



RENO IS
artown
 FINAL REPORT
 JULY 09



RENO GAZETTE-JOURNAL | RGJ.com



renoisartown.com

MAJOR FUNDING PROVIDED BY THE CITY OF RENO



artown

2009 Artown Team

Staff

Beth Macmillan
Executive Director
Annelise McKenzie
Development/Finance Director
Prudence Wildman
Festival Manager
Lana Wadley
Office Manager

Board Members

Ellen Jean Winograd, Chair
Attorney at Law
Jennifer Mannix, Vice Chair
Terribles Sands Regency
Kathleen Leal, Secretary
Community Member
Dave Aiazzi, Past Chair
Reno City Council
Jennifer Burton
Positively Northern Nevada
Chris Christiansen
Grand Sierra Resort
Rob Humphreys
U. S. Bank
Chrissy Lane
IGT
David LaPlante
Twelve Horses
Tonya Powell
ELP Capital
Larry Walters
UNR, Theater Dept.

Outsourced

RKPR Inc.
Marketing and Public Relations
Bauserman Group
Advertising Agency
SBDX
Website Management
Focused Computing
IT Services

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.



Chris Botti



Sierra Nevada Ballet



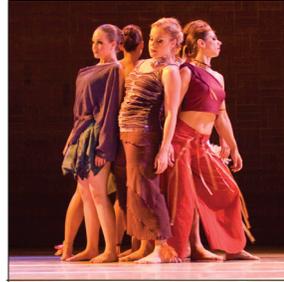
Lura



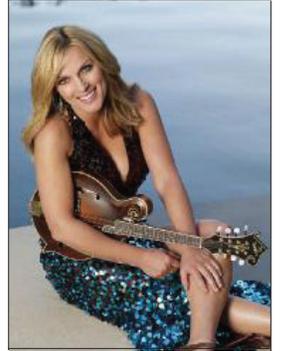
Richie Havens



Babe



Black Rock Dance



Rhonda Vincent



Discover A Year with Frog & Toad



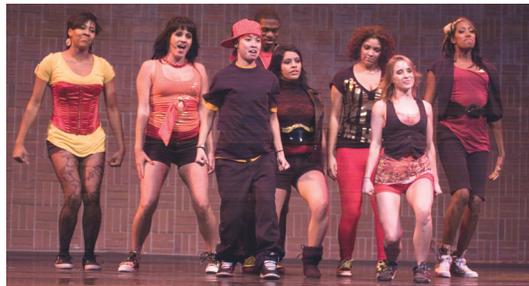
Wailing Souls



Discover Harp and Vibe



Mariachi Sol de Mexico



Opus



Opera in Blue Jeans



William Joseph at Boys & Girls Club



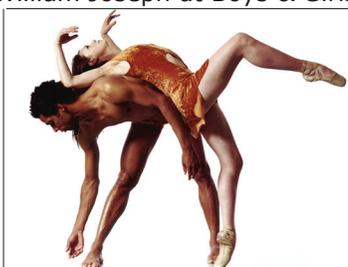
Little Swan Dancers



Reno Youth Jazz Orchestra



Discover The Arts



Aspen Santa Fe Ballet



Ferdinand The Bull



Cowabunga at Discover Little Swan Dancers



Ottmar Liebert

TABLE OF CONTENTS

EXECUTIVE SUMMARY

Beyond Our Expectations	7
Festival Highlights	10
By The Numbers	11
Attendance	11
Beyond Reno	13
Artown AP Coverage	14
Cultural Diversity	15
Volunteers - Making It Happen	19
Collaborations	21
Outreach	23

ARTOWN SPONSORS

Our Major Funder	26
Corporate Contributors	27
Individual Event Sponsors	28
Foundations and Government Agencies	29
Media Sponsors	30
Media Buy and Additional In-Kind Support	32

2009 ARTOWN EXPOSURE **37**

IN-KIND, PRESENTERS, INDIVIDUALS, ORGANIZATIONS **39**

FRIENDS OF ARTOWN **41**

CREATING WEALTH **42**

SURVEY RESULTS **45**

AUDIENCE COMMENTS **48**

ARTOWN ACCLAIM **50**

FEATURED ARTICLES

<i>Reno Gazette-Journal</i> - A 32-Day Month	5
<i>Reno Gazette-Journal</i> - Artown Lifts Spirits, Boosts Economy	6
<i>Reno Gazette-Journal</i> - Richie Havens on The Fly	8
<i>Reno Gazette-Journal</i> - Funk Brothers	9
<i>Reno Gazette-Journal</i> - Sounds from Around the World	16
<i>Sacramento Bee</i> - It's Almost Arts Time in Artown	17
<i>Reno News and Review</i> - Mariachi Sol de Mexico	18
<i>Reno Gazette-Journal</i> - Noted Pianist Tells Reno Kids	24
<i>Fox News</i> - Everyone is a Winner	25
<i>Reno Gazette-Journal</i> - Dancing in The Park	31
<i>RLife</i> - The Faces of Reno's Arts	34
<i>Journey's</i> - The Other Nevada	36
<i>Reno Gazette-Journal</i> - Gospel Music Lifts Hearts at Festival	38
<i>Los Angeles Times</i> - Artown Festival on the Cheap	40
<i>Reno Gazette-Journal</i> - Millions to be at Coeur d' Alene	44
<i>Reno Gazette-Journal</i> - Artown Does Important Work	49

CONTRIBUTING PHOTOGRAPHER - Tom Bourke

LIVING

ARTS & CULTURE

Sunday, May 3, 2009 ♦ RGJ.com/Living



CONTACT
Jason Kellner
775.327.6726
JKELLNER@RGJ.COM



A 32-DAY MONTH (and other sneak peeks)



BY FORREST HARTMAN
forrest@rgj.com

Artown will kick off its 14th season July 1, and organizers are promising more entertainment options than ever ... but presented in a slightly different fashion than in years past.

"We had 350 events last year," Artown executive director Beth Macmillan said. "We have 400 unique events this year, and we've cut back on our ticketed events." For

audiences, that means more variety and more opportunities to take in art at no cost. But it also means the 2009 festival will have fewer big-name performers.

Marquee acts like Marcel Marceau, Mikhail Baryshnikov and Wynton Marsalis are missing. Instead, festival-goers will find many performances by local artists and free or low-cost shows by folks like this year's opening act, folksinger Richie Havens. The decision to go with more events at the expense of pricey headliners was both a response to the economy and other considerations, Macmillan said.

"Our ticket sales fell short last year," she said. "Now, I don't know if it was just our events, I don't know if it was the free events competing with ticketed events, I don't know if it was signs of the economy. You know, it's hard to tell."

Although the July festival isn't heavy on name acts, it isn't abandoning them. Rather, Macmillan said, festival board and staff decided to book most of the bigger names outside of July. That means an Oct. 2 performance by traditional Irish music group the Chieftains, a Nov. 20 show by modern dance company Pilobolus and a January performance by violinist Itzhak Perlman.

SEE ARTOWN ON 5E

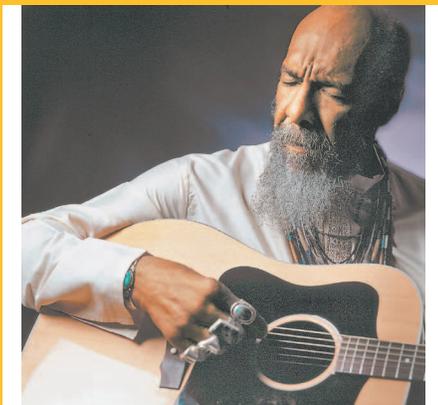
ARTOWN AT A GLANCE

■ Reno's Artown festival will feature approximately 400 events running from July 1 through Aug. 1.

■ For a complete schedule or to purchase seats for any ticketed shows, visit www.RenolsArtown.com.

■ Details: 775-322-1538.

Richie Havens is this year's Artown opening act.



RENO GAZETTE-JOURNAL

Online at RGJ.com

SUNDAY, AUGUST 2, 2009

\$1.50

• 32 days • Nearly 400 events • \$14 million impact on local economy

As the region suffers from nearly 12% unemployment, numerous layoffs and government furloughs, **Artown** lifts spirits, boosts economy



PHOTOS BY LIZ MARGERUM/RGJ

The crowd gets into the music Saturday as the Funk Brothers close out the Artown festival in downtown Reno.

More popular than ever, annual festival closes on an upbeat note

BY RAY HAGAR
rhagar@rgj.com

Beth Macmillan got a glimpse of how large an event Artown had become on July 1, opening night of the monthlong annual festival.

Already considered one of the largest and most eclectic arts and culture events in the United States, Artown '09 opened with a crowd of about 6,000 people in downtown Reno to see Woodstock icon Richie Havens at the Wingfield Park Amphitheater. A children's theater workshop across the street,



also sponsored by Artown, added to the crowd.

It was almost too much to handle, organizers said.

"The city of Reno closed the park when the sidewalks

and the park were completely packed," said Macmillan, Artown's executive director. "You could not

SEE ARTOWN ON 7A

INVESTING IN ARTOWN

\$212,100

Amount raised from 31 corporate sponsorships

\$230,722

Amount from 14 foundations

\$48,145

Amount from 233 individual giving donors (Friends of Artown)

RGJ.COM/ARTOWN

Log on to see photo galleries from Artown '09.

• 100+ performers • 240 free events • 6,000 people on opening night

EXECUTIVE SUMMARY

"ARTOWN takes the excitement of civilization and shows this region to be rich in the matters that contribute to understanding and enjoyment of life.".....Skip Hansen

Beyond Our Expectations

What an incredible July! For those that participated in Artown 2009 you'll know exactly what we mean.

Artown entered the 2009 festival optimistically, but what followed went beyond our expectations. Artown's outreach was evident with our largest opening night attendance ever when we featured Richie Havens of Woodstock fame, and the momentum continued right through to our final event, The Funk Brothers. In addition to record attendance at several of our events, Artown brought in more than 400 events with 60 percent offered for free.

More so than anything, July provided us an incredible opportunity to give back to our community during a time when we all needed a little lifting of spirits. Morale was visibly elevated during Artown events with attendees dancing, laughing and enjoying summer with family and friends. That's the true reward of Artown and one that 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.

Being named one of the largest and most comprehensive arts and culture festivals in the United States by the National Endowment for the Arts gives us a reputation to live up to, and we do so by offering more and more each year.

We brought in new programs and exposed attendees to new art forms. Our multicultural concerts, Monday night concerts and kids programs filled the park each week with attendees still talking about their favorites. Discover the Arts programs provided creative outlets for youth. William Joseph's music and story reminded us why we support the youth and their inspirations to become more. Rhonda Vincent and The Rage brought bluegrass to Bartley Ranch. And Aspen Santa Fe Ballet provided an incredible performance topped by an optical illusion that had us believing anything is possible.

Speaking of which, we didn't stop when The Funk Brothers took their last bow. We continued with the momentum bringing in our series of post-season events starting in October with The Chieftains, November brings the return of Pilobolus and premier violinist Itzhak Perlman in January. Our Artown "Encore" events are designed to provide opportunities to attendees year round and enhance the variety of offerings for locals and visitors alike. Prior to the festival's July start, Artown presented the African rhythms of Ladysmith Black Mambazo. All totaled, these "Encore" events assist in impacting the local economy and contribute to our regional offerings for arts, culture and entertainment...areas that are vital for increasing visitation and ensuring a vibrant community.

All in all, July was everything we wanted it to be and more than we ever could have imagined.

LIVING

■ ARTS & CULTURE ■

Sunday, June 28, 2009 ♦ RGJ.com/Living

CONTACT
Jason Kellner
775.327.6726
JKELLNER@RGJ.COM

RICHIE HAVENS ON THE FLY

Woodstock artist will reach back through the years as he opens Artown

BY FORREST HARTMAN
forrest@rgj.com

Don't ask Richie Havens what he's going to play for the opening of this year's Artown festival. He'll only be able to give you two songs.

"The thing with me," he said during a recent phone interview, "is I only know the first and last song I'm going to sing."

The rest of his set comes together on the fly.

"I don't decide," he said. "It decides for me. You know, when I get to the end of the first song I have to tune a little bit and in that tuning area, it comes to me."

Havens, 68, has been making music for more than 50 years, starting as a street-corner doo-wop singer and transitioning to folk artist. He is best known for his opening performance at the 1969 Woodstock Festival, where he performed an improvised version of "Motherless Child," turning it into his

hit song "Freedom."

Ask Havens about Woodstock, and he's quick to point out that the festival was improperly named, at least in his mind.

"Warner Brothers named it Woodstock," he said. "It was in Bethel (New York) where it happened, not Woodstock. Woodstock was actually the last people to say, 'No.' There's a little piece of trivia."

Havens does not, however, discount the event's musical and cultural significance. Among other things, he said, the festival brought key West Coast and East Coast musicians together.

"We'd never seen Sly & the Family Stone on the East Coast yet," he said. "We saw Santana maybe on the East Coast once. ... They hadn't heard what we were from, and it was wonderful because that mix and match and all that went on with that was so divinely

SEE HAVENS ON 7E

AN EVENING WITH RICHIE HAVENS

WHAT: Folksinger Richie Havens in concert

WHEN: 7:30 p.m. Wednesday, July 1

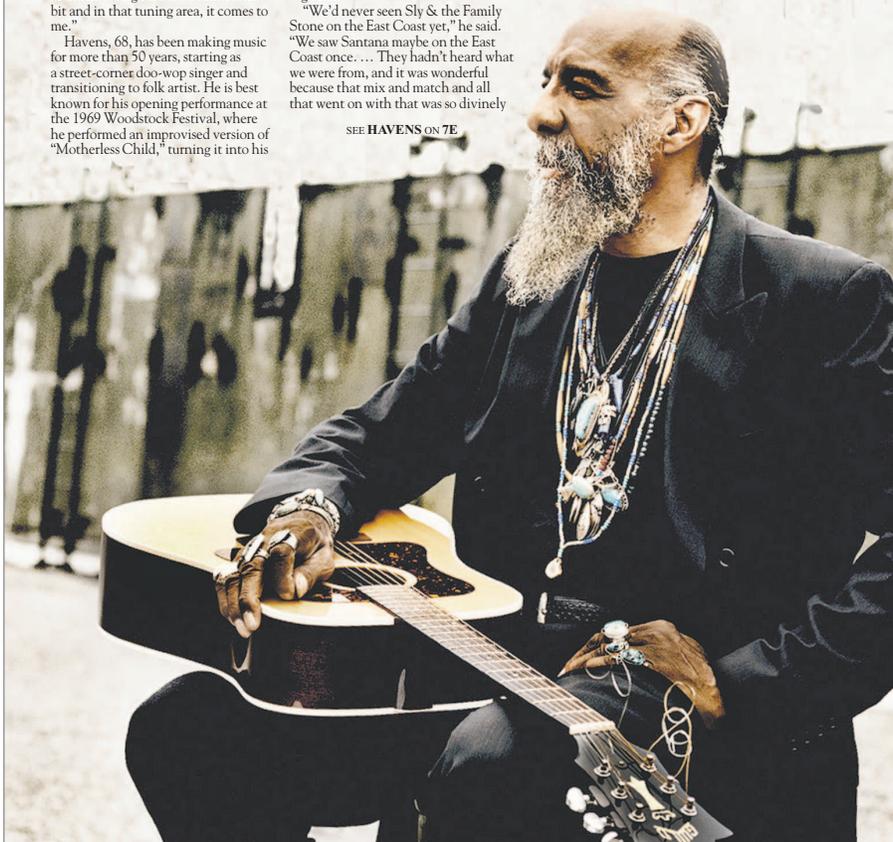
WHERE: Wingfield Park

ADMISSION: Free

ALL ABOUT ARTOWN

This year's Artown Festival runs July 1-Aug. 1 with approximately 400 arts events scheduled in a variety of Reno-area locations. Many events are free or low-cost. For a complete schedule, visit www.renoartown.com. Details: 775-322-1538

■ OPENING DAY SCHEDULE, 7E



LIVING

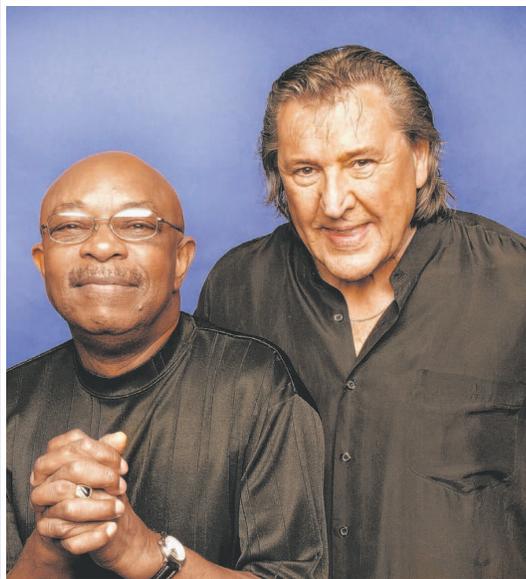
ARTS & CULTURE

Sunday, July 26, 2009 ♦ RGJ.com/Living

CONTACT
Jason Kellner
775.327.6726
JKELLNER@RGJ.COM



FUNK BROS.



PROVIDED BY ARTOWN

Eddie Willis and Bob Babbitt, members of the Funk Brothers, perform Aug. 1 for Artown.

Behind-the-scenes session players carry on musical traditions

BY FORREST HARTMAN
forrest@rgj.com

Don't expect Bob Babbitt to hang up his bass any time soon. The veteran musician, best known for playing on Motown hits during the late 1960s and early 1970s, says his instrument is a "fountain of youth."

"My sister once said to me, 'Bob, are you ever gonna retire?' And you know what I said to her? 'What makes you think I work? I don't care what you do, if you honestly and truly love it, it's not work.'"

So, Babbitt keeps playing, and Aug. 1 he'll be in Reno to close the 2009 Artown festival with a free performance by his band, the Funk Brothers. The group was formed by a collection of studio musicians who played on most of the Motown Records hits recorded between 1959 and 1972. Because these backup musicians were mostly uncredited, the players lived in relative obscurity until director Paul Justman released "Standing in the Shadows of Motown" in 2002. The documentary film celebrates their contributions.

Suddenly in the spotlight, six of the still-living musicians decided to start touring as the Funk Brothers. Since the touring group's start, the lineup has

changed, and the one coming to Artown has only two players who performed on a substantial number of Motown hits: Babbitt and guitarist Eddie Willis.

The reasons behind the diminished numbers range from deaths — including the passing of longtime drummer Uriel Jones in March — to a falling out between some of the members. But Babbitt says none of that will matter to Artown audiences.

"They're not going to be able to keep off their feet," Babbitt said. "They're going to be up there dancing. That's usually what happens, and that's what it's all about."

Babbitt and Willis have filled in the group with a number of musicians they know well, and they promise to cut a broad swath through the Motown catalog.

"If you go to see the Temptations, you're going to hear Temptations songs," Babbitt said. "We do a variety of the artists. We have our own singers."

Although they have big shoes to fill, Babbitt says the singers touring with the Funk Brothers are exceptional, and he's been around long enough to know. Babbitt played the bass lines on many Billboard hits, including Stevie Wonder's

SEE FUNK BROTHERS ON 8E

recall

M
O
T
O
W
N

as Artown wraps up

THIS WEEK IN ARTOWN

Artown wraps on Saturday with a free performance by the Funk Brothers, but there are still many events you can take advantage of before the festival closes. Here are some of our favorites.

TODAY: The North American Basque Organizations' 30th Anniversary Festival kicked off Saturday and will continue from 10 a.m. to 2 p.m. today in Wingfield Park, First St. and Arlington Ave. Attractions include traditional Basque music and dance performances as well as Basque food. Admission is free. Details: 682-5565.

MONDAY: The Reno Jazz Orchestra and vocalist Cami Thompson perform a free 7:30 p.m. concert in the Robert Z. Hawkins Amphitheater at Bartley Ranch Regional Park off Lakeside Drive. Details: 322-1538.

TUESDAY: The Celtic Forest art exhibit, first shown at Burning Man, will be in full effect beginning at 8 p.m. The exhibit features lighted art, performances by Controlled Burn fire dancers and more. Free. Details: 742-1602.

THURSDAY: • Musicians from the Telluride Chamber Music Festival will perform works by Brahms, Mozart and Beethoven at 7:30 p.m. Thursday in Nightingale Concert Hall on the University of Nevada, Reno campus. Free. Details: 784-4278.

• Black Rock Dance will present a variety of pieces during a free 8 p.m. show at Wingfield Park. Details: 851-0808.

FRIDAY: Guitar Woody and the Boilers will perform an 8 p.m. blues show at River School, 7777 White Fir St. Tickets: \$10. Details: 690-4261.

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 2009 was comprised of more than 400 events in more than 100 locations and featured over 100 partners during this year's *32 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 that packed Wingfield Park prompting City officials to close the park for the first time in our event's history. Attendees lined the surrounding streets, bridges and river beds to catch a glimpse of Woodstock legend Richie Havens. Body Masterpieces returned and painted 200 children's faces with images that captured the imagination and even had adults looking to get in on the action.
- Concerts, Poetry Slams, exhibits and other events at the new West Street Market attracted many patrons between the ages of 6 to 30, a demographic that has been challenging to engage in the festival.
- The Monday Night Family Series in Wingfield Park was filled to capacity with Reno Youth Jazz Orchestra, Hudson Vagabond Puppets, International Folkloric Ballet, the Little Swan Chinese Dancers and TheaterWorks of Northern Nevada performing Babe.
- Artown produced the Wednesday night World Music Series which in past years was produced by the Food Bank of Northern Nevada. Artists presented this year included The Wailing Souls, Lura, Salsa Celtica and Mariachi Sol de Mexico. Patrons showed their support for this series by donating \$13,579 to continue supporting the event.
- The Music Series on Mondays at the Robert Z. Hawkins Amphitheater brought hundreds out each week to see William Joseph, Artists formerly of the Steinway Series, Reno Pops Orchestra and Reno Jazz Orchestra with special guest Cami Thompson.
- William Joseph's free performance at Bartley Ranch brought an opportunity for a community collaboration with the Boys & Girls Club of Truckee Meadows. Joseph, an internationally renowned pianist whose latest album was produced by David Foster, was a Club kid himself and cites the organization for literally saving his life. The Club provided him with private piano instruction and showed him dreams can be realized. Prior to his performances, Joseph visited with youth at the Boys & Girls Club telling his personal story, playing the piano and improvising with the students. Additionally, the night following the performance, Artown and the Club partnered for an encore concert that provided the opportunity for both organizations to host donors for an exclusive event.
- Artown continues to push the boundaries of musical genres which will attract new audiences; and, in consultation with the Northern Nevada Bluegrass Association, expanded the festival's musical offerings by bringing Rhonda Vincent and The Rage to Bartley Ranch. The concert also integrated local bluegrass performers Contraband as the opening act as well as performing a set with Rhonda Vincent.
- Artown is known for bringing legendary dance to Reno and July was no exception with Aspen Sante Fe Ballet gracing the stage at the Grand Sierra Resort. As one of America's leading contemporary dance companies, Aspen Santa Fe Ballet's classically trained dancers and world-renowned choreography are the hallmark of verve and eclecticism. The finale performance done under black light had the audience on their feet and in awe of the abilities of these acclaimed dancers.

By The Numbers

- 100 volunteers gave more than 1,200 hours of their time to Artown throughout the entire month
- 34,160 was the estimated number of out-of-town visitors who attended Artown
- 14,348 estimated total room nights
- 23,681 unique visitors to the Artown's web site from May through September, 2009
- 84% of attendees stated they would be more likely to extremely likely to attend more cultural events in the next year due to an Artown experience
- 76% of attendees said they were more likely to support a business that supports the arts
- 60% of events were offered free – an average of seven free events a day
- 100,000 Little Book of Artown booklets distributed
- \$12 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 29 million in reach and \$1.8 million in advertising equivalency value for this year's festival.

Attendance

Overall attendance at Artown remained consistent with prior years although numbers were down due to changes in event partnerships and venues, primarily those related to Artown's non-involvement with Sparks' July 4th event and the cancellation of the celebration in Reno. Those two events alone impacted the festival's overall attendance numbers. However, Artown remained strong in attracting record attendance for events held at the primary venue, Wingfield Park, and attributes this to the enhancement of free events offering a much needed entertainment outlet especially considering the current economic challenges.

Artown estimates the attendance at 309,000 attendees over the course of the month-long festival with exact attendance difficult to quantify due to the nature of the event. An estimated 15% of attendees were first time patrons to Artown as calculated from our surveys. Exhibits in high traffic public places, such as the Reno-Tahoe International Airport, City Hall, and Washoe County Libraries collectively see thousands of visitors daily.

For the first time, the City of Reno closed the park during opening night due to the high numbers. We estimated 6,000. Closing night was estimated at 3,500, another spectacular achievement for Artown.

Crowd at Artown's
Opening Night
Richie Havens



- 28 days of Discover the Arts programs provided creative outlets for 2,537 children between ages 6 and 12.
- Nothing says closing night like Motown and Artown did it right with a performance by none other than the musicians responsible for the legendary sounds that put Detroit’s Motown on the map. Brilliant and yet virtually anonymous, The Funk Brothers’ rhythms comprise more number 1 recordings than anyone in the world including developing the music for artists such as Marvin Gaye, The Supremes and The Temptations. Estimated attendance topped 3,500 and had the entire park on their feet singing along and feeling as though the weight of the world was nonexistent.



Above Photos: Artown’s Closing Night The Funk Brothers

Beyond Reno

Reaching out beyond the borders of Reno and bringing to the forefront that the city is more than what appears on "Reno 911," Artown is perfectly positioned to capture national interest and garner credibility for the city as a summer hub of arts and culture – with more than 60% of the events offered at no cost. A message that carried a lot of weight during the summer as families and individuals felt the economic pinch.

An Associated Press article touted Artown as a perfect getaway for families on a budget and anchored by the fact that Reno is more than what appears. The feature ran in the following news outlets: *SanLuisObispo.com*; *San Jose Mercury News*; *News.Yahoo.com*; *FoxReno.com*; *SFGate.com*; *San Francisco Chronicle*; *Examiner.com – Sacramento Edition*; *Chicago Tribune*; *Monterey Herald*; *FoxNews.com*; *TaiwanNews.com*; *CanadaEast.com*; *Contra Costa Times*; *SeattleDailyJournalofCommerce.com*; *TheCanadianPress.com*; *The Seattle Times*; *USAToday.com*; *Ventura County Star*; *Orange County Register*; and *Las Vegas Review Journal* to name a few. All together there were 41 national pickups of the article that ranged from California to New Hampshire and from Florida to San Francisco.

In addition to coverage on the festival, Artown had two other stories that were Associated Press worthy including receipt of an NEA grant totalling \$20,000, one of only two given to organizations in Nevada. The article appeared in the following news outlets: *DenverPost.com*; *Examiner.com*; *KESQ.com*; *KCOY.com*; *KION CBS 46*; *LasVegasNow.com*; *LasVegasSun.com*; *MercedSunStar.com*; *ModBee.com*; *PressEnterprise.com*; *SacBee.com*; *SFGate.com*; *San Jose Mercury News*; and the *UnionDemocrat.com*. In all, there were more than 17 placements.

Bringing the caliber of Richie Havens to opening night also provided news outlets with a national story that was picked up by: *VictoriaAdvocate.com*; *San Diego Union Tribune*; *SFGate.com*; *LasVegasNow.com*; *KMPH.com – Fresno*; *USAToday.com*; *DailyMail.com*; *CBS8.com – San Diego*; *Examiner.com*; *Marin Independent Journal*; *RecordOnline.com*; and the *Sacramento Bee*. More than 13 placements were achieved.

These three national features generated more than \$80,000 in advertising value for Artown and continued to influence the perception of Reno.

Continuing the festival's national outreach, Executive Director, Beth Macmillan, joined the Board of Directors of the national booking arts organization, Western Arts Alliance. This appointment is a testament to Artown's contribution and participation in this community and nationwide in the arts industry.

Results such as these speak to Artown's growth and national prominence. Combine that with Artown's ongoing participation at two national scheduling conferences, the festival that began 14 years ago is getting noticed in a big way.

"Thank you for the wonderful time! I was visiting Reno on Friday, the 10th of July, and I just happened upon the festival while wandering downtown. I ended up spending the rest of the day and evening enjoying the music and art. I have a whole different view of Reno Now. I can't wait to return."Sean Cambern



ARTOWN AP COVERAGE
UPDATED: September 11, 2009

3/23/09: NEA Gives \$20,000 to Reno's Artown Festival

DenverPost.com	LasVegasSun.com
Examiner.com	MercedSunStar.com
KESQ.com	ModBee.com
KCOY.com	PressEnterprise.com
KION CBS 46	SacBee.com
KMIR.com	SFGate.com
KOLOTV.com	San Jose Mercury News
KRNV.com	UnionDemocrat.com
LasVegasNow.com	

4/29/09: Folk Singer Richie Havens Opens Reno Artown July 1

VictoriaAdvocate.com	CBS8.com – San Diego
San Diego Union Tribune	Examiner.com
SFGate.com	KOLOTV.com
LasVegasNow.com	Marin Independent Journal
KMPH.com – Fresno	RecordOnline.com
USAToday.com	Sacramento Bee
DailyMail.com	

6/22/09: Reno's Artown Fest: All of July and Mostly Free

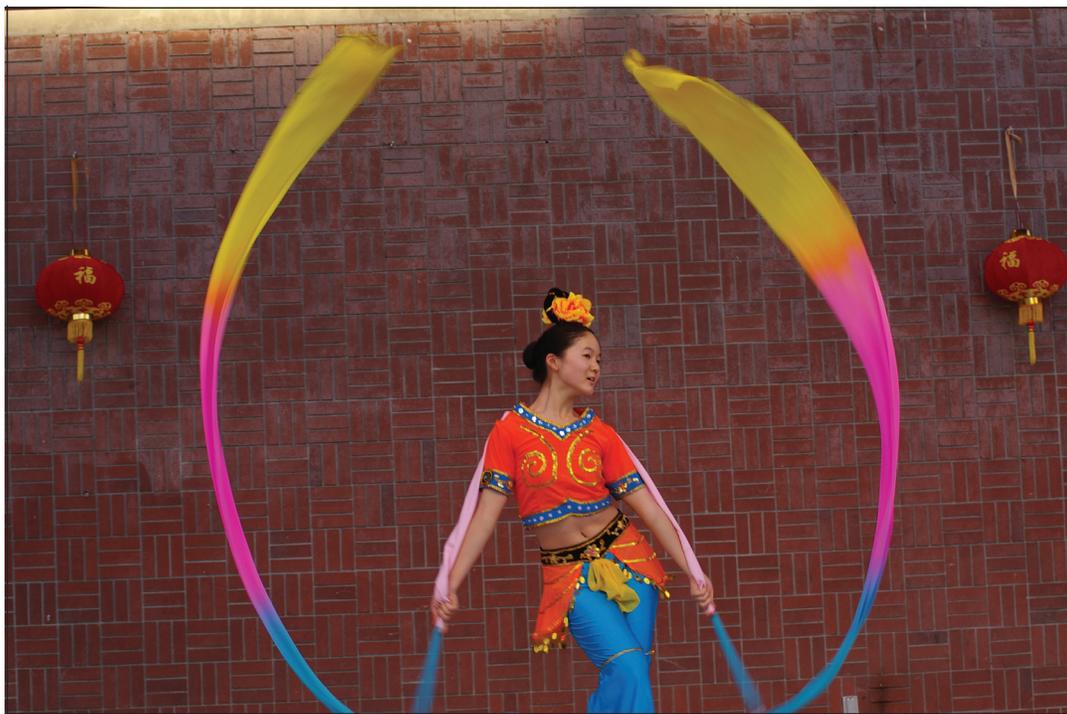
RockyMountTelegram.com – North Carolina	TaiwanNews.com
SanLuisObispo.com	CanadaEast.com
Time-Standard.com – Eureka/N. Calif.	Contra Costa Times
San Jose Mercury News	PottstownMercury.com
News.Yahoo.com	SeattleDailyJournalofCommerce.com
FoxReno.com	TheCanadianPress.com
SFGate.com	The Seattle Times
San Francisco Chronicle	Travel.Canoe.ca
KGO Newstalk AM810	DailyHerald.com
Examiner.com – Sacramento Edition	USAToday.com
Union Democrat	Ventura County Star
VictoriaAdvocate.com – West Texas	Austin American Statesman
DailyMail.com – Charleston, W.V.	News-Leader.com
Courant.com – Hartford, Conn.	Ohio.com
Chicago Tribune	News-Leader
WPXI.com – Pittsburgh, Penn.	Orange County Register
Chico Enterprise Record	Daily Times - New Mexico
DaytonDailyNews.com	Times Daily
Monterey Herald	PentictonHerald.ca
FoxNews.com	Las Vegas Review Journal
PR-Inside.com	

###

Cultural Diversity

Artown's continued efforts in diversifying cultural programming reached a variety of ethnicities and resulted in doubling the estimated Hispanic attendance to the festival. Grassroots initiatives, such as the inclusion of the African-American Cultural Center in its programming, allowed Artown to showcase the art and culture of our local African-American community. As part of its continuing mission, Artown strives to connect communities and to reach every ethnicity. This year Artown celebrated culture and heritage with the following outstanding performances and celebrations:

EVENT	CULTURE
Hirishfest	Celtic
Bastille Day on Cal Ave	French
Native American Gospel Festival	Native American
Reno Basque Festival	Basque
International Folkloric Ballet	Mexican
Little Swan Chinese Dancers	Asian
Wailing Souls	Jamaican
Salsa Celtica	Latin and Celtic
Lura	Brazilian and African
Mariachi Sol de Mexico de Jose Hernandez	Mexican
Gospel Fest	African American
Pacific Island Festival of Reno	Polynesian



Little Swan Dancers



LIVING

■ A QUICK START TO YOUR WEEK ■

Monday, July 6, 2009 ♦ RGJ.com/living

CONTACT
Mimi Beck Knudsen
775.788.6556
MKNUDSEN@RGJ.COM

SOUNDS from around the WORLD



Mariachi Sol de Mexico will take the stage on July 29. PHOTOS SUBMITTED TO THE RGJ



Portuguese singer Lura will perform on July 15.



Reggae act the Wailing Souls will play on Wednesday.

During Artown, Wingfield Park will be venue for shows each Wednesday

BY FORREST HARTMAN
forrest@rgj.com

For years, the Food Bank of Northern Nevada presented a July world music series that ranked among the most popular activities at Artown. So, when the Food Bank decided to try something different, Artown staff stepped in.

"We've taken over," Artown executive director Beth Macmillan said. "It's a very relevant genre that needs to be offered to the community. I think it really introduces our community to different cultures through the arts."

That means Wingfield Park will once again play host to world music shows at 7 p.m. each Wednesday. As in the past, admission will be by donation, but this year, cash offerings will help pay Artown's concert costs.

Doris Phelps, director of marketing for the Food Bank, said her organization chose to abandon the series because of the flagging economy and other considerations.

"We wanted to experiment this year with a new kind of offering during the Artown calendar," she said. "We really looked at several different factors. We looked at the commitment of staff time and our volunteers and the work that they put into the event."

The result is a one-day, cowboy music event that the Food Bank will host on July 18 at the Robert Z. Hawkins Amphitheater at Bartley Ranch Regional Park.

Under Artown's direction, the 2009 world music festival features music ranging from reggae to mariachi, and Macmillan said she's pleased with the way everything came together.

"I think it's really great to celebrate different cultures that are not only in the community but around the world," she said. "I think it's going to be phenomenal."

The following is a complete list of concerts. All shows start at 7 p.m. in Wingfield, First Street and Arlington Avenue. Admission is free, but a \$10 donation is suggested.

The Wailing Souls — Wednesday

The lineup of this seminal reggae act has dramatically shifted during its more than four decades of existence, but the group has remained relevant nonetheless. Today, Winston "Pipe" Matthews and Lloyd "Bread" McDonald are the official Souls, and they'll play Artown before

SEE MUSIC ON 2C



Reno/Tahoe: It's almost arts time in Artown

Bee Correspondent

Published Sunday, Jun. 28, 2009

Probably at no time in the history of Reno's Artown has the word "free" been as attractive as it is this year. For the entire month of July plus Aug. 1, Artown will present more than 400 attractions in theater, dance, film, history, art and music. More than 60 percent of these events this year will be free of charge.

The National Endowment of the Arts recognizes Artown as one of the most comprehensive festivals in the country, presenting music from classical to rock, art from static to performance, and dance from ballet to contemporary. Nearly every venue in Reno and Sparks, Nev., is used, but none as much as the outdoors.

That is where, for example, Richie Havens will open Artown just as he opened Woodstock 40 years ago. Havens celebrates brotherhood and "Freedom" Wednesday in Wingfield Park at 7:30 p.m. Admission is free and early arrival is highly encouraged, even if it means waiting outside the park for it to open.

Likewise for closing night, Aug. 1, with the musicians that provided the Motown soundtrack, the Funk Brothers – the band that has played on more No. 1 records than anyone, backing the likes of Marvin Gaye, the Temptations and the Supremes. They, too, are at Wingfield at 7:30 p.m. and admission is free.

Also without charge is the annual Discover the Arts series. On each weekday, children and families learn about a variety of art forms at free hands-on workshops. Examples include Discover Gelatin Prints on Wednesday, puppetry July 6, harp and vibes July 7 and a weeklong music camp led by musician Colin Ross, July 13-20.

Or check out the Monday night music series at Bartley Ranch's Hawkins Amphitheater, featuring pianist William Joseph on July 6, the Reno Pops playing "Pictures at an Exhibition" on July 13, performers on Steinways on July 20, and the Reno Jazz Orchestra on July 27.

Rock dominates in a series called "Rollin' on the River" in Wingfield Park every Friday evening, followed by free movies after dark ("Beauty and the Beast" this Friday, "North by Northwest" on July 10, "Stop Making Sense" on July 17, "Mr. Holland's Opus" on July 24, and "Mary Poppins" on July 31).

Then there are the festivals within the festival. July 18 hosts the Reno Art Fair, July 19 the annual Gospel Fest, the Pacific Island Festival on July 24-25, the very popular Reno Basque Festival for its 30th year July 25-26, and the Summer Arts Festival, a multicultural celebration, also July 25-26.

Free visual arts exhibits can be found just about everywhere in town.

The popular Family Series returns Monday nights in Wingfield with the larger-than-life Hudson Vagabond Puppets performing "Ferdinand the Bull" on July 6, the Reno Youth Jazz Orchestra in a big band performance geared for youngsters July 13, "Babe" performed by TheaterWorks on July 20, and the International Folkloric Ballet and Little Swan Dancers, July 27.

The annual Dance Series presents free performances every Thursday night in Wingfield.

The World Music Series takes place Wednesdays in Wingfield. For this series, there is a suggested \$10 donation for charity. The Wailing Souls perform Jamaican reggae July 8, Lura combines Portuguese and Cape Verdean sounds July 15, Afro-Cuban music meets Celtic with Salsa Celtica July 22, and a welcome return of Mariachi Sol de Mexico de Jose Hernandez takes place July 29.

There are ticketed performances as well. Highlights of these include: Aspen Santa Fe Ballet July 24 at the Grand Sierra; "Queen of Bluegrass" Rhonda Vincent and the Rage at Bartley July 25; the Missoula Children's Theater presents "The Pied Piper" on July 25; Chris Botti plays contemporary jazz trumpet July 10 at John Ascuaga's Nugget; "new flamenco" guitarist Ottmar Liebert plays the Nugget on July 17; Reno Philharmonic plays the annual Pops on the River concert in Wingfield Park on July 11 and the 40th anniversary Gershwin Gala on Aug. 1 at the Pioneer Center for the Performing Arts.

The Reno Preservation Society will conduct a number of historic tours throughout the month.

IF YOU GO

A full schedule is available at RenoIsArtown.com, where you can also order a free copy of the "Little Book of Artown," a complete guide.

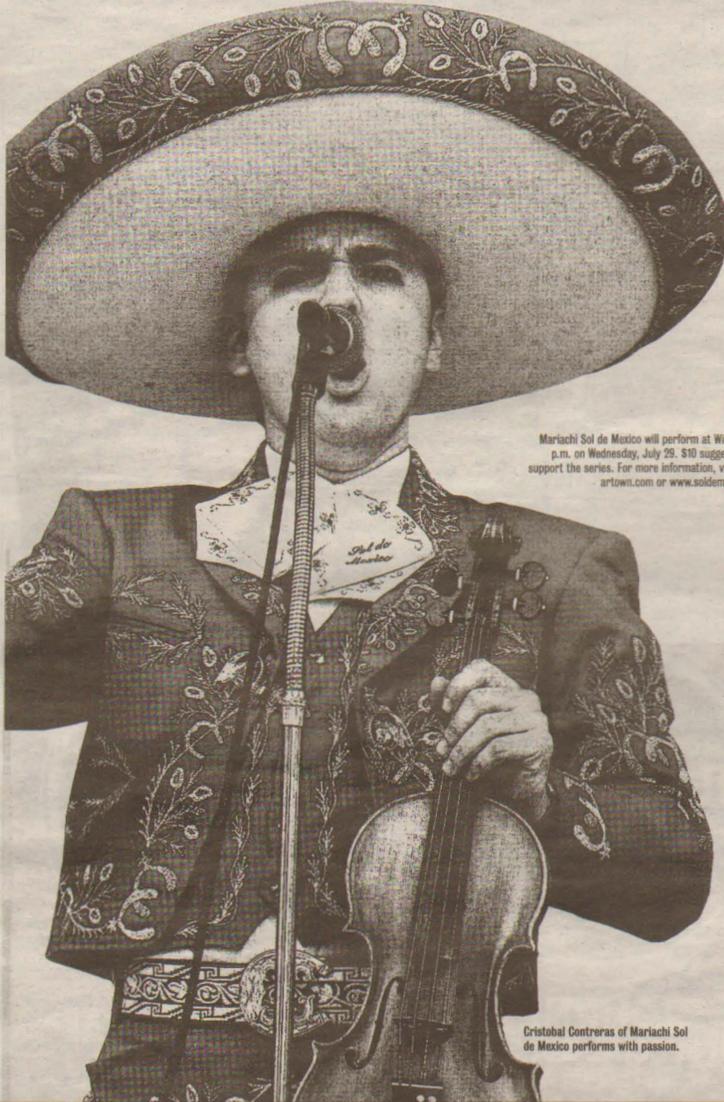
Chris Botti performs at 8 p.m. July 10 at John Ascuaga's Nugget. Tickets are \$55. Ottmar Liebert performs at 8 p.m. July 17. Tickets are \$32 at (800) 648-1177 or janugget.com.

The Aspen Santa Fe Ballet performs at 8 p.m. July 24 at the Grand Sierra. Tickets are \$25, \$35, and \$45 at (775) 789-2285.

Rhonda Vincent and the Rage perform at 7:30 p.m. July 25 at Bartley Ranch Hawkins Amphitheater. Tickets are \$25 and \$35 at (775) 322-1538 or RenoIsArtown.com.

"The Pied Piper" by the Missoula Children's Theater is at 7:30 p.m. July 25 at Nightingale Concert Hall on the UNR campus. Tickets are \$10 at (775) 322-1538 or RenoIsArtown.com.

The Reno Philharmonic's Pops on the River concert at 5 p.m. July 11 features reserved tables festively decorated for a contest, but space is available for individuals in the back and on the side for \$10. Or find a space across the Truckee River and hear the concert for free.



Mariachi Sol de Mexico will perform at Wingfield Park at 7 p.m. on Wednesday, July 29. \$10 suggested donation to support the series. For more information, visit www.reno-artown.com or www.soldemexicoonline.com.

Cristobal Contreras of Mariachi Sol de Mexico performs with passion.

Back by popular demand, Mariachi Sol de Mexico spices up Artown's World Music Series

Conic styles issue from Mexico's borders as if projected from loudspeakers, emphasizing that music remains one of the nation's prime cultural exports.

Setting aside pop exemplars Julio and Ricky Iglesias, Ricky Martin and even Selena for a moment, the consummate sound of Mexico has been recognized and embraced around the world thanks to ambassadors of a more "traditional" sort: Musicians honing forms such as conjunto, ranchera, corrido and, of course, mariachi. The latter claims rank as the style that most epitomizes Mexico, even while standing next to equally thick veins of musical custom.

This year Artown's World Music Series, which is held at Wingfield Park on Wednesdays during July, presents groups from Scotland, Venezuela and Jamaica. Mariachi Sol de Mexico will strum the final note, closing with strains of traditional Mexican music already familiar to downtown Reno.

Mariachi Sol de Mexico, a 13-piece ensemble that includes six violins, three trumpets, three guitars and a harp, played for a packed audience last July at Wingfield Park. Artown executive director Beth Macmillan brought the group back for a rare second invitation.

"We seldom program a group more than once," said Macmillan. "Mariachi Sol were so good, though, and so many people were happy to see them last year, that we felt compelled to do it. After their performance, we heard a lot of feedback from people in the community who said that they were disappointed to have missed the show. We kept hearing, 'When are they coming back?'"

NATIVE SONS

Pop is not the only musical genre pleasing the masses. For José Hernandez, band leader of Mariachi Sol de Mexico, it is easy to remain

relevant, even out of pop's range. When asked his thoughts on contemporary Mexican music, Hernandez's reply was short and polite. "I've heard that Latino pop has been growing and becoming more diverse."

Even though he supports his daughter Melody's efforts in her role as part of the crossover girl band trio Runway MMC, Hernandez keeps his own eyes trained on the traditional music of his country and family.

"I formed Mariachi Sol de Mexico in 1981, but my family has been playing this music for six generations," said Hernandez. "Mariachi music is at the heart and soul of Mexico. It is a music that is very passionate when played at a high level."

The subtext to that statement is that with every performance, Hernandez honors both family and nation. The feeling of responsibility inherent in representing a country and surname could weigh like an albatross, but Hernandez has no trouble operating at such a level.

Having spent the greater part of his life as a student and composer of mariachi music, he has grown into an artist and craftsman. The handful of musical history clenched in his trumpet fist has earned him two Grammy Award nominations for Best Mexican/Mexican-American Album.

Hernandez and his 12 Mariachi Sol band mates have performed and recorded with musicians such as José Feliciano, Willie Nelson, Linda Ronstadt and Lola Beltrán. Hernandez has also written several musical scores designed to assist conductors and musicians with the interpretation and play of traditional mariachi.

That is all just icing, though. Hernandez is equally pleased by the daily responsibilities of running yet another family business. Based out of Los Angeles, Mariachi Sol has at least one bankable venue in the cut-throat City of Quartz. Cielito Lindo is a restaurant owned and operated by the Hernandez family.

BY CHERON TAYLOR

SONG OF THE SOUTH

Volunteers - Making it Happen

More than 100 volunteers, each dedicated to Artown's month-long arts celebration, contributed countless hours this year to ensure that every event was an enjoyable experience for festival attendees. Volunteers offered their time and talents to festival events, both indoors and outdoors, filling a variety of roles and undertaking numerous tasks. Year after year these selfless individuals demonstrate that they are invaluable part of the 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 merchandise 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
- Directing traffic and parking, taking tickets and distributing playbills at 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:

- Boys and Girls Club of Truckee Meadows volunteered for Opening Night in Wingfield Park, at the Robert Z. Hawkins Amphitheater at Bartley Ranch Park for the Monday Night Music Series and took part in a special performance by William Joseph at the Robert Z. Hawkins Amphitheater
- IGT's team of volunteers came out for Opening and Closing Nights
- The Kohl's A Team sent volunteers to assist at the World Music Series Wednesday nights at Wingfield Park
- NV Energy's Young Professionals Network volunteered each Wednesday night at the World Music Series in Wingfield Park
- The Retired and Senior Volunteer Program provided exceptional volunteers throughout the month for many events

Combined, Artown volunteers donated a total of more than 1,000 hours. Thank you to our 2009 volunteers.



Volunteer

Volunteers

Shauna Adams
Gayle Anderson
Saritian Arulan Antham
Nicole Arulan Antham
Preyson Arulan Antham
Stephen Balls
Mary Lou Banta
Michelle Barry
Sandi Bates
Lydia Boals
Cheree Boteler
Tom Bourke
Jolene Bundy
Jocelyn Burton
David Bush
Dorothy Campbell
Michele Cardnto
Judy Carlson
Carol Coleman
Corrie Cortez
Melissa Davis
Katrina Davis
Aimee Deutchendorf
Samera Dines
Gail Early
Sandra Edwards
Gretchen Faber
Dianne France
Mary Francis
Tammy Gabel
Frankie Garrett
Berry Glover
Sandy Hall
Lisa Harris
Lisa Howard

Pat Jarzynka
Rock Jarzynka
Linda Jarzynka
Judi Jensen
Mark Jordan
Ken Langdon
Linda Langdon
Kerry Leedy
Rita Malkin
Makena Malvey
Rhonda Malvey
Michael Marshall
Nick Mashburn
Dorothy Mashburn
Vicki Mayberry
Stephanie McCaffrey
Sara Mendelsohn
Ed Miller
Susan Moffitt
Nikki Morales
Jim Morrison
Harriet Morrison
Iris Najera
Len Nuzzo
Deb Olijar
Robbin Palmer
Laura Palmer-Lopez
Lindsay Panton
Jerri Pear
Janet Pirozzi
Teil Popenhager
Sarah Porter
Regina Powers
V.K. Raman
Kim Reading
Adam Robertson

Julie Robertson
Bruce Robertson
Eileen Seer
Elizabeth Sharrock
Jerry Smith
John Snoodgrass
Earl Tarble
Meg Tarble
Mark Taxer
Gerry Taylor
Bob Thistlewhite
Shelby Thistlewhite
Sadie Thompson
Dinah Tupou
Carl Upston
Mark Vander Velden
Diana Vasquez
Karen Waite
Andy Watson
Beth Wells
Linda Wildman
Robert Wildman
David Zybert

Volunteer Organizations

Boys and Girls Club of Truckee
Meadows
IGT
Kohl's A Team
NV Energy
Retired and Senior Volunteer
Program



Volunteers

Collaborations

Artown is built on collaboration. In 2009 Artown had a number of interesting partnerships that elevated the level of artistic quality and community involvement in the festival.

Collaborators	Event
Reno eNVy and Artown	Artown Merchandise
First United Methodist Church and area musicians and artists	(2) Exhibits and (19) events at First United Methodist Church
Little Swan Dancers and Folkloric Ballet	Night of Cultural Dance
Black Rock Dance, SNB, CPAC, Innerrhythms, Wing & A Prayer Dance Company	Dancing in The Park series
Creative Performing Arts, Wing & A Prayer, Four Rooms Dance Collective, TMCC, Dance Unlimited, Dance Spirit, Western Nevada Performing Arts, Culture Shock Las Vegas, Fascinating Rhythm, and Positive Energy Performing Arts - Opus 5	Dancing in the Park series
William Joseph, Boys and Girls Club and Artown	William Joseph Concert
Reno Passport, KRZQ 100.9FM, West Street Market and Artown	Artown After Dark
Artown and Candace Nichol, VSA Arts, AnnaMarie Squailia, Vagabond Puppets, Reno Philharmonic Orchestra, Wing & A Prayer Dance Company, Nevada Museum of Art, Durham, Sierra Watercolor Society, Theatre Works of Northern Nevada, Ali Sullivan, Sierra Arts, Sierra Nevada Ballet, Little Swan Dancers, International Folkloric Ballet, Wild Horse Theatre, University of Nevada Reno, Reno Pops Orchestra, Coyote Puppet Theater, Tony Argento, McKinley Arts and Culture Center, West Street Market, Miguel Ribera Gymnasium, Stein Piano Gallery, The Lake Mansion, Nightingale Concert Hall, and the Wilbur May Museum	Discover the Arts
Reno Area Rotary Clubs and Artown	Glow stick sales in Wingfield Park during select event
African American Cultural Center (Bethel Housing) and Artown	(2) showings of "Standing in the Shadows of Motown" to introduce the history of the closing night act, The Funk Brothers
Reno-Tahoe Limosine and Artown	Provided artist transportation
Lenox Barns	Supplied shed for Artown in Wingfield Park throughout the month of July

Collaborators	Event
Sierra Restroom Solutions	Provided bathrooms and cleaning services for performer restrooms throughout the month of July.
Men Wielding Fire, S & T Catering (A Taste of New York), Sierra Nevada Chocolate, Tahoe Creamery and Artown	Food and Beverage at Outdoor Events
Artown, NV Energy, Kohl's, IGT and RSVP	Volunteers at Artown Events
Artown, Prism Magic, Art Dogs & Grace, Pure Anywear, Lion, The Isles	Unique and creative products to buy at Artown events in Wingfield Park
The Reno Bike Project and Artown	Bicycle Valet in Wingfield Park
Boys and Girls Club, Moms Like Me, Body Masterpiece, Theatre Works of Northern Nevada, The Noteables	Opening Night
The Montage, MWF, David LaPlante, Dennis Bash, Bruce Labadie, Norm Pytel, Anne Petrick, Jim Bauserman and Bryan Landaburu	Artown Sponsor Summit
Alexandratos Gallery, St. Anthony Greek Orthodox Church and various local artists	Reno Art Fair
Washoe County, The Robert Z. Hawkins Foundation, The Boys and Girls Club, Artown, Reno Pops Orchestra, Performers from the Steinway Series, Reno Jazz Orchestra and Cami Thompson	Monday Night Music Series at Robert Z. Hawkins Amphitheater (Bartley Ranch)
Artown, West Street Market and BetheCause	Poetry slams and music at West Street Market
Reno Philharmonic and various local artists and venues	Bling a String: An Art Project
Art in the Garden, yART Sale, Giving Art. Friends of McKinley Art Show and Sale, Amendment 21 Grill and Sports Bar, Silver Sage Artists and Arlington Gardens	A "Day of Visual Artown"
Artown, The Grand Sierra Resort and the Celtic Celebration	The Chieftains

"I saw Mr. Richie Havens at Woodstock 40 years ago this August. I have had the opportunity to see him in Buffalo, NY and Salt Lake City, Utah (where my wife and children could experience him). Thank you for having him open this year's Artown. It was wonderful speaking with him. What a gentleman. Brought my granddaughter to experience him for her first concert.Gary William Prudden

Outreach

Artown 2009 took enriching programs and developed community outreach and educational opportunities, several of which were supported through grant funding.

- Aspen Santa Fe Ballet conducted master classes for 60 local dancers who all received scholarships from Artown to attend these classes.
- Missoula Children's Theatre conducted a six-day residency that included 60 local children participating in a full week of rehearsals that culminated in a production of The Pied Piper at the Nightingale Concert Hall.
- In addition, Missoula Children's Theater conducted 20 theatre workshops at 10 venues including at-risk schools (92% of children qualify for free and reduced lunches and these schools also offer their students free and reduced breakfasts and dinners), Angel Kiss Foundation, Children's Cabinet, day treatment facilities and the Boys & Girls Club of the Truckee Meadows. More than 300 children participated in these workshops.
- 10,200 flyers advertising family and youth arts programming were distributed throughout Washoe County Schools.
- Artown partnered with local Rotary clubs to help bring awareness to their efforts to eradicate polio.
- William Joseph, internationally renowned classical pianist, spent a day at the Boys & Girls Club of Truckee Meadows where he shared his story of how music changed his life through a scholarship from the Boys & Girls Club. Later that evening, a local Boys & Girls Club attendee and musician, Emmanuel Williams, joined Joseph and his band in a performance at the Robert Z. Hawkins Amphitheater. Following this performance, Emanuel was given a pending scholarship to the University of Nevada Reno in 2010.
- Artown representatives met with activity coordinators from assisted living centers to discuss Artown events and senior block booking opportunities. As a result, senior centers and special needs assisted livings centers brought as many as 30 attendees to at least five free performances. Special seating arrangements were made by Artown for these groups.



"Great start with family friendly shows. We enjoyed Wing on the Water July, Beauty and the Beast July, Ferdinand the Bull on July 6th, and Harp and Vibe today. They were high quality and enjoyable for all ages. Thank you for presenting them."Eve McNeil



NEIGHBORHOODS

CONTACT
NEIGHBORHOODS
EDITOR
MICHAEL MARTINEZ
775.788.6302
MMARTINEZ@RGJ.COM

Wednesday, July 8, 2009 ♦ RGJ.com

'All of you have gifts, and it's up to you to share them with people.
Your voice needs to be heard.'

Pianist William Joseph, speaking to children at the Boys & Girls Club of Truckee Meadows



PHOTOS BY ANDY BARRON/RGJ

Pianist William Joseph plays for children Tuesday at the Boys & Girls Club. Joseph, a former "Club kid" in Phoenix, played the piano, provided some instruction and told his personal story during his visit.

Noted pianist tells Reno kids to practice, study and share

Boys & Girls Club helped William Joseph pursue his love of music

BY MARTINA BEATTY
mbeatty@rgj.com

The pianist whose fans filled Hawkins Amphitheater for an Artown performance Monday night was once a kid who hated school and whose first schoolteacher predicted he'd end up in jail.

But at age 8, Phoenix native William Joseph found a second home at his local Boys & Girls Club, where staff members helped him pursue music and get through school. And because Joseph credits the organization with helping him become the successful musician he is today, he made time on Tuesday to visit the Boys & Girls Club of Truckee Meadows on East Ninth Street.

"What does it take to be good at something?" Joseph asked the 25 musically inclined kids assembled to meet with him.

"Practice!" the kids responded, which was exactly the answer Joseph was looking for.

"We live in a world today where everything comes to us immediately, but playing an instrument, it takes a lot of work," he said. "And with music, you've got to be educated as well."

The 30-year-old pianist introduced himself to the young people as a fellow "Club kid" and asked them about their own talents and goals.

"All of you have gifts, and it's up to you to share them with people," he said. "Your voice needs to be heard."

He also told the young people about what he called the

SEE JOSEPH ON 3F



Tianna Stanley, 7, picks out four notes that pianist William Joseph created a song from and titled "Tianna" during his visit to the Boys & Girls Club.

BOYS & GIRLS CLUBS

In every community, boys and girls who are at home with little or no adult care or supervision must find their own recreation and companionship. Boys & Girls Clubs — "the positive place for kids" — offers recreation and companionship, plus programs and services designed to promote kids' development by instilling a sense of competence, usefulness, belonging and influence.

SOURCE: www.bgca.org/whowear



ANDY BARRON/RGJ

Pianist William Joseph, back, listens to Samuel Williams, 15, play the piano Tuesday during his visit to the Boys & Girls Club. Williams taught himself how to play the piano.

Joseph/Highlighted importance of practice

From IF

three keys to success in music: practice, education and performance.

"We don't need anybody to teach us to feel the music," Joseph said, "but we need to understand how everything works together."

"Knowledge is power. You have a wonderful library upstairs — use it. And if you can, get a teacher."

Joseph began playing the piano when he was 4 years old. After he joined the local Boys & Girls Club, staff members helped him apply for a fine arts scholarship through the national Boys & Girls Club organization.

"The Club helped me find a music scholarship so I could get an education and realize my potential," Joseph told the kids. "You have the resources. You're in a great place. Make it happen!"

One of the young people who attended Joseph's talk was Samuel Williams, who will be a freshman at McQueen High School this

WILLIAM JOSEPH

AGE: 30

OCCUPATION: Classical pop pianist

HOMETOWN: Native and resident of Phoenix

MORE DETAILS: www.william-joseph.com

fall. Williams, 15, likes jazz and plays the trombone and trumpet, and has taught himself how to play the piano.

Joseph involved many of the kids in his demonstrations, and invited Williams to play a little. The teenager improvised a song.

"You already have talent — so what is the next thing we do?"

"Practice," the kids answered again.

"Yes — it's all about consistency," Joseph said. "You always have to keep it up. Like in sports, you have to train, you have to work. It takes training, and it's going to take years."



Everyone is a Winner at Reno's Free Art Fest

Tuesday, June 23, 2009

Associated Press

RENO, Nev. —

With more than 300 free events throughout the month of July, organizers of Reno's 14th annual Artown festival are promoting this year's celebration as the perfect vacation destination for families on a budget.

The 400 events total range from concerts to cultural celebrations, theatrical performances, dance, art exhibits, outdoor movies and children's workshops - most of them on a downtown park on an island with a band shell in the middle of the Truckee River's free kayaking and tubing park.

Folk singer Richie Havens of Woodstock fame opens with a free concert on July 1 and the Funk Brothers, made up of original Motown performers from Detroit, wrap it up with another free show on Aug. 1.

"This is our time in the spotlight to make everybody realize Reno is really an extraordinary place to be if people are looking for a value-added trip," said Beth Macmillan, executive director of the festival on the edge of the Sierra Nevada less than an hour's drive from scenic Lake Tahoe.

"With so many things to offer, averaging eight free events every day, we can be the vacation for anybody's pocketbook," she said.

In addition to the daily free shows, several ticketed events are scheduled around town including:

- Jazz trumpeter Chris Botti, July 10
- Guitarist Ottmar Liebert, July 18
- Aspen Santa Fe Ballet, July 24
- "Queen of Bluegrass" Rhonda Vincent and the Rage, July 25
- Missoula Children's Theater production of "The Pied Piper," July 25
- Coer D'Alene Art Auction, July 25

About 30,000 people attended the first Artown festival, with its \$12,000 operating budget. Last year, 350,000 turned out and even more are expected this year at an event that now spends about \$1 million, including a \$20,000 grant from the National Endowment for the Arts.

And while the headliners draw most of the attention, the hands-on events are a hit with families, from face painting to kite-making and "ice cream sundaes in an art bowl."

"As Artown has grown, it has welcomed a wider range of attendees with stuff for kids, adults, all the different performing arts - and most of it is free," said Bethany Drysdale, spokeswoman for the Nevada Commission on Tourism.

"We hope that whatever money people are saving they go spend it on a great dinner or stay an extra night in town. It really raises the bar for Reno, which has been going through a renaissance of sorts and sort of re-establishing itself as an outdoor destination. Even people in town are rediscovering their own home," she said.

Jennifer Hicks, an executive assistant at slot machine-maker International Gaming Technology, is among the locals who used to spend summer vacations on the road but now clears her calendar for Artown.

"I'm an international traveler. I went to China last December, but I stay in Reno for July," she said.

"I love the 'Movies in the Park' and the events at Bartley Ranch (amphitheater) where they have classical music every Monday night," she said, adding that it is the kind of entertainment usually reserved for cities bigger than the 400,000 people who make up the "Biggest Little City in the World."

Families bring blankets, lawn chairs and picnics to the island Wingfield Park for the movie series that this year includes such favorites as "Mary Poppins," "Beauty in the Beast" and Alfred Hitchcock's "North by Northwest."

Organizers bill it as the "largest, most diverse" arts festival in the nation. Macmillan said that's based on its "size and scope" - covering all the disciplines of art and culture, including history and the humanities.

Mario Garcia Durham, the NEA's director of presenting, said it is difficult to compare one festival to another.

"But obviously this organization in Reno has really grown. It's citywide and has a huge impact," he said from Washington D.C.

Macmillan said it originally was modeled after the Spoleto Festival in Charleston, S.C., but that Spoleto is divided into two parts, with ticketed events during one part and local presenters during the other, while Artown combines the two throughout July.

"When Artown first started, that was the pie-in-the-sky dream to aspire to be like," she said.

Cultural celebrations include a Gospel Fest (July 19), Pacific Island Festival (July 24-25) and the 30th annual North American Basque Festival (July 25-26).

Other highlights include a presentation on "The Life of Bob Marley" by Roger Steffens, founding editor of The Beat magazine who will present film, photos, stories and music of the late reggae legend on July 8.

"Not only do you get free arts, but you get meaningful arts, from Woodstock to Motown," Macmillan said.

"It's Richie Havens' only West Coast date on his tour and it's free. The Funk Brothers played with Marvin Gaye, the Supremes and the Temptations. We're exposing people to genres they may not know much about," she said.

Four blocks from Wingfield Park is the Nevada Museum of Art, where July's exhibits include Chuck Close and Contemporary Portraiture, and the photography of the German husband-and-wife team of Bernd and Hilla Becher.

And for those looking for other diversions, four blocks the other direction is a spanking new minor league baseball stadium that opened in April on the banks of the Truckee River, home of the Pacific Coast League's Reno Aces, the AAA affiliate of the Arizona Diamondbacks.

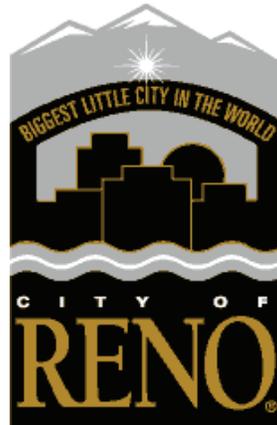
"I can drop my kids downtown," Macmillan said, "and they can go to a baseball game, go to a movie, get something to eat and go to a free Artown event all for about \$30."



ADVERTISEMENT

ARTOWN SPONSORS

This report and the supporting data are for the 2009 July festival. Upon completion of the entire inaugural Artown "Encore" season, a supplemental report will be available in April 2010.



The City of Reno, Artown's Major Funder

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 14 years the City has championed the month long celebration of arts and culture that attracts enthusiastic audiences to the more than 400 events at venues in the downtown core and throughout Reno each July. Even with the historical economic turmoil, the City of Reno along with the continued support of the arts for Artown, the Mayor, City Council, City Manager and staff strived to keep our community rich in arts and demonstrated that the arts can find unity and thrive.

City of Reno

Bob Cashell, Mayor
Dave Aiazzi, Councilman
Dwight Dortch, Councilman
Dan Gustin, Councilman

Pierre Hascheff, Councilman
Jessica Sferrazza, Councilwoman
Sharon Zadra, Councilwoman

**Contribution to Artown:
\$135,000**

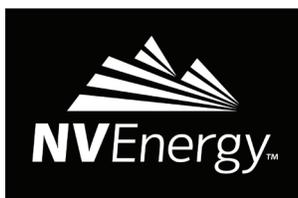
**Leveraged In-kind Value: City staff, Venue fees, Wingfield Park restrooms, Wingfield Park maintenance and park fees and other miscellaneous in-kind donations:
\$25,606**

**Additional funds awarded through cultural grants for presenters:
\$74,741**

**Total City of Reno Support:
\$235,347**

Corporate Contributors

Through the generosity of Festival Sponsors, Artown continues to make significant impact on arts and culture throughout Reno. We are honored to partner with the following entities:



RENO GAZETTE-JOURNAL | RGJ.com

**Corporate Sponsor Contributions:
\$112,000**

Corporate Leveraged Support In-Kind

Artown is only as successful as our partners, and we are fortunate to have excellent relationships with our Festival Sponsors. Our sponsors support Artown in numerous ways during July, and also in the months leading up to the festival, thereby increasing our reach. The following summarizes the leveraged values that Artown achieves through our sponsor's efforts.

Harrah's Reno: On-site banners, hotel rooms, custom seating - **\$6,200**

IGT: Hospitality events, volunteers, Artown promotion to employees - **\$5,000**

NV Energy: Women of Achievement sponsorship, office supplies, Little Book distribution point, Artown promotion to employees, volunteers at Wednesday events - **\$3,800**

U. S. Bank: Facilitating Artown Sponsor Summit, large art murals and paint for Family Series activity, press release and promotion of Artown partnership and sponsor activation - **\$5,500**

RSCVA: Out of market advertising and promotion - **\$93,362**

Other Corporate Cash Equivalent In-Kind (Excluding Media and Events In-Kind): A-Carlisle, Event Services, Sierra Restrooms, Nevada Office Machines, Terribles Sands Regency, Reno Tahoe Limousine - **\$27,590**

Artown Volunteer Value: \$17,900

**Total Corporate In-Kind (Event specific In-Kind is reported on page 28, Media In-Kind is reported on page 30):
\$159,352**

Individual Event Sponsors

Event sponsors make it possible for the community to experience world-class events highlighting national and international artists throughout Artown. Artown extends sincere thanks to the following businesses, foundations and individuals:

Aspen Santa Fe Ballet

Grand Sierra Resort

Closing Night

Friends of Artown
Terribles Sands Regency

Discover the Arts

Chartrand Foundation
Lemelson Education & Assistance Program
Nevada Arts Council
Northern Nevada Dairymen

Family Series

John Ben Snow Memorial Trust
RGJ Foundation
MomsLikeMe.com
Thelma and Thomas Hart Foundation
Tahoe Creamery
Target Community

Ladysmith Black Mambazo

Grand Sierra Resort
Zeh & Winograd

Monday Night Music Series

Charles Schwab Bank
Grand Sierra Resort
Robert Z. Hawkins Foundation
Terra West Property Management
Washoe County

William Joseph Outreach Event

ELP Capital
Mary Anne Cashman
NNAI
Oracle
Robert Z. Hawkins Foundation

Movies in the Park

Goldcorp, Inc.
University of Phoenix

Opening Night

City of Reno Arts & Culture Commission
Friends of Artown
Harrah's Reno
MomsLikeMe.com

Rhonda Vincent and the Rage

Grand Sierra Resort
Washoe County

World Music Series

Friends of Artown
Reno-Tahoe Limousine
Rotary Club of Reno Centennial Sunset

***Pianos sponsored by Steinway and Sons**

**Artown Produced Event Corporate Sponsor Cash Contributions
(Excluding Foundations and Friends of Artown contributions. All
foundation contributions are reported on page 29 and Friend of Artown
contributions are reported on page 29):**

\$63,500

Artown Produced Event In-Kind (Excluding Media):

\$51,744

Artown Produced Event Ticket Sales and Earned Revenue:

\$52,699

"Thanks for bringing The Wailing Souls to Reno. Great concert. Love to see reggae in the park. Great venue. I brought my family and we all had a very positive experience. Thank you."Pete Kristian

Foundations and Government Agencies

Artown adheres to the philosophy of raising the quality of life for all through arts and education, and they're not alone in that thought. The following valued foundations and government agencies share that belief:

Bretzlaff Foundation
Carol Franc Buck Foundation
Chartrand Foundation
Community Foundation of Western Nevada
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
Reno Gazette-Journal Foundation
Robert Z. Hawkins Foundation
Target Community
Terry Lee Wells Foundation
Thelma & Thomas Hart Foundation

Foundations and Government Agency Support and Funding:
\$212,472

Friends of Artown Artown's membership program supported the World Music Series, Opening Night, Closing Night and Operations - **\$52,699**

Additional Cash Contributions (Anonymous, Kohls) - **\$27,000**



Opening Night

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 :30/:15/:10/:4 second sponsor/branding commercial recognition spots
- Production of :15 second Aspen Santa Fe Ballet commercial
- 525, :30/:15/:10/:4 second sponsor/branding commercial recognition spots from 6/1 – 7/31
- 72, :15 second spots promoting Aspen Santa Fe Ballet
- :10 pre-roll on *KOLOTV.com* video players
- Online promotional display ads on *KOLOTV.com* from 6/1 – 7/31 at 538,000 impressions
- Artown section on *KOLOTV.com* from 7/1 – 7/31 with news content, calendar and web site links
- Artown calendar of events on 8ToGo.com mobile site
- Agency discount applied to media buy schedule
- 16 on-air interviews during "Daybreak" Morning Show and KOLO 5 p.m. and 6 p.m. News

Investment: \$3,519

Total Media Value: \$46,284

Total In-Kind Contribution, Value and Savings: \$42,765



- Production and printing of 100,000 72-page full-color 2009 Little Book of Artown
- 40,000 Little Book of Artown inserted into home-delivered newspapers
- Production and printing of 51,000 24-page full-color 2009 June and October Artown Magazines (25,500 per issue), and packaging and distribution of 50,000 in the June and October issue of *Reno Magazine* and displayed with *Best Bets* out of market (25,000 per issue)
- Five pages full color ads in June and October Artown Magazines for sponsor advertising
- 120,000 banner impressions on *RGJ.com*
- Four, quarter page full color ads for Rhonda Vincent and The Rage and Aspen Santa Fe Ballet in *Best Bets*
- Full page full color Thank You Ad
- One, quarter page full color Advertorial for Aspen Santa Fe Ballet
- 13, full color ads totaling 298 column inches for Little Book, Merchandise, Branding, Rhonda Vincent and The Rage and Aspen Santa Fe Ballet
- Opening Night sponsorship by *MomsLikeMe.com* incorporating the *RGJ*, *RGJ.com* and *Washoe Parents* included:
 - o Two, 20" ads run in the Neighborhoods section the weeks of 6/14 and 6/21
 - o 100,000 banner impressions from 6/14 – 7/1
 - o Half page, full color ad in June *Washoe Parents* magazine (joint message with Opening Night and Family Series)
 - o Rotating home page banner ad on *MomsLikeMe.com* and two ads on *MomsLikeMe.com* page in Sunday Living the weeks of 6/21 and 6/28
 - o Banner ad in *MomsLikeMe.com* e-newsletter on 6/18 and 6/25
- Family Series sponsorship by *MomsLikeMe.com* incorporating *RGJ*, *MomsLikeMe.com* and *RGJ.com* included:
 - o Four, 20" ads run in the Neighborhoods section
 - o 100,000 banner impressions on *RGJ.com* from 6/21 – 7/27
 - o Inclusion in two *MomsLikeMe.com* e-newsletters
 - o Rotating home page banner ad on *MomsLikeMe.com* for four weeks and four ads on *MomsLikeMe.com* page in Sunday Living
- Editorial media coverage received August 2008 through July 2009

Investment (Includes Agency Discount Applied): \$39,043

Total Media Value: \$540,003

Total In-Kind Contribution, Value and Savings: \$500,960



NEIGHBORHOODS

CONTACT
NEIGHBORHOODS
EDITOR
MICHAEL MARTINEZ
775.788.6302
MMARTINEZ@RGJ.COM

Thursday, July 30, 2009 ♦ RGJ.com

DANCING IN THE PARK



PHOTOS BY ANDY BARRON/RGJ

STAFF REPORT

Members of the Black Rock Dance Company rehearse for tonight's Artown dancing in the park performance titled "Souvenirs." The free performance begins at 8 p.m. today at Wingfield Park, located at First Street and Arlington Avenue. To see more photos of the dance troupe, visit www.RGJ.com/artown





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

- 438, :10, :30 and :60 second Festival Announcements, event promotion and traffic/program sponsorship on KTHX and KJZS
- 20, :10 second traffic sponsorships on KURK and KRZQ
- 57, :30 second spots for Rhonda Vincent and The Rage
- Inclusion as X-Night at Nevada Museum of Art sponsor from February – July, including 40 on-air promo spots per event
- Six live remote events with 100 on-air promo spots for season preview and throughout July
- Distribution of Little Book of Artown at station remotes and events
- Five on-air interviews, each Monday in July, with Beth Macmillan during morning show
- Two Public service radio interviews aired on all stations within the network
- On-Air ticket promotions for Rhonda Vincent and The Rage (10 pairs) and Aspen Santa Fe Ballet (5 pairs) on KTHX and KJZS
- 120 daily Artown Updates

Investment (Includes Agency Discount Applied): \$2,210

Total Media Value: \$59,042

Total In-Kind Contribution, Value and Savings: \$56,832

Media Buy and Additional In-Kind Support

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

Charter Media

- 616 total Aspen Santa Fe Ballet spots running 7/6 – 7/23
- Agency discount applied to media buy schedule

Investment: \$1,809

Total Media Value: \$4,256

Total In-Kind Contribution: \$2,447

SNCAT/KJIV

- Production, taping and broadcast of 3 Artown events, a total of 40 times on City of Reno channel 13

PERFORMANCE	# OF TIMES BROADCAST
Dancing in the Park: Sierra Nevada Ballet	9
Dancing in the Park: InnerRhythms Dance Theatre	16
Family Series: Dance of Cultures	15

- Display of Artown daily calendar of events on channel 13
- Interview on "Curtain Call" with Beth Macmillan for Artown preview
- Taping, production and broadcast of 10 Artown interviews during June and July, running a total of 700 times on SNCAT and available on-demand online from June 2009 – June 2010

Investment: \$0

Total Media Value: \$34,635

Total In-Kind Contribution: \$34,635

Citadel Communications - *Radio stations: KKOH 780 AM, KNEV 95.5 FM*

- On-Air interview during Bill Manders Show as preview to festival
- 12, :30 second Festival Announcements on KKOH

Investment: \$230

Total Media Value: \$640

Total In-Kind Contribution: \$411

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 1270AM*

- 36, :30 second Festival Announcements on KRNO and KLCA

Investment: \$816

Total Media Value: \$1,517

Total In-Kind Contribution: \$701

KUNR 88.7 FM

- 15-minute on-air interview with Beth Macmillan to promote Artown

Investment: \$0

Total Media Value: \$375

Total In-Kind Contribution: \$375

Lotus Radio - *Radio stations: KOZZ 105.7 FM, KDOT 104.5 FM, KUUB 94.5 FM, ESPN 630 AM*

- Public service radio interview
- 57, :30 second spots promoting Rhonda Vincent and The Rage

Investment: \$497

Total Media Value: \$1,230

Total In-Kind Contribution: \$733



Real People. Real Places. Real Art.

Black Rock Desert
Exploring the Middle of Nowhere

THE FACES OF RENO'S ARTS SCENE

JUNE/JULY 2009

Feature Story:
THE UPSIDE OF A DOWN ECONOMY

Out of the Red:
MEET NORTHERN NEVADA'S GREEN ENERGY PRODUCERS

*"Most folks are about as happy as they make up their minds to be."
- Abraham Lincoln*

R-STYLE

Fashion Editor: Isha Casagrande
Writer: Elizabeth Hogue
Photographer: Jeff Einar
Hair/Make-Up: Sydney Leathers
Location: Pioneer Center for the Performing Arts

Models: Ben Arnold, BETHCAUSE, Cameron Crain, Nevada Shakespeare Company, Britt Curtis, The Holland Project, Lelani Tau-Schneider, Gospel Fest, Northern Nevada A.A. Ballet Theater, Arie Rodriguez, International Folkloric Ballet

Find Just the Right Fit at Artown

Ahhh, summer is here once again, bringing with it the heat, fireworks, barbecues and Artown! Now in its 14th year, the nationally celebrated July arts festival is going to be bigger and better than ever before, offering more than 400 events throughout the month. In fact, there's so much fun to be had that festival organizers have added an extra day to the celebration - creating July 32 - to squeeze it all in. More than 60 percent of the events are free, averaging about 10 minutes, free events each day. Here are a few you can look forward to.

>> faces of artown



There's Nothing Classic About It

Over the years, Artown has presented a variety of dance styles, and 2009 is no different: this year's festival will highlight everything from ballet to indigenous Spanish and Mexican dance. Jasmine (Jazzy) Hershewe has been dancing with the A.V.A. Ballet Theatre for more than 10 years and is no stranger to the misconception that ballet is boring. But she says this year's show, *Vortex*, at the Hawkins Amphitheater, will be anything but, combining the grace of ballet with the passion of rock, dance, Broadway and alternative music. "This ballet is going to be a really different experience for people," Hershewe says. "The music is more contemporary and upbeat - it's going to be really exciting and completely different than our classical routines."

Dance fans can also expect a wide array of multicultural performances throughout the month, including traditional Mexican and Spanish numbers with International Folkloric Ballet. The group will do a variety of colorful dances, traveling a timeline starting with the Venado, the Aztec's spiritual dance to ensure a good hunt, to more modern selections, including a carnival piece with decorative, dancing heads and streamers. "There's something for everyone," says dancer Arie Rodriguez. "And each dance tells a story, which is very cool."

Reno Has Rhythm

The Lake Tahoe Shakespeare Festival offers some of the best live performances you can find of the playwright's famous tales. And this year, while the audience can expect amazing theater, the big surprise is the addition of a new music series. This year's plays include the dramatic comedy *Measure for Measure*, and the perennial favorite, *Much Ado About Nothing*, as well as the D.G. Menchetti Young Shakespeare performances produced in collaboration with the Nevada Shakespeare Company. But the festival completes its summer score with the premiere of the Urban Village Monday Night Music Series, bringing diverse performers from around the globe to Sand Harbor, covering a wide range of styles from Afro-Cuban to Broadway.

this page: [Top to bottom] 1. Ben is wearing Rock & Republic jeans, Steger button up shirt from Kalamita Jean Bar. The from Junkie. Hat is model's own. 2. Cameron is wearing Gineti Street jeans, a Rock jacket, 3. Diamond shirt and Christy's Crown Series hat, all from Kalamita Jean Bar. Ben's Rock & Republic jeans, Affliction jacket and Steger button up shirt are all from Kalamita Jean Bar. His tie is from Junkie. The hat is his own.

previous page: Lelani's tutu, top and fan are all from Junkie. This hat was made by Jessica Schneider for Junkie. Shoes are her own.

R-STYLE

Another event adding a little variety to the music of Artown is Gospel Fest. Created to bring people of any and all denominations together, Gospel Fest celebrates the art of gospel music and praise dancing. "This will be a great opportunity for people in the community to come together and share their gifts," singer Lelani Tau-Schneider says. "The music is uplifting, and it is my wish that we can spread a little hope to people this year." With new songs and some new moves, too, people can expect to hear the full range of Gospel music presented, from its roots to modern day genres, performed by local and national artists, as well as dance. Food vendors and cultural games in Wingfield Park.

Looking forward to an extra day of Artown? Well, so is the Pioneer Center for the Performing Arts. Home to the Reno Philharmonic Orchestra, Nevada Opera Association, and A.V.A. Ballet Theatre, the venue presents over 100 performances a year. This year, Pioneer Center will help wrap up Artown, celebrating July 32 with the Reno Philharmonic Orchestra's 40th anniversary celebration. The event will feature the inaugural performance of the

original music, poetry, stand-up and short stories before a live audience. "This is a great way for everyone, but young people in particular, to come together to share their work and what it means to them," Arnold says.

The Holland Project is also getting creative this year, undertaking the ultimate summertime activity, backyard fort building, with a new event, Fortified Artistry will feature four different fort installation pieces from four different teams of local artists, working together to create a unique exhibit that represents the meaning of "fort." Each fort will be displayed on the grass at Wingfield Park, to encourage imagination, inspiration and interaction. "Fortified Artistry was designed to represent the various facets of The Holland Project - art, music and youth - and combines the best summertime activities with our own little twist," Britt Curtis, event organizer, says. The result? The creation of the ultimate backyard experience, with an incredible fort installation, special musical guests and the Nevada premiere of the documentary film *Towncraft*, detailing the youth-led music community in Little Rock, Ark.



Ben is wearing Rock & Republic jeans from Kalamita Jean Bar, and the shirt and top hat are from Junkie. Britt's dress and belt are from Junkie, and the shoes are her own.

orchestra's new music director, Laura Jackson, and special guests, Jim Winn on piano and soloist Anita Johnson.

Getting Creative

Two local organizations are sponsoring events they hope will inspire creativity within the community's youth. Ben Arnold strongly believes in the transformational power of collective expression and created his group, BETHCAUSE, to help give a voice to Reno's 14-25 crowd. This year at Artown, BETHCAUSE will sponsor a number of free art, music and poetry workshops as well as Youth Poetry Slams at the West Street Market. The slams will have an open mic forum and allow participants to showcase their

Whether you're an Artown veteran or virgin, try on something new for size this year. There are plenty of events to go around and you're sure to find something that's just your style. **[R]**

Elizabeth Hogue is also the assistant editor of *Family Pulse* and a Northern Nevada freelance writer.

Next page: [Top left and large photo] Arie is wearing a staples dress and bow from Junkie. The umbrella was designed by Jessica Schneider for Junkie. **[Bottom left]** Lelani's Slip Staring dress and sheer wrap are from Sasha's Boutique. Top hat designed by Jessica Schneider for Junkie.

Reno News & Review

- 2 quarter-page, full color ads promoting Rhonda Vincent and The Rage
- Half-page, full color Festival Announcement ad

Investment: \$1,540

Total Media Value: \$3,619

Total In-Kind Contribution: \$2,079

RLife Magazine

- Half page, full color advertisement promoting Aspen Santa Fe Ballet

Investment: \$999

Total Media Value: \$1,550

Total In-Kind Contribution: \$551

Reno Passport

- Half page, full color ad in July issue
- Social media outreach promoting Artown After Dark concert series

Investment: \$250

Total Media Value: \$1,250

Total In-Kind Contribution: \$1,000

The Washoe Channel, Washoe County

- Online bulletin board promoting Artown events, posted 6/22 – 7/31
- Broadcast of Artown video 222 times from 6/25 – 7/31
- Taping, production and broadcast of one Artown performance, a minimum of 8 times on TV-217 and online video-on-demand

Investment: \$0

Total Media Value: \$6,478

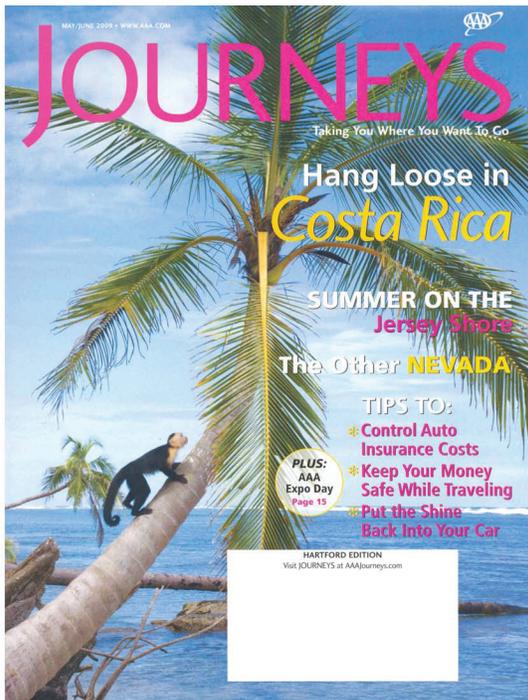
Total In-Kind Contribution: \$6,478

Total Media Sponsor, Buy and Added Value

Investment: \$50,913

Total Media Value: \$700,878

Total In-Kind Contribution: \$649,966



The Other Nevada

Las Vegas has its appeal but there's a lot more to this state than just Sin City.

By Karen A. Avitabile

When most people hear Nevada, they automatically think of Las Vegas and gambling. But there is so much more to the Silver State – outdoor recreation, cowboy country, magnificent parks, history, culture and a landscape which includes lush green grass, pines, serene waterfalls and the desert, of course.

Summer is the perfect time to visit Nevada. If gambling isn't your thing, there are four areas to experience in Nevada that will leave you wanting more: Carson City, the state's capital; Virginia City, one of the richest towns for a

half century; Reno, a bustling city known as America's Adventure Place; and North Lake Tahoe, with clear blue water, outdoor activities and white, sandy beaches.

RENO

An arch which reads, Reno – The Biggest Little City in the World, beckons visitors to one of Nevada's largest cities. Some people say Vegas was built around tourists, but Reno was built around a community.

Feel right at home in Reno, which offers countless

26 JOURNEYS • MAY/JUNE • 2009

inside and outdoor activities, daytime or nighttime. The Nevada Museum of Art, the oldest cultural institution in Nevada, provides a forum for visual arts activities, exhibits and artists. Now in its 14th year at venues citywide, Artown is held during July and features more than 350 performances and events – with more than half of them free – throughout the month.

The Truckee River Arts District is located close to Reno's Truckee River Whitewater Park. Plan to visit both the CalAve and Riverwalk for shopping in antique stores, boutiques and galleries. Also, experience culinary attractions. This area is quickly becoming Reno's premier neighborhood retail, restaurant, entertainment and business district.

To see Reno from a different perspective, rent a Segway Human Transporter from Reno Fun Tours, based inside the Silver Legacy Resort Hotel and Casino. With a tour guide, learn about Reno's history, architecture and popular hangouts, and visit the Riverwalk District, California Avenue and Idlewild Park. Instructions are provided.

The Grand Sierra Resort, one of about 24 casinos in the area, offers accommodations, restaurants, shopping, a cinema, pool area, 50-lane championship bowling center, outdoor rides, aqua golf driving range and the largest casino in northern Nevada. Wine tastings are held regularly here.

2009 Artown Exposure

ABCNews.go.com
About.com
ActiveRain.com
American Style
ArtDaily.org
Arts Management
Austin-American
Statesman
BrooWaha.com
CanadaEast.com
Carson Times
CBS13.com
CBS2.com
CBS5.com
CBS8.com
CharleneHamilton.com
Chicago Tribune
Chico Enterprise Record
City of Sparks
CityStages.com
Comstock Chronicle
Contra Costa Times
ContraCostaTimes.com
Courant.com
Daily Herald
Daily Sparks Tribune
Daily Times
DailyMail.com
DaytonDailyNews.com
Denver Post
EarthTimes.org
Eventsetter.com
Examiner.com
Family Pulse
ForrestHartman.com
FoxNews.com
FoxReno.com
GonnaHappen.com
GoTahoeNorth.com
HighBeam.com
Journeys, AAA
KCOY.com
KESQ.com
KGONewsTalkAM810.com
KidzNSnow.com
KION-CBS46.com
KIONRightNow.com
KJIV Radio
KMIR.com
KMPH.com
KMPH.com
KOLO TV Channel 8 News
KOLOTV.com

KRNV.com
KSBY.com
KSWT.com
KTVN TV Channel 2 News
KTVN.com
KUNR Radio
KUNR.com
Lahontan Valley News
LakeTahoeNews.net
Las Vegas Review
Journal
Las Vegas Sun
LasVegasNow.com
Los Angeles Times
Marin Independent
Journal
Merced Sun Star
MercuryNews.com
Modesto Bee
Monterey Herald
Moonshine Ink
msnbc.com
Nevada Appeal
Nevada Business
Nevada Home
Nevada Magazine's
Events & Shows
Nevada Magazine
NevadaAppeal.com
NevadaBusiness.com
NevadaMagazine.com
NevadaNews_UNR.edu
News.Yahoo.com
News-Leader.com
NewsReview.com/Reno
Northern Nevada Business
Weekly
Ohio.com
Orange County Register
PentictonHerald.com
PetFolio
Post-Gazette.com
PottstownMercury.com
Press Enterprise
PressofAtlanticCity.com
PR-Inside.com
RecordOnline.com
Reno Gazette-Journal
Reno Gazette-Journal
Best Bets
RGJ.com
Reno Magazine
Reno News & Review

Reno Passport
RenoPassport.com
Reno Tahoe Tonight
Reno.com
Reno.com All Access Pass
Reno.Metromix.com
RenoSparksChamber.org
RenoTahoeAbout.com
Rlife Magazine
RockyMountTelegram.com
SacBee.com
Sacramento Bee
SacTicket.com
San Diego Union Tribune
San Francisco Chronicle
San Jose Mercury News
San Luis Obispo Tribune
Seattle Times
SeattleDailyJournal
Commerce.com
SFGate.com
Sierra Arts
Sierra Heritage Arts &
Culture
SierraSun.com
SkiPressWorld.com
SNCAT
Tahoe.com
TahoeBest.com
TahoeGuide.com
TahoeThisWeek.com
TaiwanNews.com
TampaBay.com
The Weekly
TheCanadianPress.com
Times Standard
TimesDaily.com
Travel.Canoe.ca.com
Travel.Cleveland.com
TravelChannel.com
TravelWeekly.com
Union Democrat
UNR Sagebrush
USAToday.com
Ventura County Star
Via, AAA
VictoriaAdvocate.com
VirtualTahoe.com
VisitRenoTahoe.com
WorldEventsGuide.com
WPXI.com
Yahoo.com

Total 2009 Media Coverage Circulation and Value

Total Reach: 29,338,043

Total Value of Media Coverage (Advertising Equivalency): \$1,822,253.70

NORTHERN NEVADA MOMENTS



PHOTOS BY CANDICE TOWELL/RGJ

Kina Valele of Sparks Sea of Glass-SDA Church performs during the Praise Explosion on Sunday at Wingfield Park in downtown Reno.

Gospel music lifts hearts at festival

Hundreds visit Wingfield Park for Artown event

BY JACLYN O'MALLEY
jomalley@rgj.com

Patricia Tau knows gospel music.

"It soothes the soul," said Tau, the wife of Pastor Live Tau of Reno's World of Life Ministries. "Music is singing when you are sad and lyrics that uplift you. It's from the heart and not just words.

"Gospel talks about being blessed and makes you think about what's going on."

And Sunday's Artown gospel music festival in Wingfield Park is just what the community needed, she said, in light of the nation's economic downturn.

The event drew hundreds who clapped hands and danced to the inspirational words sung by 14 choirs and



Samoy Tau-Cevallos, 8, Titus Tau, 12, and Mehkai Jones, 10, perform Sunday during the Praise Explosion.

musicians that Tau organized for the third time for Artown.

"You could have it worse," she said of hardships from the economy. "You realize you are blessed and have to learn to be thankful for what you have. It may not be the best, but it's better than what some have."

Inspiration and feeling uplifted is why Jennifer Durand attended Sunday's concert. Durand was laid off six

months ago from her job as a graphic artist, and she said she needed some cheering up after months of getting rejections from employers.

"This does make me feel better," said Durand, who was dancing and jumping around in the grass. "It gives me the strength and motivation to keep going. I just have to be positive."

Ruby Robinson is a fan of gospel music and said singing

and listening to it is a way to praise God.

"We can't do anything without him," she said. "You can see the spirit in the music when everyone claps and stomps their feet. It's really a tribute to having faith and God. We have to lean on God because he's the only one that gives us a chance."

All ages attended the festival and sat on chairs and blankets only when they didn't rise to their feet to dance and cheer.

Tau said the singers were from local churches and from as far as Texas, Virginia and the Los Angeles area.

"Gospel music really brings hope and joy when we're sad and brings the community together," Tau said. "This is really a community celebration."

Catfish and chicken were sold at the event. Northern Nevada H.O.P.E.S. was also on hand to provide education about HIV testing and AIDS prevention.

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

A.V.A. Ballet Theatre	Food Bank of Northern Nevada	Northwest Reno Library Gallery	Starlite Dance Center and
A2N2/ Artslaves	For the Love of Jazz	One of a Kind Friends	Let's Dance Band
African American Cultural Center	Friends of Washoe County Library	Pacific Exchange Productions and Silver Legacy	Steinway Piano Gallery
Ageless Repertory Theater	Giving Art	Petfolio Magazine	Steinway Youth
Alexandratos Gallery Annex	Good Luck Macbeth	Portrait Society of Reno	Sterling Rose and Newman Appraisals
Alf Sorensen Community Center	Great Basin Young Chataqua	Postmon Productions	Stremmel Gallery
Ali Sullivan	Hammer Productions and David Beck Productions	RedRock Studios	Studio on 4th
Amendment 21	Historic Reno Preservation Society	Reno Chamber Orchestra	Sweet Vibrations
Anne Marie	Holland Project	Reno Dance Company	TMCC Watercolor
Argenta	Home Slice Productions	Reno eNVy	Tammy Franchini
Artisans Fairtrade	Hungry Valley Christian Fellowship	Reno Irish Dance Company	TheatreWorks of Northern Nevada
ArtisTree Studio	Idlewild Park	Reno Jazz Orchestra	The Vision Place
Artists Co-op of Reno	InnerRhythms Dance Theatre	Reno Little Theater	Think: Arts and Architecture Bookstore
Artown Youth Slams	International Folkloric Ballet	Reno Municipal Band	Tim Jones
Barbara Baxter Sings	Jazz Q Music Education Services	Reno News and Review	TOCCATA
Barnes & Noble Booksellers	Joe Crowley Student Union	Reno Passport and KRZQ 100.9 FM	Tony Argento
Bartley Ranch	John Asquaga's Nugget	Reno Philharmonic Association	Trinity Episcopal Church
BEtheCAUSE	Kathleen Durham	Reno Philharmonic Guild	Truckee Meadows Quilters
Bethel Housing Development Corp.	Kaulana Na Pua O Hua	Reno Pops Orchestra	University of Nevada, Reno
Chuck Reider	Kia Saunders	Reno Urban Forestry Commission	UNR Church Fine Arts
Forrest Bietz	La Bussola and Center Gallery	Reno-Tahoe International Airport	UNR School of the Arts
Black Rock Arts Foundation	Lake Mansion	River School	Vagabond Puppets
Black Rock Dance Company	Lakeside Community Church	River Walk District	Vicki Bobo
Bruka Theatre	Latimer Art Club	River Walk Merchants	Vocal Art Works
C. J. Walters	Lavender Ridge	Robert Ince Jewelers	VSA Arts of Nevada
California Avenue Merchants Association	Lenox Barns	Robert Z. Hawkins Amphitheater	Washoe Arc
Candace Nichol	Little Swan Dancers	Rotary Club of Reno Centennial	Washoe County Library
Ceol Irish Pub	Liquid Blue Events and Reno Gazette Journal	Sunset	Downtown Reno
Choice Dance Krew	Lynda Yuroff	Sands Regency Pool	Washoe County Regional Parks & Open Space
City of Reno	Mark Simon	Scenic Nevada	West Street Urban Market
City of Reno's NW NAB	Masterworks Chorale	Shawn Grady	Wilbur May Museum
City of Reno Youth City Council	McKinley Arts & Culture Center	Sierra Artists Guild	Wild Horse Children's Theater
City Plaza	Men Wielding Fire	Sierra Arts	Wild River Grille
Collin Ross	Metro Gallery - City Hall	Sierra Nevada Dance Sport	Wing & A Prayer Dance Company
Connections Gallery	Miguel Ribera Park at Neil Rd.	Sierra Nevada Ballet	Wingfield Park
Controlled Burn, Inc.	Moments of Memory	Sierra Nevada Guitar Society	Word of Life Ministries, Inc
Coyote Puppet Theater	National Automobile Museum (The Harrah Collection)	Sierra Watercolor Society	yART SALE
Creative Performing Arts Center	Nevada Museum of Art	Silver Sage Artists	Zazpiak Bat Reno Basque Club
Crisis Call Center	Nevada Opera Association	Somersett Owners Association and VSA Arts of Nevada	
Dallas Smith	Nevada Stamp Study Society	Sparks Heritage Museum	
Fascinating Rhythm Studios	Nightingale Concert Hall	St. Mary's Art Center	
First United Methodist Church		St. Thomas Aquinas Cathedral	
Fleischmann Planetarium & Science Center			

Others not listed on this page are mentioned on pages 14, 20-22, 26-30, 32, 33, 35, 37 and 41.

Los Angeles Times

NEED TO KNOW

Reno's annual Artown festival provides art on the cheap

Also, the Statue of Liberty tweets, a San Francisco grande dame is renovated and cinda b duffels let you stuff it.

July 12, 2009

Arts on the cheap in Reno

If you're looking for a budget vacation, check out Reno's annual Artown festival, which is offering 400 events this month in the Nevada city, most free. The lineup includes concerts, cultural celebrations, theatrical performances, dance, art exhibits, outdoor movies and children's workshops. The festival draws more than 100 artists, musicians and other presenters. Among this year's participants are musician Ottmar Liebert (Friday), dance company Aspen Santa Fe Ballet (July 24) and bluegrass performer Rhonda Vincent (July 25). Each year the festival

attracts more than 350,000 peo-

ple to downtown Reno and other community venues for afternoons spent enjoying music in the park

and evenings viewing movies under the stars
Info: (775) 322-1538 or

see www.renoisartown.com

-- Rosemary McClure A Lady tweets

ADS BY GOOGLE

Festivals in LA & SoCal

Insider Info on LA Festivals Get Thrillist Free Daily Emails

Thrillist.com

Show Listings in Montana

Art & Craft Shows, Street Fairs & Home & Garden Listings in your area
www.craftmasternews.com



Artown's Opening Night Face Painting

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. Thank you for being our Friends.

Center Stage

The Ranson Webster Foundation
Fund at the Community
Foundation of Western Nevada

Hall of Fame

Heidemarie Rochlin

Benefactor

Sue Barry and Kevin Frausto
Renown Health

Soul Mate

F. Craig Conrath, M.D.
Mary Connolly
DiRienzo Foundation, Inc.
Joan Gibb
Powell IP
James and Marilyn Rappaport
Phil and Jennifer Satre
Janes Townley and Jeffrey
Gingold, M.D.
Ellen Winograd and Gerald Willis

Best Friend

Altmann Family
Cindy Carano
D. E. Drake
Michael Smith
Stremmel Gallery
Larry and CJ Walters
Mary Weneta

Year Round Friend

Dave and DeLores Aiazzi
Bruno and Edna Benna
Sheri and Eric Boyden
Doug Brewer and Viki Matica
Michael and Tammy Dermody
Rob and Gail Humphreys
Brooks and Diane Mancini
Jennifer and Ken Mannix
Sherry Morgan
Steven Schiff
Twentieth Century Club

Companion

Michele Attaway and John
Carlton
Lois and Steven Brown
Pat and Johnna Cashill
Leslie and James Dahm
Larry and Kris Engstrom
Robert Ferrari
Christine and Wally Fey
Cathy Gabrielli
Jim and Lynn Gallaway
Pamela Howard
Ionlife Inc
Susan and Harvey Lee
Marjorie Marlowe
Jim and Lynn Megquier
Nevada Woodchucks
George Simmons
Evie Swan

Earl and Meg Tarble
The Kidder Family Trust

Buddy

Leslie Adams
Barbara Bentel
David Bianchi
Susan Blalock
Karen Booth
Carol Broady
Theresa Chip
Ty and Suellen Cobb
Patricia and Stewart Crane
Barbara and Bob Fox
Jan Franzini
Gaia Brown and Lloyd Rogers
Jane Garfield
Billy Glass
Mary Goddard
Peggy and Thomas Hall
Van Ness and Sharron Hansen
Evelyne Harvey
Randolph and Betty Holder
Daniel Inouye
Kristine Isaacs
Greg Juhl
Gail Kanellis
Dennis Loo
Leslie Martin
Teri McCready
Susan Moore
Carol Parkhurst
Robert and Emily Parrino
V. Robert and Virginia H. Payant
Janet Pirozzi
Margo Piscevich
Jim and Gail Pfrommer
Sandra Retter
Mark Richter
Elaine and Gary Sargent
Mary and Frank Trampus
Karen Traynor
Valerie Truce
Claude Van Marter
Cynthia Widman
John and Virginia Williamson

Pal

Sheila Apkarian
Noelle Allen
Adele Andrews
Lynn Atcheson
Connie Backes
Ernie Barager
Monique Baron
Maira Bengochea
Julia Bingham
Thomas Bullard
Lynne Bunt
Janet Chubb
Gary and Betsy Cole

Janet Coombs
Rebecca Czamik
Marianne De Luca
Janet Daniels
Lorene and Todd Devito
Penny Drucker
Anne Elliott
James Emme
Sharon Engeldinger
Carole Fineberg
Shari Ford
Karyn Forsyth
Maryanne Gibson
Lorraine Giurlani
Sharon Georgeson
Lauren Greenwood
Jane Grossman
Donna Hall
Marilyn Harper
Marilyn Hewitt
Richard Jones
Jordan-Hurre
Ginnie and Bob Kersey
Leona Kockenmeister
LJ and Linda Kutten
Tony and Loretta Limon
Ann Little and and John
Fontius
Deborah Loesch-Griffin
Rita Malkin
Teresa Martin
Judith Maus
Penny McCarty
Lynn McQuarrie
Daniel Mitchell
Elizabeth Morse
John and Kay Mount
Ronald Newell
Tammy Nichols
William Nork
Nettie Oliverio
Merle and Jim Owen
Michael Pennington
Sandra Poupeney
Marilee Railton
Lawrence and Judith Romiti
Frank Rosenberry
Cindy Sabatini
Bud and Kathy Schonder
Donald and Marjorie Shelton
Frances Smith
Mr. and Mrs. Stanley, Sr.
Diane Stark
Kendra Stevenson
Judith Strasser
Cynthia Swezey
Jennifer Todd
Katherine Tresidder
John and Anne Marie Utter

Jean Wells
Karen and Stephen Wiel
Yvonne Wood-Antonuccio
Ruth Ann Wright

Student

Jeanne Allard
Rosa Berdrow
Gretchen Bietz
Sarah Britt
Antoinette Cavin
Kathleen Clark
Myndi and Jeff Clive
Karrie Craig
Linda Estum
Susan Fittinghoff
Grace Fuji
Ike Fujishin
John and Kay Genasci
David Goldfarb
Jean Gulick
John Gwaltney
Margaret Hellwarth
Carol Hellwinkel
Winifred Herbert
John Hershey
Mary Homer
Patricia and Harold Horsley
Fred and Dennise Howard
Marie Kane
Ron and Glenda McClelland
Joseph Minor
Erin Miskimins
Lee and John Moran
Deborah Nelson
Bill Newhall
Terry Norman
Lenette Ogulnick
Cecilia Parr-Norton
Steve and Jan Pederson
Melvin Ray
Kathie Richard
Shirlee Roberts
Barbara Leah Sanders
Lynette Schweigert
Joan Shonnard
Robert Sihner
Pat Simms
Geraldine Smith
Sheila Sobell-Every
Barry Solomon
Lois Strejc
Ron Swope
Clinton and Carol Tripp
Debra Waite
Donnah Wenstrom
Sharon Wilcox
Diane Wyness
Janet Zebrack

CREATING WEALTH

Artown Festival Media Value, Including In-Kind

KOLO 8 News Now \$42,765
Reno Gazette Journal \$500,960
Reno Tahoe Radio \$56,832
Other Local Media Outlets (Charter Media, SNCAT/KJIV, Citadel Communications, Reno Radio
Representatives, KUNR, Lotus Radio, Reno News and Review, RLife Magazine, Reno Passport, The
Washoe Channel) \$49,333
Additional Artown Marketing (casino property marquee and in-room festival exposure and
marketing collateral pieces, downtown banners) \$132,701

\$782,591

+

Artown Sponsors

(Funding toward the administration and marketing of Artown)
City of Reno Title Sponsorship of Artown \$235,347
Corporate Sponsorship of Artown \$225,862
Foundation and Government Agencies (less event contributions) \$164,234
Other Contributions Cash \$27,000, In-Kind \$27,590

\$680,033

+

Friends of Artown

\$52,699

+

Artown Events Budgets (Cash and In-Kind)

\$241,061

+

Budgets from Local Presenting Organizations in The Artown Festival

\$618,940

+

Estimated Artown Consumer Spending

Of the estimated 244,000 people attending the month long festival, 564 responded to the 2009 Artown survey. 14% 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 = \$4,032,572
(Average expenditure per person \$26.66 X 62% of total Artown attendees)

Expenditure gambling = \$539,671
(Average expenditure per person \$55.29 X 4% of total Artown attendees)

Expenditure on hotel accommodations = \$1,226,421
(Average expenditure per person \$270 X 21% persons from our of town)
(Average stay of 4 nights assuming double occupancy)

Expenditure on shopping and gifts = \$1,113,724
(Average expenditure per person \$35.11 X 13% of total Artown attendees)

Expenditure on special events = \$194,670
(Average expenditure per person \$50 X 9% of persons from out of town)

Expenditure on shows and entertainment = \$328, 776
(Average expenditure per person \$63.33 X 12% of persons from out of town)

Expenditure at museums = \$92,288
(Average expenditure per person \$26.67 X 8% of persons from out of town)

Expenditure on recreational activities = \$634,400
(Average expenditure per person \$20 X 13% of Artown attendees)

Expenditure on sightseeing = \$93,441
(Average expenditure per person \$36 X 6% of persons from out of town)

\$8,255,963

**Estimated Total Wealth:
\$10,631,287**

NORTHERN NEVADA MOMENTS

Millions to be bid at Coeur d'Alene



PHOTOS BY ANDY BARRON/RGJ

Turkey Stremmel, of Stremmel Art Gallery, points to the signature on a Charles M. Russell painting while setting up for the Coeur d'Alene Art Auction at the Silver Legacy Resort Casino. "The Truce" is expected to sell for \$2 million to \$3 million.

After 27 years, art auction now the largest in the West

Twenty-seven years ago, Peter Stremmel of Reno and several business partners started a Western art auction in Las Vegas. When it didn't take off there, they moved it to Sun Valley, Idaho, and later to Coeur d'Alene, Idaho.

In Coeur d'Alene, the auction picked up so much steam that it outgrew the area, coaxing Stremmel and company to move the event to Reno. Stremmel said the Coeur d'Alene Art Auction is the largest Western art auction in the United States.

The event starts its 27th year with a preview party today at the Silver Legacy Resort Casino. The auction starts at 1 p.m. Saturday at the Silver Legacy.

— Forrest Hartman, RGJ

• THREE PIECES TO WATCH THIS AUCTION

- "THE TRUCE," Charles M. Russell, likely to fetch \$2 million to \$3 million
- "JOURNEY OF HOPE AND PROSPERITY ...," Mian Situ, \$250,000 to \$350,000
- "CONTENTMENT," Eanger Irving Couse, \$300,000 to \$500,000



Montague Dawson's painting "The U.S. Clipper Ship 'Flying Fish'" likely will sell for \$300,000 to \$500,000 at the auction.

• IF YOU GO

WHAT: Coeur d'Alene Art Auction. **WHEN:** 1 p.m. Saturday. **WHERE:** Silver Legacy's Grande Exhibition Hall. **COST:** \$60 purchase of 2009 catalog allots two tickets.

• FACTS AND FIGURES

THE BIG TIME: The Coeur d'Alene Art Auction is the largest Western art auction in the country and the largest general art auction held outside of New York City.

EARNINGS: Last year, the Coeur d'Alene Art Auction grossed \$39 million. In 2007, it grossed \$28 million.

BIGGEST PAST SALES: "The Holdup," Charles M. Russell, \$5.5 million; "Mists of Yellowstone," Thomas Moran, \$4.4 million; and "Meat for Wild Men," Charles M. Russell, \$4 million.

SOURCE: Peter Stremmel, Coeur d'Alene Art Auction

SURVEY RESULTS

Artown staff and volunteers gathered 564 surveys during the 2009 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	2009%	2008%	2007%
Reno/Sparks	86	83	85
Out of Town	14	17	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	2009%	2008%	2007%
By Myself	6	11	11
Family	34	35	50
Friends	38	36	43
Children	14	11	17
Out-of-Town Guests	4	2	5
Other	4	5	4

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

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

Category	2009%	2008%	2007%
Little Book of Artown	35	31	39
Newspaper	16	19	34
Magazine	1	2	7
Website	6	6	13
Word of Mouth	16	15	28
Radio	5	4	8
TV	4	5	7
Flyer	1	1	5
E-Mail	1	2	3
Other	15	16	23

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

Category	2009%	2008%	2007%
Yes	78	70	80
No	15	16	18
No Response	<1	1	1
Don't Know	7	14	2

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

Category	2009%	2008%	2007%
Extremely likely	53	50	52
Very likely	31	32	33
Somewhat likely	11	13	12
Not very likely	3	1	1
No response	2	3	2

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

Category	2009%	2008%	2007%
Purchase Food and/or Beverages	62	58	63
Shop	13	13	16
Participate in Recreation Activity	13	13	9
Gamble	4	5	6
Other	8	10	6

7. Which category best describes your race/ethnicity?

Category	2009%	2008%	2007%
Caucasian (Not Hispanic)	81	81	86
Hispanic	8	4	2
Asian/Pacific Islander	2	4	4
African Descent/Black	2	3	2
American Indian/Native American	2	2	1
Other	2	3	2
No Response	3	4	4

8. What is your occupation?

Category	2009%	2008%	2007%
Executive or Professional	16	22	21
Manager or Administrator	8	9	10
Clerical or Office Worker	5	4	5
Homemaker	5	3	3
Technical	3	4	3
Sales	4	3	4
Skilled Labor	2	3	4
Self-employed	7	7	8
Military	1	1	1
Student	7	6	4
Retired	16	18	15
Arts Professional	3	2	1
Employed Full-Time	7	5	N/A
Service	<1	1	N/A
Other	11	11	11

9. What is your highest level of education?

Category	2009%	2008%	2007%
Less than High School	4	3	2
High School Graduate (or GED)	9	9	11
Vocational School After High School	2	3	2
Some College	27	22	25
College Graduate (Bachelor's Degree)	27	28	30
Post Graduate	24	24	24
No Response	7	13	7

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

Category	2009%	2008%	2007%
Less than \$49,999	25	20	19
\$50,000 - \$74,999	18	18	19
\$75,000 - \$99,999	12	13	18
\$100,000 or more	20	24	28
No Response	24	26	17

11. Do you:	2009%	2008%	2007%
Own a Home	68	71	77
12. Do you:	2009%	2008%	2007%
Own a Computer	54	52	50
13. Do you:	2009%	2008%	2007%
Use the Internet	92	90	91

IF YOU ARE FROM OUT OF TOWN

14. Did you come to Reno specifically for Artown?	2009%	2008%	2007%
Category			
Yes	27	27	36
No	73	73	64

15. Would you recommend northwestern Nevada as a cultural destination to others?	2009%	2008%	2007%
Category			
Yes	83	75	77
No	10	7	4
No Response	6	18	15

16. How did you travel here?	2009%	2008%	2007%
Category			
Car	55	45	48
Bus	3	5	1
Airplane	15	13	14
Train	0	1	0
No Response	27	36	37

AUDIENCE COMMENTS

"We really enjoy Artown, and in these economic conditions, we really appreciate having this cultural extravaganza!"

"Really enjoy the programs."

"The events really make downtown a great place to chill out with friends."

"The Director has done a marvelous job of pulling everybody together."

"We really enjoy this time of year."

"We love all the fun and free family stuff."

"I brought my family and we all had a very positive experience. Thank you."

"Yea! It's Artown time!"

"Artown is great! Wish it lasted longer than a month!"

"It's amazing having a month-long event like this."

"Being from Reno, I always plan any summer traveling around Artown. I never miss it!"

"Love all of the events!"

"Keep up the good work!"

"Artown is really cool!"

"I love Artown events! Good for all ages in the family fun and friendly atmosphere."

"Love Artown (Reno Native)"

"Thank you for the wonderful time!"

THE OPINION OF THE RGJ EDITORIAL BOARD

Artown does important work by 'keeping the music alive'

After joining Artown's closing act in an energetic and energizing round of "A Funk Brothers party never stops," a lot of those who'd gathered in Wingfield Park Saturday evening for a celebration of Motown's glory days were disappointed to learn that a Funk Brothers party actually does stop, in fact, after about 90 minutes.

They probably felt the same way about this year's version of Artown, the monthlong celebration of the arts that sadly came to a stop after a rousing 32-day run in the Truckee Meadows.

It was quite an evening in for Reno.

When a small group got together in 1996 and proposed the festival to increase interest in the arts, as well as to convince residents that there were good reasons to go downtown again, there really wasn't much happening here between the Reno Rodeo and Hot August Nights. Except for the Fourth of July, the month was a quiet time in community's events calendar.

Not anymore.

On Saturday, the Funk Brothers, a group of session musicians who played on most of the biggest hits from Motown in the 1960s and '70s (filled out with younger musicians, three top-notch singers and, for Artown, an amazing three-person horn section from Northern Nevada), had to compete with the Reno Philharmonic, playing its first concert under new music director Laura Jackson; a Reno Aces home game; and the '90s rock group Smash Mouth, which played a free concert at the Legends at Sparks Marina shopping mall (and, according to the promoters, drew 20,000 fans).

The Reno-Sparks area hasn't seen that much entertainment on one night since the heyday of the casino showrooms.



Marcia Ware, vocalist for the Funk Brothers, sings Saturday at the close of Artown.

LIZ MARGERUM/RGJ

SNAPSHOT

TOPIC: Closing night

OUR VIEW: The festival ended with a concert that included an amazing local horn section.

Perhaps that's what made the choice of the Funk Brothers, whose story was told in the documentary "Standing in the Shadows of Motown," particularly appropriate for the final night of Artown.

Bassist Bob Babbitt told the crowd that the group's mission was to "keep this music alive." Earlier in the week, Chuck Reider, musical director of the Reno Jazz Orchestra, offered a similar goal for his group at the final concert of Artown's Monday night music series at the Bartley Ranch Amphitheatre. Just as the Funk Brothers' cast of original Motown musicians is dwindling because Motown left the Detroit backup musicians behind when it moved to Los Angeles, so is Reno's cadre of musicians who developed their chops playing in the casino showrooms that today seldom have any need for live musicians.

That's one of the things that make events such as Artown so important

for the community.

Not only does it get folks out to the great variety of venues that the Reno-Sparks area has created for the arts over the years, but it also serves as a reminder of the area's history of big-time entertainment and superb musicians, and it gives those musicians — and a surprising number of younger, up-and-coming players — a chance to show off their artistry for the home folks. (Everyone who saw Northern Nevada saxophonist Joel Edwards channeling Junior Walker on "Shotgun" with the Funk Brothers Saturday had to be impressed with the local talent.)

But, just as a Funk Brothers party doesn't really stop when the band leaves the stage, neither does Artown. The Celtic group the Chieftains are booked for Oct. 2, the dance troupe Pilobolus Nov. 20 and violinist Itzhak Perlman on Jan. 21.

Those who attended the events, know that Artown is unquestionably doing its best to keep the music alive.

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

ARTOWN ACCLAIM

Updated: October 22, 2009

- 2009** *Reno News and Review*: Best Special Event in Downtown Reno
- 2009** National Endowment for the Arts Grand Recipient
- 2009** Northern Nevada Woman of Achievement (Beth Macmillan)
- 2009** Best of Reno Top 101
- 2009/2008/2006/2004/2003/2002** *Reno News & Review*: Best Special Event
- 2007** Gold ADDY Award / Photography, Black and White
- 2007** Gold ADDY Award / Photography Campaign
- 2006** PRSA Silver Spike Award of Excellence for Special Events & Observances
From \$10,000.00 - \$25,000.00
- 2006** PRSA Silver Spike Award of Excellence for Media Relations Tools & Tactics
- 2005-06** American Marketing Association's Award of Excellence for Superb
Marketing Campaign/Non-Profit
- 2005** Runner-up, Best Special Events
- 2005** PRSA Mark Twain Award for Community Service
- 2003** *Reno Gazette-Journal*: (Runner-up) Best Special Event
- 2000** Reno-Sparks Chamber of Commerce Business in Arts: Excellence in Commerce
- 2000** International Downtown Association: Award for Special Events and Festivals
- 2000** *Truckee Meadows Tomorrow*: Platinum Star
- 2000** *Truckee Meadows Tomorrow*: Silver Star, Coeur d'Alene Art Auction at Artown
- 2000** Nevada Governor's Award for Distinguished Service to Arts
- 1999** American Marketing Association: Award to Nevada Museum of Art and Artown,
Mucha/Flying Cranes
- 1998** U.S. Conference of Mayors: City Livability Award
- 1997** Reno Advertising Club: Promotion of the Year
- 1997** Events Network: Event of the Year
- 1997** Western Industrial Nevada: Winners Award