

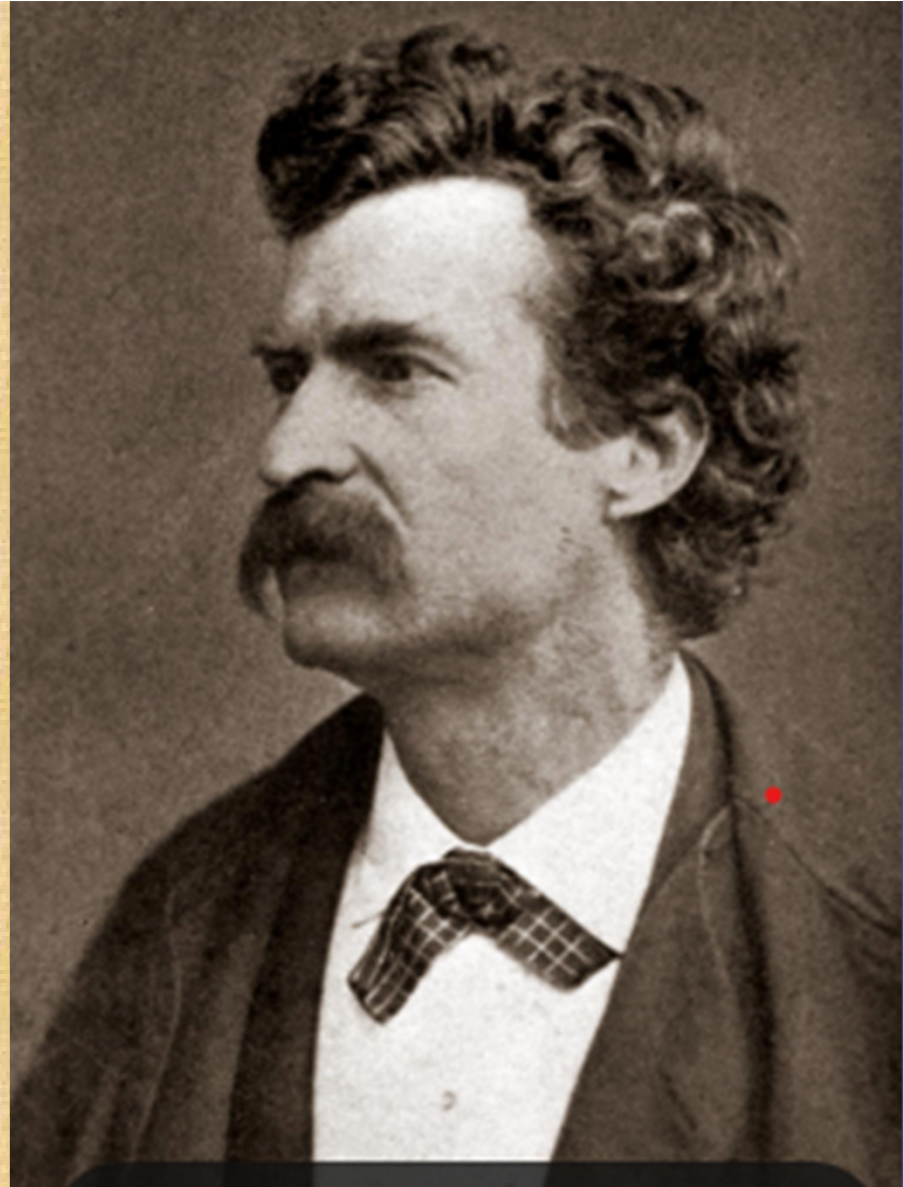
# Arts & Culture

A wide-angle photograph of a large outdoor concert at night. A large crowd of people is seated on the ground, facing a stage. The stage is illuminated with colorful lights and features a large screen displaying a performance. In the background, a church with a prominent steeple is visible against the dark sky. The scene is framed by trees and a street lamp on the right.

CTA BOARD MEETING PRESENTATION  
Eric Brooks – January 8, 2024

# PRESENTATION OUTLINE

- Levitt AMP Concert Series  
Destination Sponsorship
- Mark Twain Days  
May 10-12, 2024







Free Community Concerts Every Saturday  
June 15 – August 17, 2024

Tony Dellacioppa 2023





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# CARSON CITY, NV

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## **The Levitt AMP Music Series at the Brewery Arts Center is re-energizing the historic downtown of Nevada's state capital.**

- Since 2016, the Levitt AMP (Amplify, Music, Place) Series has fostered an exciting new chapter of inclusion, diversity, and engagement.
- The BAC has presented more than 80 free concerts with over 150,000 participants.
- A closed portion of Minnesota St. is transformed into a thriving cultural destination for people of all ages and backgrounds.
- With nearly 60,000 residents, Carson City is in the beginning stage of becoming a cultural destination.
- The Music Series further solidifies the BAC's role in community building, fuels downtown business, increases foot traffic and visitor frequency.

## **Visit Carson City (VCC) will become the Destination Sponsor for the Levitt AMP Summer Concert Series at Brewery Arts Center.**

- The sponsorship agreement will be for the calendar years of 2024, 2025, and 2026.
- Prominent VCC logo placement on stage banners during all 10 summer concerts.
- A VCC commercial of 15-30 seconds will air before, during and after intermission on the large video wall.
- One year of ad placements on the video screen in the Exhibition Hall lobby during the 2024 calendar year, changing monthly.
- This program utilizes a diverse line-up of national musicians, creating strong social and civic relationships.
- The crowds, nearing 3,000 each week, attend from throughout the region.





# **Mark Twain Days**

## **May 10 – 12, 2024**

- The 2024 event will grow with targeted community partnering to activate an immersive, interactive art and cultural experience.
- More emphasis on the Literary Arts with a local author book fair including rare books. Partnership with the Carson City Library, BAC, WNC, and local schools.
- Ticketed Music at night and free music during the Saturday vendor market.
- Ticketed Twain Train to Virginia City with music and entertainment.
- Ghost Walk with Mary Bennett and cast.
- Mark Twain related Exhibitions at St. Mary's Art Center in Virginia City, the BAC Performance Hall and other alternative galleries in Carson City.
- Movies at the BAC Performance Hall with the Carson City Classic Cinema Club.
- Chautauqua.
- Gala Festivities at the Nevada State Railroad Museum.
- Scavenger Hunt.
- Costume Contest.



# THANK YOU



Tony Dellacioppa 2023