

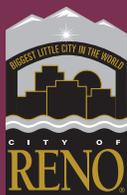
ARTOWN 2008

FINAL REPORT



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ARTOWN 2008 FINAL REPORT

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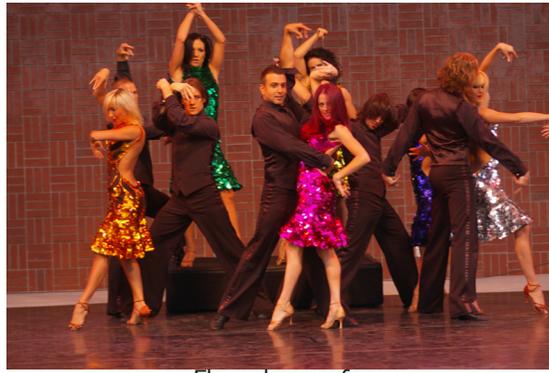
Strengthen Reno's arts industry, foster its civic identity and enhance its national image, thereby creating a climate for the cultural and economic rebirth of our region.



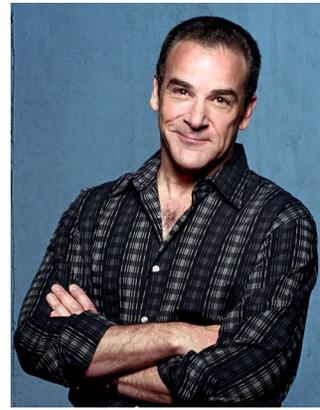
Hubbard Street Dance Chicago



Nigerian Spam Scam, Scam



Floorplay performs at Artown's Opening Night



Mandy Patinkin



Heliosphere's aerial dance at Artown's Opening night



MarchFourth Marching Band during Artown's Opening Night parade



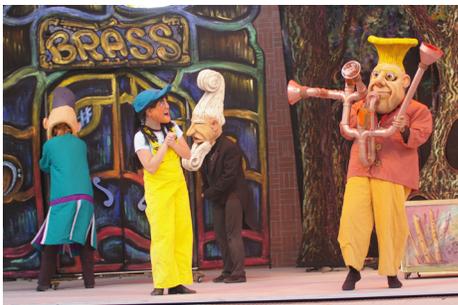
Missoula Children's Theatre *The Little Mermaid*



Wynton Marsalis



Hubbard Street Dance Chicago Masterclass



Hudson Vagabond Puppets performs *Peter and the Wolf*



Children's T-shirt painting at McKinley Arts & Culture Center



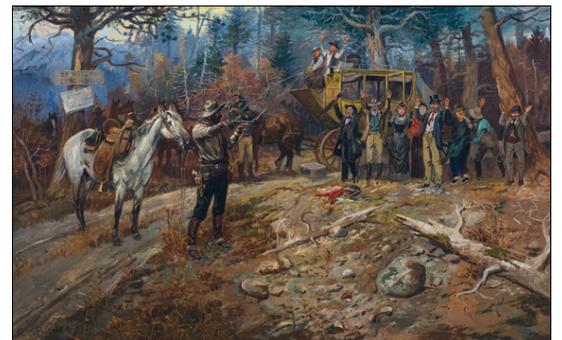
Theatretworks of Northern Nevada performs *Goldilocks on Trial*



Andrew Bird



Wing and a Prayer performs at Wingfield Park



Charles M. Russell's *The Hold Up*, sold for \$5,167,000 at the Coeur D'Alene Art Auction

RENO GAZETTE-JOURNAL

LIVING

■ A QUICK START TO YOUR WEEK ■

Monday, June 30, 2008 ♦ RGJ.com/living



Forrest's list of 'can't miss this' events

BY FORREST HARTMAN
forrest@rgj.com

The 2008 Artown festival kicks off Tuesday, and organizers will present more than 350 events — many of them free — during the 31 days of July. Because there's so much going on, deciding what to see and do can be a challenge. In hopes of helping, we've compiled a list of seven can't-miss offerings.

1 OPENING NIGHT EXTRAVAGANZA: Prior to 2007, Artown typically opened with a simple performance in Wingfield Park. Last year, the festival opted for a multi-location, multi-part celebration involving several performing arts groups. That worked, so the festival is doing it again. Artown has arranged for 200 local children to have their faces painted and, at 7 p.m., they will join a parade from McKinley Arts and Culture Center to Wingfield Park.

Leading the way will be the wild and wacky MarchFourth Marching Band. Meanwhile, members of Heliosphere, an aerial dance group, will perform their first of two shows at Wingfield. Once MarchFourth arrives at the park, the band will perform there, as will dancers from Burn the Floor's "Floorplay" and Heliosphere. Then, it's another parade, as MarchFourth leads the way to City Plaza where WiseFoot will offer a dance show featuring aerial artistry and stiles. The best part is that all of this is free.

2 JAZZ AT LINCOLN CENTER ORCHESTRA WITH WYNTON MARSALIS: Few jazz musicians are as beloved as Marsalis, who has been an influential trumpeter player since the early 1980s. He has performed with the biggest names in jazz, owns multiple Grammy Awards, and landed a

Pulitzer Prize for his lengthy oratorio "Blood on the Fields." For Artown, he's playing a concert at 8 p.m. July 5 at the Grand Sierra Resort. Tickets range from \$35 to \$75. Details: 789-2129 or www.GrandSierraResort.com.

3 HARLEM GOSPEL CHOIR: One of the great things about Artown is that the festival regularly offers opportunities to see world-class performing groups at no charge. This year, one of those chances will come closing night when the Harlem Gospel Choir delivers a free, 7:30 p.m. show at Wingfield Park.

4 FOOD FOR THE SOUL WORLD MUSIC SERIES: This series, offering music by artists from around the globe, has long been a staple of Artown, and it raises money for its non-profit presenter, the Food Bank of Northern Nevada. This year, Artown kicked some money the Food Bank's way, allowing the organization to book more expensive acts. The result is an impressive lineup. All shows are held at 7 p.m. Wednesdays in Wingfield Park and admission is a suggested donation of \$10.

THE LINEUP
July 2: Preservation Hall Jazz Band
July 9: San Jose Taiko
July 16: Klemmer Madness!
July 23: Mansicht Sol de Mexico de Jose Hernandez
July 30: Reno Jazz Orchestra

SEE ARTOWN ON 2C

From 1C

5 THE MONEY CONVERSATION: Artown has imported a couple theater shows for this year's festival, but the most intriguing is Sara Juli's "The Money Conversation." In the 60-minute, one-woman show, Juli brings her savings to the theater — in cash — and distributes it to members of the audience, all the while exploring the way money influences our lives. Then comes the hard part, the audience members can decide whether they want to give the cash back to Juli or pocket it. The show runs at 8 p.m. July 22-26 in the Redfield Studio Theater at the University of Nevada, Reno. Tickets are \$20. Details: 322-1538.

6 FAMILY SERIES: For families, this Monday night series at Wingfield Park is one of the great bargains of summer. Each week, Artown



The Harlem Gospel Choir performs for free in Wingfield Park on July 31, closing night of Artown.

PUBLICITY PHOTO

offers a different, free show targeted at youngsters. All performances start at 7 p.m., and early arrival is suggested.

THE LINEUP
July 7: Peter and the Wolf presented by Hudson Vagabond Puppets
July 14: International Folkloric Ballet
July 21: "Brundibar"
July 28: The Carpetbag Brigade in "Madre"

7 HUBBARD STREET DANCE CHICAGO: This Chicago-based company is known for its versatile and flexible dancers, and it operates under the direction of well known dancer-teacher-choreographer Jim Vincent.

The group will perform for Artown at 8 p.m. July 26 at Pioneer Center for the Performing Arts. Tickets range from \$25 to \$49. Details: 877-840-0457 or www.PioneerCenter.com.

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ARTOWN



HARLEM GOSPEL CHOIR, 7:30-9:30 p.m. July 31, Wingfield Park

ARTOWN FOR free

Monthlong festival offers no- and low-cost events to encourage 'staycations'

BY FORREST HARTMAN
Forrest@rgj.com

Organizers of Artown, Reno's annual summer arts festival, have a solution for Renoites struggling to plan a summer vacation under the pressure of rising fuel costs and a faltering economy: Stay home.

"We've done research, and we know that we offer an average of seven free events every day in July," Artown executive director Beth Macmillan said. "I think it's going to be a great month. There's so much you can do."

Artown, which launches its 13th year today, previously has had free events, but Macmillan and company believe those offerings will be particularly welcome at a time when "staycation" has become the trend.

Among this year's freebies is an opening-night celebration that runs six hours and features a parade and entertainment. The free activities will continue throughout the month, as Artown offers a number of no-cost performance series. Those include family-oriented shows Monday evenings at Wingfield Park, concerts Monday evenings in the Robert Z. Hawkins Amphitheater, dance performances

another performance by Flexion; MarchFourth will lead a parade to City Plaza.

Those who include a free performance by Wing & A Prayer Dance Company on Thursday, a concert by the Red Elvises and a showing of the movie "Yankee Doodle Dandy" on Friday and the Marsalis concert on Saturday.

SEE ARTOWN ON 4A



MARCHFOURTH MARCHING BAND: 7 p.m. today, McKinley Center



HELIOSPHERE: 7:20 p.m. today, Wingfield Park



INNER RHYTHMS: Dancing in the Park series, 8-10 p.m. July 17, Wingfield Park



ART PAWS IN THE PARK: 10 a.m.-3 p.m. July 20, McKinley Arts Center

TODAY IN ARTOWN

4 p.m. OPENING NIGHT
Festivities kick off with youth-oriented arts activities at McKinley Arts and Culture Center, 925 Riverside Drive.

7 p.m. FAMILY PARADE
Families are invited to join the MarchFourth Marching Band in a parade from McKinley to Wingfield Park.

7:20 p.m. ENTERTAINMENT
Heliosphere begins the Wingfield Park entertainment with a free show. Festivities continue with a performance by FloorPlay, a stage show by MarchFourth and a performance by Flexion. When these shows end, MarchFourth will lead a parade to City Plaza.

9:20 p.m. CITY PLAZA
Wisefool presents Flexion, a movement performance involving stunts, aerial dance and a jungle-gym apparatus. **DETAILS:** All of these events are free. Call the Artown office at 322-1538 or visit www.RenoIsArtown.com for more information.



Members of Flexion, an aerial stilt movement spectacular, practice their routine Monday in City Plaza at First and Virginia streets. The performance by the New Mexico-based group will conclude today's opening ceremonies.

Artown/Prices kept reasonable

From 1A

OPENING TODAY

Thursday nights at Wingfield, concerts and movies Friday nights at Wingfield, and Discover the Arts events for children every weekday.

There are also pseudo-free events, such as the Food Bank of Northern Nevada's Food for the Soul World Music Series. That event is Wednesday nights in Wingfield Park, and organizers suggest a donation of \$10. There is, however, no required entry fee.

Artown also has a number of events that require admission, including shows by headlining musicians Wynton Marsalis and Andrew Bird, but Macmillan said the festival tried to keep prices reasonable even for those events.

"There's nothing super high ticketed," she said. "For Wynton Marsalis, the highest price is \$75, but you can get it for as low as \$35. Things like Andrew Bird are a \$25 ticket."

"Both of our theater pieces

are only \$20 tickets. We really are trying to make sure Artown is affordable for everyone."

Artown chairman Dave Alazzi, a Reno councilman, said economic woes also convinced festival organizers to program more events than normal around the Fourth of July

another performance by Flexion; MarchFourth will lead a parade to City Plaza.

9:20 P.M.: Wisefool presents Flexion, a movement performance involving stunts aerial dance and a large jungle-gym-style apparatus.

DETAILS: All events today are free. Call the Artown office at 322-1538 or visit www.RenoIsArtown.com for more information.

ARTOWN AT A GLANCE

The Artown summer festival features more than 350 performing and visual arts events in July throughout Reno and in limited Sparks locations. Many events are free.

Those who include a free performance by Wing & A Prayer Dance Company on Thursday, a concert by the Red Elvises and a showing of the movie "Yankee Doodle Dandy" on Friday and the Marsalis concert on Saturday.

Both of our theater pieces

EXECUTIVE SUMMARY

"I will speak for the band: David Ake, Hans Halt, Jim Garaventa, Andy Heglund and say that we all appreciate what you do during the month of July (and throughout the year) to promote the arts in Reno and to support local musical talent." - CeCe Gable

ALL HEART

July 31 topped off one of the most incredible Artown celebrations in our 13 year history. More than 4,000 attendees helped us close out our month-long festival, making every square foot of Wingfield Park a celebration. The final night encapsulated the entire month more so than any other and showed that it's more about the heart than anything else.

Turns out, year 13 marked a turning point for what Artown is and strives to be each year. That culmination resonates with our 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.

Take away all of the months of planning that goes into each year, the logistics and the ongoing search for phenomenal and unique talent and you have the heart of Artown. And this year, beyond any of our previous 12 years was all heart. So much so, we believe it created a new pinnacle for a festival that started out in 1996 when the community was facing an identity crisis and today has grown in local and national significance.

Our opening night celebration brought thousands of people to downtown Reno and was anchored by magical performances and activities. 2008 saw an array of new venues, new performances and genres explored and an overflowing menu of events, with some days featuring more than 40 in one day and an average of 7 free events every day.

Support at our free events in downtown Reno and other locations surpassed our expectations. Attendance at the Family Series, the Monday Night Music Series and Food for the Soul World Music Series provided full-houses for all the performers. There's no better catalyst for art and the performers than engaged audiences and the community delivered. Coupled with the changing economic environment, Artown's ability to offer more than 60% of its events free filled the summer void for individuals, friends and families seeking arts entertainment.

Although our ticketed events did not exceed our expectations, the quality of performances and the introduction of new genres to attendees is the essence of Artown. Audiences were treated to an amazing performance from Jazz at Lincoln Center Orchestra with Wynton Marsalis. Emmy Award-winner Mandy Patinkin provided a show that brought to life Broadway favorites in an entertaining and emotional manner. The Hubbard Street Dance Chicago company graced the stage with poise, eloquence and feeling. Andrew Bird brought a younger demographic to Artown and showed our willingness to engage today's youth in Reno's art scene. Performance theater presentations of "The Nigerian Spam Scam Scam" and Sara Juli's "The Money Conversation" have fostered discussion and continue to have attendees talking about their impressions and its meaning.

We're proud of 2008. Artown bared its heart and the community responded.

BY THE NUMBERS

- 100 volunteers gave more than 1,200 hours of their time to Artown throughout the entire month
- 48,450 was the estimated number of out-of-town visitors who attended Artown
- 27,129 unique visitors to the Artown's web site from May through September, 2008
- 95% of attendees stated they would be more likely to attend more cultural events in the next year due to an Artown experience
- 74% of attendees said they were more likely to support a business that supports the arts
- 60% of events were offered free – seven free events a day on average
- 3% increase in donations and sponsorships over 2007
- 100,000 Little Book of Artown booklets distributed
- \$37 million of Western art changed hands over the 5-hour auction during the annual Coeur D'Alene Art Auction
- Artown's public relations efforts surpassed more than 27.2 million in circulation and \$1,909,178 in advertising equivalency value for this year's festival.

2008 ATTENDANCE

In 2008 Artown estimates the attendance numbers to equal that of 2007 at more than 350,000 attendees over the course of the 31 day festival. Exact attendance at Artown is difficult to quantify. Exhibits in high traffic public places, such as the Reno-Tahoe International Airport, City Hall, Circus Circus Hotel and Washoe County Libraries collectively see thousands of visitors daily.

Attendance in 2008 remained high even though several events typically held during the festival were not included this year; Great Basin Chautauqua, Drum Dance and Didgeridoo and the Great Eldorado BBQ Brews and Blues Festival, of which attendance was estimated to total 29,000 in 2007. Artown also estimates that overall attendance at free Wingfield Park events was up by 57% over 2007.



Crowd at Artown Harlem Gospel Choir

FESTIVAL HIGHLIGHTS

Over the years, Artown has fostered a mutual admiration between the organizer, performer and spectator. The outcome is a gift that leaves a lasting impression on the attendees and builds an enthusiasm for the arts community. Artown 2008 was comprised of more than 350 events in more than 100 locations and featured 100 partners during the 31 day festival. Although every event was unique and interesting, some moments that stand out beyond all others are:

- Opening night saw approximately 6,000 attendees ready for a month-long celebration of the arts. Anchored by five distinct free activities and performances, the evening spanned seven hours, four locations and included two parades. The artistry varied from Body Masterpieces, who painted 200 children's faces, MarchFourth Marching Band, Eldorado's Burn the Floor in Floorplay, Heliosphere and concluded with Wise Fool at City Plaza.
- Jazz at Lincoln Center Orchestra with Wynton Marsalis offered a performance that brought the audience to their feet for a surreal convergence of music and celebration.
- True to its style, Artown puts many different artists on the same playing field each year and the Monday Night Music Series at Robert Z. Hawkins Amphitheater exemplified that. Featuring a diverse selection of musicians that performed free to packed houses, the series included professionals CeCe Gable and the ensemble Ebony and Ivory. The same series brought the community orchestra, Reno Pops with more than 40 child and adult performers, and the Steinway Series comprised of outstanding young musicians who had performed during previous Artown festivals.
- Missoula Children's Theatre again showed that our community has tremendously talented youth and produced another enchanting presentation, "The Little Mermaid," featuring 60 local children.
- On display at the Nevada Museum of Art was Frank Lloyd Wright and House Beautiful, an exhibition showcasing Wright's skill in creating harmony between architectural structure and interior design while fulfilling the needs of a modern lifestyle.
- Innovation rose to the top with Artown expanding its reach to a younger demographic with a performance by Andrew Bird.
- Brundibar, a children's opera performed by Nevada Opera Youth Chorus, brought history to life as this poignant play, once performed in concentration camps, was seen by 2,750 youth and adults in the area. Ela Weissberger, one of the only surviving members of the original cast, was here in Reno to be a part of this very important piece of theater.
- Closing night with Harlem Gospel Choir showed that the community believes in Artown and the spirit it creates and brought together a community for a night of music that was awe-inspiring.
- Saturday, July 12, became a focus on visual arts with seven events featuring many different styles of art held throughout the entire day all within walking distance of each other. Exhibits included Art in the Garden, yArt Sale, The Greater Reno Stamp and Cover Show, Art on the Lawn, Friends of McKinley Art Show and Sale, Sticks & Stones, Fire & Paint, The NMA Guided Tour and Artouring.

"I just wanted to tell you how much we've appreciated the entire menu of fabulous activities this year!. That IS quality entertainment! Again, thank you, you give our community a lot of class!" - Nanette Sison

- Internationally recognized Mariachi Sol de Mexico de Jose Hernandez and a local Hispanic dance group, International Folkloric Ballet, placed a spotlight on the richness of the Hispanic culture in performances that included traditional dance and music as well as a Mariachi style 'New York, New York', and other more recognizable musical numbers.



International Folkloric Ballet performs at Artown during Family Series

"The Artown events I've attended have been awesome, and we're not halfway through the month yet. ..everyone I talk to loves what your doing. Keep up the great job on behalf of the city and all of us." - Steve Morales

CREATIVE SPACES

Finding art where you least expect to and where you should expect to find it had Artown exploring different venue opportunities.

Theater and theater spaces were a high priority in 2008. The following are the spaces that were used for theatrical performances. Some are typical theaters and others include theater works performed in creative spaces:

- Nell J. Redfield Performing Art Center
- Redfield Studio Theater
- Bruka Theater
- Hug High School Theater
- Laxalt Theater
- Studio on 4th
- Wingfield Park
- Nightingale Concert Hall
- First United Methodist Church
- Southside School
- Pioneer Center for the Performing Arts

Other arts disciplines also came alive in new and unique venues. Some of these are:

- The showroom at the Fitzgerald Hotel-Casino was the new home for Artown After Dark
- The park like setting outside McKinley Arts and Culture Center was home to the first ever children's face painting event as part of the opening night extravaganza
- Studio on 4th presented 16 different events throughout the month
- TMCC Dandini Campus Auditorium became a movie theater for the International Film Series
- Rockin' Docs held a performance on the green at Wolf Run Golf Course



McKinley Arts and Culture Center

Call It A Reno-sance: July Arts Fest Renews City

The Associated Press

RENO, Nev. — An arts and cultural festival that began 13 years ago as an attempt to fill a tourism gap between the Reno Rodeo in June and the Hot August Nights car rally is coming of age as a key component of civic leaders' efforts to revive the city's image and restore its sense of community.

The monthlong Artown festival offers free events each day of July in a downtown park along the Truckee River as well as ticketed performances at area stages and theaters by headliners ranging from Ringo Starr and Wynton Marsalis to the Harlem Gospel Choir and the Hubbard Street Dance Chicago troupe.

Two decades ago, organizers concede, the arts would have been one of the last images to come to mind in the Biggest Little City in the World, where quarter blackjack tables and 99-cent breakfasts were the main draw for tour buses of visiting Californians.

Since then, the river that rolls through downtown, once strewn with garbage, has been cleaned up and is home to a world-class kayaking and tube-float park. Free summer concerts are held at an amphitheater on an island in the park, and a 60,000-square foot Nevada Museum of Art has been built just blocks away.

"This is our lucky 13th year," said Beth Macmillan, executive director of the festival that features music, dance, and op-

era; hands-on arts programs, film screenings and theater performances.

"It's grown in size and scope. And I think Artown continues to change the way the rest of the country sees Reno. We're using arts and culture as a tool to do that, so that people around the country will say, 'They are doing WHAT in Reno?'"

The National Endowment for the Arts, which is supporting Artown this year with a \$15,000 grant, calls it "one of the most comprehensive festivals in the country."

The original event drew about 30,000 to a three-week festival. Last year, more than 350,000 visitors attended.

Artown kicks off Tuesday with an opening night parade led by the MarchFourth Marching Band and the aerial artistry of The Heliosphere featuring acrobats suspended from a helium balloon.

Musical highlights throughout the month include the Preservation Hall Jazz Band, clarinetist David Krakauer's Klezmer Madness! Ensemble, Japanese-inspired drumming by San Jose Taiko and Sol de Mexico de Jose Hernandez, a premier mariachi band.

The Coeur d'Alene Art Auction has been scheduled in Reno for July 25 and 26 in conjunction with Artown along with such multicultural events as the International Film Series, Festival of Russian Music, Gospel Bluegrass, Na-

tive American Festival, Food For the Soul World Music Series and 41st annual Basque Festival.

The Movies in the Park series offers free showings of motion pictures ranging from Disney's "The Lion King" to Alfred Hitchcock's "Vertigo."

The Nevada Opera will present "Brundibar," which originally was performed by children in Nazi concentration camps, and the TheatreWorks of Northern Nevada is doing "Goldilocks On Trial," a courtroom farce dealing with the aftermath of the Goldilocks and the Three Bears fairy tale.

Numerous hands-on events are geared toward children and teenagers, many who come to frolic in the water park but end up staying to try their hand at painting, sculpting, dancing or acting in a play at the Discover the Arts workshops.

"Kids love to spend time now in downtown Reno," Macmillan said.

In addition to drawing tourists, festival backers say it's been pivotal in attracting residents from suburban neighborhoods to a downtown area that flourished in the heydays of the 1950s and 1960s but then deteriorated.

"One of the goals of Artown is to get people to understand downtown Reno," City Councilman Dave Aiazzi said. "From the city council's point of view, what Artown and arts

and culture in general does is bring people to downtown who wouldn't normally go.

"Go ask people why they are buying condos downtown and they'll say they love Artown,"

he said. "They love the vibrance down here."

Fernando Leal, managing partner of the Chicago-based L3 Development, is responsible for 380 condominiums under construction at the Montage high rise — part of the \$143 million reconstruction of the former Flamingo Hilton Casino and Hotel.

"Events like Artown played a major role when deciding to invest in downtown Reno," Leal said. "Many of the great urban neighborhoods today throughout the country started as pockets where artistic people lived, worked and played."

Karen Craig, executive director of the 1999 festival, said that at the time, no one thought of Reno as a place to enjoy the arts. "You do now," she said.

Since then, the Riverside Hotel built in 1927 has been renovated into artist lofts with a deli and restaurant on the first floor. A theater complex fronts another riverside block and baskets full of colorful flowers hang from street lights on bridges and river walkways.

"Now, our riverfront is magnificent," Craig said. "Anybody who walks along it says I wish we had one of those in our town."

IF YOU GO

WHAT: Artown, an arts and cultural festival in Reno, Nev.

WHEN: Tuesday through July 31

INFORMATION: www.renoisartown.com; (775) 322-1538



The Associated Press

Events such as the Reno River Festival in May along the Truckee River and the monthlong Artown in July have changed the city.

BEYOND RENO

Expanding its influence beyond Reno and utilizing Artown as a catalyst for promoting Reno as a destination is another goal of the annual festival. This year also proved to be momentous as Artown captured the national spotlight.

An Associated Press feature (See article on page 13) touted Artown as a key element in the reinvention of Reno as well as in restoring the community's sense of pride. The national Associated Press article featuring Artown's 13th season also ran in: Alameda Times-Star, Allen Park/Melvindale Sunday News Herald, Anchorage Daily News, Asbury Park Press, Deseret News, Elko Daily Free Press, Flat Rock/Gibraltar/Rockwood Sunday News Herald, Las Vegas Review-Journal, Lincoln Park/Ecorse/River Rouge Sunday News Herald, Mail Tribune, North County Times, Press & Sun-Bulletin, Riverview Sunday News Herald, Rockford Register Star, San Francisco Chronicle, San Jose Mercury News, San Mateo County Times, Taylor Sunday News Herald, The Beaufort Gazette, The Daily Review, The Garden Island, The Modesto Bee, The News Tribune, The News-Review, The Oakland Tribune, The Olympian, The St. Augustine Record, The Tampa Tribune, The Weekly, Trenton Sunday News Herald, Tribune Chronicle, Tri-Valley Herald, Tuckerton Beacon, West Hawaii Today, Woodhaven/Brownstown Sunday News Herald, and Wyandotte Sunday News Herald. All together there were 35 plus national placements with the article specifically addressing Artown, the festival line-up and the impact on the community.

Tom Medland, Director of Air Service Development for the Reno-Tahoe International Airport received a copy of the article from Southwest Airlines Director of Network Strategic Planning, the area involved with scheduling decision, commenting about the article's appearance in the Ft. Worth Star-Telegram. Medland states that "articles like this are seen by and influence many airline schedule planners and that it does have a positive impact on the airline scheduling decisions."

This "little article that could" proved that "it did."

Results like this speak volumes about Artown's growth and national prominence. Couple that with Artown's ongoing participation at two national scheduling conferences. The festival continues to promote itself on the national circuit and to a targeted arts audience

Beth Macmillan, Artown Executive Director, has been appointed to the Western Arts Alliance (WAA) Board of Directors. WAA is a membership organization of touring and performing arts professionals engaged in promoting and presenting performing arts. The WAA conference is the largest annual booking conference in the west where members learn new techniques and best practices in informative professional development activities. Macmillan is the only member representing summer programming and the state of Nevada.

Artown has historically presented some of the finest artists in the world. This year is no exception. Examples this year include:

- Preservation Hall Jazz Band, July 2
- Jazz at Lincoln Center Orchestra with Wynton Marsalis, July 5
- Tony and Emmy Award winner Mandy Patinkin in concert with Paul Ford on Piano, July 15
- Multi-instrumentalist Andrew Bird, July 16
- Mariachi Sol de Mexico de Jose Hernandez, July 16
- Sara Juli's "The Money Conversation", July 22-26
- Hubbard Street Dance Chicago, July 26
- Coeur d'Alene Art Auction, July 26
- "The Nigerian Spam Scam Scam", July 29
- Harlem Gospel Choir, July 31
- Networking with other summer organizers provides additional opportunities for outreach and include: Hollywood Bowl, Ann Arbor Summer Festival, Stern Grove Festival, Yerba Buena Gardens Festival, Napa Valley Opera House, Chico World Music Festival and Grand Performances. These partnerships align Artown with artists that we otherwise may not be able to book.



Sara Juli's The Money Conversation

CULTURAL DIVERSITY

One of Artown's continuing goals is to connect communities and to reach every ethnicity. This year Artown celebrated culture and heritage with the following outstanding performances and celebrations:

- Preservation Hall Jazz Band
- San Jose Taiko
- David Krakauer's Klezmer Madness!
- Mariachi Sol de Mexico de Jose Hernandez
- Harlem Gospel Choir
- Brundibar
- Festival of Russian Music
- Reno Basque Festival
- GospelFest
- An Americana Celebration
- Shanti Shanti
- Aloha Festival
- International Film Festivals with a focus on Asia and Israel
- International Folkloric Ballet



Harlem Gospel Choir



Mariachi Sol De Mexico De Jose Hernandez



Festival of Russian Music



Preservation Hall Jazz Band



San Jose Taiko

RENO GAZETTE-JOURNAL

VOICES

10D

RENO GAZETTE-JOURNAL/RGJ.COM

SUNDAY, AUGUST 3, 2008

THE OPINION OF THE RGJ EDITORIAL BOARD

Volunteers critical to success of community's many events

The 13th Artown festival closed in Reno Thursday evening with perhaps the most rousing, most joyous performance ever to grace the Wingfield Park amphitheater.

The Harlem Gospel Choir had the jam-packed crowd — many of whom staked out their spots in front of the stage two hours early — on its feet and swaying for 90 minutes of songs of praise from the church, and from the pop charts as well.

SNAPSHOT

TOPIC: Busy two weeks

OUR VIEW: Without volunteers, Artown, LRTO, Hot August Nights and many other events wouldn't be possible.

It was the perfect setting for the choir, which earlier this year performed as part of a Mass for Pope Benedict XVI at

Yankee Stadium in New York but on Thursday had towering trees and the murmuring Truckee River for a backdrop.

The end of Artown 2008 came on the same day as professional golfers teed off for the first round of the Legends Reno Tahoe Open at Montréux Golf & Country Club. And it was just days before this year's edition of Hot August Nights got into full swing.

This is probably the busiest two weeks of the year in the Truckee Meadows, with a slate of activities, entertainment and festivals that would tax the organizational capabilities of any community anywhere.

Most striking about the nexus of events, however, is how many volunteers come out to make it happen.

None of it would be possible without those volunteers. Artown relied on a group of nearly 100 to put on its more than 350 events over the 31 days of July, an increase of some



RENO GAZETTE-JOURNAL FILE

Hot August Nights volunteer Mona Andrews high-fives a driver and wishes him well for the final parade down Virginia Street in 2004. Volunteers like her make these events possible.

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.

100 over 2007. The Legends Reno Tahoe Open easily filled its quota of more than 650 volunteers (who pay the cost of their uniforms) to keep the PGA Tour event on schedule between July 28 and today. And Hot August Nights, the senior member of the trio, counts on more than 700 volunteers for its popular event, which runs through Aug. 10.

It is an amazing outpouring of community support that deserves to be recognized. Those who give so much of their time, talent and, yes, money are critical to the quality of life that we who live here enjoy and those who visit want to be part of.

The high-profile events are just a reflection of what goes on every day, however. Even while Hot August Nights takes over Reno and Sparks, after all, volunteers are still working away for the Food Bank, for instance, or at St. Vincent's or Family Promise or any of the countless other organizations, big and small, that serve this community 24 hours a day, 365 days a year (366 this year).

And there are more events to come — the Nevada State Fair, the Great Reno Balloon Race, the Best in the West Nugget Rib Cook-off, the National Championship Air Races — as well as those already past this year — the Reno Rodeo, for instance. All of them depend on dedicated volunteers to ensure their annual success.

Keep that in mind this week as you peruse the classic cars and rock to the music of Hot August Nights. It's all made possible by volunteers. Next time, you might even want to join them.

VOLUNTEERS - MAKING IT HAPPEN

This year nearly 100 volunteers, each a passionate supporter of Artown, contributed countless hours to ensure that every event ran smoothly. Volunteers offered their time and talents to festival events indoors and outdoors filling a number of different roles and accomplishing numerous tasks. Once again these giving individuals proved to be a priceless part of this year's festival. Volunteers facilitated the following:

- Distributing marketing materials including the Little Book, posters and mailings
- Manning information booths, helping to enforce park rules, coordinating seating, taking surveys, selling Artown t-shirts 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 festival patrons
- Helping with the children in the Missoula Children's Theatre Residence
- Taking tickets and distributing playbills and various events

While many Artown volunteers contribute to the festival on an individual basis, others donate their time and energy through local and national affiliate groups. Organizations that lent their services include:

- Big Brothers and Big Sisters volunteered at the Monday Night Music Series at the Robert Z. Hawkins Amphitheater at Bartley Ranch Park for the duration of Artown
- IGT's team of volunteers came out for Opening and Closing Night festivities as well as numerous other events throughout the festival
- RenoTahoeMoms.Com offered their support and volunteers for the children's face painting during Opening Night at McKinley Arts and Culture Center
- The Retired and Senior Volunteer Program provided exceptional volunteers throughout the month for many events
- Sierra Pacific Power Company volunteered one Friday night during the Rollin' on the River and Movies in the Park series

Combined, Artown volunteers donated a total of more than 1,200 hours. Thank you to our 2008 volunteers.



Artown Volunteer, Eileen Serr



Artown Volunteer, Miguel Rizo



Artown Volunteers l-r: Jim Morrison, Heppie Randolph, George Randolph, and Rock Jarzynka

Volunteers

Gloria Alanko
 Gayle Anderson
 Robin Andrews
 Earl Arnold
 Park Arnold
 Candice Baker
 Libby Barnewitz
 Diana Beaubien
 Alexander Biber
 Jan Bowen
 Angela Brooks
 Tom Bourke
 Ramona Cachinero
 Lisa Cadrell
 Elisha Camacho
 Judy Carlson
 Claire Christie
 Susan Clobucker
 Corrie Cortez
 Sharon Cortez
 Penny Carmer
 Ezra Dame
 Newton Debardeleben
 Sara Delozier
 Denise Derenzy
 Seema Donahoe
 Gail Early
 Lisa Engle
 Diane France
 Mary Francis
 Megan Gabona
 Diane Gallian
 Irene Gallon
 Berry Glover
 Marge Greenfield

Randy Hawkins
 Brad Hellwig
 Jessica Hicksted
 Pauline Hobron
 Heather Hoffman
 Ellen Jacobson
 Courtney Jankovic
 Pat Jarzynka
 Linda Jarzynka
 Rock Jarzynka
 Sandra Jeffres
 Laurie Johnson
 Bob Kersey
 Ginnie Kersey
 Mindy Lai
 Vince Lenton
 Bobby Loprin
 Laura Lunde
 Shelley MacDonald
 Rita Malkin
 Kim Maya
 Pat McEwen
 Ken Miller
 Danny Mireles
 Miss Star the Clown
 Kelli Morales
 Nikki Morales
 Jim Morrison
 Harriet Morrison
 Ann Murdoch
 Stefen Oswald
 Janet Pirozzi
 Richard Poole
 Kathie Preston
 Leona Quint
 George Randolph

Heppie Randolph
 Nancy Rasmussen
 Brandi Reidburn
 LaVerne Rice
 Stephanie Richardson
 Miguel Rizo
 Ana Rodriguez
 Kathy Sawyer
 Eileen Serr
 Patricia Sherer
 Larry Smith
 Deborah Smith
 Christina Smith
 Katie Tangren
 Gerry Taylor
 Robert Thistlewhite
 Shelby Thistlewhite
 Joe Timmins
 Marge Vitre
 Jane Wertzberger
 Linda Wildman
 Robert Wildman
 Bonnie Wilson
 Holly Wilson
 Cody Zuschulag

Volunteer Organizations

IGT
 Sierra Pacific Power Company
 Big Brothers Big Sisters
 Retired and Senior Volunteer
 Program
 RenoTahoeMoms.com

COLLABORATIONS

Artown is built on collaborations. In 2008 Artown had a number of interesting partnerships that elevated the level of artistic quality and community involvement in the festival.

Collaborators	Event
Artown, VSA Arts and Men Wielding Fire	Artown Press Conference
Artown, performers from the Steinway Series, Reno Pops Orchestra and Washoe County	Monday Night Music Series
Artown, Fitzgerald's Hotel Casino and the RSCVA	Artown After Dark at the Fitz
Artown and the Food Bank of Northern Nevada	Food for the Soul World Music Series
Artown, Eldorado and the City of Reno Youth City Council	5th Annual Reno Idol Competition
Artown, Nevada Opera and International Folkloric Ballet	Family Series
Artown and Waterfront Plaza	Artown Offices
Artown and Cal Neva	Virginia Street Banner
Artown, McKinley Arts and Culture Center, Miss Star the Clown, Youth Artworks, TheatreWorks of Northern Nevada, RenoTahoeMoms.com, Macy's, MarchFourth Marching Band, Eldorado Hotel Casino, Floorplay, Body Masterpieces, Heliosphere and Wise Fool	Artown Opening Night
Artown, Reno News and Review, the Riverwalk Merchants, Local Artists, Montage and the Urban Market	Art Market
Artown, IGT, Sierra Pacific Power Company, Retired and Senior Volunteer Program, Newcomers and RenoTahoeMoms.com	Volunteers at Artown Events
Artown, Men Wielding Fire, Train Station, Hillbilly Kettle Corn and Buckbean Brewery	Food and Beverage at Outdoor Events
Artown, Nevada Homes, Northern Nevada Business Weekly, and McLean Financial Group	Water and Rails Tours

COLLABORATIONS (Continued)

Collaborators	Event
Olslen and Associates, Sierra Nevada Children's Choir, Back in Time Kids, VSA Arts, Nevada Museum of Art, University of Nevada Reno, Vagabond Puppets, Nevada Mining Association, Reno Philharmonic, Steinway Gallery, Steinway Youth, Urban Market, the City of Reno, Collin Ross, Word of Life Ministries, Great Basin Young Chataqua, Kaulana Na Pua O Hula, Wild Horse Children's Theater, Reno Pops Orchestra, Jan Selleck and Taiko Drummers.	Discover the Arts
Nevada Museum of Art, Artouring and local visual artists	Artouring at Artown
Youth Artworks, PLAN and the Holland Project	Youth: PLAN to Rock
Youth Artworks and the Holland Project	The Art of Noise: A Holland/Artown Event
Local Artists	Dada Insurency - the Ill-Conceived Death of Data Motel
First United Methodist Church and area musicians and artists	Exhibit and 16 events at First United Methodist Church
St. Mary's Art Center and Barnes & Noble	Conversations with the Artists
Ageless Repertory Theater, First United Methodist Church and the Sparks Library	Ageless Repertory Theater Productions
Sands Regency Hotel Casino and For the Love of Jazz	Poolside concerts at the Sands
Washoe County Schools, Washoe County Concert Association and McKinley Arts and Culture Center	Washoe County Student Art Music Fusion Festival
Artown, City of Reno Public Works and City of Reno Parks and Recreation	Banners throughout downtown
Artown, Nevada Opera Youth Chorus, Holland Project, Reno Youth Philharmonic and Youth Artworks	Brundibar

ARTOWN REACHING OUT

Art impacts many areas and can be a conduit to social responsibility. Artown 2008 took enriching programs and developed community outreach and educational opportunities, several of which were supported through grant funding. Providing access to the arts for the community is a passion for Artown, its board and staff. This year, there were several opportunities for Artown to provide free shows and outreach in an effort to educate and encourage through the arts.

- The theatrical performance of the Nigerian Spam Scam Scam, a two-person play about online scammers and the consequences when someone fights back, provided a unique opportunity for outreach into the senior community. Seniors are one of the groups most heavily impacted by online scams. Through grants, Artown was able to fund a free performance of this educationally amusing play specifically for local seniors.
- Missoula Children's Theatre conducted 20 workshops at local at-risk year round schools, day treatment centers, the Boys and Girls Club of the Truckee Meadows, City Kids and Theatre-Works of Northern Nevada. This opportunity afforded approximately 500 children the opportunity to participate in a professionally conducted theater workshop.
- Hubbard Street Dance Chicago taught 60 local dance students in Master Classes as part of their residency in Reno for Artown.
- Discover the Arts, a free weekday children's art program, introduced 3,400 kids to 20 days of artistic discovery including: Sierra Nevada Children's Choir, Reno's living history, Nevada Museum of Art, theater, puppets, stone paving, Reno Philharmonic Percussion Ensemble, music for little Mozarts, going green art, watercolors, roarin' 20's to the swingin' 60's, world of musical instruments, praise and step dancing, Young Chautauqua, bluegrass and hula dancing.
- The Washoe County Concert Association worked with the Washoe County Schools' music and art programs to put together the first Washoe County Student Art/Music Fusion Festival at McKinley Arts and Culture Center. Teens from high schools in the area auditioned with their bands and submitted artwork to be selected to showcase during this free, all week end event.
- The SPCA came down to the Family Series in Wingfield Park on Monday, July 14 to advertise pet adoptions.
- Circus Circus Hotel-Casino conducted a Future Artists Competition throughout all K-12 area schools. Seven winners were selected from four age categories. Cash prizes totaling \$4,500 were awarded to both the artist and their school's art program for the top three places in each category.

NEXT

Artown 2008 brought everything together. It strengthened our arts industry. It encouraged and fostered civic identity in a way that we couldn't have dreamed of. It enhanced our national image with the tremendous outreach through the numerous national articles about Artown's role in changing the perception of Reno. We believe that the success of this year will continue to grow our arts and cultural climate in an increasingly positive manner.

Artown continues to deliver this message – the arts are alive and thriving in Reno. Artown has clout within the arts community and continually impresses communities much larger than ours with the line-up of talent that has graced our stages, arenas and plazas.

Artown attracts more and more attendees each year—locally, regionally and nationally. Talent seeks us out for an opportunity to be a part of our festival and the community. They remark about the reception they receive and the hospitality given to them.

More importantly, Artown delivers and will build upon the enthusiasm of 2008 into 2009 and beyond.



Rachael Barker's face being painted by Body Masterpieces at McKinley Arts and Culture Center

Artown makes extra effort to snare corporate sponsors

BY PAT PATERA

The languishing economy made it more difficult for Artown to snare underwriters to help cover its million-dollar budget this year.

To offset the expected slump in corporate giving, Artown for the first time created and sold season ticket packages.

And, says Annelise McKenzie, development and finance director, "I put more effort into writing grants."

While that brought some new foundations on board, she says room remains on the roster — and in the budget — for companies to sponsor events.

Sponsorship levels include \$25,000 festival sponsor, \$7,500 event sponsor and a floor of \$5,000.

U.S. Bank, one of eight festival sponsors, this year marks its 10th time on the Artown train. In return, its company logo is imprinted upon every promotional piece produced during Artown's 31-day run.

"We take a lot of pride in supporting the communities in which we operate," says Rob Humphreys, U.S. Bank's Reno-based northern Nevada market president.

And while the company does a spreadsheet on tangible benefits it doesn't disclose those figures.

"A festival sponsor will make well over double that fee in public impressions," says McKenzie.

Northern Nevada Dairymen marks its eighth year as an event sponsor of a specific kids' program, Discover the Arts.

"It's important to give back to the community," says Libby Lovig, vice president of the dairy council. "And we get name recognition. We get to put up banners reminding people to drink milk. Milk and kids go together."

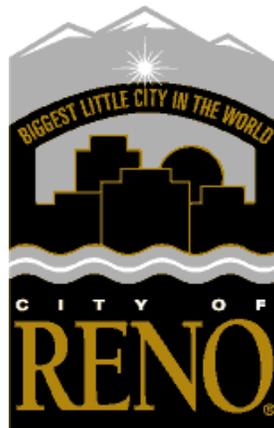
Countrywide Home Loans' logo will also be seen at an Artown event, courtesy of Sue Barry, a vice president at the company's Kietzke branch. It's her fourth year personally sponsoring Missoula Children's Theatre, which comes to Reno from Montana to produce a play starring local children.

Barry says she sponsors to give back to Missoula, her hometown. Her donation covers half the \$10,000 fee needed to fund the troupe.

Reno Special Events Program Manager Cadence Matijevec says the price of gas has not caused a drop in the cavalcade of local festivals. Totalling 125 annually, 80 take place from June through September. Locals choosing to stay put might offset any drop in tourist trips, she says.

"We encourage people to take their vacation at home this year to save gas," says McKenzie. At Artown they can attend, on average, seven free events a day during July. Some 65 percent of Artown events have free admission. — *NNBW staff*

ARTOWN SPONSORS



The City of Reno, Artown's Major Funder

"What a success Artown was this year! Awesome entertainers, huge crowds, wonderful remarks, great movies all created a wonderful month of entertainment. Thanks for all your hard work and dedication to making this a success."

- Peggy Nelson-Aguilar, CPRP, Recreation Supervisor

In the spirit of Artown's mission, which includes fostering the community's civic identity, the City of Reno continues to serve as the principal supporter of the annual festival. For 13 years the City has championed the month long celebration of arts and culture that attracts enthusiastic audiences to the more than 350 events at venues in the downtown core and throughout Reno each July. Through the continued support of the arts and Artown the Mayor, City Council, City Manager and staff demonstrate that a community rich in arts can find unity and thrive.

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

**Cash and in-kind City of Reno Contributions:
\$166,568**

**Additional funds by the City of Reno awarded through cultural grants
for presenters:
\$88,123**

**TOTAL SUPPORT BY THE CITY OF RENO:
\$254,691**

Corporate Contributors

Artown's significant impact on arts and culture throughout Reno would not be possible without the generosity and support of our Festival Sponsors. We are honored to partner with these entities.



Corporate Sponsor Contributions: \$196,950

"Year after year, Artown provides arts and culture experiences for every member of our community to enjoy. As a business that serves nearly everyone in northern Nevada, our sponsorship of Artown is an unbeatable investment."

- Karen Ross, Community Relations Manager, Sierra Pacific Power

Foundations and Government Agencies

The philosophy of raising the quality of life for all through arts and education isn't exclusive to Artown. The following valued foundations and government agencies share that belief:

Bretzlaff Foundation
Carol Franc Buck Foundation
Chartrand Foundation
E.L. Cord Foundation
Gabelli Foundation
John Ben Snow Memorial Trust
Lemelson Education & Assistance Program
Leonette Foundation

National Endowment for the Arts
Nevada Arts Council
New England Foundations for the Arts
Reno Gazette-Journal Foundation
Robert Z. Hawkins Foundation
Terry Lee Wells Foundation
Thelma & Thomas Hart Foundation
Union Pacific Foundation

"Charles Schwab Bank is thrilled to have been a co-sponsor of the Monday night concert Series at Bartley Ranch. It was an absolute pleasure to promote the Arts in our community and attend these performances; to be captivated by the energy and passion of each highly talented art."

- Kyle Whaley, Director Clients Services, Charles Schwab Bank

Foundations and Government Agency Support and Funding: \$284,254

Individual Event Sponsors

Each year event sponsors make it possible for the community to experience world-class events featuring national and international artists during the Artown celebration. Artown extends its gratitude to the following businesses, foundations and individuals:

Andrew Bird

Grand Sierra Resort and Casino
KTHX 100.1 FM

Art Walk

Reno News & Review

Artown After Dark

Fitzgerald's Casino/Hotel Reno

Closing Night

Friends of Artown
Terrible's Sands Regency Casino Hotel

Discover the Arts

Chartland Foundation
Lemelson Education and Assistance
Program
Northern Nevada Dairymen

Opening Night

City of Reno Arts and Culture Commission
Friends of Artown
Harrah's Reno Casino and Hotel
RenoTahoeMoms.com
John Ascuaga's Nugget
Macy's West

Hubbard Street Dance Chicago

Fitzgerald's Casino/Hotel Reno
New England Foundation for the Arts

Family Series

Circus Circus, and MGM Mirage Company

* Pianos sponsored by Steinway and Sons

John Ben Snow Memorial Trust

Renown Health

RenoTahoeMoms.com

Thelma and Thomas Hart Foundation

Jazz at Lincoln Center Orchestra with Wynton Marsalis

KOLO 8 News Now

Grand Sierra Resort and Casino

University of Phoenix

Mandy Patinkin in Concert with Paul Ford on Piano

Harrah's Reno Casino and Hotel

Northern Nevada Medical Center

KRNV News Channel 4

Missoula Children's Theatre

Countrywide Home Loans

The Leonette Foundation

Monday Night Music Series

Charles Schwab Bank

Northern Nevada Toyota Dealers

Robert Z. Hawkins Foundation

Washoe County

The Money Conversation

Hosted by UNR, Reno Theater Department

The Nigerian Spam Scam, Scam

Reno Gazette-Journal Foundation

Terry Lee Wells Foundation

Artown Produced Event Sponsor Cash Contributions: \$79,483

Artown Produced Event In-Kind Contributions: \$83,365

Artown Produced Event Ticket Sales: \$148,202

Additional Contributions - Cash and In-Kind

Additional Contributions (Anonymous, Rockin' Docs): \$24,582

In-Kind Value of Contributions (Excluding Media and Events): \$32,734

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:



- Production of 3, :15 second sponsor/branding commercial recognition spots
- 88 total sponsor/branding spots running 6/2 - 7/31
- Production and editing of 5-minute Artown promotional DVD
- Internet Banner and link on KOLO website at 90,000 impressions
- Wynton Marsalis sponsorship included: :15 and :30 PSA production and 114 spots ran from 6/22 - 7/5
- On-air news mentions ranging from 4 - 15 seconds
- Shed provided by Lenox Barns
- Total of 15, :15 second and :30 second spots for Hubbard Street Dance Chicago
- Agency discount applied to media buy schedule
- 25 of on-air interviews during "Daybreak" Morning Show

Investment: \$6,437

Total Media Value: \$96,956

Total In-kind Contribution, Value and Savings: \$90,519



- Full page full color Festival Announcement ad
- 11, 3 col. X 6" full color ads for Hubbard Street Dance Chicago, Wynton Marsalis, Mandy Patinkin and Andrew Bird
- Four, quarter page full color ads in Best Bets for Hubbard Street Dance Chicago, Wynton Marsalis, Mandy Patinkin and Andrew Bird
- Full page full color Thank You ad
- 11, 6 col. X 5" full-color run of paper and Best Bet ads
- 25,000, 40-page full-color Artown 2008 programs
- Packaging and distribution of 20,000 Artown programs with the July issue of Reno Magazine
- 100,000, 72-page full-color 2008 Little Book of Artown
- 40,000 Little Book of Artown inserted into home-delivered newspapers
- 100,000 banner impressions on RGJ.com
- 100,000 :15 second streaming video impressions on RGJ.com
- 3 e-mail blasts sent to RGJ's Entertainment List of 33,000 subscribers for Festival Announcement, Hubbard Street Dance Chicago and Wynton Marsalis
- 100,000 skyscraper impressions on GoToRenoTahoe.com Entertainment Page
- Design and production of programs for Mandy Patinkin and Hubbard Street Dance Chicago performances
- Opening Night Sponsorship included:
 - o 7 adscape ads, run of paper and one placement in the Neighborhood section
 - o RGJ.com 20,000 impression banner ad run of space
 - o RenoTahoeMoms.com 10,000 impression banner ad run of space
 - o RenoTahoeMoms.com newsletter banner ad placement e-mailed to 5,000 registered users twice
- Family Series Sponsorship included:
 - o 4, 20" ads run of paper the Saturday prior to the performance
 - o 4, 20" ads run of paper in the Neighborhoods section
 - o 1/3 page, full-color ad in the July/August issue of Reno Magazine
 - o RGJ.com 50,000 impression banner ad run of space the entire month of July
 - o RenoTahoeMoms.com 20,000 impression banner ad run of space the entire month of July

Investment (includes Agency Discount Applied): \$57,263

Total Media Value: \$549,679

Total In-kind Contribution, Value and Savings: \$492,416

MEDIA BUY AND ADDITIONAL IN-KIND SUPPORT

Due to the generous support for our community media partners, Artown messages reached an even larger audience.

KRNV Channel 4

- Production of Hubbard Street Dance Company spot
- Production tag for Mandy Patinkin spot
- 23, :30 KRNV spots
- 25, :30 KRNV Weather Plus spots and L-Bar Logo
- 25, :30 LATV spots (LATV is KRNV's HDTV Hispanic station)
- KRNV.com commercial pre roll
- KRNV Morning Show Finley Facts Ticket Giveaways, July 7-11

Investment: \$0

Total Media Value: \$6,369

Total In-kind Contribution: \$6,369

KTVN Channel 2

- Total of 25, :30 second spots for Mandy Patinkin
- Agency discount applied to media buy schedule

Investment: \$2,142

Total Media Value: \$2,520

Total In-kind Contribution: \$378

FOX Channel 11

- Total of 17, :15 second and :30 second spots for Hubbard Street Dance Chicago
- Agency discount applied to media buy schedule

Investment: \$1,658

Total Media Value: \$1,950

Total In-kind Contribution: \$292

SNCAT

- Production, tapping and broadcast of 11 Artown events, a total of 36 times on City of Reno channel 13

Performance	# of times Broadcast
Opening Night	2
Sweet Vibrations: Squeek Steele, Ragtime & Beyond	4
Monday Night Music Series: Ebony & Ivory	3
Monday Night Music Series: Peter and the Wolf	3
Dancing in the Park: Creative Performing Arts Center	4
AVA Ballet: Vortex	3
Dancing in the Park: Inner Rhythms	3
Compression! Controlled Burn	3
Family Series: Brundibar	3
Monday Night Music Series: Steinway Series Scholars	4
Monday Night Music Series: CeCe Gable	4

- Display of Artown daily calendar of events on channel 13
- Interviews on "Curtain Call," with Bob Carroll and Sharon Spangler for City of Reno program update

Investment: \$0

Total Media Value: \$27,188

Total In-kind Contribution: \$27,188

Reno-Tahoe Radio / WILKS Broadcasting

Radio stations: KRZQ 100.9 FM, KTHX 100.1 FM, KURK 92.9 FM and KJZS 92.1 FM

- Production of :60 second spot for The Money Conversation
- Production of :60 second spot for Nigerian Spam Scam Scam
- 326, :10 second and :60 second spots promoting Artown, Wynton Marsalis, Mandy Patinkin, The Money Conversation, Nigerian Spam Scam Scam and Andrew Bird
- 80, :10 second traffic/program sponsorships between all four stations
- Inclusion as X-Night at Nevada Museum of Art sponsor in June
- Distribution of Artown Little Book at station remotes and events
- Public service radio interview aired on all stations within the network
- Sara Juli interview
- On-air interview and live performance by March Fourth Marching Band
- Andrew Bird Sponsorship including:
 - o KRZQ :60 second spot schedule to promote Andrew Bird
 - o KTHX :60 second spot schedule to promote Andrew Bird
 - o Production of :60 second spot for Andrew Bird
 - o Traffic sponsorship
 - o X-Night at Museum sponsorship July
 - o Website placement and event inclusion
 - o On-air ticket giveaways, 5 pairs

Investment (includes Agency Discount Applied): \$6,596

Total Media Value: \$27,355

Total In-kind Contribution: \$20,759

Citadel Communications

Radio stations: KKOH 780 AM, KNEV 95.5 FM

- 70, :10 second and :60 second spots on KKOH-AM for Festival Announcements, Wynton Marsalis and Mandy Patinkin
- 24, :60 second Festival Announcement ads on KNEV-FM
- Public service radio interview

Investment (includes Agency Discount Applied): \$2,470

Total Media Value: \$3,295

Total In-kind Contribution: \$825

Reno Radio Representatives

Radio stations: KRNV 106.9 FM, KLCA 96.5 FM, KZTQ 97.3 FM, KODS 103.7 FM, KWNZ 93.7 FM, KBZZ 1270 AM

- 54, :60 second spots on KLCA-FM for Festival Announcements and Mandy Patinkin
- 56, :10 second and :60 second spots on KRNO-FM for Festival Announcements and Wynton Marsalis

Investment (includes Agency Discount Applied): \$2,470

Total Media Value: \$3,295

Total In-kind Contribution: \$825

KUNR 88.7 FM

- 176, :15 second announcements promoting Artown, Wynton Marsalis, Mandy Patinkin and The Money Conversation
- 48, :60 second to 2-minute Arts Calendar broadcasts

Investment (includes Agency Discount Applied): \$1,751

Total Media Value: \$7,060

Total In-kind Contribution: \$5,309

Lotus Radio

Radio stations: KOZZ, KDOT, KUUB, ESPN

- 14, :10 second Festival Announcements on KOZZ-FM
- Public service radio interview

Investment (includes Agency Discount Applied): \$417

Total Media Value: \$1,310

Total In-kind Contribution: \$893

Capital Public Radio

Radio stations: KXJZ 90.0 FM and KXPR 88.9 FM

- 14, :10 second Festival Announcements on KOZZ-FM
- Public service radio interview

Investment (includes Agency Discount Applied): \$417

Total Media Value: \$1,310

Total In-kind Contribution: \$893

Reno News & Review

- Sponsorship of the Art Market
- Full page, full color festival announcement ad
- 10, 1/4 page full-color ads for Hubbard Street Dance Chicago, Wynton Marsalis, The Money Conversation, Andrew Bird and Nigerian Spam Scam Scam

Investment (includes Agency Discount Applied): \$5,250

Total Media Value: \$13,802

Total In-kind Contribution: \$8,552

Washoe Family

- Full page ad in July issue mailed to Washoe County student households

Investment: \$0

Total Media Value: \$2,395

Total In-kind Contribution: \$2,395

Reno Passport

- Social media outreach on Sara Juli and Andrew Bird
- Social networking ticket promotion

Investment: \$0

Total Media Value: \$1,500

Total In-kind Contribution: \$1,500

Sacramento News & Review

- Two, quarter page full color Festival Announcement ads

Investment (includes Agency Discount Applied) : \$1,638

Total Media Value: \$2,960

Total In-kind Contribution: \$1,322

Festivals of Tahoe

- Half page full color Festival Announcement ad

Investment (includes Agency Discount Applied) : \$1,140

Total Media Value: \$1,900

Total In-kind Contribution: \$760

Festivals of Tahoe

- Production of :15 second and :30 second video segments
- Thirty second video segment airing a minimum of 1x per 90min on Lake Tahoe Visitor Net work
- Thirty second video included in 'Get Out! Tahoe' weekly rotation
- High-frequency banner ad in rotation on Lake Tahoe Visitor Network
- Online tile ad rotation on Tahoetopia.com
- Web video segment featured on tahoetopia.com and tahoetv.tv
- Web video conversion, player and hosting, for use on client website
- Final edited video segments will be licensed for use by client
- Video News Release Production/Distribution prior to Artown Opening

Investment: \$3,100

Total Media Value: \$5,985

Total In-kind Contribution: \$2,885

TOTALS: MEDIA SPONSOR, BUY AND ADDED VALUE

Investment: \$92,749

Total Media Value: \$756,829

Total In-kind Contribution: \$664,080

check it out



ALL ITEMS WRITTEN BY JILLIAN QUINTOS

Nevada's Cultural Woodstock

Reno's month-long **Artown** celebration has been called the most comprehensive arts festival in the country. From July 1 to 31, more than 350,000 spectators will judge for themselves and sample culture in all its forms—visual, performing, and humanities—during more than 300 events. Headliners include Ringo Starr, Wynton Marsalis, Mandy Patinkin, Andrew Bird, Hubbard Street Dance Chicago, Missoula Children's Theater, and the *très chic* Coeur D'Alene Art Auction. renoisartown.com, 775-322-1538

Grand Sierra Resort

HEADLINERS/
SPECIAL EVENTS
Jazz at Lincoln Center
Orchestra w/Wynton
Marsalis, July 5
Beers of the World, July 12
Mike Ness, July 12
Andrew Bird, July 16
Dinner w/California
Winemakers, Aug. 2
Michael McDonald, Aug. 15
Terry Fator, Aug. 23
775-789-2285
grandsierraresort.com

Artown Festival

July 1-31
775-322-1538
renoisartown.com

An Americana Celebration

July 5
11 performing artists including
fiddlers, dancers, music
775-348-4692
nevadabluegrassproject.org

"Vortex"

July 13-14
Rock ballet by A.V.A.
Ballet Theatre
775-762-5165
renoisartown.com

2008 ARTOWN EXPOSURE

PRINT PUBLICATIONS

Alameda Times-Star
Allen Park/Melvindale Sunday News Herald
Anchorage Daily News
Asbury Park Press
Associated Press
Daily Sparks Tribune
Deseret News
Elko Daily Free Press
Family Pulse
Festivals of Tahoe
Flat Rock/Gibraltar/Rockwood Sunday News Herald
Generation Boomer
Las Vegas Review-Journal
Lincoln Park/Ecorse/River Rouge Sunday News Herald
Mail Tribune
Nevada Home
Nevada Magazine
North County Times
North Lake Tahoe Bonanza
Northern Nevada Business Weekly
Press & Sun-Bulletin
Reno @ Play
Reno Entertainment: Downtown
Reno Presents
Reno Gazette-Journal
Reno Gazette-Journal Best Bets
Reno News & Review
Reno Passport
Reno-Tahoe Visitor 2008-09
Riverview Sunday News Herald
RLife
Rockford Register Star
RV Journal
Sacramento Bee
San Francisco Chronicle
San Jose Mercury News
San Mateo County Times

Senior Spectrum
Sierra Arts Magazine
Sierra Nevada Boomers
Sierra Sun
Somerset Living
Southwest Airlines Spirit
Tahoe Daily Tribune
Taylor Sunday News Herald
The Beaufort Gazette
The Daily Review
The Garden Island
The Modesto Bee
The Napa Valley Register
The News Tribune
The News-Review
The Oakland Tribune
The Olympian
The St. Augustine Record
The Tampa Tribune
The Weekly
Travel Weekly
Trenton Sunday News Herald
Tribune Chronicle
Tri-Valley Herald
Tuckerton Beacon
VIA
Washoe Family
West Hawaii Today
Western RV News & Recreation Guide
Woodhaven/Brownstown Sunday News Herald
Wyandotte Sunday News Herald

BROADCAST MEDIA

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KRNV TV Channel 4 News
KTVN TV Channel 2 News
KUNR Radio
KNPR Capital Public Radio
KGO

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krnv.com
ktvn.com
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Mercurynews.com
NevadaAppeal.com
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puretahoenorth.com
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Renosparkschamber.org
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sacticket.com
sfgate.com
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Sierrasun.com
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tahoebest.com
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tahoeguide.com
tahoethisweek.com
Tahoe-world.com
virtualtahoe.com
visitrenotahoe.com

TOTAL 2008 MEDIA COVERAGE CIRCULATION & VALUE

Total Reach: 27,201,321

Total Value of Media Coverage (Advertising Equivalency): \$1,909,178

Spirit

SOUTHWEST AIRLINES

07/08

RENO, NEVADA Artown

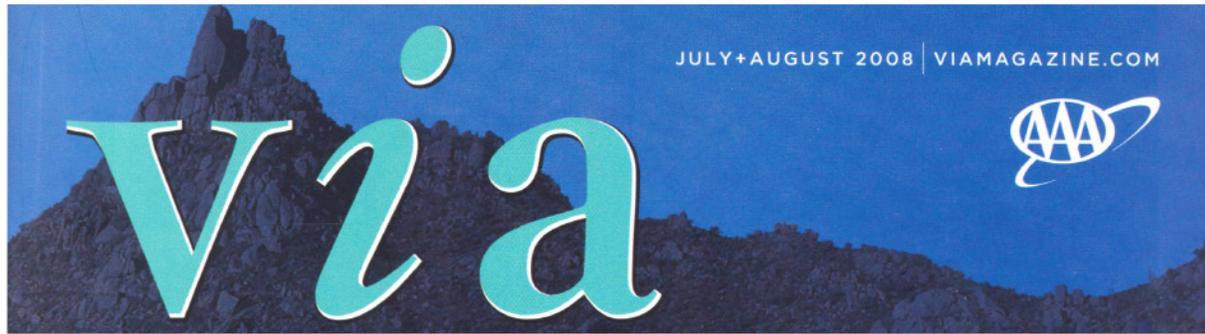
Think Reno's culture consists solely of blackjack tables and poker chips? Think again—then get ready for classic movies, award-winning music, and a kite festival. At Artown, the city's annual cultural event, more than 350,000 people gather throughout the month of July to enjoy art, music, movies, and food. After watching marching bands, floats, and performers weave through the downtown streets during the Fourth of July Parade, you can load the kids with hot dogs, watermelons, and apple pie and head to Wingfield Park to watch the musical *Yankee Doodle Dandy*. Check out headliners like the jazz at Lincoln Center orchestra and Grammy-winning musician Wynton Marsalis at the Grand Sierra Resort's Grand Theatre on the 5th, and Emmy winner Mandy Patinkin (best known as the swordsman Inigo Montoya from *The Princess*



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 RENO, NEVADA ARTOWN, renoarttown.com	2	3 ADDICKS, TEXAS Kaboom! Town 2008, addickstexas.net	4 WINTERHAIL, DELAWARE www.winterhail.org	5

IN-KIND, PRESENTERS, INDIVIDUALS AND ORGANIZATIONS THAT CONTRIBUTED TO THE SUCCESS OF THE FESTIVAL

A. Carlise	Holiday Inn	Advisory Board	St. Ives Florist
A.V.A. Ballet Theatre	Holland Project	Northwest Reno Library Gallery	St. Mary's Art Center
A2N2/ Artslaves	Holly Waltz Watkins	Olsen & Associates	Statewide Lighting Parking Lot
Ageless Repertory Theater	Hug High School Theater	P.L.A.N.	Steinway Piano Gallery
Alf Sorensen Community Center	Idlewild Park	Pacific Exchange Productions	Steinway Youth
American Linen Supply	InnerRhythms Dance Theatre	Patricia Sherer	Steve Bloom
Anne Marie	International Film Series	Petfolio Magazine	Stremmel Gallery
Argenta	International Folkloric Ballet	Pioneer Center for the	Studio on 4th
Art Access Gallery at the Lake	Island Down Stream from	Performing Arts	Taiko Drummers
Mansion	Wingfield Park	Portrait Society of Reno	The Summit
Artisans Fairtrade	Ivy Antonowitsch	Rancho San Rafael	The Wilbur D. May Museum
Artouring	Jan Selleck	Reno Blues Society	TheatreWorks of Northern
Autism Coalition of Nevada	John Asquaga's Nugget	Reno Celebrates America	Nevada
Back in Time Kids	John Ben Snow Memorial Trust	Reno Chamber Orchestra	Tiffany Mayorga
Barnes & Noble Booksellers	Art Gallery	Reno Dance Company	Tim Jones
Bartley Ranch	Kaulana Na Pua O Hua	Reno Downtown Ballroom	TMCC Dandini Campus
Bartley Ranch - Brick House	Kia Saunders	Reno Events Center	Auditorium
Forrest Bietz	Bill Kolton	Reno Jazz Orchestra	TMCC Redfield Performing
Black Rock Dance Company	KRNV Channel 4	Reno Little Theater	Arts Center
Black Rock Press	La Bussola	Reno Municipal Band	TOCCATA
Brown Eyes Theater	Lady Jill Mueller	Reno News & Review	Tom Drakulich
Bruka Theatre	Lake Mansion	Reno Passport	Trinity Episcopal Church
Bryan Houck	Lakeside Community Church	Reno Philharmonic	Truckee Meadows Community
C.J. Walters	Larry D. Johnson	Reno Philharmonic Guild	College
Calvary Baptist Church	Latimer Art Club	Reno Pops Orchestra	Truckee Meadows Quilters
Center for Plastic Surgery led by	Lavender Ridge	Reno Portrait Society	Truckee River Walk
Dr. Louis Bonaldi	Laxalt Auditorium	Reno Silver Dollar Chorus	Truthseeker Productions
Chocolate Bar	Lazy 5 Regional Park	Reno Sparks Convention Center	University of Nevada, Reno
Choozi Entertainment, LLC	Lenox Barns	Reno Tahoe Radio	UNR Church Fine Arts
Christine Tuohy	Lord Fitzgeralds room,	Reno Urban Forestry Commission	UNR College of Liberal Arts
Circus Circus Mezzanine	Fitzgerald's Casino & Hotel	Reno-Tahoe International Airport	UNR School of the Arts
City of Reno	Mark Simons	Renown Regional Medical Center	Victorian Square, Sparks
City of Reno Youth City Council	Masterworks Chorale	River School	Vocal Art Works
City Plaza	Matin Holmes	River Walk Merchants	VSA Arts of Nevada
Collin Ross	Mayberry Farm	Riverside Artist Lofts	Washoe Arc
Connections Gallery	McCarran Mansion	Rlife	Washoe County Concerts
Controlled Burn, Inc.	McKinley Arts & Culture Center	Robert Ince Jewelers	Association
Creative Performing Arts Center	Men Wielding Fire	Robert Z. Hawkins Amphitheater	Washoe County Library
Dean Burton	MetaVision	RSCVA	Downtown Reno
Digital Mixed Media Studios	Metro Gallery - City Hall	Sands Regency Pool	Washoe County Regional Parks
Eileen Fuller	Miguel Ribera Park at Neil Rd.	Mark Sexton	& Open Space
Elaine Bard	Montage Sales Gallery	Shanti Shanti	Washoe Family Magazine
Eldorado Hotel and Casino	National Automobile Museum	Shaun Griffin	Water & Rails, Inc.
Showroom	(The Harrah Collection)	Sierra Arts	West Street Urban Market
eNvision	Neil J. Redfield Proscenium	Sierra Nevada Balalaika Society	Wild Horse Children's Theater
Event Services, Inc.	Theater	Sierra Nevada Ballet	Wild River Grille
Fascinating Rhythm Studios	Neil J. Redfield Studio Theater	Sierra Nevada Children's Choir	Wildflower Village
First United Methodist Church	Nevada Bluegrass Project	Sierra Nevada Guitar Society	William Downie
Fleischmann Planetarium &	Nevada Museum of Art	Sierra Restroom Solutions	Wing & A Prayer Dance
Science Center	Nevada Office Machines	Sierra Watercolor Society	Company
Food Bank of Northern Nevada	Nevada Opera Association	Silver Sage Artists	Wingfield Park
For the Love of Jazz	Nevada Reperatory Company	SNCAT	Word of Life Ministries, Inc
Friends of Washoe County Library	Nevada Stamp Study Society	Somerset	yART SALE
Grand Theatre at the Grand	New Tahoe Company	Southside School	Youth Artworks
Sierra Resort	Nightingale Concert Hall	Spanish Springs Library - Washoe	Zazpiak Bat Reno Basque Club
Great Basin Young Chataqua	North Valleys Regional Park	County Library System	
Hickman Brass	Northgate Park	Sparks Florist	
Historic Reno Preservation Society	Northwest Neighborhood	Sparks Library	



Does Vegas make your head spin?
Odds are you're ready for a trip
to Nevada's hardest-working city.

Awful fun, awful cheap Reno

Hapless at blackjack, hopeless at the penny slots, I'd managed to salvage enough silver from assorted casinos to cover the cost of a midnight snack. Never mind that the "snack" was half the size of Nevada and the time was actually 3 a.m.

Outside, the streets of downtown Reno slumbered. But inside the Nugget Diner, a greasy spoon stuck in another era, a lively crowd had gathered at the bright red counter, all of us banking on the city's surest bet. I was squeezed between a trucker and a fellow tourist, inhaling secondhand smoke and hankering for first-hand cholesterol, when a line cook called my lucky number. Out popped the jackpot: the Awful Awful, a mountainian burger on a giant bun, plopped atop a towering mound of fries.

A Nugget specialty for decades, the Awful Awful ("awful good, awful cheap") costs \$5.50 and serves as a kind of civic emblem—as unpretentious and reasonably priced as the city itself. As Reno's moniker suggests, the Biggest Little City in the World takes pride in its modest stature. No mock-ups of Manhattan scrape its skyline. No faux Eiffel Towers rise from its resorts. Unlike Las Vegas, where a burger with black truffles fetches \$120, Reno has forsaken excessive grandeur. Its waterfalls are real, its prices affordable. Instead of imitating other places, Reno stakes its reputation on being itself: an easygoing city where the lights don't always dazzle and the attitude is always down-to-earth. "I think Reno has realized that it can't really be another Vegas, and that it doesn't want to be," says Guy Clifton, a reporter for the *Reno Gazette-Journal* and

BY JOSH SENS Photography by Melissa Barnes



JULY+AUGUST 2008 45

GREAT GETAWAYS

author of *You Know You're a Nevada! If...*, a collection of musings on the nature of his home state.

Surpassed today in spectacle by the glitz of the Las Vegas Strip, Reno began bustling before Sin City was a twinkle in Bugsy Siegel's eye. Its location at the base of the Sierra, sliced by the Truckee River, made it a vital stop for Gold Rush-era fortune seekers from California headed for the Comstock Lode.

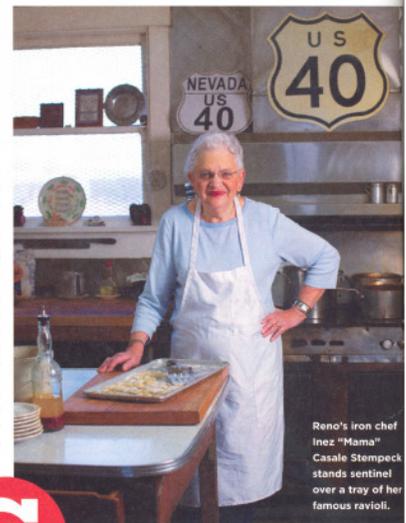
Though it has grown in recent years to a population of just over 200,000, Reno remains shaped by its surroundings. Its dramatic setting has inspired another nickname: America's Adventure Place. Hiking, biking, and horseback trails abound in the sagebrush flatlands and the forested foothills rising toward Lake Tahoe. A restored Riverwalk District, filled with cafés and boutiques, flows through downtown Reno and overlooks the Truckee River and its Whitewater Park, a 2,600-foot-long stretch of river that's ideal for safe excitement. In Vegas, gondoliers will glide you along indoor canals; in Reno, you can rent a kayak or an inner tube and ride Class III rapids in the fresh air.

For first-class cowboy culture, head to Fourth Street, with stores including D Bar M (get your silver belt buckles, boots, and spurs) and down-home restaurants such as Big Ed's Alley Inn, housed in an old brick building and staffed by no-nonsense types.

In Reno's early days, Fourth Street was actually Highway 40, a coast-to-coast road that ran from Atlantic City to San Francisco. But by the mid-1970s, Interstate 80 had siphoned off its traffic, and businesses languished on the once thrumming route. The hardest survivors are now cherished landmarks, like Casale's Halfway Club, an Italian restaurant run by 81-year-old Inez "Mama" Casale Stempel, whose parents built the place in 1937. A jukebox plays Sinatra standards and nothing on the menu goes for more than 13 bucks.

"You can't stop time," Mama told me, standing in the kitchen doorway, white apron matching her white hair. "Everything changes." Except her recipe for house-made ravioli and meatballs. She's been fixing the dish the same way—slathered in a garlic-rich tomato sauce—for more than 50 years.

Mama Casale was right, of course. Reno has evolved. Condominiums have sprouted along the spruced-up riverfront, and the city has acquired touches of urban chic. An underground arts scene has found expression in hipster galleries such as La Bussola, which sells clocks and jewelry fashioned from recycled metal. Java Jungle Vino and other cafés have open-mike nights, while the cozy, respected Brūka Theatre turns an even brighter spotlight on community thespians and playwrights.



Reno's iron chef Inez "Mama" Casale Stempel stands sentinel over a tray of her famous ravioli.



urpassed today in spectacle by the glitz of the Las Vegas Strip, Reno began bustling before Sin City was a twinkle in Bugsy Siegel's eye.

Then there's Artown. For the past 13 years, Reno has played host to this monthlong July festival, which draws leading names in the visual and performing arts, from accomplished local quilters to Grammy-winning singer Dianne Reeves. And most events are free.

Gambling isn't. Casino odds are as bad in Reno as anywhere else. But whereas Vegas table minimums often start at \$10, Reno remains a holdover for old-school games like Sic craps and penny slots. What's more, where dealers in Vegas burn through

●●● If you're going . . .

Pick up the *Northern California & Nevada TourBook* and *Reno* map. For more information on attractions and events in the area, contact the Reno-Sparks Convention & Visitors Authority at (800) 367-7366 or check out visitreno.tahoe.com. All telephone numbers are area code 775 unless noted.



TO DO AND SEE

Artown Runs through the end of July. Performances by Ringo Starr and Wynton Marsalis; multiple venues. 322-1538, renoartown.com. **Brūka Theatre** 99 N. Virginia St., 323-3221, bruka.org. **National Bowling Stadium** The Taj Mahal of tenpins. 300 N. Center St., 335-8800. **Nevada Museum of Art** More than 2,000 permanent works. 160 W. Liberty St., 329-3333, nevadaart.org.

Then there's Artown. For the past 13 years, Reno has played host to this monthlong July festival, which draws leading names in the visual and performing arts, from accomplished local quilters to Grammy-winning singer Dianne Reeves. And most events are free.

FRIENDS OF ARTOWN

The generous support of the many Friends of Artown provides essential funding for the arts, helps educate students and brings extraordinary art, cutting-edge performances, emerging and national artists and productions to Reno. Artown would like to thank the following individuals for taking personal ownership in the festival and for helping to promote and foster the community's arts and inspire thousands. This year Friends of Artown sponsored our Opening and Closing Night celebrations; two of the largest attended events in Wingfield Park over the history of the festival. Artown garnered an increase of 21% in this individual giving program over 2007. Thank you for being our Friends:

Hall of Fame

Heidemarie Rochlin

Benefactor

Model Dairy

Soul Mate

Altmann Family

Mary Connolly

Fred and Margaret DiRienzo

Daniel Norem

Paula Smith-Dermody

Phil and Jennifer Satre

Best Friend

John Prichard and Pamela

Belknap

Daryl Drake in Memory
of Tom Outland

Jane Townley and

Jeffrey N. Gingold, MD

Kathleen and Fernando Leal

Twentieth Century Club

Mary Weneta

Ellen Winograd & Gerald Willis

Year Round Friend

Dave and DeLores Aiazzi

Julie Ardito

Bruno and Edna Benna

Eric and Sheri Boyden

Marcy and Scott Jordan

Dr. James Lynch

Brooks and Diane Mancini

Jennifer and Ken Mannix

Stremmel Gallery

Claude Van Marter

C.J. and Larry Walters

Companion

Ronald and Madeline Ackley

Joanne Blystone

Pat and Johnna Cashill

Leslie and James Dahm

Christine and Wally Fey

Nicholas Frey

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Peggy and Thomas Hall

Jim and Mary Ann Kidder

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Deborah Brown

Gaia Brown

Lois and Steven Brown

H. Treat and Patricia Cafferata

Barbara Day

Thomas Drendel

Larry Engstrom

Barbara and Bob Fox

Jan Franzini

Armida and Alan Fruzzetti

Henry Garell

Kerri Garcia

Debbie Hemingway

David Hill

Daniel Inouye

Kristine Isaacs

Brent and Jessica Johnson

Greg Juhl

Tyson and Monica Kales

Linda Kутten

Susan and Harvey Lee

Rita Malkin

Francine Mannix

Leslie Martin

Sue McDowell

Jim and Lynn Megquier

Colleen Murray

Jo Ann Owens

Carol Parkhurst

V. Robert and Virginia Payant

Margo Piscevich

Steven and Sandra Raas

Steven Schiff

Sharma Spring

Mr. and Mrs. J.D. Stanley, Sr.

Lori Story

Mary Trampus

Valerie Truce

John and Virginia Williamson

Yvonne Wood

Peggy and Peter Zoeters

Pal

Alison and Peter Aker

Adele Andrews

Carolyn Ardalan

Lynn Atcheson

Connie Backes

Katherine Bacon

Lezley Barclay

John and Betty Barker

Monique Baron

Cameron Batjer

Julia Bingham

Deborah Blum

Stephen Buck

Ty and Suellen Cobb

Gary and Betsy Cole

Janet Coombs

Valerie Cotta

Pat Crane

Catherine Cuccaro

L. J. Cutten

Becky Czarnik

Marianne De-Luca

Lorene DeVito

John Drakulich

Anne Elliott

Sharon Engeldinger

Charlie Fettig

Chad, Juliet and Janice Fulton

Biddy Gay

Sharen Georgeson

Bill Glass

Lauren Greenwood

Maxine Harmatta

Duane Heitzig

Noelle Hetz

Marilyn Hewitt

Patricia and Henry Hicks

Joanne Hildahl

Betty Holder

Denise and Fred Howard

Elizabeth Howe

Gail Hurlbut/Slobe

Geneen Hutcherson

Judith Inskip

Linda Jarzynka

Richard Jones

John Kallestad

Ginnie and Bob Kersey

Sandra Ketner

Kris Kingery

Pat and Mike Klos

Paul and Stephanie Lambolely

Robin Lappin

Tony and Loretta Limon

Ann Little

Mindy Lokshin

Krista Benjamin and Scott

Lucas

Teri and Bill McCreedy

Lynn McQuarrie

Stan Mentzer

Laura Moore

Margaretha Nappi

Ronald Newell

Renate Newmann

Tammy Nichols

Lynette Ogulnick

Nettie Oliverio

Jim and Gail Pfrommer

Robert and Kathleen Pyne

Mary Quinn

Sandra Retter

Richard Robbins

Judith Romiti

Frank Rosenberry

Daniel Rosenblatt

Bud and Kathy Schonder

John Schroeder

Ted and Susan Schroeder

Jane Scott

Dianne Severance

Alicia Reban and

John Sherman

Elena Shulman

Frances Smith

Teresa Martin and Barry

Solomon

Nadine Stark Dewitt

Kendra Stevenson

Catherine Stitser

Ron Swope

Sarah and George Thomas

Jennifer and Richard Todd

Katherine Tresidder

John and Anne Marie Utter

Ron Vaught

Debra Waite

Loretta Warner

Jean Wells

Cynthia Widman

Karen and Steve Wiel

Janet Zebrack

Student

Sharon Ashley

Sarah Britt

Donna Clontz

Grace and Bud Fujii

Ike Fujishin

Barbara and Hal Goss

Mary Homer

Patricia and Harold Horsley

Clark Kent

James Kenyon

Brooke Lake

Erin Miskimins

Colin Murray-Watters

Alain Plattner

Joan Shonnard

Bonnie Trimmer

Deborah Vonarx

TOP 5 free events during Artown



Left: The Harlem Gospel Choir will perform on the closing night of Artown, July 31. Above: The Nevada Opera will perform "Brundibar" on July 21 as part of the Family Series.

Artown once again brings its series of free performances to venues throughout the city. More than half of Artown's 350+ exhibits and events are free, so spending time with family and friends is as easy as packing a picnic and selecting an event.

Some of the best events you don't want to miss, in no particular order:

1. Movies in the Park

One of Artown's longest-running and perhaps most popular series Movies in the Park takes over Wingfield Park every Friday night through July. As the sun goes down the crowds come out for the theatrical lineup of "Yankee Doodle Dandy," "The Man Who Shot Liberty Valance," "The Lion King" and "Vertigo" all on the big screen under the stars.

2. Monday Night Music Series

Join Artown each Monday night at 7:30 p.m. at the Robert Z. Hawkins Amphitheater. The series kicks off on July 7 with Rhythm and Ragtime featuring Ebony & Ivory, followed by Reno Pops and the Case of the Missing Crown on July 14, Steinway Series Scholars on July 21 and CeCe Gable on July 28.

3. Art Paws in the Park

It's a great day to be a dog owner. At 10 a.m. on Sunday, July 20, Artown art and animals get together with more than 50 pet-friendly vendors, artists and canine games. Stop by the pet psychics, play with other pups and sample the latest pet fashion, treats and delicacies.

4. Family Series

Artown's Family Series takes place every Monday

night at 7 p.m. in Wingfield Park located along the Truckee River in downtown Reno and showcases a variety of exciting performances. The series includes Hudson Vagabond Puppets with "Peter and the Wolf" on July 7, the International Folkloric Ballet Company performing traditional dances of Mexico and Spain in July 14, Nevada Opera's "Brundibar" on July 21, and "Mudfire" on July 28.

5. Dancing in the Park

Experience an evening of original contemporary dance works, many which have been newly choreographed in 2007-2008, as dance troupes Wing and a Prayer Modern Dance Company, Creative Performing Arts Center, Black Rock Dance Company and Inner Rhythm Dance Theater stage performances every Thursday night at 8 p.m. at Wingfield Park in downtown Reno.

And one more, just because:

Closing Night draws the festival to a close at 8 p.m. at Wingfield Park with the world famous Harlem Gospel Choir. Sharing its message of love, peace and harmony with thousands of people from various nations, backgrounds and cultures, this incredible ensemble strives to make the world a more loving and peaceful place.

For schedule details or to request a FREE copy of the Little Book of Artown, call (775) 322-1538.

FREE

WEEK OF JULY 27-31, 2008

RENO@PLAY

powered by **reno.com**

TRAVEL WEEKLY

THE NATIONAL NEWSPAPER OF THE TRAVEL INDUSTRY JULY 7, 2008

ARTS AGENDA

Symphonies, self-portraits among summer season highlights

By Alvin H. Bell

It's music, music, music all over the world with prominent symphony orchestras, dance companies and leading artists on festival tours. Major museum exhibits focus on historic works and leading artists.

Domestic

Atlanta — Some 200 photographs are on display through Oct. 5 in the High Museum of Art exhibition "Road to Freedom: Photographs of the Civil Rights Movement, 1954-1968."

Boston — The work of a leading contemporary sculptor is featured in "Anish Kapoor: Past, Present, Future" at the Institute of Contemporary Art through Sept. 7.

The Museum of Fine Arts Boston ignites the career of a noted American artist in "Winslow Homer: American Scenes," on view through Dec. 7.

Chicago — The Chicago Architecture Foundation exhibits "Some With Dishes, One With Love: Sustainability in Our Homes" runs through Sept. 5.

The Museum of Contemporary Art through Sept. 21 looks at the latest paintings as well as before and after sculptures from Jeff Koons in an eponymous exhibition.

Indiana Hoik, Wye — Leading classical artists blend into a musical setting for the annual Grand Teton Music Festival through Aug. 16.

Lake Tahoe, Nev. — The famed Harbor State Park along the eastern shore of Lake Tahoe provides a bucolic setting for the annual Lake Tahoe Shakespeare Festival from July 10 to Aug. 17.

Lenox, Mass. — The famed Tanglewood Festival, with the Boston Symphony in residence, runs through Aug. 31. Joshua Bell, Renee Fleming, Yo-Yo Ma and James Taylor are among the performers scheduled to appear this summer.

Los Angeles — The Museum of Contemporary Art Los Angeles looks at the work of a leading South African artist in "Marlene Dumas: Meaning Your Own Game" through Sept. 22.

New York — Even if you've been to Niagara and Victoria Falls, you won't want to miss the New York City Waterfalls, artist Clark Johnson's four, 50- to 120-foot waterfall installations along the city's waterfront, visible from 7 a.m. to 10 p.m. daily through Oct. 13. The New York Water Taxi, departing from the South Street Seaport, offers boat trips viewing each waterfall. Cruise Line is also offering special sailings.

The Metropolitan Museum of Art exhibition "Art of the Royal Court: Treasures in Paris Done from the Palaces of Europe," through Sept. 21, features more than 170 precious works of art in carved stone from the Renaissance to the early 19th century. "Dish: Painting and Film" at the Museum of Modern Art through Sept. 15 explores the relationship between the artist's paintings and film. In addition to more than 150 works by Dalí, a three-part program of 150 films accompanies the exhibition.

In "Picasso's 'Vermeer Revisited,'" the Peck Collection brings together three new paintings by the renowned artist alongside panels showing Henry Clay Frick's evolving interest in the artist.

The Neue Galerie focuses on a major work by a leading German Expressionist in "Max Beckmann: Self-Portraits" from July 24 to Sept. 1. Accompanying the portrait are other Beckmann works as well as portraits and self-portraits of the period by such artists as Otto Dieck and George Grosz.

The performing arts are in full swing at Lincoln Center with the Lincoln Center Festival running through July 27 and Midsummer Night Swing from July 8 to 26.

The 52nd Street Y features jazz in July from July 22 to 31, and New York's City Center presents "Diana Vreeland," starring Jane Krakowski and Sena Jeyya, through July 27 as the summer season attraction of its popular Evening series.

New Orleans — Three stages at the Old U.S. Mint will reverberate with traditional and contemporary jazz from July 31 to Aug. 5 at the Satchmo Summer Fest.

Park City, Utah — The Deer Valley Festival, held mainly at the Deer Valley amphitheater from July 19 to Aug. 15, is the summer home of the Utah Symphony and Utah Opera and includes performances by the Mormon Tabernacle Choir and Gladys Knight.

Reno, Nev. — The city is an



Richard Dancow Dance Chicago will perform in Reno, Nev., during the eighth International Arts Festival.

Artson every day this month with cultural events of every kind, some 150 in all, held in downtown Reno during the annual, month-long festival. Attractions include Hubbard Street Dance Chicago, Moody Pops and Ringo Starr.

Saratoga, N.Y. — Among the major attractions at the Saratoga Performing Arts Center's annual festival through Aug. 24 is the appearance of the New York City Ballet from July 6 to 26.

Stockbridge, Mass. — With the presidential campaign in full swing, "New News: The Political Art of Jane Boudier" at the Norman Rockwell Museum through Oct. 26 is especially timely.

Wall, Colo. — The New York Philharmonic returns to the Brevoort Valley Music Festival for its sixth summer residency from July 18 to 25. The festival, which runs through Aug. 2, also includes residencies by the Philadelphia Orchestra and Rochester Philharmonic.

Washington — The recently opened Newseum takes a close look at "G-Men and Journalists: Top News Stories of the FBI's First Century" through the end of June 2008. The exhibit features some 500 photographs, artifacts such as John Dillinger's death mask and the Unsub's cabin, and a display on the late FBI director, J. Edgar Hoover.

International
Berlin — Through Aug. 31, the Brezcha Museum explores an

July 18 to Sept. 13 will include vocalists Ivo Cassano and Gyro Tardi, conductor Simon Raffie and pianist Murray Perahia.

Madrid — More than 125 works, including concerts by Raphael, Titian and Botticelli, are included in "Renaissance Portraits: From Passello to Rubens" at the Prado through Sept. 7.

Moscow — The Glinka Forum offers lovers viewers to explore the world of such famous Egyptian artists as Cleopatra, Nefertiti and Hatshepsut in "Queens of Egypt" from July 12 to Sept. 9. Included among the 200 works from ancient times were are a diamond Nile barge, tomb and royal bedchamber.

Through Aug. 23, the Monte-Carlo Sporting Summer Festival in the open-air Salle des Bains includes Alicia Keys and Eric Clapton among its performers.

Montreal — The Montreal Museum of Art's current exhibition, "Yves Klein: L'art, le son," running through Sept. 28, looks closely at 40 years of the designer's notable career.

Paris — The summer festival Quartier d'été takes place from July 14 to Aug. 25 for performances in virtually every art form.

London — The legacy of a Roman emperor is explored in depth in the British Museum exhibition "Hadrian: Empire and Conflict" from July 24 to Oct. 26. The BBC Proms at the Royal Albert Hall and elsewhere from

The Iron Duke will star 'The Beckmann Self-Portrait' from July 18 to Sept. 1, featuring the German Expressionist and others.

artist's career in "Ernst Ludwig Kirchner: Master Disillusioned."

Brussels — The British Royal Collection: From Enlightenment to Rubens," at the Royal Museum of Fine Arts of Belgium through Sept. 21, includes works by several masters.

London — The legacy of a Roman emperor is explored in depth in the British Museum exhibition "Hadrian: Empire and Conflict" from July 24 to Oct. 26. The BBC Proms at the Royal Albert Hall and elsewhere from

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GOLDEN THAILAND
20 nts from \$3455 air/land
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CREATING WEALTH

Artown Media Value less Cash Contribution

KOLO \$90,519
Reno Gazette Journal \$492,416
All Radio \$56,692
Other Local Media Outlets (KRNV, KTVN, Fox Channel 11, SNCAT, Reno News and Review, Washoe Family, Reno Passport, Sacramento News and Review, Festivals of Tahoe) \$24,453
Additional Artown Marketing (casino property marquee and in-room festival exposure and marketing collateral pieces, RSCVA, downtown banners) \$289,919

\$953,999

+

Artown Sponsors

(Funding toward the administration and marketing of Artown)
City of Reno Title Sponsorship of Artown \$254,691
Corporate Sponsorship of Artown \$196,950
Foundation and Government Agencies (less event contributions) \$284,254
Other Contributions Cash \$24,582, In-kind \$32,734

\$793,211

+

Friends of Artown

\$34,230

+

Individual Event Budgets

Artown Events Budgets (\$408,206): Andrew Bird (\$35,344), Artown After Dark (\$9,750), Harlem Gospel Choir (\$21,770), Hubbard Street (\$55,390), Mandy Patinkin (\$70,312), Missoula Children's Threatre (\$7,485), Opening Night (\$57,918), Monday Night Music Series (\$27,808), Family Series (\$13,815), Discover the Arts (\$14,883), Movies in the Park (\$7,615), Nigerian Spam Scam Scam (\$8,562), Money Conversation (\$15,183), Jazz at Lincoln Center (\$60,831), Art Market (1,540).

Budgets from local presenting organizations in the Artown festival is estimated at \$465,068.

\$873,274

ESTIMATED ARTOWN CONSUMER SPENDING

Of the estimated 285,000 people attending the month long festival, 494 responded to the 2008 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 = \$4,704,438
(Average expenditure per person \$28.46 X 58% of total Artown attendees)

Expenditure gambling = \$917,700
(Average expenditure per person \$64.40 X 5% of total Artown attendees)

Expenditure on hotel accommodations = \$2,192,576
(Average expenditure per person \$377.12 X 24% of persons from out of town)
(Average stay of 5 days assuming double occupancy)

Expenditure on shopping and gifts = \$1,407,900
(Average expenditure per person \$38 X 13% of total Artown attendees)

Expenditure on special events = \$271,320
(Average expenditure per person \$70 X 8% of persons from out of town)

Expenditure on shows and entertainment = \$563,837
(Average expenditure per person \$61.25 X 19% of persons from out of town)

Expenditure at museums = \$93,024
(Average expenditure per person \$16 X 12% of persons from out of town)

Expenditure on recreational activities = \$1,607,970
(Average expenditure per person \$43.40 X 13% of Artown attendees)

Expenditure on sightseeing = \$125,699
(Average expenditure per person \$32.43 X 8% of persons from out of town)

Subtotal: \$11,884,464

Estimated Total Wealth: \$13,753,178

"I must report that I am certain the members of the audience all had a very enjoyable evening. I know I certainly did."

-Jerome P. (Jerry) Walker

RENO GAZETTE-JOURNAL

LIVING

■ A QUICK START TO YOUR WEEK ■

Monday, July 14, 2008 ♦ RGJ.com/living

The mailman

Singer Mandy Patinkin says his favorite thing is delivering the message for genius songwriters

BY FORREST HARTMAN
Forrest@rgj.com

During three decades in entertainment, Mandy Patinkin has appeared on Broadway, in movies, on television and as a concert and recording artist. Career highlights include a best actor Tony Award for his portrayal of Che in the 1979 Broadway production of "Evita," an Emmy Award (plus multiple nominations) for his portrayal of Dr. Jeffrey Geiger on the television drama "Chicago Hope," and a scene-stealing outing as Inigo Montoya in the popular film "The Princess Bride."

Tuesday, Patinkin will perform a concert at the Pioneer Center for the Performing Arts as part of Artown. In advance of the show, the Gazette-Journal's Forrest Hartman chatted with him on the phone.

Question: Did you always know this is what you wanted to do for a career?

Mandy: Oh yes. The minute I did a play at the Young Men's Jewish Council Youth Center on the south side of Chicago I thought, "OK, I can survive the rest of my childhood." ... I just felt I found myself.

Q: It doesn't sound like you really considered doing anything else with your life?

M: I never did. That was it from the get go. My father was in the junk business, scrap metal. Now it's called the recycling business. That was handed to me on a silver platter, and I told my mother to sell the stock in the business after my father died. I didn't want any part of it. She said, "Don't you want it to fall back on?" I said, "No. I don't want to have anything to fall back on. If I have something to fall back on I might not try as hard."

Q: Can you briefly describe what people should expect if they go to your July 15 concert?

M: Well, we've been doing this for 20 years, Paul Ford, my piano player, and myself. We come on stage, a bare stage, nothing on the stage but an upright piano and the words and lyrics and music from a bunch of geniuses who wrote these songs, like Stephen Sondheim and Irving Berlin and Rodgers and Hammerstein and Yip Harburg and Adam Guettel and Randy Newman, just great, great songwriters. We just sing

IF YOU GO

WHAT: Mandy Patinkin in concert with pianist Paul Ford

WHEN: 8 p.m. Tuesday

WHERE: Pioneer Center for the Performing Arts

TICKETS: \$38 to \$62. Call 877-840-0457 or visit tickets.pioneercenter.com

MORE ON MANDY

For a more in-depth version of Forrest Hartman's interview with Mandy Patinkin, visit www.rgj.com

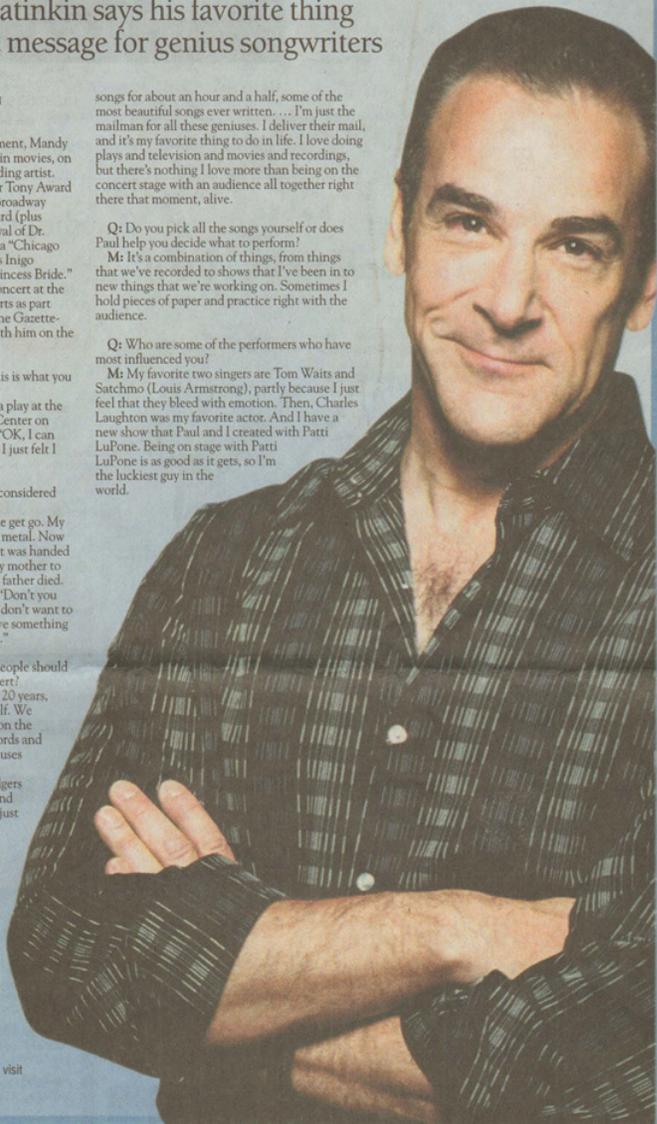
songs for about an hour and a half, some of the most beautiful songs ever written. ... I'm just the mailman for all these geniuses. I deliver their mail, and it's my favorite thing to do in life. I love doing plays and television and movies and recordings, but there's nothing I love more than being on the concert stage with an audience all together right there that moment, alive.

Q: Do you pick all the songs yourself or does Paul help you decide what to perform?

M: It's a combination of things, from things that we've recorded to shows that I've been in to new things that we're working on. Sometimes I hold pieces of paper and practice right with the audience.

Q: Who are some of the performers who have most influenced you?

M: My favorite two singers are Tom Waits and Satchmo (Louis Armstrong), partly because I just feel that they bleed with emotion. Then, Charles Laughton was my favorite actor. And I have a new show that Paul and I created with Patti LuPone. Being on stage with Patti LuPone is as good as it gets, so I'm the luckiest guy in the world.



SURVEY RESULTS

Artown staff and volunteers gathered 494 surveys during the 2008 Artown Festival. The following results were generated by the Nevada Small Business Development Center at the University of Nevada, Reno. (All percentages are rounded to the nearest whole number.)

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

Category	2008%	2007%	2006%
Reno/Sparks	83	85	85
Out of Town	17	15	15
No Answer	0	0	0

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

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

Category	2008%	2007%	2006%
By Myself	11	11	11
Family	35	50	50
Friends	36	43	43
Children	11	17	17
Out-of-Town Guests	2	5	5
Other	5	4	4

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

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

Category	2008%	2007%	2006%
Little Book of Artown	31	39	39
Newspaper	19	34	34
Magazine	2	7	7
Website	6	13	13
Word of Mouth	15	28	28
Radio	4	8	8
TV	5	7	7
Flyer	1	5	5
E-Mail	2	3	3
Other	16	23	23

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

Category	2008%	2007%	2006%
Yes	70	80	80
No	16	18	18
No Response	1	1	1
Don't Know	14	2	2

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

Category	2008%	2007%	2006%
Extremely likely	50	52	52
Very likely	32	33	33
Somewhat likely	13	12	12
Not very likely	1	1	1
Not at all	1	0.5	0.5
No response	3	2	2

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

Category	2008%	2007%	2006%
Purchase Food and/or Beverages	58	63	64
Shop	13	16	13
Participate in Recreation Activity	13	9	9
Gamble	5	6	6
Other	10	6	4

7. Which category best describes your race/ethnicity?

Category	2008%	2007%	2006%
Caucasian (Not Hispanic)	81	86	82
Hispanic	4	2	4
Asian/Pacific Islander	4	4	3
African Descent/Black	3	2	2
American Indian/Native American	2	1	1
Other	3	2	2
No Response	4	4	7

8. What is your occupation?

Category	2008%	2007%	2006%
Executive or Professional	22	21	23
Manager or Administrator	9	10	10
Clerical or Office Worker	4	5	6
Homemaker	3	3	7
Technical	4	3	3
Sales	3	4	4
Skilled Labor	3	4	3
Self-employed	7	8	9
Military	1	1	1
Student	6	4	6
Retired	18	15	18
Arts Professional	2	1	3
Employed Full-Time	5	N/A	N/A
Service	1	N/A	N/A
Other	11	11	12

9. What is your highest level of education?

Category	2008%	2007%	2006%
Less than High School	3	2	3
High School Graduate (or GED)	9	11	9
Vocational School After High School	3	2	4
Some College	22	25	21
College Graduate (Bachelor's Degree)	28	30	26
Post Graduate	24	24	28
No Response	13	7	9

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

Category	2008%	2007%	2006%
Less than \$49,999	20	19	20
\$50,000 - \$74,999	18	19	17
\$75,000 - \$99,999	13	18	17
\$100,000 or more	24	28	26
No Response	26	17	20

11. Do you:	2008%	2007%
Own a Home	71	77
12. Do you:	2008%	2007%
Own a Computer	52	50
13. Do you:	2008%	2007%
Use the Internet	90	91

IF YOU ARE FROM OUT OF TOWN

14. Did you come to Reno specifically for Artown?	2008%	2007%	2006%
Category			
Yes	27	36	33
No	73	64	67
15. Would you recommend northwestern Nevada as a cultural destination to others?	2008%	2007%	2006%
Category			
Yes	75	77	82
No	7	4	7
No Response	18	15	12
16. How did you travel here?	2008%	2007%	2006%
Category			
Car	45	48	48
Bus	5	1	1
Airplane	13	14	18
Train	1	0	2
No Response	36	37	32

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!"

RENO GAZETTE-JOURNAL

WEEKEND & LIVING

Friday, July 25, 2008 ♦ RGJ.com/entertainment

2-man show turns the tables on one e-mail con artist

BY FORREST HARTMAN
forrest@rgj.com

Like just about everyone with e-mail, actor Dean Cameron has received countless messages promising him a fortune to enter into a business relationship with a forthright Nigerian. And, like most well-informed Americans, he recognized the messages for what they were: a con game.

Still, he was intrigued. And, because he had plenty of down time on the set of the short-lived NBC drama "Mister Sterling," he started answering the e-mails.

"I always wondered what would happen if you wrote back to one of the Nigerian scammers," Cameron said. "I had a pretty small recurring role (on 'Mister Sterling'), which meant I was there a lot but I didn't have a lot to do. So, I'd be sitting around a lot. You know, if it was the '70s, I'd be doing cocaine and screwing everything I could, but it was the new millennium, so there was Wi-Fi."

Eventually, Cameron got a reply from one of the scammers, and he struck up a dialogue that lasted years and spawned a live show that is running Tuesday as part of Artown. Cameron created the production, "The Nigerian Spam Scam Scam," by working with director Paul Provenza to distill his e-mail conversations into a production detailing how he conned the con man.

"I edited down about 150 pages of correspondence to 20 pages, which is roughly about an hour's worth of the show,"

SEE SPAM ON 7C

"THE NIGERIAN SPAM SCAM SCAM"

WHEN: 8 p.m. Tuesday

WHERE: Nelson Building Laxalt Theater, 401 W. Second St.

TICKETS: \$20. Call 322-1538.

GET INVOLVED: Dean Cameron invites audience members to bring something to the show that they would like to send to a Nigerian scammer. He regularly sends packages out, and says that wacky things are best.

SPECIAL FOR SENIOR CITIZENS: Dean Cameron will present a free matinee performance of "The Nigerian Spam Scam Scam" open only to seniors 65 and older at 2 p.m. Wednesday in the Nelson Building's Laxalt Theater. Call 322-1538 to reserve a seat.

ARTOWN CLOSSES IN JUST ONE WEEK, BUT THERE'S STILL PLENTY TO DO BEFORE THEN. FOR A DAY-BY-DAY LIST OF HIGHLIGHTS, SEE PAGE 7C



Spam/Many have fallen for Nigerian e-mail scam

From 1C

Cameron said, "It's all real... It's just really fun."

Cameron said friends encouraged him to write "Spam Scam" shortly after he began corresponding with the scammer, but he didn't see the makings of a theater piece until many messages had been exchanged.

"It wasn't until a few months later when there became an actual arc to the whole thing," Cameron said. "This guy was writing to me also as his mother. And there's this minor love story that's happening where she is trying to get Dean to marry her."

Of course, the Dean that the scammer was writing to isn't the Dean that Cameron's friends and family know. That's because he had to convince the con man that he was a legitimate target.

"The main key is making them believe that you are just crazy enough and rich enough to fall for this scam," Cameron said. "It's all about dropping little hints."

Like the Dean Cameron who is writing to him is this millionaire in Florida with very questionable sexuality who has this houseboy named Kevin and these two cats named Mister Snickers and Joe Joe the Dancing Clown."

Cameron said he also interacted with the scammer outside of e-mail, doing what he could to convince him that everything was on the up and up.

"I sent packages to Nigeria," Cameron said. "He has some associates who were in Amsterdam, and a friend of mine went to Amsterdam on business. I had him call the associates to increase my credibility."

Although Cameron isn't a household name, theatergoers may recognize his face, as he has extensive screen credits, including the sizeable role of Francis "Chainsaw" Grempp in the 1997 comedy "Summer School." Cameron said he makes most of his living these days doing voiceovers for radio and television commercials, but he has appeared as an actor in dozens of projects including the television shows "Felicity," "Will & Grace," "Mad About You" and "E.R."

"Spam Scam" is presented as a two-person affair, with Cameron playing himself and actor Victor Isaac playing every other role.

"I'm a lazy guy," Cameron said. "Obviously, I had someone else write half the show for me. And I've got this guy (Isaac) doing most of the work because he's playing most of the characters. I'm just me being stupid."

Cameron said "Spam Scam" is a wild ride, but that it also has a message.

"All sorts of people fall for this scam, and you can't imagine how," he said. "But once you're in something, you don't see how crazy it becomes. I think that's true for this guy who fell for my scam, and for people who fall for the Nigerian scam. I've always maintained that every one of us... believes something that someone else thinks is total bunk."



NEIGHBORHOODS & VOICES

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Monday, June 30, 2008 ♦ RGJ.com

Artown has changed Reno's image

Thirteen years after a small group of Truckee Meadows arts lovers confounded stereotypes by declaring that "Reno is Artown," no one should be surprised by the outstanding lineup planned for the annual arts festival that kicks off Tuesday.

In its 13 years, Artown has proved itself entertaining, smart, eclectic and often quirky. It's also proved that those who think they know Reno well — who think, perhaps, that TV's "Reno 911" is an accurate portrayal of life in the Biggest Little City in the World; or who can't get past the divorce capital, cow town image

— don't know Reno at all.

Don't believe that anyone goes downtown any more?

Wait 'til you see the crowds that gather there Tuesday evening to join the delightful March Fourth Marching Band for the opening-night parade through Glitter Gulch (and learn what happens to those high-school and college band geeks), followed by the aerial "dance" of The Helioscope.

Convinced that the only music to be found in the Truckee Meadows is country-western?

Check out the "Food for the Soul" world music series on Wednesday

nights at Wingfield Park. This year's performances, which benefit the Food Bank of Northern Nevada, include the Preservation Hall Jazz Band, klezmer, taiko drumming and a mariachi band.

Need more to fill the 31 days of July? How about: Ringo Starr; Wynton Marsalis; the Nevada Opera; the Reno Jazz Orchestra; the Harlem Gospel Choir; Hubbard Street Dance Chicago; TheatreWorks of Northern Nevada; Basque, Russian, Native American and aloha festivals; and Movies in the Park.

Think you know Reno? Not if you miss Artown!