



artown 2007 final report

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artown

ARTOWN 2007 FINAL REPORT

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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.



Photo by Tom Bourke

Asha Belly Dancers at the Drum, Dance & Didgeridoo Festival



Poncho Sanchez



Photo by Melisse Rosete-Wolfe

Australia's Strange Fruit in Wingfield Park for Artown's Opening Night



Photo by Tom Bourke

Circus Circus Acts From the Big Top, performing for Artown's Family Series



Photo by Rosalie O'Connor

American Ballet Theatre



Reno Irish Dance Company performing a Celtic Summer's Eve in Wingfield Park



N.C. Wyeth's *Two Riders*, part of the Coeur d'Alene Art Auction



Photo by Tom Bourke

Theatreworks of Northern Nevada performing *DogMusic*



Photo by Victor Leyba

Discover the Arts



Great Basin Chautauqua at Rancho San Rafael Park



Photo by Rob Retting

Herbie Hancock performing at the Grand Sierra Resort



The Jimmy Dorsey Orchestra opening Artown's American Songbook Series at the Robert Z. Hawkins Amphitheater

10 TIPS

Making the Most of Artown

WRITTEN BY BETH MACMILLAN



Beth Macmillan

For 31 days each July, Reno is Artown. Holding the bragging rights as one of the largest and most inclusive arts and culture festivals in the country, this once-simple event has grown in scope and notoriety with each passing year and now presents an enviable lineup of world-class cultural events. And with its 12th annual season, Artown continues its impressive evolution. Complementing the traditional free offerings are more legendary names and exclusive ticketed performances from Herbie Hancock, Hell's Kitchen Dance with Mikhail Baryshnikov (the company's only West Coast performance), Pink Martini and American Ballet Theatre – regarded as one of the finest dance companies in the world.

Making the most of Artown's 350-plus events at locations throughout the area takes planning. To assist in the task, Artown has provided the following tips to help make your experience all that much more enjoyable.

- 1** Share Artown with your friends and family. Artown really does offer something for everyone, including concerts, dance performances, multicultural festivals, kids' programs, garden tours and even pet-friendly activities and performances.
- 2** Keep your Little Book of Artown handy. This clever little guide will help you plan a month filled with fun activities and events. Request a free copy at www.RenolsArtown.com (click on Sign Up).
- 3** For those new to town or who haven't checked out downtown Reno lately, well, you've just got to. Parking downtown is easy and makes for a short walk to Wingfield Park. Simply use the Parking Gallery on First and Sierra Streets or park at any of the downtown property garages and catch the RTC's free Sierra Spirit to and from events.
- 4** Dress comfortably and in layers for Northern Nevada's mild summer nights. Wingfield Park makes for a cool evening out, especially with the Truckee River flowing on both sides of the island. Be sure to wear shoes appropriate for an outdoor setting, and bring a hat and sunscreen for daytime events.
- 5** New this year, attendees can order dinner online ahead of time at www.RenolsArtown.com (click on Visitor Information) and pick it up at the park prior to the performance. It's the best way to make the most of your time and enjoy the outdoors.
- 6** Each afternoon Wingfield Park will close to prepare for the evening's performance. Plan your arrival 1 ½ hours before the scheduled beginning of the show for best seating options.
- 7** Remember to bring your low-back chairs and blankets for best viewing. High-back chairs will only be permitted in designated areas.
- 8** Wingfield Park is center stage for a majority of Artown's free events. Be aware of the park's closure hours and rules, including no glass and no pets during events (click on Visitor Information at www.RenolsArtown.com for more info).
- 9** Help us keep 70 percent of Artown events free. Become a Friend of Artown at www.RenolsArtown.com (click on Support Artown). You'll also receive notification of advance ticket sales and special member benefits.
- 10** Let us know how we can improve the experience – offer to complete a survey during the Festival.

Beth Macmillan joined Artown in 2001 and was promoted to executive director in 2003. Macmillan, formerly a professional dancer and actress, expanded into arts administration through various roles, such as production company manager, public relations manager, assistant stage manager, founder and owner/director of a small, highly successful arts education business, executive director of a major dance organization and business owner and distributor.

Artown is produced by 100 partners citywide and incorporates theater, dance, film, history, multicultural, musical, visual and performing arts activities and events, as well as dozens of children's activities aimed at educating youth on the importance of the arts.

Festival favorites are returning as well. The Food for the Soul World Music Series, Movies in the Park, Rollin' on the River, Plein-Air artist events, Artouring and the Discover the Arts children's series are just a few of the numerous events offered.

Although approximately 70 percent of Artown events are free, tickets are now available for the Festival's headline performances at www.RenolsArtown.com or by calling 775-322-1538.

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August 31, 2007

Beth Macmillan
Executive Director
Artown
P.O. Box 3058
Reno, NV 89505

Dear Beth,

We are sincerely grateful for Artown's support of the Food Bank's "Food for the Soul" Concert Series in July. Your collaboration and promotion of our series was vital to our fundraising success and our ability to secure this year's excellent line up talent.

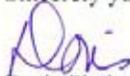
Your partnership has helped provide essential resources to the Food Bank's "Food for the Soul" World Music Concert Series, allowing the Food Bank of Northern Nevada to enjoy great success in educating the public about hunger while captivating audiences with lyrics, dance, and authentic, unique musical instruments from all parts of the world.

Your support has allowed us to continue our efforts in the summer months to fund nutrition programs for children and to distribute adequate emergency food to food pantries serving a broad population of low-income individuals and families with boxes of food. Your organization is strategically positioned with the "Food for the Soul" Concerts to create both a direct and indirect impact on reducing child hunger in our community, in addition to that of the elderly, the ill and the working poor.

Our 2007 Final Report for the "Food for the Soul" World Music Concert series is enclosed.

Once again, we thank you for a great success with "Food for the Soul" Concert Series. We look forward to an exciting 10th anniversary concert series next year.

Sincerely yours,


Doris Phelps
Director of Marketing



FOOD BANK
OF NORTHERN NEVADA

member of
America's Second Harvest
The Nation's Food Bank Network



994 Packer Way, Sparks, NV 89431 Phone (775) 331-3663 Fax (775) 331-3765 www.fbnn.org

RENO GAZETTE-JOURNAL

July 2, 2007

NORTHERN NEVADA MOMENTS



PHOTOS BY DAVID B. PARKER/RENO GAZETTE-JOURNAL

A still walker with the March Fourth Marching Band marches in a parade Sunday from City Plaza to Wingfield Park to kickoff Artown.

Crowds come out for Artown kickoff

BY KRISTIN LARSEN
klarsen@rgj.com

Artown, Reno's monthlong art celebration, opened Sunday with a series of performances that took spectators clapping and boogying through the streets of Reno.

The March Fourth Marching Band, stilt walkers, dancers and horn players dressed in Beetlejuice-style striped costumes. More than 100 people danced, shimmied and shook as they followed the band from City Plaza to Wingfield Park where more than 1,000 people waited.

Reno Councilman Dave Aiuzzi, chairman of Artown, said the march highlighted that Artown is more than performances in Wingfield Park.

"I like that we're moving and not sitting in place," Ron Nichols said as he strolled down the road with his 10-year-old son, Devin, on his shoulders. "This is a big change from last year where we all went to Wingfield (Park) and sat around."

Aiuzzi said his focus has been to provide quality entertainment to Northern Nevadans but the event's growth and world-renowned acts also draw tourists.

Nichols said when his family lived in Houston, they came up for a week for Artown. He now lives in Reno and said Artown was one of many factors that gave him a favorable opinion of the Biggest Little City.

John Bankhead of Reno said nothing

beats 31 days of arts and culture in the family friendly atmosphere of Artown. He said it made it easy to bring his 6-year-old son, Ian.

"Where else can you see Baryshnikov and March Fourth Marching Band in the same event?" Bankhead said.

"I've lived in New Orleans, which has its own events, but it never had a series of events of this magnitude for such a long time. We've created something really special here."

Vicki Jewell of Reno was shaking mariachis she bought at the Chicken Wing Festival as she marched after the band. She said she appreciates that Artown bring arts and culture to the forefront for a full month.

"Artown is the best thing that's happened to Reno in a long time," Jewell said. "People didn't realize Reno had so much going for it."

Jackson admitted she had to be dragged to the event by her father but was she glad she came.

"This is the one time you can make a fool of yourself dancing down the street," Jackson, 15, of Reno said.

This year Artown has a budget of about \$1 million to cover the expenses of providing Reno with a month's worth of entertainment. The money comes from sponsors, the Arts and Culture Commission and a \$110,000 grant from the city of Reno, Aiuzzi said.



A performer with the Strange Fruit resembles a life-size doll as she hovers over Wingfield Park. Artown goes on for 31 days and will feature art and cultural activities.

EXECUTIVE SUMMARY

"Artown was awesome! I live up the street from Wingfield, so I spent a lot of time at the park. It was great, I didn't want it to end."

-Jamie Agee, The Bauserman Group

BEGINNING WITH A BANG

For the 12th year running, Artown has created a spectacle of arts and culture for the citizens of Reno and visitors from around the world. Every year, Artown celebrates the arts in every form and medium, delivering outstanding performances and breathtaking shows and exhibits. From children's theater to world-renowned ballets, from art exhibits to outdoor concerts, Artown has brought out the best in Reno through its passion and appreciation for the arts.

Throughout its history, Artown has refined, revamped and re-invented the festival, never resting on its success or taking its audience for granted. All year organizers listened to the citizens and visitors of Reno and took into consideration any aspects of the festival that could make it better come July. In keeping Artown fresh, even the poster for 2007 was different. For the first time, the signature pieces for the festival were created by a photographer. Nationally acclaimed Reno photographer Jeff Ross took the mission of creating a piece that represents the spirit and essence of the festival and turned it into a stunning black and white series.

The 31 days of July are the most creative in the region, and this year was no exception. More than 350,000 people enjoyed more than 350 citywide exhibits and performances, partnering with some 100 organizations in more than 100 locations. Opening night alone brought 5,000 people downtown and exemplified the synergy that makes the festival (and the city) great.

Opening night began at City Plaza. There were 5,000 in attendance to see MarchFourth Marching Band kick off the event with dynamic music, wild costumes and even stilts. A parade continued through downtown, past Harrah's and The Montage, and into Wingfield Park where many of the generous folks who donated and helped make this midsummer night's dream come true gathered. When the parade led the people into the park, Australia's Strange Fruit gave the audience a spectacular aerial show. On stage, Cyro Baptista drummed his Brazilian beats, incorporating sounds from around the globe. After a second and illuminated performance by Australia's Strange Fruit, the parade turned back on its original route, heading back to City Plaza where the Reno group, Controlled Burn glowed their way into the audience's imaginations with death-defying fire dances. And that was only July 1st.

Artown has been successful since its inception. But it has never been an easy road. Like so many other cities across the country, downtown Reno in 1996 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. That first year, 30,000 people participated, 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.

ARTOWN BY THE NUMBERS

- Nearly 100 volunteers gave of their time to the Artown produced festival events.
- We estimate that 48,450 people from out of town attended the Artown Festival – an increase of approximately 15,500 people from 2006.
- 80% of attendees said they were more likely to support a business that supported the arts.
- 77% of Artown attendees own their own home.
- 91% of Artown attendees use the internet.
- Unique visits to www.renoisartown.com were up 32% from 2006.
- 87% of attendees stated that they would be more likely to attend more cultural events in the next year due to their Artown experience.
- Artown total attendance jumped by 65,000 from last year due to the increased number of events and capacity houses.
- 68% of Artown events were free to the public.



Crowd at Artown Family Series performance. Photo by Tom Bourke.

HEADLINES AND HIGHLIGHTS

Artown organizers wanted to recognize the visitors to this festival for their dedication to and passion for the arts. As Artown's Web site, www.renoisartown.com, says: "Without you there'd be far less laughter, far fewer smiles, and a serious absence of enlightenment and spirit. Without you, we'd be without Artown. For your role, we applaud."

This mutual admiration between organizer, performer and spectator is what makes Artown great, and, in this respect, this year's performances were Artown's gifts to those in attendance. Highlights included:

- POPS on the River, featuring the Reno Philharmonic Orchestra, directed by Maestro Barry Jekowski, astonished the crowd in Wingfield Park on July 7, wrapping up the first week of festivities.
- Pink Martini wooed a packed house with their international sounds during their second appearance at Artown.
- Proud parents and eager audience members were once again enchanted by the Missoula Children's Theatre production of *Cinderella*, a cast of entirely local young actors.
- American Ballet Theatre, one of the most well-respected dance companies in the world, awed audiences in its northern Nevada premier.
- The Grand Sierra Resort hosted the quintessential jazz legend, Herbie Hancock, and his refined, smooth melodies to kick off the second half of Artown.
- Poncho Sanchez took his Afro-Cuban sounds to those in attendance on July 21 on The Plaza at Harrah's.
- Coeur d'Alene Art Auction, the world's largest auction of fine western, wildlife and sporting art gallery, found its way to a welcoming crowd on July 28, moving \$35 million dollars of art in four hours.
- The Artown Art Market every Friday enabled artists to display and sell their work for passersby on West Street Plaza.
- On display at the Nevada Museum of Art was Deborah Butterfield's beautifully crafted model horses from scrap metal and wood.
- Chautauqua featured many historical characters under its tent, including John Steinbeck, Giovanni Boccaccio and Sir Thomas Malory, to name a few. This year they "explored the nature of creativity" in this wildly entertaining and deeply intellectual show for all ages.
- Drum, Dance and Digeridoo Festival enthralled participants and onlookers to Asha Belly Dancers, Controlled Burn and a vast variety of musical styles.
- Let's not forget the amazingly talented Indigo Girls who performed at John Ascuaga's Nugget.
- Hell's Kitchen Dance featuring Mikhail Baryshnikov and Company offered a stunning performance for two packed audiences, delivering thrills and artistic beauty with every step.



*Hell's Kitchen Dance with Mikhail Baryshnikov.
Photo by Stephanie Berger*

"Herbie said that it was a great show, and it was fun to work on that very big stage."

-Herbie Hancock's daughter, Jessica Hancock

ARTOWN MAKES A NATIONAL IMPRESSION

Part of the Artown mission is to change the way Reno is seen by the rest of nation. The national image of the region has been permanently changed through efforts such as the following:

- Artown staff attends two major booking conferences annually (one on the West Coast and one in New York). At both of these conferences, Mario Garcia Durham, Director of Presenting for the National Endowment for the Arts had invited Artown Executive Director, Beth Macmillan to participate in panel discussions about festivals and these included:
 - o Outdoor Festivals and Programs 101. This session is for individuals and organizations interested in an introduction to this part of the field. It is also of interest to those who have just started an outdoor festival or programs, or are contemplating starting one in their city or community.
 - o Spotlight on Western Outdoor Festivals and Programs. Artown was one of four festivals spotlighted.
 - o Information Exchange Round Table. During this "led" round table discussion, participants have the opportunity to ask questions or offer advice to their colleagues on a range of topics and issues, including marketing, fundraising, audience development, festival logistics and more.
- Artown has managed to attract artists who may not otherwise visit a community of Reno's size, or who have never been to the area before. Examples include:
 - o American Ballet Theatre (Northern Nevada premiere);
 - o The only West Coast stop of the Hell's Kitchen Dance with Mikhail Baryshnikov tour;
 - o Herbie Hancock, who has not played here for more than 20 years.

These artists become Reno's ambassadors when working in other cities and countries. Due to the warm hospitality they experience, they cannot wait to return.

- Artown public relations efforts have penetrated national reach due to the caliber of artists the festival has attracted and the PR firm with whom it contracts. Some examples of publications featuring Artown include three in-flight magazines (Southwest, Delta and Alaska), San Francisco Chronicle, L.A. Times and the Seattle Gay News.
- Assistance by the Nevada Arts Council enabled Artown to receive its first ever National Endowment for the Arts funding through the American Masterpieces Grant which funded American Ballet Theatre. National Endowment funding offers financial support and an endorsement that raises the credibility with which Artown is viewed on a national level.
- Networking with other summer presenters. Some organizations with whom the festival networks include Hollywood Bowl, Ann Arbor Summer Festival, Stern Grove Festival, Yerba Buena Gardens Festival and Grand Performers aligns Artown with artists who it may not otherwise be able to book.

"...Thanks again, you guys are all so warm and well organized! Perfect combination!

-Eleonora Alberto, Manager for Cyro Baptista

ARTOWN'S NEW ATTRACTIONS

Twelve years, Artown is still charming visitors and instilling pride in locals.
New to Artown in 2007:

- The spotlight was on Reno City Plaza, a new addition to the Artown world, where many artists showcased their talents. And on June 16th, Artown joined Chalk the Walk, during an Artown preview event, on the Plaza to create yet another one of the seemingly endless venues for artists in the area.
- The American Songbook Series, free for four Monday night performances at the Robert Z. Hawkins Amphitheatre, filled the seating area, creating magical moments not soon to be forgotten.
- Artown's Art Market gave an outlet to local and regional artists to showcase and sell their work to passersby, creating a name in Reno's art scene.
- July 4th was an extra special night when Star Spangled Sparks and John Ascuaga's Nugget delivered an atmosphere most fitting for our Nation's Birthday (Artown created the same ambience in Sparks with Artown's Discover the Arts' debut).
- River School cultivated a medium for local artists this year, including Martina Young in Grace by River's Edge, a show which had an encore performance during the first week of August.
- Michael Bubl , the silken-voiced swooner and his sweet melodious creations, attracted fans by the hordes and proudly swung open the doors of Reno Event Center to Artown.
- Artown has never forgotten the many cultures who make up Reno and Northern Nevada. Organizers proudly extended their reach into Basque, Celtic, Hawaiian, Cuban, Argentinean, Japanese, African-American, Brazilian, Italian, Jewish, African, Australian, Indian, Native American and American cultures.



*MarchFourth Marching Band parading through downtown Reno on Artown's Opening Night.
Photo by Melisse Rosete-Wolfe*

LIVING

Saturday, July 14, 2007 • RGJ.com/living

ARTOWN 2007

Jazz man

Herbie Hancock brings a complex musical repertoire to Sunday's Grand Sierra show

BY MICHAEL MARTINEZ
mmartinez@rgj.com

Perhaps the title of his 1973 Headhunter's jazz fusion-esque album "Chameleon" is a good place to begin describing the multitude of expressive ideas that form Herbie Hancock's body of work.

The Chicago-born pianist/keyboardist, whose composition and production forays are as accomplished as his performance, has earned a solid spot in the musical pantheon.

He has been courted and sparked by top musicians from all genres of music as collaborators in his quest to reinvent the musical scale in time, space and velocity.

Think we're pushing yet?

The Grammy-winning artist's skills will be distilled to a trio setting Sunday when Artown presents Hancock performing at the Grand Sierra Resort. He will be joined by esteemed bassist Nathan East and talented drummer Terri Lynne Carrington for a mostly acoustic set that will only represent a glimpse of the depth of his musical dexterity.

"In Reno I'm going there with a trio," Hancock said during a phone interview from his offices

in the Los Angeles area.

"I'll be doing some pieces acoustically that I've done since the '60s and I'll be doing some things that I recorded with the Headhunters in the '70s.

"And I'm doing some

pieces that I recorded on my last album, "Possibilities," he said. "Nathan East will be singing those pieces.

"I actually haven't worked out the complete repertoire of what we will be doing in Reno. I have enough material to draw from, there's enough variety of stuff to choose from."

Beth Macmillan, executive director for the monthlong Artown extravaganza, has been trying to get Hancock to the event the last three years.

"What we see is a musician that passed through so many music eras, and he is someone that we believed the audience here needed to see," she said. "This is not the kind of act that would work the casino circuit, so it took some coordination to bring him to the Grand Sierra Resort showroom, which has great acoustics."

It was a monumental undertaking to

Musician Herbie Hancock will perform in a trio for a mostly acoustic set Sunday as part of this year's Artown celebration.



IF YOU GO

WHAT: Herbie Hancock in concert

WHEN: 8 p.m. Sunday

WHERE: Grand Theatre in the Grand Sierra Resort

TICKETS: \$40-\$55. Available at the Grand Sierra box office or by calling 789-2129.

SEE HANCOCK ON 5E

PUBLICITY PHOTO



Children making leis at Discover the Arts. Photo by Victor Leyba.

VOLUNTEER GIVING

What is Artown without the selfless sacrifice of those passionate individuals with nothing but Artown's success on their minds? The volunteers once again were an invaluable part of this year's festivities. Nearly 100 individuals volunteered this year, making every event run smoothly. Volunteers facilitated the following:

- Organizing and aiding artists in the first-ever Artown Art Market on West Street Plaza every Friday night.
- Distributing marketing materials such as the Little Book, posters and mailings.
- Manning information booths, helping enforce park rules, coordinating seating, taking surveys and acting as ambassadors for Artown with the public.
- Transporting necessary supplies to and from events.
- Working with security and city officials to ensure the safety and comfort of our patrons.
- Helping with the children in the Discover the Arts weekday program.

But Artown volunteers were more than individuals donating their time and energy to this lofty project. Local and national affiliate groups lent their services as well:

- Big Brothers and Big Sisters volunteered to work the American Songbook Series each Monday night during the festival.
- Easter Seals Sierra Nevada distributed the Little Book of Artown to patrons.
- Dedicated IGT volunteers helped on Opening and Closing Night as well as during the Family Series.
- Reno Active 20-30s club made the extra effort to ensure Friday nights' Rollin' on the River and Movies in the Park events were entertaining and safe.
- The Newcomers again provided quality volunteers for many events.
- Dancers from Sierra Nevada Ballet, In Motion Studios, Fascinating Rhythm Dance Studio and the Nevada Dance Academy donated their time to the American Ballet Theater and Hell's Kitchen Dance performances.

Artown volunteers donated a combined total of over 1,000 hours.

Lead Volunteers

Ezzy Dame
Gerry Taylor
Judy Carlson
Rock Jarzynka

Volunteers

Alexa Bernal
Ana Rodriguez
Barbara Hartman
Berry Glover
Bill Neidinger
Brad Hellwig
Brigitta Sabels
Caleb Davis
Carleen Ernest
Catherine Eichemueller
Cathy Brown
Chad Dunwick
Chelsea Comeaux
Chris Eichemueller
Chris Waizman
Corrie Cortez
Cynthia Sieker
Darlene Koepnick
Dawn Overbay
Destiny Boals
Diane France
Dianne Cheseldine
Diane Smith
Donna Fulkerson
Donna Unruh
Eileen Seer
Emily Lore
Eric Sheetz
Erika Boals
Ernie Baragar
Eugene Aelague
Faun Parks
Gail Liorgg
Ginnie & Bob Kersey
Hillary Smith
Holly Wilson
Jan Campell
Janet Buckley
Janet Pirozzi
Janet Siciliano
Jennifer Benedict
Jim Morrison
Joe Timmins
Justin Andrews
Karen Bayless

Kathie Roberts
Kathy Drake
Kathy Dyer
Ken Langdon
Ken Miller
Kimberly Olsen-Beers
Kristy Holbrook
Larry & CJ Walters
Larry Smith
Lauren Kersey
Leah Davis
Lea Unruh
Linda Jarzynka
Linda Langdon
Linda Nelson
Linda Wildman
Lisa Engle
Liz Boen
Lynn Mahannah
Marcus Mello
Marge Greenfield
Marilyn King
Martin Spatz
Mary Francis
Melanie Scott

Mikela Rives
Monica Carpo
Pat Jarzynka
Peter Andrews
Phillip Beers
Randy Hawkins
Rene Andrews
Rita Malkin
Robert Wildman
Robin Andrews
Sarah Britt
Scott Malone
Sheila Megan
Shelby & Robert Thistlewhite
Sherri Russel
Seema Bhardwij
Stan Caspersen
Stephanie Olijar
Stephanie Wrightsman
Suzanne McMann
Ted Nelson
Tom Burke
Tracy Candela
Valerie Entler
Virginia Robertson



Artown volunteers in City Plaza

COLLABORATIONS

Artown has always been built on collaborations. In 2007 Artown had a number of interesting partnerships that elevated the level of artistic quality and community involvement in the festival.

Collaborators	Event
Ageless Repertory Theater, First United Methodist Church and the downtown Sparks library	Ageless Repertory Theater productions
Artouring and Nevada Museum of Art	Open Studio Tours
Artown and John Ascuaga's Nugget	Star Spangled Sparks: Strange Fruit and MarchFourth Marching Band
Artown and Men Wielding Fire	Food and Beverages at Park Events
Artown and Northern Nevada Black Cultural Awareness Society	Ailey II
Artown and University of Nevada, Reno College of Liberal Arts	Movies in The Park
Artown and Waterfront Plaza	Artown offices
Artown, Circus Circus and TheatreWorks of Northern Nevada	Artown Family Series programming
Artown, City of Reno, MarchFourth Marching Band, Harrah's, The Montage, Willie Davis (The International Chicken Wing Society), Jill Snyder and Pat and Jenny Herz	Artown Opening Night Parade
Artown, Coyote Puppet Theatre, Wing & A Prayer Dance Company, University of Nevada Reno's Theatre Department, Kaulana Na Pua O Hula, Great Basin Chautauqua, Wafu Theatre, Theatre Works, Nevada Museum of Art, Center of Cultural Diversity, Sierra Watercolor Society, Nevada Mining Association, Sierra Nevada Children's Choir and Flips Gymnastics	Discover The Arts
Artown, EDAWN, Grant Thornton and McDonald, Carano, Wilson	EDAWN Summer Social
Artown, Eldorado Hotel Casino and The City of Reno Youth Council	4th Annual Reno Idol Competition
Artown, IGT, Reno Active 20/30s, Big Brothers Big Sisters of Northern Nevada, Newcomers, Fascinating Rhythm Dance Studio, Sierra Nevada Ballet, Black Rock Dance Company and Nevada Dance Academy	Volunteers at Artown Produced Events
Artown, Nevada Home, Northern Nevada Business Weekly and MacLean Financial Group	Water and Rails Tours

COLLABORATIONS (Continued)

Collaborators	Event
Artown, Reno Rodeo, Tour de Nez, Nevada Museum of Art, Riverwalk Merchants Association, City of Reno and Erika O'Malley	Chalk The Walk
Artown, Sierra Pacific Power Company, Reno-Tahoe International Airport and RSCVA	Airport signage
Artown, The Montage and Men Wielding Fire	Artown Press Conference
Artown, the Reno Pops Orchestra, Susan Olenwine and Jennifer Tibben-Lemke	American Songbook Series
Champagne and Bacon Productions, Club Underground and Drum, Dance, and Didgeridoo festival	Convergence
First United Methodist Church and Washoe Arc	Beauty without Borders visual art, performance art and fashion showcase
First United Methodist Church, area musicians and artists	Exhibit and 18 Events at First United Methodist Church
Food Bank of Northern Nevada, the Reno Jazz Orchestra and Empty Bowls	Food for The Soul World Music
Reno Little Theater and University of Nevada, Reno	Godspell
Sands Regency Hotel Casino, Reno Blues Society and For The Love of Jazz	Poolside concerts at the Sands
Sierra Water Color Society and Renown Medical Center	Sierra Water Color Society's Art for Healing
Silver Legacy and the Reno Philharmonic Orchestra	Silver Legacy 12th Birthday Celebration
St. Mary's Art Center and Barnes & Noble	Conversations with the Artists
The River School and local artists	Exhibit and 10 events at the River School
TheatreWorks of Northern Nevada, Truckee Meadows Community College, SPCA, Humane Society of Northern Nevada and Reno Animal Control	DogMusic
Truckee Meadows Quilters and The Washoe County Library System	Art Through a Quilter's Eyes
Washoe County and local musicians	The North Valleys and Lazy 5 Summer Music Series
Washoe County Concert Association and The Northern Nevada Music Teachers Association	Steinway Series

ARTOWN REACHING OUT

Artown is for everyone. One of our goals in 2007 was to reach an even broader, more diverse audience than in years past. The following efforts were made to diversify and grow Artown audiences:

- American Ballet Theatre (ABT) conducted:
 - o Masterclasses for 60 local dancers.
 - o The opportunity for local dancers to observe ABT company class on stage.
- Missoula Children's Theatre conducted a six-day residency that included:
 - o Sixty local children participating in a full week of rehearsals which culminated in a production of *Cinderella* at the Nightingale Concert Hall.
 - o Twenty theatre workshops were conducted in six venues including at-risk* schools and the Boys and Girls Club of the Truckee Meadows. Over 400 children participated in these workshops. (*92% of children qualify for free and reduced lunches. These schools also offer their students free and reduced breakfasts and dinners.)
- Every weekday during July, Artown's Discover the Arts Program continued to offer creative and inspiring artistic experiences to more than 3,385 children every weekday during July.
- 10,200 flyers advertising family and youth arts programming were distributed throughout Washoe County schools.
- Circus Circus Hotel and Casino conducted a Future Artists Competition throughout all area schools (K – 8). Five winners were selected from three age categories. Many awards were given, including \$1,100 to individuals and \$3,300 to school art programs.
- The musical *DogMusic* was produced by Theatre Works of Northern Nevada and Truckee Meadows Community College. \$2,000 was raised for Nevada Humane Society and several dogs were adopted as a result of this collaboration.
- Water and Rails garden art tours raised \$54,000 for Amyotrophic Lateral Sclerosis and \$2,010 towards Artown programming in 2008.
- Artown representatives met with activity coordinators from assisted living centers to discuss Artown events and senior block booking opportunities. A senior outreach committee is planned for the future and Artown will coordinate festival scheduling with the committee.

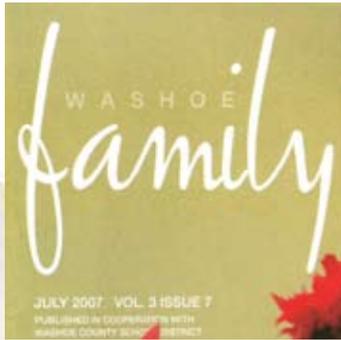
ARTOWN STILL MAKING A STATEMENT

Artown is coming off an extremely successful 2007 year. Throughout its history, the July celebration has won numerous awards highlighting its contributions to the nation's art scene and also to Reno's local identity. Just over a decade ago, Reno's identity was collapsing, but Artown brought it back from disillusionment only to catapult it to the forefront of America's art world.

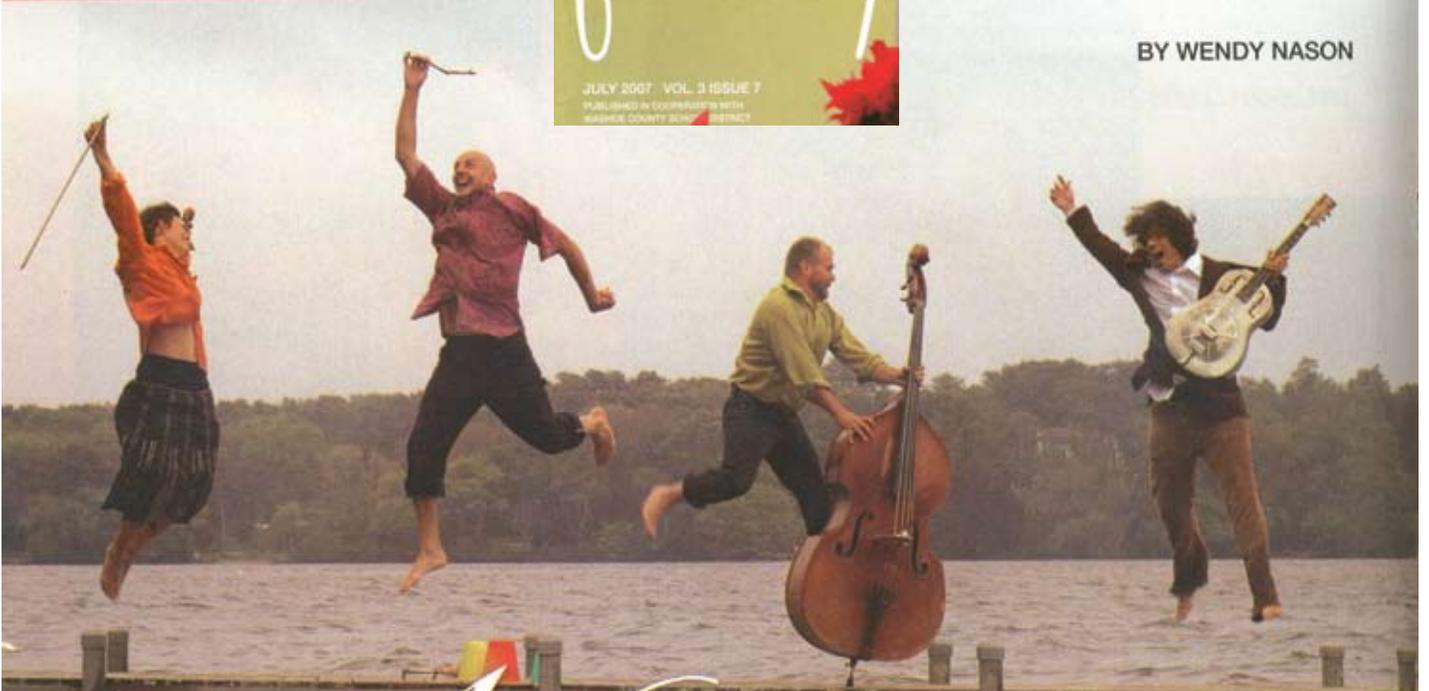
Artown organizers have one message to deliver to, essentially, the world. The arts are thriving in Reno, as is quite evident in the steady (and staggering) attendance numbers each year. These numbers give rise to a wealth of benefits for the City of Reno and surrounding communities as more than a quarter of a million people flock to northern Nevada each July to soak in the passion. It comes as no surprise that Artown has once again surpassed itself in the number of visitors, volunteers, artists and performers.

And it should come as no surprise to expect anything less for next year.

cover STORY

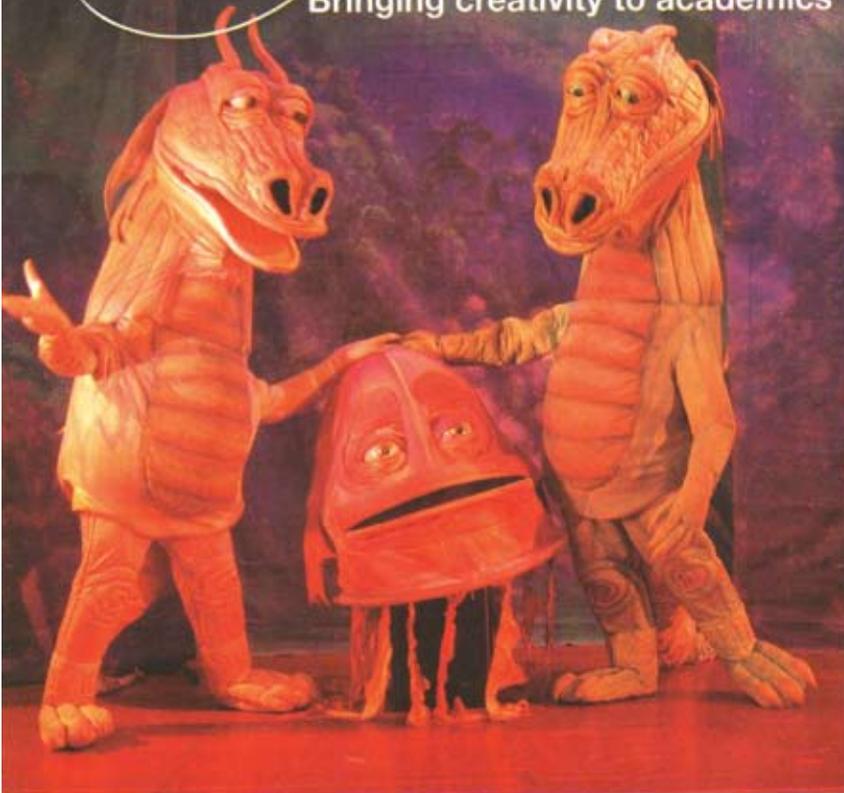


BY WENDY NASON



The Art of Education

Bringing creativity to academics



“Arts are what first stimulate children’s minds and assist their development at all levels,” says Artown’s Marketing Manager, Natasha Bourlin. Artown, Reno’s premier arts festival, brings a month’s worth of opportunities to expose children to the arts. July days are full of hands-on events at venues all around town, and July nights offer performances ranging from music to marionettes.

Dr. and Mrs. William R. Hilton
3521 Cheechako Circle, Reno, NV 89519

(775) 787-5756 (home)

August 14, 2007

Ms. Beth Macmillan
P. O. Box 3058
Reno, NV 89505

Dear Beth:

My wife and I would like to thank you for making Artown such a wonderful event. We hated to see it end!

We attended events on 24 of the 31 days, and enjoyed most of them. The only reason we missed the other days was because we don't attend events on Sundays, and were out-of-town for 3 days for a family wedding. It is a tribute to you and your staff for making this event so terrific.

We are planning on moving from the Reno area next year, but if we return for visits, it will be in July during Artown, not August or September.

Thanks, again, for making this time of year so fun and exciting.

Sincerely,


Bill and Ronda Hilton

New Mexico

THE MAGAZINE FOR AAA MEMBERS

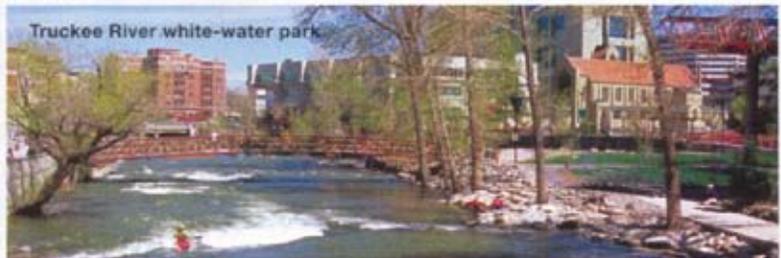
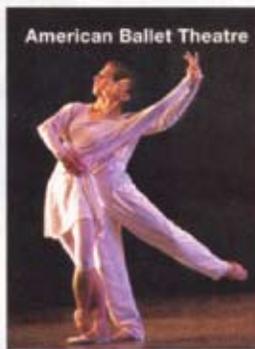
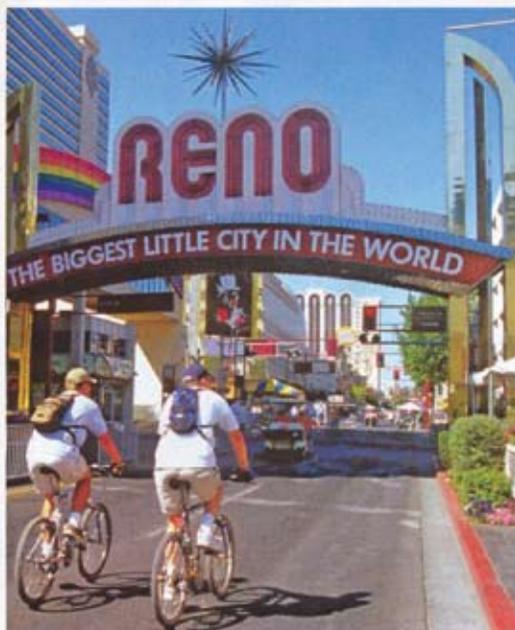
JOURNEY



Going Places

STREET SCENE: RENO

Beyond Gaming



Building on its moniker “Biggest Little City in the World,” Reno, Nevada, is tempering its casino-centric reputation by welcoming sophisticated bistros, eclectic shops, and contemporary culture. You’ll find evidence of this transition during **Artown** (renoisartown.com), a month-long arts festival in July that has more than 300 events. This year’s highlights include the Rollin’ on the River music series and a performance by the American Ballet Theatre.



THE MAGAZINE FOR AAA TEXAS MEMBERS

TEXAS

JOURNEY

CLOCKWISE FROM TOP (RIGHT): AMERICAN BALLET THEATRE; NEVADA MUSEUM OF ART; TRUCKEE RIVER WHITE-WATER PARK; RENO, NEVADA
 ELLEN MARCHEL-HOUSE/ISTOCK (1); MARTY SCHLARTOWN (1)

COMMUNITY

SUMMER SPECIAL
2007

A SEMI-ANNUAL PUBLICATION OF THE COMMUNITY FOUNDATION OF WESTERN NEVADA

Matters

SPECIAL EDITION

25 Regional Non Profit Organizations
Awarded Community Partnership Grants

Nearly \$240,000 Granted for
Capacity Building Efforts



Happy grant recipients at the June 12, 2007 Annual Meeting.

This year's Community Foundation Annual Meeting, held on June 12th, welcomed new faces and buzzed with excitement. The meeting's highpoint was the awarding of our 1st annual Community Partnership Grants. As the formal meeting concluded, grant recipients mingled with fund holders and board members and chatted about what these grants will mean to their organization and to our Nevada non-profit community.

Selected by a panel of volunteer community leaders and affirmed by the Foundation Board of Trustees, a total of \$239,970 was distributed among 25 organizations which serve and strengthen the Northern Nevada region. The one- to three-year grants will support capacity building efforts for nonprofit professional development, endowment building or technology improvements.

AND THE WINNERS ARE...

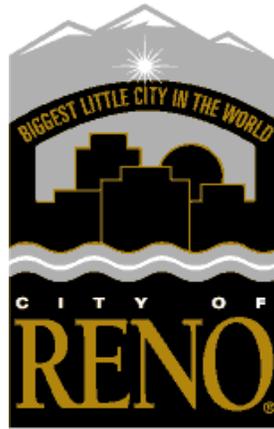
ARTOWN

To support professional training through membership and attendance at Association of Fundraising Professionals meetings, seminars and conferences and others for the purpose of enhancing and improving Artown's Fundraising techniques.



Artown has become one of the largest visual and performing arts festivals in the country because of its length and scope – now over 350 events in over 90 locations, collaborating with over 100 partners. Artown serves its audiences by providing high quality artistic programming for 31 days in July. Over 70% of its events are free. The vast majority, 80% of its funding, is dependent upon sponsorships, grants and individual donations. The success of funding for Artown determines the success of presenting an arts festival of the finest quality. This grant will allow Artown's Development/Finance Director and the Executive Director to attend seminars and the annual AFP conferences on fundraising.

SPONSORSHIP / SUPPORT



OUR MAJOR FUNDER: THE CITY OF RENO

"Artown 2007 has been the best year ever! It continues to grow and is a wonderful addition to our community. Our residents and visitors love it."
-Charles McNeely, Reno City Manager

Since Artown's inception 12 years ago, the City of Reno continues to be its principal supporter. Artown, a month long celebration of performers, visual arts and culture, filled 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 Artown provides the atmosphere to challenge ourselves to continue to grow and to flourish.

CITY OF RENO

Bob Cashell, Mayor
Davie 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): \$244,300

An additional \$44,008 in cultural grants were awarded by the City of Reno and are included in the presenter budgets.

"We love Reno. The first time we ever came to Reno, we went downtown to some parties afterwards, and it was amazing to see half the city council in the street at midnight."

-Thomas Lauderdale, Pink Martini Pianist and Bandleader

"I and the Nevada Mining Association have thoroughly enjoyed this year's Artown events. This is our second year of sponsorship, and I believe the Staff and the Board have exceeded even last year's fabulous effort. We appreciated the very obvious effort all involved with Artown put forth to recognize the sponsors. This has been a high value relationship for the Nevada Mining Association. The growth of Reno's art and cultural community is something that makes living in Northern Nevada particularly good. Artown is a tremendous catalyst in our community. Thank you."
 -Russ Fields, President, Nevada Mining Association

FESTIVAL SPONSORS

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



Total Festival Sponsor Cash Contribution: \$175,000

"Artown is such an asset to our community. It brings in a month of world-class artists and performers for our local community to deepen our culture. It truly has been our honor to be the television sponsor of Artown. We thank you for another successful year."

- Jennifer Rogers, KOLO Executive Producer

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: \$592,803

FOUNDATIONS AND GOVERNMENT AGENCIES

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

Bretzlaff Foundation
Charles H. Stout Foundation
Chartrand Foundation
Community Foundation of Western Nevada
E. L. Cord Foundation
E. L. Wiegand Foundation
Gabelli Foundation

Lemelson Education & Assistance Program
Leonette Foundation
Nevada Arts Council
National Endowment for the Arts
Robert Z. Hawkins Foundation
Thelma & Thomas Hart Foundation
Wells Fargo Foundation

Total Foundations and Government Agency Cash Contribution: \$233,141

EVENT SPONSORS

The Artown produced 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, foundations and individuals:

Ailey II

KOLO
Sands Regency

American Ballet Theatre*

American Ballet Theatre
Grand Sierra Resort
IGT
National Endowment for the Arts
Wells Fargo Foundation

American Songbook Series*

Lennar
Robert Z. Hawkins Foundation
Sands Regency
Washoe County

Closing Night

Fuzio Universal Pasta
RSCVA

Discover the Arts

Lemelson Education & Assistance Program
Northern Nevada Dairymen

Family Series

Circus-Circus an MGM Mirage Co.
Model Dairy
Renown Health
Sands Regency
Thelma & Thomas Hart Foundation

Hell's Kitchen Dance featuring Mikhail Baryshnikov

Eldorado Hotel Casino
IGT
Warren, Jale & Warren Edward Trepp
Joan Gibb

Herbie Hancock

Grand Sierra Resort
KJZS
KTHX

Missoula Children's Theatre

Countrywide Home Loans
Leonette Foundation

Movies in the Park

Nevada Alumni Association

Opening Night*

City of Reno Arts & Culture Commission
GameTech International
Harrah's Reno
John Ascuaga's Nugget
Pacific West Companies
Sands Regency

Pink Martini*

Rapscallion Seafood House & Bar
U. S. Bank

* Pianos sponsored by Steinway & Sons

Total Artown Produced Event Sponsor Cash Contribution: \$117,500

Total Artown Produced Event In-Kind Contribution: \$152,397

Total Artown Produced Event Ticket Sales: \$364,845

"Thank you Artown!! What a blessing for Reno-ites who don't have resources to see/ pay for culture and/or such entertainment."
-U.S. Bank Picnic Winner



U.S. Bank Five-Star Experience winner enjoying an Artown performance in Wingfield Park.

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 Little Book of Artown sponsor:

U.S. Bank

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

"THUMBS UP...Artown organizers: Anyone who's ever studies the Little Black Book trying to decide which events to attend knows what an amazing job the Artown folks have done to put a month's worth of programs together year after year.

The annual festival has changed the way people think about Reno, including many who have lived here for many years. It's quite an accomplishment, and they deserve to be proud."

-The Opinion of the *RGJ* Editorial Board, printed July 31, 2007, Reno Gazette Journal Newspaper

OTHER CASH CONTRIBUTIONS

MacLean Financial Group

U.S. Bank

Waterfront Towers

Total Value of Other Cash Contributions: \$81,551

TOTAL VALUE IN-KIND CONTRIBUTIONS

Excluding Media and Events In-Kind: \$51,760

"Our organization has been searching for an event that provides a little something for alumni of all ages and their families to enjoy. Artown has become that event for us."

-Amy Carothers, Director of Alumni Relations, University of Nevada, Reno

NORTHERN NEVADA MOMENTS

'Unique' clown hams it up at Artown

BY MAGGIE O'NEILL
moneill@rgj.com

Lots of children.
Lots and lots and lots of children, clapping, dancing and laughing at a juggling, fast-moving, hamboning clown named "The Funny & Unique Derique."

If the fact that he caught hats with his noggin instead of his hands didn't captivate his audience, there were his other endearing qualities — his silent, but expressive demeanor circa the silent films, his silly dress and exaggerated movements, his ability to balance a baseball cap — snatched from an audience member — on his nose.

Or do a cartwheel.
And, of course, there was the hamboning, the slapping and smacking of various parts of the body in a rhythmic manner to create music.

"Hamboning is an African-American art form," he told the crowd of families. "It came out of slavery."

Derique's act occurred the second night of Artown, the monthlong art series in July. The Family Series Night, of which Derique was a part, occurs every Monday in July at Wingfield Park.

African-Americans once communicated through the music of their drums at times, he said, but after being forced into slavery, the drums were taken away.

"With the absence of the drums, something inside of their spirits still felt music," he said.

That's how hamboning was born.

For Johnny Abrolat, 8, of Claremont, Calif., it was the first time seeing a clown, a hamboning one at that.

"A lot of people don't like clowns the first time they see one," he said. "But I saw him, and I liked him. It was just a neat experience."

Marla Abrolat, mother of Johnny, and Jessica, 11, were in town for a volleyball tournament. To find out about Derique, she looked up the Artown event calendar online.



DAVID B. PARKER/RENO GAZETTE-JOURNAL

Jack Rice, 8, of Reno, gets a chance to perform with hambone body percussionist Derique during his Artown show Monday at Wingfield Park.

"We love music, and we saw this and I asked the kids if they wanted to go and they said 'yes,'" she said.

Artown features about 300 events this year and closes with "Hell's Kitchen Dance" with internationally renowned dancer Mikhail Baryshnikov at the Pioneer Center for Performing Arts. Tickets are \$55-\$70.

The dance is something Krista Chiappina, 22, of Reno, looks forward to. Her mother was a dancer.

"I come from a long dancing history," she said. "The fact that some famous dancer is coming to Reno is pretty good."

Derique's show was the first chance she and friend Rachel Armstrong, also 22 of Reno, had to attend since starting college at the University of Nevada, Reno.

"A lot of stuff looks pretty good," Armstrong said. "We were just looking through the catalogue."

Derique, from San Francisco, dedicated his show to Bert Wil-

liams, an African-American actor who performed in blackface in the early 20th century and made his name on Broadway in the Ziegfeld Follies. Williams was around during the time of Charlie Chaplin and Buster Keaton.

Jack Rice, 8, of Reno, was brought on stage to participate in some of the show's crazy antics, including squeezing a plastic chicken under his arm to make it squawk while Derique hamboned.

"I didn't really want to come (tonight), but I didn't know this was going to happen," Jack said.

His mother, Julie Rice, brings him to Artown events for children every year.

"And he always puts up a fight," she said. "I think after tonight, he'll be convinced it's more fun."

Keegan Vierya-Seals, 5, of Sparks liked the squawking plastic chicken the best. He was glad his mother took him.

"I loved it," he said after the hourlong show.

TODAY'S HIGHLIGHTS

■ 6 to 7:30 p.m., Truckee River Corridor Walking Tour — A relaxing stroll along the Truckee River reveals eclectic architecture grounded by rich political histories and spiced with colorful anecdotes. McKinley Arts and Culture Center, 925 Riverside Drive, \$10, call: 747-4478 or see www.historicreno.org

■ 7 to 8 p.m., Sweet Vibrations: Squeek Steele, Ragtime Piano. The Queen of Ragtime presents an hour of America's original ragtime music with Gary Greenlund on the banjo. First United Methodist Church, 209 W. First Street. More information: 322-4564 or www.renofirstmethodist.org.

■ 7 to 8:30 p.m., North Valleys Summer Music Series: This new series at the North Valleys Regional Park, 8085 Silver Lake Road, Stead, will offer a variety of free music on Tuesday evenings. Bring the entire family. More information: 971-8561 or www.washoecountyparks.com

■ For more information on Artown, see www.renoisartown.com

THE FOLLOWING IN-KIND, PRESENTER'S, INDIVIDUALS, AND ORGANIZATIONS ALSO CONTRIBUTED:

A. Carlisle	Jessica Kerivan	Reno Little Theater
A.V.A. Ballet Theatre	Jessica Robley	Reno Muni Band
Ageless Repertory Theater	Jill Snyder	Reno Philharmonic
All American Song & Piano	John Ascuaga's Nugget Showroom	Reno Philharmonic Guild
American Linen Supply Co.	John Ben Snow Memorial Trust Art Gallery	Reno Pops Orchestra
American River Packaging	Kelly Iacovelli	Reno Portrait Society
Argenta	Kia Saunders	Reno Rodeo Association
Artouring	La Bussola	Reno Sparks Convention Center
Asha Belly Dancers	Lady Jill Mueller	Reno-Tahoe International Airport
Bantu Spirit	Lake Tahoe Shakespeare Festival	Renown Regional Medical Center
Barnes & Noble Booksellers	Lakeside Community Church	River School
Black Rock Dance Company	Latimer Art Club	River Walk Merchants Association
Bruka Theatre	Lavendar Ridge Ranch	Robert Z. Hawkins Amphitheater
C.J. Walters	Lazy 5 Regional Park	Sands Regency Pool
Champagne and Bacon Productions	Lenox Barns	Shanti Shanti
Charles Schwab Bank	Magic Underground	Sheppard Fine Arts Gallery
Chris Christiansen	Manal Topposado	Sierra Arts Gallery
Church Fine Arts Building	Mark and Kat Deering	Sierra Nevada Ballet
Circus Circus Mezzanine	Mark Simons	Sierra Nevada Guitar Society
City of Reno Youth City Council	Mayberry Landing	Sierra Watercolor Society
City Plaza	McCarran Mansion	Silver Legacy Resort Casino
Claynichols	McKinley Arts and Culture Center	Silver Sage Artists
Club Underground	Melisse Rosette-Wolfe	St Marys Art Center
Connections Gallery	Men Wielding Fire	Stremmel Gallery
Controlled Burn	Metro Gallery - City Hall	The Grand Sierra Resort Grand Theatre
Creative Performing Arts Center	Miguel Ribera Park	The Grand Sierra Resort Summit Pavillon
CSG Direct	National Automobile Museum	The Green Room
D.G. Menchetti Young Shakespeare Program	National Bowling Stadium	The Platt Brothers
Dee Dee Remaklus	Nell J. Redfield Performing Arts Center	The Plaza at Harrah's Reno
Digital Mixed Media Studios	Nettie Oliverio	TheatreWorks of Northern Nevada
Dream Imaging	Nevada Historical Society	Tholl Fencing
Eagle Valley Gallery	Nevada Humanities	Tim Jones
Eldorado Hotel Casino - Gold Room Gallery	Nevada Museum of Art	TOCCATA
Eldorado Hotel Casino - Showroom	Nevada Office Machines	Tom Bourke
Erika O'Malley	Nevada Stamp Study Society	Trinity Episcopal Church
Family Promise	Nevada Tango Society	Truckee Meadows Community College Art Gallery
Fascinating Rhythm	Never Ender Gallery	Truckee Meadows Community College Theater Department
First United Methodist Church	Nightingale Concert Hall	Truckee Meadows Quilters
Fleischmann Planetarium & Science Center	North Valleys Regional Park	Truckee River Walk
Flips Gymnastics	Northern Nevada Black Cultural Awareness Society	University of Nevada, Reno College of Liberal Arts
Food Bank of Northern Nevada	Northern Nevada Bluegrass Association	University of Nevada, Reno School of the Arts
For the Love of Jazz	Northern Nevada Teachers Association	Victorian Square
Frankie Vigil	Northwest Reno Library Art Gallery	VSA arts of Nevada
Friends of Washoe County Library	Pat & Jenny Herz	Washoe Arc
Geoffrey Nelson	Paula Smith-Dermody	Washoe County Concerts Association
Grace & Company	Petfolio Magazine	Washoe County Library System
Henry Sosnowski	Pioneer Center for the Performing Arts	West Street Plaza
Hickman Brass	Rancho San Rafael Regional Park	Wilbur D. May Museum
Historic Reno Preservation Society	Redfield Proscenium Theatre	Wildflower Village
Holly Waltz-Watkins	Reno Blues Society	Wingfield Park
InnerRhythms Dance Theatre	Reno Events Center	Word Of Life Ministries, Inc
Jamie Agee	Reno High School	Zazpiak Bat Reno Basque Club
Jeff Ross	Reno Irish Dance Company	
	Reno Jazz Orchestra	

SAN FRANCISCO CHRONICLE DATEBOOK

July 1, 2007

DESTINATIONS

RENO REVS UP FOR ARTOWN

BY MARK S. BACON

Artown, Reno's monthlong festival, is putting the city on the nation's culture map.

This year's event, which begins today, includes everything from Charles M. Russell paintings to performances by the American Ballet Theatre, jazz great Herbie Hancock and Mikhail Baryshnikov. Visitors can sharpen artistic skills at dozens of workshops or take in the bounty of exhibitions at local museums, galleries, studios, parks and libraries.

Started 11 years ago to boost civic pride, the event has matured into "a celebration of the arts that covers every discipline so there is something for everyone," says Beth Macmillan, executive director of Artown.

But not everyone associates the Biggest Little City with the arts just yet. When Macmillan called the world-renowned American Ballet Theatre to schedule a performance this year, the reaction was an incredulous, "Reno?"

"At first, I don't know that they took me seriously," she says. "Their tour is Paris, London, New York, Washington, D.C., Detroit,



American Ballet Theatre will make its northern Nevada premiere at Reno's Artown festival.

Los Angeles . . . I really think they thought this was a long shot, but when they realized how serious I was, they were tremendous to work with. They're looking forward to playing in a community this size."

The ballet's northern Nevada premiere is one of 350 performances and exhibitions planned throughout the month. Other headliners include the Indigo Girls, the avant-garde orchestra Pink Martini, Poncho Sanchez's Latin jazz group, the Jimmy Dorsey Orchestra, comic performer Derique and the Reno Philharmonic. About 70 percent of the events and performances are free; admission is charged for most of the headlining groups.

If you're looking for an impressive souvenir, works by famous Western artists such as Russell, Frederic Remington, Frank McCarthy, Albert Bierstadt and Andrew Wyeth will be up for bids at the Coeur d'Alene Art Auction of Reno. Named for the city that used to be its host, the auction has been a part of Artown for eight years and, according to auction partner and auctioneer Peter Stremmel, it's the largest art auction in the country outside of New York.

Last year, 900 people attended the auction, spending \$28 million. This year 300 items will be on sale, including a Russell watercolor valued at about \$1.5 million.

Art for the less than well-heeled will also be available for sale during Artown. New this year is an art market on Friday evenings featuring local artists at the West Street



Herbie Hancock will perform at Reno's Artown.

Plaza next to the Truckee River downtown. Paintings, sculpture, jewelry and other works will be for sale at other exhibitions held at private homes and gardens.

At the Nevada Museum of Art, horse sculptures by Montana artist Deborah Butterfield will be on display. Butterfield uses discarded wood, scrap metal and bronze to create stylized horses, some tabletop size, others larger than life size. The museum will also be exhibiting Inge Morath's photographs of Marilyn Monroe and paintings of Nevada landmarks by Roy Powers.

One event that's a local favorite but is often overlooked by tourists is the Pops on the River concert by the Reno Philharmonic. This year, Broadway performers Doug LaBrecque and Anne Runolfsson will join Philharmonic Conductor

Barry Jekowsky (also music director of the California Symphony of Walnut Creek) at the Wingfield Park Amphitheater, which is flanked by fingers of the Truckee River. You can buy a reserved seat and a catered dinner for the concert or bring a picnic basket and blanket.

Half the fun takes place before the music starts. Each year, local organizations compete in a table-decorating contest. Each group decorates its dinner tables from the ground up according to a theme. The results look like slightly smaller-scale New Orleans Mardi Gras floats, and the participants dress in costumes. Prizes are awarded for the most original designs.

Since seeing every Artown event and exhibition is next to impossible, Macmillan offers two strategies for making the most of your time: "Come for a week with the family and take in the arts. Or you can look for headliners that you'd like to see. Then you can fill in around that — all day, every day — with free arts events (such as) an architectural walking tour, arts workshops for kids, free concerts in the park or other performances."

The place to start planning is the Artown Web site. The calendar pages list all the events for each day. Filled with details of artists and performers, the Web site alone can be an arts education, courtesy of that little Nevada city now known for ballet. ■

Mark S. Bacon is a freelance writer.

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Wed. 11am - 4pm
Fri. 11am - 4pm
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FREE SHOW TICKETS • 2 FOR 1 TOURS • WEDDING INFO

2007 MEDIA RECAP

KOLO NEWS CHANNEL 8 (MEDIA SPONSOR)

Total Media Value: \$44,550 (In-Kind Contribution=\$13,360)

- Created 15-second commercial with festival sponsor recognition.
- Two hundred-twenty one commercials aired between 5/21/07 & 7/31/07.
- Created 30-second Artown ticketed event PSA to air on TV & in casino properties.
- Internet link/banner on KOLOTV.com in February/March & June/July.
- Live Artown representative, artist & performer interviews on KOLO's "Daybreak" morning show, Monday through Friday each week in July.
- Artown coverage on various news shows.
- Lenox Barn in Wingfield Park.
- Airing of 30-second commercial for Artown's Ailey II event in February/March '07, in rotation.

Total Artown Cash Investment: \$4,975

RENO GAZETTE-JOURNAL (MEDIA SPONSOR)

Total Media Value: \$548,253*(In-Kind Contribution=\$88,970)

- Twenty-six Artown advertisements in the *Reno Gazette-Journal (RGJ)*, including nine ads for Little Book of Artown sponsor, ten for Ailey II & two for EZ Pay Ailey II promotion.
- Twenty-five thousand, 48-page Artown 2007 full-color programs.
- Eight sponsor ads within the Artown program.
- Ten photo shoots for Artown program.
- Packaging and distribution of 20,000 Artown programs with July issue of *Reno Magazine*.
- One hundred-thousand 72-page, full-color Little Books of Artown printed.
- Forty-thousand Little Books of Artown were inserted into home-delivered RGJs.
- Entertainment e-mail blast sent to RGJ's 33,000 person e-list.
- Fifty-thousand American Ballet Theatre & fifty-thousand Hell's Kitchen Dance video ads on RGJ.com.
- Layout, design & printing of 3700 playbills for American Ballet Theatre & Hell's Kitchen Dance events.
- Two EZ Pay ads for Ailey II ticket giveaway promotion.
- Forty-thousand banner ads on RGJ.com for Ailey II.
- Streaming Ailey II video footage on RGJ.com, aired in rotation.
- One ad each for Ailey II event in *Truckee Today* & *Sparks Today* newspapers.

Total Artown Cash Investment: \$62,481

KTVN CHANNEL 2

Total Media Value: \$5,200

- Forrest Hartman's weekly Monday morning & evening news segment highlighting Artown events that week.
- Artown banner & link on ktvn.com.

Total Artown Cash Investment: \$0

FOX CHANNEL 11

Total Media Value: \$11,000

- Creation & airing of individual 10-second & 15-second ads for both American Ballet Theatre and Hell's Kitchen Dance events.
- Artown calendar, banner & link on foxtv.com.

Total Artown Cash Investment: \$6,000

SNCAT

Total Media Value: \$16,000

- Filming and broadcast of 15 Artown events on City of Reno channel 13

Total Artown Cash Investment: \$0

CAPITAL PUBLIC RADIO

(Radio stations: KXJZ 90.9 FM & KXPR 88.9 FM)

Total Media Value: \$6,450

- Total of 135 announcements between both stations: 45 announcements each for American Ballet Theatre, Herbie Hancock & the festival overall.
- Online listing on capradio.org.

Total Artown Cash Investment: \$2,925

CITADEL COMMUNICATIONS

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

Total Media Value: \$4,080

- Two Artown interviews with Bill Manders on KKOH.
- Promotional ticket giveaways for Artown's Herbie Hancock event.

Total Artown Cash Investment: \$480

RENO RADIO REPRESENTATIVES

(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)

Total Media Value: \$11,694

- Creation of a 10-second ad for "Clearing of Wingfield Park" campaign.
- Airing of ad for two weeks on six radio stations.
- Live Artown PSAs broadcast throughout July on all seven stations.
- Thirty-minute interview on "Insight" show, aired on all seven stations.
- Creation of Reno Idol ad, plus three-week Reno Idol ad campaign aired on KWNZ (event sponsor).
- Live mentions about Reno Idol competition for two weeks on KWNZ.
- Reno Idol website presence on KWNZ's MySpace page.

Total Artown Cash Investment: \$2,194

KUNR 88.7 FM

Total Media Value: \$8,900

- American Ballet Theatre, Herbie Hancock & Wingfield Park ad campaigns.
- Website banner/link on kunr.org.
- Eighty 30 to 60-second "Artown Updates" aired throughout July.

Total Artown Cash Investment: \$2,970

RENO TAHOE RADIO

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

Total Media Value: \$75,600

- Production of 60-second ad for Hell's Kitchen Dance; aired 48 times on KTHX & KJZS week before the event.
- KTHX & KJZS were media sponsors for Herbie Hancock event; both stations provided on-air ticket giveaways & a total of 224 on-air promotional announcements.
- KTHX & KJZS provided on-air ticket giveaways & 112 on-air promotional announcements for American Ballet Theatre.
- Provided table for Artown marketing material distribution at "X Night" event at the Nevada Museum of Art in June & July; Artown included in 168 "X Night" promotional announcements.

Total Artown Cash Investment: \$2,050

NEVADA HOME MAGAZINE

Total Media Value: \$6,790

- Two full-page, full-color ads in June & July issues.

Total Artown Cash Investment: \$0

NORTHERN NEVADA BUSINESS WEEKLY

Total Media Value: \$7,794

- Six quarter-page, full-color ads between May & July 2007.

Total Artown Cash Investment: \$0

RENO NEWS & REVIEW

Total Media Value: \$26,390*

- Ad buys for festival announcement, Herbie Hancock & Hell's Kitchen Dance.
- Eleven-hundred & thirty-four column inches of editorial coverage.

Total Artown Cash Investment: \$2,695

RLIFE MAGAZINE

Total Media Value: \$4,790

- Two full-page, full-color ads in June & July issues.

Total Artown Cash Investment: \$3,590

SIERRA ARTS MAGAZINE

Total Media Value: \$6,800

- Artown coverage in June & July edition.

Total Artown Cash Investment: \$0

WASHOE FAMILY MAGAZINE

Total Media Value: \$2,395

- Full-page, full-color ad in July edition.

Total Artown Cash Investment: \$0

ADDITIONAL ARTOWN MARKETING

Total Media Value: \$284,107

Hotel Property Contributions

- John Ascuaga's Nugget provided radio, print & television advertising, marquee & website exposure, on-hold call & in-room letter announcements, freeway billboards, property plasma screen & backlit sign exposure for Indigo Girls & Joan Osborne Artown events.
- Grand Sierra Resort designed, produced & mailed 15,000 postcards promoting Herbie Hancock & American Ballet Theatre (ABT) events to out-of-area mailing list, designed & displayed freeway marquees for both Herbie Hancock & ABT events, included Herbie Hancock & ABT events in Grand Sierra's airport video marketing campaign & in-room airing of Artown promotional DVD, in rotation.
- Eldorado designed & displayed Sierra Street electronic marquee for Hell's Kitchen Dance event.
- Silver Legacy included Artown logo on 15,910 postcards promoting Michael Buble event, sent to out-of-area mailing list.

RSCVA Contributions

- Inclusion in online & editorial calendars.
- Inclusion in banners on signonsandiego.com, sfgate.com, sanjosemercurynews.com & contracosta.com.
- Inclusion in 4 e-blasts sent to 28,300 person e-list.
- Inclusion in Summer 2007 Special Event Promotion to Northern California (Via and Sunset magazines), Reno-Tahoe Adventure Show for June '07 that aired in San Francisco & June/July '07 San Diego Ad Promotion.
- Inclusion in Reno-Tahoe International Airport backlit signage & June/July '07 San Diego Airport backlit sign.

Sierra Pacific Power Company Contributions

- Provided use of Reno-Tahoe International Airport backlit sign space for Artown festival promotion in June/July.

Total Artown Cash Investment: \$0

**Formula for determining publication value is total cash contribution + in-kind contribution + total publicity inch count at open advertising rate.*

"Artown is a great event and a big event in our community. Channel 2 is proud to be a part of it and to help get the word out about the great aspects of it."

-Jason Pasco, KTVN News Director

| ART |

The Fastest Gavel in the West



By JORI FINKEL

AT 79 Howard Terpning just may be the most successful living American artist you've never heard of. He's never been included in the Whitney Biennial or a big international art fair. You won't find his work in a Chelsea gallery.

But the crowd of 650 or so art collectors and dealers who assembled last month at the Coeur d'Alene Art Auction here — wearing a mix of rugged and fancy cowboy boots and ornate belt buckles — all knew who he was. For them he is “the storyteller of the Native American.” They knew that last year two of his paintings broke the million-dollar mark at this annual auction, which despite its name now takes place in Reno, not Idaho.

And they knew enough to raise their paddles when “The Victors,” a 1979 canvas showing two Blackfeet warriors on horseback returning home from battle, reached the podium. One warrior carries a bow and arrow. The other holds a spear. Both have intense expressions on their faces, which are smeared with war paint the gray color of the mountains behind them.

Bidding quickly exceeded the high estimate of \$250,000, and the sound of yipping filled the room. For if Western attire is one hallmark of the auction, another is the spotters, a group of four men who help the auctioneer by pointing out the bidders and calling out with raucous sounds: “yip” or “yep” or “hep.” The phone bank was also busy, and the painting ultimately sold by phone for \$582,400, not bad for a painting that cost \$7,500 in 1979.

“Terpning captures the imagination of collectors,” said Lynn Friess of Jackson, Wyo., who bought the record-setting paint-

ing by this artist at last year's sale. “He's a master at painting figures and horses, and at creating a sense of excitement in his paintings.” She also called him “an incredible colorist.”

The auctioneer Peter Stremmel concurred in an interview. “Everyone is after Terpning's work. They see him as the next Russell or Remington,” he said, dropping the most illustrious names in Western art, Charles Russell and Frederic Remington.

If Mr. Terpning's popularity is one sign of the growing interest in Western paintings, the Coeur d'Alene auction is another. Over the last two decades it has become the most important annual event for collectors of Western art and a benchmark for this market as a whole.

The auction was founded in 1985 by Mr. Stremmel and two partners in Las Vegas, where it was held to coincide with the National Finals Rodeo. That year, there were 132 lots and it brought in \$200,000. Last year there were 276 lots fetching \$274 million, a record that many thought could not be matched. Last month Mr. Stremmel raced through 307 lots in under five hours to bring in \$35.4 million, or about \$28 million, if you strip away a cache of French Impressionist and Latin American masters that were oddly tucked into this year's sale.

For Van Kirke Nelson, a longtime collector from Kalispell, Mont., who once practiced medicine on the Blackfeet reservation, it is the high point of the collecting season: “For us it's superior to Christie's or Sotheby's.”

Surveying the auction scene at this year's site, a banquet hall at the Grand Sierra Resort and Casino, the Santa Fe dealer Gerald Peters estimated that three-quarters of dealers in the field were in at-

tendance “and maybe one-quarter of the collectors.” Most buyers flew in from other Mountain and Western states, where they may collect horses and ranches along with Western art.

Or choose between them. “These days you have to ask yourself whether you want to spend that money on a ranch or a painting,” said Stephen Carlson of Boseman, Mont., a former securities trader who consigned work to the sale. His preference was “action shots, where the horses are running and people are shooting, hunting or fishing,” he said. “I like the romance of the West: Manifest Destiny; you eat what you stock, hunt, and kill; and the idea of self-reliance.”

Of course not all collectors are so action oriented, nor are all Western paintings so sporting. The 19th-century masters Thom-

For collectors of Western art and would-be cowboys, the major showdown is an auction in Reno.

as Moran and Albert Bierstadt were known for majestic landscapes of places like Yellowstone and Yosemite. And the early-20th-century Taos school of painters took landscape a step closer to modernist abstraction. But whatever the emphasis, this romantic view of the West appeals to a growing number of collectors today.

The buyers tend to enjoy “the Western lifestyle,” said Amy Scott, a curator at the Autry National Center's Museum of the American West in Los Angeles. “Maybe they also collect tack and gear,” she said. “Maybe they collect works made by Na-

tive Americans. They are self-identified Westerners who like the material culture of Western life.”

American Indians rarely acquire this kind of material, she said, for “all kinds of reasons.” Often they would rather collect work by their own tribes. And there are larger social and economic factors. “The collecting base for Abstract Expressionism or the Ashcan School is also pretty white,” she said.

The morning before the sale Ms. Scott was touring the banquet hall, where paintings were propped up on rows of tables, with Jim Parks, a trustee of the Autry Museum. Mr. Parks started off decades ago by collecting antique black-powder period guns and then made his way to Indian beadwork, textiles and paintings, before turning to the Taos painters and other historic Western artists.

He walked up to one table to point out a tiny 1846 watercolor of a buffalo hunt by Seth Eastman.

“I like the patina, palette and imagery of some of this older material,” he said, flipping the painting over to inspect the faded labels on the back. “I'm not collecting guns anymore. I'm really focused on finding better paintings.”

As a group the historic 19th- and 20th-century artists that interest Mr. Parks, who are referred to in the field as “the deceased artists,” did well at the July sale. The Taos painter Joseph H. Sharp had 13 paintings in the sale, and all but two surpassed their high estimates. For his part, Mr. Parks bid up the buffalo-hunt watercolor to \$84,000, though he was unsure where to hang it. “My wife doesn't like violence,” he said. “She doesn't like seeing animals

Continued on Page 23

Howard Terpning's “Search for the Renegades” (1981), depicting the search for Geronimo, sold for a record-breaking \$1.46 million last year at an auction in Reno.

2007 ARTOWN EXPOSURE

PRINT PUBLICATIONS

Alaska Airlines Magazine
Corporate & Incentive Travel
Delta Sky Magazine
Grand Sierra Magazine
LA Times
Lahontan Valley News
Las Vegas Sun
Menus & More
Moonshine Ink
Nevada Appeal
Nevada Home
Nevada Living
Nevada Magazine
New Mexico Journey
New York Times
North Lake Tahoe Bonanza
Northern Nevada Business Weekly
Northern Nevada Family
Post Bulletin
Reno Gazette-Journal
Reno News and Review
Reporter (Vacaville, CA)
RLife Magazine
RV Journal
Sacramento Bee
San Francisco Chronicle
Sierra Arts Magazine
Southwest Spirit
Sparks Today
Sparks Tribune
Tahoe Quarterly: Festivals of Tahoe
Tahoe Weekly

Texas Journey
Truckee Today
Via Magazine
Washoe Family Magazine
Western RV News & Recreation
Guide

ELECTRONIC MEDIA

artdaily.org
ci.sparks.nv.us
bostonglobe.com
citizen-times.com
festivalnet.com
flyertalk.com
gonnahappen.com
kolotv.com
ktvn.com
krnv.com
mercurynews.com
nevadaappeal.com
nevadamagazine.com
sierrasun.com
tahoe-world.com
gotahoe.com
gotorenotahoe.com
reno.com
renosparkschamber.org
rgj.com/datebook
sacticket.com
sfgate.com
tahoe.com

tahoethisweek.com
tahoebest.com
tahoeguide.com
virtuالتahoe.com
expocentral.com
azcentral.com
latimes.com
puretahoenorth.com/
chamber
dallasnews.com
contracostatimes.com
denverpost.com
oregonline.com
reviewjournal.com
seattletimes.com
tahoedailytribune.com
usatravelmagazine.com
festivalnet.com
eldoradoreno.com
circuscircusreno.com
unr.edu/alumni
capradio.org

OTHER (TV & RADIO)

KGO-AM

TOTAL 2007 MEDIA COVERAGE CIRCULATION & VALUE

Total Reach 2007 (national & local): 27,110,748

Total Value of Media Coverage Using 3X PR Value Multiplier: \$1,970,694

"March 4th Marching Band and Strange Fruit were a HUGE success at the Star Spangled Sparks celebration last night. They helped make this year our absolute best July 4th festival yet. Thank you for working with us to bring Artown to Sparks. I can't wait to see what we come up with for next year's event!"

-Beth Cooney, Executive Director of Marketing, John Ascuaga's Nugget Casino Resort

FRIENDS OF ARTOWN

We would like to thank the following individuals for taking personal ownership in helping 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 our "Friend"!

Benefactor

Ann Mathewson
First National Bank

Soul Mate

Fred & Margaret DiRienzo
John Prichard & Pamela Belknap
Lynn Mahannah
Sue McDowell

Best Friend

Dale & Brenda Hermansen
Daryl Drake
Patricia Grisham

Year Round Friend

Altmann Family
Brooks & Diane Mancini
Bruno & Edna Benna
C.J. & Larry Walters
Christine Fey
Claude Van Marter
Dave & DeLores Aiazzi
Doug Brewer & Victoria Matica
Ellen Winograd & Gerald Willis
Evan & Molly Smith
James Lynch, M.D.
Jennifer & Ken Mannix
Julie Ardito
Michele Attaway & John Carlton
Patricia Ross
Steven Schiff
Stremmel Gallery

Companion

Alpine Power Equipment
Diamond Vault
Gary & Elaine Sargent
George & Lynda Simmons
James Kidder
Jeff & Mama Griffin
Jim & Lynn Megquier
Leah Yvonne Willis
Mary Dobrus
Pat & Johnna Cashill
Peter Maddy

Buddy

Allyson Kreimer
Anne Lavoy
Anne & Michael Nolan
Bill Thyr & Sally Myers
Brent & Jessica Johnson
Cameron Batjer
Chris & Eileen Piekarz
Closet Pro of Reno
Gordon & Nancy Nitz
Greg Juhl & Janet Highhill
Hank Garell
Jan Bitz
Jean Green
Jim & Marilyn Rappaport
John Zamzow
Karen & Steve Wiel
Kerri Garcia
Kris & Larry Engstrom
Laura Spector & Dale Swinney
Leroy Palinsky
Leslie Adams
Leslie Dahm
Linda Jarzynka
Lisa Carter
Lynn McQuarrie
Margo Piscevic
Mary Andrews Trampus
Marybeth Goddard
Melvin Ray
Mildred Kolar
Minnie Kujac
Moira Bengochea
Mr. & Mrs. Joseph Donohue
Nancy & James Dunbar
Pat & Stewart Crane
Robert Cox & Donald Richardson
Robert & Virginia Payant
Steven & Sandra Raas
Valerie Truce

Pal

A.H. Henke
Ann Little
Anne Elliott
Becky Czarnik
Byllie Andrews
Catherine Stitser

Charlie & Aggie Fettig
Christina Montella
Connie Backes
Cynthia Widman
Cyrus & Jene Goldin
Dan & Gia Shaheen
Daniel Inouye
Daniel Rosenblatt
David & Tammy Nichols
Deborah Davis
Deborah Falkosky
Deborah Vonarx
Donna Hall
Duane Heitzig
Edmund & Diane Irvin
Elizabeth & Shervin Iverson
Erin Miskimins
Frances Smith
Gail Hurlbut
Ginnie Kersey
H. Treat & Patricia Cafferata
Harlan & Carolyn Fricke
Ike Fujishin
James Kenyon
James & Carol Dolian
Jane Scott
Janet Chubb
Janet Coombs
Janet Daniels
Jean Wells
Jim & Gail Pfrommer
John Drakulich
John & Anne Marie Utter
John & Noelle Hetz
Joyce Murphy
Julie Langman
Julie Sulahria
Karen Burns Brown
Karen Goodman
Karyn Forsyth
Katherine Bacon
Katherine Tresidder
Kathie Richard
Kathy Randolph
Kimberly Brunsvold
Lauren Greenwood
Leslie Martin
Linda Estum

Lynn Atcheson
Marilee Railton
Marilyn Hewitt
Mary Johnson Creech
Max Stein
McKenzie Family
Melanie Van Dyke
Melissa Cuning
Mike & Pat Klos
Monique Baron
Nancy Podewils
Paul & Judith Krefting
Peter Gladstein
Renate Neumann
Richard Robbins
Richard Jones
Ronald Newell
Sharon Engeldinger
Stewart Comer
Susan Robertson
Teri & Bill McCready

Student

Ann Burgess
Ashley Willingham
Carol Engstrom
Christine Bayer
Cyndy Hobbs
Denise Howard
Grace & Bud Fujii
Joan Shonnard
Joan Tarver
Jordon/Hurle
Linda White
Reese Tietje
Ruth Pallesen
Sarah Britt
V. Jean Mansfield

Reno Gazette-Journal

July 28, 2007



At age 59, Mikhail Baryshnikov still produces flawless form and unparalleled fluidity, according to one critic.

HANDOUT PHOTO

one **HOT** ticket

Artown winds down, but loses no steam as Baryshnikov's Hell's Kitchen Dance takes the stage

BY FORREST HARTMAN
forrest@rgj.com

Mikhail Baryshnikov's Monday and Tuesday performances in Reno will be nothing like those he delivered four years ago, said Artown executive director Beth Macmillan.

During the legendary dancer's 2003 Reno outing, he was solo. This time, he's touring with 15 youngsters he hand-picked for Hell's Kitchen Dance company. That means, instead of all eyes on Baryshnikov, he'll be sharing the spotlight with much-younger peers.

"The quality of what he does now, it may not be the big jumps he did when he was in the Kirov (Ballet) or ABT (American Ballet Theatre)," Macmillan said. "But it's certainly just as good, in that the choreography showcases his brilliance at this point in his life."

Baryshnikov said he enjoys working with younger dancers.

"It's great, you know, they give you so much energy," he said. "They're wonderful human beings. They're very interested. They're very loyal to their craft and they work very hard. They're really wonderful young people and I'm very proud to work with them."

IF YOU GO

WHAT: Mikhail Baryshnikov's Hell's Kitchen Dance

WHEN: 8 p.m. Monday and Tuesday

WHERE: Pioneer Center

TICKETS: \$55-\$70. Available at the Pioneer Center box office, at www.pioneercenter.com or by calling (877) 840-0457. Artown executive director Beth Macmillan said both shows are selling well, but tickets are available.

Baryshnikov said his Artown shows will include three modern dance pieces: one solo, one trio (in which he dances with two women) and one ensemble piece.

"There's some video involved, and they're all pieces from the last couple years," he said. "They're all fresh, totally fresh, totally new."

Hell's Kitchen danced the same program earlier this month at Chicago's Harris Theater for Music and Dance, and Chicago Tribune arts critic Sid Smith gave the program — and Baryshnikov — a favorable notice.

"The man, now 59, holds up remarkably well," Smith wrote, "his turns still speedy and agile, his form still



Hell's Kitchen Dance comprises Baryshnikov and 15 hand-picked dancers from his arts center in New York.

flawless, his fluidity unparalleled."

With any mature dancer, age becomes the elephant in the room, but Macmillan — who was a professional dancer herself — said Baryshnikov is still amazing.

"You can only marvel at what his body can do, without taking into consideration his age," she said. "What he's doing is unbelievable."

Macmillan said Artown decided to book Baryshnikov for this year's festival

SEE KITCHEN ON 3E

More out-of-towners key to Artown growth

BY JOHN SEELMEYER

Artown drew nearly a quarter of a million people — 85 percent of them from Reno and Sparks — to events last year, and its leaders think that much of Artown's future growth will come from increasing its reach outside of northern Nevada.

But here's the hard part: Artown doesn't have any money to spend on out-of-market advertising.

Instead, the nonprofit that organizes the 31-day festival in July relies on partnerships with hotels and other business sponsors to spread the word, and its public relations staff has been knocking on editors' doors since January to get free publicity.

A key message: Artown is part of the remarkable renaissance of Reno, particularly its downtown.

And while it's still too early to judge the success of those efforts, Artown Executive Director Beth Macmillan says the question raised by an out-of-town caller to Artown a few days ago hinted that the message is getting through.

"Is this," the caller asked, "the organization that's turning Reno on its ear?"

With no money of its own to spend on advertising, Artown's staff is

See **ARTOWN**, page 21



PHOTO COURTESY OF ARTOWN

A performance by American Ballet Theatre — a rarity anywhere in the West — is expected to draw out-of-town audiences to Artown.

ARTOWN, from page 1

particularly happy when one of its sponsors undertakes its own marketing effort.

Grand Sierra Resort, for instance, undertook a 14,000-piece direct mail campaign into the Bay Area to promote its sponsorship of performances by American Ballet Theatre and jazz pianist Herbie Hancock during Artown.

"People who come for Herbie Hancock and American Ballet Theatre are a good demographic for them," Macmillan says.

Similar thinking encouraged the Silver Legacy to undertake a 14,000-piece mailing into the Bay Area to promote a show by singer Michael Buble during Artown.

At the same time, Artown this year is fine-tuning its public relations approach.

Ronele Klingensmith, whose Reno-based RKPR handles out-of-market publicity for Artown, says her firm sliced Artown events into pieces that would appeal to a single demographic and promoted the slices to editors in

the 11 Western states.

Dance-oriented publications, for instance, were pitched stories on the two top-name dance groups that headline this year's festival — Hell's Kitchen Dance with Mikhail Baryshnikov and American Ballet Theatre.

Another target was in-flight magazines, and at least three airline publications — those that serve Southwest, Delta and Alaska airlines travelers — will include information about Artown in early-summer editions.

Increasingly, Macmillan says out-of-towners know about Artown, and that opens the doors of editors, performers and booking agents.

"I'm having to do less and less of the what-Reno-is-really-about," she says.

And that's important, the Artown executive says, as the Reno-Tahoe area continues to diversify its economy and lessens its reliance on gaming.

"Arts and culture can play a major part in that," she says. "We can be a player."

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.

ARTOWN FESTIVAL TOTAL MEDIA VALUE*, INCLUDING IN-KIND

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

KOLO \$39,575
Reno Gazette Journal \$485,772
All Radio \$96,105
Other Local Media Outlets (*Reno News & Review, KTVN, Fox 11, SNCAT, Sierra Arts Magazine, RLife, Washoe Family & Nevada Home magazines, Northern Nevada Business Weekly*) \$74,874
Additional Artown Marketing (casino property marquee and in-room festival exposure and marketing collateral pieces, RSCVA, airport signage) \$284,107

\$980,433

+

Artown Sponsors
(Funding toward the administration and marketing of Artown)
City of Reno Title Sponsorship of Artown \$244,300
Corporate Sponsorship of Artown \$175,000
Foundation and Government Agencies (less event contributions) \$187,141
Little Book Sponsor \$15,000
Other Cash Contributions \$81,551

\$702,992

+

Friends of Artown

\$26,966

+

Individual Event Budgets

Budgets of 70 participating arts organizations for Artown events

Artown Events Budgets (\$665,860): Ailey II (\$37,275), Pink Martini (\$42,300), American Ballet Theater (\$234,363), Herbie Hancock (\$39,959), Hell's Kitchen Dance Company (\$156,525), Missoula Children's Theatre (\$9,402), Opening Night (\$54,659), American Songbook (\$30,781), Family Series (\$25,347), Discover the Arts (\$14,976), Movies in the Park (\$9,494), Art Market (\$4,355), Closing Night (\$6,424).

Individual Organization Budgets (\$463,514): Great Basin Chautauqua (\$95,000), Food For the Soul (\$41,171), Reno Municipal Band (\$11,795), Bruka Theatre (\$18,962), Drum, Dance, and Didgeridoo (\$32,830), Reno News and Review (\$31,000), Theatreworks for Northern Nevada (\$11,600), Word of Life Ministries (\$13,181), John Ascuaga's Nugget (\$15,090), Sierra Nevada Ballet (\$45,000), Creative Performing Arts Center (\$7,808), Pops on the River (\$40,000), Basque Festival (\$13,931), VSA Workshops (\$8,600), Tocatta (\$13,660), For the Love of Jazz (\$11,605), Circus Circus (\$17,330), Godspell (\$23,562), Water and Rails Pond and Garden Railroad Tour (\$11,389).

+ 63 additional organizations with events at an average budget of \$2,312 each total = \$145,656.

Total Event and Organization Budgets \$1,275,030

ESTIMATED ARTOWN CONSUMER SPENDING

Of the estimated 285,000 people attending the month long festival, 491 responded to the 2007 Artown survey. 17% 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 = \$5,386,500
(Average expenditure per person \$30 X 63% of total Artown attendees)

Expenditure gambling = \$1,152,000
(Average expenditure per person \$67.37 X 6% of total Artown attendees)

Expenditure on hotel accommodations = \$2,102,396
(Average expenditure per person \$309.95 X 14% of persons from out of town)
(Average stay of 4 days)

Expenditure on shopping and gifts = \$2,373,538
(Average expenditure per person \$52.05 X 16% of total Artown attendees)

Expenditure on special events = \$318,386
(Average expenditure per person \$82.14 X 8% of persons from out of town)

Expenditure on shows and entertainment = \$363,375
(Average expenditure per person \$50 X 15% of persons from out of town)

Expenditure at museums = \$99,669
(Average expenditure per person \$25.71 X 8% of persons from out of town)

Expenditure on recreational activities = \$1,239,750
(Average expenditure per person \$48.33 X 9% of Artown attendees)

Expenditure on sightseeing = \$24,225
(Average expenditure per person \$50 X 1% of persons from out of town)

Subtotal: \$13,059,839

***Estimated Local Wealth: \$15,673,632**

Estimated Total Wealth: \$16,018,294

*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.

"Simply want to congratulate you on another successful and creative ARTOWN... you and your staff are a tremendous asset to Reno and the surrounding areas, and I wanted to convey our appreciation for the value you bring to the area. Many thanks for all you do."

-Isabelle Rodriguez Wilson, Executive Director, Boys & Girls Club of No. Lake Tahoe

Coming in Monday Living: Once considered TV for geeks, the Weather Channel now rules.

SUNDAY LIVING

Sunday, July 1, 2007 ♦ RGJ.com/Living

CONTACT LIVING EDITOR Kathleen Robinson 775.784.6591 krob@rgj.com



JULY 3
Blind Opening Night
Blind Faith's opening night...
When: 7 p.m. July 3
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 4
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 4
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 5
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 5
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 6
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 6
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 7
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 7
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 8
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 8
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 9
Blind Faith
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Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 10
Blind Faith
Blind Faith's opening night...
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Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 11
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JULY 12
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JULY 13
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JULY 14
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JULY 15
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JULY 19
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JULY 25
Blind Faith
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JULY 26
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 26
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 27
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 27
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 28
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 28
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 29
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When: 7 p.m. July 29
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 30
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 30
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 31
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 31
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 32
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 32
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 33
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 33
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 34
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 34
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 35
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 35
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

JULY 36
Blind Faith
Blind Faith's opening night...
When: 7 p.m. July 36
Where: Wharf at Park
Cost: Free
Details: 322-1232 or www.blindfaith.com

31 flavors of ARTOWN

A quick look at what's going on during Artown



SURVEY RESULTS

Artown staff and volunteers gathered 491 surveys during the 2007 Artown Festival. The following results were generated by the Nevada Small Business Development Center at the University of Nevada, Reno.

1. **What is your residential zip code?**

Category	2007%	2006%	2005%
Reno/Sparks	83	85	88
Out of Town	17	15	12
No Answer	0	0	1

2. **Who did you come with today?**

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

Category	2007%	2006%	2005%
By Myself	7	11	8
Family	30	50	28
Friends	42	43	44
Children	14	17	10
Out-of-Town Guests	5	5	2
Other	3	4	2

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

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

Category	2007%	2006%	2005%
Little Book of Artown	32	39	42
Newspaper	19	34	44
Magazine	3	7	5
Website	7	13	10
Word of Mouth	14	28	23
Radio	4	8	9
TV	4	7	9
Flyer	2	5	5
E-Mail	4	3	4
Other	13	23	15

4. **Have you ever attended Artown before?**

Category	2007%	2006%	2005%
Yes	79	80	78
No	17	18	20
No Response	1	1	1
Don't Know	4	2	1

5. **How likely are you to attend more cultural events in the next year as a result of your experience today?**

Category	2007%	2006%	2005%
Extremely likely	58	52	49
Very likely	29	33	35
Somewhat likely	10	12	12
Not very likely	1	1	1.6
Not at all	1	0.5	0.4
No response	1	2	2

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

Category	2007%	2006%	2005%
Purchase Food and/or Beverages	63	64	66
Shop	16	13	10
Participate in Recreation Activity	9	9	10
Gamble	6	6	NA
Other	6	4	3

7. Which category best describes your race/ethnicity?

Category	2007%	2006%	2005%
Caucasian (Not Hispanic)	86	82	86
Hispanic	2	4	1
Asian/Pacific Islander	4	3	2
African Descent/Black	2	2	2
American Indian/Native American	1	1	5
Other	2	2	2
No Response	4	7	2

8. What is your occupation?

Category	2007%	2006%	2005%
Executive or Professional	21	23	26
Manager or Administrator	10	10	11
Clerical or Office Worker	5	6	6
Homemaker	3	7	7
Technical	3	3	6
Sales	4	4	4
Skilled Labor	4	3	2
Self-employed	8	9	8
Military	1	1	1
Student	4	6	6
Retired	15	18	20
Arts Professional	1	3	2
Other	11	12	8

9. What is your highest level of education?

Category	2007%	2006%	2005%
Less than High School	2	3	2
High School Graduate (or GED)	11	9	5
Vocational School After High School	2	4	3
Some College	25	21	22
College Graduate (Bachelor's Degree)	30	26	32
Post Graduate	24	28	28
No Response	7	9	7

10. Which category best describes your annual household income (before taxes)?

Category	2007%	2006%	2005%
Less than \$49,999	19	20	18
\$50,000 - \$74,999	19	17	18
\$75,000 - \$99,999	18	17	21
\$100,000 or more	28	26	24
No Response	17	20	19

(New Question 2007)

11. Do you:	2007%
Own a Home	77%
Own a Computer	50%
Use the Internet	91%

IF YOU ARE FROM OUT OF TOWN

12. Did you come to Reno specifically for Artown?			
Category	2007%	2006%	2005%
Yes	36	33	43
No	64	67	57

13. Would you recommend northwestern Nevada as a cultural destination to others?			
Category	2007%	2006%	2005%
Yes	77	82	86
No	4	7	6
No Response	15	12	8

14. How did you travel here?			
Category	2007%	2006%	2005%
Car	48	48	76
Bus	1	1	3
Airplane	14	18	18
Train	0	2	3
No Response	37	32	0



Pink Martini. Photo by James WilderHancock

AUDIENCE COMMENTS

"We love Artown, support it strongly, and applaud the City and County support!"

"We enjoy all the events and look forward to July every year!"

"The acts are great!"

"I love Artown. I encourage families to come. It is wonderful. I love it!"

"It's great to see more family activities coming to our City! Keep it up!"

"Make Artown year-round."

"This event is so special to the City of Reno, the arts and culture is bursting out the seams. We really enjoy Artown."

"Love the area. Will certainly come back."

"I love Artown!! I have family coming to visit to enjoy the many events."

"I just moved to Reno. I love this activity for my kids. I'd like to see it go later into the summer."

"Keep up the good work!"

"I really have enjoyed the quality and diversity of Artown - keep it up."

"I like Artown, and I think it's a good thing for the City of Reno."

"Keep it going. Love the website."

"Great Job!"

"The Park is clean. The people are nice. I love it!"

"The events are great, a lot of imagination."

"This is an awesome annual event!"

NEIGHBORHOODS & VOICES

Thursday, July 26, 2007 ♦ RGJ.com

■ SOUTHWEST RENO

With dances and drums, performers give A history lesson



PHOTOS BY ANDY BARKIN/RENO GAZETTE-JOURNAL

The public, mostly children, participates in Native American dancing on Thursday morning as part of Artown's Discover Native American culture event at the McKinley Arts & Culture Center. Log on to RGJ.com to see a photo gallery of the event.

American Indian culture spotlighted at Artown show

BY CARLA ROCCAPRIORE
croccapriore@rgj.com

The dances had historical significance and the handmade costumes were one-of-a-kind Wednesday at McKinley Arts and Culture Center as American Indian dancers performed for the crowd and danced with them.

Preschool teacher Leah Lum, 24, of Reno, took her class on a field trip to see the performance.

"They said they liked it and that the drumming was loud," Lum said. "They may not understand the cultural aspect, but they liked the dancing."

Adrian Paul, 16, was among the dancers. His performance commemorated the Nez Perce Tribe in the Pacific Northwest dodging cannons fired by the U.S. Cavalry.

"It's called the 'duck and dive,'" said Paul, a student at Pyramid Lake Junior-Senior High School.

"I started dancing when I was little. It's



Teresa Stokes, 3, puts a bead on a dreamcatcher she made at Artown's Discover Native American culture event. Legend says that the dreamcatcher will help whomever hangs it above their bed have pleasant dreams.

fun. I get to travel to different places."

A jingle dress was among the costumes worn by performer Michelle McCauley. Each jingle represented a prayer and their clicking together resembled the sound of rain, which performers say helps wash and cleanse the earth.

"The whole dance is like a healing dance," said McCauley, 25, of Wadsworth, who began dancing at age 4. "I feel more complete with myself when I dance. It uplifts the spirits of people."

Head drummer Darrell Garcia of Wadsworth said the performers represented the

Red Hoop drum group of Gardnerville.

Garcia, 35, said studies have shown drumming has health advantages.

"The beat of the drum works both sides of the brain and stimulates your senses," said Garcia, a Wadsworth resident. "It makes you feel good."

After the performance, children made dreamcatchers with the help of Sierra Arts. Legend says the circular objects that are hung above a bed have a maze in the center that traps bad dreams, and the good dreams filter through the beads and feathers that hang below it to the person.

PHOTOS BY ANDY BARKIN/RENO GAZETTE-JOURNAL



Paula Paul explains the regalia she made for her son, Adrian, during an American Indian culture session Thursday at the McKinley Arts & Culture Center.

Indian dancers share tribal culture

The Red Hoop drum group of Gardnerville wore handcrafted outfits Wednesday to showcase historical dances at Artown's Discover Native American culture event at the McKinley Arts & Culture Center.

Adrian Paul's performance commemorated the Nez Perce Tribe in the Pacific Northwest dodging cannons fired from the U.S. Cavalry.

"It's called the 'duck and dive,'" said Paul, a student at Pyramid Lake Junior-Senior High School.

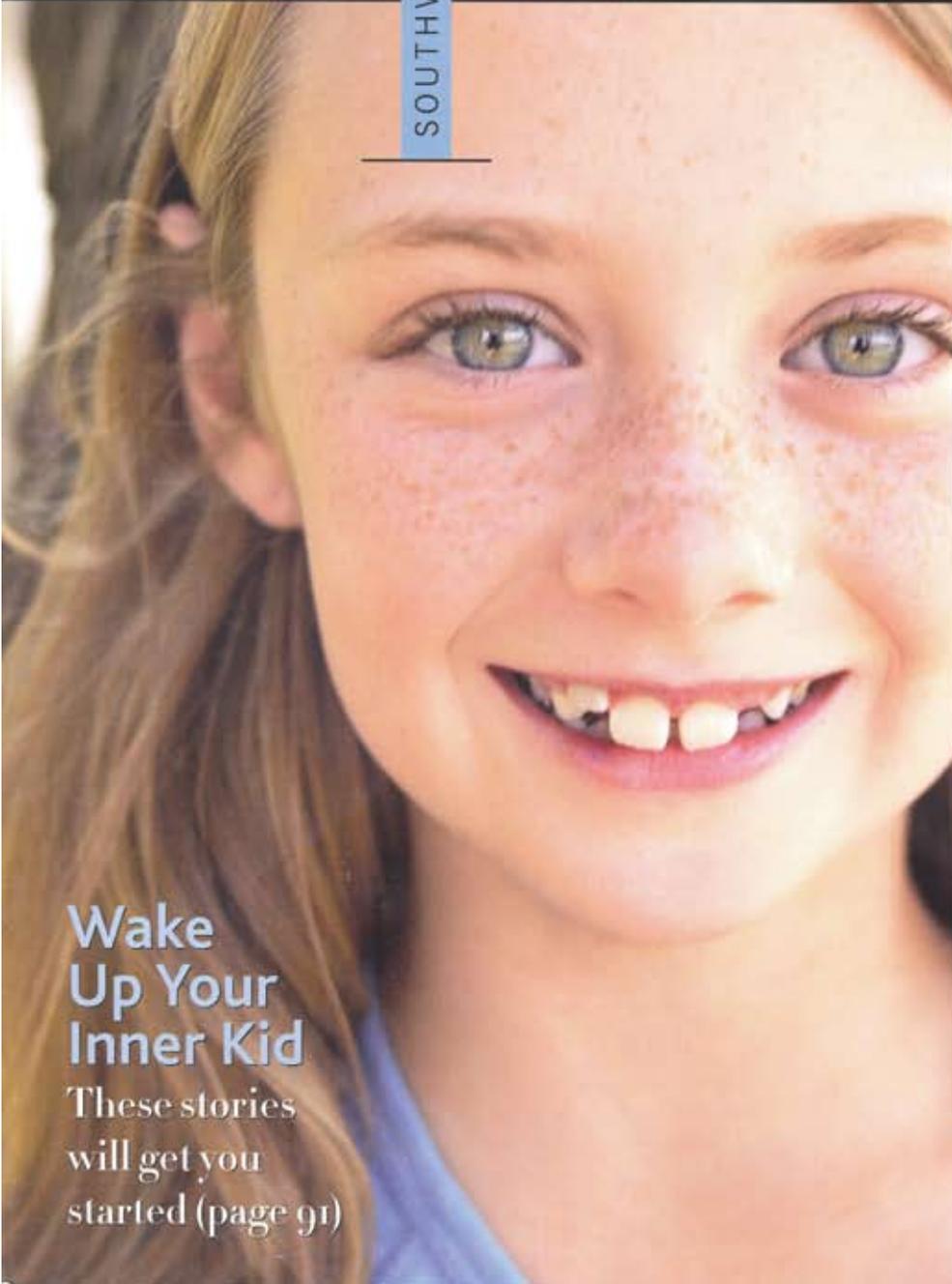
See full story on page 1C.

SKIP A STONE | WATCH TOOLS RACE | SIP A SAKETINI

Spirit

SOUTHWEST AIRLINES

MAY 2007



Wake Up Your Inner Kid

These stories will get you started (page 91)

CALENDAR



Reno kicks off July with fine arts.

18 miles, and run eight miles to the finish line. Frankly, we'd rather shimmy and float. tricalifornia.com/alcatraz/2007

July

I RENO, NEV. ARTOWN

Each July, Reno eschews its dice and cards in favor of paintbrushes and toe shoes. The occasion for this remarkable transformation? Artown, a month-long cultural celebration that welcomes artists from all over the world to showcase their talents. More than 300 events at nearly 100 locations will take place during the month, all for an audience of 250,000 people. In the past, distinguished performers have included Mikhail Baryshnikov, Marcel Marceau, and the San Francisco Ballet, and every year Artown offers unique, hands-on events, movie screenings, workshops, and exhibitions, most of which are free or low-cost. renoartown.com

Delta Sky Magazine

July, 2007

DELTA  King of Comedy 30

Sky

FUNway Park
The best place for the catch of the day in BOSTON 42

Cowgirl U
Mamas, should you let your babies grow up to be COWGIRLS? 74

In ITALY:
The word is "bellissimo" when you go shopping in MILAN 52

READER Reward
Feeling SHARP? There could be some serious Sky Miles in your future 55

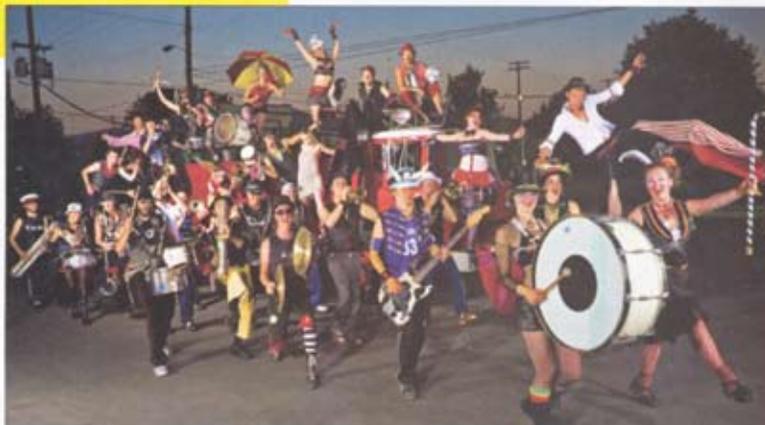
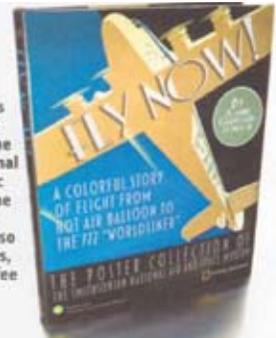


ESGLAND DABU VERMONT SCOTLAND COLORADO IRELAND NEW YORK

2

STYLE + VALUE

COOL POSTERS
Warning: You will want these vintage posters framed in your home, but most of them have never been published—until now. *Fly Now!* The Poster Collection of the Smithsonian National Air and Space Museum (National Geographic Books, \$25) spans nearly two centuries of the history of flight, from 19th-century hot-air balloons to the 21st-century Concorde. It also features dozens of rare aeronautical posters, which you can keep comfortably on your coffee table. Info: www.nationalgeographic.com.



Hangin'

THE ARTIEST LITTLE CITY
Reno, Nevada, and gambling go together like peanut butter and jelly. But Reno and art? Yes, during this month when the city becomes Artown, boasting more than 350 events—most of them free. Hang out in Wingfield Park (First Street and Arlington Avenue) for world music Wednesday nights and professional dance Thursday nights, and for the popular Rollin' on the River music series on Friday afternoons, followed by Movies in the Park. Info: 775-322-1538 or www.renoisartown.com.

Reno Gazette-Journal

July 3, 2007

STEVE FALCONE
Opinion editor
775-788-6383 ■ sfalcone@rgj.com

VOICES

THE OPINION OF THE RGJ EDITORIAL BOARD

Artown organizers show that they're keeping festival fresh

For the more than a decade that it's been on the Truckee Meadows' must-see calendar of events, Artown has been described as a moveable feast.

Sunday evening it really was.

It was a smart decision by Artown organizers, who were determined to

SNAPSHOT

TOPIC: July events

OUR VIEW: March Fourth Marching Band was an exhilarating way to kick off this year's celebration of the arts in the Truckee Meadows.

shake things up a bit this year.

The 2007 edition kicked off with a marching band, the March Fourth Marching Band, to be exact — a

group of musicians, dancers and stilt-walkers who might have been right at home at Burning Man. (Yes, there is life after college for band geeks, and this is a heckuva way to go about it; if you missed it, you can catch March Forth again Wednesday at Sparks' Fourth of July festivities.) The band played a few songs at Reno's Downtown Plaza, then led Artown enthusiasts through city streets (and right down the middle of the chicken wing festival's midway) to Harrah's plaza, a hard-hat party at the under-construction Montage and then on to Wingfield Park. After a couple of hours of music by Cyro Baptista & Beat the Donkey and aerial dance by Strange Fruit, the band led the crowd back to the City Hall plaza for a fiery performance by Controlled Burn.

It was an exhilarating beginning to the city's annual arts festival, which continues through July 31 with an array of concerts, dance events, children's programs, fine arts exhibitions and the like. And it



DAVID B. PARKER/RENO GAZETTE-JOURNAL

The March Fourth Marching Band kicks off Artown on Sunday. Fresh and unusual presentations such as this will be the secret to Artown's continued success.

was a strong demonstration that the festival's organizers are not standing pat.

Part of what makes Artown so successful (beside the fact that so many of its events are free) is the setting, whether its the bowl of Wingfield Park, in the middle of the Truckee River, the Bartley Ranch or the new Downtown Plaza (on the Mapes Hotel site).

Even more important, however, is the chance to see something that you may have never seen before.

Sure, there are lots of familiar faces, from the Reno Jazz Orchestra, which will headline the Food Bank's "Food for the Soul" concert series on July Fourth (at 1:30 p.m. at Wingfield Park) to the Reno Philharmonic, which holds its annual "Pops on the River" concert on Saturday, also at Wingfield, from last year's

YOUR VOICE

The Reno Gazette-Journal Editorial Board invites you to comment on topics we write about. Go to RGJ.com and click on the "Voices" link to share your thoughts.

hit Pink Martini (at the Pioneer Center Sunday) to the Jimmy Dorsey Orchestra (Monday at Bartley).

But there's also a host of the unfamiliar — represented by March Forth, Strange Fruit and Cyro Baptista, but including Sambaguru (July 11) and the Kosher Red Hots (July 25).

As long as Artown keeps the surprises coming, it won't grow stale. It took just one day for the organizers to prove that they're determined to keep it that way.

August 11, 2007

STEVE FALCONE
Opinion editor
775-788-6383 ■ sfalcone@rgj.com

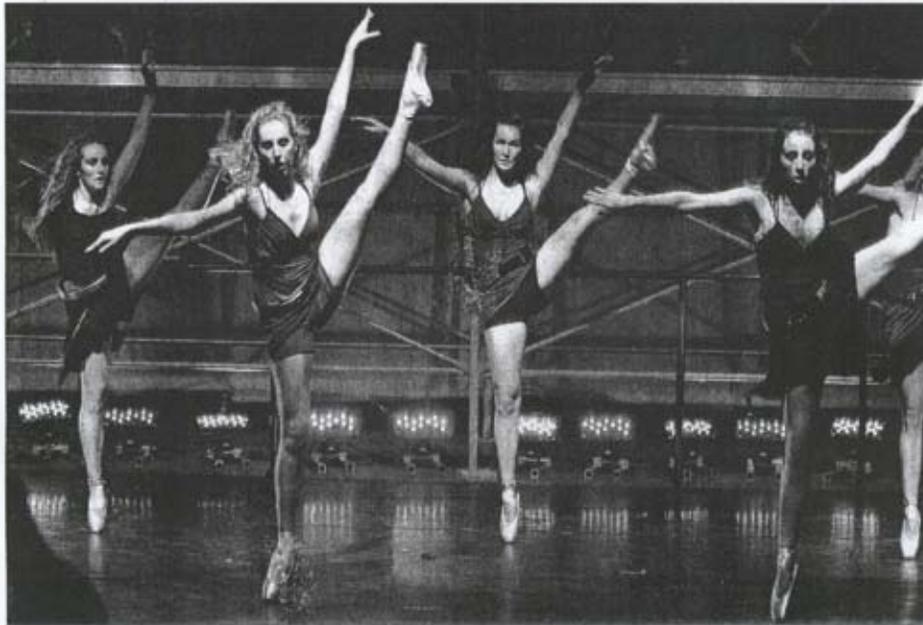
VOICES

6B

RENO GAZETTE-JOURNAL/RGJ.COM

THE OPINION OF THE RGJ EDITORIAL BOARD

Sponsors, others contribute to the success of Artown fest



ANDY BARRON/RENO GAZETTE-JOURNAL FILE

AWA Ballet Theatre dancers rehearse for *Vortex*, the rock ballet, which was part of Artown.

Sponsors of the Artown festivities, including: City of Reno, International Game Technology, National Endowment for the Arts, Altmann-Ott Homes, Reno Gazette-Journal and RGJ.com, Nevada Mining Association, Sierra Pacific, KOLO-TV Channel 8 News Now, Eldorado Hotel Casino, Washoe County Nevada Arts Council and the Montage. Also winners are all of the contributors, volunteers and Friends of Artown, far too many to list individually, as well as the Board of Directors — Reno City Councilman Dave Aiazzi, Ellen Winograd, Jill Altmann, Michele Attaway, Jennifer Mannix, Turkey Stremmel, Larry Walters and Ranson Webster — and the Artown staff — Beth Macmillan, Annelise McKenzie, Natasha Bourlin, Purdence Wildman, Lana Wadley and Hazel Johnson.