

Arts and Culture

CTA BOARD MEETING PRESENTATION

July 14, 2025 | Eric Brooks

May Recap



- **Dark Corners Haunted House**
- **Nevada Arts Council Basin to Range**

Dark Corners Halfway to Halloween

- Holly Spahr and her team turned a portion of the Historic Nevada State Prison into a Haunted House.
- This was a test run to see if there is interest for a full Haunted House experience in October.
- The event was May 16-18. It sold out with approximately 2,200 people attending.
- All ages enjoyed the event.
- It was ADA compliant and many guests with mobility issues were in attendance.
- They have a 4.9 rating on Google Review.
- The line stretched out through the parking lot.



DARK PRISON HAUNTED HOUSE

Carson City Economic Impact Snapshot



Event Dates: May 16 - 18, 2025

- **Total Attendance:** 2200 *(Sold out due to parking and occupancy capacity)*
 - Paid Tickets: 2025
 - Free Tickets: 175 *(Estimated)*
- **Estimated % Out-of-Town Visitors:** 69.4% *(Based on Zip Code outside of Carson City)*
 - **Estimated Out-of-Town Visitors:** 1,527
- **Avg. Spend Per Visitor (Est.):** \$42.25 Tickets + Est. \$42 food/lodging/gas = **\$84.25**
- **Total Direct Visitor Spend(Est.):** \$128,649.75
- **Vendors & Contractors Paid:** \$15,721.13
- **Temporary Jobs Created:** 40 Paid Jobs, 20 Volunteer positions

Nevada Arts Council – Basin to Range

Ely, NV May 7 - 9, 2025

The programming focused on the theme of **Cultivation**. To cultivate is to nurture, grow, and improve through intentional care.

As individuals working in the arts in Nevada, our goal is to cultivate a thriving arts community throughout the state and make necessary changes to help it succeed.

As Nevadans, we are desert dwellers thriving in unique and sometimes hostile climates. We need fertile soil to create the things we want to see. We are adaptive. We are creative. We are resilient.



MEET THE SPEAKERS



**APRIL
MASTROLUCA**



**CHASE R.
MCCURDY**



JEN TUNE



JOYLYNN M. ROSS

April Mastroluca and Jen Tune spoke on Cultivating Strategic Planning and Developing a Strategic Task Force, while Joylynn M. Ross and Chase R. McCurdy discussed Cultivating Collaboration Through Creative Aging – Lifetime Arts. All 4 panelists were enlightening and left attendees with practical, actionable items to incorporate into their current programming.



June

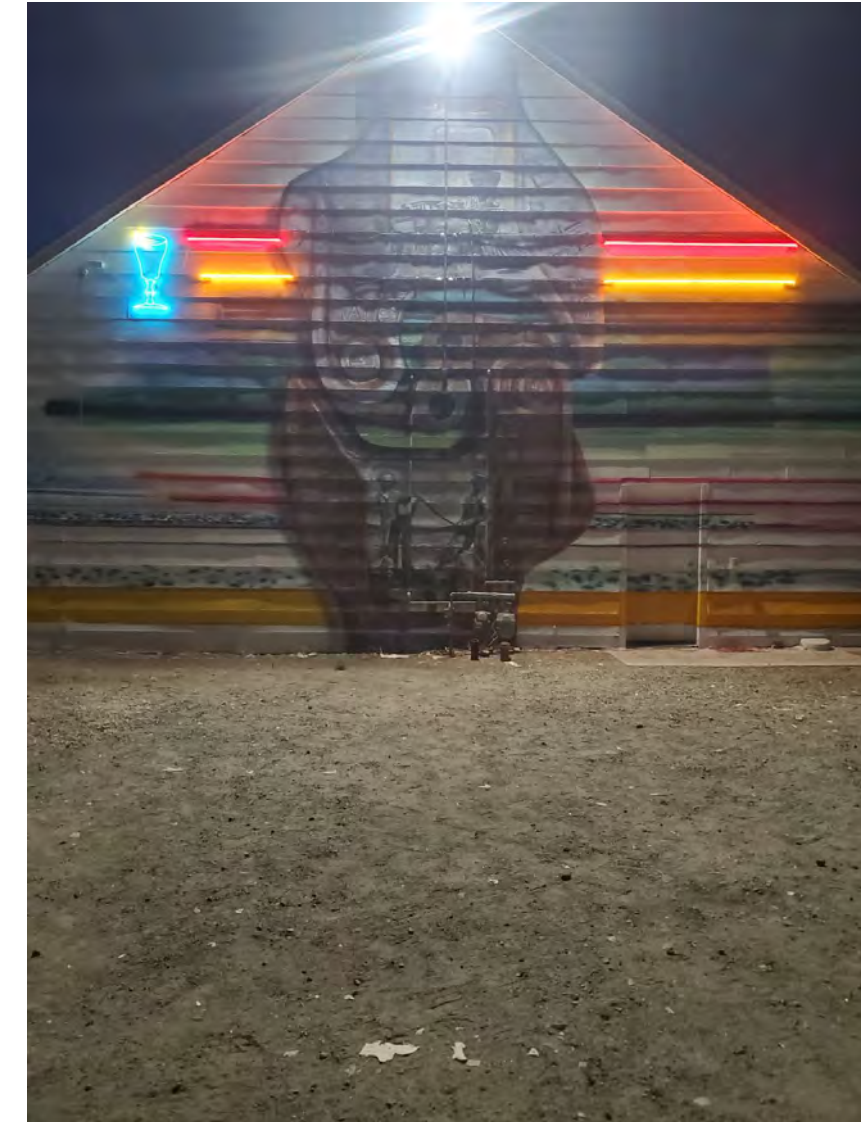
- Winnemucca Murals & Music
- Columbus Arts Festival
- Dust and Wonder Trail ED
- Souvenir Penny Machine
- NDOT Art Contest
- New Exhibition

WMCA Murals & Music Festival – May 29 - June 1

The Inaugural Winnemucca Murals & Music Festival brought **34** artists to paint **29** murals over **4** days.

Featured artists were HEESCO, Australia - PRISM, Mexico - Leire Urbeltz, Spain & Simo Vibart, Argentina.

The event also had a husband/wife team from Tehachapi, CA and a father/daughter team from Baltimore, Maryland.

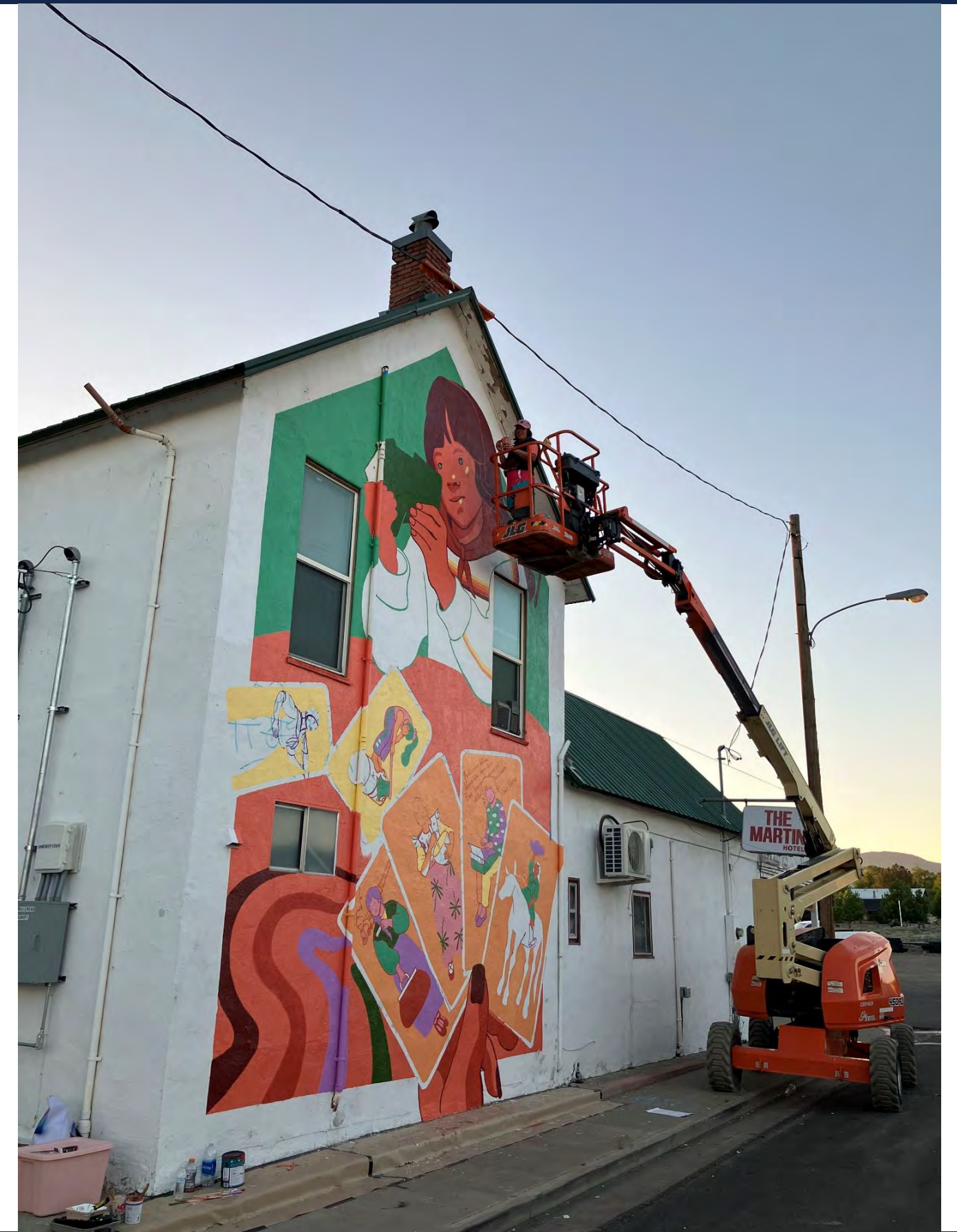


Basque Storytelling with Leire Urbeltz

One highlight was coordinating a mural on the historic Martin Hotel. The Basque artist, Leire Urbeltz, had several community workshops to explore ideas and stories from the community.

Her final design unfolds the story of the often-forgot female sheepherder. The story continues with vignettes of successful Basque women over the ages, told against traditional games, colors, and symbols.

This mural will be part of her doctoral thesis on how murals have helped preserve the history of the Basques and their western expansion. This is her 6th community mural in northern Nevada.



Nevada's Mural Highway



Eric Bussart, Clifford, PA

The Reno Mural Expo was created in 2017 to establish a mural identity for the city and to bring national and international artists to create site specific works.



Anthony Ortega, Sparks, NV

The 2019 Elko Mural Expo brought this identity to rural northern Nevada. Nearly 100 murals now exist in and around downtown Elko. Fernley was added in 2022 and held their 4th annual event in May.



Prism A.G., Acapulco, Mexico

Winnemucca completes the 4 major stops on Hwy. 80. With the spurs of Ely, and Carson City poised for their 3rd Annual event, Nevada's Mural Highway has over 500 walls to view.

Columbus Arts Festival June 6 - 8

- 250 Artists
- 20 Local Emerging Artists
- Kids Hands-On Activities Village
- 80 Acts Over 4 Stages
- Fashion as Art with 4 Designers
- Mural ReMix Light Installation
- World is Art & Acoustic Lounge
- Big Local Art Show





Behind the Scenes

- **Thursday** – Artist Load-in 12:30 pm - 5 pm
- **Friday** – HQ Tour, Artist Interaction, Beverages, Patron Party 10:30 am - 8 pm
- **Saturday** – Artist Awards, Ops Support, Ballet, Big Local Stage, Beverages 9 - 6 pm
- **Sunday** – Beverages, Load Out Meeting, Hands-on Breakdown, Big Local Walls, Transport to Storage 10 am - 10 pm
(shaking hands with ED Tom Katzenmeyer)



Cultural Arts Center

I was graciously given a private tour of the Cultural Arts Center during the Patron Party on Friday evening. The historic building offers gallery and retail space, classes in weaving, jewelry making, ceramics, painting, glass fusion, and more for artists of all levels.



Small Things

Every event has details that can make a big difference down the road. This ingenious invention was a cake pan screwed into a dolly, allowing the adjustment of artist pop-ups over several blocks, easily with 2 people.

This week was eye-opening on how a large-scale arts festival runs and will be helpful as Silver State grows.

Public Art & More



Dust and Wonder Trail

Art. Culture. History.

We are excited to introduce the new Executive Director, Krista DeNio. Krista is an artist, educator, and non-profit leader focused on creative, community-based collaboration. She is thrilled to take on the new role of Executive Director of the Dust and Wonder Trail, collaborating with all stakeholders on the 3D Cultural Corridor Project!

- Associate Director of Arts and Education with Larkin Street Youth Services.
- Developed robust programs in art, education and entrepreneurship training.
- Executive Director of a residential Artist Residency Center with year-round programming, multiple buildings and 125 acres of land.
- Lecturer and guest artist positions with multiple University Dance Departments.
- Arts Administrator with 20+ years experience in curating, producing, programming, grant-writing, fundraising, marketing, organizational development, and leadership.
- She is passionate about collaboration, creative strategy and how teams can work together, learning across differences, while building common ground.

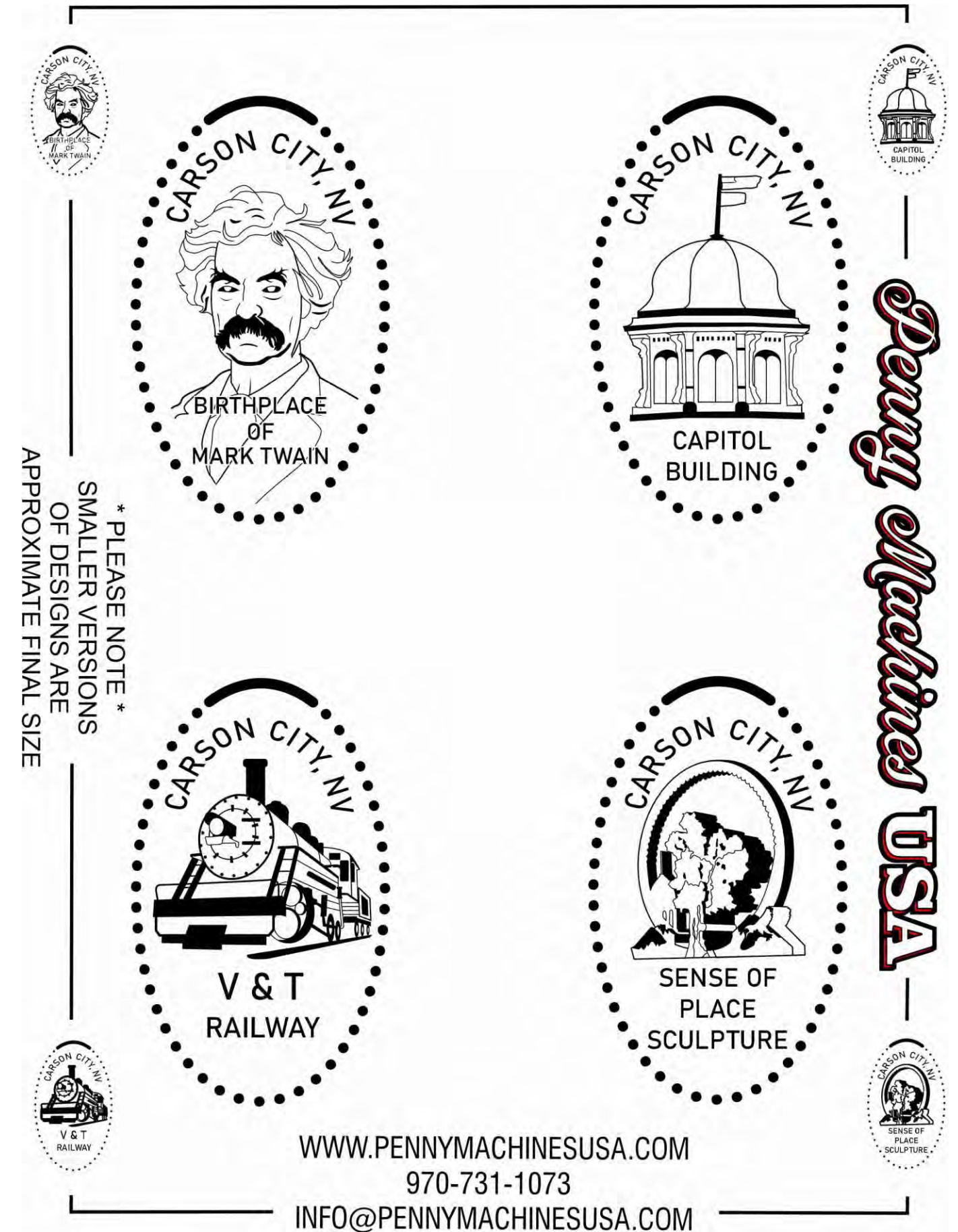
Krista DeNio



Souvenir Penny Press

We wanted to find an engaging way to emphasize interaction and for the user to have a memorable take-away.

These machines are operated manually, providing a nostalgic experience for users. Guests can turn a crank to elongate their pennies, transforming them into a unique souvenir.



ART CONTEST

HEY KIDS! Create art to help raise awareness about road safety.

Winner's artwork will be featured as a mural in Carson City.

LEARN MORE »



Brewery Arts Center presents

CANDIDA WEBB



July 3 - September 26, 2025

Reception Friday July 11 | 4-6pm | Free

BAC Satellite Gallery

716 N. Carson St #A | Carson City, NV



WWW.BREWERYARTS.ORG



Up Next...

BAC Satellite Gallery
Candida Webb: Friendly Fallout
Artist Reception: Fri., Jul. 11, 4-6 pm

Tim Guthrie
Dirty Harry Downwinder
(sculpture)

BAC Exhibition Hall
Paula Saponaro: Retrospective
Artist Reception: Sat., Sep. 13, 4-6 pm

Brewery Arts Center presents

Paula Saponaro RETROSPECTIVE



July 5 - September 28, 2025

Reception Saturday September 13
Members 11am-12pm | Public 12-2pm



BAC EXHIBITION HALL
449 W. KING ST. CARSON CITY
WWW.BREWERYARTS.ORG



THANK YOU

