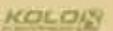
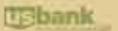


reno is  
**artown** FINAL REPORT



**2011**  
INCLUDING ENCORE

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

# 2011 Artown Team

## ***Staff***

***Beth Macmillan***  
Executive Director

***Bryan Wildman***  
Festival Manager

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

***Elaine Carpenter***  
Office Assistant

## ***Board Members***

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

***Dave Aiazzi, Vice Chair***  
Reno City Council

***Rachael Austin, Treasurer***  
Muckel Anderson CPAs

***Forrest Bietz***  
Community Member

***John Breternitz***  
Washoe County Commissioner

***Jennifer Burton***  
Positively Northern Nevada

***Chris Fleiner***  
JLH Division of Complemar

***Chrissy Lane***  
IGT

***Terry McQuattie***  
U.S. Bank

## ***Outsourced***

***RKPR Inc.***  
Marketing and Public Relations

***Stan Byers***  
Stan Can Creative

***Kate York, CPA***  
Bookkeeping, Tax and Accounting Services

***Focused Computing***  
IT Services

## ***MISSION STATEMENT***

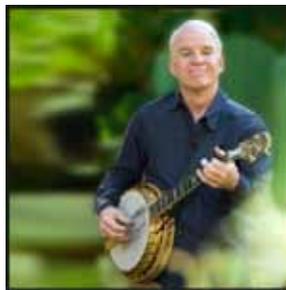
***Strengthen Reno's arts industry, foster its civic identity and enhance its national image, thereby creating a climate for the cultural and economic rebirth of our region.***



Perla Batalla



Opening Day Parade MarchFourth Marching Band



Steve Martin and The Steep Canyon Rangers



Face Painting by Body Masterpiece



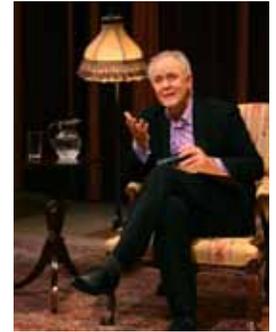
Pops on the River



Playing for Change



Reno Jazz Orchestra



John Lithgow



Opera in Blue Jeans



Give \$3



Ailey@ II



Doc Severinsen



Bernadette Peters



The Platt Brothers



Arlo Guthrie



Rollin on The River



Seun Kuti and Egypt 80



U.S. Bank Mural Painting



India Arie and Idan Raichel



Vagabond Puppets-Jemina and Puddle Duck



Dancing in The Park - Dance Collective



Willie K



Steven Petronio's "Underland"



TheaterWorks of No. NV - James and The Giant Peach



Pink Martini



Missoula Children's Theater - The Princess and The Pea



Steve Riley and The Mamou Playboys



Discover The Arts - Make a Posey



Popartcycle



Max Raabe and Palast Orchester



# RENO GAZETTE-JOURNAL

A GANNETT COMPANY

FRIDAY, JULY 1, 2011

75¢ / \$1 OUTLYING AREAS

## A name change for July



The MarchFourth Marching Band leads a parade to kick off Artown Thursday in downtown Reno. LIZ MARGERUM/RGJ

## Reno transformed into Artown

Artown kicked off the 16th year of its summer festival Thursday with a celebration that included a parade from the McKinley Arts & Culture Center at 925 Riverside Drive to Wingfield Park.

"The buzz in this town is unbelievable right now about Artown," executive director Beth Macmillan said this week.

Artown's summer festival runs through July 31 at a variety of Reno-area venues. During

the month, visitors will have access to nearly 400 events ranging from dance performances and visual arts exhibitions to plays and concerts.

Opening-day festivities were planned to be similar to those of the past few years and anchored by a host of family-friendly activities.

For more information about Artown, call the festival office at 775-322-1538 or visit [RenoIsArtown.com](http://RenoIsArtown.com).

—Forrest Hartman, RGJ

### 'Wizard of Oz' screening highlights today's offerings

The entire family can step back in time with a free showing of "The Wizard of Oz" in Wingfield Park at First Street and Arlington Avenue. Bring blankets or low-backed chairs. The film begins at 9 p.m. and is rated G.

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

**Log on to [RGJ.com/artown](http://RGJ.com/artown)**



**TODAY AT ARTOWN**



Wednesday, October 12, 2011 [Top of Form](#)

Perla Batalla will help Reno's Artown kick off its summer of entertainment in Thursday's bash downtown.

## Artown makes for a summer of fun

By [Mel Shields](#)

Bee Correspondent

Published: Sunday, Jun. 26, 2011 - 12:00 am | Page 10I

Reno's Artown begins 32 days of entertainment Thursday evening with its usual big party.

The McKinley Arts Center is the starting point with [family activities](#) on the lawn, including [face painting](#) for up to 300 children.

At 7 p.m., the MarchFourth Marching Band leads the parade to the downtown Wingfield Park. With stilt walkers, hula-hoopers, a complete brass section and drum corps, the MarchFourth crew is always very popular and highly flamboyant.

It'll be followed by a free concert by Perla Batalla, the Grammy-nominated Mexican American songstress and backup singer for [Leonard Cohen](#). Then MarchFourth continues the festivities at the Knitting Factory at 10 p.m.

# EXECUTIVE SUMMARY

## Beyond Our Expectations

To say that Artown's Sweet 16 was incredible is an understatement! A celebration that included 32 unforgettable days and nights filled with wonderful performances, packed parks, unique galleries and exhibits, theatrical performances, community projects and a tremendous response to the Discover the Arts series, made July a not to miss month. The impressive July schedule would not have been possible without the support of sponsors, Friends of Artown, the numerous presenters and volunteers. Together we heard loud and clear that Reno IS Artown.

Attendance goals reached expectations with more than 300,000 attendees. Artown brought in more than 400 events with more than 66% offered for free – a new record. As an organization, the support and comments we received showed attendees believe in what we are doing and want to see more.

Artown's ability to continue to introduce new artists and art forms to the community are the direct result of its diverse funding sources. Despite the economic downturn, foundation and corporate sponsorship has increased 4%. Private donations through Friends of Artown have shown the biggest gains posting more than a 550% increase in individual giving since the inception of the membership program in 2005. Friends of Artown and Give \$3 to Keep Artown Free currently contribute 10% to the agency's annual revenue demonstrating the depth to which the community believes Artown is a catalyst to the cultural and economic change in our region.

We believe that Artown has an opportunity and an obligation to elevate our community's optimism and quality of life while encouraging audiences to support local business. Now more than ever, Artown is committed to presenting the community with a festival that is accessible to all and is of the highest quality and integrity. Each fall the Artown board and staff hold an annual retreat to plan for the coming year and discuss the future of Artown. Careful consideration of Artown's mission statement, which is *"to 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 the region,"* ensures the following goals are accomplished each year:

- To expose our community and visitors to local, national and international performances and exhibitions
- To foster dynamic collaborations among arts organizations
- To create a festival that encourages excellence by area artists and cultural organizations that reflect our unique environment
- To promote a sampler approach that encourages audiences to experience and experiment with unfamiliar art forms
- To continue to develop educational and outreach programs and multi-cultural presentations
- To leverage marketing partnerships to generate exposure far above what organizations can do individually
- To continue to maintain and improve the artistic quality in the selection of national and international artists
- To continue to reach out to new audiences

All in all, the mix of emotion and the camaraderie visible as friends and families gather together to create memories makes it all worthwhile.

In addition to the July 2011 festival, in 2010-11, Artown's Encore Series included a mix of cultural variety. Encore brings in artists that the Festival may not be able to host in July due to touring schedules, thereby allowing ticketed revenue to occur throughout the year. Our inaugural season included a sold out performance of Steve Martin and the Steep Canyon Rangers for "An Evening of Bluegrass and Banjo," John Lithgow's "Stories By Heart", theatrical storytelling at its finest, Ailey® II Dance Company, Broadway star Bernadette Peters for a special Valentine's Day concert, the unique pre-Berlin big band sounds of Max Raabe and Palast Orchester and finally, folk legend Arlo Guthrie. During Encore, Artown secured scholarships for local high school theater students to experience the theatrical expertise of John Lithgow's performance and African American students attended Ailey® II where they experienced the significance of African American culture through the language of dance.

It's been an amazing Encore and July for Artown. As planning begins on our 17th year, we're looking forward to making it as memorable by increasing the depth and breadth of local, national and international performances and exhibitions.



Ailey® II's Master Class

"I can't tell you how much me and my family love Artown, especially the live performances: dance, theater, and international music."...survey comment

# Artown brings world's sounds to Reno

Seun Kuti performs July 20



BONUS EDITION!  
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RGJ!

## RENO *Sunday* GAZETTE-JOURNAL

A GANNETT COMPANY

SUNDAY, JULY 3, 2011 • \$1.50 •



Aurelio Martinez is performing Wednesday as part of Artown's World Music series. He grew up in a tiny Honduran town and has gone on to be an important player in the preservation and modernization of Paranda music, a percussion-based sound that's a subcategory of the broader-based Garifuna genre. PROVIDED BY ARTOWN

# The World at Wingfield

## Artown's World Music Series spans genres ... and cultures

By Forrest Hartman  
forrest@rgj.com

This month, Artown is poised to take festivalgoers from Honduras to Africa and back again as part of its weekly World Music Series, running at 7 p.m. Wednesdays in Wingfield Park. Best of all, every show is free.

The low price does not mean that the concerts are easy to set up. Artown executive director Beth Macmillan describes booking artists for the annual summer festival as both the best and most frustrating part of her job. The trouble, she says, is that it can be difficult to nab the performer you want, particularly if you have tight restrictions on when you need them. For example, on a Wednesday evening in July.

This year's World Music Series features performances by Afrobeat artist Seun Kuti & Egypt 80, Hawaiian singer Willie K, Honduran artist Aurelio Martinez and the Cajun group Steve Riley and the Mamou Playboys.

Macmillan said she started working on the lineup in September 2010, but the

final schedule looks much different than the one she had back then.

"It's trial and error, and it's trying to put a square peg in a square hole, and a lot of the time, I'm trying to put a round peg in a square hole until I realize it's just not going to work," she said. "It's so frustrating, I start pulling my hair out."

Macmillan said she starts the booking process by attending conferences for arts presenters and tuning into buzz around particular performers.

This season, she said, there was a lot of talk about Seun Kuti, so she wanted to land him and his 16-piece African band. But booking a solid festival lineup requires more than a few phone calls.

Macmillan said she often works hand-in-hand with other festival presenters

in hopes of booking the best possible artists. For instance, she sometimes calls the producer of California Worldfest in Grass Valley, Calif., to see if he is interested in booking the same artists, giving her the advantage of buying in bulk.

"I'll go to the agent and I'll say, 'I want to do this. I'll help you find some other dates,'" she said. "If I want it that bad, I then do their work for them."

You can see the result of that cooperative spirit in the schedules of both Artown and Worldfest because Doc Severinsen & the San Miguel Five, India Arie and Idan Raichel and Steve Riley and the Mamou Playboys are all playing both festivals.

See COVER STORY, 5 »

From 4

Only Riley and the Playboys are part of the World Music Series, but Severinsen and India Arie and Idan Raichel have separate Artown dates.

The ultimate goal, Macmillan said, is to deliver a high-quality world music schedule covering a variety of cultures. And, she said, Artown is equally interested in promoting the cultures of people who live in the area and those who do not.

"I think it's really important to introduce new cultures to our community," Macmillan said. "It's how can we celebrate who does live here and how can we introduce what's not here."

Following is a detailed look at this year's lineup:

### » WEDNESDAY: AURELIO

Aurelio Martinez grew up in a tiny Honduran town and has gone on to be an important player in the preservation and modernization of Paranda music, a percussion-based sound that's a subcategory of the broader-based Garifuna genre. People who haven't heard of Paranda or Garifuna needn't worry. They'll do fine knowing that Martinez's music has a Latin flair and that he is noted as a singer, guitarist and drummer.

Martinez, who is often billed simply by his first name, also has an interesting political life. He abandoned professional music for a time to become the first black deputy in the National Congress of Honduras.

### » JULY 13: STEVE RILEY AND THE MAMOU PLAYBOYS

Louisiana might be in the U.S. but it's home to some tasty cultural music, including the Cajun sounds of Steve Riley and the Mamou Playboys. Riley is an accomplished accordionist, songwriter and singer and, together with the Playboys, he is known for dishing out toe-tapping tunes.

Joining Riley on stage are fiddler Kevin Wimmer, guitarist Sam Broussard, drummer Kevin Dugas and bass player Brazos Huval. The Grammy-nominated band has nearly a dozen albums under its belt, and its music celebrates Southern Louisiana's Cajun heritage, complete with plenty of songs sung in French.

### » JULY 20: SEUN KUTI & EGYPT 80

In 2000, Artown brought Nigerian musician Femi Kuti to town for a well received show. Now, it's his younger brother's turn. Like Femi, Seun Kuti is son to Afrobeat musical pioneer and social activist Fela Kuti, and he is



Steve Riley and the Mamou Playboys are performing July 13 as part of Artown's World Music Series. PROVIDED BY ARTOWN

working hard to continue his family's legacy by touring with his dad's band, Egypt 80.

The group, which still features musicians who toured with Fela, plays a mix of new compositions and oldies made famous by Fela. The uninitiated can expect rhythm-heavy tunes punctuated by biting horns and Seun's crisp vocals. Reno audiences also have the treat of catching Seun's group on the heels of its latest album release: "From Africa With Fury: Rise."

### » JULY 27: AN EVENING WITH WILLIE K

Artown is closing this year's World Music Series with our most exotic and distant state: Hawaii. The son of

Hawaiian musician Manu Kahaiahi'i, Willie K was raised on Maui and has been performing for more than four decades.

As a solo artist, Willie has made a distinct mark on contemporary Hawaiian music, having earned multiple Na Hoku Hanohano Awards, the Hawaiian equivalent of the Grammy. Growing up with many musical influences, he is known both as a powerful singer and as guitarist/ukulele player.

Although he'll be front and center at Artown, he is also respected as a behind-the-scenes talent, having spent years producing albums for singer-songwriter Amy Hanaiali'i Gilliom.

## Steve Riley brings Cajun culture to Reno

By Forrest Hartman  
forrest@rgj.com

Steve Riley says life as a professional musician wasn't part of a master plan. It's just the way things worked out.

"I didn't even plan on playing music for a living because my parents said, 'Look, you've got to go to college and become a doctor,'" Riley said. "My dad's a doctor. My mother was a teacher and a principal. A lot of my uncles are doctors and professionals."

But Riley was drawn to music, in particular, the Cajun sounds that he grew up with. "My grandfather taught me how to sing Cajun songs as early as I can remember," he said. "His brother, my great uncle, taught me my first song at age 7."

So, in the late 1980s, Riley started a Cajun band. More than two decades later, Steve Riley and the Mamou Playboys are still going strong, and they'll be in Reno July 13, performing for Artown's World Music Series.

"That's a long time, 23 years, for a band to be together," Riley said. "But we're still at it, you know, and still making good music."

They're also continuing to have fun, and Riley said his family made peace with his career choice long ago. "They pretty much surrendered to the fact not long after I made the decision," he said. "For folks who aren't familiar with Cajun music, Riley's July 13 concert will offer educational elements as well as entertainment. When the group isn't playing in Cajun country, Riley said, he takes time to explain the cultural background of some of the tunes.

"A lot of the lyrics are in French, so we explain a lot of the lyrics ... and talk more to people about the history of the music and the culture and just give them a little more insight into what we're doing and where we're from," he said. "Cajun music is as much world music as any other kind of music. Even though we're from the United States, we're like an island of French culture in the Deep South. I mean the Deep South is like another country as it is."

Mostly, though, the Louisiana-based band plans to crank out enough toe-tapping tunes to get Wingfield Park rocking in true Southern fashion. The band features Riley on accordion and lead vocals, Kevin Wimmer on fiddle, Sam Broussard on guitar, Brazos Huval on bass and Kevin Dugas on drums, and Riley said their sound is perfect for dancing.

"We just love what we do," Riley said. "We love to travel as well. We're looking forward to going to the West Coast. It's one of our favorite places to play. It's one of the most beautiful places in this country, and we've always had a good reception there."

PHOTO: GAZETTE-JOURNAL/AMANDA WILSON; PHOTO: GAZETTE-JOURNAL/AMANDA WILSON

## Festival Highlights

Artown prides itself on collaboration and mutual support among the organizers, the performers and the spectators. Artown 2011 was comprised of more than 400 events taking place at more than 100 locations produced by 100 plus partners – a landmark achievement in and of itself. Although every event was unique, some moments that stand out beyond all others are:

- The Opening Night Extravaganza saw approximately 5,000 attendees. Festivities began with an afternoon for kids hosted by a collaboration of 10 strategic partners including: McKinley Arts and Cultural Center, The Noteables, International Folkloric Ballet, TheatreWorks of Northern Nevada, Children’s Cabinet, Boys and Girls Club of the Truckee Meadows, the Terry Lee Wells Nevada Discovery Museum, BOBO’s Street Team, MomsLikeMe.com, and Artown. Activities included face painting by Body Masterpiece (with more than 250 kids’ faces painted) followed by a parade into the park led by the one and only MarchFourth Marching Band. The evening’s main event was a performance by Perla Batalla, a Grammy-nominated singer and songwriter who uses her Mexican-American roots to sing from the soul.
- The opportunity to create art can often be more powerful than simply witnessing it. According to the 2010 National Endowment for the Arts (NEA) National Study of Outdoor Arts Festivals\*, 64% of surveyed festivals offer one to nine educational activities/programs. Only 6% offered 50 or more educational activities/programs. Artown, just in the month of July, offers more than 100 workshops allowing attendees of all ages and skill levels to stretch their creative muscles, far exceeding most festival offerings. Traditional workshops included drawing, painting, dance, theater and improvisation.
- Artown again raised the bar by bringing in Stephen Petronio’s “Underland”. New music, visual art and fashion collided in his dances producing powerfully modern landscapes exhilarated all the senses. Also professional level master classes were conducted by this New York choreographer, Stephen Petronio. Other Artown headliners this year included: Pink Martini Doc Severinsen and The San Miguel Five, and Open Door India Arie.
- Once focused on creating a vibrant downtown culture each summer, Artown overflows the city’s central core and reaches throughout the Truckee Meadows and beyond. Events take place in Sparks, south Reno, Virginia City, and for the first time in South Lake Tahoe.
- Just as Artown turned 16, so did the free Discover the Arts program. It grew even more to include cultural and artistic diversity and hands-on children’s activities. Discover the Arts, a multi-disciplinary series including 22 weekday children’s workshops, introduced numerous art forms to more than 2,700 eager young participants. These experiences were conducted by local and national professional artists.
- World Music Series continues to broaden horizons taking audiences on a trek around the globe with exotic and lively sounds and musical styles each Wednesday night in Wingfield Park. This year’s series featured Aurelio acclaimed for both his preservation and modernization of the Paranda musical tradition; Steve Riley and the Mamou Playboys with modern Cajun music; Seun Kuti & Egypt 80, carrying on where his father, legendary Nigerian musician Fela Kuti; and Willie K, a Grammy-nominated Hawaiian artist that treated audiences to a mix of Hawaiian, blues, rock and more in his dynamic musical style.

*"I'd like to say thank you for all the collective work that goes into putting this month long celebration together." .....Janis Olsen*

- The influence of Burning Man, an annual arts and counterculture festival held north of Reno in the Black Rock Desert, has crept into Artown over the years bringing a funky, free-spirited and often fiery style of art with it. In 2011 the “burner” aesthetic continued with numerous events including the one-day festival Compression!
- In Artown, visual arts go beyond the media of painting, photography, printmaking, drawing and sculpture. Art is more than a profession—it’s a state of mind. Exhibits pushed boundaries and explored new territory through subject matter, methodology, and experimentation inspiring emotion and critical thinking. Every walk of life was represented through visual arts, when Artown showcased art that incorporated works from veterans, homeless persons, Alzheimer’s patients, cyclists and more.
- Art and history go hand-in-hand and Artown highlighted that relationship with a variety of festival events focusing on history through an artistic lens. The Historic Reno Preservation Society’s walking tours explored the architecture and history of numerous neighborhoods throughout the city’s downtown core.
- Combining events targeting older audiences with a number of exhibits and performances by senior artists along with free or low-cost admission, Artown came of age. A theater company of seniors for seniors, Ageless Repertory Theatre hosted a series of readings. Senior centers and care facilities used art as a therapeutic practice and joined the Artown festivities with exhibits of patient and resident work including Moments of Memory’s Art from the Hearts of Alzheimer’s Artists and Atria A Slice of the Good Life.
- Artown partnered with festival sponsor Waste Management to incorporate green practices into Wingfield Park throughout the month of July. Waste Management’s Solar Trash Compactor and Recycling units were in the park providing festival attendees the ability to recycle plastics, paper and other items. This initiative diverted more than 73% from the local landfill. Additional green initiatives included a materials recycling program in partnership with Northern Nevada Dairymen where used milk and juice cartons, jugs and caps were incorporated into children’s art projects for the Discover the Arts series. More than 600 recycled milk jugs were used for the “Discover Green Art” where children made giant posies to carry in the Opening Day Parade.
- Artown partnered the Washoe County Medical Reserve Corps during the World Music Series. The organization provided attendees with information about its mission, promoted disaster and emergency preparedness, provided free blood pressure screenings, and recruited volunteers. According to the Washoe County Medical Reserve Corps, they collected almost 60 applications for new volunteers and exceeded in one month the previous year’s entire recruiting efforts by 32%.
- Each Monday Night during Artown saw two different main stage free offerings on opposite sides of town. Both series played to capacity houses, reaffirming that concurrent events are successful and variety is vital. Family Series in Wingfield Park had performances by the Hudson Vagabond Puppets returning to perform “Jemima Puddle-Duck,” TheatreWorks of Northern Nevada presented “James and the Giant Peach,” and The Platt Brothers brought their unique comedy and acrobatic act to the park. The Music Series at the Robert Z. Hawkins Amphitheater brought hundreds out each week to see the Reno Pops Orchestra, Performers from the Steinway Series, Reno Youth Jazz Orchestra and The Great Basin Brass Quintet.
- Tremendous support by individuals was shown through the Give \$3 to Keep Artown Free campaign, with the community helping Artown reach its \$30,000 goal. Thanks to a matching grant from the Robert S. and Dorothy J. Keyser Foundation, each \$3 donation became \$6, doubling to over \$60,000. Give \$3 to Keep Artown Free is made possible by the generous support of two long time festival sponsors, RGJ Media and U.S. Bank. JLH, Inc. supported the campaign by contributing envelopes for the collection process.

# RENO GAZETTE-JOURNAL

A GANNETT COMPANY

SATURDAY, JULY 30, 2011

75¢ / \$1 OUTLYING AREAS

## WHAT A WEEKEND!



A performance of Stephen Petronio's modern dance company is scheduled for today. Petronio teaches dance at the InMotion Dance Studio. ANDY BARRON/RGJ

This is the final weekend of Artown, with performances by Stephen Petronio's modern dance company today and Playing for Change on Sunday. But two other big events are coming to the area as well: the four-day nature, music and yoga festival Wanderlust runs through Sunday. And the National Racing Circuit's Tour de Nez, which features a circuit bicycle race, a hand-cycle race and kids' races, has been condensed from three days to one — all on Sunday.

### ARTOWN

» Stephen Petronio's "Underland": Petronio's modern dance company will deliver an evening of choreography set to Nick Cave's "Murder Ballads" at 8 p.m. today at the Grand Sierra Resort and Casino. The show is not recommended for anyone younger than 18. Cost: \$30 to \$50. Details: 800-648-3568 or 775-322-1538 or RGJ.com/artown.

» Playing for Change: A collective of global musicians who share the philosophy that peace can be spread through music will deliver Artown's closing-night concert. The Wingfield Park show starts at 7:30 p.m. Sunday. Cost: Free. Details: 775-322-1538 or RGJ.com/artown.



### WANDERLUST FESTIVAL

Wanderlust, running through Sunday, pairs bands with yoga instructors in the morning at Squaw Valley USA. The music schedule includes MarchFourth Marching Band, Girl Talk and MC Yogi. Cost: \$24.50 and \$34.50 for daily music-only pass. Details: www.wanderlustfestival.com.

### TOUR DE NEZ

The Tour de Nez will be held Sunday in downtown Reno starting at 10 a.m. and featuring men's and women's professional cyclists; masters racers ages 35 and older; professional hand-cyclists, as well as a kids' race; Tour de N'Alley Cat; and the Clunker Classic. Travel restrictions: Sierra Street and Arlington Avenue will be closed between First Street and Island Avenue from 9 a.m. to 6 p.m. Details: www.tourdenez.com.

The event is a delicate balance of quirky and professional. It recently tipped toward the serious, but its producer hopes to bring the quirkiness back this year.

For Amber Pierce, a Reno High graduate and professional cyclist for Team Diadora Pasta Zara in Europe, the Tour de Nez is personal. She smiles when talking about hometown fans and catered dinners after the race. **1B**

**Hometown favorite and professional bicycle racer Amber Pierce is ready to ride in this year's Tour De Nez in Reno on Sunday.**

ANDY BARRON/RGJ

Northern Nevada

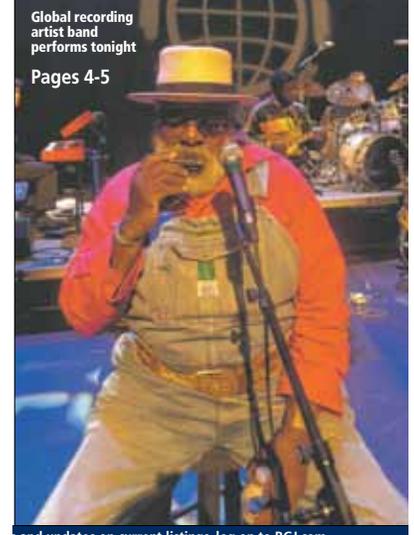
# LIFE

## PLAYING FOR CHANGE

Global recording artist band performs tonight

Pages 4-5

Channel 9 listings begin



and updates on current listings, log on to RGI.com

# ONE LOVE



Mark Johnson, left, co-founder of Playing For Change, holds a microphone up to Tenzin Jigme, right. The band will perform at 7:30 p.m. today at Wingfield Park. HANDOUT

## Playing For Change Band performs tonight at Wingfield Park

By Forest Hartman  
forrest@rgi.com

Mark Johnson believes music has the power to change the world, and he's doing his best to prove it.

For the past six years, he and his partners have travelled the world, recording musicians of all nationalities and merging their performances into compelling individual tracks. That means music lovers now can listen to a rendition of the soul classic "Stand By Me" featuring performances by musicians from locations as far apart as Los Angeles, Amsterdam, Moscow and Rio de Janeiro.

What's more, Johnson and his crew film the performances, creating video evidence that it's possible to unite multiple cultures and create beautiful things in the process. He calls the project Playing For Change, and it

has grown over the years, reaching the point where Johnson and his partners have produced multiple CDs, DVDs and a documentary film about the endeavor. They also formed a touring group called the Playing For Change Band, which is performing for Artown's free closing-night concert tonight at Wingfield Park.

Johnson said the band was created about four years ago, after he released Playing For Change videos of "Stand By Me" and a cover of Bob Marley's "One Love." Both became Internet sensations, garnering millions of hits on YouTube.

"All the musicians from different parts of the world kind of fell in love with each other," Johnson said. "So, we thought maybe the next chapter would be, 'What happens when they come together on the stage?' And it's been overwhelming."

The Playing For Change Band has a core

group of players consisting of percussionist Mohammed Aliou (northern Ghana), vocalist Clarence Bekker (Netherlands/Suriname), vocalist and harmonica player Grandpa Elliott (New Orleans), vocalist and percussionist Mermans Kenkoskeni (DRC Congo), guitarist Jason Tamba (DRC Congo) and vocalist Titi Tsira (Gugulethu, African township in the Western Cape).

Johnson said these musicians are often joined on stage by others, and he expects to have about 10 players from eight different countries at tonight's concert. Because Playing For Change recordings are multi-tracked, with each bit captured on site in a particular performer's home country, it wasn't until the band was formed that many of the musicians actually met.

See COVER STORY, 5 ▶



Harmonica player and singer Grandpa Elliot is part of the Playing for Change Band, which is performing tonight at Wingfield Park. HANDOUT

From 4

Bekker said that was a special moment. "We were all so excited about the project," he said. "So, everyone was very happy, and meeting each other was like meeting family, more or less. Like long-lost family that you haven't seen. It was like we already knew each other."

Also, Bekker said, it was amazing how quickly the band members gelled musically. "That was like super brilliant," he said. "We're all from different music backgrounds and music styles, you know, a lot of different languages. That went extremely well, how quick we picked up each other's languages and each other's songs. Just like that. And feeling all the energy on the stage is absolutely brilliant."

Since the band was formed, it has toured

numerous locations, including Europe, Brazil and Morocco, and Bekker said that has been wonderful.

"I can't really speak for the audience," he said. "I can only speak for ourselves. At every end of the tour, we go home with a very satisfied feeling."

### iPod persuasion

Johnson also is pleased with the way things are going. He said he never dreamed the project would reach as many people as it has, but he did know it was special from the beginning.

"I would show people the iPod video," he said. "That's kind of how we break the ice with everybody (we're thinking of recording). I remember handing the iPod video to these two guys who were near us. I thought they

were in the crew, and it turned out that they were the gangsters in this really bad area (in South Africa). My friend said to me, 'You know what? These guys would have robbed you or killed you, but when they watched the video they decided to tell you that they've got your back. You're safe while you're here.'"

Experiences like that convinced Johnson that Playing For Change slowly was moving toward its goal. "As we were making the project, you could see the urgency and the importance on the faces of the people in the world to connect, to get respect, to get some sort of humanity that we can all believe in because there's so much division out there," Johnson said. "I think that what we were finding is that this was very much in line with where the world is heading, into more of a global concept."

### IF YOU GO

**WHAT:** The Playing For Change Band plays a free concert for the Artown closing

**WHEN:** 7:30 p.m. today

**WHERE:** Wingfield Park

**ADMISSION:** Free, but early arrival is suggested, as Wingfield often fills quickly.

### LEARN MORE

To view Playing For Change videos and find more about the ongoing project, visit [PlayingForChange.com](http://PlayingForChange.com)

## **By The Numbers**

- 100 plus volunteers gave more than 1,800 hours of their time to Artown throughout the entire month
- 46,200 was the estimated number of out-of-town visitors who attended Artown
- 26,565 estimated total room nights
- 32,395 unique visitors to the Artown's web site from May through September
- 83% of attendees stated they would be very likely to extremely likely to attend more cultural events in the next year due to an Artown experience
- 78% of attendees stated they would recommend northern Nevada as a cultural destination to others
- 66% of events were offered free – an average of eight free events a day
- \$60,279 plus was raised as part of the "Give \$3 to Keep Artown Free"
- 2,515 iPhone, 620 Android and 505 BlackBerry combined downloads and updates
- 27% increase in Friends of Artown memberships
- Artown's public relations efforts surpassed more than 346 million in reach and approximately \$1.3 million in advertising equivalency value for this year's festival
- 71% more likely to support a business that supports the arts

## **Attendance**

Overall attendance in 2011 was estimated at more than 300,000 over the course of the 32 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 represented from our surveys. Although most of the festival offers free admission, ticketed performances by Artown and presenters, such as the Reno Philharmonic's Pops on the River showed that a capacity house had attendees thrilled with the performance. Theater company Good Luck MacBeth presented 11 performances of "Twelfth Night" to a complete sellout. 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 see thousands of visitors daily.



Crowd at Artown's Opening Night

## **Beyond Reno**

What makes Artown such an incredible event is the opportunity to share success on a national level reaching far beyond our local region. When an article is read about Reno and Artown, it adds to the much bigger picture of what Artown is and strives to be. Through the events, Artown is able to share a piece of our community globally. And that's good for everyone.

Reading about Artown in the USA Today, Washington Post and Southwest Spirit magazine, brings the influences and emotion we all feel about Artown to someone else – and encourages them to give Reno another look or a first look. In fact the power of this outreach has led to many, many attendees coming from all over the country to Reno in July specifically to attend the festival.

In 2011, features on Artown were not only seen on the pages of the Reno Gazette-Journal daily with "Today in Artown" or on broadcast news outlets, it also appeared in the following news outlets nationally: American Banking News; Atlanta Journal-Constitution; Examiner.com; Las Vegas Review-Journal; Las Vegas Sun; LoadedTV.com; Monterey County Herald; Nevada Magazine; Richmond Times-Dispatch; Sacramento Bee; Sacramento News & Review; San Jose Mercury News; Southwest Airlines Spirit; USA Today; USAToday.com; and the Washington Post.

Combined the news coverage for Artown reached more than 346 million in reach and achieved approximately \$1.3 million in advertising equivalency in media value.

However the largest form of flattery is when someone references Artown on the national stage as an example of what's been done right. Beth Macmillan met with the Mayor of Sacramento, Kevin Johnson, and representatives from the city attended Artown events this last July to learn more and see the event first hand. They were visibly impressed by Artown and needless to say the bar is set pretty high for their venture – this is due in a large part to the quality of performances and the support of our attendees. A recent article on Minnesota Public Radio in addressing community development and the benefits of arts, acknowledged Artown as follows: "In Reno, new parks and civic buildings and a hugely popular Artown festival complement Artspace's Riverside Artist Lofts--swelling downtown Reno's population and transforming the Truckee River district into an amenity." While sometimes Artown is viewed as a local festival, it is so much more and the message is most definitely reaching out beyond Reno.



Opening Day Discover Posies

*"July 2011 was our 21st year of spending our vacation in Reno, Nevada and many of the recent years, our compliments to the city of Reno and the people who make it happen."....Hubert and Pauline Van Vugt*

# spirit

## SOUTHWEST AIRLINES

### If you go...

Nevada is a hotspot for adventure — some taking place outdoors, others in. Here are a few ideas for your summer travel:

This year, Reno's **16th Annual Artown celebration** presents a wide variety of dance, music, theater, visual arts, workshops, exhibits and performances June 30 – July 31. Of the nearly 400 events, more than 60 percent are free and many more are low-cost. For a calendar of events, visit [www.RenolsArtown.com](http://www.RenolsArtown.com).

JULY 2011

## **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 always focuses on bringing in cultures that haven't yet been featured and exposing audiences to a truly multicultural experience. Two examples that showcase cultural outreach and education far beyond the classroom are the performances by Honduran Aurelio Martinez and Israeli Friendship Caravan. Aurelio Martinez sold out of cd's and left the World Music Series audience with an appreciation of the Garifuna culture. The juxtaposition of American Gospel and the music of Israeli Friendship Caravan at Gospel Fest 2011 resulted in a beautiful cross pollination of cultural celebrations creating a spirit of global unity. This year Artown's global influences included outstanding performances and celebrations by:

EVENT	CULTURE
Seun Kuti & Egypt 80	African
Aurelio	African Caribbean and South American
Gospel Fest 2011	African-American
Americana Music Festival in Historic Virginia City	American Roots Music
Maximo Diego Pujol Classical Guitar Concert	Argentinean
45th Annual Reno Basque Festival	Basque
Steve Riley and the Mamou Playboys	Cajun
A Celtic Summer's Eve	Celtic
"Little Swan Chinese Dancers"	Chinese
"Twelfth Night"	English
International Folkloric Ballet	Global
Clymestra - "It's All Greek to Me"	Greek
An Evening with Willie K	Hawaiian
Pip Hong in Concert	Japanese
Indian Classical Music	Indian
Friendship Caravan	Israeli
Dancin' Partners	Latin
Perla Batalla	Mexican Latin American and Mestiza
Indian Circumvented an Exhibition	Native American Indian
India Arie and Idan Raichel	Neo-Soul, Israeli
Doc Severinsen and the San Miguel Five	Spanish, Latin, Gypsy Jazz



Seun Kuti and Egypt 80

## PAGE TWO

# Global gospel music fills Reno park

By **Jaclyn O'Malley**

jomalley@rgj.com

Hundreds gathered in Wingfield Park on Sunday afternoon for a "Praise Explosion" at the 2011 Gospel Fest.

The Artown event was where choir groups as far away as Nigeria and Israel performed to a crowd that came together to enjoy inspirational music and to give thanks for their blessings.

A variety of cultures and ages were drawn to the park, where some sunbathed while moving to the beat, while others sought refuge from the blazing sun under the park's massive tree.

Event coordinator, Patricia Tau, said this year's Gospel Fest was different from past years because different genres were being represented, from Samoan to Middle Eastern gospel music.

Eighteen groups were scheduled to perform, including Tau who performed with a group of four to kick off the event.

The soulful music from the park could be heard blocks away.

"This is a time to enjoy God and praise him ..." said Tau, co-pastor of Word of Life Ministries in Reno, where her husband, Live Tau, is the pastor. "There are no denominations and no one culture here. It's diversity. Diversity is the greatest thing be-



Patricia Tau solos with a group of singers from area churches Sunday as she kicks off Gospel Fest 2011 at Wingfield Park. Tau was the event's host. DAVID B. PARKER/RGJ

cause we all need to know we are all one. It doesn't matter what your color or creed."

Jessica Sanders, 17, said she came to the event to connect with God.

"This seemed like a fun way to let him know that I appreciate his guidance," the Reno girl said. "I ask for a lot and figured I should show some praise."

Others, like Judy Johnson of Reno, said the event helped lift her spirits in tough economic times.

"I got bills and more bills, and there doesn't seem to be enough money for them," she said. "But I know if I just keep my faith, things will work out. I also asked Jesus to send me a man. You never know."

Henry Watkins, of Reno, said he appreciated the community coming together to celebrate their faith.

"It's nice to see there are no color boundaries and everyone is enjoying each other," he said. "Hallelujah."

## 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
- Helped with the children at the Discover the Arts events

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, Never Enough Ballroom, and The Noteables.
- BOBO's Street Team led the charge each Monday night in Wingfield Park for the Family Series. GO TEAM!
- Several organizations gave of their time to help in the "Give \$3 to Keep Artown Free" campaign, including Charles Schwab Bank, NV Energy, RGJ Media, Reno-Tahoe Limousine, Tahoe Resources, Rotary University of Phoenix, and U.S. Bank.
- The Retired and Senior Volunteer Program (RSVP) provided exceptional volunteers throughout the month for many events

Combined, Artown volunteers donated a total of more than 1,800 hours. Thank you to our 2011 volunteers.



Artown Volunteers

## Volunteers

Gayle Anderson  
Al Andrea  
Jill Andrea  
Angela Bakker  
Michael Bakker  
Alison Beck  
Nicci Beedle  
Sharon Branch  
Erica Brandt  
Sarah Britt  
Dominic Burrows  
Robert Burrows  
Corrie Calderon  
Pat Calhlum  
Nicolette Campbell  
Judy Carlson  
Tina Chapman  
Sarah Cheacchi  
Ruth Cramer  
Jacey Crane  
Hannah Davis  
Taylor Davis  
Amy Deutchendorf  
Jack Diamond  
Connie Douglas  
Kathy Drake  
Evan Durlsh  
Kathleen Eagan  
Carmella Estevez  
Sally Estevez  
Salvatore Estevez  
Gretchen Faber

Diane France  
Nick Frankoski  
Robert Gilmer  
Berry Glover  
Marge Greenfield  
Sandy Hall  
Cole Halvorson  
Colin Henderson  
Harold Henderson  
Scotty Henderson  
Janet Hendrickson  
Kienan Herman  
Jilda Hoffman  
Millie Hopper  
Linda Jarzynka  
Pat Jarzynka  
Rock Jarzynka  
Becky Johnson-Pinto  
Cameron Johnson  
Denise Johnson-Namaro  
Robyn Johnson  
Quintin Jardon  
Ginnie Kersey  
Linda Kersey  
Grant Ketels  
Barbara Kohlenberg  
Katie Konsonlas  
Kaylynn Konsonlas  
Louise Lang  
Kristina Lanway  
Harvey Lee  
Susan Lee  
Kathy Lester

Bobbie Lippincott  
David Lippincott  
Laura-Palmer Lopez  
Loretta Low  
Patti Major  
Leslie Maldonada  
Rita Malkin  
Kathleen McKnight  
Michele Merkle  
Mallory Misher  
Carly Norton  
Zach O'Brien  
Terri Pereira  
Nancy Podewils  
Willie Putschert  
VK Raman  
Mary Reichley  
Mike Reynolds  
Josh Riggan  
Samantha Riggan  
Yolanda Rivera  
Linda Robb  
Irene Robles  
Heather Romans  
Joe Sheehan  
Elizabeth Shorrock  
Julie Skow  
CJ Smith  
Connie Smith  
Mike Steedman  
Michael Stuyvesant  
Stephanie Taitano  
Earl Tarble

Victoria Wallington  
Nick Ward  
Andy Watson  
Mary Weneta  
Linda Wildman  
Robert Wildman  
Andrew Yankton

## Volunteer Organizations

Bob's Street Team  
Boys and Girls Club of Truckee Meadows  
Discovery Museum, The  
MomsLikeMe.com  
Nevada Museum of Art  
Never Enough Ballroom Children's Latin Dancers  
Noteables, The  
Reno Bighorns  
TheatreWorks of Northern Nevada  
Tune-in to Kids  
Waste Management

## Give \$3 Volunteer Organizations

Discovery Museum, The  
NV Energy  
Reno Tahoe Limousine  
Rotary  
Tahoe Resources  
University of Phoenix  
U.S. Bank



Artown Volunteer



BOBO's Street Team

## Collaborations

Artown is built on collaboration. In 2011 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>
Artown and Waste Management	Solar powered recycling compactors and recycling receptacles in Wingfield Park
Body Masterpiece, Bobo's Street Team, MarchFourth Marching Band, McKinley Arts and Culture Center, The Note-ables, Never Enough Ballroom, TheatreWorks of No. Nevada, Children's Cabinet, Boys and Girls Club of the Truckee Meadows, Moms-LikeMe.com, The Terry Lee Wells Nevada Discovery Museum, Discover Green Art, and Starbucks (Virginia Ave)	Opening Day Extravaganza
Art in the Garden, Giving Art, yArt Sale, 4 Designers, Silver Sage Artists, David J. Drakulich Foundation, Nevada Human Society, and Artown	Day of Visual Art on Saturday, July 9
Gospel Fest and The Friendship Caravan	The inclusion of Israeli youth choral group (The Friendship Caravan) into the Gospel Fest in Wingfield Park
Artown, Kidscape Productions, the Platt Brothers, The Bayer Family, Creative Arts Center, Maytan Music Center, Keep Truckee Meadows Beautiful, Carol Palleson, Colin Ross, Jann Selleck, the Reno Philharmonic, Reno Jazz Orchestra, Kathleen Durham, the Sierra Watercolor Society, Sierra Arts, Little Swan Chinese Dancers, Tony Argento, Mckinley Arts and Culture Center, The Lake Mansion, the Wilbur May Museum, Model Dairy, Kellie Lee, V.K. Raman, Megan Burner, Dancin' Performing Arts Center, The Reno Irish Dance Company, First Congregational Church of Reno, and Young Chautauqua	Discover the Arts
Washoe County, Robert Z. Hawkins Foundation, Reno Pops Orchestra, Performers from the Steinway Series, Reno Youth Jazz Orchestra, Great Basin Brass, Charles Schwab Bank and Artown	Monday Night Music Series
Artown and the Tour De Nez	Joined together to make Closing Night, July 31st an exhilarating day of bicycle races, and music in the park with Playing for Change
Grand Sierra Resort, Stephen Petronio Dance Company and Artown	Performance of "Underland" in the Grand Theatre on July 30
First United Methodist Church, Squeek Steele, Pat Esters, Bella Voce, and Brassakwards	Sweet Vibratiions at First United Methodist Church

<b>Collaborators</b>	<b>Event</b>
John Asquaga's Nugget, Grand Sierra Resort, Atlantis Hotel Casino, and Artown	Hotel Rooms for artists
Discovery Museum and Artown	Community awareness and children's t-shirt coloring and other projects in Wingfield Park during the Monday Night Family Series
Artown, U.S. Bank, University of Phoenix, Reno-Tahoe Limousine, RGJ Media, Reno Bighorns, NV Energy, and Charles Schwab Bank	Volunteers for "Give \$3 to Keep Artown Free" Campaign
The Holland Project, Nevada Humanities, Wonder Well, Hobson Gallery, Sundance Books, and young local artists	"For Nevada with Love" - four exhibits at four venues featuring talented young local artists in painting, sculpture, photography and mixed media
Steinway Piano Gallery and Artown	Pianos for Artown events throughout July
Four Rooms Dance Collective, Inner-rhythms Dance Theatre, Black Rock Dance Company, and Sierra Nevada Ballet	Dancing in the Park Series
U.S. Bank and Artown	(5) U.S. Bank children's murals
Reno eNVy and Artown	Artown Merchandise
Lenox Barns and Artown	Artown shed in Wingfield Park
Washoe County Medical Reserve Corps and Artown	Disaster Preparedness and free blood pressure screening on Wednesday nights in Wingfield Park
Waste Management and Artown	Storage bin in Wingfield Park for the month of July
Grand Sierra Resort and Artown	Encore events: Ailey® II, Arlo Guthrie, Bernadette Peters, John Lithgow's Stories by Heart, Max Raabe and the Palast Orchester; and, Steve Martin and the Steep Canyon Rangers
U.S. Bank and theater students	Scholarship program to John Lithgow's Stories by Heart
African-American churches and African-American communities youth	A source of support for the youth to see Ailey® II choreographed by African-American Alvin Ailey
Reno-Tahoe Limousine, John Ascuaga's Nugget, and Artown	Transportation for visiting artists
Northern Nevada Dairymen, Model Dairy, and Starbucks (Virginia and California Ave.)	Provided empty or recycled milk containers for Discover Green Art.

## Outreach

Education and enrichment is a key component of Artown. The following is a brief summary of the creative outreach offerings:

- Stephen Petronio's UNDERLAND Dance Company conducted a master class for young local dance students and dance professionals.
- 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 "The Princess and the Pea" at the Nightingale Concert Hall.
- The directors of Missoula Children's Theatre led 20 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 the 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's Discover the Arts program offered 22 days of workshops introducing different art forms to more than 2,700 children. Providing early childhood artistic experiences enable these children to grow up to be audience members, patrons of the arts, and artists. In addition, Northern Nevada Dairymen brought low-fat chocolate milk for the children and used the opportunity to educate them on the importance of milk.
- During Encore, Artown secured scholarships for local high school theater students to experience the theatrical expertise of John Lithgow's performance and African American students attended Ailey® II where they experienced the celebration of African American culture through the language of dance.
- During Encore, internationally renowned Ailey® II conducted a master class for young local dancers and provided a special performance for more than 1,200 school children at the Grand Sierra Resort in January 2011. Scholarships were provided to bringh students to see the show.



Stephen Petronio's UNDERLAND

**Vagabond puppets enchant audience**



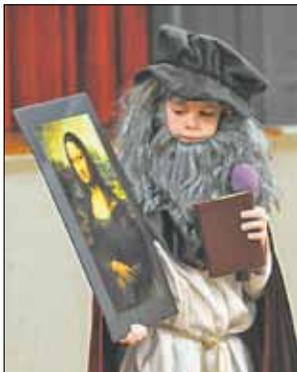
July 12

**Dancing 'above and below' in Wingfield Park**



July 15

Members of the Black Rock Dance Company dance on stage Thursday during Artown. LIZ MARGERUM/RGJ



Brendan Wiebe played Leonardo da Vinci. PHOTOS BY MARILYN NEWTON/RGJ



Megan Campbell portrays Carrie Nation, a temperance activist.

**Discover Young Chautauqua**

Visitors to Artown in Reno on Wednesday got the chance to discover Nevada's history with performers from Young Chautauqua. The event was at the McKinley Arts & Culture Center, 925 Riverside Drive, and included an art project.

.....  
**ON RGJ.COM/  
ARTOWN**  
More events and photo galleries.

July 21

# Family Pulse

volume four | issue four | July 2011

bulletin board



## Kids Discover the Arts

BY SUE EDMONDSON

The first few weeks of summer are kid heaven. Freedom! Sleeping in! Hanging with friends!

Then it starts: "Can't we do something fun today?" By the end of June, you're counting the days until school starts.

The summer dilemma wasn't foremost in the minds of the creative people who conceived Artown's Discover the Arts program. They were thinking about cool ways to engage kids in every aspect of art. By designing fast-paced, action-filled activities led by talented artists and musicians, they met the challenge. "It gives the community's youth an introduction to the arts and allows them the opportunity to explore and experiment with art, music, dance and theater," says Discover the Arts Manager Lana Wadley.

"The emphasis is on fun, but there's a solid underlying academic content," says local musician and artist Colin Ross, who teaches, among other Discover the Arts workshops, a week-long music camp. "The kids are having such a great time they don't even notice how much they're learning. It's all very stealth! Days are timed to the minute so there's no boredom."

By the end of his camp, for example, chil-

dren have learned to count time to music, had an introduction to conducting, done all the scales, learned to play by ear, discovered a way to memorize songs and even make their own instruments.

With something for every interest (like "green" art projects, music, drawing and dance classes, not to mention plays, giant puppet shows, readings and concerts), July is covered.

For parents, problem solved.



"Design Your Own T-Shirt" workshop  
Photo courtesy of Kristin Power, RRPR Inc.

### Artown is Kidtown

"There was a time when I wished I didn't live in Reno," admits Eve McNeil, whose five children are veteran Discover the Arts participants. "That was before I found Ar-

town. Now I honestly can't imagine living in any other place. Our children first started all the scales, learned to play by ear, discovered many of the activities they do now as a result of Discover the Arts programs."

"Artown exposes children to literature, music, tactile and visual arts beyond what they learn at home or school," says Steve Brillant, dad to 11-year-old Lauren and Erich, age 7. "Discover the Arts workshops are very comprehensive. The programs encourage children to freely express themselves and to use their creativity, which makes them more creative in other areas, too."

"I don't plan anything else for the month of July," says Tina Chapman, mom to Nicholas, age 9, and Emily, 5. "We do all the children's and family activities. We're there every day and three to four nights a week. It's helped the kids be more creative and more into art. Artown has really been a good influence on them."

### Learning can be fun, too

Even the kids will tell you so. Last year, Lauren and Erich discovered Picasso through a Discover the Arts drawing workshop at VSA Arts last year. "I loved using the vibrant colors and drawing the unusual faces," says Lauren. "This is not what normal people look like!"

Memories of favorite programs spill out, as if they happened last week instead of years past.

Lauren recounts making dream catchers out of paper plates, learning origami and discovering that you can imitate the sound of Humpty Dumpty's egg cracking by snapping a piece of wood. Erich talks about sculpting clay, playing "old time games" and memorizing songs. "I learned 'Blue Skies' when I was young," he says, and sings a few lines to prove it.

**The kids are having such a great time they don't even notice how much they're learning.**

At the McNeils', music is a family affair. Brigit, age 10, Maureen, who's 8, and even 6-year-old Fiona, play the violin. But it wasn't until the older two attended

Discover the Arts music camp that they keyed in on the piano. Now they're playing that instrument as well. "I learned that I like it a lot," says Brigit.

That's not to say that other arts don't intrigue her. "I love the drawing and painting classes — they're a little abstract and different from what we usually do. Learning dances from other countries is really interesting and fun. Actually, I like it all."

At theater camp, Maureen says she learned a lot about being on stage. "Mostly I remember that it was fun."

Nicholas Chapman is a hands-on kind of kid — he keeps busy with guitar and sports. So it's not surprising that he's engaged by art workshops. "I really like the 'design your own T-shirt' one," he says. "There's always something cool to do. I definitely want to do everything again this year."

### Good advice

Wadley suggests signing up for Discover the Arts workshops early — the free events (courtesy of Northern Nevada Dairymen) fill quickly. See [www.renoisartown.com](http://www.renoisartown.com) for information.

*Freelance writer Sue Edmondson writes for various Northern Nevada and California publications. July is her favorite month of the year, thanks to Artown.*

## Next

The National Endowment for the Arts (NEA) Chairman believes that art works for communities due to artistic creation and the way that art speaks on a personal level to the artist and the audience. His philosophy states that artists provide a positive impact – economically and spiritually – on the communities in which they reside and work.

As we look at what's next for Artown, we look at the past while planning for the future. The efforts of the first 16 years provide the building blocks to our next 16 years and beyond. To that end, we have the following next steps to look forward to:

Artown is proud to have brought some of the best artists in the world to Reno. Next April, as part of our Encore series, Yo-Yo Ma will join us at the Grand Sierra Resort Grand Theatre making his northern Nevada debut. Yo-Yo Ma played as a young boy for President Kennedy and, more recently, for President Obama. His career has spanned many years and the best theaters in the world. Renoites do not have to go to San Francisco or New York to see such fine art.

An arts patron asked why and how we are doing this. The answer is simple. We deserve it! Artown offers our region sophisticated, and sometimes edgy, arts presentations as a direct response to our growing cultured arts patrons. Artown will continue to keep pushing the envelope, elevating the quality bar and bringing excellence to the community. We will continue to mix local artists with national artists in the festival. We will keep presenting up-and-coming artists as well as those who have been around for decades. We will always take risks that will stretch our understanding of the vastness of the arts.

One of the most successful series that Artown offers during July is the World Music Series. Although the series is phenomenal, world music, like cultures the music represents, is always evolving. Our planet is a large melting pot and music is fusing to form different cultures. In 2011 we celebrated the old culture of Garifuna with Aurelio. In the future we will do the same and more. Artown will share new global cultures that are a cross pollination of the more pure and traditional ones. Look for our World Music Series to become that which it is and more by offering Global Pop to the festival.

While we will continue to present the best artists in the world, Artown will take an interest in developing artists of various genres right here in our own community. Two areas that we are currently researching are Face Painting artists and Mariachi. We're also emphasizing performance by our young artists.

Artown continually touts that the arts are good for business. A report completed by the NEA in fall 2010, provided substantiated data to support this statement and clearly identifies that non-profit arts and culture organizations are a viable industry. The report unveils the economic impact of events such as Artown have a profound impact on our local economy and quality of life.

Arts & Economic Prosperity III from Americans for the Arts, a nonprofit organization for advancing the arts in America, is a study on the economic impact of nonprofit arts and culture organizations and their audiences. The national results of the survey are impressive:

- The non-profit arts and culture industry generates \$166.2 billion in economic activity annually
- The industry generates nearly \$30 billion in revenue to local, state and federal governments every year. These governments collectively spend less than \$4 billion annually in support of arts and culture which results in a 7:1 return on their investments
- 5.7 million full-time jobs exist in the arts in the United States
- When a community attracts cultural tourists, the economic impact is even greater and they spend twice as much as their local counterparts, again showing how arts and culture are good for business
- International studies show that communities attracting new businesses offer an abundance of arts and culture opportunities. When arts flourish, so will creativity and innovation – the fuel that drives our global economy

## PAGE TWO



### ARTOWN

## Aloha spirit permeates air at McKinley center

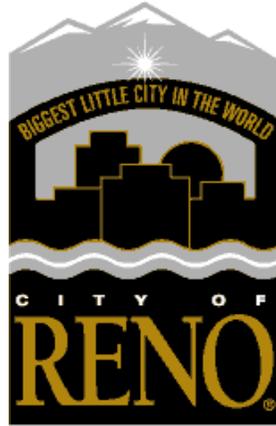


Above, Al Akiona and the Reno Ukulele Group perform Wednesday at the McKinley Arts and Culture Center as part of Artown 2011.

At left, Kiarra Miller, 9, performs Wednesday during Artown's "An Evening of Ukuleles." Miller is part of Leilani's Hula School, which meets at Brown Elementary School.

PHOTOS BY TIM DUNN/RGJ

# 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 16 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:  
\$140,000**

**Leveraged In-kind Value: City staff, Venue fees, Wingfield Park restrooms, Wingfield Park maintenance and park fees and other miscellaneous in-kind donations:  
\$6,148**

**Additional funds awarded through cultural grants for presenters:  
\$40,350**

**Total City of Reno Support:  
\$186,498**

*"Waste Management is committed to the communities we serve, and as an industry leader, and the largest recycler in North America, we were honored to help Artown "Green" their festival this year, and divert more than 73% of the waste generated at the festival from entering the local landfill. Artown is a cherished community event, and patrons really value and respect the festival, and the venue. This was evident in the steps that each visitor took to reduce their individual environmental footprint this year."..... Justin J. Caporusso, Communications Manager, Sacramento/Nevada Area, Waste Management*

## 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:  
\$124,000**

## 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 2011 through our sponsor's efforts.

<b>A Carlisle</b>	<b>\$ 488</b>	<b>NV Energy</b>	<b>\$18,000</b>
<b>Atlantis Hotel Casino</b>	<b>\$2,500</b>	<b>Pioneer Center</b>	<b>\$1,200</b>
<b>Basin Street Properties</b>	<b>\$24,000</b>	<b>Reno Tahoe Limousine</b>	<b>\$3,152</b>
<b>Event Services</b>	<b>\$8,640</b>	<b>RSCVA</b>	<b>\$88,300</b>
<b>Grand Sierra Resort</b>	<b>\$ 94,300</b>	<b>Sierra Restrooms</b>	<b>\$2,500</b>
<b>JLH, Inc.</b>	<b>\$23,366</b>	<b>Steinway Piano Gallery</b>	<b>\$7,125</b>
<b>John Ascuaga's Nugget</b>	<b>\$21,499</b>	<b>U.S. Bank</b>	<b>\$4,500</b>
<b>Knitting Factory</b>	<b>\$1,200</b>	<b>Washoe County</b>	<b>\$11,875</b>
<b>Men Welding Fire</b>	<b>\$1,800</b>	<b>Washoe Management</b>	<b>\$6,500</b>
<b>Nevada Office Machines</b>	<b>\$1,088</b>		

**Artown Volunteer Value: \$34,485**

**Total Corporate In-Kind Support:  
\$356,518**

## **Individual Event Sponsors/Partners**

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:

### **Closing Night**

ESI Security Services  
Friends of Artown  
John Ascuaga's Nugget  
RSCVA  
Tour de Nez

### **Doc Severinsen**

Charles Schwab Bank  
Grand Sierra Resort  
Robert Z. Hawkins Foundation  
Washoe County

### **Discover the Arts**

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

### **Family Series**

Thelma and Thomas Hart Foundation  
Women and Children's Center of the Sierra  
John Ascuaga's Nugget

### **Indie Arie and Idan Rachel**

Atlantis Hotel Casino

### **Pink Martini**

Annoymous  
Grand Sierra Resort  
U.S. Bank  
Washoe County

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

John Ascuaga's Nugget  
Leonette Foundation  
Wells Fargo Foundation

### **Monday Night Music Series**

Charles Schwab Bank  
Robert Z. Hawkins Foundation  
Washoe County

### **Movies in the Park**

Tahoe TV  
University of Phoenix

### **Opening Night**

City of Reno Arts & Culture Commission  
Friends of Artown  
John Ascuaga's Nugget  
MomsLikeMe.com

### **Stephen Petronio's Underland**

Grand Sierra Resort  
New England Foundation For The Arts

### **World Music Series**

Friends of Artown  
Charter Media  
John Ascuaga's Nugget  
Medical Reserve Corps  
Reno-Tahoe Limousine  
Tahoe Resources  
Women and Children's Center of the Sierra

### **ENCORE -**

(Ailey®II, Arlo Guthrie, John Lithgow,  
Steve Martin, Bernadette Peters, Max  
Raabe)  
FOX 11  
Grand Sierra Resort  
Steinway Piano Gallery

**Artown Produced Event Sponsor Cash Contributions  
(Excluding Foundations and Friends of Artown contributions. All  
foundation contributions are reported on page 31 and Friends of Artown  
contributions are reported on page 42):**

**\$59,000**

**Artown Produced Event Ticket Sales and Earned Revenue:  
\$252,359**

## 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:

**Bretzlaff 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**  
**New England Foundation For The Arts**  
**Reno Gazette-Journal Foundation**  
**Robert Z. Hawkins Foundation**  
**RSCVA**  
**Terry Lee Wells Foundation**  
**Thelma & Thomas Hart Foundation**  
**Union Pacific Foundation**  
**Wells Fargo Foundation**

**Foundations and Government Agency Support and Funding:**  
**\$201,490**

**Friends of Artown** Artown's membership program supported the World Music Series, Opening Night, Closing Night and Operations - **\$53,815**

**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! - **\$60,279**



www.youtube.com/watch?v=BQh94uz0MZY

YouTube Search Browse Movies Upload Create Account Sign In

### Artown Sponsor: Grand Sierra Resort and Casino

renoisartown 30 videos [Subscribe](#)



0:06 / 0:43 160p

Like Add to Share

Uploaded by renoisartown on Jul 26, 2011

Chris Christiansen, Grand Sierra Resort and Casino talks about their

0 likes, 0 dislikes [Show more](#)

- Artown Board Member by renoisartown 0:40
- Artown Sponsor: IGT by renoisartown 0:33
- Artown Sponsor: Reno Gazette-Journal by renoisartown 0:23
- Artown Sponsor: Waste Management of Nevada by renoisartown 0:20
- Artown Sponsor: Basin Street Properties by renoisartown 0:43



Bottom of Form

## Top five bargain destinations for summer 2011

By Christine Sarkis, SmarterTravel.com

Updated 6/16/2011 11:42 AM

Summer inspires vacations like no other season. All that demand can mean higher prices, but we've found five great destinations that deliver bargain appeal and plenty of fun. We've found real, available prices for summer to make sure these hot spots are as budget-friendly as they claim. Like all deals, these are sure to expire; however, a little research on your part can yield similar results when you're ready to book.

.....

### Reno

In the Biggest Little City, affordability comes in large and small packages. New air service, affordable hotel rates, and tons of free and cheap activities make Reno a bargain this summer. Reno's emerging identity as a cultural and outdoors destination ensures that even nongamblers have plenty to do.

New and upcoming air service puts Reno within easy reach of more of the country. In February United started service from Houston, and later this summer, Delta will launch service from Minneapolis.

The savings start early in a trip, since most of the downtown hotels offer free shuttles from the airport. Week-night stays in late June [start at \\$60 at the Atlantis](#) and \$65 for July weeknight stays at the [Peppermill](#). Weekends can be affordable as well: At the [Eldorado Hotel Casino](#), we found weekend rates in August for \$89 per night.

Start factoring in all the free and inexpensive activities this summer and Reno's bargain star really shines. Case in point: Most of the 400 events that take place during the city's annual arts festival, Artown, are free or low cost. Music, dance, theater, and other performances and exhibitions run throughout July. Events range from break dancing workshops to a performance by Yo-Yo Ma. Meanwhile, the Aces Ballpark, close to downtown, offers the chance to catch a minor league Reno Aces baseball game for just \$6.

## **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 2011 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 2011 December Artown Magazine with 15,000 wrapped with RENO Magazine and 500 copies distributed through Artown
- 12, full color sponsor ads in the July and October Artown Magazines for sponsor advertising
- Festival branding advertising schedule included the following:
  - o July festival print advertising ran on 6/26, 7/1 and 8/12
- Doc Severinsen advertising schedule included the following:
  - o Print advertising ran on 7/10
  - o Online RGJ.com advertising schedule for 20,415 impressions, 7/5 – 7/17
- Underland advertising schedule included the following:
  - o Print advertising ran on 7/20, 7/24 and 7/27
  - o Online RGJ Metromix.com advertising schedule for 15,378 impressions, 7/18 – 7/30
- Opening Night sponsorship through MomsLikeMe.com to promote face painting to include:
  - o Management and set up of the registration process and face painting fulfillment and confirmation e-mails; email solicitation for face painting signups promoting opening night
  - o Editorial promotion of face painting sign ups included: Sunday MomsLikeMe pages in Northern Nevada Life section, on homepage of MomsLikeMe.com as well as home page of RGJ.com
  - o Peel back home page banner on RGJ.com promoting face painting, opening night and closing night
- “Give \$3 to Keep Artown Free” sponsorship commitment:
  - o Design of collateral materials to include two sizes of posters and table tents
  - o Advertising schedule from 6/26 – 7/31 including 400,000 impressions on RGJ.com, RENO Magazine, insertion of collection envelope in RGJ home delivered copies (7/3, 7/17, 7/31) and 20” full color ads Sunday, Thursday and Friday throughout July; inclusion on the homepage peel back banner on RGJ.com
- Editorial media coverage received promoting the July festival

**Investment: \$22,966 Total Media Value: \$925,954**

**Total In-Kind Contribution: \$902,988**



- 372, :30 second Branding spots aired 6/27 – 7/24
- 7, :30 second Underland spots aired 7/18 – 7/30
- 250+ mentions of Artown news stories aired including live shots, highlights and mentions with more than 186 minutes (3 hours) of air time, 6/27 – 7/31
- 50+ live shots from Wingfield Park by the weather team
- 50 online news features at KOLOTV.com 6/30 – 7/31
- 300 x 250 banner add on KOLOTV.com serving 561,414 impressions from 6/27 – 7/31
- “Corner Peel” banner ad on KOLOTV.com serving 653,320 impressions from 6/27 – 7/31
- Pre-Roll Video on KOLOTV.com serving 6,821 impressions from 6/26 – 7/31
- 20 Artown mentions on KOLO’s Facebook page with 7,400+ followers from 6/26 – 7/31
- 20 Artown mentions in KOLO’s Twitter feed with 3,000+ followers from 6/26 – 7/31

**Investment: \$1,810 Total Media Value: \$63,171**

**Total In-Kind Contribution: \$61,361**



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

- 62, :30 branding radio spots on KTHX, 6/26 – 7/17
- 116, :30 second radio spots promoting Underland on KTHX and KRZQ, 7/18 – 7/30
- 18 promotional mentions for Doc Severinsen ticket giveaway on KTHX, 7/4 – 7/17
- First Thursday/X-Night at the Nevada Museum of Art promotion and ticket giveaway for Underland, 7/7
- General promotional support
  - o 500 general festival promotional messages, 20/week for five weeks on each of four stations, 6/26 – 7/31
  - o Website presence on each of the four station sites throughout the month of July
  - o Five on-air interviews on KTHX with festival representative
  - o Artown collateral distribution at all four stations' events
- Inclusion as X-Night at Nevada Museum of Art sponsor four months (and July), including 40 on-air promo spots per event
- One public service radio interview aired on all four stations within the network

**Investment: \$2,160 Total Media Value: \$53,460**

**Total In-Kind Contribution: \$51,300**



- Production of Artown's 5-minute promotional DVD to include voice-over, still and video images, audio tracks
- Production of Artown's 3-minute opening night video to include still images
- 2011 Artown :15 TV spots to air on KNPB and KNPB Create 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 leaderboard banner ad in the July KNPB e-newsletter
- Artown inclusion in KNPB e-newsletters, subject to availability, to promote July festival and Encore events
- Two ½ page ads one in July issue and one in the KNPB Program Guide to promote July festival

**Investment: \$0 Total Media Value: \$25,350**

**Total In-Kind Contribution: \$25,350**



- Production of TV spots for Diavolo, Steve Martin, Ailey II, Bernadette Peters, Max Raabe, Arlo Guthrie
- 146 TV spots aired, 12 at no cost during FOX 11 at 11 News, promoting Encore performances including Steve Martin, Ailey II, Bernadette Peters, Max Raabe, Arlo Guthrie

**Investment: \$4,780 Total Media Value: \$9,130**

**Total In-Kind Contribution: \$4,350**

## **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**

- 216, :30 second Branding spots running 6/27 – 7/24
- 168, :30 second Underland spots running 7/18 – 7/30
- Additional value for event sponsorship trade in air time

**Investment: \$1,400 Total Media Value: \$7,800**

**Total In-Kind Contribution: \$6,400**

### **Tahoe TV**

- TahoeTopia.com online banner ads
  - o Online banner ad promoting Doc Severinsen, 7/5 – 7/17
  - o Online banner ad promoting Underland, 7/18 – 7/30
- Reno & Lake Tahoe Visitor Network – In-Market Visitor Channels
  - o Video segment aired 1x/hr, 24/7
  - o Graphic banner ad on screen 4x/90min
  - o Approximately 850 video exposures and 3000 graphic ad exposures per month to 1.3 million potential annual guests in >7,500+ hotel/motel rooms around Truckee, North Lake Tahoe, Squaw Valley, Northstar and Reno/Sparks
- Tahoe TV – Regional Cable
  - o Video segment aired 1x/hr, during program hours (min 1hr per day) 7 days/week
  - o Graphic banner ad on screen min 4x/hr; approximately 124 video exposures and 500 graphic ad exposures per month
  - o Reaching 153,000 subscriber households in North and South Lake Tahoe, Truckee, Reno and Carson (northern Nevada)
- Tahoe Time/Tahoe TV – Bay Area Video On Demand – Comcast
  - o Event featured in July 2011 episode of Tahoe Time
  - o Aired to 1.1million households on Comcast Video On Demand for up to 4 weeks
- Tahoetopia.com web banner run-of-site tile ad and leaderboard ad on Tahoetopia.com, linking to event website.
- Video spot/segment on Tahoe TV.com, Tahoetopia.com, 24/7
- Events Listings: Event listed as a featured event on entire Tahoe TV network, including: Tahoetopia.com featured events on front page; event ticker on Visitor Network and Tahoe TV, 24/7
- Editorial coverage of event on Tahoetopia.com
- Mention on Tahoe TV social communications (Twitter, Facebook)
- Event featured in Tahoe TV email update blast 2x prior to event to approx 5500 subscribers
- Event video coverage and productions related to future coverage on Tahoe TV network

**Investment: \$150 Total Media Value: \$10,900**

**Total In-Kind Contribution: \$10,750**

### **KKOH 780 AM**

- 25 :60 second radio spots and 25, :10 and :05 second live reads promoting Doc Severinsen, 7/5 – 17

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

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

## **KOZZ 105.7 FM**

- 12, :30 radios spots promoting Underland, 7/18 – 7/30

**Investment: \$700 Total Media Value: \$700**

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

## **KUNR 88.7 FM**

- 32, :15 radio spots promoting Doc Severinsen aired 7/5 – 7/17

**Investment: \$341 Total Media Value: \$341**

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

## **KRNV 102.1 FM**

- 25, :60 TV spots promoting Doc Severinsen

**Investment: \$500 Total Media Value: \$500**

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

## **Reno.com**

- Full page back cover color branding ad in All-Access Pass May - September
- Branding ad included in 3 July e-newsletters

**Investment: \$1,000 Total Media Value: \$1,775**

**Total In-Kind Contribution: \$775**

## **Reno News & Review**

- Online banner ad promoting Doc Severinsen, 7/11 – 7/17
- 2 quarter page full color ads and one ½ page color ad promoting Doc Severinsen, 7/7, 6/30
- 3 quarter page full color ads promoting Underland on 7/14, 7/21 and 7/28
- Online banner ad promoting Underland, 7/18 – 7/24
- Artown special pull out section 6/23
- Artown additional news coverage in June and July

**Investment: \$1,513 Total Media Value: \$81,509**

**Total In-Kind Contribution: \$79,996**

## **Swift Communications**

***News outlets include Sierra Sun and Tahoe Daily Tribune***

- Online banner ad promoting Doc Severinsen on TahoeDailyTribune.com, 7/5 – 7/17
- Online banner ad promoting Underland on SierraSun.com, 7/18 – 7/30
- Online banner ad promoting Underland on TahoeDailyTribune.com, 7/18 – 7/30

**Investment: \$1,000 Total Media Value: \$2,518**

**Total In-Kind Contribution: \$1,518**

## **YESCO**

- Electronic billboard exposure 6/13 – 7/31 with 5 festival messages featuring Branding, Opening Night, Doc Severinsen, Underland and Open Door creative - a total of 69,358 impressions

**Investment: \$0 Total Media Value: \$3,750**

**Total In-Kind Contribution: \$3,750**

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

**Investment: \$39,320**

**Total Media Value: \$1,187,858**

**Total In-Kind Contribution: \$1,148,538**



## What not to do this weekend—date night don'ts

The past couple weekends have been jam-packed with great date activities, and this weekend is no exception. July is Artown in Reno, and events ranging from gallery showings to musical concerts to plays to dance lessons promise fun for couples all over the area. Check out [renoartown.com](http://renoartown.com) for more information, and you will find plenty of great things to do this weekend.

However, this article will focus on what not to do this weekend.

**Don't do the same old thing** you have been doing for the last month or two. Ruts are easy to get into, and worth getting out of. If your only date night has been dinner and a movie, it is time to shake things up. If—even worse—your habit has been skipping date nights while you chauffeur kids from practice to game to recital, it is past time to make a change.

**Don't do nothing.** Some of us spend 38 hours of our 40-hour work week fantasizing about lying around on the couch doing nothing. However, you may regret that laziness when Monday rolls around and you realize you have been in a stupor while opportunities for fun have passed you by.

**Don't do everything.** It cannot be done—do not even try. You will make yourself and your spouse crazy. Pick one main thing a day, and enjoy the heck out of that thing, rather than racing around and worrying about what you are missing.

**Don't do just anything.** Nothing says, "I don't know you," or "I don't care," like scheduling activities you love but your spouse hates. Do something you both love, something neither has ever tried (but both are interested in), or one thing you love and one thing your partner loves. Create a balance.

Definitely, do take a look at all Reno and Sparks have to offer this weekend, and take advantage of it. You may discover [Lacey Mattison](#)'s music (playing at Wingfield on Saturday), or rediscover "[Twelfth Night](#)" (playing every Friday and Saturday night of the month). Just be sure to uncover something interesting, in yourself and in your marriage.

This July, make Reno your own personal heartown.

Lacey Mattison will be playing at Wingfield Park this Saturday.

Credits:

Diane Field

# The Washington Post

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**Trumpeter Doc Severinsen headlines Reno Artown festival in July;**

**Yo-Yo Ma coming next April**

**4/29/2011**

RENO, Nev. – Trumpeter Doc Severinsen is among the headliners for Reno’s month-long arts festival this July.

Artown organizers announced the lineup Thursday for the 16<sup>th</sup> annual festival featuring more than 400 performances and other daily events from June 30 to July 31 – most the free.

Severinsen became famous as the band leader of Johnny Carson’s “Tonight Show.” His new band, the San Miguel Five, will play will play a mix of gypsy jazz, Latin and American ballads at the Hawkins Amphitheater on July 17.

Other highlights include a Fourth of July concert with Pink Martini and the March-Fourth Marching Band. The Stephen Petronio Company performs a dance concert on July 30.

Artown officials also announced they have booked world renowned cellist Yo-Yo Ma for a concert in Reno next year on April 26.

## **2011 Artown Exposure**

Active Rain.com	North Lake Tahoe Bonanza
All Access Pass	Northern Nevada Business Weekly
AllVoices	Noticiero Univision KREN
American Banking News	Placer County Online
Atlanta Journal-Constitution	Reno Datebook
BlogHer - Comments	Reno Gazette-Journal
Daily Sparks Tribune	Reno Gazette-Journal Best Bets
Eagle Standard	Reno Gazette-Journal Sunday Life
Edible Reno-Tahoe	RGJ.com
Family Pulse Magazine	Reno Magazine
Examiner.com	Reno News & Review
FoxReno.com	Reno.com
GoToRenoTahoe.com	Richmond Times-Dispatch
Johnson County Daily Journal	Sacramento Bee, The
KNXV-TV	Sacramento News & Review
KOLO Channel 8	San Jose Mercury News
KOLOTV.com	Second Spring
KRNV Channel 4	Sierra Sun
KRXI Fox 11	Southwest Airlines Spirit
KTVN Channel 2	Subba-Cultch
KTVN.com	Tahoe Mountain Arts and Culture
Lahontan Valley News	TechRepublic.com
Lake Tahoe News	TravelNevada.com
Las Vegas Review-Journal	USA Today
Las Vegas Sun	USAToday.com
LoadedTV.com	VisitRenoTahoe.com Blog
Metromix.com	Washington Post, The
Monterey County Herald	Whats On When
Moonshine Ink	Youtube.com
MoonshineInk.com	
MyNews4.com	
Nevada Magazine	
Nevada Sagebrush	
NewsReview.com	

### **Total 2011 Media Coverage Circulation and Value**

**Total Reach: 346,553,019**

**Total Value of Media Coverage (Advertising Equivalency): \$1,308,476**

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

4 Designers	Holland Project	Never Ender	Terri Farley
A Cappella Jazz and Renaissance Summer Show	Homeslice Productions	Nightingale Concert Hall	The Bayer Family
Arte Italia	InnerRhythms Dance Theatre	Northern Nevada Children's Cancer Foundation	The Clay Canvas
A.V.A. Ballet Theatre	Jann Selleck	One Vision Productions, LLC	The Creative Arts Center
Allan Fuller	Jazz Q Music Education Services	Opera Bel Canto Of Nevada	The Holland Project
American Advertising Federation Reno	Jeff Lock	Oxbow Press	The Utility Players
Anne Marie	Jill Marlene	Park Place Assisted Living	Tim Jones
Art on Earth	Judith Ames Quintet	PetFolio Magazine & Natural Paws	TMCC Theatre Company
Art Slaves	Kathleen Durham	PolyEsters Costume Boutique	TNT & DOC Cheer & Dance
Artists Co-op Gallery	Kellie Lee	Powers Frameworks and Way To Go Travel	TOCCATA
Asha World Dancers, Inc.	Kidscape Productions	Reno Chamber Orchestra	Tony Argento
Bartley Ranch	Lake Mansion	Reno eNvy	Trinity Episcopal Church
Black Rock Arts Foundation	Lake Tahoe Shakespeare Festival	Reno Jazz Orchestra	Truckee Meadows Community College
Black Rock Dance Company	Lavender Ridge LLC	Reno Little Theater	Truckee Meadows Quilters
Bruka Theatre	Lenox Barns	Reno News & Review	Truckee Meadows Watercolor Society
Carol Pallesen	Lisa Miller	Reno Philharmonic Association	University of Nevada, Reno Libraries
Cate Francis	Little Swan Chinese Dancers	Reno Philharmonic Guild	University of Nevada, Reno School of the Arts
City of Reno	Mark Simon	Reno Philharmonic Orchestra	VK Raman
Colin Ross	MasterWorks Chorale	Reno Pops Orchestra	VSA arts of Nevada
Connections	Mayberry Landing	Reno Urban Forestry Commission	Washoe County Regional Parks & Open Space
Controlled Burn, Inc.	Maytan Music Center	River School Farm	Wilbur May Museum
Creative Quilters of Nevada	Megan Burner	Robert Z. Hawkins Amphitheater	Wildflower Village
Dr. Ron Williams	Men Wielding Fire	Sierra Arts	Wingfield Park
eNvision Performing Arts	Midtown Merchants Assc	Sierra Nevada Ballet	Word of Life Ministries
First United Methodist Church	Miguel Ribera Park	Sierra Nevada Guitar Society	Yellow Pine Studio
Food Bank of Northern Nevada	Moments of Memory (The Harrah Collection)	Sierra Watercolor Society	Zazpiak Bat Basque Club
For the Love of Jazz	Nevada Coalition Against Death Penalty	Silver Sage Artists	
Four Rooms Dance Collective	Nevada Humane Society	Sky Tavern Junior Ski Program	
Friends of Washoe County Library	Nevada Humanities	Sparks Kiwanis	
Grassroots Books	Nevada Opera Association	St. Mary's Art Center	
Harrah's Reno	Nevada Shakespeare Company	Steinway Youth	
Hella A Cappella	Nevada Vocal Arts	Studio on 4th	
High Desert Harmony Chorus		Tahoe Art League	
Historic Reno Preservation Society			

Others not listed on this page are mentioned on pages 10-11, 14, 17, 20-22, 24, 27, 29-30, 40, and 46.

# FRIENDS OF ARTOWN

The generous support of the many Friends of Artown provides essential funding for the arts, helps educate students and brings extraordinary art, cutting-edge performances, emerging and national artists and productions to Reno. Artown would like to thank the following individuals for taking personal ownership in the festival and for helping to promote and foster the community's arts and inspire thousands. Thank you for being our Friends.

## Center Stage

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

## Hall of Fame

## Benefactor

David and Julie Flint  
Renown

## Soul Mate

Daniel and Joy Norem  
The Phil and Jennifer Satre  
Family Fund

## Best Friend

Laura Brigham  
Dr. Charles and Charlotte  
Carpenter  
Theresa Chipp  
Michael Connolly  
Joan Gibb  
Pamela Howard and Thomas  
Castle  
Shery and Jay Morgan  
Dean and Gloria Smith  
Foundation  
Stollmeyer Family Fund  
Stremmel Gallery  
Mary Weneta

## Year Round Friend

Dave and DeLores Aiazzi  
Altmann Family  
Rachael Austin at Muckel  
Anderson CPAs  
Kathie Bartlett  
Doug Brewer and Viki Matica  
Thomas Bullard  
James and Mary Kidder  
Brooks and Diane Mancini  
Marjorie Marlowe  
Mark and Marsha Richter  
Sierra Field Services  
Earl and Meg Tarble

## Companion

Arthur Anderson  
Mary Jo Barrett  
Lorna Benedict  
John Bretemitz and Chris Cox  
Lynn and Katherine Brown  
Pat and Johnna Cashill  
Tyrus and Suellen Cobb  
Patricia and Stewart Crane  
Leslie Dahm  
Francey Dennis  
Bob and Audrey Ferrari  
Jim Gallaway  
Jeff and Marna Griffin  
Peggy and Thomas J. Hall  
Terry and Virginia Katzer  
David Lan  
Kathy Lawhon

Leslie Martin  
Robert and Emily Parrino  
Jim and Gail Pfrommer  
James and Marilyn Rappaport  
Len Savage  
Michael Schwimmer  
George Simmons  
Twentieth Century Club  
K. Brad Van Woert III  
Andrew and Sheree Wesely  
Woodburn & Wedge Attorneys  
at Law

Jolynn Worley

## Buddy

Leslie Adams  
Byllie Andrews  
Denise and Joseph Atlick  
Ellen Baker  
Jane Becker  
Barbara Bental  
Joanne Blystone  
Steven Brazelton  
Steven Brown  
Valerie Burnett  
Michael Capello  
Martine Carlin  
Valerie Cooke  
Judith Costin  
Nadine Dewitt  
Diamond Vault  
Penny and Elliot Drucker  
Patricia Engles  
Alanna Fitzgerald  
Barbara and Bob Fox  
Cathy Gabrielli  
Henry Garell  
Lorraine Giurlani  
Mary Goddard  
Ruth Ann Grundy  
Donna Hall  
Anita Hara  
Mary Anne Hawkins  
Noelle Hetz  
Daniel Inouye  
Monica Kales  
Ginne and Bob Kersey  
Susan and Sheldon Kop  
Susan and Harvey Lee  
David Levine  
Dr. Jim and Lynn Megquier  
Stan and Theresa Mentzer  
Terry and Lynn Nielsen  
B.J. and Patrick North  
Carol Parkhurst  
Lois Parks  
Susanne Pennington  
Doris Phelps  
Margo Piscevich  
Marshall Postman, M.D.  
Martha Scott Pruter  
Melvin Ray C.P.A.

Jackie Ruffin  
Gary and Elaine Sargent  
Michael and Karren Smith  
Mary and Frank Trampus  
Karen Traynor  
Patricia Tripple  
Steve Van Denburgh  
Claude Van Marter  
James and Karen Wallis  
Steve and Imogene Weldi  
Cynthia and Al Widman  
John and Virginia Williamson  
J.R. Woodford  
David Woodin  
Mary Yamamoto

## Pal

Phyllis Ager  
Christie Aldinger  
Carole Anderson  
Thomas and Adele Andrews  
Lynn Atcheson  
Michele Attaway and John  
Carlton  
Connie Backes  
Ernie Baragar  
John and Kathleen Bardwell  
Betty and John Barker  
Monique Baron  
Moira Bengochea  
Gretchen and Forrest Bietz  
Cari Blomquist  
Kathleen Boardman  
Jane Bowden  
Brent and Patricia Boynton  
Rayna Brachmann  
Linda Brown  
Amanda Burden  
Jennifer Burton Gallop  
Rudy Calderon  
Lynn Carasali  
Michael and Judith Chiriatti  
Lisa Connor  
Gilbert Chaput  
Ande and Mike Chem  
Janet Chubb  
Press and DeLores Clewe  
Gary and Betsy Cole  
Alison Colvin Attorney at Law  
Teri Connolly  
Lisa Connor  
Janet Coombs  
Monica Coughlin  
Federick Cox  
Rebecca and Anthony Czarnik  
Thomas and Constance  
Davies  
Barbara Day  
Marianne De Luca  
Frankie Sue Del Papa  
Paul Devereux  
Barbara Dieringer  
Drakulich Insurance Agency  
Gary Dyer  
Steve Edmundson  
Kris and Pat Ellingsworth  
Anne Elliott  
James Emme  
Debbie Falkosky  
Jennifer and Ted Files  
Susan Fittinghoff and Chuck  
Bonney  
Roger Forbes  
Shari Ford  
Karen Forsyth  
Kimberly and Michael Foster  
Jill Fraser  
Ike Fujishin  
Theresa Gandolfo  
Maryanne Gibson  
John Gillmartin  
Glenda Gilmore  
Martha Gould  
John Graham  
Janet Greenhaw  
Lauren Greenwood  
Mark Grice  
Meri and W. Ed Gscheidle  
Peter and Karen Gulash  
Joanna and John Gutch  
Susan Hancock  
Nilsine and Skip Hansen  
Jeff Hardcastle  
Laurel Harding  
Brenda Hermansen  
Marilyn Hewitt  
Joanne and Roger Hildahl  
Nancy Horowitz  
Eileen Hough  
Hilary Huffman  
Ronald and Sandy Jenkins  
Warren Johnston  
Richard Jones  
Marcy and Scott Jordan  
Jordan-Humle  
Jo Ann Karhohs  
Mary Kelesi  
Lorelei Keltie  
Ann Keniston  
Lawrence Kennedy  
Sandra Ketner  
Kris Kingery  
Mike and Pat Klos  
Wayne and Sandra Krachun  
Jackie Lariviere and Penny  
Derowitsch  
Kristin Laxalt  
Carrie Lee  
Traci Levasseur  
Kim Lewis  
Ann Little  
Kirsten Lorenzen  
Toni Lowden

## Friends of Artown (Cont'd)

Flora Lwin  
 Donna MacIntyre  
 Scott Malcom  
 Rita Malkin  
 James and Erin Marren  
 Maggie Mcgrew  
 Lynn McQuarrie  
 Rae Merle and Gordon Larason  
 Kring and William Miller  
 Leslie Miller  
 Cynthia Mitchell  
 Daniel Mitchell  
 Rena Moore  
 Wendie Morris  
 Elizabeth Morse  
 Colleen Murray  
 Jim Nadeau  
 Ronald Newell  
 Bill and Lynn Newhall  
 Renata Neumann  
 Tammy and Dave Nichols  
 William and Mary Nork  
 J.A. and J.M. Norris  
 Diane O'Connor  
 Barbara Ohlson  
 Evelyn Oliver  
 Ann Owen and Dirk Verhulst  
 Jean and Richard Park  
 Stan and Janice Peck  
 Verna Peeler  
 Martha Peterson  
 Sandra Poupeney  
 Barbara Price  
 Craig Questa  
 Sandra Reeler  
 Rosalyne Reynolds  
 Daniel Robbins  
 Romiti Art  
 Frank Rosenberry  
 Michelle Rosso  
 L.E. and Carolyn Ruckstuhl  
 Lucretia and DC Ruff  
 Sally Sapunor  
 John and Donna Satterfield  
 Catherine Schmidt  
 Bud and Kathy Schonder  
 Shellie and Trenton Schoppe  
 Ted and Susan Schroeder  
 Honorable Donald and Mrs.  
 Marjorie Shelton  
 Robert Sheridan  
 Richard Siegel  
 Dale Sigal  
 Darolyn Skelton  
 Debbie Smee  
 Frances Smith  
 Cam Sorenson  
 Miles and Bernadine Standish  
 Max Stein  
 Mark and Carol Steingard  
 Kellene Stockwell  
 Evie Swan  
 Linda and John Swanson  
 Lisa Talso  
 Sarah and George Thomas  
 Jennifer and Richard Todd  
 Dr. Sher Todd & Dr. Randall Todd  
 H. Treat and Patricia Cafferata  
 Katherine Tresidder  
 Janna Tucker  
 Carolyn and Ron Vaught  
 Venture Planning Associated, Inc.  
 Charlotte Voitoff  
 Joseph Volcskai  
 Warren Walters  
 Cecil and Dayne Webb  
 Donnah Wenstrom  
 Karen and Steve Wiel  
 Daniel and Judy Wong  
 Yvonne Wood-Antonuccio  
 Ruth Ann Wright  
 Norman Young  
 John Zamzow  
**Senior/Student**  
 SY and Lenette Ogulnick  
 Warren Jay  
 Brigitta and Barth Aaron  
 Michela Adams  
 Carolyn Ardalan  
 Sandra Backus  
 Gerald Barron  
 Paula Baum  
 Shelley Beckett  
 Melinda Biancalana  
 Yvonne Brady  
 Sande Bregante  
 Sue Carano  
 Antoinette Cavin  
 Barbara Chism  
 Doug and Nancy Clary  
 Starr Clifton  
 Jennifer Cochran  
 Patricia Coia  
 Jamie Cole  
 Janet Daniels  
 Patty Dickens  
 Richard and Susan Dimari  
 Donna Dujkanovich  
 NL Dodson  
 Kim Doyle  
 Roger Duncan  
 Martha Durney  
 Gary Dyer  
 Jo Anne D'Urso  
 Jean Earl  
 Viki and Glenn Elliott  
 Michael and Donna Faker  
 Deborah Fakonas  
 Diane Fischer  
 Libby Freeman  
 John Firestone  
 Prella and John Fordham  
 Grace and Buddy Fujii  
 Catherine Geiger  
 Kay Genasci  
 Hal and Barbara Goss  
 Melissa Grill  
 Nancy Gunderson  
 John Gwaltney  
 MW and JA Hansen  
 Michael and Mary Havercamp  
 Ed and Karen Hawkins  
 Carolyn Heaveme  
 Kathleen Heil  
 Judy Herman  
 Carol Hines  
 Yvonne Hopper  
 Dennise and Fred Howard  
 Kristine Isaacs  
 Sally Jeffers  
 Mrs. And Dr. W. Keenan  
 Barbara Keighley  
 Patty King  
 Kass Kirkham  
 Sandy Kitchen  
 Gregory and Elizabeth Krause  
 Donna Kristaponis  
 Denise Laxalt  
 MP and TL Lee  
 Denise Linnaman  
 Peggy Lowndes  
 Patricia Lutz  
 Jerry Lux  
 Shelley MacDonald  
 Michael Machado  
 Nancy Mahoney  
 Annette and Larry Marran  
 Dino and Diana Martini  
 Judith Maus  
 Karol McClellan  
 Ron and Glenda McClelland  
 Charles McCuskey  
 Virginia and Jeff Menesini  
 Lee and John Moran  
 Margo Nappi  
 Josh Nickerson  
 Barbara Novak  
 Suzanne O'Brien  
 Merle Owen  
 Joyce Patterson  
 Robert Perry  
 Sue Peters  
 David Porter  
 John and Kay Prida  
 Donna Quante  
 Helen Riley  
 Richard Robbins  
 Betty Rock  
 Leah Sanders  
 Cindy Sabatini  
 Sandi's Secretarial  
 Suzanne Schell  
 Mary Schwalbe  
 Jane Scott  
 Jeffrey and Carol Scott  
 Joan Shonnard  
 Wayne Sievers  
 Robert Sihner  
 Pat Simms  
 Clinton Smith  
 Geraldine Smith  
 Wayne Smith  
 Sheila Sobell  
 Robert Strejc  
 Cliff Tedder  
 Kenneth Tiers  
 Stella Trevino  
 Lilliana Trinchero  
 George and Linda Turner  
 John and Anne Marie Utter  
 Charle and Duane Varble  
 Duke and Marion Vermazen  
 Mimi Violin  
 Helen Wallace  
 Dorothy Walrath  
 Jewel Wells  
 Connie Westbrook  
 Marc Whitten  
 Noel Williams  
 Roxanne Wilson  
 Cindy Wilson Sabtini  
 Barbara and Klaus  
 Wohlgemuth  
 Diane Yule  
 Jan Zebrack  
 Robert and Betty Watts  
**Gifts In Memory of  
 Michael Bell**  
 Michael Amsbry  
 Spencer Bell  
 Joan Bonari  
 Curt Follmer  
 Tania and Jack Peterson  
 Betty Pfaff  
 Dr. David Pfaff, M.D.  
 Mary and Michael Sauvola  
**Gifts In Memory of  
 William Barrett**  
 Mary Jo Barrett  
**Gifts In Memory of  
 Sue McDowell**  
 Sandra Bitler  
**Gifts In Honor of  
 Sarah Samuel**  
 Jane Grossman  
**Give 3 Buddy**  
 Timothy Green  
 Martha Kapeghian  
**Give 3 Pal**  
 Angel Beus  
 Daniel Bray  
 Misti Candraeva-Martin  
 Thomas Camahan  
 Nancy Conzen  
 Laurence and Nancy Conzen  
 Vivian Euzent  
 Frank Howell  
 Jeff Hull  
 Rita Jeffres  
 Doris Krater  
 Cynthia Lazetich  
 Mary Louise  
 Denise McDowell  
 Anita McLendon  
 Pamela McNeil  
 Christine Mitchell  
 Anne Simone  
 Don and Anne Simone  
 Robert Sims  
 Joan Winkler  
**Volunteer Pal**  
 Judy Carlson  
 Sally Estevez  
 Pat and Rock Jarzynka  
 Linda Robb  
 Elizabeth Shorroch  
 Gerry Taylor  
 Julie Tieman  
 Rich Van Gogh

# CREATING WEALTH

## Artown Festival Media Value, Including In-Kind

*Reno Gazette Journal* \$902,988  
KOLO 8 News Now \$61,361  
Wilks Broadcasting (KTHX 100.1) \$51,300  
KNPB \$25,350  
FOX 11 \$4,350  
Other Local Media Outlets (Charter Media, Tahoe TV, KKOH 780 AM, KOZZ 105.7 FM, KUNR 88.7,FM, KRNV 102.1 FM, Reno.com, Reno News & Review, Swift Communications, YESCO)  
\$103,189  
Additional Artown Marketing (casino property marquee and in-room festival exposure and marketing collateral pieces, downtown banners) \$104,520

**\$1,227,708**

+

## Artown Sponsors

City of Reno Title Sponsorship of Artown \$186,498  
Corporate Sponsorship of Artown \$124,000  
Foundation and Government Agencies (less event contributions) \$201,490  
In-Kind \$356,518

**\$868,506**

+

## Friends of Artown

**\$53,815**

+

## Artown Event Sponsorships and Earned Revenue

**\$311,359**

+

## Budgets from Local Presenting Organizations in The Artown Festival

**\$455,312**

+

**Give \$3**

**\$60,279**

## Estimated Artown Consumer Spending

Of the estimated 308,000 people attending the month long festival, 417 responded to the 2011 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 = \$4,812,808  
(Average expenditure per person \$24.04 X 65% of total Artown attendees)

Expenditure gambling = \$677,569  
(Average expenditure per person \$73.33 X 3% of total Artown attendees)

Expenditure on hotel accommodations = \$1,891,428  
(Average expenditure per person \$356 X 23% persons from out of town)  
(Average stay of 5 nights assuming double occupancy)

Expenditure on shopping and gifts = \$1,411,810  
(Average expenditure per person \$35.26 X 13% of total Artown attendees)

Expenditure on special events = \$55,440  
(Average expenditure per person \$40 x 3% of persons from out of town)

Expenditure on shows and entertainment = \$115,500  
(Average expenditure per person \$50 X 5% of persons from out of town)

Expenditure at museums = \$87,789  
(Average expenditure per person \$31.67 X 6% of persons from out of town)

Expenditure on recreational activities = \$1,139,600  
(Average expenditure per person \$37 X 10% of Artown attendees)

Expenditure on sightseeing = \$27,720  
(Average expenditure per person \$30 X 2% of persons from out of town)

**\$10,219, 664**

**Estimated Total Wealth:  
\$13,196,643**

# LOCAL LIFE

Monday, July 18, 2011 • RGJ.com/Living

FOCUS ON: COMMUNITY

CONTACT  
MIMI BECK KNUDSEN  
775-788-6556  
MKNUDSEN@RGJ.COM

SECTION



## UP FOR BID



◀ ALBERT BIERSTADT (1830-1902)  
Mount Rainier (1890)  
oil on canvas  
54 by 83 inches  
Estimate: \$1.5 million to \$2.5 million

▼ CHARLES M. RUSSELL (1864-1926)  
A Dangerous Sport (1924)  
watercolor on paper  
17.5 by 27.5 inches  
Estimate: \$1 million to \$2 million

◀ HARRY JACKSON (1924-2011)  
Pony Express (1967)  
bronze  
18.5 inches  
Estimate: \$25,000 to \$35,000

Coeur d'Alene auction brings action this weekend at Silver Legacy

By Joyce Newman

Special to the Reno Gazette-Journal

It's that time of year again when Western art fans look forward to Reno's own Coeur d'Alene Art Auction. Like the Reno Rodeo, known as the "Wildest, Richest Rodeo in the West," the auction is recognized for its action and excitement.

Not only are some of the nation's finest Western and wildlife artists represented at this auction, but records often are set for sales of these 19th and 20th century artists' works. Having sold a staggering \$200 million in art during the past 10 years, the auction boasts a 95 percent sale rate, a number that Christie's and Sotheby's can only dream of.

This year the sale will take place Saturday at the Silver Legacy Resort Casino.

A preview of some of the fine artworks that will be offered now is available at [www.cdaartauction.com](http://www.cdaartauction.com). You also can order a hard copy of the catalog through the website or purchase the catalog at Stremmel Gallery. Purchase of the catalog allows for two admissions to the auction and preview cocktail party.

The auction's name is misleading. Having begun in Las Vegas in conjunction with the National Finals Rodeo in 1985, the auction later moved to Sun Valley and Coeur d'Alene, Idaho, before it outgrew those venues.

Now, Coeur d'Alene partner and founder Peter Stremmel hosts the auction in his backyard where he is joined by partners Mike Overby from Coeur d'Alene, Idaho, and Stuart Johnson from Tucson, Ariz.

Some of the most prominent art collectors and dealers in the world step up to bid on works by

### IF YOU GO

25th annual Coeur D'Alene Art Auction

**Friday:** Preview is 9 a.m. to 5 p.m. at Silver Legacy Resort Casino Grand Exhibition Hall. Book signing is 5 to 7 p.m. and preview cocktail party is 6 to 8 p.m.

**SATURDAY:** Preview is 8 a.m. to noon, book signing is 10 to 11:30 a.m., lunch is 10:30 a.m. and auction begins at noon.

Purchase of catalog, \$60, allows two entries to the preview and auction including cocktail party and lunch.

**Information:** 775-786-0558 or [www.cdaartauction.com](http://www.cdaartauction.com).

famed painters and sculptors like Charles Russell, Oscar Berninghaus, Maynard Dixon and the favorite of many, Edgar Payne.

Not all of the paintings are wildlife or sporting art. Featured paintings this year include Water for Camp, an 1893 oil on canvas by Russell. Measuring 26 inches by 36 inches, it's estimated to bring \$800,000 to \$1.2 million. Maynard Dixon's 1944 Sculptured Sandstone is a breathtaking Southwest landscape and is expected to bring \$150,000 to \$250,000. And there's a piece by Albert Bierstadt (1830-1902), a German-American painter known for his dramatic Western landscapes. Entitled Mount Rainier, the Hudson River School style work is estimated to bring \$1.5 million to \$2.5 million.

Bidders also will have a chance to purchase works by contemporary painters like Clyde Aspevig, Dan Mieduch, Terry Kelly Moyers, Jim Norton and Gary Niblett.

### Harry Jackson estate

This year, the Coeur d'Alene is representing the estate of Harry Jackson, a sculptor known for his bronze Western sculptures. The auction will include 13 of the artist's personal castings of editions that have been sold out for many years.

Jackson began his artistic career as an Abstract Expressionist. After having served in the Marines during World War II, Jackson returned to the States where he viewed a painting by Jackson Pollock. They two became close friends, and Harry Jackson's career was launched. But the artist's flirtation with the Abstract Expressionist style of painting was short-lived. After traveling to Italy in the early 1950s, he re-embraced realism. His sculptures reflect his early fascination with the cowboys he saw at the Chicago stockyards in his youth.

Jackson also has a Reno connection—he once was married to Bill and Moya Lear's daughter, Tina.

Also featured in this year's Coeur d'Alene are works from the private collection of Paul and Doris Masa from Kalispell, Mont. Owners of the town's Log Cabin Bar, the Masas in the 1960s began collecting Western art. Along the way they sold the bar to devote their energies to the business of buying and selling fine art and during the years amassed a fine personal collection, some of which will be offered at Saturday's auction.

### Sounding alarms

While the Coeur d'Alene partners try their best to avoid surprises, sometimes events

See AUCTION, 2D »

## SURVEY RESULTS

Artown staff and volunteers gathered 417 surveys during the 2011 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>2011%</b>	<b>2010%</b>	<b>2009%</b>
Reno/Sparks	85	85	86
Out of Town	15	15	14

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

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

<b>Category</b>	<b>2011%</b>	<b>2010%</b>	<b>2009%</b>
By Myself	10	8	6
Family	33	36	34
Friends	39	33	38
Children	13	15	14
Out-of-Town Guests	2	4	4
Other	4	4	4

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

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

<b>Category</b>	<b>2011%</b>	<b>2010%</b>	<b>2009%</b>
Artown Magazine	19	25	35
Newspaper	16	16	16
Website	11	12	6
Word of Mouth	19	16	16
Radio	4	4	5
TV	5	4	4
Flyer	2	1	1
E-Mail	1	2	1
Other	18	17	15
On-line Media	5		

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

<b>Category</b>	<b>2011%</b>	<b>2010%</b>	<b>2009%</b>
Yes	84	82	78
No	14	14	15
No Response	1	4	<1
Don't Know	<1	1	7

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>2011%</b>	<b>2010%</b>	<b>2009%</b>
Extremely likely	55	52	53
Very likely	28	33	31
Somewhat likely	14	11	11
Not very likely	2	2	3
No response	<1	1	2

<b>6. Are you more likely to support a business that supports the arts?</b>			
<b>Category</b>	<b>2011%</b>	<b>2010%</b>	<b>2009%</b>
Yes	72	72	76
No	8	8	10
N/A	20	20	14
<b>7. When you attend an Artown event do you also:</b>			
<b>Category</b>	<b>2011%</b>	<b>2010%</b>	<b>2009%</b>
Purchase Food and/or Beverages	65	65	62
Shop	13	14	13
Participate in Recreation Activity	10	12	13
Gamble	3	3	4
Other	10	6	8
<b>8. Which category best describes your race/ethnicity?</b>			
<b>Category</b>	<b>2011%</b>	<b>2010%</b>	<b>2009%</b>
Caucasian (Not Hispanic)	78	79	81
Hispanic	7	3	8
Asian/Pacific Islander	5	2	2
African Descent/Black	2	5	2
American Indian/Native American	3	6	2
Other	2	4	2
No Response	2	2	3
<b>9. What is your occupation?</b>			
<b>Category</b>	<b>2011%</b>	<b>2010%</b>	<b>2009%</b>
Executive or Professional	20	17	16
Clerical or Office Worker	4	4	5
Homemaker	6	4	5
Technical	4	3	3
Sales	3	4	4
Skilled Labor	2	3	2
Self-employed	7	7	7
Military	2	1	1
Student	6	6	7
Retired	17	17	16
Arts Professional	2	2	3
Other	10	11	11
<b>10. What is your highest level of education?</b>			
<b>Category</b>	<b>2011%</b>	<b>2010%</b>	<b>2009%</b>
Less than High School	1	2	4
High School Graduate (or GED)	9	8	9
Vocational School After High School	3	3	2
Some College	28	23	27
College Graduate (Bachelor's Degree)	23	27	27
Post Graduate	20	22	24
No Response	17	16	7

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

Category	2011%	2010%	2009%
Less than \$49,999	23	22	25
\$50,000 - \$74,999	15	16	18
\$75,000 - \$99,999	13	12	12
\$100,000 or more	20	19	20
No Response	29	32	24

11. Do you: **2011%** **2010%** **2009%**  
Own a Home 67 68 68

12. Do you: **2011%** **2010%** **2009%**  
Own a Computer 53 51 54

13. Do you: **2011%** **2010%** **2009%**  
Use the Internet 92 93 92

**IF YOU ARE FROM OUT OF TOWN**

14. Did you come to Reno specifically for Artown? **2011%** **2010%** **2009%**  
**Category**  
Yes 36 17 27  
No 64 83 73

15. Would you recommend northwestern Nevada as a cultural destination to others? **2011%** **2010%** **2009%**  
**Category**  
Yes 78 77 83  
No 3 4 10  
No Response 19 19 6

16. How did you travel here? **2011%** **2010%** **2009%**  
**Category**  
Car 47 42 55  
Bus 0 4 3  
Airplane 17 7 15  
Train 0 1 0  
No Response 36 46 27

17. Where are you staying? **2011%**  
**Category**  
Hotel 23  
Family/Friends 16  
Other 11  
N/A 50

# AUDIENCE COMMENTS

"Thank you, thank you, for doing a tremendous job and keeping culture alive in Reno."

"We are so blessed to have all of you marvelous planners."

"Wow. You all rock! What a year."

"Thank you for bringing Artown to Reno!"

"Nice Program! Artown magazine very nice."

"Keep up the great work!"

"You really out did yourself with the Grane Finale. Thanks for the best night ever!"

"What a bargain for the community you offer."

"I'm so proud of you all and your efforts."

"Our community, county and state have derived nothing but good!!"

"Thank you for another year of Artown."

"I think Artown is amazing and wonderful!"

"I live out of town. Love visiting Reno in July!"

"Thanks to all who worked so hard to make this Artown successful."

"We're having a blast!"

"Outstanding Event""

"Keep it up!!!"

"Another great year! Love you guys!"

## ARTOWN ACCLAIM

- 2011** Reno News & Review Best of Northern Nevada,  
Best Special Event in Downtown Reno
- 2011** Bronze Telly Award for "Give \$3 to Keep Artown Free" Not-for-profit Campaign
- 2010** Gold Addy Award for Artown Festival Poster
- 2010** Silver Addy Award for Artown Encore Brand Design
- 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** Reno News & Review Best of Northern Nevada,  
Best Special Event in Downtown Reno
- 2009** PRSA Silver Spike Award of Excellence for Ongoing Programs,  
Artown's Social Networking
- 2009/2010** National Endowment for the Arts Grand Recipient
- 2009** Northern Nevada Woman of Achievement (Beth Macmillan)
- 2009** Best of Reno Top 101
- 2009** Reno News & Review Best of Northern Nevada,  
Best Special Event in Downtown Reno
- 2008** Reno News & Review Best of Northern Nevada,  
Best Special Event in Downtown Reno
- 2007** Gold ADDY Award / Photography, Black and White
- 2007** Gold ADDY Award / Photography Campaign
- 2006** Reno News & Review Best of Northern Nevada,  
Best Special Event in Downtown Reno
- 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
- 2004** Reno News & Review Best of Northern Nevada,  
Best Special Event in Downtown Reno
- 2003** Reno Gazette-Journal: (Runner-up) Best Special Event
- 2003** Reno News & Review Best of Northern Nevada,  
Best Special Event in Downtown Reno
- 2002** Reno News & Review Best of Northern Nevada,  
Best Special Event in Downtown Reno
- 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