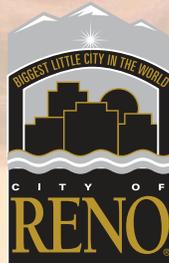


# reno is artown

## FINAL REPORT



# JULY 2010

[renoisartown.com](http://renoisartown.com)

# 2010 Artown Team

## **Staff**

**Beth Macmillan**  
Executive Director

**Bryan Wildman**  
Festival Manager

**Lana Wadley**  
Office Manager/  
Discover the Arts Manager

## **Board Members**

**Jennifer Mannix, Chair**  
Terribles Sands Regency

**Chris Christiansen, Vice Chair**  
Grand Sierra Resort

**Rob Humphreys, Secretary**  
U. S. Bank

**Rachael Austin, Treasurer**  
Muckel Anderson CPAs

**Dave Aiazzi**  
Reno City Council

**John Breternitz**  
Washoe County Commissioner

**Jennifer Burton**  
Positively Northern Nevada

**Chrissy Lane**  
IGT

**David LaPlante**  
One to One Interactive

**Kathleen Leal**  
Community Member

**Ellen Jean Winograd**  
Attorney at Law

## **Outsourced**

**RKPR Inc.**  
Marketing and Public Relations

**Tonya Powell**  
Powell Promotions

**Stan Byers**  
Stan Can Creative

**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.***



Opening Night: Face Painting



Opening Night: Tiempo Libre



Discover the Arts



Opening Night: MarchFourth Marching Band



Rupa and The April Fishes



Moshav



Reno Jazz Orchestra



Wing and A Prayer Dance Company



Missoula Children's Theatre



Give \$3



Basque Dancers



Sierra Nevada Ballet



Diavolo & the Reno Philharmonic Orchestra



Joan Baez



Afro Cuban All Stars



Creative Arts Performing Center



rePIANO Project



TheatreWorks of Northern Nevada



InnerRhythms Dance Theatre



Reno Youth Jazz Orchestra



Matt Dusk



Little Swan Dancers



Reno Irish Dance Company



Parno Graszt



Non Stop Bhangra



Closing Night: Karl Denson's Tiny Universe



Hudson Vagabond Puppets



Black Rock Dance Company



Nevada Opera

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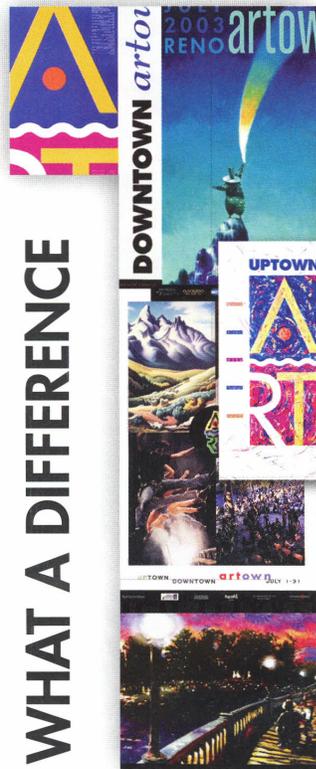
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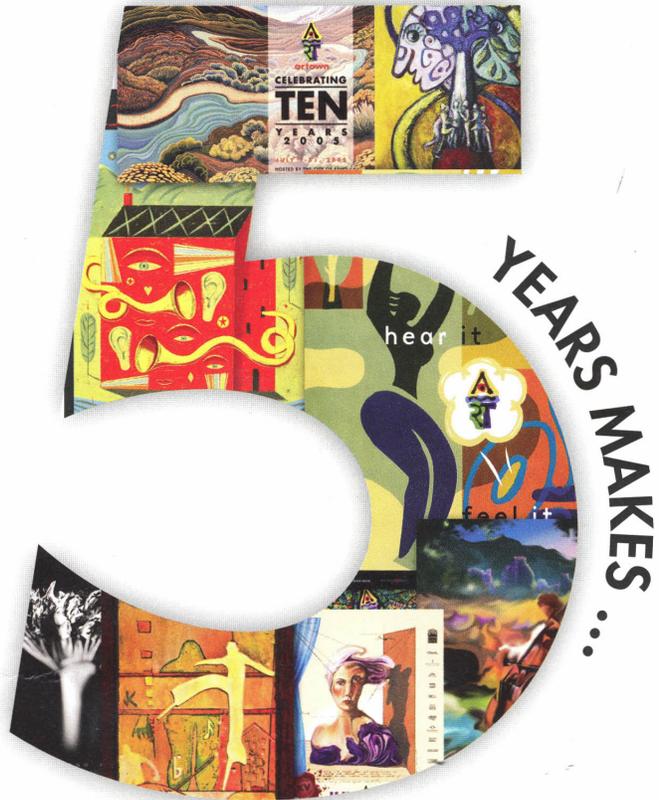
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**CONTRIBUTING PHOTOGRAPHERS: Tom Bourke and RKPR, Inc**

## RETROSPECTIVE



WHAT A DIFFERENCE



YEARS MAKES ...

### ARTOWN HAS INSPIRED DOWNTOWN REDEVELOPMENT, RENEWED CIVIC PRIDE



**CROWD PLEASER** Coming together for a good cause, the Artown crowd enjoys the MarchFourth Marching Band perform at Wingfield Park.

BY MIKALEE BYERMAN

**T**HE DOWNTOWN RENO OF TODAY — which boasts a broad mix of urban, retail and recreational options — is far different from the downtown of 15 years ago. Sure, it always had the Truckee River at its core, an iconic arch, a strong gaming presence. But it also had something else: A less-than-stellar reputation.

“One of the refrains I always heard, even before running for office, was ‘No one ever goes downtown anymore,’” said former Reno Mayor Jeff Griffin. “So when the idea of Artown was presented, it was an easy call.”

The idea pitched to the Reno City Council in 1995 was originally the brainchild of a core of arts and community enthusiasts including Karen Craig, Mark Curtis, Jr., Howard Rosenberg and Tim Jones. The original name: Uptown, Downtown, ARTown.

“That first year, we proposed a three-week festival and only had two corporate sponsors who contributed \$2,500 each — Washoe Medical Center and Nevada Bell — and lots of help from the city,” said Mark Curtis, Jr. “Our original mission was to use the arts to bring people back downtown. We hoped they’d come for the festival, but then keep coming back throughout the year.” ▶

# Voices

STEVE FALCONE

Opinion editor

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## THE OPINION OF THE RGJ EDITORIAL BOARD

# 15th annual Artown festival deserves community support

Artown is just the tonic this community needs this summer as we struggle to cope with the consequences of the worst economic downturn in memory.

However, Artown needs us, too.

The Artown organization has spent much of the past year preparing for this year's celebration of the arts. Performers, groups and artists have put in hours and hours preparing for the coming month of performances, displays and presentations.

Incomes have been hit hard by the recession and government services are being cut back because of falling tax revenues, so it is particularly gratifying that the majority of the activities that will be presented during the month of July have been, since the beginning of Artown 15 years ago right through today, free of charge.

As the late economist Milton Friedman would have been quick to point out, however, the events aren't really free. There are unavoidable costs involved in putting on every concert, every class and every display. Someone must pay those costs.

A lot of businesses, organizations and government agencies have stepped up over the years and continue to do so this year. Artown would be impossible without the sponsorships and grants the celebration has received.

But Artown also needs us to participate, and, equally important, it needs us to donate.

■ ■ ■

Fifteen years ago, a handful of Truckee Meadows residents had the surprising idea of putting on a monthlong arts celebration they



LIZ MARGERUM/RGJ FILE

A child walks along with the MarchFourth Marching Band as it parades through downtown Reno as part of Arttown in 2008.

### SNAPSHOT

**TOPIC:** Celebrating the arts

**OUR VIEW:** Northern Nevada should show their appreciation by attending, contributing.

optimistically believed their fellow residents would enjoy and support.

Since then, Artown has proven itself more than worthy of that support. It has given us the popular, and it has given us the unusual. It has comforted us, but it also has challenged us. It has presented the old, the new, the familiar, the ... well, odd.

This year is no different.

In the next 30 days, our souls will be fed by a wide variety of forms and styles, from Thursday evening's opening children's parade featuring the truly unusual MarchFourth Marching Band to Saturday's concert by the '60s icon folk singer Joan Baez at Bartley Ranch, from the Reno Philharmonic's "Pops on the River" (July 10 at Wingfield

Park) to the closing night concert by Karl Denson's Tiny Universe (July 31, also at Wingfield Park) — from Cuban funk to folk, classical, pop and "West Coast Boogaloo." Some are ticketed; most aren't (more than 60 percent, according to Artown officials).

This year, however, Artown is asking for donations. The group's Give \$3 to Keep Artown Free effort encourages patrons to drop a small amount — whatever you're comfortable with — in containers at the various venues throughout the celebration.

It's an opportunity for us to demonstrate just how important we consider the role Artown has played in our community's life over the past 15 years. It unquestionably deserves everyone's support.

**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.

# EXECUTIVE SUMMARY

## Beyond Our Expectations

What an amazing July! After months and months of planning, July 1 comes quickly but not as fast as July 31. We had an amazing 15th anniversary of Artown filled with unique performances, packed parks, wonderful projects such as rePIANO and tremendous response to our kids Discover the Arts series. None of this would have been possible without our attendees, sponsors and partners. The community again rallied to show enthusiastic support to our presenters and for our arts. In addition to exceeding our attendance at several of our events, Artown brought in nearly 400 events with 63% offered for free and attendance of over 300,000. It was another banner year for Artown and the community. We're grateful for everyone that supported our 2010 year and our 15th anniversary.

Our free events filled the parks and provided an opportunity for family and friends to gather during an incredible July and create lifelong memories. Seeing attendees laughing, dancing and partaking in the events is key to Artown's continued community commitment. The outcome of which also supports our mission...

*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.*

We also heard from many of you how grateful you were to have free Artown events to attend. Much of this was made possible thanks to our Friends of Artown and our new fundraising program, "Give \$3 to Keep Artown Free." The reception to the program was overwhelming and is due to the tremendous outpouring of support of our attendees who helped raise more than \$32,000 for the festival. Each dollar raised helps ensure that the more than 60 percent of our events remain free. Special thanks must be made to longtime festival sponsors RGJ Media and U.S. Bank as well as JLH Inc. for their generous and above and beyond support of the campaign.

Artown's continual strive for excellence is reinforced by the honor of receiving the Access to Artistic Excellence grant from the National Endowment for the Arts for two consecutive years. In addition to performances by legendary folk singer Joan Baez and an innovative collaboration between Artown, the Reno Philharmonic Orchestra and Diavolo Dance Company, the festival continued to offer kids and youth programming with Discover the Arts and the Family Series, the World Music Series, Monday Night Music Series, Dancing in the Park, Movies in the Park and a plethora of multicultural festivals and arts events.

In addition to the July 2010 festival, in 2009-10, Artown hosted its inaugural Encore Series. Encore brings in artists that the Festival may not normally be able to host in July due to touring schedules, and the series spreads out ticketed events throughout the year. Our inaugural season included The Chieftains, Pilobolus, Soweto Gospel Choir, Pat Metheny and a sold out Itzhak Perlman performance. Artown's 2010-11 Encore Series is already underway led by a sold out performance of Steve Martin and the Steep Canyon Rangers for "An evening of Bluegrass and Banjo." Additional performances include John Lithgow's "Stories By Heart," Ailey® II, Broadway's shining star Bernadette Peters, the incomparable Max Raabe and Palast Orchester and finally, folk legend Arlo Guthrie.

It's been an incredible year and as one Artown attendee wrote, "I can't believe it's been 15 years. Here's to another 15!" We couldn't have said it better ourselves.

ARTOWN

## Celebration of arts marches into Reno



PHOTOS BY VINCE ALONZO/RGJ

The MarchFourth Marching Band leads a crowd from the Freight House district to Wingfield Park as part of the celebration during the opening day of Artown. Events continue throughout the month.

### TODAY IN ARTOWN

#### 'SHREK' PLAYS AT THE PARK

An ogre and wisecracking donkey embark on a quest to rescue — what else? — a beautiful princess. Movies in the Park begins with “Shrek” at 9 p.m. in Wingfield Park.

Other free events: the Reno Municipal Band plays at noon each Wednesday and Friday at Wingfield Park. Trinity Episcopal Church, 200 Island St., hosts pipe organ concerts at noon each Friday.

**MORE EVENTS AT RGJ.COM/ARTOWN**



## From Freight House to Wingfield, movable party has costumes, color

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

Artown, Reno's monthlong summer arts festival, launched its 15th year Thursday with an opening-night celebration spanning multiple venues.

Snapshots from the events:  
**5:30 p.m., Freight House district:** With Artown's opening-night concert still hours away, Reno's newest entertainment complex is packed with

families enjoying activities such as yoga on the lawn in front of Aces Ballpark and pingpong on the upper deck of the Freight House district complex.

**5:45 p.m., Freight House district:** Seven-year-old Annemarie Tillotson of Reno is one of hundreds of children to have her face professionally painted by artists from Body Masterpiece of Colfax, Calif. Jodi Carr paints a butterfly around

SEE ARTOWN, 5A »



Annemarie Tillotson, 9, of Reno has butterflies painted around her eyes by Jodi Carr of California during Artown's opening festivities.

# Coverstory

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

With Artown's summer arts festival entering its 15th year Thursday, executive director Beth Macmillan said she's pleased with what the annual event has become.

"This year," she said, "I don't know if we could do it any better than it's going to be."

Artown, which began as a July-only festival, has evolved over the years, most notably with a recent shift to presenting marquee shows throughout the calendar year. Still, July is the organization's busiest time, as it has hundreds of events scheduled between Thursday and July 31. They range from free, family-oriented performances on Monday nights and free world music concerts on Wednesdays to ticketed events, including a July 6 performance by folk musician Joan Baez and a cirque/music show with the Reno Chamber Orchestra on July 15.

## A new direction

Patrons may notice that the 2010 festival has fewer big ticket "headliners" than in past years, but Macmillan said that is part of Artown organizers' decision to produce shows outside July.

"The reason we don't have as many headliners is because we've shifted," she said. "We still have as many headliners if you look at 12 months."

In other words, Artown organizers have chosen to move some of their big ticket items to months other than July, a decision that Macmillan said gives them flexibility and prevents ticketed events from competing with free offerings.

"We're also responding to the community saying, 'There's too much going on,'" she said. "We really are responding to cries from the crowd and really making sure that they're able to go to the free events and enjoy those. Then, if they want to invest in ticketed events, they don't have to compromise."

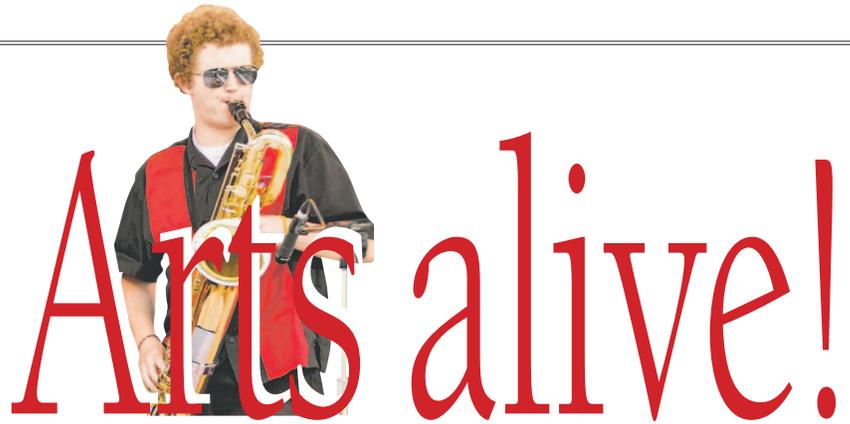
## No-charge offerings

Macmillan said providing the community with free options continues to be an important part of Artown's July festival. In fact, she said, 63 percent of the events at the 2010 festival are free. These include the festival's opening- and closing-night celebrations, a Friday night movie series in Wingfield Park, concerts each Monday at Bartley Ranch Regional Park and a Thursday night dance series at Wingfield.

Many of the free offerings are courtesy of local arts groups, and Macmillan said those organizations deserve much of the credit.

"I know times are hard, and none of them are compromising their efforts for this festival," she said. "Everybody is stepping forward for the best interest not only of promoting their organizations but to provide for the community ... I think July will make it feel like the economy is not so tough."

SEE ARTOWN, 5 »



## Even as Artown evolves into yearlong program, July's free events remain the focus



March Fourth Band leads a crowd into Wingfield Park during opening night ceremonies.



The Diavolo Dance Theater will perform July 30.

PHOTOS PROVIDED BY ARTOWN

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## Festival Highlights

Over the years, Artown has fostered a mutual admiration between the organizer, performer and spectator in an effort to ensure the growth of our arts community. Artown 2010 was comprised of nearly 400 events in more than 100 locations with over 100 partners—a landmark achievement in and of itself. Although every event was unique, some moments that stand out beyond all others are:

- Opening night saw approximately 5,000 attendees filling Wingfield Park. The festivities began with an afternoon just for kids hosted by a collaboration of 10 strategic partners including: Reno Aces, the Freight House District, Noteables, International Folkloric Ballet, TheatreWorks of Northern Nevada, Children’s Cabinet, Boys and Girls Club of the Truckee Meadows, BOBO’s Street Team, MomsLikeMe.com and Artown. Activities included facepainting by Body Masterpieces (and more than 250 kids faces painted) followed by a six block parade into the park led by the one and only MarchFourth Marching Band. MarchFourth continues to leave attendees asking for more and brings a carnival excitement like no other. The evening’s main event was a performance by Tiempo Libre, a Miami-based Latin jazz and salsa band that had attendees dancing into the night. The final event of the evening was a free late-night performance by MarchFourth Marching Band at the Knitting Factory, Reno’s newest downtown concert venue.
- Concerts, young musician showcases, hip hop, jam sessions, exhibits and other events were held at locations throughout the downtown area including West Street Market, Studio on 4th, First United Methodist Church and Trinity Episcopal and attracted many patrons between the ages of 18 to 30, a demographic that has been challenging to engage in the festival.
- The Monday Night Family Series in Wingfield Park saw capacity attendance and performances by the Hudson Vagabond Puppets returning to perform “Mammoth Follies,” Dance of Cultures featuring Little Swan Chinese Dancers and Zazpiak Bat Basque Dancers, TheatreWorks of Northern Nevada presentation of “The Jungle Book” and Tweaksters, a team of talented acrobatic artists.
- Artown’s World Music Series turned global pop with performers that normally would not be seen in Reno or for that matter, for free. Performances included Moshav, a Jewish culture, rock and reggae band; the legendary Afro-Cuban All Stars; Parno Graszt, a Hungarian gypsy band; and concluding with a double headline performance by Rupa & the April Fishes and Non Stop Bhangra, both renowned for their Bollywood influences. What’s even more phenomenal is that these artists performed at sold out ticketed venues throughout the West, and Artown was able to offer these performances free to the public. Also, Artown found itself in a unique situation with a scheduled performer unable to perform due to visa issues. So how does a special event respond? Quickly and beyond expectations bringing in two national performances focused on the same Bollywood theme, Rupa & the April Fishes and Non Stop Bhangra.
- The Music Series on Mondays at the Robert Z. Hawkins Amphitheater brought hundreds out each week to see the Reno Youth Jazz Orchestra and the Collective, Reno Jazz Orchestra, Performers from the Steinway Series and finally crooner Matt Dusk.

*“You are doing a great job! It brings our community together and exposes many to diverse artistic experiences. Thank you!”*

- Friends of Artown, the organization’s membership program offers giving levels beginning at \$50 for general membership; however the festival also wanted to provide event attendees a way to support Artown with a smaller commitment. “Give \$3 to Keep Artown Free” was developed to encourage donations to Artown at its free events in Wingfield Park, through inserted envelopes in the Reno Gazette-Journal and directly at U.S. Bank branches. Artown made “the ask” using a previously benchmarked \$3 donation level highlighting the importance of public support and investment to maintain the highest quality of artistic programming. More than \$32,000 has been raised and contributions continue to come in.
- Artown is known for bringing legendary dance to Reno, and July was no exception with a first-time collaboration between Artown and the Reno Philharmonic Orchestra to present Diavolo with the Reno Philharmonic Orchestra. What came out of the combined performances were beyond expectations and words. Diavolo’s ability to intertwine powerful dance movement with objects was only enhanced by Reno Philharmonic’s stage presence and live orchestral accompaniment. Attendees might not have known what to expect but each left with a greater appreciation for the superb talents of all the performers. Attendees were quoted as saying, “It raised the bar in Reno as far as performance art.”
- Artown began 15 years ago and Discover the Arts was part of that inaugural festival which continues today reaching more youth, ages 6 through 12, and providing outstanding hands-on artistic programs. This year saw some of the program’s largest crowds and a diverse program that included music, painting, poetry and theater providing creative outlets for more than 2,500 participants.
- What started out as a way to celebrate the 15th anniversary of Artown became a source of inspiration within the community. The rePIANO project brought 15 artistically embellished pianos to locations throughout the city for the entire month of July. What ensued was an outpouring by hundreds to play, photograph and share videos of their rePIANO experiences. Local artist, Marcus Jams inspired numerous people while playing a piano in central downtown. His story was shared on blogs and in newscasts locally. The project’s Facebook page quickly filled with videos and photos ranging from snapshots to artistically embellished glamour shots of the pianos. The project was spearheaded by Reno City Councilman Dave Aiazzi as a way to commemorate the 15th anniversary while showcasing local artists.



rePIANO Project

# RENO GAZETTE-JOURNAL

ONLINE AT RGJ.COM

WEDNESDAY, JULY 7, 2010

75 CENTS

ARTOWN 2010



PHOTOS BY DAVID B. PARKER/RGJ

Folk legend Joan Baez begins her Artown concert with the song "God is God" on Tuesday at Bartley Ranch Regional Park's Hawkins Amphitheatre.

## LEGEND BAEZ DRAWS SOLD-OUT AUDIENCE

A sold-out audience of nearly 900 applauded Tuesday night as legendary songstress Joan Baez took the Hawkins Amphitheatre stage alone at Bartley Ranch Regional Park.

The 69-year-old folk singer started her set with "God is God."

The Baez concert is one of the highlights of this year's Artown festival, and one of the few events with paid admission.

"Free events continue to serve as a cornerstone for the festival, filling more than 63 percent of the calendar," said Beth Macmillan, Artown executive director.

This year, event organizers and sponsors are asking for voluntary donations as part of the "Give \$3 to Keep Artown Free" campaign.

— Staff report



The crowd waits for Baez to take the stage Tuesday at Hawkins Amphitheatre in Reno.

### TODAY IN ARTOWN

Join a special exhibition tour of "The Baroque World of Fernando Botero" at 1:30 p.m. at the Nevada Museum of Art, 160 W. Liberty St. The tour is free with paid admission.



Artown's World Music Series kicks off at 7:30 p.m. in Wingfield Park, featuring Moshav, an Israeli band that combines Jewish culture, rock and reggae. Free.

### RGJ.COM/ARTOWN

Log on for more events and photo galleries.

### 2 PUBLIC PIANOS VANDALIZED

Two pianos placed in public areas in honor of Artown have been vandalized — one beaten with hammers. **2A**

## By The Numbers

- 100 plus volunteers gave more than 1,200 hours of their time to Artown throughout the entire month
- 45,000 was the estimated number of out-of-town visitors who attended Artown
- 17,550 estimated total room nights
- 5,183 unique visitors to Artown's web site from May through September, 2010
- 85% of attendees stated they would be more likely to attend more cultural events in the next year due to an Artown experience
- 83% of attendees stated they would recommend northern Nevada as a cultural destination to others
- 63% of events were offered free – an average of eight free events a day
- \$32,000 plus was raised as part of the "Give \$3 to Keep Artown Free"
- 2,200 plus downloads of the Artown mobile apps
- 40% increase in Friends of Artown memberships
- Artown's public relations efforts surpassed more than 31 million in reach and approximately \$1.2 million in advertising equivalency value for this year's festival

## Attendance

Overall attendance at Artown events continues to grow and Artown estimates the attendance in 2010 to again be more than 300,000 over the course of the 31 day festival with exact attendance difficult to quantify due to the nature of the event. An estimated 14% of attendees were first time patrons to Artown as calculated from our surveys. Although most of the festival is free admission, performances by folk legend, Joan Baez and the Reno Philharmonic's Pops on the River showed that attendees saw value, and both events quickly sold out. Additionally exhibits in high traffic public places, such as the Reno-Tahoe International Airport, City Hall, the Nevada Museum of Art and Washoe County Libraries collectively saw thousands of visitors daily.



Crowd at Artown's Opening Night  
Tiempo Libre

*"I have been to Artown...and it is a great event! Way more hip than most people think of when they think of Reno, and I was really impressed...".....Carolyn Gest*

## **Beyond Reno**

Artown continues to reach beyond the borders of Reno contributing to enhance the image of the city and supporting its tourism branding messaging. Artown is positioned to capture the national interest focusing a light on our growing regional cultural outreach.

An Associated Press article touted Artown's Joan Baez performance, the nearly 400 events and the energy it provokes for the city in July creating a cultural hub. Additionally, Men's Journal listed Reno in its Best Places roundup specifically mentioning Artown as part of the area's attraction. Features on Artown ran in the following news outlets: AAA Via; ABCNews.com; About.com; Chicago Tribune; Entertainment Daily; Examiner.com; Men's Journal; MSNBC.com; MSN-Travel.com; NBC2.com; Nevada Magazine; News-Leader.com; NJ.com; reviewjournal.com; Richmond Times Dispatch; Sacramento Bee; San Francisco Chronicle; San Jose Mercury News; SanDiegoFamily.com; Seattle Times; StageDirections.com; The Telegraph-Journal; USAToday.com; Ventura County Star; and Yahoo.com News to name a few.

Combined the news coverage for Artown reached more than \$31 million and achieved approximately \$1.2 million in advertising equivalency in media value.

Continuing the festival's national outreach, Executive Director Beth Macmillan, remains active on 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. Additionally, Beth Macmillan presented at the annual California Tourism Conference speaking about how Artown helped to revitalize downtown Reno and continues to foster the growth of arts year round.



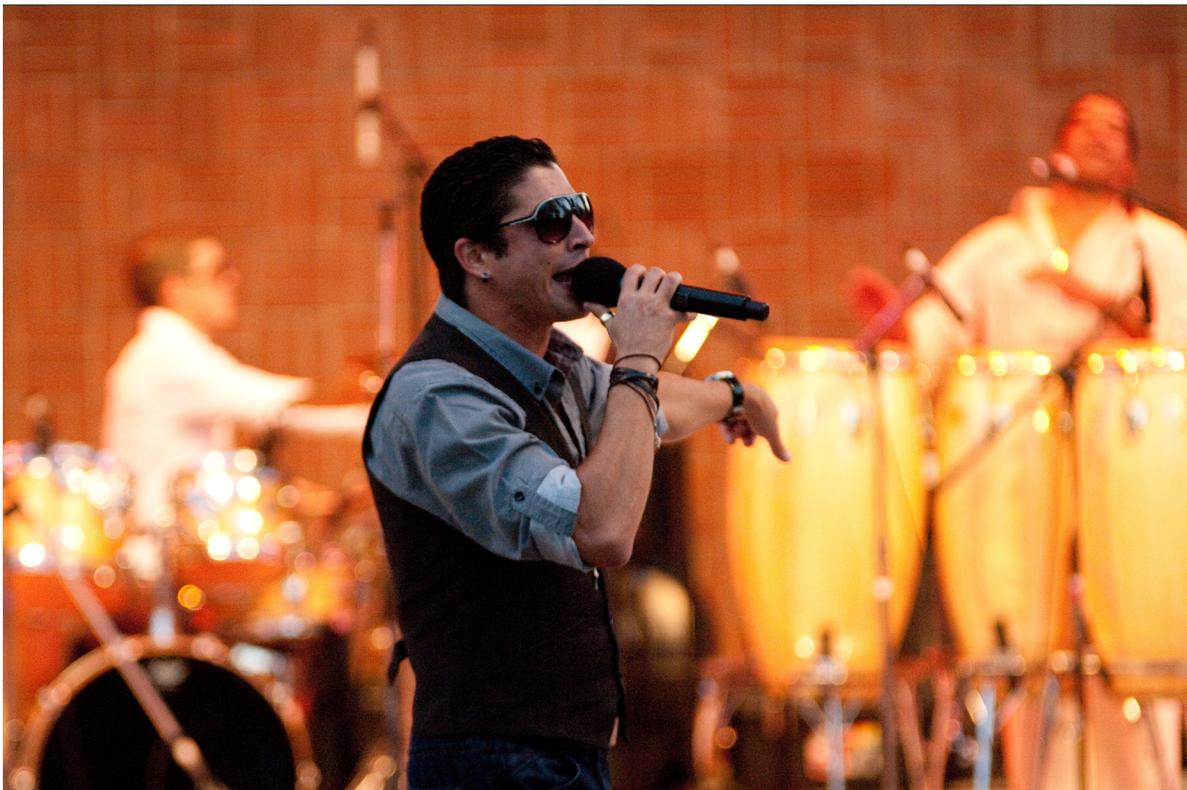
Opening Day Face Painting

*"We're from Las Vegas and enjoyed our time in Reno during a recent Artown weekend. Artown is a fantastic idea to get the whole community together behind a variety of cultural and artistic endeavors."...  
...Susan and Larry Aaron*

## Cultural Diversity

Artown continues to diversify its programming year after year by highlighting a variety of cultures in events ranging from cultural festivals to dance and music performances. The festival focused on bringing in cultures it hadn't yet featured and exposed audiences to a truly multicultural experience. The World Music Series connected attendees with Hungarian Gypsy and Israeli rock music, both cultures to which many had never been exposed. Meanwhile, festival presenters drew in multicultural artists as well, embracing the same global spirit as Artown. This year Artown's global influences included outstanding performances and celebrations by:

EVENT	CULTURE
Tiempo Libre	Cuban
Reno Basque Festival	Basque
Gospel Fest	African American
Hirishfest	Celtic
International Folkloric Ballet	Mexican
Little Swan Chinese Dancers	Asian
Parno Graszt	Hungarian
Afro-Cuban All Stars	Cuban
NonStop Bhangra	Indian
Rupa and the April Fishes	Indian, Colombian and French
Moshav	Israeli
Sigtuna Brass Sextet	Swedish
Reno Irish Dance Company	Celtic
Victor Villadangos	Argentinean



Tiempo Libre

## Cuba libre

By Kat Kerlin

This article was published on [06.24.10](#).

The **chachachá**, the **bolero**, the **son**. It's the kind of music that sets a body to dancing. Downtown Reno will be moving with the sounds of Cuba, not once, but twice this July. Miami-based timba band Tiempo Libre kicks off Arton on July 1 with their high energy performance that mixes traditional Cuban music with jazz and rock. Then, taking the stage at Wingfield Park on July 14 is the Afro-Cuban All Stars, whose original makeup includes members of the world-famous Buena Vista Social Club.

We spoke with Juan de Marcos González, musical director of the Afro-Cuban All Stars and Buena Vista Social Club, and with Tiempo Libre's pianist and musical director Jorge Gomez. They represent different forms and eras of Cuban music, but as Gomez said about his own band members, "Same fruit, different flower."



The Afro-Cuban All Stars, with musical director Juan de Marcos González at far left.

### Afro Cuban All-Stars

In 1994, González and Nick Gold of indie label World Circuit were having a beer in a bar in London, where they were working together on an album. But González had other albums in mind. He'd grown up listening to the music of his father, González Mauriz, who sang in Cuban bands of the 1930s and '40s with such greats as Arsenio Rodríguez. González wanted to find the old guys his father used to play with and make some recordings. In 1996, he returned to Havana and, with help from his wife, Gliceria Abreu, contacted the musicians—people like Rubén González, Ibrahim Ferrer and Compay Segundo. Then he made the musical arrangements for what would become the first two albums.

"In March 1996, we came into the studio, and we recorded, instead of two albums, three albums. The album with the big-band sounds, the first album, *A Todo Cuba Le Gusta*, we called this the Afro-Cuban All Stars—like a Cuban Duke Ellington. The second album was recorded straight after the first one, and it was later called the *Buena Vista Social Club*. Then I contacted a pianist, Rubén González, and we recorded one called *Introducing Rubén González*. He was 77 at the time, but he'd never recorded a solo album. On the second album, we were supposed to bring a couple of African musicians in, but they couldn't come, but we had Ry Cooder to work with us."

Gold had invited Cooder to make a fusion album incorporating the son—a traditional form of Cuban music—with Cooder's slide guitar and African musicians, though the African musicians weren't available. This album became the *Buena Vista Social Club*.

The album and resulting 1996 documentary by Wim Wenders catapulted the group from relative obscurity to international stardom, on a world music album, no less.

"Our hopes were to have, let's say, a good cultural impact and sell about a half a million copies between the three albums," says González. "But suddenly Cuban music came back in fashion, and we sold 12 million albums."

Somehow González's role in the Buena Vista Social Club was overshadowed with the film's release. "Ry Cooder never went to the original recordings," says González. "He made a very good documentary and did a couple of concerts in Europe, and he interviewed a few guys of the project. But I came up with the idea, my wife and I looked for the musicians; I conducted and I wrote all the arrangements."

The Afro-Cuban All Stars went on tour to perform the three albums. "But in 2000, we split the band, and I created a different structure for the Afro-Cuban All Stars," says González. "Because Ibrahim Ferrer and Rubén González became very famous, we had a lot of requests from all over the world." So three bands were created, one for Ferrer, one for Rubén González and then the Afro-Cuban All Stars.

Compay Segundo and Rubén González died in 2003 at the ages of 95 and 84, and Ibrahim Ferrer died in 2005 at age 78. But the Afro-Cuban All Stars continue to perform, and they'll bring a four-horn brass section plus woodwinds, percussion, piano, bass, and vocalists to Wingfield Park, in what González promises will be a journey through Cuban music. It will be an upbeat concert, one that's "danceable, but at the same time the people can sit down

and listen to the band members." Many of the members of the All Stars do not live in Cuba. González explains: "Because of Mr. Bush, who was president for eight years, in 2003 we had to stop touring the U.S.A. because it was forbidden for Cuban musicians to tour in the U.S.A." So he invited friends who played traditional Cuban music but who were living as expats in other countries, though Cuban musicians are now free to tour here. Some of the original All Stars are still in the group, but most of the band members, "They are not old guys," says González, 56. "They are in their 30s and 40s. I used to be one of the younger members, and now I'm one of the older ones."

Young or old, the international appeal of traditional Cuban music remains strong.

"I think Cuban music is very special," says González. "I think, in musical terms, the fact that the accent is on the fourth beat of the bar, it's something that's connected in a certain sense to the essence of the human being. You move your hips to the fourth beat even when you are walking. The accent for western music—let's talk first about popular western music—it's on the first or third beat of the bar. In Cuban it's on the fourth, and I think it's something special that makes the music attractive for the people. Probably they don't know what's going on, they move on the fourth beat of the bar, so it's danceable. And the quality of Cuban music is very high. The Cuban music makes the people happy. That's probably the success of Cuban music."



Tiempo Libre, with musical director Jorge Gomez fifth from the left.

### Tiempo Libre

In timba music, a mixture of traditional Cuban son and jazz, it's perfectly normal to hear a smattering of percussive rhythms, joined in by brass, layers of piano, perhaps some vocal refrains. But Tiempo Libre's latest album throws in something wholly unexpected: Johann Sebastian Bach.

*Bach in Havana* fuses the joyful, aggressive explosion of Cuban timba with the classical music of Bach. Think of a Cuban bolero overlapping a Bach fugue. Though the combination is surprising, the members of Tiempo Libre are adept at blending cultures and sounds. The musicians grew up in Cuba and studied classical music together at the prestigious Escuela Nacional de Arte in Havana. They left Cuba for different countries—Guatemala, Argentina, Germany, Italy—and reunited in Miami before forming timba band Tiempo Libre in 2001.

Bridging the gap between Bach and Cuba wasn't such a stretch, says Tiempo Libre pianist and musical director Jorge Gomez.

"Bach had the perfect message, like mathematics—two plus two equals four. He had the rhythms we needed to make Cuban music. Chopin is too romantic; Liszt is too [sings *erratic, busy notes*]. You can't make a good chachacha out of that."

But Tiempo Libre doesn't always throw classical music into the mix. Their 2005 Grammy-nominated album, *Arroz con Mango*, is straight-up timba music, which Gomez describes as "the evolution of Cuban music." He adds, "When you have everything in your hand, you're going to have a very physical music. All your roots that came from Africa, Cuba, you mix everything, and it's going to be powerful."

González of the Afro-Cuban All Stars has his own take on timba: "It's a kind of reflection of the status of the Cuban society in the '90s after the crash of the communist countries in Europe. In timba, you start playing the refrain about three or four times, then you start the song, then at the end, you go back to the refrain, and the refrain is very repetitive. In the late '90s, there was a situation in Cuba where every day was the same, and there was no hope. The way Cuban musicians expressed this situation of society was by repeating many times the same refrain. This is my point of view; I've never seen this written."

For Gomez, Cuban music is his life. "Not only my life, but everyone in my neighborhood listens to Cuban music all the time. If you're working, you listen to Cuban music; if you're in the bar, you listen to Cuban music; if you don't have nothing, you make the music on every corner."

Fortunately for Tiempo Libre, people outside of Cuba also listen to Cuban music—enough to earn the group three Grammy nominations and spots on *The Tonight Show* and *Dancing with the Stars*, among other places.

Of American audiences, Gomez says, "They are the best. They gave us the opportunity again to feel life, because in Cuba we had to run in that country from many, many things. When you start your life again in a foreign country, you don't understand the language, the culture. You are nothing. Then they give you everything. We are so grateful for that. We have everything we need and more. We have liberty. We have all our dreams come true. All of them. Everything."

## Volunteers - Making it Happen

More than 100 volunteers 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 an invaluable part of the festival. Volunteers facilitated the following:

- Distributed marketing materials including the calendar, posters and mailings
- Manned information booths, helping to enforce park rules, coordinating seating, taking surveys, selling Artown merchandise and acting as ambassadors for Artown with the public
- Transported necessary supplies to and from events
- Worked with security and city officials to ensure the safety and comfort of festival patrons
- Helped with the children in the Missoula Children's Theatre Residence
- Directed traffic and parking, taking tickets and distributing playbills at various events
- Worked with Artown's "Give \$3 to Keep Artown Free" campaign

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

- The Boys and Girls Club of Truckee Meadows, the Children's Cabinet, TheatreWorks of Northern Nevada, International Folkloric Ballet, The Noteables, The Studio, and Salsa Reno volunteered their time and talents to Artown's Opening Night. Thanks also to the staff of the Reno Aces.
- BOBO's Street Team led the charge each Monday night in Wingfield Park for the Family Series. GO TEAM!
- Americorp came out to the park to help Artown as one of its projects while here in Reno.
- Several organizations gave of their time to help in the "Give 3 to Keep Artown Free" campaign, including Charles Schwab Bank, NV Energy, Reno Aces, Reno Bighorns, RGJ Media, Reno-Tahoe Limousine, Terrible's Sands Regency, University of Phoenix, and U.S. Bank.
- 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 2010 volunteers.



Volunteer, Rock Jarzynka

## Volunteers

Kurt Abba  
 Angela Bakker  
 Nicci Beedle  
 Cassandra Bollman  
 Tom Bourke  
 Sarah Britt  
 Brennon Britton  
 Eldon Buckley  
 Dominic Burrows  
 Robert Burrows  
 Corrie Calderon  
 Judy Carlson  
 Donna Cary  
 Dylan Coleman  
 Corrie Cortez  
 Barbara Crabb  
 Mike Cregger  
 Summer Cruz  
 John Dailey  
 Dana Davis  
 Taylor Davis  
 Tyler Deleersnyder  
 Diana Denio  
 Aimee Deutschendorf  
 Jack Diamond  
 Sally Estevez  
 Salvatore Estevez  
 Diane France  
 Mary Francis  
 John Gillich  
 Robert Gilmer  
 Berry Glover

Marge Greenfield  
 Jennifer Grout  
 Cole Halvorsen  
 Gary Helmers  
 Robert Helmers  
 Alex Hennessey  
 Kienan Herman  
 Heather Hull  
 Heather Imand  
 Linda Jarzynka  
 Pat Jarzynka  
 Rock Jarzynka  
 Corey Johnson  
 Cameron Johnson  
 Becky Johnson  
 Kyle Johnson  
 Robyn Johnson  
 Quintin Jardon  
 Grant Ketels  
 Samantha Kovacevic  
 Rachel Loucks  
 Patti Major  
 Rita Malkin  
 Michael Marshall  
 Annie Martin  
 Tom McCormack  
 Lisa Mcmillin  
 Michele Merkel  
 Susan Moffit  
 Jim Morrison  
 Harriett Morrison  
 Ginny Nelson  
 Richard O'Grady

Diane Padilla  
 Robbin Palmer  
 Sandra Parkins  
 Sherry Pearse  
 Brad Pearse  
 Don Perry  
 Sarah Porter  
 Candace Powell  
 Katie Powell  
 Tom Powell  
 Willie Puchert  
 V.K. Raman  
 Candice Reider  
 Samantha Riggan  
 Josh Riggan  
 Dominique Riggs  
 Joan Rivet  
 Anthony Roden  
 Eileen Serr  
 Elizabeth Sharrock  
 Joseph Sheehan  
 Aurora Shorb  
 Deily Shuff  
 Julie Skow  
 Jerry Smith  
 Lisa Stiller  
 Katrina Tan  
 Meredith Tanzer  
 Meg Tarble  
 Earl Tarble  
 Linda Tauchen  
 Bret Thorton  
 Rich VanGogh

Paul Vansickle  
 Keani Vierra  
 Amy Waite  
 Nick Ward  
 Meghan Ward  
 Simon Warren  
 Andrew Watson  
 Daniel Watson  
 Mary Weneta  
 Linda Wildman

## Volunteer Organizations

AmeriCorp  
 BOBOS Street Team  
 Boys and Girls Club of Truckee Meadows  
 Charles Schwab Bank  
 Children's Cabinet  
 International Folkloric Ballet  
 NV Energy  
 Reno Aces  
 Reno Bighorns  
 RGJ Media  
 Reno Tahoe Limousine  
 Terrible's Sands Regency  
 The Noteables  
 The Studio  
 TheatreWorks of Northern Nevada  
 University of Phoenix  
 U.S. Bank



BOBO's Street Team



Give \$3 Volunteers



Artown Volunteers

## Collaborations

Artown is built on collaboration. In 2010 Artown had a number of interesting partnerships that elevated the level of artistic quality and community involvement in the festival.

<b>Collaborators</b>	<b>Event</b>
Reno eNVy and Artown	Artown Merchandise
U.S. Bank, Artown Volunteers and BOBO's Street Team	Volunteers for Family Series in Wingfield Park
Little Swan Chinese Dancers and the Zazpiak Bat Basque Dancers	Dance of Cultures for the Family Series on July 12 in Wingfield Park
Reno Aces, the Freight House District, the Noteables, the International Folkloric Ballet, TheatreWorks of Northern Nevada, Children's Cabinet, the Boys and Girls Club of the Truckee Meadows, BOBO's Street Team, MomsLikeMe.com, Salsa Reno, and Artown	Artown Opening Day Extravaganza
Artown, Kidscape Productions, Let's Dance Studio, the Tweaksters, Missoula Children's Theatre, Tones and Colors, The Bayer Family, Creative Arts Center, Maytan Music Center, Keep Truckee Meadows Beautiful, Northern Nevada Bluegrass Association, Carol Palleson, Colin Ross, Jann Selleck, the Reno Philharmonic Orchestra, Wing & A Prayer Dance Company, Kathleen Durham, the Sierra Watercolor Society, Sierra Arts, Little Swan Chinese Dancers, Wild Horse Theatre, the University of Nevada Reno, Tony Argento, Mckinley Arts and Culture Center, Miguel Ribera Park, Steinway Piano Gallery, The Lake Mansion, Nightingale Concert Hall, the Wilbur May Museum, and Model Dairy	Discover the Arts
Artown, Steinway Piano Gallery, City of Reno, and various local artists	rePIANO Project
Artown, the Reno Philharmonic Orchestra, Diavolo Dance Company, and the Grand Sierra Resort Casino	Combined performance at the Grand Sierra Resort Casino on July 30
Artown and The Grand Sierra Resort Casino	Artown Encore: including Pat Metheny and the Orchestrion Tour, Steve Martin and the Steep Canyon Rangers, John Lithgow's Stories By Heart Heart, Ailey II, Max Raabe, Bernadette Peters, Arlo Guthrie, and Soweto Gospel Choir
RiverWalk Merchants Association, Reno Arts District, and various local artists	Midtown Nights Artown Art Walk on July 29

Collaborators	Event
Art in the Garden, Giving Art, yArt Sale, Silver Sage Artists, Transition Reno, Sierra Arts, the Nevada Humane Society, and the Grape and the Grain	Day of Visual Artown on Saturday, July 10
Artown and Q&D Construction	Artown trailer in Wingfield Park for the month of July
Artown, U.S. Bank, University of Phoenix, Terrible's Sands Regency, Reno-Tahoe Limousine, RGJ Media, Reno Bighorns, Reno Aces, NV Energy, and Charles Schwab Bank	"Give \$3 to Keep Artown Free" Campaign
The Reno Bike Project and Artown	Bicycle Valet in Wingfield Park
Wing & A Prayer Dance Company, Sierra Nevada Ballet, InnerRhythms Dance Company, and Black Rock Dance Company	Dancing in the Park Series
Washoe County, The Robert Z. Hawkins Foundation, Reno Jazz Orchestra, Reno Youth Jazz Orchestra, Performers from the Steinway Series, the Collective, Steinway Piano Gallery, Siena Hotel Spa Casino, Charles Schwab Bank, and Artown	Monday Night Music Series
Artown and Salsa Reno	Opening Night Latin Dance Classes and dancing in Wingfield Park
Terrible's Sands Regency and Artown	Opening Night Reception
Lenox Barns and Artown	Artown shed in Wingfield Park
Siena Hotel Spa Casino, Terrible's Sands Regency, Grand Sierra Resort, and Artown	Hotel rooms for artists
Steinway Piano Gallery and Artown	Pianos for Artown performances
Holland Project and Speak Your Mind	Speak Your Mind Hip Hop Festival
Transition Reno, RiverWalk Merchants, Downtown Art District, and local Artists	Transition Reno Presents Visions of Future Reno: Energy in Transition
First United Methodist Church, Toccata, Pat Esters, Brassakwards Swing Band, Squeek Steele, Silver Dollar Barbershop Chorus and Quartets, Great Basin Brass, No Comprende, and Reno Philharmonic Orchestra's Harp & Vibe.	Sweet Vibrations at First United Methodist Church
Siena Hotel Spa Casino and Artown	Sponsor Recognition Reception

This story is taken from [Sacbee / Reno/Tahoe](#)

## Artown teams Diavolo Dance Company with Reno Philharmonic

**Bee Correspondent**

**Published Sunday, Jul. 25, 2010**

Music and movement meet in Jacques Heim's world.

"The wonderful aspect of this coming performance is that the audience will not only be able to watch the dancers, they will also be able to watch the musicians," said Heim, founder and artistic director of Diavolo. "Performing with a live orchestra brings out the visual aspect of the music, not just the visuals of the dancers."

Heim will bring his troupe to Reno's Grand Sierra on Friday to perform with the Reno Philharmonic. He founded the company in 1992 in Los Angeles to create large-scale depictions of the funny and frightening ways individuals act with their environment. That might sound heavy, but once audiences see this group of dancers and gymnasts move on giant, rolling wheels or weave up and down giant Plinko boards, they find everything is about fun as well as about dance. Plenty of leaping, flying and twirling goes on.

"This year, for instance, we have a giant staircase that seemingly goes nowhere, inspired by Magritte, danced to the music of John Adams. Is this a staircase in an airport? In a subway? It's a 20-minute piece called 'Tete en l'air' – 'Head in the clouds.'

"We also have a series of little pieces, duets, quartets, like 'Knockturn' which involves a duet with a door; 'Atom,' about the flow and energy of the body; and 'Origin,' a very picturesque piece about Mother Earth and the beginning of creation." (8 p.m.; \$25, \$45, \$65; RenoIsArtown.org).

### **Around the Silver Circle**

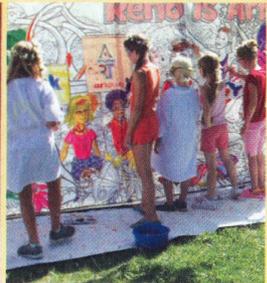
Artown closes at 7:30 p.m. Saturday with a free performance and party at Wingfield Park featuring Karl Denson's Tiny Universe.

However, plans are already under way for what is called the Encore Season, special events taking place beyond July. This year will feature Steve Martin and the Steep Canyon Rangers in : "An Evening of Bluegrass and Banjo" on Oct. 5; John Lithgow's "Stories by Heart," a one-man theatrical memoir on Oct. 28; the Ailey II Dance Theater on Jan. 25; "An Evening With Bernadette Peters" on Feb. 14; Max Raabe and Palast Orchester on April 10; and Arlo Guthrie's "The Journey On" on April 16.

Tickets go on sale July 31 and all performances are at the Grand Sierra (RenoIsArtown.com).



Photos courtesy Arttown



Reno's month-long celebration of the arts showcases talent of local and international artists each July. More than 300 artists participate in about 350 events in nearly 100 locations across the city. Artown is noted by the National Endowment for the Arts as one of the most comprehensive festivals in the country.

Artown begins with a kick-off event July 1. Major names and acts from the international world of entertainment perform at various venues for 31 days. Attendance continues to grow, with 2008's Artown seeing 350,000 attendees. From the local musician to the international superstars, Artown sponsors and the Reno community support its artists. Singers, dancers, visual artists, performance artists ... you'll find it all at Artown.

This year's festival performers include Joan Baez, the Reno Jazz Orchestra and the Afro Cuban All-Stars. Performances include "The Jungle Book," acrobatic, juggling and balletic group The Tweaksters, the Hudson Vagabond Puppets, and so many more.

## reno.com's Summer Events ALL-ACCESS PASS

**DATE:**  
July 1-31  
**TIME & LOCATION:**  
For the full schedule of events,  
visit [reno.com/artown](http://reno.com/artown).

**ADMISSION:**  
Sixty-eight percent of Artown's  
programming is free to the  
public, but ticketed events vary  
in price; see the schedule.

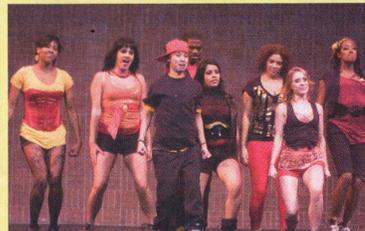
**CONTACT:**  
(775) 322-1538

**2010**

\* visit [reno.com/artown](http://reno.com/artown) for information on this

## WHEN YOU GO ...

**FESTIVAL SCHEDULE** The festival schedule will be available online at [RenoIsArtown.com](http://RenoIsArtown.com) and is downloadable. The complete calendar will also be included in Artown Magazine, available in mid-June at various Reno locations as well as at Artown events.



## TIPS

- Many of the free events take place in Wingfield Park, in downtown Reno. Parking is limited and seating is first-come, first-served.
- Some ongoing, free events to attend at Wingfield Park: Mondays are Family nights; Tuesday is Dancing in the Park; Fridays are for Rollin' on the River and Movies in the Park.
- Leave your pets at home. Artown's park events attract very large crowds.
- Bring a blanket, cushion or low-back chair to sit on at outdoor events. Keep aisles and walkways clear, and make room for your fellow art lovers, too!
- Food and drinks are available for purchase at most events.

## Outreach

Education and enrichment is a key component of Artown and in 2010 the festival developed numerous community outreach programs, several of which were supported through grant funding.

- Diavolo Dance Company conducted a master class for 30 local dancers.
- Missoula Children's Theatre conducted a six-day residency program that included 56 local children participating in a full week of rehearsals that culminated in a production of King Arthur's Quest at the Nightingale Concert Hall.
- The directors of Missoula Children's Theatre led 18 theatre workshops at local year round at-risk schools (where 92% of children attending qualify for free and reduced lunches and the schools also offer students free and reduced breakfasts and dinners), Boys and Girls Club of Truckee Meadows, Children's Cabinet and day treatment facilities.
- 20,000 flyers advertising family and youth arts programming were distributed throughout Washoe County schools.
- Artown partnered with Women and Children's Center of the Sierra to host a diaper drive for the Northern Nevada Diaper Bank each Monday during the Family Series in Wingfield Park.
- Artown partnered with Waste Management to bring the Greenopolis kiosk to Reno for the month of July and to increase in-park recycling at events educating visitors on the importance of recycling.



Boys and Girls Club at Discover Reno Jazz Orchestra

*"...the petting zoo of instruments that exposed the young and adults was a real hit. I do hope and trust these programs will continue in our community." .....Arline M Bliss*

ARTOWN

# YOUNG AT ART

Artown offers free, low-cost activities for children

By Forrest Hartman  
forrest@rgj.com

Anyone with children knows that keeping them entertained can be both difficult and expensive. Fortunately for Reno parents, July means Artown, and Artown means lots of free and low-cost arts activities for youth.

Following are some of our favorites:

» **“THE TEMPEST”:** Nevada Shakespeare Company, in conjunction with the Lake Tahoe Shakespeare Festival, is presenting a free, family-friendly version of Shakespeare’s supernatural dramedy “The Tempest” at 2 p.m. today in Wingfield Park.

The production is being directed by Joe Atask and Michelle Calhoun-Fitts, and it features a number of local performers.

» **FAMILY SERIES:** Each Monday at 7 p.m., Artown hosts free, family oriented programs in Wingfield Park. They cover a lot of artistic territory, and they’re almost always entertaining and educational.

Plus, it’s great to catch an outdoor show this time of year. The next Family Series event is “Dance of Cultures” at 7 p.m. Monday. That program



Children participate in the opening day of Artown on July 1 at the Freight House District. There’s plenty of Artown events for children this year.

VINCE ALONZO/RGJ

will feature local dancers performing traditional Basque and Chinese numbers. The Family Series will continue July 19, with TheatreWorks of Northern Nevada presenting the play “The Jungle Book,” and July 16, with the Tweaksters blending juggling, acrobatics and choreography into a stage show.

When attending Family Series events, be sure to show up early because Wingfield Park usually gets crowded before performances begin.

» **DISCOVER THE ARTS:** During many weekdays, Artown runs free programs designed to teach youngsters about different artistic disciplines. Most include a participatory element, which make them a great way to keep youngsters entertained.

This week, kids can participate in Discover American Dance (9:30 a.m. Monday at McKinley

Arts & Culture Center), Discover Traditional Music (9:30 a.m. Tuesday at McKinley), Discover a Wild Rumpus (9:30 a.m. Wednesday at Creative Arts Center), Discover Reno Jazz Orchestra (9:30 a.m. Thursday at McKinley), and Discover Papermaking (1:30 p.m. Friday at the Miguel Ribera Park gymnasium).

For a complete schedule of upcoming Discover the Arts programs, visit [www.renoisartown.com](http://www.renoisartown.com).

» **MISSOULA CHILDREN’S THEATRE:** If you have a child who’s into theater, it’s tough to beat the traveling Missoula Children’s Theatre program.

Each year, Artown brings theater artists from the Missoula company to town, and they cast dozens of local kids in a play. Then, they work on the show for a week and present it.

This year, Missoula is producing the musical “King Arthur’s Quest.” Auditions will be held at

noon July 19 at the Grand Sierra Resort, and the show is slated for 7:30 p.m. July 24 in Nightingale Concert Hall, on the University of Nevada, Reno campus. Children who are cast in the show pay a \$40 participation fee, and that includes four tickets to the July 24 production. People who just want to check out the show, can buy tickets for \$10 each.

Call 775-322-1538 for details.

» **“OH, THE PLACES YOU’LL GO!”:** InnerRhythms Dance Theatre will present an evening of dance and music based on Dr. Seuss’ “Oh, the Places You’ll Go!” book. The free show will begin at 8 p.m. July 22 in Wingfield Park. Although this is not specifically a children’s show, it seems like a great way to introduce kids to dance.

Plus, the adults in the family should enjoy it as well.



Updated: 9:13 AM Jun 30, 2010

## Artown Celebrates its 15th Year

Artown kicks off month-long festivities

Posted: 3:00 AM Jul 1, 2010

Reporter: Karoline Wightman

The birth of Artown in 1996 was a leap forward for Reno's arts community, and a welcome addition to downtown Reno. Now considered one of the nation's most comprehensive arts festivals and recipient of numerous grants from the National Endowment for the Arts, Artown celebrates its 15th year July 1st – 31st, 2010 bringing arts to downtown Reno and beyond with theater, dance, music, visual arts, multicultural events, workshops and more.

It all began in 1996 with "Uptown, Downtown, ARTown" and 101 arts events in two dozen venues over 21 days. The Reno Gazette-Journal once said, "That's what city life is all about." Artown continued to expand its offerings to fill all 31 days of July. Then with a headline from a 1999 Newsday article that proclaimed "Reno Is Artown" organizers took the phrase and ran with it. In 2009, the festival featured more than 400 events held over 31 days and attracting more than three times the attendees than the inaugural festival had, now reaching 300,000 annually.

Artown continues to attract local audiences and visitors with its world-renowned artist and lineup including Mikhail Baryshnikov, Marcel Marceau, American Ballet Theater, Ailey II, Mormon Tabernacle Choir, Pink Martini and Herbie Hancock to name a few. It has also shined a spotlight on local arts organizations such as Nevada Museum of Art, Nevada Opera and Nevada Repertory Company, and events such as Pops on the River and Rollin' on the River.

Artown is now at your fingertips. Artown launched an iPhone application, and it's this summer's essential download. Just like most of Artown, the app is free and puts nearly 400 arts and culture events at one's fingertips.

"Artown is constantly moving forward. Last year with an increased social networking presence and this year with an art-focused mobile application," Beth Macmillan, Artown executive [director](#), said. "We're putting Artown in the palm of our attendees' hands with quick access and ease to plan options offered at no cost. It's our next step in Artown's evolution."

Available for download in the iTunes Application Store, the app includes a complete festival calendar with a search function, event details with web links, lodging information with booking links, recent blog entries and Twitter feeds. Versions for BlackBerry and Android devices are scheduled for release July 1st, 2010.

According to Americans for the Arts, the nation's leading nonprofit for advancing the arts in America, research shows the nonprofit arts and culture industry is an economically sound investment. The statement is based on its Arts and Economic Prosperity III study, which demonstrates that the nonprofit arts and culture industry is an economic driver

in communities — a growth industry that supports jobs, generates government revenue and is the cornerstone of tourism.

Artown, founded upon that same philosophy, has proved itself as one such economic driver for Reno and the surrounding communities with nearly \$100 million in estimated total wealth over the festival's 15 years. It has not only brought money into the community through tourism and federal grant funding, but also encouraged spending within the community by attracting attendees downtown to enjoy dining, shopping and, of course, arts events.

\$3 has never done so much good. That's what Artown believes as the nonprofit organization launches the "Give \$3, Keep Artown Free" campaign to encourage the community to support Artown's vibrant and noteworthy performances held throughout July. Of the festival's nearly 400 events 63 percent are free. The goal of the program is to increase individual contributions so the festival can continue to present the high-caliber free programming attendees have come to expect.

As community leaders and long-time Artown festival sponsors, RGJ Media and U.S. Bank have partnered to facilitate the grassroots campaign. Contributions can be made through the following:

- At any of 30 U.S. Bank branches in Reno, Sparks, Truckee, Incline Village, Carson City, Dayton and Gardnerville. Collection containers at each location are available or customers can donate directly to the Give \$3 account directly from their U.S. [Bank account](#).

- In Wingfield Park on July 1 Opening Night, July 31 Closing Night and throughout the week at the Monday Night Family Series, Wednesday's World Music Series and Friday's Movies in the Park events.

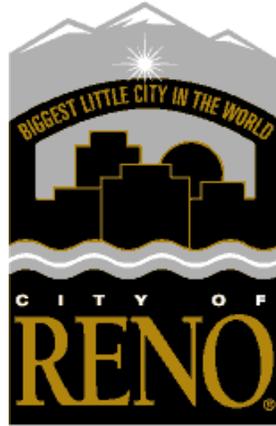
- Through donation envelopes distributed in the July 11th issue of the Reno Gazette-Journal

Collaboration is a cornerstone of Artown. Growing from that inaugural year with partnerships with 30 arts organizations Artown's present-day collaborations include more than 100 arts presenters and dozens of venues, a plethora of business supporters and local government agencies.

Grand Sierra Resort, a long-time Artown venue, in 2010 is a full-fledged festival sponsor. From dance to music, the stage at the Grand Theatre lends itself to Artown's performances opening the door for the venue to host more events year over year while providing audio visual in-kind support and lodging for performers. In addition, Grand Sierra Resort's Director of Entertainment Chris Christiansen serves on the Artown board of directors providing vital insights to the festival.

Business partnership with Artown goes beyond [cash](#) sponsorship with in-kind collaborations blossoming. JLH Inc. has partnered with Artown at the festival sponsorship level providing more than \$25,000 in in-kind printing donations and helping to reduce the festival's marketing and operational expenses.

# ARTOWN SPONSORS



## 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 15 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 continued its support of the arts for Artown, and 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:  
\$11,000**

**Additional funds awarded through cultural grants for presenters:  
\$46,182**

**Total City of Reno Support:  
\$192,182**

*"Artown's 15th year provided our community the opportunity to truly own the festival. Through the Give \$3 to Keep Artown Free campaign, audiences spoke from their wallets about their commitment to the festival. As a long time sponsor, NV Energy was delighted to see such a strong statement about how much people appreciate and enjoy the total experience of Artown." .....* Karen C. Ross, MPH, Community Relations Manager, NV Energy

## 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:



**Corporate Sponsor Contributions:  
\$109,000**

## Corporate Leveraged Support In-Kind

Artown is only as successful as our partners, and we are fortunate to have excellent relationships with our corporate supporters. 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 achieved in 2010 through our sponsor's efforts.

<b>A Carlisle</b>	<b>\$ 488</b>	<b>Reno Tahoe Limousine</b>	<b>\$ 8,000</b>
<b>Basin Street Properties</b>	<b>\$10,000</b>	<b>RSCVA</b>	<b>\$66,390</b>
<b>Dorado Chocolates</b>	<b>\$ 1,500</b>	<b>Siena Hotel Spa Casino</b>	<b>\$13,018</b>
<b>Event Services</b>	<b>\$ 4,492</b>	<b>Sierra Restrooms</b>	<b>\$ 3,400</b>
<b>Grand Sierra Resort</b>	<b>\$62,500</b>	<b>Steinway Piano Gallery</b>	<b>\$25,080</b>
<b>JLH, Inc.</b>	<b>\$23,366</b>	<b>Terribles Sands Regency</b>	<b>\$ 8,000</b>
<b>Men Wielding Fire</b>	<b>\$ 1,500</b>	<b>U.S. Bank</b>	<b>\$ 2,200</b>
<b>Nevada Office Machines</b>	<b>\$1,088</b>	<b>Washoe County</b>	<b>\$12,025</b>
<b>NV Energy</b>	<b>\$18,000</b>	<b>Waste Management</b>	<b>\$ 5,000</b>

**Artown Volunteer Value: \$13,495**

**Total Corporate In-Kind Support:  
\$279,543**

## **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:

### **Joan Baez**

**Fox 11 News  
Siena Hotel Spa Casino**

### **Diavolo**

**Barbara and Harlan Hall  
Barbara and Rowlin Lichter  
Cathy and Ernie Maupin  
Charlotte and Dick McConnell  
Chistine and John Worthington  
Drs. Rita and Harry Hunneycutt  
Edna and Bruno Benna  
Gigi and Lash Turville  
Hilda Wunner  
International Game Technology  
Jane and Jim Nichols  
Jane E. Townley, CC and  
Jeffrey N. Gingold, MD  
Jennifer Patterson  
Kohn Colodny CPAs  
Lillian and Steve Frank  
Marlo and Jason Patterson  
Mary Ann and James R. Kidder  
Mayor Bob and Nancy Cashell  
McDonald Carano Wilson LLP  
Moira and Lawrie Liberman  
Nicole and Eric Gangloff  
Nora and Bruce James  
Sandy and John Raffae  
SilverSky Group  
Susan J. Krump  
Sylvia Harrison  
The Wilhelm Hoppe Family Trust  
Wells Fargo Bank  
Whittier Trust Company of Nevada, Inc.**

### **Discover the Arts**

**Chartrand Foundation  
Lemelson Education & Assistance Program  
Northern Nevada Dairymen  
Union Pacific Foundation**

### **Closing Night**

**Friends of Artown  
Terrible's Sands Regency**

### **Family Series**

**Thelma and Thomas Hart Foundation  
Women and Children's Center of the  
Sierra/Dragonflies Cafe**

### **Missoula Children's Theatre**

**Leonette Foundation  
U.S. Bancorp Foundation  
Wells Fargo Foundation**

### **Monday Night Music Series**

**Charles Schwab Bank  
Robert Z. Hawkins Foundation  
Siena Hotel Spa Casino  
Steinway Piano Gallery  
Washoe County**

### **Movies in the Park**

**University of Phoenix**

### **Opening Night**

**City of Reno Arts & Culture Commission  
Friends of Artown  
MomsLikeMe.com  
Siena Hotel Spa Casino  
Reno Aces/Freight House District**

### **Izhak Perlman**

**Atlantis Hotel Casino  
Wells Fargo Bank**

### **World Music Series**

**Friends of Artown  
Charter Media  
Reno-Tahoe Limousine  
Siena Hotel Spa Casino**

**Artown Produced Event 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):**

**\$117,350**

**Artown Produced Event Ticket Sales and Earned Revenue:**

**\$326,970**

## Foundations and Government Agencies

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

**Bretzloff Foundation**  
**Carol Franc Buck Foundation**  
**Chartrand Foundation**  
**E.L. Cord Foundation**  
**Gabelli Foundation**  
**Joseph Foundation**  
**Lemelson Education & Assistance Program**  
**Leonette Foundation**  
**National Endowment for the Arts**

**Nevada Arts Council**  
**Reno Gazette-Journal Foundation**  
**Robert Z. Hawkins Foundation**  
**RSCVA**  
**Terry Lee Wells Foundation**  
**Thelma & Thomas Hart Foundation**  
**Union Pacific Foundation**  
**U.S. Bancorp Foundation**  
**Wells Fargo Foundation**

**Foundations and Government Agency Support and Funding:**  
**\$229,578**

**Friends of Artown** Artown's membership program supported the World Music Series, Opening Night, Closing Night and Operations - **\$48,134**

**Give \$3 To Keep Artown Free** Artown engaged the community in supporting the festival's efforts to keep its festival-produced events free. The public answered, donating more than \$32,000 to Artown's Give \$3 To Keep Artown Free. Thank you to Give \$3 partners *Reno Gazette Journal* and U.S. Bank, as well as JLH, Inc. for supporting the effort! - **\$32,722**



Give \$3 To Keep Artown Free

## **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 the following:



- Production and printing of 60,000 40-page full-color 2010 July *Artown Magazine* and July Calendar with 40,000 inserted in home deliveries of the *Reno Gazette-Journal*, 9,000 displayed with Best Bets out of market and 11,000 distributed through Artown
- Production and printing of 15,500 24-page full-color 2010 October *Artown Magazine* with 15,000 wrapped with *RENO Magazine* and 500 copies distributed through Artown
- Seven, full color sponsor ads in the July and October *Artown Magazines* for sponsor advertising
- Festival advertising schedule included the following:
  - July festival print advertising ran on 6/27, 6/30, 7/1, 8/3
  - July festival online *RGJ.com* advertising schedule for 85,000 impressions
- Diavolo with the Reno Philharmonic advertising schedule included the following:
  - Print advertising ran on 7/26, 7/29
  - Online *RGJ.com* advertising schedule for 170,000 impressions
- Opening Night sponsorship through *MomsLikeMe.com* to promote face painting to include:
  - Management and set up of the registration process and face painting fulfillment
  - Online promotion of opening night and the face painting signups
  - Print ads promoting opening night and to encourage face painting signups
  - Rotating home page banner ad on *MomsLikeMe.com* and two ads on *MomsLikeMe* page in Sunday Living
- "Give \$3 to Keep Artown Free" sponsorship commitment:
  - Logo and campaign development
  - Design of collateral materials to include two sizes of posters and table tents
  - Online *RGJ.com* advertising schedule from 6/28 – 7/31 including *RENO Magazine*, *Chamber Business Magazine*, insertion of collection envelope in *RGJ* home delivered copies (7/11, 7/14 and 7/25), ads promoting envelope insertion (5 total placements) and 20" full color ads Sunday, Wednesday and Friday throughout July
- Editorial media coverage received September 2009 through August 2010

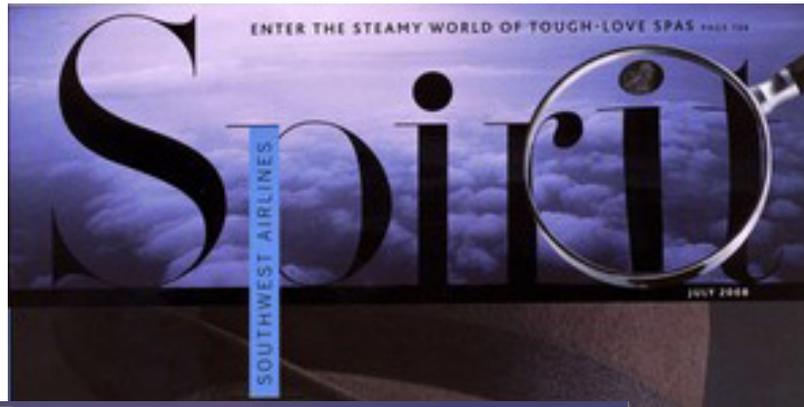
**Investment: \$25,000**

**Total Media Value: \$420,565**

**Total In-Kind Contribution: \$395,565**

*"I thank you Artown for bringing Joan Baez to Reno. I thank you for the previous world talent performances that I have seen, such as South African singers Ladysmith Black Mambazo and Vusi Mahlasela.*

*It is quite extraordinary to see world famous talent in our Little (Big Heated) City of Reno; not to mention all the local talents of theater, dance, singers and artists. I am looking forward to the Magic of Artown next July 2011.....Barbara Tscheekar*



Reno's Riverwalk District



Atlantis Casino Resort Spa



Spa Atlantis Pantan Luar



Truckee River Whitewater Park

Special Advertising Section

Just a hop, skip and jump away – or about 30 minutes – is the vibrant city of Reno. The Biggest Little City in the World is bursting with opportunities for adventure, be it the kind you get in the water, on a plate, at a blackjack table or with a shopping bag. The heart of Reno's recent urban renaissance is its downtown Riverwalk District, an area chock-full of boutiques, galleries, restaurants, bars, taverns and entertainment. Then there's the Truckee River Whitewater Park, a kayaker's paradise with its 11 pools and challenging racing course, all situated smack-dab in the heart of downtown. Other classic Reno events include the award-winning Artown, a month-long arts festival that draws artists from across the globe, the classic car extravaganza known as Hot August Nights, and the biker bonanza Street Vibrations.

The city has cultivated a thriving little arts scene too, evident in galleries like the award-winning Nevada Museum of Art, the state's only accredited art museum, and the ultra-contemporary Stremmel Gallery. It's quite the line-up for a city that some say lives in the shadow of its bigger, brighter southern counterpart. But while the Nevada-style offerings in Reno may not be on quite the same scale, there's no question that the city's hotel-casinos are impressive. Take the Atlantis Casino Resort Spa, which has invested over \$100 million in the last three years on upgrades and expansions designed to improve the guest experience. The property recently introduced three new award-winning restaurants, one of which, Bistro Napa, features a tantalizing Raw Seafood Bar – a real adventure for the palate – in addition to its wine country-inspired cuisine and 4,000-bottle wine cellar. Spa Atlantis has also made quite a splash thanks to its exotic treatments and world-class amenities. The spa features

Top and bottom photos provided by Nevada Commission on Tourism and middle two photos by Atlantis Casino Resort Spa



- 20, :30 second Branding spots aired 7/1 – 7/20
- 20, :30 second Diavolo spots aired 7/21 – 7/30
- 519, :30 and :10 Branding, Sponsorship and Diavolo spots airing 7/3 – 8/1
- Production of three :30 second spots and 16 :10 second spots for Branding, Sponsorship and Diavolo
- 92 aired news stories, live shots and mentions with more than 49 minutes of air time 6/15 – 7/31
- Online news features at *KOLOTV.com* 6/30 – 8/1
- “Corner Peel” banner ad on *KOLOTV.com* 6/28 – 8/1
- 25 Artown mentions on *KOLO’s* Facebook page 6/15 – 7/31
- Inclusion in one *KOLOTV.com* e-news 8/2

**Investment: \$1,600**

**Total Media Value: \$101,254**

**Total In-Kind Contribution: \$99,654**



- Production of Artown’s 5-minute promotional DVD to include voice-over, still and video images, audio tracks
- Minimum of 120 Artown :15 TV spots to air on *KNPB* June 29 – July 31
- *KNPB* production of the :15 spots
- Homepage Prime Rotator ad throughout June and July with link to *RenoIsArtown.com*
- Run of site banner ad throughout June and July
- Image on homepage slideshow featuring Artown with link to unique *KNPB* landing page promoting Artown and art programming on *KNPB*
- Unique *KNPB* landing page promoting Artown schedule and art programming on *KNPB*
- Artown video in “Content on Demand” section throughout July
- Artown mentions on *KNPB* social sites including Facebook and Twitter
- Artown inclusion in *KNPB* e-newsletters, subject to availability, to promote July festival and Encore events
- Two ½ page ad in July issue of *KNPB* Program Guide to promote July festival

**Investment: \$0**

**Total Media Value: \$25,110**

**Total In-Kind Contribution: \$25,110**

## **Reno-Tahoe Radio**

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

- Production of :10, :30 and :60 second festival announcements/branding spots
- 250, :30 second festival announcements throughout the month of July on *KTHX* and *KJZS*
- 80, :10 second traffic sponsorships and ads on *KTHX* and *KJZS* daily throughout July
- 48, :60 second festival branding spots on *KTHX* and *KJZS*
- Production of :60 second Diavolo spots
- 60, :60 second spots for Diavolo
- Inclusion as X-Night at Nevada Museum of Art sponsor four months, including 40 on-air promo spots per event
- Three live remote events with on-air promo spots throughout July
- Website presence on *KTHXFM.com* throughout the month of July
- One public service radio interview aired on all stations within the network

**Investment: \$1,710**

**Total Media Value: \$30,910**

**Total In-Kind Contribution: \$29,200**

## **Reno Passport**

- Cover image for July issue
- Social media outreach promoting Artown After Dark concert series

**Investment: \$0**

**Total Media Value: \$3,000**

**Total In-Kind Contribution: \$3,000**

## **Tahoe TV**

- :60 segment airing on in-room Reno Tahoe Visitor Network 5/27 – 6/30, minimum of 3,400 rotations
- :60 segment included in "Get Out! Tahoe" 5/27 – 6/30 twice in daily rotation, minimum of 62 airings to 156,000 subscriber households
- 800 x 100 high-frequency televised banner ad in full Tahoe TV network rotation, minimum of 31,000 rotations
- 125 x 125 online tile ad on Tahoetopia.com
- Web video segment featured on Tahoetopia.com and tahoetv.com
- Calendar listings on Tahoetopia.com with link to video and URL 5/14 – 6/30
- Calendar listings on televised event crawl
- Directory listing on Tahoetopia.com
- Inclusion of :60 segment in rotation on Reno-Tahoe Airport baggage claim screens, 6/1 – 6/30
- Mention in July episode of Reno Tahoe Getaways aired at Reno-Tahoe Airport, Charter On-Demand channel 888 reaching 1.3M subscribers in the Bay Area, and online at Tahoetopia.com, visitrenotahoe.com, tahoetv.com and youtube.com.
- Three mentions in tahoetopia.com e-blast distributed to 5,000 subscribers 6/15, 6/22 and 6/29
- Mentions via Tahoetopia.com and Tahoe TV Twitter and Facebook

**Investment: \$0**

**Total Media Value: \$6,750**

**Total In-Kind Contribution: \$6,750**

## **Fox 11**

- Production of :30 commercial spot for Diavolo
- 29, :60 second Diavolo spots airing 7/19 – 7/30
- On air added value in addition to paid schedule airing on FOX, My21 and RTV
- Diavolo website page and event support
- Production of :30 "Give \$3" commercial spot
- Give \$3 on air added value

**Investment: \$1,620**

**Total Media Value: \$14,695**

**Total In-Kind Contribution: \$13,075**

## **ClearChannel Outdoor**

- Electronic billboard exposure June 7 – July 31 with 12,568 rotations of Artown Branding message and 134 rotations of Diavolo message for a total of 15,707 total rotations

**Investment: \$0**

**Total Media Value: \$1,629**

**Total In-Kind Contribution: \$1,629**

# Performers announced for Reno's Artown festival

Posted 5/4/2010 5:00 PM

By Scott Sonner, Associated Press Writer



By I.Lopez, AP

Folk music legend Joan Baez will perform July 6 at Reno's 15th annual Artown festival.

RENO — Folk music legend Joan Baez is among the performers slated to play at Reno's 15th annual Artown festival, which is expanding to Virginia City for the first time for a three-day "Americana" celebration at the historic mining town.

Organizers unveiled the list Thursday of more than 400 events to be spread over each day of July including theater, dance, music, visual arts, multicultural events and children's workshops.

Nearly two-thirds of the events are free at various venues around town, many at Wingfield Park on a downtown island in the Truckee River surrounded by a kayaking and whitewater rafting park.

About 300,000 people attended last year. Officials estimate Artown has had an economic impact on the city in the neighborhood of \$100 million since it began in 1996 with about 100 events spread over

three weeks.

"There's an upbeat energy that permeates Reno each July and we're thrilled that Artown can have that sort of impact," the festival's executive director, Beth Macmillan, said Thursday.

The prevalence of free events helped Artown earn "Access to Artistic Excellence" grants from the National Endowment for the Arts each of the last two years, she said.

"To say that we've been able to grow the festival to include so many events and genres and accommodate the number of attendees seen in recent years is phenomenal," Macmillan said.

It "speaks to the strength of Artown to draw national-level performances to push the artist envelop for not only our organization but the local community," she said.

The Nevada Museum of Art, Nevada Opera and Nevada Repertory Theater are among the local contributors.

Baez is to perform July 6 at the Robert Z. Hawkins Amphitheater at Bartley Ranch south of downtown, the same stage where the rock-and-roll boogie band Little Feat will play a concert to raise money for the Food Bank of Northern Nevada on July 9.

Artown will feature seven "festivals within the festival," including for the first time the "Americana Festival" at Virginia City July 9-11.

The town, which sits at an elevation of 6,200 feet

about 30 miles southeast of Reno, is the largest federally designated National Historic Landmark in the country. It features pioneer cemeteries dating to the mid-1850s, the refurbished Piper's Opera House and mansions of the famous silver barons who ruled the Comstock.

Macmillan said its shops, museums, saloons and street corners will be filled with music and dance along with jam sessions in a variety of genres such as bluegrass, Celtic, swing and folk — most of it free.

Other festivals exploring art and culture through specialty foods, dance and more include the 44th annual Basque festival on July 24 and Gospel Fest July 25, both free.

Weekly events at Wingfield Park include Movies in the Park on Friday nights. This year's lineup includes *Shrek* and *Some Like It Hot*.

The Wednesday night World Music Series will include Moshav, a Los Angeles-based band with roots in Israel that combines such diverse influences as American folk rock, Jewish culture and reggae on July 7.

The Afro-Cuban All-Stars will merge the musical styles of Cuba from bolero to chachacha on July 14, and Parno Grazst will bring his Hungarian gypsy music to the park July 21, complete with accordion, spoons, milk churn and "oral bass."

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## **Media Buy ad Additional In-Kind Support**

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

### **Charter Media**

- 160, :30 second branding spots running 6/28 – 7/31
- 120, :30 second Diavolo spots running 7/14 – 7/30
- Production of :30 branding spot

**Investment: \$2,220**

**Total Media Value: \$4,840**

**Total In-Kind Contribution: \$2,620**

### **KUNR**

- Five :15 second radio spots aired during *Morning Edition*

**Investment: \$255**

**Total Media Value: \$255**

**Total In-Kind Contribution: \$0**

### **Reno News & Review**

- Online banner ad promoting Diavolo 7/13 – 7/30
- 2 quarter page full color Diavolo ads

**Investment: \$990**

**Total Media Value: \$1,770**

**Total In-Kind Contribution: \$780**

### **The Washoe Channel, Washoe County**

- Broadcast of Artown video 176 times from 6/1– 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: \$4,784**

**Total In-Kind Contribution: \$4,784**

### **YESCO**

- Electronic billboard exposure July 1 – 31 rotated one time per minute, 8 seconds each for a total of 44,640 rotations and featuring Diavolo and Branding creative

**Investment: \$0**

**Total Media Value: \$2,500**

**Total In-Kind Contribution: \$2,500**

## **Total Media Sponsor, Buy and Added Value**

**Investment: \$33,395**

**Total Media Value: \$618,062**

**Total In-Kind Contribution: \$584,667**

# Page Two

## Pedestrians become pianists



PHOTOS BY VINCE ALONZO/RGJ

Marcus Moore, aka Its Marcus Jams, of Reno plays and sings original songs at the art piano on First Street and Arlington Avenue in downtown Reno. Moore said he has been playing piano since he was 13 years old.



Above, Shelly Ayala of Reno brushes up on her piano skills at an art piano at Wingfield Park. Ayala said she hasn't played any type of piano since she was 14. At right, Moore's street-corner piano has colorful keys.



### STAFF REPORT

Artown volunteers were looking to place artistically embellished pianos around town on Friday.

Officials placed the first four of its 15 pianos on Thursday.

The pianos were painted by local artists, each with a different theme. Artists used ceramics, mosaics and paint to individualize each instrument. The pianos will be placed at undisclosed locations throughout the city, and residents are encouraged to find them and take photos or video of themselves playing them. The images can then be shared via rePIANO's Facebook page.

Also, rePIANO on Facebook will provide updates on the project, including locations as found by the community.

Reno City Councilman Dave Aiazzi has said that Artown tapped Steinway Piano Gallery of Reno to gather the 15 pianos. He said the company will also move the instruments around and tune them weekly.

"I'm not going to tell anybody where they are," Aiazzi said in a recent interview. "The whole idea is you just sort of happen upon them."

## **2010 Artown Exposure**

ABCNews.go.co7thspace.com	mlive.com	RGJ Sunday - Northern Nevada Life
AAA Via	Mobileappy.com	RGJ.com
ABCNews.com	Moonshine Ink	Richmond Times Dispatch
About.com	MoonshineInk.com	Sacramento Bee
About.com Dance	MsGreene1s Blog	San Francisco Chronicle
Airlinesgine.com	MSNBC.com	San Jose Mercury News
All Access Pass	MSNTravel.com	SanDiegoFamily.com
AppShopper.com	My.HSJ.org	Seattle Times
AshaWorldDancers.com	MyNews4.com	Sierra Arts
Azerilar Travel Blog	NBC2.com	Sierra Vista Herald
Canberra Times (Australia)	Nevada Appeal	SoldOnFernley.com
Canoe.ca	Nevada Magazine - Events and Shows	StageDirections.com
Carleton Place (Canada)	NevadaAppeal.com	Style Magazine
Chicago Tribune	News-Leader.com	SustainabilityFoodReno.com
CTV Canada	NewToReno.com	Tahoe Daily Tribune
Daily Sparks Tribune	NJ.com	The Palm Beach Post
DesignSponge.com	NoOnionsExtraPickles.com	The Telegraph-Journal
Edible Reno-Tahoe	North Lake Tahoe Bonanza	The Weekly
Entertainment Daily	Northern Nevada Business Weekly	TheRecord.com
Examiner.com	Petaluma360.com	ThisIsReno.com
Family Pulse	PitchEngine.com	ThomasCompton.com Blog
Gainesville.com	PositivelyNorthernNevada.com	TopStoriesReno.com
GoTahoeNorth.com	PulseNV.com	TravelChatForum.com
GoToRenoTahoe.com	Reno Conventions.com	TravelNevada.com
Guelph Mercury (Canada)	Reno Gazette Journal	UNR News
K4PS.Blogspot.com	Reno Gazette Journal Best Bets	UNR Sagebrush
KOLO Channel 8	Reno Magazine	UNR Sagebrush Blog
KOLOTV.com	Reno News and Review	USAToday.com
KRNV Channel 4	Reno Passport	Vacations.com
KTVN Channel 2	Reno.com	Ventura County Star
KTVN.com	RenoDatebook.com	VictorianSquareSparks.com
LakeTahoeNews.com	RenoLawn-ideas.blogspot.com	VisitRenoTahoe.com Blog
LifeMoreNatural.com	reviewjournal.com	Waterloo Chronicle (Canada)
Meetup.com		WittyKnitters Blog
Men's Journal		Yahoo.com News Canada
Metromix.com		

### **Total 2009 Media Coverage Circulation and Value**

**Total Reach: 31,656,519**

**Total Value of Media Coverage (Advertising Equivalency): \$1,191,261**

# WEEKEND

» COMICS, 9C  
 » TODAY ON TV, 10C  
 » DEAR ABBY, CROSSWORD, 8C

CONTACT  
 JASON KELLNER  
 775-327-6726  
 JKELLNER@RGJ.COM



Friday, July 30, 2010 • RGJ.com/weekend

## Big sound, Tiny Universe



Karl Denson was once the sax player in Lenny Kravitz's band.

PUBLICITY PHOTO

### Jazz-funk artist Karl Denson strives to own his genre

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

Musician Karl Denson has been entertaining music lovers for more than two decades, but he came dangerously close to pursuing another career. "It wasn't until my second year of college that I actually switched over and said, 'OK, this (music) is what I'm going to do,'" Denson said during a recent telephone interview. "I started out as a veterinary science major. ... But as soon as I got into college and started taking music classes, I just ended up taking more and more of them."

That ended up being a good thing for music fans because Denson turned his passion into a genre-spanning career that has produced numerous solo albums, a stint as the saxophonist for pop star Lenny Kravitz and extensive work as the saxophonist, flutist and vocalist for the Greyboy Allstars. These days, you are most likely to see him with Karl Denson's Tiny Universe, a jazz-funk unit that he formed in 1998 and is bringing to Reno for a free show on Saturday.

KDTU frequently visits Tahoe for club gigs, but the concerts are typically ticketed. That means Saturday's show — for the closing night of Artown — will give Reno residents a rare opportunity to see the band for free. Although KDTU's music is rooted in jazz, the band draws on many musical styles, making

**IF YOU WANT TO GO**

Karl Denson's Tiny Universe plays live at 7:30 p.m. Saturday at Wingfield Park in downtown Reno for the closing night of Artown. The show is free. Tip: Arrive early as events in Wingfield, particularly those on the opening and closing nights of Artown, tend to fill quickly.



its sound tough to define.

"The idea behind the band was originally dance music from A to Z," Denson said. "So we kind of cover all the bases. ... We start probably late in the '50s with the sound of boogaloo, the boogaloo rock 'n' roll crossover. You know, from jazz to rock, and we continue on from there and try to encompass everything in a way that feels like you're listening to one style."

Denson said his favorite type of music is swing, but he doesn't focus on that because there isn't a huge market and because he wants to make his own mark on music. "I don't own that," he said. "I'm trying to create something that I own."

Denson acknowledges that carving out a niche in the music world is tough, but he doesn't think that's anything new.

"It's got its difficulties," he said, "but I can't imagine it being any harder than it

was 30 years ago before the Internet, with the record companies controlling every bit of information that got out there. I think it's definitely in a better place as far as the independent artist goes."

Denson said his children discover new music by exploring the Web, not listening to the radio. And he does the same thing.

"If you're Internet savvy, you can make a lot of noise from your own bedroom," he said. "I'll go on YouTube or Pandora or whatever. ... I'll go on there and find a tune that I like and kind of search around that tune and see if there's some new stuff that pops up. It's cool. I think the amount of stuff that's out there is pretty amazing when you take the time every so often to kind of go into the bushes and dig around."

Denson definitely likes to explore. Thus his near-career as a veterinarian.

"I think the experimentation of science is a part of music," he said. "I was talking to a friend who is a pre-med student and they were saying that the big medical schools really like musicians. They like the idea of doctors who are musicians because of the thinking out of the box part of playing music."

Although Denson isn't studying veterinary science anymore, he hasn't abandoned his left-brain instincts. In fact, he said he has spent much of the summer focused on

SEE DENSON, 7C »

## **PRESENTERS, INDIVIDUALS AND ORGANIZATIONS THAT CONTRIBUTED TO THE SUCCESS OF THE FESTIVAL**

4 Designers	International Folkloric Ballet	One Vision Productions, LLC	The Note-Ables
A Cappella Jazz and Renaissance Summer Show	Jann Selleck	PetFolio Magazine & Natural Paws	The Sigtuna Brass Sextet
A.V.A. Ballet Theatre	Jazz Q Music Education Services	Pickled Tink Studio	Tim Jones
Allan Fuller	Jeff Lock	Q & D Construction	TOCCATA
Anne Marie	Judith Ames Quintet	Reno Art Center	Tones and Colors
Art Slaves	Katie Torvinen	Reno Chamber Orchestra	Tony Argento
Artists Co-op Gallery	Kathleen Durham	Reno eNvy	Traditional American Music Project
Asha World Dancers, Inc.	Keep Truckee Meadows Beautiful	Reno Irish Dance Company	Transition Reno and the Electric Auto Assc of Northern Nevada
Bartley Ranch	Kidscape Productions	Reno Jazz Orchestra	Trinity Episcopal Church
BeAbundant	Lake Mansion	Reno Little Theater	Truckee Meadows Community College
Bethel African American Cultural Center	Lake Tahoe Shakespeare Festival	Reno News & Review	Truckee Meadows Quilters
Black Rock Arts Foundation	Latimer Art Club	Reno Passport, Noisy Planet and Buckbean	Truckee Meadows Watercolor Society
Bohemian Burlesque	Lavender Ridge LLC	Reno Philharmonic Association	University of Nevada, Church of Fine Arts
Bruka Theatre	Lenox Barns	Reno Philharmonic Guild	University of Nevada, Reno Libraries
C.J. Walters	Let's Dance Studio	Reno Philharmonic Orchestra	University of Nevada, Reno School of the Arts
Carol Pallesen	Little Swan Dancers	Reno Pops Orchestra	VSA arts of Nevada
Cate Francis	Mark Simon	Reno Urban Forestry Commission	VSA arts of Nevada at the Lake Mansion
Ceol Irish Pub	MasterWorks Chorale	Reno-Tahoe International Airport	Washoe County Regional Parks & Open Space
Chris Cady and Hyp Shows LLC	Maytan Music Center	River School	Wilbur May Museum
City of Reno	McKinley Arts & Culture Center	Robert Z. Hawkins Amphitheater	Wild Horse Children's Theater
Colin Ross	Meg Sindlinger	Shawn Grady	Wing and A Prayer Modern Dance Company
Connections	Men Wielding Fire	Sierra Arts	Wingfield Park
Controlled Burn, Inc.	Midtown Merchants Assc	Sierra Nevada Ballet	Word of Life Ministries
Creative Arts Center/ Once Upon a Party	Miguel Ribera Park	Sierra Nevada Guitar Society	Zazpiak Bat Basque Club
Creative Performing Arts Center	Moments of Memory	Sierra Watercolor Society	
En Harmony & Guests	National Automobile Museum (The Harrah Collection)	Silver Sage Artists	
First United Methodist Church	Nevada Humane Society	Sonnet Johnson	
Food Bank of Northern Nevada	Nevada Humane Society featuring Jeff Ross	St. Mary's Art Center	
For the Love of Jazz	Nevada Museum of Art	Steinway Piano Gallery	
Friends of Washoe County Library	Nevada Opera Association	Steinway Youth	
Good Luck Macbeth	Nevada Shakespeare Company	Stremmel Gallery	
High Desert Harmony Chorus	Nightingale Concert Hall	Studio on 4th	
Historic Reno Preservation Society	Northern Nevada Bluegrass Assc	The Bayer Family	
Holland Project	Om Home	The Clay Canvas	
Homeslice Productions		The Creative Arts Center	
InnerRhythms Dance Theatre		The Holland Project	

Others not listed on this page are mentioned on pages 14, 18-20, 26-30, 32, 33, 35, 37 40, and 41.

# 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.

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

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Discover the Tweaksters

# CREATING WEALTH

## Artown Festival Media Value, Including In-Kind

*Reno Gazette Journal* \$395,565  
KOLO 8 News Now \$99,654  
KNPB \$25,110  
Reno Tahoe Radio \$29,200  
Other Local Media Outlets (Reno Passport, Tahoe TV, Fox 11, ClearChannel Outdoor, YESCO,  
Charter Media, KUNR, Reno News & Review, The Washoe Channel) \$35,138  
Additional Artown Marketing (casino property marquee and in-room festival exposure and  
marketing collateral pieces, downtown banners) \$102,556

**\$687,223**

+

## Artown Sponsors

City of Reno Title Sponsorship of Artown \$192,182  
Corporate Sponsorship of Artown \$109,000  
Foundation and Government Agencies (less event contributions) \$229,578  
Other Contributions Cash \$4,000, In-Kind \$279,543

**\$814,303**

+

## Friends of Artown

**\$48,134**

+

## Artown Event Sponsorships and Earned Revenue

**\$444,320**

+

## Budgets from Local Presenting Organizations in The Artown Festival

**\$462,074**

+

**Give \$3**

**\$32,722**

+

## Estimated Artown Consumer Spending

Of the estimated 300,000 people attending the month long festival, 577 responded to the 2010 Artown survey. 15% had zip codes out of the area. The following consumer spending figures are based upon the information provided from the survey results, then applied to attending populations.

Purchase of food and beverages = \$4,512,136  
(Average expenditure per person \$23.14 X 65% of total Artown attendees)

Expenditure gambling = \$458,182  
(Average expenditure per person \$50.91 X 3% of total Artown attendees)

Expenditure on hotel accommodations = \$2,156,143  
(Average expenditure per person \$369 X 13% persons from out of town)  
(Average stay of 6 nights assuming double occupancy)

Expenditure on shopping and gifts = \$1,508,182  
(Average expenditure per person \$35.91 X 14% of total Artown attendees)

Expenditure on shows and entertainment = \$194,250  
(Average expenditure per person \$61.67 X 7% of persons from out of town)

Expenditure at museums = \$97,200  
(Average expenditure per person \$36 X 6% of persons from out of town)

Expenditure on recreational activities = \$1,182,857  
(Average expenditure per person \$32.86 X 12% of Artown attendees)

Expenditure on sightseeing = \$153,000  
(Average expenditure per person \$56.07 X 6% of persons from out of town)

**\$10,261,950**

**Estimated Total Wealth:  
\$12,750,726**

## An Artown by any other name

By Jen Huntley

[More stories by this author...](#)

This article was published on [07.29.10](#).

**'Tis Midsummer—**

Let us now say a paeon of praise for Artown\*

O Artown, Artown, how fair thou art, Artown—

To our humble little hamlet twixt mountain and desert, you bring forth

Fire-breathing dragon-dancers, buxom ladies, silky-voiced gypsy Joan and

(Not-so-silky-voiced) gypsy bands

Some home-grown, some from distant lands

On a hot afternoon, we find a cool gallery, or studio

See the world through another's eyes

But the best is night—

Is it moonlight or starlight? It is Wingfield, it is Bartley Ranch

O mighty Artown! You bring us all together in the field before the stage

Bouncing children and careful aged; condo-dweller, suburbanite, trailer park,

Tourist, all—throw down our blankets, and stretch out under cooling skies

No silken ropes divide rich from poor—all stand up to dance together

Dazzled by music (even the mediocre stuff) rhythm, wind, water and fireworks

O clever Artown!

You remind us of the best

Our best selves, our best weather, our glorious river, mountains, our glorious summer nights

Downtown business-owners remember days of prosperity that were and shall be once again

We who live here remember why we came, and stayed

Visitors decide they just might

It's the best that Reno has to offer, some say

O yes, and that is pretty darn good, say I

O precious Artown!

By what miracle, what magic brings you forth each year?

The hard work of planners and organizers, the gathering of gifts from foundations, companies, individuals, legacies to our community

And what is this?

Taxpayer funds? O yes, Artown—even as our state coffers drain, our nation struggles, some find you worthy—

a large federal grant makes it possible this year to celebrate

Celebrate our life in Artown!

\*The author apologizes to authentic poets everywhere.



## SURVEY RESULTS

Artown staff and volunteers gathered 577 surveys during the 2010 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?**

<b>Category</b>	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Reno/Sparks	85	86	83
Out of Town	15	14	17
No Answer	0	0	0

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

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

<b>Category</b>	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
By Myself	8	6	11
Family	36	34	35
Friends	33	38	36
Children	15	14	11
Out-of-Town Guests	4	4	2
Other	4	4	5

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

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

<b>Category</b>	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Little Book of Artown/Magazine	25	35	31
Newspaper	16	16	19
Magazine	4	1	2
Website	12	6	6
Word of Mouth	16	16	15
Radio	4	5	4
TV	4	4	5
Flyer	1	1	1
E-Mail	2	1	2
Other	17	15	16

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

<b>Category</b>	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Yes	82	78	70
No	14	15	16
No Response	4	<1	1
Don't Know	1	7	14

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

<b>Category</b>	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Extremely likely	52	53	50
Very likely	33	31	32
Somewhat likely	11	11	13
Not very likely	2	3	1
No response	1	2	3

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

Category	2010%	2009%	2008%
Purchase Food and/or Beverages	65	62	58
Shop	14	13	13
Participate in Recreation Activity	12	13	13
Gamble	3	4	5
Other	6	8	10

7. Which category best describes your race/ethnicity?

Category	2010%	2009%	2008%
Caucasian (Not Hispanic)	79	81	81
Hispanic	3	8	4
Asian/Pacific Islander	2	2	4
African Descent/Black	5	2	3
American Indian/Native American	6	2	2
Other	4	2	3
No Response	2	3	4

8. What is your occupation?

Category	2010%	2009%	2008%
Executive or Professional	17	16	22
Manager or Administrator	8	8	9
Clerical or Office Worker	4	5	4
Homemaker	4	5	3
Technical	3	3	4
Sales	4	4	3
Skilled Labor	3	2	3
Self-employed	7	7	7
Military	1	1	1
Student	6	7	6
Retired	17	16	18
Arts Professional	2	3	2
Employed Full-Time	8	7	5
Service	<1	<1	1
Other	11	11	11

9. What is your highest level of education?

Category	2010%	2009%	2008%
Less than High School	2	4	3
High School Graduate (or GED)	8	9	9
Vocational School After High School	3	2	3
Some College	23	27	22
College Graduate (Bachelor's Degree)	27	27	28
Post Graduate	22	24	24
No Response	16	7	13

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

Category	2010%	2009%	2008%
Less than \$49,999	22	25	20
\$50,000 - \$74,999	16	18	18
\$75,000 - \$99,999	12	12	13
\$100,000 or more	19	20	24
No Response	32	24	26

11. Do you:	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Own a Home	68	68	71
12. Do you:	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Own a Computer	51	54	52
13. Do you:	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Use the Internet	93	92	90

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**IF YOU ARE FROM OUT OF TOWN**

14. Did you come to Reno specifically for Artown?			
<b>Category</b>	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Yes	17	27	27
No	83	73	72
15. Would you recommend northwestern Nevada as a cultural destination to others?			
<b>Category</b>	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Yes	77	83	75
No	4	10	7
No Response	19	6	18
16. How did you travel here?			
<b>Category</b>	<b>2010%</b>	<b>2009%</b>	<b>2008%</b>
Car	42	55	45
Bus	4	3	5
Airplane	7	15	13
Train	1	0	1
No Response	46	27	36

# AUDIENCE COMMENTS

"Thank you again for an evening I will always remember. What a pleasant surprise it was to have Joan Baez come to Reno Artown."

"Reno is very fortunate to have such a program! Thank you for all you do."

"Another great year and reason to stay home in July!"

"Artown is a wonderful event. We can't believe it been 15 years! Let's go for another 15!"

"The FREE presentations have been beyond fabulous!"

"Every July our family looks forward to Artown."

"Thank you so much to all of you who present these gifts to our Reno community each year."

"Here's to another great season. Thanks for all your work."

"Thank you for all you do for our community!"

"Job well done! Thank you!"

"Thanks for all your creative ingenuity. Keep up the great work!"

"Loved Artown - Brilliant!"

"Thanks for providing so many wonderful and varied programs during Artown!"

"Artown - we appreciate you."

"Artown is wonderful!! - Look forward to July every year!"

"We are really enjoying the Artown events."

"Thank you for bringing Artown back every year! Art rocks!"

"Another great July! Keep it up!"

## Reno is Artown!

Posted by baldo in [Arts](#) on 07 7th, 2010 | [no responses](#)



July in Reno means Artown, and this summer month has become virtually synonymous with the annual warm-weather festival in which art literally fills the streets of downtown Reno in an exuberant and colorful display of creativity. In July, puppets parade the streets and painters make the sky just a shade more cerulean. Artown is entering its 15th year, and what started as a small, downtown festival has, over time, attracted more than 1.5 million visitors to Reno, bringing a renewed interest in downtown revitalization and an increased awareness of art in Northern Nevada.

Artown is a giant celebration of the arts that lasts the entire month of July. With nearly 400 events and every artistic discipline imaginable, Artown is fully accessible to everyone in the community. The majority of Artown performances are free for the public, and with arts funding being cut in schools, the free cultural performances fill a much-needed gap in the artistic education of Reno's youth. Although Artown is a month-long celebration of art in Reno, it works with other local arts organizations year-round to put them on the playing field with some of the best artists in the world, all while promoting and supporting local art projects.

In addition to showcasing local artists, internationally-renowned performers, such as Joan Baez and Karl Denson's Tiny Universe, are brought in to mix with the Battle Born talent. The kind of big-name acts that would normally be found in major metropolitan cultural areas are brought to Reno to help celebrate a month of art.



"There is one word to describe Artown," says the organization's Executive Director, Beth Macmillan. "It would be collaboration. Art is the end result of what is created...it's collaboration with sponsors, collaboration with other arts organizations."

According to Macmillan, 93% of the art in Artown is local. Despite a number that indicates a clear majority of Reno art represented in a Reno art festival, there is an undercurrent of grumbling in the local artistic community about "out-of-towners" and high-profile acts that come to town and overshadow the small, vibrant independent art scene. Macmillan concedes that convincing local artists that Artown wants them to participate is one of the organization's biggest challenges; indeed, Artown wouldn't be

able to carry its name were it not for local artists.

"There's been a couple of obstacles," says Macmillan. "One obstacle is really working with the local arts community to show and to prove that we're in it for their best interest- this is not just about big art. Artown would not exist without the local arts community."

To dispel a common myth about Artown, artists do not have to pay to take part in the celebration. True, an artist must fill out an applicatio



n months before the event, but Artown staff is happy to take the time to walk artists through the harrowing process of the exhibition process, from writing a press release to the actual display of the artwork. While the artists are encouraged to promote their own exhibit or performance, Artown does the marketing for them so that they can show up and do what they do best: paint, dance, draw, sculpt or sing. Every artistic medium is represented, and artists have the opportunity to showcase their work.

Artown is a nonprofit organization that receives government funding and support on local, statewide and federal levels. Artown attributes its continued success to the foundations, corporations and individuals that help fund the event every year. This month, a new program called "Give 3 to Keep Art Free" is reaching out to the public. This innovative program is designed to ask individuals for less than \$5 to contribute to Artown's expansive public art programs.



This year, highlights of Artown include the Hudson Vagabond Puppets, Sierra Nevada Ballet, Pops on the River and Diavolo with the Reno Philharmonic Orchestra. This last act is particularly indicative of the inclusiveness that Artown wishes to foster through art: Diavolo, a dance troupe founded in LA, is collaborating with the talent of the Reno Philharmonic. The stark juxtaposition of surreal modern dance with a classical orchestra highlights the fusion of two very different artistic mediums.

"Coming to downtown Reno is a real treat," affirms Macmillan. "People come downtown once, and they see that coming into the park to watch an Artown performance is as easy as walking down the street." She pauses reflectively. "Can you imagine July without Artown? Twenty years ago, there was no Artown. It was just July. That's what makes Reno so great. We have July. We have Artown. It really is a treasure".

For more information on Artown and for a full calendar listing of events, visit [www.renoisartown.com](http://www.renoisartown.com) or call 775.322.1538.

# ARTOWN ACCLAIM

**Updated: November 22, 2010**

- 2010** Washoe County District Board of Health Extra Mile Award
- 2010** PRSA Silver Spike Award for community Relations, give \$3 to Keep Artown Free
- 2010** PRSA Silver Spike Award for Internet-based Communications, Artown Mobile Apps
- 2010** PRSA Students' Choice Award, Give \$3 to Keep Artown Free
- 2010** PRSA Silver Spike Award of Excellence for Internet-based Communications, Artown's Social Networking
- 2010** In conjunction with the City of Reno, Artown was awarded the 2010 Dorothy Mullen Arts and Humanities Award from the National Recreation and Parks Association.
- 2009** PRSA Silver Spike Award of Excellence for Ongoing Programs
- 2009** National Endowment for the Arts Grant Recipient
- 2009** Northern Nevada Woman of Achievement (Beth Macmillan)
- 2009** Best of Reno Top 101
- 2010/2009/2008/2006/2004/2003/2002** *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