

CARSON CITY ARTS AND CULTURE STRATEGIC PLAN 2022 - 2026

Implementation Monitoring FY2025

OVERALL STRATEGIC OBJECTIVES	RECOMMENDED ACTIVITIES	SCHEDULE 22-26	LEAD	OTHER RELEVANT PARTNERS	FY2025 OUTPUT EVALUATION OF ACTIVITIES	OVERALL STRATEGIC OBJECTIVE OUTCOMES
<b>1. Create cultural facilities and public spaces that enable a wide range of cultural activities and events</b>	<b>1.1 FACILITIES AND CULTURAL ASSETS INVENTORY</b> Regularly update the City’s inventory of cultural and heritage facilities, city venues and cultural assets, including facility information through digital cultural maps with direct links to each facility for this information.	23-26	City Staff CTA Staff	Cultural Facilities	The CTA Arts & Culture Program Manager updated the database and inventory of arts and cultural resources in Carson City. The list, with website links, was provided to the marketing team for inclusion on the Visit Carson City website	The Cultural Asset inventory provides insight into arts and cultural facilities and public spaces.
	<b>1.2 ARTS INCUBATOR</b> Investigate opportunities for a stand-alone arts incubator facility (i.e., shared offices, training facilities, resource library, board room, business center, studio space, exhibit gallery, demonstration space etc.)	23-26	City Staff CTA Staff	Carson Valley Arts Council	There was no movement on this in FY25. The Copeland Building in Gardnerville is still in the slow process of becoming an asset for the region as a makerspace.	An open to public makerspace for artists and crafts of all kinds.
	<b>1.3 MULTICULTURAL AND HERITAGE FACILITIES / VENUES</b> 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.	22-26 Ongoing	City Staff CTA Staff	Murals & Music Festival w/BAC / Chinese Luner New Year w/NSM & Northern Nevada Children’s Museum (NNCM) / Cinco de Mayo w/BAC / Dia de Los Muertos w/NSM, WNC, BAC Tamale Festival w/BAC	<p>The CTA continues the strong partnerships with Brewery Arts Center (BAC) and the Nevada State Museum (NSM) highlighting the diverse cultural traditions in our community. The Mural Festival brought two artists from Spain. Other artists included Dave Titus, Miss Stencil, and Charly Malpass from California. Bill Louis from Utah and Gregg Deall from Colorado created a site-specific mural for the Basket Gallery opening at the NSM of Dat So La Lee.</p> <p>The Chinese Lunar New Year had music, food, dance, and interactive children’s programming. Cinco de Mayo was a collaboration with BAC, Carson City Parks, Recreation and Open Space, VCC, and Carson High Latin Club. This was a 3-day celebration including a taco competition, dance, costume, music, kids’ activities, and artwork. The inaugural Tamale Festival was a huge success, selling out in 3 hours.</p>	These special events in collaboration with multiple entities enrich the community and celebrate diversity, equity, and inclusion. Utilizing existing public facilities and spaces for events add value to each showcase of Carson City’s cultural heritage.
	<b>1.4 CULTURAL INFRASTRUCTURE</b> Explore options for dedicated outdoor festival and event space and provide professional advice and expertise when city infrastructure is improved or introduced, to ensure that it can support a growing arts and culture program and events schedule and reflects best practice.	22-26 Ongoing	City Staff CTA Staff	BAC  Sassafras	<p>The CTA sponsored the BAC mobile stage on their outdoor campus to accommodate the Levitt Amp Concert Series and a growing number of arts and culture events and festivals in Carson City. The mobile stage held 12 free community concerts in FY25.</p> <p>The mobile stage was set up in the parking lot for Sassabration, a celebration of the LGBTQIA+. This event will expand in FY26 with a new location at BAC and a name change to Nevada Pride and a new date in June to coincide with the national pride month.</p>	The mobile stage adds to Carson City’s facilities and public spaces for a wide range of cultural activities and events. The mobility is an asset to the entire community for future events.
<b>2. Introduce a broad spectrum of cultural programs, events, destinations and arts initiatives that showcase Carson City’s unique culture and talent.</b>	<b>2.1 FESTIVALS AND EVENTS</b> Support new and existing annual festivals and events to leverage increased cultural tourism, economic impact, and audience development. Promote cooperation, collaboration and co-venturing among cultural organizations, private producers and the city for cultural and heritage festivals and events that enable higher professional production standards, wider promotional channels, & increased cooperation amongst festival and event organizers.	23-26 Ongoing	City Staff CTA Staff	BAC  NSM  CMNN  Parks, Rec. & Open Space  Community and regional stakeholders	The CTA A&C Program Manager worked collaboratively to expand and manage the Music & Mural Festival, Cinco de Mayo, Dia de Los Muertos, and Tamale Festival. KPS3 assisted with paid ads and A&C began a weekly rotation of on-air event promotion on KWNK and KUNR radio stations. Ads were also added to Edible Reno/Tahoe. VCC, in collaboration with Rebecca Kitchen, VCC has a monthly feature on KOLO 8 for arts and culture events.	The annual festival contributes to Carson City’s annual festival line up and shows the city’s unique culture and talent through literary arts, music, and history.

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	<b>2.2 PROJECTS EXPRESSLY FOR INDIVIDUAL ARTISTS</b> Explore and support special project categories and encourage programs across cultural organizations 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.	23-26 Ongoing	City Staff CTA Staff	The Bank Saloon / BAC / Parks, Rec, & Open Space / Local Artists/ NSM / (CMNN) / Local Business's / Nevada Arts Council / Travel Nevada / NAC	The second-annual Murals & Music Festival commissioned 22 artists and over a dozen musicians over the 3-day event. The BAC Exhibition Hall featured tributes to Jon Metcalf and Russell buZ blurr and the sculpture, "Maya's Mind: was moved to a semi-permanent location on the BAC campus. This event benefits individual artists and creates sustainable tourism while stimulating the downtown creative economy.  In partnership with Parks, Rec. and Open Space and the Chamber Leadership Class, a sculpture was added to the Carson City permanent collection. "Rocky the Squirrel" is the first of 5 pieces for Seely Loop in Mills Park.	These festival activities showcased regional artists and brought civic pride and collective identity to the community at large while also drawing overnight stays.
	<b>2.3 ARTISTS "OPEN STUDIOS" AND TOURS</b> 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 Studios" community project - bringing artists and arts consumers directly in touch with each other.	22-26 Ongoing	City Staff CTA Staff	Local artists, art studios and arts, culture and heritage destinations	The CTA A&C Program Manager has been working with cultural organizations in the planning of a new regional Cultural Corridor under Nevada's 3D Destination Development program. This will include a broad range of artist opportunities and a regional "Open Studios" tour.	The programs will showcase Carson City's unique arts, culture, & heritage destinations and talent.
	<b>2.4 ARTS-RELATED BUSINESSES &amp; CREATIVE INDUSTRIES PROFILE</b> Inventory arts-related and creative-economy businesses in the cultural maps provide opportunities for marketing this segment of the arts and culture sector.	22-23	City Staff CTA Staff	Cultural Businesses  Historical Societies  Cultural Organizations	The CTA A&C Program Manager updated the cultural assets database. The Mural Map was updated and includes descriptions and locations of 59 murals in Carson City. A secondary map for the sculptures located in Carson City is in the works and will be released in FY26. The 2024 Mural Festival maps were a favorite of locals and visitors alike, highlighting mural locations, artists, and social media links. 36 businesses donated towards the Murals & Music Festival; they are highlighted on the printed map and webpage.	More than 2,000 of the printed Mural Festival maps were utilized by residents and visitors in FY25. The VCC website was also a resource to find information about the murals, artists, and creative economy businesses and organizations.
	<b>2.5 ARTS AND CULTURE INTEGRATION ACROSS TOURISM/LODGING BUSINESSES</b> Integrate Carson City arts and culture content across local tourism businesses, agencies and lodging properties to enhance authentic local visitor experience.	22-26	CTA Staff	Tourism Businesses & Agencies  Lodging Properties	Printed collateral and Mural maps were distributed to regional tourism agencies and lodging properties before and after the event.  The Cultural Corridor project is a collaboration with members from regional tourism agencies and lodging properties.	The 2024 Murals & Music Festival worked to form relationships with tourism agencies and lodging properties to give an experiential arts and culture interaction.
	<b>2.6 CULTURAL HERITAGE</b> Develop and market cultural tourism attractions that showcase Carson City's history and authentic cultural heritage in response to visitors that are seeking this type of tourism offering.	23-26	CTA Staff	BAC / NSM / Carson City High Latin Club / Family Food Truck Friday  Nevada Day Pow Wow  Murals & Music	The CTA A&C Program Manager collaborated with NSM, BAC, Parks, Recreation, & Open Space, Carson High Latin Club along with local food truck vendors, artists, musicians, and dancers for a 3-day celebration of Hispanic and Latino culture. There were over 1000 in attendance at the Taco Competition, family activities, live painting, music, costume, and dance.  VCC endorsed the Nevada Day Pow Wow at the MAC. This public event showcases Native American/First Nations dancing and singing, also a wide variety of Craft and Food vendors are on site. There is a Hand Game Tournament, Horseshoe Tournament, Youth 3on3 Tournament.  In partnership with NSM a site-specific mural of Dat So La Lee was commissioned and executed by Paiute artist Gregg Deal.	This festival in collaboration with Hispanic leaders in the Carson City community gives reason to celebrate diversity thru food, music, dance, and costume. Building communal bridges.  The Pow Wow showcases part of Carson City's history and authentic cultural heritage.  The NSM mural is the first of three planned for the north side of the museum, each to be created by a Native artist.
	<b>2.7 ANNUAL RECOGNITION CELEBRATION</b> Host an annual awards celebration to honor those who have advanced the arts and culture in the city.	24-25	City Staff CTA Staff	Chamber of Commerce  BAC  Downtown Business Association	The Chamber of Commerce hosts an annual Leadership graduation dinner with awards that apply to some art initiatives. CTA staff are planning to co-host a FY26 city wide awards ceremony for businesses and individuals pushing forward the arts and culture movement.	Honoring businesses and individuals for contributing to the arts and culture movement will add value to future giving and encourage growth throughout the city.

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	2.8 EXPERIENTIAL TOURISM Encourage and assist in the development of experiential cultural tourism initiatives which reflect the authentic culture and heritage of Carson City. The demand for experiential tourism has grown exponentially worldwide as visitors seek more meaningful travel options in which they can actively participate in an activity that is engaging and insightful.	22-26	CTA Staff	Travel Nevada  Douglas County  Gardnerville Genoa Minden  Virginia City Gold Hill Silver City	The 3-D Cultural Corridor project was awarded \$631,350 to support the creation of a nonprofit coalition, hiring an executive director, branding, wayfinding and interpretive signage, website and app development, research, professional development, and public art installations across the region.	Create a unified regional entity, strengthen regional tourism infrastructure, promote public art and cultural expression, and build regional collaboration and civic participation.
	2.9 REGIONAL INITIATIVES Explore regional partnerships and collaboration that will expand local opportunities and further define Carson City’s culture and character.	22-26	CTA staff	Travel Nevada  Douglas County  Gardnerville Genoa/Minden  Virginia City Gold Hill Silver City	The CTA A&C Program Manager was the lead for the Cultural Corridor project though FY25 that includes Carson City’s, Carson Valley’s and Virginia City’s arts, culture & heritage destinations. Enterprise Museum and more.	These projects showcase arts, culture, history, and heritage assets of Carson City and adjacent regional communities.
<b>3. Foster effective arts administrative structures and organizations with strong organizational, professional, business and tourism skills of individual artists and cultural organizations.</b>	3.1 ADVANCE TRAINING AND CAPACITY-BUILDING FOR GRASSROOTS AND EMERGING ORGANIZATIONS/GROUPS Expand technical assistance and professional development opportunities for cultural organizations in Carson City to build capacity, enhance management and business acumen with support from the Nevada Arts Council and external organizations.	24-26	City Staff CTA Staff	Cultural Organizations  Adams Hub  NAC	There is an opportunity to implement a better relationship with cultural organizations in Carson City and facilitate interactions to improve technical assistance and professional development for organization leaders and individual artists.	As part of the Cultural Corridor a workshop schedule for professional development will be part of the plan. The goal is for implementation to begin in FY26.
	3.2 SPECIALIZED TRAINING AND NETWORKING FOR INDIVIDUAL ARTISTS Work with cultural organizations to offer specialized programs of workshops, seminars, guest speakers, and networking opportunities expressly for individual artists.	23-26	City Staff	Cultural Organizations  Adams Hub  NAC & BAC  Senior Center  Watercolor Festival	The Carson City Senior Center offers monthly lectures with a literary focus.  NAC offers grant workshops for organizations and individual artists.  BAC offers weekly classes for the community including painting, drawing, and ceramics.  The 4th Annual Plein Air Watercolor Festival included a workshop for artists of all levels.	An enhanced schedule of workshops in collaboration with cultural organizations and local businesses is continually developing for FY26.
	3.3 Collaboration and partnerships Encourage and facilitate collaboration amongst cultural organizations, artists, businesses, tourism operators and the city to improve administrative structures, reduce costs, share resources, maximize facility use and enhance program and event outcomes.	23-26	City Staff CTA Staff	Travel Nevada  Douglas County  Gardnerville Genoa Minden  Virginia City Gold Hill Silver City	The CTA A&C Program Manager took the lead on the Cultural Corridor project though FY25 that will include Carson City’s, Carson Valley’s and Virginia City’s arts, culture & heritage destinations. This includes all assets and stakeholders that currently work in and around arts, culture, history, and heritage sites.  With a new executive director on board, the nonprofit is in the beginning stages of development, along with branding and website through the Estipona Group. Major progress will continue in FY26.	This collaborative partnership throughout the scope of VCC staff, facilitated a new and enhanced solution-oriented team across multiple city & state entities, organizations, local businesses, individual artists, and lodging properties.  Further partnership implementation for both events will continue to foster growth in FY26.

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<b>4. Continue cultural planning and monitoring of the Arts and Culture Strategic Plan and implementation of the arts and culture strategies.</b>	4.1 ONGOING CULTURAL PLANNING Engage in ongoing cultural planning and involve broad-based public participation in the planning process.	22-26	City Staff  CTA Staff	Cultural Organizations  London Tourism Publications  BAC	CTA staff utilized surveys for the Murals & Music Festival to collect public input for ideas and improvements to arts & cultural events. City staff sent out a survey for input on the communities wants and needs for workshops at the community center.	
	4.2 EVALUATION AND ANNUAL REPORT Monitor and evaluate the Carson City Arts and Culture Strategic Plan as it is implemented, noting accomplishments, revisions and updates.	23-26	City Staff  CTA Staff		Monitoring of FY24 performance was carried out by VCC staff. The city staff will be evaluating the Strategic Plan independently.	
	4.3 ARTS AND CULTURE SUMMIT Convene a cultural forum every two years involving artists and leaders from the cultural sector, business, government, the nonprofit sector, and the community in a one-day forum to assess and celebrate progress and to explore emerging needs and opportunities that should be noted in the Arts and Culture Strategic Plan.	23-26	City Staff  CTA Staff	BAC / NSM  BAC  Virginia City Arts Leaders  Carson Valley Arts Leaders	A one-day forum has yet to be formally convened or implemented. The 3-D Cultural Corridor initiative will give opportunity for continued input from community stakeholders throughout the region.	
<b>5. Encourage culturally appropriate arts and culture opportunities, events, activities and materials that are inclusive and reflect the cultural diversity of our community and visitors.</b>	5.1 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 to ensure Carson City’s cultural heritage is protected, shared and showcased for generations to come.	22-26	City Staff  CTA Staff	Washoe /Paiute/ Shoshone Tribes  BAC / NSM  Stewart Indian School  Carson High Latin Club  Murals & Music	CTA partnered with the NSM for the 18th annual Dia de Los Muertos event and the Lunar New Year Celebration. Multi days of food, dance, music and activities highlighting the Hispanic and Asian culture for all ages. CTA partnered with BAC and several community groups to produce a Cinco de Mayo event, reaching deep into the Hispanic community, including food, art, music, and dance.  BAC hosted the Stewart Indian School Cultural Center & Museum Traveling Exhibition in FY25.  Anna Camp from NSM worked closely with Tribal Elders to ensure an authentic representation of Dat So La Lee painted by Paiute artist Gregg Deal during the Murals & Music Festival.	CTA partnered with community leaders and cultural organizations to have a curated, targeted reach into diverse communities underrepresented in Carson City.
	5.2 OUTREACH TO A VARIETY OF DIVERSE AND SPECIAL POPULATIONS Encourage opportunities to make cultural programming more accessible to individuals within diverse and special populations through new program initiatives, linkages between cultural groups and social service agencies, as well as by encouraging artists and cultural organizations to increase accessibility of their programs through outreach and targeted programs.	22-26	City Staff  CTA Staff	BAC / NSM  Latino Arte  STuro Art LLC  Carson High Latin Club  Mongolian Contortionist Center of SF  Sassabration  Nevada Day Pow Wow	The second annual Music & Murals Festival included muralists Jabi Corte and Leire Urbeltz from Spain. Along with the 14 local artists, 6 out-of-state muralists participated in the event. The line-up included 10 female artists and 9 multicultural artists.  “Maya’s Mind”, a sculpture by Mischell Phoenix was installed on the west end of the BAC campus and is the first piece for that locations sculpture Garden. It is a 20’ representation of Maya Angelou with references to her book, “I Know Why the Caged Bird Sings.”  Lunar New Year was a multi-day performance based, all ages spectacular produced by the NSM and supported by VCC.  BAC presented a Spanish language theater performance by Latino Arte.  VCC endorsed the Nevada Day Pow Wow at the MAC.  The BAC has a sculpture by Mongolian artist, author, and educator STuro temporarily placed in their Exhibition Hall Garden.  Cinco de Mayo was brought back for a multi-day celebration at the BAC. VCC sponsored Sassabration, a celebration of the LGBTQIA+ community in Carson City and throughout Northern Nevada. Music, art, food, and more.	

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	5.3 INITIATIVES FOR THE LOCAL NATIVE AMERICAN COMMUNITY Collaborate with the local Great Basin tribal nations, in particular the Washoe Tribe of Nevada and California and their local colonies in Carson City. These initiatives could be in the form of cultural programming, art exhibits, festivals or powwows, and encouraging local youth art projects.	22-26	City Staff  CTA Staff	Washoe /Paiute/ Shoshone Tribes  NSM  BAC  Stewart Indian School Cultural Center and Museum  Nevada Day Pow Wow	The second annual Music & Murals Festival showcased Paiute artist Gregg Deal with a site-specific mural of Dat So La Lee at the NSM. The design was in concert with Anna Camp and Tribal Elders. This is one of three planned murals for the NSM by Native artists.  VCC endorsed the Nevada Day Pow Wow at the MAC.  BAC exhibited the Stewart Indian School Cultural Center & Museum Traveling Exhibition in FY25.	These events were focused on presenting a respectful presentation of contemporary Native American arts, artists, and artisans. With a focus on Western Shoshone, Piute, and Washoe Tribes.  These events feature entertainment for the local Native Tribes but also serve as a cultural bridge to everyone regardless of age, race, or socio-economic background.
<b>6. Incorporate culture in municipal planning, decision-making and placemaking to improve quality of life, enhance cultural tourism, economic development and community problem solving.</b>	6.1 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 deter crime and drug use and offer creative alternatives during after-school hours, weekends, during holidays, and summer break.	22-26	City Staff	Social Service Agencies  F.I.S.H.  School District		
	6.2 INTERGENERATIONAL PROJECTS WITH THE ARTS 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 deter crime and drug use and offer creative alternatives during after-school hours, weekends, during holidays and summer break.	22-26	City Staff	Social Service Agencies  Schools  Western Nevada College		
	6.3 PUBLIC ART Prepare a public art policy and oversee a public art program for the creation and inclusion of artwork in public spaces to include contemporary art and artworks that reflect the City’s unique cultural heritage and identity, to enhance our cityscape and the artistic richness of the capital city.	22-26	City Staff  CTA Staff	Anna Freeman Arts & Culture Supervisor  BAC  Chamber of Commerce Leadership Class	The Carson City Public Art Policy was approved by the BOS on 9/15/22. CTA Staff are working with Anna Freeman, Carson City Arts Supervisor, and BAC on potential additions to the public art collection. The Chamber Leadership had 5 concrete pads poured for future sculptures, the first of which, “Rocky the Squirrel” by Jeff Schomberg, was installed in FY25. BAC continues to host a sculpture by Mongolian artist STuro. BAC presented the second annual Music & Murals Festival, adding 21 murals with a value of nearly \$300,000. BAC also added “Maya’s Mind” to their west campus.	
	6.4 CENTRAL CULTURAL DISTRICT Work with city departments to explore the creation of a “Cultural District” within the downtown corridor, while also addressing the arts and culture needs of all city areas.	23-26	CTA Staff  City Staff	Downtown Business Association Historic Resources Commission	The CTA A&C Program Manager continues to partner in the implementation of the Public Art Policy and program with City Staff. There has not been significant movement towards creating a “Cultural District” in FY24.	

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<b>7. Encourage effective marketing and promotional tools for cultural organizations to reach and attract visitors and residents.</b>	7.1 CULTURAL ATTRACTIONS MAP Prepare cultural destinations maps to promote the area’s cultural assets, activities, major events and resources. Continue to update the map via print, websites, and special computer applications for mobile devices to be easily accessed by tourists, business visitors and residents.	22-26	City Staff  CTA Staff	Cultural Businesses  Historical Societies	The CTA A&C Program Manager updated the cultural assets database. A map of all the murals was created for the Murals & Music Festival with 58 points of interest. A map showcasing all of the sculptures in Carson City is being prepared and will be completed in spring of 2025. These will complement the Kit Carson Trail map.	The cultural assets are listed on the VCC website. The maps are a user-friendly way for visitors to explore the city and have experiential moments of discovery.
	7.2 CULTURAL EVENTS CALENDAR Work with the Nevada Department of Tourism and Cultural Affairs (DTCA), the Nevada Arts Council, and local cultural organizations to provide event calendars and collaborative advertising opportunities for tourism-based events.	22-23	City Staff  CTA Staff	NAC  DTCA  Cultural Organizations	The cultural events taking place in Carson City are listed on the VCC online calendar. The Destination Development 10-year plan will create a regional arts and culture calendar that will organize and inform regional cultural organizations and will be an asset for visitors to engage with.	These resources will inform potential visitors of special events and create a uniformity among organizations developing content.
	7.3 PROMOTIONAL MATERIALS Assist in the production of print and digital marketing and promotional materials for the arts and culture sector and include arts and culture content on the Visit Carson City website.	23-26	City Staff  CTA Staff	Cultural Organizations	The CTA A&C Manager has assisted in the production marketing and promotional materials for arts and cultural events in Carson City including Lunar New Year, Cinco de Mayo, Levitt Concert Series, BAC Galley Exhibitions, Sassabration, Watercolor Plein Air Festival, Murals & Music Festival, Musicale Music Series, Dia de Los Muertos and the Mark Twain Days Festival.	Producing these marketing and promotional tools improves our reach and attracts visitors.
<b>8. Explore a wide range of funding and grant opportunities to ensure that adequate funding and resources are available to support a well-functioning arts and culture sector.</b>	8.1 GRANTS PROGRAM(S)	22 – 26	City Staff  CTA Staff	Cultural Businesses  Historical Societies  DCTA  NAC  CARSON CITY  Dust & Wonder Trail	The CTA A&C Program Manager updated the cultural assets database. A map of all the murals was created for the Murals & Music Festival with 58 points of interest. A map showcasing all the sculptures in Carson City is being prepared and will be completed in spring of 2026. These will complement the Kit Carson Trail map.	The cultural assets are listed on the VCC website. The maps are a user-friendly way for visitors to explore the city and have experiential moments of discovery.
	8.2 THE PLANNING MATRIX	22 – 26	City Staff  CTA Staff	Parks Recreation & Open Space	Evaluate locations for temporary and permanent public art including but not limited to sculpture, murals, and interactive light art. Consider the budget for placement, cost of piece, and ongoing maintenance.	Another 11 public murals are planned for FY25 along with the continuation of the Signal Box Program and 4 more pads ready for installation at Sealy Loop.
	8.3 MODELS RESEARCH	22 – 26	City Staff  CTA Staff	Burning Man	The CTA A&C Program manager attended BLINK and the CODAworx Summit in association with the large-scale murals, technology, and light. (Cincinnati, OH) The biennial Nevada Arts Council BRX, and the Governor’s conference.  With the close relationship to the Burning Man in the Black Rock Desert, we can leverage those relationships to purchase or rent art.	This is an ongoing process with trips to CODAworx, this year in Washington D.C. and the AIANTA conference in FY2025.
	8.4 DESIGNATED FUNDING SOURCES	22 – 26	City Staff  CTA Staff		Work with the City, NAC, DCTA, and cultural organizations for long-term designated funding.	We worked regionally for an award of \$631,350 for a regional project focused on driving tourism through arts and culture.
	8.5 REDEVELOPMENT GRANTS	22 – 26	City Staff  CTA Staff	RDA  DCTA  NAC	Work with Carson City Redevelopment Authority on the Redevelopment Grants program for arts and culture events and activities.	This is ongoing.