



## **Final Report**

### **Third Annual Carson City Murals & Music Festival**

Carson City, Nevada | September 15-20, 2025

#### **Overview**

The Third Annual Carson City Murals & Music Festival continued to build momentum as one of Carson City's signature arts and cultural events. Over the course of the festival, 17 artists created 17 large-scale murals across downtown Carson City and key outlying venues, transforming the urban landscape and deepening the City's cultural identity.

The festival attracted thousands of locals and visitors to explore Carson City through art and music, with 1,000 printed mural maps distributed and strong digital map engagement online. This year's event underscored the power of community, collaboration, creative expression, and cultural, sustainable tourism.

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#### **Artistic Impact**

- 17 murals completed by 17 artists, including 2 international and 4 national artists.
- Diverse representation of artistic styles, cultural backgrounds, and subject matter, celebrating Carson City's past, present, and future.
- Highlights included:
  - A second mural on the Nevada State Museum's north-facing wall by Pyramid Lake Paiute artist Autumn Harry, who worked closely with Tribal Elders and Dr. Anna Camp, Curator of Anthropology, from the Nevada State Museum.

- A 28-foot portrait of a woman by internationally acclaimed muralist Rafael Blanco, a striking new landmark for the City.
- A special collaboration with NDOT and Safe Routes to School, featuring a summer-long student art contest. Children were invited to draw what “getting to school safely” meant to them; the winning design was transformed into a mural by Spanish artist Leire Urbeltz on the east-facing wall of the Western Nevada Performing Arts Center, combining youth voices, safety education, and international art.

#### Community Collaboration:

Residents at The Lodge Assisted Living Community participated in a co-design survey that informed mural concepts, fostering meaningful intergenerational dialogue and giving voice to local elders in the creative process. This massive 110'x26' wall was painted by Bill Louis, born in Fiji and currently based in Eagle Mountain, UT.

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#### Music & Cultural Programming

The festival featured 12 live music performances from local and touring acts, all free and open to the public. These performances activated mural sites and downtown gathering spaces, creating a vibrant, walkable arts corridor and drawing steady audiences throughout the weekend.

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#### Media Coverage & Public Engagement

Extensive media coverage helped build anticipation and maintain momentum before, during, and after the festival. Stories highlighted the festival’s artistic achievements, community partnerships, and economic impact.

#### Key coverage included:

- Double Scoop – statewide arts and culture coverage
- Nevada Appeal – in-depth local reporting and event features
- Carson Now – community stories and festival updates
- KOLO 8 – television coverage amplifying the event to a regional audience

This media attention played a critical role in positioning the festival as a premier arts event in Nevada, attracting both local and visiting audiences.

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### Community Partnerships & Sponsorship

The festival was made possible through the generous support of 20 community sponsors, demonstrating broad-based local investment in the arts.

#### Key Sponsors:

- United Rentals
- Visit Carson City
- Orchard House Foundation
- Nevada Arts Council
- National Endowment for the Arts
- Department of Tourism and Cultural Affairs
- The Federal Hotel
- Southwest Gas Corporation
- The Lodge Assisted Living Community
- NDOT
- Hone Company

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### Economic & Tourism Impact

The festival serves as a powerful driver of cultural tourism and local economic activity. Preliminary indicators include:

- 1,000 printed maps picked up during the festival, indicating strong visitor engagement with mural sites.
- Increased foot traffic and business activity downtown during festival weekend.
- Lodging and visitor spending generated by artists, volunteers, and out-of-town attendees.

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### Outcomes & Legacy

- Cultural Legacy: 17 new murals have become permanent additions to Carson City's cultural landscape, enriching public spaces year-round. Carson City now has 75 murals, 61 commissioned since 2023.
- Community Engagement: Deep partnerships with artists, residents, youth, sponsors, and visitors fostered a shared sense of pride and belonging.
- Tourism & Economic Development: The festival continues to establish Carson City as a vibrant arts destination and a lasting draw for curious and culturally engaged travelers. The murals not only enliven public spaces but also act as powerful tools for placemaking and wayfinding, guiding visitors through the city's creative landscape.
- National Recognition: Participation by national and international artists elevates the city's profile within the mural and greater arts community.
- Economic Impact: In three annual festivals, \$609,000 in public art has been created for the Carson City community and visitors to interact with.

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## Opportunities

- An increase in budget would allow for higher artist stipends to attract a wider range of national and international artists.
- Music could be maximized with additional concert experiences throughout the week.
- More collaboration with youth agencies to include a wider age demographic of interaction.

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## Acknowledgments

The Third Annual Carson City Murals & Music Festival was produced through the collaborative efforts of artists, community members, sponsors, and volunteers. Special thanks to our presenting partners, key sponsors, and everyone who helped make this festival a success.

We look forward to building on this momentum for Year Four, continuing to celebrate Carson City's history, culture, heritage and creative future.

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