Historic Preservation Office, to ensure Carson City's cultural heritage is protected, shared and showcased for generations to come.				
2.1(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 i.e. Nevada Day, Jazz & Beyond, and Stewart Father's 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.				
2.2 (6.1) 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.				
2.3 (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)				
2.4 (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)				
2.5 (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.				

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2.6 (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 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				
2.7 (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)				
3.1 (8.1) 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.				
3.2(8.2) 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.				
3.3 (8.3) 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.				
3.4 (8.4) 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.				
4.1 (new - from the second overall Key Goal in the original A&C Master Plan - however no recommended activity for it). ONGOING CULTURAL PLANNING AND MONITORING Engage in ongoing cultural planning - from neighborhood initiatives to comprehensive regional planning - and involve broad-based public participation in the planning process.				

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4.2 (11.6) EVALUATION AND ANNUAL REPORT Monitor and evaluate the Carson City Arts and Culture Master Plan as it is implemented, noting accomplishments, 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"), cultural organizations and the community.				
4.3 (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.				
5.1 (2.5) MULTICULTURAL AND HERITAGE FACILITIES / VENUES Work cooperatively with local and regional public and private heritage organizations to support facility development that showcases 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. This includes Stewart Indian School Cultural Center, Hispanic Centers, 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 others.				
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5.3 (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.				

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5.4 (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 inter-generational programs (Cf. the following SECTION 9:Social Entrepreneurship and Community Development)				
6.1 (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, weekends, during holidays and summer break.				
6.2 (9.2) INTERGENERATIONAL PROJECTS WITH THE ARTS Collaborate with current inter-generational 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				
6.3 (9.3) ARTS & HEALING INITIATIVES Work with area hospitals, clinics, health care 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, re- habilitation 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.				
6.4 (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.)				
6.5 (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.				

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6.6 (7.3) 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.				
7.1. (3.1) CULTURAL ATTRACTIONS MAP  Work with the Nevada Department of Tourism and Cultural Affairs, The Carson City Culture and Tourism Authority, Chamber of Commerce, and local cultural organizations on a cultural destinations map 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.  7.2 (3.1) CULTURAL EVENTS CALENDAR Work with the Nevada Department of Tourism and Cultural Affairs, The Carson City Culture and Tourism Authority, Chamber of Commerce, and local cultural organizations to provide event calendars and joint advertising opportunities.				
7.3 (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.				
7.4 (3.3) A TICKET SAMPLER SERIES 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 down-loadable cultural coupon book or passport series (offering discounts, two-fer tickets, incentives and premiums to consumers).  7.5 (3.3) ONLINE TICKET OUTLET 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 down-loadable vouchers. Coordinate with other organizations and agencies which already offer ticket outlets and box office services.				
7.6 (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.				

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7.7 (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."				
7.8 (3.6) HOT TIX 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.				
7.9 (3.7) KEY COLLATERAL PROMOTIONAL MATERIALS 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, culture, family stay-cations in Carson City, etc.)				
8.1 (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: It's quite fun to do the impossible.-- Walt Disney "Imagination is more important than knowledge."-- Albert Einstein <ul style="list-style-type: none"> <li>• Competitive grants for arts organizations</li> <li>• Competitive grants for individual artists</li> <li>• Special project grants</li> <li>• Diversity grants• Neighborhood grants</li> <li>• Heritage and multicultural grants</li> <li>•Festival grants* Youth grants</li> <li>• Cultural tourism grants</li> <li>• Innovation grants</li> <li>• Health and wellness grants</li> <li>• Inter-generational grants</li> </ul>				
8.2 (5.5) PUBLIC ART GRANTS 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.)				
8.3 (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.				
8.4 (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.				
8.5 (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.				

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8.6 (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 (ASSEMBLY) of State Arts Agencies website - nasaa-arts.org.)				
8.7 (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.)				

*The Cultural Master Plan is a living document that will be reviewed regularly and updated to reflect emerging challenges and opportunities, to note completion of activities, and accomplishment of objectives.*