

# artown final report

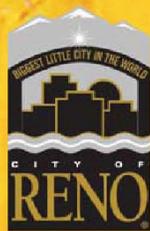
Thirty-one days of SPECTACULAR EVENT

JULY 1 TO 31, 2006 RENO NEVADA



artown

MAJOR FUNDING PROVIDED BY THE CITY OF RENO





## **ARTOWN 2006 FINAL REPORT**

### **ARTOWN STAFF**

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Annelise McKenzie, Development / Finance Director  
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Hazel Johnson, Event Assistant

### **ARTOWN BOARD OF DIRECTORS**

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Christine Fey, Advisor

### **OUTSOURCED STAFF**

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## **MISSION STATEMENT**

Strengthen Reno's arts industry, foster its civic identity and enhance its national image, thereby creating a climate for the cultural and economic rebirth of our region.



Reno Idol Winner  
Megan Moore



Controlled Burn at Drum, Dance &  
Didgeridoo Festival



Living Statue & Mime at  
The Summit Sierra



Vox Lumiere in the Grand  
Sierra Resort Showroom



Diavolo



DBR & The Mission Artown 2006  
Closing Night in Wingfield Park



Thomas Moran's the Eternal Snows  
at the Coeur D'Alene Art Auction



Kanata performing for  
Artown's Family Series



Senior Star Search



Celtic Festival in Wingfield Park



Vusi Mahlasela, part of the Food  
for the Soul World Music Series



Discover the Arts

# DOWNSTREAM Start of Art

# TAHOE QUARTERLY

The women behind Artown, (left to right) Prudence Wildman, Festival Manager; Annelise McKenzie, Development/Finance Director; Beth Macmillan, Executive Director; Natasha Bourlin, Marketing Manager. Photo by Peter Sporn.



by DORESA BANNING

In hindsight, 1996 was a particularly significant year in Reno's history – the dawning, some say, of a new era for the "Biggest Little City." That year marked the debut of Artown, a multi-day celebration of arts and culture that quietly initiated the germination of a whole new image for Reno, one that has gained increasing currency every year since with locals and visitors alike.

"Artown has been a change agent," states Artown's Executive Director Beth Macmillan.

Before Artown, Reno lacked a major organized arts event. Its downtown was a place residents avoided. The area's allure had waned dramatically; many restaurants and shops had moved out of the area. Artown's aim was to create a downtown-based event that celebrated the oft-overlooked abundance of local arts and culture thereby giving the locals an enticing reason to return to Reno's heart.

"When all of those businesses left, it created a vacuum," says Christine Fey, Arts and Culture manager for the City of Reno.

Eleven years later, downtown Reno is alive with cafés and galleries. New music and entertainment venues have popped up around the city. Is Artown responsible for it

all? Probably not. But was it a powerful and persistent agent of change? Undoubtedly.

### CULTURAL SHIFT

Artown's visionaries, a small group of business and arts executives comprising CITY 2000 (today known as the City of Reno Arts and Culture Commission), thought that an emphasis on the arts would improve the city's self-image and help rejuvenate the all-but abandoned downtown.

"The idea for Artown was very progressive," Macmillan says. "It was developed so we could be proud of

of coffeehouses or other venues that are playing music. They want to stay downtown."

Over the last 11 years, the arts have made gains throughout Reno. Galleries have sprung up, the NMA's expansion has been wildly successful, Harrah's created a plaza for concerts and shows, the McKinley Arts and Culture Center was renovated, the old Riverside Hotel was converted into artists' lofts, the Pioneer Center created a new square, the University of Nevada started a School of the Arts and recently added an MFA program and the Spirit of Artown holiday festival was launched. Cultural

River, exhibits, plays, choirs, Chautauqua, films, jazz, ethnic dances, storytelling, ballet, a kite festival and walking tours of historical districts.

By the year 2000, the festival had broadened to include the Coeur d'Alene Art Auction, the world's leading auction of Western art; and out-of-area acts like Project Bandaloop, an aerial dance troupe that performed a vertical ballet on the outside wall of Riverside Artist Lofts, and the well-known Kronos Quartet. In recent years, performers have included Marcel Marceau, Mikhail Baryshnikov, the Mormon Tabernacle Choir, Jeffrey Ballet

Dianne Reeves; Diavolo Dance Company, a Los Angeles-based troupe of dancers, gymnasts and actors that create large-scale performances; DellArte Company, a Northern Californian dynamic physical theatre that will present *Second Skin*, using masks, wit and talent to transport the audience on a journey to the afterlife; and Pink Martini, a Portland-based, 12-piece orchestra whose members describe the group as "somewhere between a 1930s Cuban dance orchestra, a classical chamber music ensemble, a Brazilian marching street band and Japanese film noir."

Festival-goers can also expect interesting collaborations between local arts organizations. The Drum, Dance and Didgeridoo Festival features local fire performers, drummers, jugglers, a Middle Eastern folkloric dance troupe and ManTis from the Burning Man festival.

"We present the best Northern Nevada has to offer," McMillan notes, "and some of the best in the world on the same playing field."

Other Artown events include "Master of the Unusual," inventor, comedian, musician, acrobat and juggler Michel Lazútre; America's Own Dogs," a circus show involving clever hounds; and the Great Basin Chautauqua.

"Artown continues to be very grassroots," Macmillan says, "a celebration for the community by the community." The city, various arts groups, businesses, civic organizations and the Artown staff of 5 organize and carry out the event, which now costs about \$1 million to put on. Approximately 85 percent of participating groups are local.

Artown now books out the month of July solid. Whether or not Artown will someday extend past July remains an open question. Macmillan says further research is required before that decision can be made.

"With the Board's guidance, we'll either look at ways to grow it or at ways to improve," she says. Whatever the future holds, the organizers can be well satisfied that, for one month and much more, they have helped turn a blighted image into a town of art. ■

Artown has become central to the continuing transformation of Reno from a one-horse gaming town into a culturally aware city. Its mostly-free events bring together all segments of the citizenry, spinning magic out of the warm July air.

our own backyard, celebrate our own community and have a sense of ownership in our environment."

The first year, more than 30,000 people turned out for what was then called Uptown Downtown Artown. The event spanned a three-week period, during which a different cultural event was held each day in various venues throughout the city. Thirty arts organizations, all local, participated.

"We honestly didn't know if anyone would show up," Fey says. "We hoped they would. The turnout was very surprising. Ever since, Artown has been wildly successful in getting people reinvested in downtown."

Artown's success was due in large part to the City of Reno's support, says Macmillan. The event was a key part of their long-term redevelopment goals for the downtown.

Over the last decade, the city's river corridor and surrounding streets have seen a wide variety of new construction and new business, including a spectacular and much larger new home for the Nevada Museum of Art (NMA), the creation of a state-of-the-art whitewater park and the conversion of old buildings into hip residential apartments.

"Before, as soon as an event was over you skedaddled to your car," Fey says. "Now people stroll, they go in and out

options, including concerts, theater, musicals, plays, comedy, magic, opera, ballet and the symphony, have become numerous.

"Reno has definitely changed and become more of a cultural center," Macmillan says. "We now have arts here year-round."

Along with the local perception, Artown is helping enhance Reno's national image. The festival attracted over 23,000 tourists last year. "They love Reno, the way they're treated and the environment," Macmillan says. "Among artists, Artown is seen as a major player in festivals and one of the key places they want to work."

The end result has been increased dollars flowing into the city. The festival's economic impact last summer was about \$12.4 million, four times that of 1999 – not a bad return on the city's initial \$12,000 investment back in 1996. Completely committed, this year the city will invest \$110,000 in the event.

"Part of that return is intangible," says Macmillan, "in terms of us feeling good about and being proud of our community. On the other hand, the services we enjoy become economic generators."

### ARTOWN BLOSSOMS

In the early years, Artown offered events such as outdoor concerts by the Truckee

and Ladysmith Black Mambazo. Last year, Artown added Artown after Dark – events that take place after 10:00 P.M. It also broadcasts 7 of its shows live on Reno's Channel 13, which reaches some 65,000 people.

This year, Artown will offer more than 300 events (most of them free) in more than 90 locations (for details visit [www.renoisartown.com](http://www.renoisartown.com)). At least 80 organizations will participate. Attendance last year hit a record high: 260,000.

"It's just grown tremendously in so many ways," Macmillan says. "We look like a mature festival – our programming reflects that."

The offerings in 2006 are more varied and edgier than ever. Vox Lumiere will perform a rock opera retelling *The Hunchback of Notre Dame* by weaving multi-level staging, lights, singers and a band together with the projection of the original silent film running in the background. DBR (Daniel Bernard Roumain) and The Mission will blend funk, rock, hip-hop and classical into a sonic vision.

"We try to provide traditional arts but also push the envelope a little bit with groundbreaking or new art forms," Macmillan says.

This year's festival also welcomes

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4175 Porte De Palmas Unit # 170  
San Diego, CA 92122-5122  
August 7, 2006

Director Glenn Little  
26 Colombard Way  
Reno, NV 89512

Dear Director Little,

I own a timeshare at the Plaza Resort Club on West Street just a very short walk from where the summer noon hour concerts are performed. In the past I used it to attend "Hot August Nights" and would attend the concerts until you stopped having them during that week. During that period I was a contributor to the Reno Municipal Bands.

"Hot August Nights" has become too large and over whelming and I was missing attending the concerts. This year I visited Reno during "Reno is Artown" and attended the noon hour concerts plus the one Thursday afternoon. As usual they were excellent and very enjoyable. I intend to keep visiting Reno during July.

As I mentioned to you after one of the concerts I wish to again be a contributor to the band. You were gracious enough to give me your business card with your address to send you my check. Please deliver the enclosed check to the proper location. Thank you.

Sincerely,



Ronald J. Newell



# WINGFIELD PARK

# EXECUTIVE SUMMARY

**“What began as a small-scale arts festival has turned into Artown, the biggest affair of the year in Reno.”**

-Janet Fullwood  
SacBee.com

## ARTOWN HISTORY

Artown began 11 years ago as a way to celebrate Reno’s downtown, but it has grown into a way to re-define the region. July 2006 took the month-long celebration of cultural diversity and artistic innovation and increased its reach while deepening its roots. This year saw new artists, new venues and a record-breaking 285,000 attendees (65,000 of which are attributed to SNCAT’s broadcast of 17 Artown events in July), proving that the vision cast back in 1996 by a small group of individuals committed to strengthening Reno’s arts industry and enhancing its civic identity and national image not only continues to grow, but to thrive as well.

Participants who attended this year’s event were treated to more than 300 citywide exhibits and performances coordinating over 80 presenting organizations in more than 90 locations citywide. It is this cooperative spirit, as well as the ever-evolving creative energy, that has secured Reno’s place in the local and national arts scene. In fact, the National Endowment for the Arts deemed Artown one of the most comprehensive festivals in the country.

Artown’s overwhelming success makes it easy to forget the bold steps needed to create it back in 1996. Like so many other cities across the country, downtown Reno was facing an identity crisis of major scale, with once thriving casinos closing their doors and vacant properties, overlooked and abandoned, dotting nearly every block. Locals and tourists alike avoided the city’s core making the idea of a national arts festival being held here so much more a dream. But with the courage, commitment and cooperation of locals and city leaders alike, Artown was born, taking Reno from rundown to re-invented almost overnight. 30,000 people participated that first year, and Artown has thrived ever since, proving the successful combination of artistic collaboration, citywide pride and local and national talent can and does make a difference.

**This event has people talking all year around about how July is their favorite month. It is our favorite month because the number of visitors it brings downtown makes a positive impact on our shop and other businesses who thrive because the Artown attendees come back and visit long after the month has ended. We love Artown.**

-Meredith Tanzer, Owner of La Bussola

## ARTOWN BY THE NUMBERS

Artown 2006 set out to take everything it does well and do it even better. In many ways, the numbers tell the story:

- 94% of the Artown Festival was entirely produced and performed by local organizations.

- When visiting from out of town, Artown attendees stayed an average of 4 nights.
- We estimate that 33,000 people from out of town attended the Artown Festival.
- An estimated 39,000 attendees were new to the Artown Festival this year. 19,140 of those attendees were attracted from out of town.
- Attendance by the Hispanic population is estimated to have jumped from 1,950 (1% of 195,000) to 9,570 (4.35% of 220,000).
- 24% of attendees (52,800) stated that they gathered their Artown information from the Artown brochure. The next highest media for information was the newspaper at 20% (an estimated 44,000 people).
- 85% of those patrons surveyed stated that they would be very likely to attend other cultural events in the next year as a result of their Artown experience.
- 58% more people than last year (6,000 in all) felt the rhythm of the Drum, Dance and Didgeridoo Festival.
- More than 75 volunteers gave of their time and energy to make Artown flow smoothly.

**“Wow! What a great experience. The world needs more Artown...”**

-Kevin Saunders Hayes  
Creator/Producer  
Vox Lumiere

## PROGRAMMING HIGHLIGHTS

The poster artwork for Artown 2006, *Synergy*, created by local artists Daniella Garafolo and Dominic Panziera, represents the artistic force coming together to inspire art. It shows manmade art in the pursuit of reflecting nature. It is a collaboration of man, spirit and nature working together to create a whole that is greater than its individual parts – art. The collaborative vision proved the perfect theme for all Artown is trying to do. New venues were sought out, new audiences served, new sponsors attracted. Artown has taken all it does right and used it to do more. The synergy that has made Artown the pride of the city was exemplified by its programming:

- Diavolo Dance Theater surprised audiences with stunning dance, startling gymnastics and sublime acting under the guidance of artistic director Jacques Heim.
- Grammy award-winning pianist George Winston enchanted audiences with his inspired mix of jazz, blues, rock and sweet R&B.
- Vusi Mahlasela, the South African musician described by Dave Matthews as “the voice during the revolution, a voice of hope,” performed as part of the Food for the Soul World Music Series.
- Reno Philharmonic Orchestra soared and swayed with the pride of local musicians.
- Nevada Opera brought *Opera in Blue Jeans* to both Bartley Ranch and Wingfield Park.

- Vox Lumiere reinterpreted live performance with a compelling combination of theater, rock-operatic music and silent film.
- The 12-piece band, Pink Martini, stirred things up with its piquant mix of world music.
- DBR & The Mission sent out the call for a musical revolution combining funk, rock, hip-hop and classical music styles.
- Dianne Reeves, four-time Grammy winner and one of the preeminent jazz vocalists in the world, brought her unique, sultry tones to hang in the air so true and pure they could almost be seen.
- Coeur D'Alene Art Auction moved over \$27,000,000, making it once again the largest auction of western art in the country.
- The Nevada Museum of Art's *100 Years 100 Chairs*, was the only U.S. venue for the exhibit.

**“I just wanted to say first off how amazing, and wonderful, and powerful, and life changing this whole experience was for me- thank you, thank you, thank you!”**

-Cheetah Platt, regarding his week-long dance training with Diavolo.

## ARTOWN REACHING OUT

Artown's commitment to cultural diversity and artistic innovation extends to all members of the community. Artown 2006 made a special effort to reach out to children, seniors and multicultural groups – three demographics often overlooked by local events.

### Artown For Kids

While most performances included in month-long Artown are deemed family friendly, several features are specifically geared to the youngest of art enthusiasts. The following are highlights from this year's celebration:

- Artown made participation in the Missoula Children's Theatre program possible for many area youth by providing scholarships for 70 children. These children auditioned, rehearsed and then went on to create and perform their vibrant costumed production of *Robin Hood* at the Robert Z. Hawkins Amphitheater. 550 people attended the performance. Members of Missoula Children's Theatre also visited at-risk, year-round schools and the Boys and Girls Club of the Truckee Meadows where they conducted theater workshops on site with 510 young participants.
- After ten successful years of Discover the Arts, Artown decided this was the year to inject the weekday youth art program with new life and energy as the program underwent a change in venues, performance times and program format. Residents seemed to welcome the changes as the number of youth served almost doubled, with a total of 4,300 children participating in our Discover Series.

- The wildly innovative Diavolo Dance Theatre, as part of the Discover The Arts Program, performed a free show for 1,500 children aged six to twelve at the Pioneer Center For the Performing Arts.
- Kanata, the Native North American Dance Company, performed as part of the Family Series and visited the City Kids program to conduct a Native American dance workshop for 40 children.
- 100 “big and littles” from the Big Brothers Big Sisters program attended Artown’s Family Series.
- Artown flyers featuring child-friendly events were distributed to 10,200 students throughout the Washoe County School District, and every elementary school throughout the region received electronic information regarding child-friendly programming and auditions.
- The Drum, Dance and Didgeridoo Festival offered a parade and crafts booth that served over 125 kids, and many teenagers (ages 14-15) participated in the drumming and poi-spinning workshops along with the adults.
- Mondays offered up performances by the Reno Philharmonic in *Mozart’s Magnificent Voyage*, Michel Lauziere “master of the unusual” (a comedic, musical, juggling act), Kanata Native American Dance Theatre and acts from the Circus Circus big top.
- VSA of Nevada conducted a variety of workshops for children, teens and adults.
- The Lake Tahoe Shakespeare festival hosted a free children’s *Young Shakespeare* program attended by more than 400 children.

**“Congratulations to Artown for keeping the festival inventive, different and fresh.”**

-Jack Neal

## **Artown For Teenagers**

Artown saw an increase in the number of teenage attendees in 2006. This is attributed to more targeted programming, children who have participated in Discover the Arts, and may also be children who attended events with their parents for the last 11 years now enjoying Artown with their teenage friends. Some specifically targeted programming included:

- The Reno High Band performance of *Edge* at the American Arts Festival on July 2 proved so successful that these young musicians were hired by Artown to perform at The Summit Sierra shopping center for four additional days during Artown.
- Under the direction of Dianna Sion-Callender of ICON gallery, 40 teenage artists between 12 and 17 exhibited and sold their art for a cumulative \$500 while a teenage band entertained at the *777 Kids Rock the Arts* event.
- The third-annual Reno Idol competition winner, Megan Moore, was sent to compete in the American Idol contest in Pasadena, California.

## Artown For Seniors

Artown has always strived to serve the artistic and cultural spirit of all the Reno area. Past surveys have shown that we needed to make an extra effort to reach our senior population. New efforts in this area increased attendance and diversified our offerings.

- In a partnership with Washoe Senior Options, the *Senior Star Search* competition at McKinley Arts & Culture Center showcased 12 talented local senior citizens from a variety of artistic disciplines.
- Artown provided targeted promotional materials to 20 local senior programs and centers.

**“Artown is the preeminent event in Reno. It successfully spreads itself to meet the needs of our diverse interests and tastes...We will continue to lend all our energies to finish the bridges you have already started to reach an underserved 30% of our population.”**

-Leopoldo Ramos  
GM of KAZR & KREN

## Artown For Multicultural Groups

Artown is not only a citywide, multimedia celebration of the arts, it is a worldwide, multi-talented, multicultural celebration of the spirit. An early goal of Artown was to provide opportunities for participants to experience a wide range of cultural sights, sounds and sensations, and this year’s multicultural lineup proves our commitment has only grown.

- The Kanata Native Dance Theatre brought their stories in movement alive and collaborated with local tribes in a full evening of music, dance and storytelling.
- Brazilian Guitar Quartet – one of the most sought after guitar ensembles in the world and known as Brazil’s “dream team” – brought a record 1,300 people to their feet at the Robert Z. Hawkins Amphitheater.
- Poulenc Trio, comprised of one American and two Russian musicians, combined 21st century vibrancy with European instrumental traditions at the Robert Z. Hawkins Amphitheater.
- Wafu Theater offered the best in Taiko drumming at Miguel Ribera Park.
- The Food Bank of Northern Nevada’s Food for the Soul World Music series featured Incendio (Latin guitar world fusion), Nathan and the Zydeco Cha Chas (Creole), Vusi Mahlasela (South African) and the Reno Jazz Orchestra (Puerto Rican).
- Spanish Harlem Orchestra brought classic Latin dance orchestra sounds to John Ascuaga’s Nugget on two consecutive nights.
- Several multicultural festivals offered a chance to experience American, Celtic, Basque and Drum, Dance and Digeridoo events on weekends throughout the month.

**“...If there’s a ticketed performance at the Pioneer Center associated with Artown, I’m going!! I have always been pleased beyond my expectations with what I have seen/experienced.”**

-Linda Jarzynka

## **ARTOWN COOPERATIVE**

While the idea of Artown began with the vision of a few, it has grown to include local, national and international artists and arts enthusiasts. This year’s theme, *Synergy*, focuses on the synergistic qualities of art and the artists who create it, while building collaborations throughout the community that enabled a festival richer and more diverse than any other.

- As a venue for receiving input from local artists and arts organizations and to further define and redefine what Artown is, we held our second annual artist forum in January.
- Diavolo brought not only breathtaking performances, but also a variety of opportunities for local artists. Through scholarships provided by Artown, 15 local professional and non-professional dancers were able to work intensely with Diavolo Artistic Director Jacques Heim for four hours a day to learn the unique Diavolo technique. The work culminated in a spectacular performance at Wingfield Park. One participant said, “Doing this week-long intensive helped me do things I never thought I would do. It was the best experience of my life.”
- With Diavolo’s use of unusual structure and Reno’s ever-growing structures, Artown thought it would be interesting to bring together artists and building professionals for a cross-pollination of ideas. The resulting symposium, “Man and His Structure” saw local architects, engineers, urban planners and members of Diavolo realize that their processes are similar even if their results look different.
- The Dell’Arte Company used its dynamic and physical theater to raise money for local Bruka Theatre. It also held an actors’ workshop to help others hone their craft.
- Artown partnered with Arger-Martucci Winery who bottled 200 cases of a 2004 Syrah to benefit Artown. \$5 from each bottle sold is designated to support Artown.

A more detailed list of collaborations follows:

**This is the fifth summer we have come to Reno from Florida and have attended many of the Artown activities. By the end of July we are tired from being out nearly every night of the month - but we just love it. THANK YOU.**

-Sharon Branc, Naples. Florida

## Collaborations

Collaborators	Event
Artouring, Sierra Arts, VSA Arts, Nevada Museum of Art, Nevada Opera, The Note-Ables, Global Kids Summer Camp, Nevada Storytellers Network, McKinley Arts and Culture Center, Reno Jazz Orchestra, Great Basin Chautauqua, University of Nevada Reno's Theatre Department, Reno Taiko Drumming, Wafu Theater, Lake Tahoe Shakespeare, Diavolo Dance Theater, Pioneer Center, Miguel Ribera Park and Artown	Discover the Arts
Artown, Arger-Martucci Vineyards, Men Wielding Fire, All Ben's Fine Wines, Booze Bros, The Cheeseboard, John Ascuaga's Nugget, Luva Bella, Vino 100, Washoe Wine, Napa Sonoma, Whispering Vines	Artown Wine
The Food Bank of Northern Nevada and Reno Jazz Orchestra	World Music Series
Artown and Men Wielding Fire	Food and Beverage at Park Events
Artown, In Motion Studios	Sean Curran Master Class
Artown, Fascinating Rhythm & local dancers	Diavolo Community Intensive
Artown, The Summit Sierra Center	Artown at the Summit
Sands Regency Hotel Casino and For the Love of Jazz	Sunday Jazz at the Sands
Sierra Water Color Society and Washoe Medical Center's Promenade Gallery	Sierra Water Color Society Art for the Healing Art
Truckee Meadows Quilters and the Washoe County Library System	Art Through a Quilters Eyes
Silver Legacy and the Reno Philharmonic Orchestra	Silver Legacy's 11th Birthday Celebration
Reno Pops Orchestra, Maytan Music Center and Fleischmann Planetarium	Reno Pops Orchestra presents: Destination Space
Washoe County Concert Association and the Northern Nevada Music Teachers Association	Steinway Series
National Automobile Museum, Artown and the University of Nevada, Reno, School of the Arts	Exhibit of the James Dean Car in Wingfield Park for Movies in the Park
Artown, Bruka Theater and Truckee Meadows Community College	Dell'Arte's Second Skin
Truckee Meadows Community College and the Reno/Tahoe International Airport	Connector Collections Gallery/ TMCC Art Exhibit

Collaborators	Event
Artown, the Reno Philharmonic Orchestra	Family Series: <i>Mozart's Magnificent Voyage</i>
Reno Municipal Band and MasterWorks Chorale	Festival of Freedom Noon Concert
Sands Regency Hotel Casino and the Reno Blues Society	Blues By the Pool
KTHX, Great Basin Brewing Company and the Nevada Museum of Art	First Thursday
Ageless Repertory Theater, the First United Methodist Church and the Washoe County Library in Sparks	Ageless Repertory Theater Productions
First United Methodist Church and Local Musicians	Sweet Vibrations
University of Nevada Reno, Argenta, other Local Musicians	Argenta and Friends
Silver Dollar Chorus, MasterWorks Chorale and the Reno-Tahoe International Airport	Concerts at the Airport
Movies in the Park and Never Enough Ballroom	Ballroom Dancing instruction at viewing of <i>Strictly Ballroom</i> for Movies in the Park
Artown and John Ascuaga's Nugget	Spanish Harlem Orchestra and Dianne Reeves
Artown and the Grand Sierra Resort	Vox Lumiere
Artown and Eldorado Hotel Casino	George Winston
KUNR and the Nevada Museum of Art	KUNR Jazz Brunch
Stremmel Gallery and the Grand Sierra Resort	20 <sup>th</sup> Annual Coeur d'Alene Art Auction
Reno Chamber Orchestra and Meadowood Mall	Reno Chamber Orchestra String Quartet
Artown, Washoe Senior Options and McKinley Arts and Culture Center	Senior Star Search
St. Mary's Art Center, Barnes & Noble	Conversations with Artists
Reno Municipal Band, University of Nevada, Reno Dept. of Extended Studies	Concerts on the Quad
Artown, Eldorado Hotel Casino and the City of Reno Youth City Council	3rd Annual Reno Idol Competition
Artown and the Reno -Sparks Indian Colony	Local Native American performance and storytelling during the Family Series
Artouring and the Nevada Museum of Art	Studio Tours
Vocal Art Works and the Unitarian Universalist Fellowship of Northern Nevada	A Cappella Jazz and Renaissance Summer Show

## ARTOWN IMPROVEMENTS

Art doesn't stand still. Neither does Artown. Our continuing efforts to improve the experience for everyone took on new emphasis in 2006. Our improvements included:

- Addition of two air-conditioned bathrooms at Wingfield Amphitheater's backstage to be used by performers.
- Introduction of 75 Artown volunteers who offered information and assistance to patrons at park performances and helped enforce event rules.
- Addition of the Festival Manager who worked on site for each event and provided better communication between Artown, its presenters and City staff.
- First time participation by the Lake Tahoe Shakespeare Festival.
- Our first fundraiser – Arlo Guthrie at The Summit Sierra Center – 700 people attended.
- Production of the first promotional DVD summarizing the festival – 300 DVDs produced.
- Banners and signage at three park entrances detailing event rules, Artown calendar, park map and information regarding the new donation program.
- Monitoring of chair heights to improve sight lines for all attendees at Wingfield Park events.
- Stricter, but unobtrusive, implementation of Wingfield Park rules.
- The addition of Men Wielding Fire as the official food vendor of Artown. Men Wielding Fire fed festival attendees throughout the festival at multiple events. They created their own synergy by serving food appropriate to each event.
- 8 new venues including the University of Nevada, Reno Quad, Fleischmann Planetarium, Miguel Ribera Park, Wells Avenue, National Bowling Stadium, Reno High School, The Summit Sierra and the Reno-Tahoe Airport.

## VENUES HAVE GROWN WITH ARTOWN

- Over the past several years, the City of Reno has made a number of changes to Wingfield Park to improve audience and performer experiences. Following the flood of 1997, the City re-graded the park into a bowl shape which accommodated audience sizes at that time. As audience numbers grew, the City met with Artown organizers and other event producers to discuss the possibility of re-grading the park to accommodate the tremendous increase in audience sizes. The City was unable to re-grade the Park right away but was able to add more electrical outlets at the rear of the park for vendors. In 2003, the City extended the stage, eliminated the steps in front of the stage, added a dance floor and two ADA viewing platforms and trimmed the center tree to improve sight lines. In 2005, the City re-graded the park to flatten it out which added better sight lines for audience members at the rear of the park and installed a new sound system. Finally, in 2006, the City re-constructed the drainage at the front of the park, added a backstage dressing room, improved staff control over portable restrooms and removed the planters from the front of the stage to enable the audience to see the entire stage area. City staff received numerous compliments on the improved sight lines and restroom cleanliness as well as accessibility.
- The Robert Z. Hawkins Foundation has provided funds to Washoe County to continually improve and upgrade the technical equipment at the outdoor amphitheater in Bartley Ranch Regional Park. Washoe County staff have made seating improvements to accommodate more attendees to the events and built vendor pads outside the amphitheater to allow easy access to food and beverage purchases at events. Artown worked collaboratively with Washoe County to utilize the County's on-line ticket service for Pink Martini and Missoula Children's Theatre.



# ROBERT Z. HAWKINS AMPHITHEATER



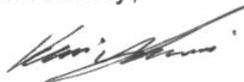
Beth Macmillan and the Artown staff,

Congratulations on another wonderful Artown season. From the light and fun Sean Curran Dance Company to the indefinable, yet entertaining DBR and the Mission, I had a wonderful July.

Between the Dancing in the Park series and the Food for the Soul concerts my Tuesday and Wednesday evening's are always booked. Some of the other highlights for me were the Diavolo Dance Theater which looked like so much fun I couldn't help but think – I want to play too! Even though I understood very little of what they were saying, the Spanish Harlem Orchestra's upbeat rhythms crossed all language barriers and had me dancing in my seat. George Winston was everything I expected and more, it was such a peaceful evening with a true student of his craft. Opera in Blue Jeans at Bartley provided two great shows. The first wonderfully staged by the Nevada Opera, and second, unplanned, beautiful light and water show by Mother Nature. But for me the true highlight of this year's Artown season was the Pink Martini concert. This was by far the best live show I have ever seen. The energy of the performers and the crowd was just right and the unexpected, but so much fun, intermission entertainment by the March Fourth Marching band just put it over the top. It is my hope, and the hope of everyone I tell, that you will consider bringing the March Fourth Marching Band back for their own performance.

I am sure you are all bone tired and somewhat glad for it to be over, but I wanted to let you know that all of your hard work is recognized and appreciated. Thank you so much for continuing to bring such unique and high quality experiences to this community. I look forward to next July and the new encounters it will bring.

Sincerely,



Kerri Garcia

September 7, 2006

# In Depth

The Red & Blue • Volume 119, Issue 1

## Students draw Artown crowds

BY JULIANA BLEDSOE  
STAFF REPORTER

Throughout the month of July, numerous art events moved through the downtown area including works of media and performance art. July is Artown month and many RHS students both performed in and attended these events.

Junior Riley Dillon frequented the events with her family.

"It's a really good way for the community to have more art and culture," said Dillon. "There's a really good feeling downtown."

Junior Eleanor Su agrees to a certain degree. "It's really fun downtown," said Su, "if you're into that kind of thing." Su sold her handmade jewelry at the artsy boutique, "La Bussola," downtown during the festivities, but the many tourists attending Artown turned her away from much of the happenings.

"I think Artown is just like a tourist attraction," she said.

Artown is part of a general plan to draw tourists to the area, but many of the events are geared towards locals as well. Young people are encouraged to be involved in the event. Acts like EDGE!, the original and highly successful performance created by band teacher Chris Haskell, and dances featuring young performers were booked to draw a variety of audiences, but not everyone knows about the attraction.

"I think more kids should go," said Dillon. "I don't think kids our age really hear about it."



Senior Hayley Huntley performed in the musical "Broadway Blast" at the Pioneer Center along with junior Hillary Hershonow, senior Jessie Blazer, and freshman Lizzie Urie.

"I think Artown is a good outlet for artists in the community who have no other way to show what they can do," Huntley said. "I think Artown is not only entertaining, but it provides something to do for kids who get bored in the summer or get into trouble."

Art has long been shown to be therapeutic, and Artown has applied these ideas to our community. It stimulates both economy and culture and provides an array of entertainment and opportunities for people throughout the city.

Artown was formed in 1996 by "The City of Reno Arts and Culture Commission 2000" after the Truckee River area faced lack in popularity. CITY 2000 highlights Artown festivities and throughout three weeks in July every year. Artown has been a huge success, recording about 30,000 people in attendance through the first year of its festivities. Not only has Artown been a huge success in bringing in famous artists and performers, but has also created programs such as Discover the Arts, a way for kids to learn about art and movies in the park, where classic films can be watched outdoors.

# Dancers share culture with kids

BY SEVIL OMER  
somer@rgj.com

Naomi Powells and Cheryl Jacobs fluttered like butterflies. Brian General spun like a tornado.

"It's cool to watch them dance, to show us what they know," said Devon Anderson, 8, of Reno.

Anderson's twin, Drake, agreed.

"We've never seen anything like this before," he said.

Powells, Jacobs and General captivated a modest gathering of children Monday morning and performed for almost 40 minutes in their community outreach program.

The trio are among the Kanata Native Dance Theatre, artists who perform songs, music and dances of American Indian tribes, including the Blackfoot, Cree and Lakota.

The troupe stopped in Miguel Ribera's recreation center on Neil Road before its evening performance at Wingfield Park.

Artown organizers asked the Ontario-based troupe to be part of this year's Artown celebrations.

They accepted Reno's invitation.

"It's my first time in Reno," Powells said. "I could live here. But, in the meantime, I dance."

She and Kanata performers dance to bring worlds together.

For 11 years, Powells has traveled with Kanata as a fancy shawl dancer, performing for crowds worldwide.

Fancy shawl dancers mimic movements of butterflies in flight, other dances symbolize prayers for healing.

"The most important role we have is to show people that we are not what you see on TV or Hollywood," Powells said. "We are more than just 'He ya, he ya and how.' We are a people, a nation proud.

"We are alive, thriving, growing and ever-so changing. And



MARILYN NEWTON/RENO GAZETTE-JOURNAL

With the fringe of her wrap making a display of rainbow colors, American Indian Naomi Powells dances Monday for children at the Neil Road Community Center. Powells was joined by other members of the Kanata Native Dance Theatre.

## DETAILS

■ The Kanata Native Dance Theatre has up to eight artists who perform songs and dances of American Indian tribes, including the Blackfoot, Cree and Lakota.

■ Part of an education outreach, the troupe represents tribes throughout North America and mingles with the audience to build relationships.

■ They are supported by the Chief and Council of Six Nations, Mississauga of New Credit First Nation and the Woodlands Cultural Center in Brantford, Ontario, Canada.

we are not extinct, You would be surprised how many people think the native people is extinct."

Sparkling, shining and reflecting, Powells, Jacobs, General and Torrey Van Every each donned their traditional dress.

The women wore ankle-length gowns with elaborate bead work. The men adorned breastplates and headdresses.

"Each dance has a meaning, each dress a symbol," Powell said in her soft and calming voice. "My bear paws, my three

feathers are from my family."

General stood in a dazzling display of orange and red decorated with buffalo skulls and roses.

"These represent my spirit," said General, pointing to the beaded white skulls and rosebuds on his feet, chest, arms and legs.

Skyler Skelton, 7, of Reno, watched General spin, stomp and fly in the air during his men's fancy war dance.

"The colors," Skelton said. "I love the colors."

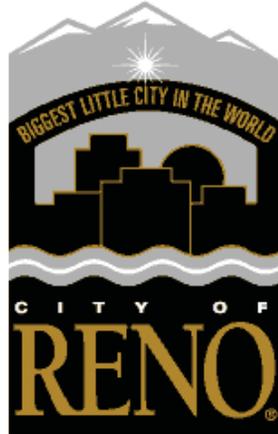
## NORTHERN NEVADA MOMENTS



MARILYN NEWTON/RENO GAZETTE-JOURNAL

Brian General, a Seneca Indian, dances for children Monday at the Neil Road Community Center. General is a member of the Kanata Native Dance Theatre, which presented American Indian songs, music and dances for children Monday at a community outreach program. [Read more on page 2A](#)

# SPONSORSHIP/SUPPORT



## OUR MAJOR FUNDER: THE CITY OF RENO

**“The number of businesses and residents relocating to our downtown as a result of what Artown has demonstrated is astonishing. Artown has led the way for others in the revitalization of Reno’s identity. I always look forward to what Artown has to offer each year and I have seen events and performances that have surpassed all expectations.”**

-Mayor Robert Cashell

The City of Reno, from Artown’s inception eleven years ago, continues to be its principal supporter and host. Artown has brought a rich variety of performing and visual arts to Reno and filled the downtown venues with enthusiastic audiences throughout the month of July. The foresight and leadership demonstrated by the Mayor, City Council, City Manager and staff in support of the arts and of Artown provides the atmosphere to challenge ourselves to continue to grow and to flourish.

## CITY OF RENO

Bob Cashell, Mayor

Dave Aiazzi, Councilman

Pierre Hascheff, Councilman

Sharon Zadra, Councilwoman

Dan Gustin, Councilman

Jessica Sferrazza, Councilwoman

Dwight Dortch, Councilman

Charles McNeely, City Manager

**Total City of Reno Contribution (cash and in-kind): \$235,550**

An additional \$55,448 in cultural grants were awarded by the City of Reno and are included in the presenter budgets.

**“We make our decision to be a corporate sponsor of Artown as a commitment to the City of Reno and to the art community. We feel that the event is one that warrants our association. We are very proud of what a tremendous event this has evolved into and hope to be able to participate fully in future years.”**

-Cindy Carano, Director of Hotel Operations, The Eldorado Hotel Casino

## **FESTIVAL SPONSORS**

The generosity of our Festival Sponsors has helped Artown in making a significant impact on arts and culture in Reno. We are honored to partner with the following corporate contributors:



**Total Festival Sponsor Contribution: \$160,000**

As Northern Nevada's # 1 source for news and entertainment information, the *Reno Gazette-Journal* supports all major events, especially those that not only provide excitement for visitors, but also substantially enhance the quality of life for those who live here. Artown is particularly successful at accomplishing both of these objectives. Providing a dazzling array of works by accomplished performing and visual artists at varied venues throughout our community, Artown's diverse line-up touches all age groups, and all sensibilities. And most Artown events are free, making them accessible to all. For these reasons and many more, the *Reno Gazette-Journal*, *RGJ.com*, and *Reno Magazine* are proud supporters of Artown.

-Bob Boisson, RGJ”

## **MEDIA SPONSORS**

Thanks to our media partners the public was kept well informed and up to date on the events during the month of July. Artown applauds the continuing support of:



**Total Media Value: \$751,442**

## FOUNDATION AND OTHER GOVERNMENT AGENCIES

Thanks to the philosophy of raising the quality of life for all through arts and education, we recognize our valued foundation and \*government agency sponsors:

Bretzlaff Foundation	Lemelson Education & Assistance Program-(Discover the Arts)
Carol Franc Buck Foundation	Leonette Foundation -(Missoula Children's Theatre)
Chartrand Foundation-(Discover the Arts)	*Nevada Arts Council
E.L. Cord Foundation	Robert Z. Hawkins Foundation-(Beethoven at Bartley)
E.L. Wiegand Foundation	
Gabelli Foundation	

**Total Foundation and Government Agency Contribution: \$251,251**

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**“Harrah’s Reno commends Artown for another successful summer festival. We share and support Artown’s mission to improve the city’s image through art and culture, and we are delighted that there is a local organization that is committed to giving locals another reason to visit downtown. Thanks to the work of Artown’s staff and volunteers, Downtown Reno continues to develop a stronger sense of community and pride with each new year.”**

-Liza Cartlidge, Vice President & General Manager, Harrah’s Reno

## EVENT SPONSORS

Our event sponsors help make it possible for Artown to offer our community world-class events featuring national and international artists. Artown salutes the following businesses:

Ashley Furniture	IntoHomes Mortgage Services
Berry-Hinckley Industries	John Ascuaga’s Nugget
Clark & Sullivan Contractors	KAZR TV46
Circus Circus an MGM Mirage Co.	Model Dairy
City of Reno Arts & Culture Commission	Northern Nevada Dairymen
Countrywide Home Loans	Q&D Construction
Damonte Ranch	Rapscallion Seafood House & Bar
David Morris Group Residential Real Estate	Sands Regency
Eldorado Hotel Casino	The Summit Sierra Center
Harrah’s Reno	Washoe Medical Center
Grand Sierra Resort	Western Nevada Supply
IGT	

**Total Event Sponsor Contribution: \$173,960**

## LITTLE BOOK SPONSOR

Back by popular demand, our audience voted the Little Book of Artown as the most popular choice for obtaining comprehensive festival information in an easy to navigate format. We commend our first-ever Little Book of Artown sponsor:

U.S. Bank

**Total Little Book Sponsor Contribution: \$15,000**

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## OTHER CASH CONTRIBUTIONS

RSCVA  
Silver State Liquors  
Washoe County

**Total value of Other Contributions: \$10,500**



Nevada Alumni Association's Mascot,  
Alpie at Artown's Family Series

ASPEN SUMMER | BALLOON FESTIVALS | MUCH ADO ABOUT MEDFORD

PRICELESS: PLEASE TAKE ONE  
JULY | AUGUST 2006

# SkyWest

magazine

| july

RENO, NV | JULY 1-31  
11TH ANNUAL ARTOWN

Last year more than 260,000 people attended this monthlong celebration of cultural diversity and artistic innovation. Recognized by the National Endowment for the Arts as one of the most comprehensive festival offerings in the country. [www.renoisartown.com](http://www.renoisartown.com)

**MOAB ROCKS**

**Delta Connection**  
OPERATED BY SKYWEST AIRLINES

SUMMER 2006

# RV Journal

THE RV TRAVEL MAGAZINE  
of the WEST

## ARTOWN IN RENO

If it's July in Reno, it's Artown! Each year, Reno, Nevada is transformed into Artown - a month-long celebration of cultural diversity and artistic innovation.

2006 include Diavolo (July 6) an internationally acclaimed troupe that redefines dance through dynamic movement. Pink Martini, a Portland, Oregon-based 12-piece



*Vusi*      *Second Skin*      *Dianne Reeves*

Over the past few years, the festival has welcomed such world-wide artists as Marcel Marceau, Mikhail Baryshnikov, Ladysmith Black Mambazo, the Mormon Tabernacle Choir, Pilobolus, the San Francisco Ballet and the Reno Philharmonic. More than 260,000 people attended Artown last year.

Artown boasts upwards of 300 events - most of them free - in more than 90 locations citywide. Festival favorites like the "Food for the Soul World Music Series," "Dancing in the Park," "Beethoven at Bartley," "Movies in the Park" and "Great Basin Chataqua" will be featured in the 2006 line-up.

Performance highlights for

"little orchestra" whose music is described as somewhere between a 1930s Cuban dance orchestra, a classical chamber music ensemble, a Brazilian marching street band and Japanese film noir will perform on July 29.

This year's closing night performance on July 31 will feature classical-urban ambassador Daniel Bernard Roumain (DBR) and the Mission. DBR is a composer, performer, violinist, and bandleader who seamlessly blends funk, rock, hip-hop and classical music into a new sonic vision.

775-322-1538  
[www.renoisartown.com](http://www.renoisartown.com) ■

## THE FOLLOWING INDIVIDUALS AND ORGANIZATIONS ALSO CONTRIBUTED:

(con)Temporary Gallery	Dreamer's Coffee House	Moana Nursery	Reno Magazine
A2N2 Advertising	EDAWN	Napa Sonoma Grocery	Reno Municipal Band
ACLU	Erlach Computers	National Automobile Museum	Reno Philharmonic Guild
Ageless Repertory Theater	Famous Murphy's	National Bowling Stadium	Reno Philharmonic Orchestra
Alf Sorenson	Fireplace Gallery	Nevada Museum of Art	Reno Pops Orchestra
All American Piano and Song	First United Methodist Church	Nevada Office Machines	Reno Tahoe International Airport
Americom Broadcasting	Fleischmann Planetarium & Science Center	Nevada Opera	Reno Urban Forestry
Argenta	Food Bank of Northern Nevada	Nevada Stamp Study Society	Reno Zazpiak Bat
Arger-Martucci Vineyards	For the Love of Jazz	Nevada Storytellers	River Walk Merchants Association
Art in the Garden	Friends of the Washoe County Library	Never Ender Gallery	Riverside Artist Lofts
Art Source	Grace & Company	Nightingale Concert Hall	Ross Manor
Arteclettica	Grand Sierra Resort	Northern Nevada Music Teacher's Association	The Green Room
Artist Co-operative of Reno Art Gallery	Great Basin Brass Quintet	O'Brien's Moving & Storage	The Grill
Artouring	Great Basin Chautauqua	Olsen & Associates	Tim Jones
Asha Bellydancers	Henry Sosnowski	Petfolio Magazine	TMCC Nell J. Redfield Theater
AVA Ballet	Hickman Brass	Pioneer Center for the Performing Arts	Tom Bourke
Avansino, Melarkey, Knobel & Mulligan	Historic Reno Preservation Society	Project Moonshine	Truckee Meadows Community College
Barnes & Noble Bookstore	Holly Waltz-Watkins	Saunders Outdoor	University of Nevada, Reno
Bella Voce	Idlewild Park	Sheppard Gallery	Vic Chevillon
Ben's Fine Wine and Spirits	InnerRhythms Dance Company	Siena Hotel Spa Casino	Vino 100
Bill Winks	Johnny's Little Italy	Sierra Arts	Vocal Art Works
Black Rock Dance Company	Julie Ardito	Sierra Nevada Ballet	VSA Arts of Nevada
Booze Brothers	Kyoto	Silver Dollar Chorus	Washoe County Concert Association
Brüka Theatre	La Bussola	Silver Legacy Resort Hotel	Washoe County Library
Bully's	Lake Tahoe Shakespeare Festival	Silverbvoyages.com	Washoe Senior Options
Cavanaugh's Furniture as Art	Larry Walters	SNCAT	Washoe Wine
Charles Schwab Bank	Lazy 5 Regional Park	Sparks Heritage Museum	Wells Avenue Commission
City of Reno Arts & Culture Commission	Lear Theater	St. Mary's Art Center	Whispering Vine
City of Reno Youth City Council	Lennox Barns	Stremmel Gallery	Basque Club
City of Sparks Arts & Culture Commission	L'uva Bella Wine Gallery	Rancho San Rafael Regional Park	Wildflower Village
Claynichols	Machabee Office Environments	Ravens & Roses	Wine & Cheeseboard
Controlled Burn	Manal Toppozada	Red Hoop	yART Sale
Coulson & Associates	Mantis & MiniMan	Red Rock Studio	Yesco
Creative Performing Arts Center	Maria Carrillo	Reno Celebrates America	
Dee Dee Remaklus	Mark Simons	Reno Celtic Celebration	
Deonn Leyva	MasterWorks Chorale	Reno Chamber Orchestra	
Dianna Sion-Callender	McKinley Arts & Culture Center	Reno Dance Company	
	Men Wielding Fire	Reno High School Theater	
	Miguel Ribera Park	Reno Host Lions Club	
		Reno Irish Dance Company	
		Reno Jazz Orchestra	

# DATEBOOK

6.25.06 | **SUPERMANSUPER FANS** | MORT SAHL | MERYL STREEP



Marshmallow sofa, designed by George Nelson, is part of the "100 Years/100 Chairs" show at the Nevada Museum of Art, which is participating in Reno's Artown festival.

## YOU WANT CULTURE? GIVE RENO A LOOK

BY BONNIE WACH

In most people's minds, Reno and entertainment go together like Frank and Sinatra. Or maybe like Jay and Leno. But conjure up what constitutes fun in a town best known for banks of Dazzling Diamond slot machines and it's unlikely you'd come up with the Joffrey Ballet or the Missoula Children's Theatre. Even a betting man wouldn't place odds on Reno and the Mormon Tabernacle Choir ever appearing in the same sentence.

And yet, every July for more than a decade, that's exactly what happens. The "Biggest Little City in the World" shakes off its lounge-singer image and transforms from home of the all-night blackjack table and endless buffet into Artown, a multidisciplinary arts showcase that the National Endowment for the Arts has dubbed one of the most comprehensive festival offerings in the country.

The monthlong visual and performing arts festival, now in its 11th year, features more than 300 music, dance, theater and art

events in 90 locations, and draws upward of 195,000 people to the Reno area. Like the drinks at the gaming tables, most of the events are free, but unlike those rum and Coke drinkers, most people at Artown come away with more than a hangover and an empty pocketbook.

"I believe people look at Reno differently now," says Beth Macmillan, executive director of Artown since 2003. "We get artists who turn into tremendous ambassadors. They arrive with one idea of what Reno is and leave here completely transformed. We bring in performers of international fame who usually only come to big cities. Last year, the Joffrey Ballet performed at the Metropolitan Opera House, Lincoln Center, the Hollywood Bowl and Reno."

The festival began in 1996 as the brainchild of a group of local arts boosters who wanted to come up with a way to restore civic pride and put the polish back on Reno's downtrodden image. With little or no advertising and a tiny budget, the first Artown still managed to attract 30,000 people.

"There was so much going on downtown, but no one knew anything about it," says Howard Rosenberg, an arts professor at the University of Nevada and one of the festival's founding members.

"The whole idea of Uptown Downtown Artown was to give the locals a present from the city, to get them to come back downtown. We were shocked at how successful it was."

Since then, Artown has grown into an event of national scope, attracting performers as diverse as Marcel Marceau, the Mormon Tabernacle Choir and Ladysmith Black Mambazo, and mounting exhibitions such as Frida Kahlo and Diego Rivera. This year's offerings include something for every age group and from every arts discipline and nearly every continent in the world.

New York's Sean Curran Dance Company kicks off opening night and the Dancing in the Park series Saturday with a performance in the Wingfield Park amphitheater. At the Nevada Museum of Art, "100 Years/100 Chairs" examines the roles of politics, technology and culture in industrial furniture design since the 1890s. The National Automobile Museum features a psychedelic Volkswagen Beetle and a 1965 Mustang convertible as part of the exhibition "The 1960s: Movin' and Groovin'."

Among the other draws is Diavolo, a Los Angeles troupe that combines dance with Cirque-style acrobatics and theater; and Vusi Mahlasela, a politically



Singer Dianne Reeves will appear at John Ascuaga's Nugget on July 28 and 29 as part of Reno's Artown series.

charged South African pop singer who appears as part of the "Food for the Soul World Music Series." Brazil's "dream team" — the acclaimed Brazilian Guitar Quartet — performs July 24 for the Beethoven and Bartley series. And Grammy-winning jazz vocalist Dianne Reeves performs July 28-29 at the Nugget.

Several of Artown's big-name performers come to Reno through artist-sharing partnerships with San Francisco and the Stern Grove Festival. For Bay Area fans, that means another opportunity to see the likes of hip-hop dance artist Rennie Harris or

Portland's avant-garde orchestra Pink Martini, but in a serene mountain amphitheater that sits on an island between two forks of the Truckee River, and minus the parking gridlock and freezing fog.

"I think once people come here they change their mind about Reno," Macmillan says. "People still come here to gamble, but they also come to hike, bike, kayak on the urban white-water park that runs through town — and attend Artown." ■

Bonnie Wach is the author of "San Francisco as You Like It."



Doll'Arte Company's "Second Skin" will be presented July 9 at Truckee Meadows Community College Theater during Artown.

**ARTOWN:** The festival runs Sat.-July 31; call (775) 322-1538 or visit [www.renoisartown.com](http://www.renoisartown.com) for information.

# 2006 MEDIA RECAP

2006 saw another increase in media exposure as a whole for the Artown festival. Local, regional and national media have also welcomed Artown like never before, with new exposure emerging from many previously un-tapped sources, and continued support from many other esteemed partners in our area. A large amount of advertising and public relations were again received at no charge to Artown due to generous in-kind donations by local and regional media. Great strides were also made in the 11th year of the festival in targeting Hispanic audiences through support of local Hispanic media outlets.

Following is a financial overview of media coverage for Artown 2006:

## **KOLO NEWS CHANNEL 8 (MEDIA SPONSOR)**

**Total Media Value: \$56,475.00 (in-kind contribution=\$30,850)**

- 254 commercials
- 30 PSAs aired for Diavolo & Vox Lumiere
- Created 7-minute promotional DVD
- Internet link/banner on KOLOTV.com
- Live Artown interviews Monday through Friday on "Daybreak" throughout July
- Three interviews on mid-day show
- Artown coverage on various news shows
- Lenox Barn in Wingfield Park.
- Streaming video coverage of many Artown "Daybreak" interviews on KOLOTV.com

**Total Artown cash investment: \$4,975.00**

## **RENO GAZETTE-JOURNAL (MEDIA SPONSOR)**

**Total Media Value: \$ 694,967.00 (in-kind contribution=\$101,941.00)**

(Formula for determining newspaper value is total cash contribution + in-kind contribution + total publicity inch count at open newspaper rate)

- 28 Artown advertisements in the *Reno Gazette-Journal (RGJ)*
- 20,000, 56-page Artown 2006 full-color programs
- Insertion of 11,000 Artown programs into July edition of *Reno Magazine*
- 10 sponsor ads within the Artown program
- Photo shoots for 13 local Artown presenters
- 100,000, 72-page, full-color *Little Book of Artown* printed
- 40,000 *Little Books of Artown* inserted into home-delivered *RGJs*
- Eight advertisements for *Little Book of Artown* sponsor in the *RGJ*
- Nine EZ Pay promotion ads run in the *RGJ* in June, 2006, promoted Artown events
- Website banner/link on *RGJ.com*
- 3,718 inches (converted from "column inches") of editorial in June, July and August, 2006

**Total Artown cash investment: \$51,749**

## **KAZR TV 46 & KREN TV 27**

**Total Media Value: \$126,039.00**

- Production of two commercial spots, one for Vox Lumiere & one for Diavolo, aired on both KAZR & KREN for one month prior to each show
- Translation of Artown 2006 promotional DVD into Spanish
- Inclusion of Artown in weekly ads placed in *Ahora*, *La Voz* and *TV y Mas* newspapers
- Inclusion of Artown in daily promotional spots on Radio Lazer

**Total Artown cash investment: \$0.00**

## **KNPB CHANNEL 5**

**Total Media Value: \$4,725.00**

- 45 :30 Artown promotional spots aired throughout July
- Fundraising pledge drive for KNPB, aired previously recorded Pink Martini concert twice. Four five-minute Artown promotional spots aired during concert broadcast

**Total Artown cash investment: \$0.00**

## **KTVN CHANNEL 2**

**Total Media Value: \$3,775.00**

- Aired Artown Diavolo & Vox Lumiere PSAs in rotation
- Website exposure

**Total Artown cash investment: \$0.00**

## **KRNV CHANNEL 4**

**Total Media Value: \$1,000**

- Aired Artown Diavolo & Vox Lumiere PSAs in rotation

**Total Artown cash investment: \$0.00**

## **RENO NEWS & REVIEW**

**Total Media Value: \$26,390.00 (in-kind contribution=\$2,715.00)**

- 7 full-color ads
- 13 total pages of promotional space
- Artown Preview supplement

**Total Artown cash investment: \$3,265.00**

## **SIERRA ARTS MAGAZINE**

**Total Media Value: \$5,550.00 (in-kind contribution=\$5,000.00)**

- Artown dedicated July edition

**Total Artown cash investment: \$550.00**

## TAHOE QUARTERLY MAGAZINE

Total Media Value: \$750.00

- Artown advertisement

Total Artown cash investment: \$0.00

## DOWNTOWN RENO DISCOVER GUIDE

Total Media Value: \$600.00

- Artown Calendar spread

Total Artown cash investment: \$0.00

## RENO RADIO REPRESENTATIVES

Total Media Value: \$31,240.00

(Radio stations: KRNO 106.9 FM, KLCA 96.5 FM, KZTQ 97.3 FM, KODS 103.7 FM, KWNZ 93.7 FM, KBZZ 1270 AM & KJFK 1230 AM)

- George Winston performance advertising buy on KRNO
- Website presence on www.973bobfm.com
- A total of 245 recorded announcements aired on all seven stations throughout July
- A total of 100 PSAs aired on all seven stations
- Live, "Community Bulletin Board" mentions on KZTQ
- Promotional ticket giveaways for Diavolo on KRNO & KLCA
- Two "Insight" public awareness show interviews aired on all seven stations, two Sunday mornings in June/July
- Reno Idol competition advertisements on KWNZ
- Live promotional announcements on KWNZ for two weeks prior to Reno Idol

Total Artown cash investment: \$1,005.00

## RENO TAHOE RADIO

Total Media Value: \$15,705.00

(Radio stations: KURK 92.9 FM, KTHX 100.1 FM, KJZS 92.1 FM & KRZQ 100.9 FM)

- Promotional ticket giveaways for Vox Lumiere (KTHX, KURK, KJZS) & Diavolo (KTHX, KJZS), receiving a total of 146 promotional announcements
- George Winston performance advertising buy on KJZS 92.1 FM
- Vox Lumiere performance advertising buy on KTHX 100.1 FM
- PSAs aired on all four stations throughout July
- KTHX night at the Nevada Museum of Art sponsorship, receiving a total of 56 promotional announcements, inclusion in Museum's advertising buy as sponsor & table at the event
- Website banner/link on KURK, KJZS & KTHX

Total Artown cash investment: \$1,245.00

## CITADEL COMMUNICATIONS

**Total Media Value: \$6,205.00**

(Radio stations: KKOH 780 AM, KNEV 95.5 FM, KWYL 102.9 FM & KBUL 98.1 FM)

- George Winston performance advertising buy on KKOH
- Promotional ticket giveaways for George Winston performance, with a total of nine promotional announcements on KKOH
- Interview with John Potter on KKOH
- Promotional ticket giveaways for Vox Lumiere & Diavolo on KNEV, with a total of 70 promotional announcements between the two stations.

**Total Artown cash investment: \$880.00**

## KUNR 88.7 FM

**Total Media Value: \$6,200.00**

- Approximately 44 minutes of airtime during the month of July devoted to Artown promotion on various shows.

**Total Artown cash investment: \$0.00**

## RADIO LAZER 107.7 FM

**Total Media Value: \$6,120.00**

- 136 PSAs, aired in rotation for four weeks.

**Total Artown cash investment: \$0.00**

## ADDITIONAL ARTOWN MARKETING

**Total Media Value: \$109,692.00**

- SilverVoyages.com travel packages created
- Yesco Billboard
- Saunders Outdoor Billboard
- Marquee displays from Grand Sierra Resort
- Two John Ascuaga's Nugget billboards, airport & marquee displays
- Marquee display from the Eldorado
- RSCVA provided:
  - E-blasts
  - Listings in Datebook & editorial calendar
  - Inclusion in print, radio & TV Spring promotion
  - Distribution of event collateral through Visitors Center
  - Inclusion in Visitor Planner, 121,200 person distribution

**Total Artown cash investment: \$0.00**

# Artown's cash-free fun zone

In July, get a month's worth of entertainment without spending a dime

By **Forrest Hartman**  
forrest@rgj.com

With more than 300 arts and cultural events scheduled over 31 days in July, navigating the Artown calendar is challenging. But it's not hard to have a great time without spending a dime.

Many Artown events are free, so we culled our favorites for this day-by-day guide to enjoying the festival, sans cash.

**July 1. Sean Curran Dance Co.:** The New York-based modern dance company will offer the festival's opening-night performance at 8 p.m. in Wingfield Park. Curran — artistic director — was a performer with the Bill T. Jones/Arnie Zane Dance Company, and Artown executive director Beth Macmillan characterizes his work as "vibrant."

**July 2. American Arts Festival:** It's a festival within a festival, meaning visitors can enjoy live music, an art exhibition, storytellers and more from 11 a.m. to 10 p.m. at Wingfield Park and West Street Plaza.

**July 3. "Mozart's Magnificent Voyage":** The Family Series, at 7 p.m. Mondays in Wingfield, may be Artown's greatest offering for folks with youngsters. This year, the series kicks off with "Voyage," a program introducing kids to classical music through live theater and music.

**July 4. Sierra Nevada Ballet:** The local dance company will offer a "Dancing in the Park" program including everything from classical ballet to tap dancing at 7 p.m. in Wingfield. Featured dancers include Sam Weber and Domingo Rubio.

**July 5. Blues by the Pool:** At 5 p.m. on Wednesdays, the Sands Regency hosts free blues concerts poolside. On July 5, the Blues Monsters will be cranking the tunes.

**July 6. Art Among the Blooms:** Good gardening is a work of art, which makes Moana Nursery the perfect setting for demonstrations on oil painting and children's hand-mold techniques. The event begins at 5:30 p.m. with light refreshments provided.

**July 7. Coco Montoya:** The blues guitarist will headline a free Rollin' on the River concert at Wingfield Park. The opening act will take the stage at 5 p.m.

**July 8. The Great Eldorado BBQ, Brews and Blues Festival:** You have to pay if you want to drink beer at this Virginia Street festival, but the music is free. The festival is from noon to 7:30 p.m. in front of the Eldorado, and performers include Tommy Castro, Canned Heat, the Delta Blues Dawgs and Shane Dwight.

**July 9. Diavolo Community Performance:** At 7 p.m., local dancers will perform a Wingfield Park program assembled during a master class with Diavolo Dance Theater. This is a great opportunity to check out Diavolo choreography without dropping the bucks it would take to see the actual company perform.

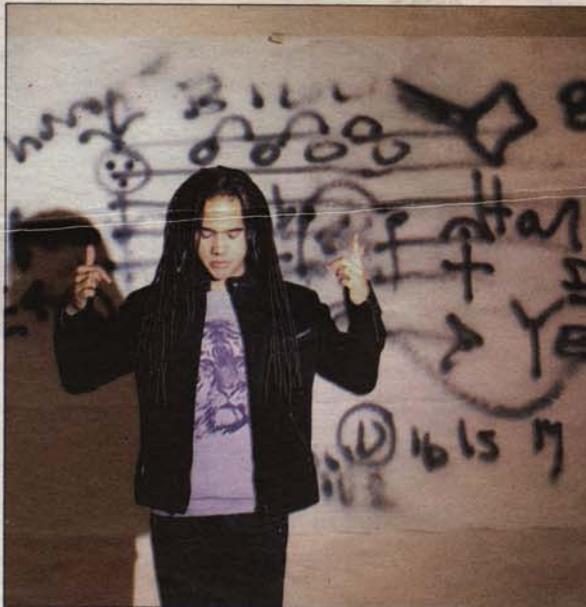
**July 10. The Poulenc Trio:** The Beethoven at Bartley series is one of Artown's most popular free offerings, so this concert by bassoonist Bryan Young, oboist Vladimir Lande and pianist Irina Lande should draw a crowd. The music is scheduled to start at 7:30 p.m. at the Robert Z. Hawkins Amphitheater in Bartley Ranch Regional Park. Early arrival is a must.

**July 11. Creative Performing Arts Center:** The local company offers a Dancing in the Park show including everything from breakdancing and hip hop to ballet and modern jazz styles. It kicks off at 8 p.m. in Wingfield.

**July 12. Concerts on the Quad:** The Reno Municipal Band presents a swing concert at the University of Nevada, Reno Quad beginning at 6 p.m. If you've never been to one of these shows, be assured they offer great family fun.

**July 13. The Silver Dollar Chorus:** Folks who love barbershop harmony should have a great time at the local chorus' 7 p.m., a cappella show at Reno-Tahoe International Airport.

**July 14. "Strictly Ballroom":** Imagine going to the drive-in without the annoyance of engines and headlights. That's what it's like watching a film in Wingfield. On July 14 at 9 p.m., the Movies in the Park series will deliver director Baz Luhrmann's zany feature about competition dancing.



Artown's final free show, July 31 at Wingfield Park, features DBR and the Mission, a musical production that blends funk, rock and hip-hop with classical music.

not the movie but the experience that turned "Rocky Horror" into a phenomenon. And it's hard to imagine a better way to "experience" the film than on a large screen with an accompanying performance by The Bawdy Caste. It's slated for 7 p.m. at the Reno Hilton.

**July 16. Art Paws in the Park:** Animal lovers can bring their pets to McKinley Arts and

Cultural Center between 10 a.m. to 3 p.m. to check out vending booths, allow their animals to create art, or even have them visit a psychic. Some activities have a charge, but admission is free.

**July 17. Argenta:** This local group features many of the area's top classical musicians, so why not catch them in concert as part of the Beethoven at Bartley series. Showtime is 7:30 p.m. in the Hawkins Amphitheater at Bartley Ranch.

**July 18. Steinway Series:** At 7 p.m., young pianists will display their skills on a 1909 Steinway at the Reno High School Theater. Attending is a great way to support up-and-coming musicians, not to mention a great way to spend an evening.

**July 19. Blues by the Pool:** Guitar Woody will perform poolside at the Sands from 5-8 p.m.

**July 20. UNR Dance Ensemble:** Performers from the university will present a 7 p.m. show at First United Methodist Church, 209 W. First St. The program will feature a variety of dance pieces choreographed by locals.

**July 21. Silver Legacy's 11th Birthday Celebration** with the Reno Philharmonic: The orchestra will deliver an 8 p.m. concert on Virginia Street in front of the Silver Legacy. But that's not all. This party features fireworks.

**July 22. Reno Celtic Celebration:** Scottish games, pipe bands and Celtic dancing will be

featured from 10 a.m. to 10 p.m. in Wingfield Park. Highlights include the 8 p.m. "Celtic Summer's Eve" program by the Reno Irish Dance Company.

**July 23. Opera in Blue Jeans:** Nevada Opera will show concertgoers that its programming isn't really elitist with an informal, 7:30 p.m. show at Wingfield. The program will include music from operas, operettas and Broadway musicals.

There's no such thing as too much guitar. At least not when the players are good. This Beethoven at Bartley concert promises virtuoso fretwork with a cultural flair at 7:30 p.m. in the Hawkins Amphitheater at Bartley Ranch Regional Park.

**July 25. Summer Choral Concert:** The University of Nevada, Reno Symphony Chorus will perform Mozart's "Regina Coeli" and other works at 7:30 p.m. in Nightingale Concert Hall on the school campus.

**July 26. Blues by the Pool:** Jason King continues the Sands' poolside concert series with a show starting at 5 p.m.

**July 27. "Simply Seven" exhibit** at Stremmel Gallery: This group show features the work of seven artists, including the University of Nevada, Reno's Joseph DeLappe and Tamara Scronce. Stremmel, at 1400 S. Virginia St., will be open from 9 a.m. to 6 p.m.

**July 28. "Rebel Without a Cause":** Nothing says cool like James Dean, and nothing says good times like watching his best film in Wingfield Park. The Movies in the Park screening will begin at 9 p.m.

**July 29. Drum, Dance and Didgeridoo Festival:** Eight local groups have teamed to create a day of world music, ethnic dance and workshops. The festival will run from noon to 10 p.m. at Wingfield.

**July 30. CeCe Gable:** The local jazz singer will perform at 6 p.m. at the Sands Regency pool as part of the Sunday Jazz at the Sands series.

**July 31. DBR and the Mission:** Composer Daniel Bernard Roumain has carved a musical niche by mixing elements of classical composition with popular styles, including hip hop and rock. He and his ensemble will trot out a variety of his tunes during Artown's closing show at 7:30 p.m. in Wingfield.

June 30-July 7, 2006



There are free events every day in July

p.3

# 2006 ARTOWN EXPOSURE

## PRINT PUBLICATIONS

AP California State Report  
AP Nevada State Report  
Best Bets  
Contra Costa Times  
Contra Costa Times (Valley Edition)  
Contra Costa Times (West)  
Daily Sparks Tribune  
Digital Producer Magazine  
Fallon Eagle Standard  
Festivals of Tahoe  
Lahontan Valley News  
Las Vegas Sun  
Moonshine Ink  
Mountain Democrat  
Mountain Living  
Nevada Appeal  
Nevada Business Journal  
North Lake Tahoe Bonanza  
Northern Nevada Business Weekly  
Reno Gazette-Journal  
Reno News and Review  
RV Journal  
Sac Ticket  
San Francisco Chronicle  
San Francisco Chronicle Datebook  
San Ramon Valley Times  
Sierra Arts Magazine  
SkyWest Magazine  
Sunday Times (Central Contra Costa Edition)  
Sunday Times (Valley Edition)  
Sunday Times (West Contra Costa Edition)  
Tahoe Quarterly

The Sacramento Bee  
The Weekly  
Travel Agent Magazine  
Truckee Today  
Via Magazine

## ELECTRONIC MEDIA

About.com  
aiann.org  
CentreDaily.com  
ContraCostaTimes.com  
foothillmagazine.com  
foxreno.com  
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InsideBayArea.com  
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krnv.com  
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lake-tahoe-cbn.com  
LasVegasSun.com  
marriott.com  
mylilypod.com  
nessienoodle.blogspot.com  
nevadabusinessreport.com  
nevada-events.net  
northernnevadafamily.com  
Post-Gazette.com  
Pressdemocrat.com

prsareno.org  
reno.com  
renotahoerooms.com  
Sacbee.com  
SacTicket.com  
SFGate.com  
Ski.com  
Skimagazine.com  
Smarterliving.com  
Suburbanchicagonews.com  
superpages.com  
theatercoalition.org  
travel.yahoo.com  
twelvehorses.com  
unr.edu/artscalendar  
vids.myspace.com  
visitreno.com  
westarts.com  
worldeventsguide.com  
Yahoo News

## OTHER (TV, RADIO)

KGO-AM  
KCRA-TV

# FRIENDS OF ARTOWN

We would like to thank the following individuals for taking personal ownership in helping to Artown to promote and foster local artists, inspire thousands to participate in the arts and to bring national, cutting-edge performances into our community. Thank you for being a "Friend"!

## **Hall of Fame/\$7,500**

Ranson & Norma Webster Foundation  
at the Community Found. of Western  
Nevada

## **Soul Mate/\$1,000 - \$1,500**

Clark, Sharon  
DiRienzo, Fred & Margaret  
Phil & Jennifer Satre Family Charitable  
Fund at the Community Found. of  
Western Nevada  
Smith-Dermody, Paula

## **Best Friend/ \$500**

Altmann Family  
Drake, Daryl  
Grisham, Patricia

## **Year Round Friend/\$365**

Ardito, Julie  
Attaway, Michele & Carlton, John  
Benna, Bruno & Edna  
Bloomberg, Paul & Deb  
Cabinet & Lighting Supply  
Hansen, Van Ness & Sharon  
Kerr, Joe  
Mancini, Brooks  
McDonald Family  
Miller, Mark & Pat (Diamond Vault)  
Rappaport, Jim & Marilyn  
Rosensteel, Norman  
Ross, Patti  
Satica, Hannah  
Sekhon, Dr. Lali  
Silver, Jodi & John  
Szony Family  
Van Marter, Claude  
Walters, C.J. & Larry

Winograd, Ellen  
Woodburn & Wedge

## **Companion/\$200**

Altam, Charlyce (No.Hills Vet)  
Brewer, Doug  
Fey, Christine  
Krump, Susan

## **Mates/\$100**

Bunker, Karen  
Engstrom, Kris & Larry  
Fox, Barbara & Bob  
Friends of the Washoe County  
Library  
Juhl, Greg & Highhill, Janet  
Griffin, Jeff & Marna  
Hermansen, Brenda  
Hicks, Maryon  
Johnson, Brent & Jessica  
Kiene, M.D., Kevin  
Nitz, Gordon & Nancy  
Payant, Robert & Virginia  
Ray, Melvin  
Thyr, Bill & Myers, Sally  
Trampus, Mary  
Zamzow, John

## **Pal/\$50**

Alanko, Lou  
Arreola, Jasmine  
Bacon, Katherine  
Begbie, Linda & Jim  
Cafferatta, H. Treat & Patricia  
Coombs, Janet  
Crane, Stewart & Pat  
Czarnik, Becky

Drakulich Insurance Agency  
Hewitt, Marilyn  
Hutcherson, Geneen  
Inouye, Daniel  
Jones, Richard  
Kanellis, Gail  
Kenyon, James  
Lamboley, Stephanie & Paul  
Little, Ann & Fontius, John  
Loesch-Griffin, Debra  
McQuarrie, Lynn  
Megquier, Dr. Jim & Lynn  
Milldrum, Ann  
Minedew, Sunny  
Nolan, Anne & Michael  
Ogulnick, Sy & Lynette  
Pennington, Michael  
Rosenblatt, Daniel  
Schiff, Steve  
Schroeder, John  
Schroeder, Ted & Susan  
Stolzoff-Hill, Mary Ellen  
Todd, Jennifer  
Turnbull, Bonnie  
Utter, John & Anne Marie  
Wolf, Gwendolyn & James

## **Student/\$25**

Dillard, Julianne  
Hetz, John & Noelle  
Jimenez, Lulu  
Libert, Christine & Keith  
Roberson, Dianne  
Scott, Jane B.  
Tarver, Joan

■ **RGJ.com/blogs:** Find out about 'Norway's most famous kitchen appliance band' via Misc.Debris.

**E**  
SECTION

# LIVING

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LIVING EDITOR  
Kathleen Stebbins  
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KSTEBBINS@RGJ.COM

Thursday, July 6, 2006 ♦ RGJ.com/living

## Auction rounds up Western art in Reno

BY SUSAN SKORUPA  
sskorupa@rgj.com

Western art lovers will pour into Reno next weekend, in person or over telephone lines, for what organizers say is the largest western and wildlife art auction in the country.

About 600 prospective buyers could attend the annual Coeur d'Alene Art Auction, a part of Artown, on July 22 at the Grand Sierra Resort, formerly the Reno Hilton. Some 276 items — mostly paintings but also seven bronze sculptures — make up this year's sale, said auctioneer Peter Stremmel.

The mix of artists include some of the best known Western artists in the world, including Charles Russell, Frederic Remington, Thomas Moran, Maynard Dixon and Howard Terpning. But the sale catalog also offers a surprise or non-Western item. This year those include a painting by N.C. Wyeth, father of Andrew Wyeth; one by Diego Rivera, one of Mexico's best-known artists; and several street scenes by French painter Edouard Cortes.

Estimated sale prices range



LIZ MARGERUM/RENO GAZETTE-JOURNAL

"Remembrance of Tusayan" by Maynard Dixon will be sold July 22 at the Coeur d'Alene Art Auction. It is expected to bring \$500,000-\$700,000.

from several thousand dollars up to more than \$1 million, such as the \$800,000 to \$1.2 million expected for the Remington painting "An Apache" of a lone Indian on horseback or the Rivera oil "Vendedora de Flores en Xochimilco."

In past years of the sale, 56 percent of all items auctioned have exceeded their high

estimate, Stremmel said, which is why people like this sale.

"The paintings for the most part are in excellent condition, and new to the market. They are not dealer pieces," he said. "All have reasonable estimates."

"We have set about every record for major western artists," Stremmel said. "People know this is the sale to be in if you have a great painting

### DETAILS

**WHAT:** Coeur d'Alene Art Auction

**WHEN:** 1 p.m. July 22

**WHERE:** Grand Sierra Resort, formerly the Reno Hilton, 2500 E. Second St.

**COST:** Entry to auction with purchase of catalog for \$50; purchase also provides entry into several other related events

**INFORMATION:** [www.cdaartauction.com](http://www.cdaartauction.com) or 786-0558

to sell."

Last year's sale brought \$21 million. Prices have increased nearly 20 percent a year recently, Stremmel said. Estimating works of art is an art, not a science, Stremmel said.

"You look at past sales records, but there are also intangibles such as, 'Is (a painting) the right period? If it's the right period, is it the right subject?'"

Stremmel, with partners, originated the Coeur d'Alene auction 20 years ago. In 2000, they moved the sale from Idaho to Reno.

"A lot of the same people attend year after year, but there are a lot of new faces," he said.

## Execs thirsty for feedback on Artown

BY JOHN SEELMEYER

Most eyes are on the stages and the screens during the 31 days of Artown at venues around Reno.

A few sets of eyes, however, are focused on questionnaires and other research that play a key role in the continued success of the comprehensive festival.

Artown executives pay close attention to development of solid data on the event's economic impact, and not just to satisfy their own curiosity. Sponsors want to see numbers to support their investments.

Last year, the Artown study estimates that the event generated \$12.2 million in direct economic impact in the Reno area. The group doesn't attempt to estimate indirect effects as dollars percolate through the region's economy.

Here's how Artown comes up with that number.

Beth Macmillan, executive director of Artown, says the organization starts by calculating the portion of its \$1 million budget it spends on local purchases.



The Reno Chamber Orchestra performs in front of a large crowd at Bartley Ranch during last year's Artown.

It adds in the cash value of contributions. Media contributions are a big part of that number. Contributions by the Reno Gazette-Journal last year, for instance, were valued at more than \$489,000. KOLO provided media worth another \$66,000, and radio stations in the market contributed airtime worth about \$139,000.

From there, the Artown study folds in the spending on individual events. Between the Artown organization and the 68 separate organizations ranging from the Reno Silver Dollar Chorus to the Asha Belly Dancers, spending on events totaled \$958,000 last year.

Macmillan says the group has learned to fine-tune its calculation of the economic impact of events.

If an out-of-town artist flies into Reno for a performance, for instance, Artown backs the artist's fee out of its total. It's highly unlikely, she says, that a cellist from New York City will spend much of her performance fee in Reno.

The trickier part of the economic calculations comes from an estimate of consumer spending during the festival.

The group uses a methodology developed in conjunction with the Nevada Small

See ARTOWN, page 27

### ARTOWN, from page 1

Business Development Center that relies on interviews with visitors to Artown events.

Last year, 461 people were interviewed from the estimated 195,000 who attended Artown events. Twelve percent lived outside the area.

The survey found Artown participants spent an average of \$25 a person on food and drink. If they were from out of town, they spent an average of \$96 on accommodations. Adding in the effects of shopping, show tickets, museum visits and the like, Artown estimates that it generated consumer spending of \$9.6 million last year.

While the surveys generate economic data Macmillan says they also provide a good opportunity for Artown staff to get direct feedback from attendees.

Increasingly, she says, the data is important in attracting corporate sponsorship.

"We have to earn the donation as an investment into the arts, and we need to show a return on the investment," she says. "We need to show that an investment in the arts is worthwhile."

Tonya Powell, vice president and director of corporate image for the mortgage lender IntoHomes, says some of the return is difficult to calculate.

IntoHomes, which sponsors a series of Friday night movies in Wingfield Park during July, doesn't try to put a figure on the goodwill and name recognition it generates.

But the company, which moved its corporate office into the McCarran Mansion near the park within the last year, also will be hosting VIP events during Artown to build business relationships that will generate loans.

Other sponsors look at Artown's economic numbers only as a part of the event's overall reputation and impact.

"We make our decision to be a corporate sponsor of Artown as a commitment to the City of Reno and to the art community," says Cindy Carano, director of hotel operations at The Eldorado Hotel Casino. "We feel that the event is one that warrants our association. We are very proud of what a tremendous event this has evolved into and hope to be able to participate fully in future years."

# CREATING WEALTH

This report will provide two bottom line numbers. A total wealth number that includes money paid to visiting artists and a "Local Wealth" number that will calculate wealth generated here in Northern Nevada. However, neither of these numbers will include a calculated value of broadcast news stories. Also, this number does not assign a value to out-of-market publicity. Due to the widespread national coverage this year, we are simply not able to calculate that number.

## ARTOWN FESTIVAL TOTAL MEDIA VALUE, INCLUDING IN-KIND

\*Recorded media values are less Artown's cash contribution

KOLO	\$51,500
Reno Gazette-Journal	\$643,218
All Radio	\$65,470
Other Local Media Outlets (KTVN, KRNV, KAZR/KREN, KNPB, RN&R, Sierra Arts Magazine, Tahoe Quarterly Magazine, Downtown Discover Guide)	\$168,829
Additional Artown Marketing	\$121,430
	<b>\$1,050,447</b>
	+
Artown Sponsors (Funding toward the administration and marketing of Artown)	
City of Reno Title Sponsorship of Artown	\$235,550
Corporate Sponsorship of Artown	\$160,000
Foundation and Government Agencies	\$251,251
Little Book Sponsor	\$15,000
Other Cash Contributions	\$10,500
	<b>\$672,301</b>
	+
Friends of Artown	
	<b>\$24,590</b>
	+
Individual Event Budgets	
Budgets of 70 participating arts organizations for Artown events	

Artown events budgets (Total \$284,589): Beethoven at Bartley (\$34,776), Closing Night/DBR & The Mission (\$23,079), Diavolo Dance Theatre (\$73,133), Discover the Arts (\$11,964), Family Series (\$23,194), George Winston (\$14,494), Living Statue (\$8,615), Missoula Children's Theatre (\$8,261), Movies in the Park (\$7,073), Opening Night/Sean Curran (\$20,629), Pink Martini (\$25,724), Second Skin (\$3,500), Vox Lumiere (\$30,148)

Individual Organization budgets (Total \$511,711): Great Basin Chautauqua (\$52,600), Bruka Theater (\$13,200), the Food Bank of Northern Nevada (\$51,537), Reno Municipal Band (\$20,001), Reno News and Review (\$75,238), Sierra Arts (\$30,000), Reno Philharmonic Guild (\$40,000), Nevada Opera (\$13,000), VSA of Nevada (\$8,000), Asha Belly Dancers (\$19,600), Sierra Nevada Ballet (\$26,957), Inner Rhythms Dance (\$7,450), For The Love of Jazz (\$6,000), Spanish Harlem Orchestra, Diana Reeves/John Ascuaga's Nugget (\$70,000), Drum, Dance and Didgeridoo Festival (\$19,600), American Arts Festival (\$30,000), Lake Tahoe Shakespeare Festival (\$8,630), Master Works Chorale (\$7,305), Basque Festival (\$12,593)

+51 additional organizations with events at an average budget of \$2,475 each total \$126,225

**Total Event and Organization budgets \$922,525**

## ESTIMATED ARTOWN CONSUMER SPENDING

Of the estimated 220,000 people attending the month long festival, 667 responded to the 2007 Artown survey. 15% had zip codes out of the area. The following consumer spending figures are based upon the information provided from the survey results, then applied to attending populations.

Purchase of food and beverages = \$3,627,008  
(Average expenditure per person \$25.76 X 64% of total Artown attendees)

Expenditure at a casino = \$2,534,400  
(Average expenditure per person \$48.00 X 24% of total Artown attendees)

Expenditure on hotel accommodations = \$1,192,646  
(Average expenditure per person \$112.94 X 32% of persons from out of town)

Expenditure on shopping and gifts = \$1,313,026  
(Average expenditure per person \$45.91 X 13% of total Artown attendees)

Expenditure on special events = \$161,717  
(Average expenditure per person \$44.55 X 11% of persons from out of town)

Expenditure on shows and entertainment = \$326,047  
(Average expenditure per person \$54.89 X 18% of persons from out of town)

Expenditures at museums = \$92,565  
(Average expenditure per person \$25.50 X 11% of persons from out of town)

Expenditure on recreational activities = \$ 871,200  
(Average expenditure per person \$44.00 X 9% of Artown attendees)

Expenditure on sightseeing = \$ 105,600  
(Average expenditure per person \$64 X 5% of persons from out of town)

**Subtotal \$10,224,209**

**Estimated Local Wealth Created by Artown:  
\$12,743,372**

\*In order to determine a realistic value of wealth created in the Northern Nevada economy, we have subtracted all fees paid to artists and performing groups from out of town.

**Estimated Total Wealth Created by Artown:  
\$12,894,072**

# TravelAgent

HELPING AGENTS SELL MORE TRAVEL MORE EFFECTIVELY

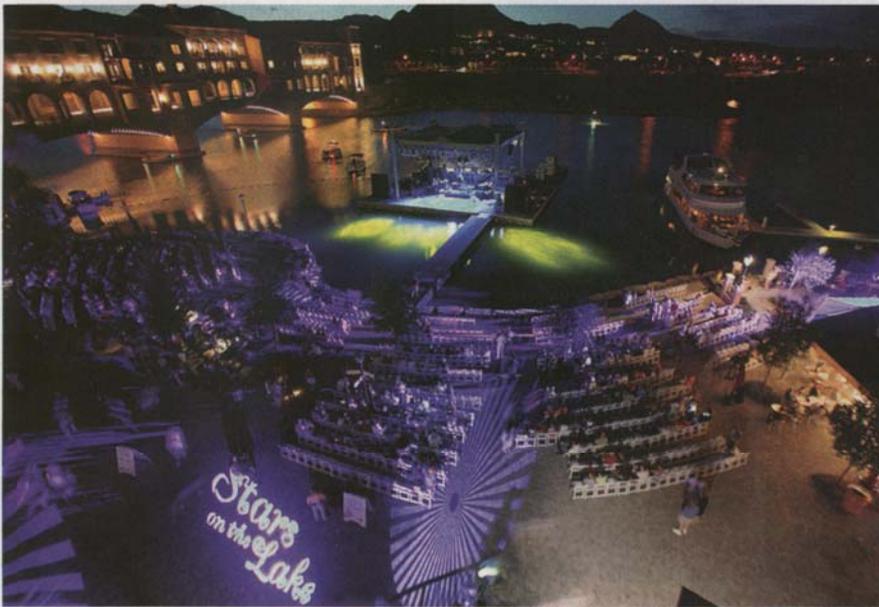
JUNE 19, 2006

SECTION ONE

Destinations

## Las Vegas

### Las Vegas News and Notes



The 2006 Stars on the Lake concert series will run through September 30; upcoming performers include Hall & Oates, Michael Feinstein, America and Seal

#### Artown in Reno

Clients looking to make a pre- or post-Vegas trip to Reno in July can experience Artown, a month-long celebration of art and culture. The festival in years past has drawn such international and local artists as Mikhail Baryshnikov, Marcel Marceau, Ladysmith Black Mambazo, the Mormon Tabernacle Choir, Pilobolus, the San Francisco Ballet and the Reno Philharmonic. In 2005, more than 260,000 people attended Artown.

More than 300 events are scheduled, a majority of which are free to the public. This year, internationally acclaimed dance troupe Diavolo will perform along with Portland, Oregon-based Pink Martini, a hip 12-piece orchestra. For more information, call 775-322-1538 or visit [www.renoisartown.com](http://www.renoisartown.com).

# SURVEY RESULTS

Artown staff and volunteers gathered 456 surveys during the 2004 Artown Festival, 461 surveys during July 2005, and 667 surveys during the 2006 Artown Festival.

## 1. What is your zip code?

Category	2006%	2005%	2004%
Reno/Sparks	85	88	84
Out of town	15	12	15
No Answer			1

## 2. Who did you come with today?

(Respondents selected multiple options. Percentages are calculated on number of surveys gathered)

Category	2006%	2005%	2004%
By Myself	11	8	10
Family	50	28	35
Friends	43	44	42
Children	17	10	14
Out-of-Town Guests	5	2	4
Other	4	2	2

## 3. How did you hear about this event?

(Respondents selected multiple options. Percentages are calculated on number of surveys gathered)

Category	2006%	2005%	2004%
Brochure	39	42	40
Newspaper	34	44	46
Word of Mouth	28	23	34
Other	23	15	15
Website	13	10	11
Radio	8	9	13
Magazine	7	5	4
TV	7	9	8
Flyer	5	5	7
E-mail	3	4	3

## 4. Have you ever attended Artown before?

Category	2006%	2005%	2004%
Yes	80	78	80
No	18	20	17
No Response	1	1	1
Don't Know	2	1	2

## 5. How likely are you to attend more cultural performances in the next year as a result of your experience at Artown?

Category	2006%	2005%	2004%
Extremely Likely	52	49	51
Very Likely	33	35	33
Somewhat Likely	12	12	12
No Response	2	2	1
Not Very Likely	1	1.6	2
Not at All	0.5	0.4	1

**6. When you attend an Artown event do you also:**

<b>Category</b>	<b>2006%</b>	<b>2005%</b>	<b>2004%</b>
Restaurant/Purchase food or beverage	64	66	65
Gambling/Casino visit	6	NA	NA
Shopping	13	10	17
Hotel/Lodging	5	2	3
Participate in recreation activity	9	10	9
Other	4	3	5
None of the above/No Response	4	9	1

**7. Are you male or female?**

<b>Category</b>	<b>2006%</b>	<b>2005%</b>	<b>2004%</b>
Female	65	67	69
Male	34	31	30
No Response	1	2	1

**8. What is your race/ ethnicity?**

<b>Category</b>	<b>2006%</b>	<b>2005%</b>	<b>2004%</b>
Caucasian (Not Hispanic)	82	86	88
Hispanic	4	1	3
Asian/ Pacific Islander	3	2	2
African Descent/ Black	2	2	2
American Indian/ Native American	1	5	2
Other Responses	2	2	1
No Response	7	2	1

**9. What is your highest level of education?**

<b>Category</b>	<b>2006%</b>	<b>2005%</b>	<b>2004%</b>
Post Graduate	28	28	26
College Graduate	26	32	35
Some College	21	22	21
High School/ GED	9	5	9
Vocational School	4	3	3
< High School	3	2	1
No Response	9	7	5

**10. What is your occupation?**

(Respondents may have selected multiple options. Percentages are calculated on number of surveys gathered.)

<b>Category</b>	<b>2006%</b>	<b>2005%</b>	<b>2004%</b>
Executive or Professional	23	26	32
Technical	3	6	4
Clerical or Office Worker	6	6	4
Sales	4	4	4
Skilled Labor	3	2	4
Retired	18	20	21
Manager or Administrator	10	11	9
Student	6	6	9
Military	1	1	1
Other	12	8	7
Homemaker	7	7	5
Part-Time	3	5	3
Self Employed	9	8	9
Arts Professional	3	2	3

**11. What is your approximate combined household income?**

Category	2006%	2005%	2004%
Less than \$49,999	20	18	25
\$50,000 and \$74,999	17	18	23
\$75,000 and \$99,999	17	21	15
\$100,000 or more	26	24	21
No Response	20	19	16

IF YOU ARE FROM OUT OF TOWN

**12. Did you come to Reno specifically for Artown?**

(2005 data is based on 37 respondents who indicated by zip code they were from out-of-town and also answered this question. 2004 data is based on 72 respondents who indicated by zip code they were from out-of-town. 2006 data is based on 101 respondents who indicated by zip code that they were from out-or-town)

Category	2006%	2005%	2004%
Yes	33	43	44
No	67	57	56

**13. How many nights are you staying?**

(Based on 51 respondents who provided out-of-town zip codes and answered this question.)

Number of Days	Number	Percent
One	6	6
Two	15	15
Three	8	8
Four	5	5
Five	4	4
Six	4	4
Seven	7	7
Ten	1	1
Ninety-One	1	1

**14. Would you recommend northwestern Nevada as a cultural destination to others?**

(Responses from those indicating they were from out-of-town)

Category	2006%	2005%	2004%
Yes	82	86	82
No	7	6	9
No Response	12	8	9

**15. Have you gambled at a casino in Northwestern Nevada within the last 30 days?**

(Responses from those indicating they were from out-of-town)

Category	2006%	2005%	2004%
Yes	31	22	26
No	65	71	67
No Response	5	7	7

**16. How did you travel here?**

(Responses from those indicating they were from out-of-town)

Category	2006%	2005%	2004%
Car	48	76	76
Airplane	18	18	19
Bus	1	3	5
Train	2	3	0
No Answer	32	0	11

# AUDIENCE QUOTES

**“Great way to relax and visit and have fun.”**

**“I love Artown.”**

**“Just keep on doing it. I love it!”**

**“Really enjoying the increasing variety and venues for Artown.”**

**“The art of sharing is not lost in Reno. I attend Artown by myself every year. I am touched by a stranger who offers me a chair to sit in or to sit on their blanket. It keeps me coming back.”**

**“Thank you. Great opportunity for entertainment and cultural experience that is affordable for all.”**

**“I look forward to Artown every year! Thank you.”**

**“Artown has incredible events to see!”**

**“Please keep doing this.”**

**“The events keep improving in quality and quantity. Please keep up the good work.”**

**“This is my favorite month of the year! Awesome!”**

**“My children have never been involved with anything dealing with art or culture and I want to thank you for giving them an opportunity to do so.”**

**“We just recently moved to Reno and it’s fun to explore the new surroundings. The Artown program is awesome!”**

**“Great ideas and places for the kids to enjoy.”**

**“Wonderful!!!”**

**“I love the program this year – especially Diavolo Dance, project at Lake Mansion, Nevada Museum of Art tour and project, and Plein Air. Thank you!”**

**“It is wonderful! The kids look forward to it. The hands-on interactive presentations really stick.”**

**“Excellent and fun for all.”**

# VOLUNTEERS

Over 75 individuals volunteered for Artown in 2006, putting in a combined total of over 800 hours. These generous volunteers donated their time in numerous locations and venues, participating in everything from Little Book distribution, to labeling the Artown wine, to selling merchandise and taking surveys. Many people that had volunteered for Artown in previous years were again recruited in 2006, but many new helping-hands were acquired with the assistance of the Newcomers Association, the University of Nevada, Reno, the City of Reno, Sierra Pacific Power Company, the Arts and Culture Commission and the Boys and Girls Club.

Aaron, Brigitta  
 Alanko, Gloria (Lou)  
 Anderson, Carol  
 Atoa, Chanel  
 Ballard ,Joanne  
 Bernal, Alexa  
 Bernal, Lindsay  
 Best, Dee  
 Bourke, Tom  
 Brady, Jennifer  
 Britt, Sarah  
 Burton, Leslie  
 Carlson , Judy  
 Clark, Ivy  
 Clark, Sandra  
 Craig, Kerrie  
 Dame, Ezra  
 Dyer, Kathy  
 Elliot Ra  
 Elliot, Helen  
 Fischer, Carole  
 Fling, Pat  
 Fuller, Jean  
 Glover, Mary  
 Hawkins, Randy  
 Heitzenrader, Judith  
 Iacovelli, Cameron  
 Isert, Bill  
 Isert, Valerie  
 Jarzynka, Linda  
 Jarzynka, Pat  
 Jarzynka, Rock

Kersey, Ginnie  
 King, Marylin  
 Kirkham, Kass  
 Kluck, Maggie  
 Kolton, Bill  
 Kolton, Denise  
 Langdon, Ken  
 Langdon, Linda  
 Lazzarone, Bobbi  
 Lazzarone, Ro  
 Lewis, Hope  
 Lindsay, Tammy  
 Lowden, Toni  
 Marchuiko, Rhonda  
 McCarty, Lara  
 Morales, Nina

Palmer, Robin  
 Paquin, Jean  
 Peeck, Steve  
 Pirozzi, Janet L.  
 Pollard, Gillian  
 Quante, Donna  
 Ramos, Kari  
 Reuter, Judith  
 Rives, Michela  
 Roberts, Lindsay  
 Roberts, Pamela  
 Scott, Willie  
 Steriss, Elliot  
 Steriss, Gail  
 Strauss, Bertha  
 Stroh, Marian  
 Stupfel, Dawn  
 Tarleton, Kristina  
 Taylor, Carol  
 Taylor, Gerry  
 Thomas, Kate  
 Tully, Marie  
 Ulster, Sarah  
 Uriu, Barbara  
 Uriu, Don  
 Waal, Dawn  
 Wallis, Pat  
 Wildman, Linda  
 Wildman, Robert  
 Willcox, Karen  
 Willcox, Puett  
 Worner, Bob



Getting the chance to dance



ANDY BARRON/RENO GAZETTE-JOURNAL  
Dancer Ally Raymer, 15, stretches Wednesday before the dance clinic presented by Jacques Heim of the Diavolo Dance Theater.

Jacques Heim of the Los Angeles-based Diavolo Dance Theater held public auditions Wednesday, and selected 15 local dancers who will perform at 7 p.m. Sunday at Wingfield Park in Reno.  
"It's such an exciting opportunity," said Ally Raymer of Reno.  
See full story on 2A.



ANDY BARRON/RENO GAZETTE-JOURNAL

Local dancer Padma Rothchild is lifted into the air by Cheetah Platt during the clinic for local dancers who will perform with the Diavolo Dance Theater.

# Devilish dancers to dazzle audience

BY SEVIL OMER  
somer@rgj.com

Ally Raymer was excited to audition for the Diavolo Dance Theater.

"It's dance, it's art. But it's not traditional dance," the 15-year-old Reno girl said. "It's modern, fresh, energetic. It's beautiful, it's gymnastics and acrobatics and it's all mashed into one."

Diavolo is Jacques Heim's creative license to see how far men and women can go in their natural abilities to dance, jump, bend, twist, twirl and fly.

Heim is the creative director of the Los Angeles-based company in Reno for Artown, a monthlong festival of music, art and dance.

Diavolo has a two-fold mission: Perform and then pick local talent to perform some more.

Diavolo Dance Theater has a performance tonight at the Pioneer Center for the Performing Arts. Tickets are available for

## DIAVOLO DANCE THEATER

■ Diavolo performs at 8 tonight at the Pioneer Center for the Performing Arts in Reno.

Tickets: \$20 to \$45.

■ Details, call 877-840-0457 or visit [www.pioneercenter.com](http://www.pioneercenter.com)

■ ON SUNDAY: Diavolo's local team will be presenting a free performance at 7 p.m. at Wingfield Park.

■ Details: 322-1538.

## ON RGJ.COM

Log on to [RGJ.com](http://RGJ.com) to see a photo gallery with more dancers.

the 8 p.m. event.

The second mission is Diavolo's community outreach and education to enrich the public's understanding of dance and its artistic form.

The troupe held public auditions for a master class this week, picking 15 dancers who will perform at 7 p.m. Sunday at Wingfield Park. The event is free.

"It's such an exciting opportunity," Raymer said.

Raymer auditioned earlier in the week. She and Cheetah Platt, 21, and his brother, Cy,

made the cut.

"Diavolo is such a better fit for me," said Platt of Reno.

He has danced with various companies and casinos. Platt moved to Northern Nevada two years ago from Southern California.

Platt flashed a bright smile and walked down the hall of the Fascinating Rhythm dance studios in south Reno on Wednesday. With his red mane pulled back in a head band, the tall dancer was ready for what Heim had in store.

"Diavolo is dance, acrobatics and innovation and I love it," Platt said.

Throughout the week, Raymer, Platt and other dancers rehearsed their parts from noon to 4:30 p.m.

Through series of tough physical moves, each dancer learned more than their share of turns, leaps and lunges.

"They're learning about trust, team building and partnership," said Kia Crader, owner and director of the Fascinating Rhythm studios.

"I've watched this group and they have genuinely been enthusiastic with what they are doing," Crader said. "That goes for Diavolo and the talent they picked."

Other local dancers are Anastasia Bobadilla, Jennifer Boyle, Lindsey Christensen, Claudia Demko, Lisa Fillipone, Lesley Franklin, Jayme Lowe, Scooby Meredith, Pedro Rangel, Padma Rothchild, Lane Saunders and Jennifer Wilber.

■ RGJ.com/blogs: Get previews of upcoming movies in Film Rant.



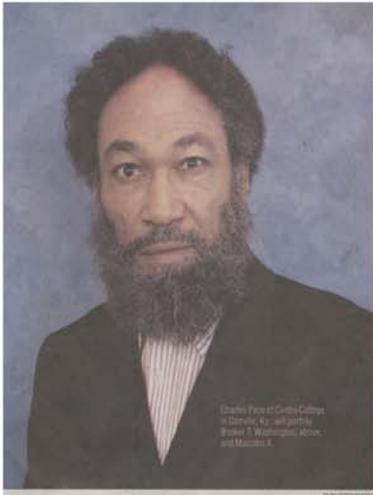
# LIVING

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Friday, July 14, 2006 ♦ RGJ.com/living

Will Marshall maul Jefferson? Will Murrow manhandle McCarthy? Find out at next week's ...

## Great Basin Chautauqua



Thomas Jefferson will face political foe Supreme Court Chief Justice John Marshall, and communist hunter U.S. Sen. Joseph McCarthy will spar with his nemesis, newsman Edward R. Murrow, on stage in Reno next week.

The era of westward expansion will be seen through the eyes of Donner Party survivor Margaret Breen and California settler John Sutter, while the struggle for civil rights opens up with the passion of Booker T. Washington and Malcolm X.

The annual Great Basin Chautauqua runs Sunday through Thursday at Rancho San Rafael Regional Park. The popular summer event heads into its 15th year with themes of race, westward expansion, security versus freedom and America's judiciary.

For the 15th year, the idea was for the scholars to pick their portrayals.

"Part of my approach was to talk to some of our long-time scholars and ask them what they've really wanted to do in their Chautauqua careers and never done — some particular character close to their heart that they've never done," said Stephen Davis, assistant director of Nevada Humanities, which produces Great Basin Chautauqua.

Chautauqua creative director Clay Jenkinson portrays Jefferson. He's played the third U.S. president plenty of times before — it's his favorite portrayal. This time, however, he has a new theme to explore: the political clash between Jefferson and Marshall, a Federalist appointed by departing President John Adams in 1801. Reno Judge Brent Adams portrays Marshall.

Longtime Chautauquan Frank Mullen Jr., a Reno Gazette-Journal reporter,

opted to portray Murrow, the pioneering broadcast journalist who made his name during World War II and during the 1950s communist-hunting era of McCarthy. Paul S. Vickery, an assistant professor of history at Oral Roberts University in Oklahoma, is coming to Chautauqua to portray McCarthy.

Doris Dwyer, history professor at Western Nevada Community College in Fallon, will present survivor Breen. On the same night, David Fenimore, who teaches in the University of Nevada, Reno English department, will appear as John Sutter of California Gold Rush fame, who worked to save the Donner Party.

Filling out the bill, Charles Pace, a visiting instructor in anthropology and American studies at Centre College in Danville, Ky., will produce two performances on the same night — black activists Booker T. Washington and Malcolm X.

In addition, Bruce Cole, chairman of the National Endowment for the Humanities, which helps fund Nevada Humanities, plans to attend the Chautauqua performances.

"We decided we would have a potpourri of a little of this and that," Davis said of the programs. "There are four themes, but they can relate to some important contemporary issues."

Of all the characters Jenkinson has portrayed over the years in the Great Basin Chautauqua, Jefferson is closest to his heart. The program will be less a debate than a way for Jefferson and Marshall to explain themselves to each other, Jenkinson said.

"Their debate is the most serious of our time," he said. "Who decides what the Constitution means? Jefferson says the people decide. Marshall says that's not right. ... The people are not always right. We need a filtering process. The only way is with a strong judiciary."

"We want people to know this issue is still alive," Jenkinson said.

Mullen and Vickery will share the stage as Murrow and McCarthy, perhaps less amiably



Clay Jenkinson portrays Thomas Jefferson.

PUBLICITY PHOTOS

### ON THE WEB

**RGJ.COM:** See this story at [RGJ.com/living](http://RGJ.com/living) for the following multimedia links:

■ Video of past performances of Theodore Roosevelt, King Henry VIII, Zora Neale Hurston and an introduction to Chautauqua by Clay Jenkinson.

■ Audio clips of Edward R. Murrow and Sen. Joseph McCarthy.

than Jefferson and Marshall. The time frame, Mullen said, follows the 1954 "See it Now" television program that formed the basis of last year's movie "Good Night, and Good Luck." Both men were then at the height of their power in terms of reaching people through the media.

"We want to go beyond the TV program to the core values of each person," Mullen said.

Vickery first portrayed McCarthy for a Tulsa, Okla., Chautauqua because of the influence the Wisconsin senator held for about four years.

"The more I got into him the more I realized how maligned he is," Vickery said. "People lump him with the House Unamerican Activities Committee. He had nothing to do with that."

Growing up in the 1950s and 1960s, Vickery said, he

was aware of the climate of fear of communism in the United States.

"Fear was real in those days," he said. "Something had to be done about it."

Originally, Pace's Malcolm X was to be paired with another character, but when that didn't work out, Booker T. Washington — also portrayed by Pace — ended up on the bill.

"Steve (Davis) had the idea that since Malcolm was the man who did not compromise and Booker T. Washington was known as the Great Compromiser, it would be interesting," Pace said.

Pace has performed Malcolm X for about 20 years; he added Washington to his repertoire in 1997.

"They are seminal figures in American history," he said.

Fifteen years of Chautauqua is plenty for performers and organizers to feel the pulse of their audience. Fans begin contacting the Nevada Humanities office for event dates long before July, wanting to set their summer schedules, Davis said.

"It's become really important to many people," he said.

The program remains popular because it's more than education and more than entertainment, Mullen said.

"It provides a lens on our past that is valuable for looking ahead for the future, and



Frank Mullen Jr., a Reno Gazette-Journal reporter, portrays Edward R. Murrow in next week's Great Basin Chautauqua.



# Great/Event takes potpourri approach Festival celebrates nation's history

THE GREAT BASIN YOUNG CHAUTAUQUA PROGRAM

WEDNESDAY, JULY 19, 2006

RENO GAZETTE-JOURNAL/RGJEOM

3A

BY SCOTT SADY  
ssady@rgj.com

## Young Chautauquans take stage

Clay Jenkinson, the man who brought Chautauqua to Reno 15 years ago, gave his final performance Monday night under the big white tent at Rancho San Rafael Regional Park.

Despite that, the future of Chautauqua is in good hands, self-described Chautauqua groupie Jean Myles said.

"It (Chautauqua) carries the history of our nation," she said. "Kids really, truly understand that. They are as much into it as any of the adults."

Besides, she doesn't think that Jenkinson will be able to keep himself away from Reno.

"He'll be back," she said. "It's his baby. He brought it here. There is no way he's going to just let it go."

Sam Zabell, 8, who gave his first performance Tuesday morning, agreed.

"My goal is to be better than Clay Jenkinson," Sam said. "I can get 11 years of practice in the young Chautauqua program."

Zabell, who projects his voice in normal conversation as if he were perpetually on stage, admits he got into Chautauqua partly because he likes to be the center of attention. Sam's mother took him to see a young Chautauqua program when he was 6 years old.

"I turned to my mom and told her 'that's what I want to do,'" Sam said.

He especially likes the fact that many kids chose to portray lesser-known personalities.

"It teaches you a lot of stuff," he said.

Christiana Corrao, 17, portrays Zelda Fitzgerald in the young Chautauqua program Thursday and said it brings history to life.

"To younger kids, it (Chautauqua) is entertainment. But the older ones appreciate it and learn more as opposed to a boring lecture in history class," she said.

Chautauqua is more than memorizing lines and reciting them on stage.

"It was the hardest thing I've ever done in my career," said Washoe District Judge Brent Adams, who debuted Monday as Supreme Court Chief Justice John Marshall. "Chautauqua is the perfect process to live and learn the meaning of American citizenship."

Photographer Marilyn Newton contributed to this story.

Groucho Marx will crack a few jokes and Irving Berlin will play a few tunes tonight at Rancho San Rafael Regional Park.

And they'll look awfully young.

The Great Basin Young Chautauqua Program will open Chautauqua week tonight with a free performance under the "Big Tent" at Rancho San Rafael. The program starts at 6 p.m. with a concert by the acoustic band Moonlight Hoodoo Review.

"This is the kind of event you can bring your whole family to," said Bob Piechocki, a co-director of the program.

"We especially encourage school-age children to attend."

The Chautauqua performances start at 7 and will feature quite a variety of talented young artists portraying historical figures.

They include 8-year-old John Eisenberg as Albert Einstein; 10-year-old Ben Lerude, as Groucho Marx; Nicole Piechocki, 13, as war journalist Dickey Chapelle; Neal Long, 14, as composer Irving Berlin; and Cristiana Corrao, 17, as author Zelda Fitzgerald.

The youngsters have spent the past six months researching their characters and rehearsing their roles. The young actors modify their clothing, hair and speech to give audiences the illusion they are listening to the actual historical figure in their particular time period.

The performers say it's been a labor of love.

"Chautauqua is a great way to learn about so many things: history, performing, research," said Lerude, a sixth-grader at Jessie Beck Elementary School. "And the best part is, you can do it all while having so much fun."

Eisenberg, a third-grader at High Desert Montessori



HANDOUT

10-year-old Ben Lerude will portray Groucho Marx in the Great Basin Young Chautauqua Program.



HANDOUT

Nicole Piechocki, 13, portrays journalist Dickey Chapelle in Great Basin Young Chautauqua.

School, said it's fun to portray another person and to learn you have something in common with that person.

"It is like peeling off my body and sticking on young Albert Einstein even though he was born 118 years before me," Eisenberg said. "We're alike in some ways. Besides being Jewish, we like riding bikes, math and imagination, working at our own speed, being unique, and we both like peace."

Piechocki, an eighth-grader at Billingshurst Middle School, said doing research for the Chautauqua program has helped her in school.

"To me, Chautauqua isn't just about the research and the performing," she said. "Being a Chautauquan means debating with your history teacher about whether or not they should have dropped the bomb. It means leaving a Young Chautauqua workshop knowing more about Henry Ford than you ever did before. It means knowing if Abraham Lincoln really wrote the Gettysburg Address on the back of an envelope. It's definitely rewarding."

In other words, these youngsters have a lot of passion for what they do.

Neal Ferguson, a professor of history at the University of Nevada, Reno, will serve as the moderator for the event.

Chautauqua performances, by youths and adults, will

continue throughout the week at Rancho San Rafael. Tickets are \$15 per night for general admission and \$50 per night for reserved seating. Children 11 and younger are admitted for free.

They are available at the gate or through Nevada Humanities by calling 784-6587 or on the Web at [www.nevadahumanities.org](http://www.nevadahumanities.org)

COMING UP: The University of Nevada Oral History Program has two new books coming out that focus on gaming regulation in Nevada.

"Gaming Regulation and Gaming Law in Nevada," is the oral history of Bob Faiss.

"Gaming Regulation in Nevada: The Second Sawyer Administration" is the oral history of Guy W. Farmer. Both men were employed by the state in the early days of the gaming regulatory effort, and in these books they share many of their recollections of those times.

These books will be available for purchase from the Oral History Program now, but they will be officially unveiled at an Aug. 8 book-signing and reception at the Nevada Appeal newspaper in Carson City. The event will take place between 5:30 p.m. and 7:30 p.m. at the Appeal's offices at 580 Mallory Way. Both Bob Faiss and Guy Farmer will be on hand to sign their books. If you would like to attend, call 784-6932 to RSVP.



David Corrao-Douglas shows his prowess on the dobro Tuesday at the bluegrass getting 200 as part of The Great Basin Young Chautauqua program.



Ariane Wilson tries her hand at playing the banjo Tuesday at the bluegrass getting 200, one of the events offered to children during The Great Basin Young Chautauqua program at Rancho San Rafael Regional Park.



Lauran Kelly appears as Osa Johnson during this year's Great Basin Young Chautauqua program at Rancho San Rafael Regional Park. The Verdi Elementary fifth grader has participated in the event for the past two years. This year she portrays Johnson, who married a photographer and lived among the South Pacific aborigines for almost 20 years.



Young Chautauquan Duncan Duran, as John Marshall, awaits his turn to take the stage Tuesday at Rancho San Rafael Regional Park. The Great Basin Chautauqua program continues through Thursday. Duran is a third-grader at High Desert Montessori School. See more photos from The Great Basin Young Chautauqua program on page 3A.

"To younger kids, it (Chautauqua) is entertainment. But the older ones appreciate it and learn more as opposed to a boring lecture in history class."

CHRISTIANA CORRAO ■ Chautauqua participant

## Get shaken, get stirred

BY FORREST HARTMAN  
forrest@rgj.com

**P**ink Martini has generated as much buzz as anyone at this year's Artown festival, and the group's Saturday concert is already sold out. That means 800 fans will be crowding into the Hawkins Amphitheater at Bartley Ranch to catch the show.

The band, which performs with between 12 and 16 players, is noted for blending elements of classical, jazz, rock, pop and world music into a hearty orchestral stew.

In late June, the Reno Gazette-Journal conducted a phone interview with Thomas Lauderdale, Pink Martini founder, artistic director and pianist.

**Forrest:** It doesn't sound like your original goal was to start a band that would become this well known?

**Thomas:** Not at all. I grew up studying classical piano. My initial thought after graduating from college was to go into politics. So when I came back to Portland, Ore., my sort of home town, I was working on a lot of political campaigns.

**F:** You graduated from Harvard. Was your degree in



Portland, Oregon-based band Pink Martini describes itself as "somewhere between a 1930s Cuban dance orchestra, a classical chamber music ensemble, a Brazilian març"

Ultimately, the band was created to provide sort of musical wallpaper to these political functions. To be at once appealing to people of all ages, of all political persuasions and of all predicaments.

**F:** You met Pink Martini's vocalist, China Forbes, in college. Where did you find the rest of the players?

**T:** The streets of Portland. A couple of the people play with the local orchestra here, the Oregon Symphony. Other people I randomly met, in restaurants, in bars, in cafés, on the street. Originally, it was four people, and now it's grown to 12 to 16.

**F:** And everybody's from the Portland area?

**T:** Yeah. Except for China. The first singer and I didn't really get along so well. As I was kind of parting ways with the first singer, I remembered China, who was really the queen of the dining hall back at Harvard. Immensely

"I think the country is starved for beautiful music right now."

THOMAS LAUDERDALE  
■ Pink Martini founder, artistic director and pianist

entertaining, very smart, very beautiful with an unbelievably sumptuous, neighborly voice. She was living in New York at the time and I tricked her into coming out to Portland and kept flying her back and forth every other weekend for about three years. Then, finally, she gave up and moved here.

**F:** At that point, I guess you had an idea of how popular you were becoming?

**T:** Yeah. Yeah (sounding unsure). I never thought that it was going to be like this. I don't know even what I

thought it was going to be like. I thought I was going to try to become mayor of Portland.

**F:** Even when the band was going for a while?

**T:** Yeah. Just because being an independent band in the United States at this point ... is really so difficult. I can't imagine how anybody in their right mind would do it. I think the band is really very lucky. ... The diversity of the band allows us to play both in clubs and outdoor stadiums and also with symphony orchestras. In that way, the band has been very lucky.

**F:** It must be particularly tough with such a large group?

**T:** It's unwieldy. But I think the country is starved for beautiful music right now. I think, in that way, the band is really sort of old-fashioned.

**F:** The band is noted for its many musical influences and performing songs in multiple languages. What went into

SEE PINK MARTINI ON 5D



political science?

**T:** No. It was history and literature. At Harvard, more than anything, I think I learned how to throw a good party. The degree was sort of secondary.

**F:** Did you study music at all?

**T:** No. I took a few lessons here and there from people at Boston University and Boston Conservatory of Music and New England Conservatory. But mostly the music that I did during college was playing at a bar downtown to make money to pay for school.

**F:** It's a stretch going from politics to what you're doing. How did this come about?

**T:** As I was going to various political parties and fundraisers I was struck by the bad lighting and by the bad music that was playing. I always sort of longed for an atmosphere of something between "Breakfast at Tiffany's" and the United Nations.

## Pink Martini/international flavor helps band be 'quietly political'

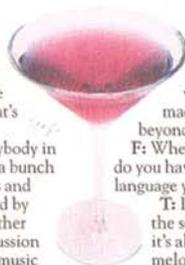
From 1D  
your thinking there?

**T:** It was sort of accidental. The band had a certain kind of almost campy repertoire at first. Then, when China joined, it started becoming something a little bit more serious and more earnest and less campy. Then we started writing songs.

The first song that we wrote, China came in with a melody and it sounded French to me. Both of us had studied French

in high school, so drawing inspiration from a few lines from the French poet Apollinaire, we wrote a song in French. That's how it started.

At this point, everybody in the band has studied a bunch of different languages and all of us are influenced by different things, whether it's Afro-Cuban percussion or samba or classical music or jazz or folk, pop, rock.



So, putting all of those things together and also trying to write songs, it just made sense to think beyond English.

**F:** When you're writing, do you have an idea what language you're going with?

**T:** It depends on the song. For me, it's always about the melody first. But it just depends on who's

writing. It's really haphazard.

**F:** You said you never expected the band to go in the direction it has. Are you happy with where you are?

**T:** Yeah. We're entirely lucky to be able to travel and play music and meet people and go to different parts of the world.

**F:** Do you miss politics, or is this better?

**T:** I think this is probably more fabulous from day to day. But in a way I think the

band is doing political work. ... When we travel abroad as an American band playing our repertoire, which is kind of all over the map, we're putting forth the idea of a different kind of America, which is more inclusive and more considerate of the rest of the world.

In essence, I think the band is quietly political. And I guess applause night after night is better than angry telephone calls from constituents.

# Artown: Fresh, relevant

The challenge for organizers of popular annual events such as Artown and Hot August Nights is to keep them fresh and interesting without alienating their core audiences.

## SNAPSHOT

**TOPIC:** Festival's challenges

**OUR VIEW:** Organizers have succeeded in keeping the annual event interesting without alienating its core audience.

Once again this year, Artown managed to do an admirable job of straddling that line, plying area arts lovers with a healthy dose of the usual, mixed with a heaping helping of the unusual.

There were stalwarts such as the Reno Philharmonic and the Reno Jazz Orchestra, but there also was DBR and

the Mission, the closing night act that festival organizers described as "a musical revolution," "a new sonic vision" and "far out." There was the eclectic Pink Martini; there was the "world fusion" of Incendio (part of the always exciting Food for the Soul series benefiting the Food Bank); and there was Dianne Reeves, the jazz singer who appeared in last year's "Good Night, and Good Luck" and made her casino debut at John Ascuaga's Nugget for Artown.

As always, Artown featured lots of varied art exhibits, classes, family events, weekend festivals, history lessons and dance performances, alongside some happenings that are a bit more difficult to describe, such as Vox Lumiere, which combined live theater, rock-opera music and a silent film.

Sometimes that has caused some controversy (though, given the wide range of events and performances, it's remarkable how little



SPECIAL TO THE RENO GAZETTE-JOURNAL

Artown act mixes live music and theater with the silent movie, "The Hunchback of Notre Dame."

controversy there's been). But that's good for Artown, and it's good for the Northern Nevada audiences, which have become sophisticated enough — thanks in part to Artown — to be able to deal with art that makes them think. (Artown officials said they will ask performers to provide a parental-warning rating in the future. The benefit will be limited, however, because artists and their audiences often don't see eye-to-eye.)

The importance of Artown to this area cannot be overestimated. Not only does it provide new and different entertainment and stimulation to audiences, but it also provides opportunities for artists — professional and amateur, local and visiting — to connect with new and different audiences. And it is a showcase of our community: Never does Reno look better than when seen at dusk from Wingfield Park during a concert.

So organizers must continue to keep the event fresh and interesting, just as they've been doing for more than a decade.