



reno is  
**artown**

**2012 FINAL REPORT**



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

# 2012 Artown Team

## *Staff*

***Beth Macmillan***  
Executive Director

***Susan Zeiter***  
Development Director

***Bryan Wildman***  
Festival Manager

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

***Shayna Liberman***  
Office Assistant

## *Board Members*

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

***Terry McQuattie, Vice Chair***  
U.S. Bank

***Katie Coleman, Secretary***  
IGT

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

***Forrest Bietz***  
Terry Lee Wells Nevada  
Discovery Museum

***Justin Caporusso***  
Waste Management

***Chris Christiansen***  
Grand Sierra Resort

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

***Jennifer Burton Gallop***  
Positively Northern Nevada

## *Outsourced*

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

***Stan Byers***  
Stan Can Creative

***Kate York, CPA***  
Accounting Services

***David Lan, MSCE***  
*Focused Computing*

## ***MISSION STATEMENT***

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



Opening Night: Mickey Hart



Closing Night: Maceo Parker



Discover the Arts: Make a Vase



Chanticleer



Steve Martin and The Steep Canyon Rangers



Opera in Blue Jeans



Michael Feinstein



Family Festival



World Music Series: Delhi 2 Dublin



Imago Zoo Zoo



World Music Series: Oliver Mtukudzi and The Black Spirits



Dancing in the Park: Reno Dance Company



Dancing in the Park: Black Rock Dance Company



Family Series: Earth's Dinosaurs



"Cowboy Up!"



Monday Night Music Series: Reno Youth Philharmonic and Reno Youth Jazz Orchestra



Family Series: BAM



Discover the Art of Drawing



Drum Circle with Mickey Hart



World Music Series-1st Marine Division Band



Theatretworks - Curiosity Cat



Dancing in the Park: Sierra Nevada Ballet



Reno Irish Dance Company



July 4th Fireworks: 1st Marine Band



Discover the Arts



Yo Yo Ma, Kathryn Stott, Joseph Gramley with the Assad Brothers



Preservation Jazz Band and Del McCoury Band and Trey McIntyre Project



MCT's "Wizard of Oz"



Dancing in the Park: Innerrhythms Dance Theatre



David Garrett



World Music Series: Ana Tijoux



Family Series: Let's Go Science

# TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY</b>	
<b>Pushing the Envelope</b>	<b>7</b>
<b>Festival Highlights</b>	<b>10</b>
<b>By The Numbers</b>	<b>14</b>
<b>Beyond Reno</b>	<b>15</b>
<b>Cultural Diversity</b>	<b>16</b>
<b>Volunteers - Making It Happen</b>	<b>19</b>
<b>Collaborations</b>	<b>23</b>
<b>Outreach</b>	<b>25</b>
<b>Next</b>	<b>27</b>
<b>ARTOWN SPONSORS</b>	
<b>Our Major Funder</b>	<b>28</b>
<b>Festival Sponsors</b>	<b>29</b>
<b>Event Sponsors and Partners</b>	<b>30</b>
<b>Grant Funding: Federal, State and Private Foundation</b>	<b>31</b>
<b>Media Festival Sponsors</b>	<b>32</b>
<b>Festival Media Buy and Additional In-Kind Support</b>	<b>34</b>
<b>Media Encore Support</b>	<b>35</b>
<b>Encore Media Buy and Additional In-Kind Support</b>	<b>35</b>
<b>2012 ARTOWN EXPOSURE</b>	<b>38</b>
<b>PRESENTERS, INDIVIDUALS, ORGANIZATIONS</b>	<b>40</b>
<b>FRIENDS OF ARTOWN</b>	<b>41</b>
<b>CREATING WEALTH</b>	<b>44</b>
<b>SURVEY RESULTS</b>	<b>46</b>
<b>AUDIENCE COMMENTS</b>	<b>50</b>
<b>ARTOWN ACCLAIM</b>	<b>51</b>
<b>FEATURED ARTICLES</b>	
<b><i>Reno Gazette-Journal</i></b> - your pocket guide	<b>5</b>
<b><i>KTVN Channel 2</i></b> - Summer is around the corner	<b>6</b>
<b><i>Reno Gazette-Journal</i></b> - Grateful Dead drummer Mickey Hart	<b>9</b>
<b><i>About.com</i></b> - Artown with Kids	<b>12</b>
<b><i>via</i></b> - Artown	<b>13</b>
<b><i>Reno Gazette-Journal</i></b> - The unexpected makes Artown special	<b>17</b>
<b><i>Reno Gazette-Journal</i></b> - Marine plays for hometown	<b>18</b>
<b><i>Reno Gazette Journal</i></b> - Volunteers make Artown possible	<b>21</b>
<b><i>MercuryNews.com</i></b> - Reno becomes Artown in July	<b>22</b>
<b><i>Reno Gazette-Journal</i></b> - Missoula Children's Theatre enriches	<b>26</b>
<b><i>The Sacramento Bee</i></b> - Reno's Artown welcomes Chanticleer concert	<b>37</b>
<b><i>Chicago Tribune Travel</i></b> - Big events for July	<b>39</b>
<b><i>About.com</i></b> - Artown Closing Night	<b>43</b>
<b><i>San Francisco Chronicle</i></b> - Mickey Hart Band kicks off Reno Artown fest	<b>49</b>

**Photographer: Tom Bourke, Artown and RKPR Inc.**

# your pocket guide



# to all things



**Look for the 'little book' in today's home delivered  
Reno Gazette-Journal and at select locations:**

Artown | The Chamber, Sparks | Grand Sierra Resort Concierge | Reno City Hall  
John Ascuaga's Nugget Concierge | Nevada Museum of Art | Sundance Bookstore & Music

RJ-000421333

# KTVN Channel 2



*Posted: Apr 26, 2012 6:04 PM PDT Updated: May 03, 2012 3:30 PM PDT*



*Arianna Bennett*

*Channel 2 News*

Summer is right around the corner, and Thursday organizers gave a sneak peek of the lineup for one of the season's biggest events-- Artown.

The event runs all 31 days of July, and there will be nearly 100 more events to choose from this year. The full official list won't be released for another week, but Thursday we got to hear about a few of the highlights.

"Artown again this year is delivering wonderful stuff for the city," Artown Board Chairman Dave Aiazzi said, "and everyone who comes is going to be surprised again, as they are every year."

This year's Artown will feature the usual outdoor festivals, concerts, art displays, and movie nights that have defined the event for the last 17 years.

As it has grown, organizers said the event's reputation has as well, even across the country. That means some bigger-name attractions. This year you can listen to a jazz band that performed at Carnegie Hall, or even jam in a drum circle with the drummer from the Grateful Dead.

Organizers said these events are always a draw for tourism, but that is not the main reason they do it.

"This is our tribute to the people who live here," Aiazzi said, "to enjoy their river and enjoy their downtown."

"It is a wonderful, wonderful thing that happens in this community for 31 days," Artown Executive Director Beth Macmillan said, "and everyone is very proud to have such a great arts and culture experience in our community."

Organizers plan to release the full list of events on their website on May 1, and they will have a printed schedule out in June. The event begins on the first of July.

# EXECUTIVE SUMMARY

## Pushing the Envelope

Seventeen years and 17 seasons of changing perceptions, pushing the envelope and challenging what some may think they know about the month-long festival held each July, Artown again proves that it's a festival that's not to be underestimated. The July calendar brought nearly 500 events, a new festival record, including more than 160 partners, 100 workshops and more than 33 ongoing events held in over 120 locations to fans of art and culture near and far. The variety of events were supported by Artown fans who continued to pack parks, galleries and exhibits, workshops, theaters and more.

As with previous seasons, our record-breaking July would not be possible without the support of sponsors, Friends of Artown and the numerous presenters and volunteers. The festival is grateful for the collaborations that stand at the forefront of what we do.

Together we've proved Reno IS Artown. After all, nearly 300,000 attendees can't be wrong.

Artown continued to offer more than 65% of its events for free – an average of nine free events per day. With arts partners of all genres and the support of local businesses, Artown continued a successful formula that sets Artown apart as the region's leading arts coordinators.

Over the last year, private donations through Friends of Artown have shown the biggest gains posting more than a 350% increase in individual giving since the inception of the membership program in 2005.

Tremendous support by individuals was shown through the "Give \$3 to Keep Artown Free" campaign with the community helping Artown surpassing its \$30,000 goal to reach \$37,000. The grassroots campaign is made possible by the generous support of two long time festival sponsors: RGJ Media and U.S. Bank. J LH, Inc. supported the campaign by contributing envelopes for the collection process. Contributions continue to come in supporting the "Give \$3 to Keep Artown Free" initiative.

Artown takes on its role as community coordinator with a passion dedicated to the arts and establishing a foundation for future generations. The festival continues to ensure the arts are accessible to everyone. A review 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 high quality local, national and international performances and exhibitions
- To foster dynamic collaborations among arts organizations
- To encourage 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 present educational and outreach programs and multi-cultural presentations
- To leverage marketing partnerships to generate exposure far above what organizations can do individually
- To maintain and improve the artistic quality in the selection of national and international artists
- To continue to reach out to new audiences

In addition to the July 2012 festival, in 2011-2012, Artown's Encore Series brought to Reno Imago Theatre's ZooZoo, David Garrett "Rock Symphonies", the return of Steve Martin and The Steep Canyon Rangers - "An Evening of Bluegrass and Comedy", and concluded with the impeccable Yo-Yo Ma and Kathryn Stott with The Assad Brothers. The Encore series brings artists that the Festival may not normally be able to host in July due to touring schedules, thereby allowing ticketed events to take place throughout the year while also providing funding for the July festival to ensure Artown's staple festival series events remains primarily free.

What began with tremendous anticipation, July 1 continued all the way through July 31. Opening night had a capacity crowd in Wingfield Park. Artown's Monday Night Music Series continued to see a full house at the Robert Z. Hawkins Amphitheatre. Families flocked to Wingfield Park for face painting, sidewalk chalk, and other activities for the Family Festival. World Music Series had the whole park dancing each Wednesday night. And Maceo Parker played to an estimated 5,000 attendees for an incredible closing night.

As we plan for our 18th celebration, we look forward to raising the bar again with new performances, international artists, and of course, the cornerstone of our festival, the integration of our local arts community.



Board Member/Sponsor Rachel Austin face painting at Family Festival

*"I appreciate all the hard work and organizing that goes into Artown activities. There is something for everyone!" .....Kenna Boyer*

**BESTBETS** | JUNE 28 - 4, 2012

**FEATURE** | MOVIES | THE MIX | FOOD | CASINO

# Grateful Dead drummer Mickey Hart taps into the rhythm of the universe

By **Jeffrey Lee Puckett**  
Gannett

**M**ickey Hart has never been a stranger to traveling, in all its forms. Many of his best known and most far-flung trips happened while performing with The Grateful Dead for much of three decades, where he drummed alongside Bill Kreutzmann as one of rock's more formidable rhythm sections.

But that was all just preparation for perhaps his longest and strangest trip, this one to the beginnings of our universe.

"Mysterium Tremendum," the new album from the Mickey Hart Band, features music based on electromagnetic vibrations that date back 13.7 billion years to the Big Bang. While the Big Bang may have given birth to the universe, it was also silent, as sound waves don't travel in space.

But electromagnetic waves do, and when scientists began translating those vibrations into sound, Hart was mesmerized. He quickly began collaborating with scientists at the Lawrence Berkeley National Laboratory, and eventually joined forces with George Smoot III, who won a Nobel Prize in 2006 for his work in defining the Big Bang.

Hart has been tracing the history and significance of drums and rhythm in the world for years, through four books and numerous albums, but three years ago his studies leapt from 6000 B.C. to what he calls "beat one," the original rhythm.

"It fit perfectly into my scheme of things, and who wouldn't want to go back to the beginning of time if that's what you do?" said Hart, who performs Sunday at Wingfield Park at opening night of the annual Artown festival. "Mu-

sicians, they play with time and space. That's the commodity we deal with.

"I've been playing with these larger concepts for a while. I mean, The Grateful Dead was wonderful for that, and this just seems like an extension of it all. To me, it seems quite logical from where I've been to where I am now. I've always been chasing this feeling."

## Song of the universe

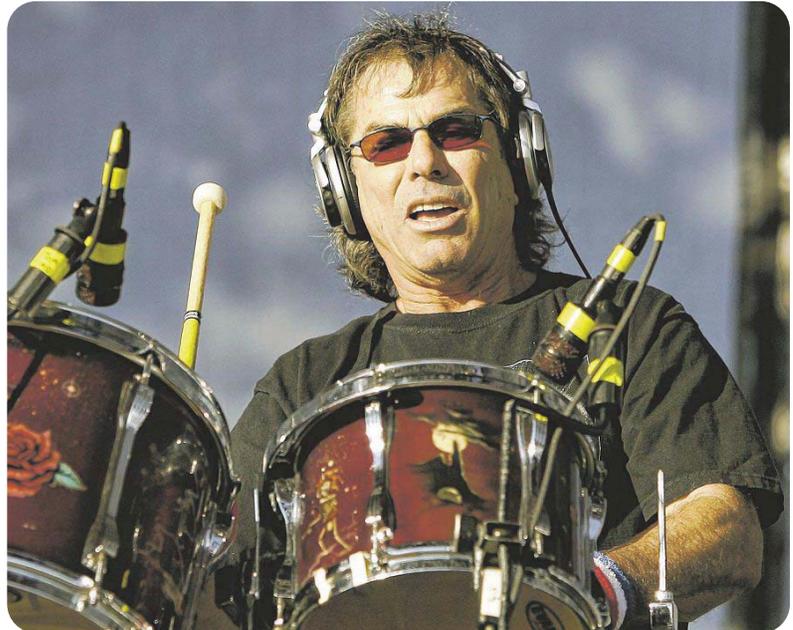
Hart threw himself into hearing the "song of the universe," taking the sounds that Smoot and others had derived through algorithms and turning them into music. The idea was to establish a rhythmic link with the Big Bang, supernovas and other cosmic events, creating a vibration that our minds and bodies recognize and respond to — or a "Space" composed using sounds from space.

The sounds discovered through algorithms are both embedded in "Mysterium Tremendum" and a jumping-off point, and Hart has been thrilled, humbled and awed by the experience.

"The thought of playing, or interacting, or dancing with the infinite universe was too sexy," he said. "I couldn't turn my back on that."

Hart put together a band that would take the project seriously, he said, with Widespread Panic bassist Dave Schools, Tim Hockenberry, Crystal Monee Hall, Sikiru Adepoju, Gawain Mathews, Ian "Inkx" Herman and Ben Yonas.

Grateful Dead fans will be thrilled to learn that the album's lyrics are by Robert Hunter, who wrote the majority of lyrics for The Grateful Dead and was an essential piece of the band's puzzle.



Former Grateful Dead drummer Mickey Hart will open Artown Sunday at 7:30 p.m. at Wingfield Park. GETTY IMAGES

Hart said Hunter wrote almost exclusively around themes of man and the universe, creating a cohesive whole.

But he's quick to warn that it isn't a science project, or a philosophical treatise. The album is a strong collection of songs, not just sounds, with Hart's usual emphasis on deep, potent rhythms.

"The idea was to have fun with this, not make it into a science project," he said. "This tells me where I am in the universe, and it's also a blast. Live, it really stretches and goes into real deep space. The magic happens in a live performance."

### If you go

Hart will be featured in two events; a drumming circle at 3 p.m. and the headlining concert at 7:30 p.m. Details below.

**What:** The Rhythm Experience drum circle with Mickey Hart

**When:** 3-6 p.m. Sunday

**Where:** Idlewild Park, 1501 Idlewild Dr.

**Cost:** Free

**What:** Opening night of Artown featuring the Mickey Hart Band

**When:** 7:30-9 p.m. Sunday

**Where:** Wingfield Park, 1st St. & Arlington Ave.

**Cost:** Free

## Festival Highlights

Artown is fueled by community pride, collaboration and partnerships among the festival itself and the organizers, artists and attendees. Although every event is unique and integral to the Artown festival, the following are some standout highlights:

- Opening Night went retro with the Mickey Hart Band. In Grateful Dead fashion, it all started with the community congregating under the trees in Idlewild Park for an informally style drum circle with legendary percussionist Mickey Hart, the ultimate experience of synchronized rhythmic pitch. Attendees filled the park and grooved with Hart on their own percussion instruments. Following the drum circle, Hart performed to a huge and ready crowd at Wingfield Park to usher in the festival with style and energy.
- The Preservation Hall Jazz Band 50th Anniversary Celebration with Del McCoury Band and Trey McIntyre Project raised the bar. Preservation Hall is a national treasure of traditional New Orleans jazz music. The Del McCoury Band is a world-class bluegrass ensemble that performs original and traditional compositions. The Trey McIntyre Project explores the human experience in transformative and captivating ways through the movement of dance. Together, they created a seamless blend of soul-lifting traditional harmonies and movement as the high and lonesome sound of the Appalachians met the hot and lively jazz of New Orleans to a Reno audience that was on their feet New Orleans style by the conclusion of the performance.
- As Artown's longest running children's series, the free Discover the Arts program continued to grow to include more interactive and artistic hands-on opportunities for youth. The Discover the Arts, a multi-disciplinary series including 22 weekday children's workshops, introduced numerous art forms to more than 2,800 young participants. Highlighting theater, dance, music, poetry, visual arts, crafts and more, the series has featured local and national artists as well.
- On July 4, Artown and its many partners brought the 1st Marine Division Band from Camp Pendleton to Reno. This stately 50 piece band performed show tunes followed by some of America's most patriotic music including music that recognized and celebrated the many veterans who were among the capacity audience in Wingfield Park. Artown distributed American flags to the audience and the Marines walked through the crowd during intermission sharing stories with those who have served our country. At the end of the evening, Artown's gift to the community was a stunning display of fireworks during the band's finale. It was a night that created emotion and intermingled the true meaning of patriotism with the arts. Earlier that day, the 1st Marine Division Band performed outside the VA Hospital.
- The World Music Series continued to celebrate the cultures of the world each Wednesday in July bringing sounds and movements from around the globe to Reno's downtown river bank. This year's series featured Delhi 2 Dublin, dubbed the United Nations of rock'n roll, the Vancouver - based band played an energetic mash-up of Bhangra, Celtic, Dub, Reggae and Electronica; Oliver Mtukudzi & the Black Spirits, called one of the few genuine innovators of the Zimbabwean music scene; and Ana Tijoux, regarded as one of the best female rappers in the Spanish language mixes socially conscious lyrics with production styles that are innovative of Latin influence.
- Tuesday's with Moya provided Artown with the opportunity to hear from the community about their visions for the future community arts center in the newly acquired Lear Theater.

“Artown was so fantastic this year. You and your staff did an outstanding job. Thank you all for what you bring to us.”...Michelle Rosso

- Theater performances continued to fill the calendar with a mix of drama, tragedy, and comedy. Performances were offered by Bruka Theatre, Reno Little Theater, Nevada Shakespeare Company, Good Luck Macbeth, Ageless Repertory Theatre and The Utility Players. The yearly Artown favorite Missoula Children's Theatre, featuring a cast of all-local youth, presented "The Wizard of Oz."
- Seniors continued to play a role in the July festival with the Ageless Repertory Theatre hosting a series of readings as well as the annual event, Moments of Memory's Art from the Hearts of Alzheimer's Artists.
- Artown partnered with festival sponsor Waste Management to incorporate green practices into Wingfield Park throughout the month of July. Waste Management's Solar Trash Compactors and Recycling units were in the park providing festival attendees the ability to recycle plastics, paper and other items. Additional green initiatives within Artown's festival included a materials recycling program in partnership with Northern Nevada Dairymen where milk and juice cartons were incorporated into children's art projects for the Discover the Arts series.
- Each Monday Night during Artown saw two different main stage free offerings – one at Wingfield Park and the other at the Robert Z. Hawkins Amphitheater. One of the most talked about and well received Family Series events was Erth's Dinosaur Petting Zoo with life-sized dinosaurs capturing the imagination of the young attendees and involving the audience in the performance. Other performances included TheatreWorks of Northern Nevada's "Curiosity Cat," BAM Percussion's "The Blue Barrel Show," Colin Concert for Kids and concluding with "The Let's Go Science" Show. The Monday Night Music Series at the Robert Z. Hawkins Amphitheater brought hundreds out each week to see the Reno Philharmonic, the Reno Youth Philharmonic and Reno Youth Jazz Orchestra, a new collaboration with faculty members from the University of Nevada School of Arts classical and jazz courses, Reno Pops Orchestra and concluding with Carmen Lundy, a jazz vocalist.
- Bartley Ranch Regional Park was burnt terribly during the Caughlin Fire last year but our community demonstrated its resilience on July 2 by packing the Robert Z. Hawkins Amphitheater for the first of the Monday Night Music Series performances. The Reno Philharmonic performance opened with a special recognition by Washoe County to the Robert Z. Hawkins Foundation, a foundation that has given a significant gift to the county to rebuild the charred hillside. Those that could not fit within the venue sat on the newly planted grass outside the amphitheater and enjoyed the patriotic music that filled the park.
- Pops on the River delivered a whole new sound with special guest artists Lakisha Jones and Robert Evan to a packed park filled with patrons in costumes and table decorations making it another incredible celebration along the river.
- Nevada Opera took center stage presenting Act II of Die Fledermaus during "Opera in Blue Jeans" in Wingfield Park. The Nevada Opera produced in various venues this year with "Fledermaus at Fuego," "Opera Shorts" at the Steinway Piano Gallery and in various styles, such as "House: the Sci-Fi Opera" in collaboration with the Video Game Symphony, a children's musical "The Grey Ghost of Old Spook Lane," and an evening of patriotic song and celebration with "4th of July Fireworks at the Piano" at Steinway Piano Gallery on July 4.
- As a first time event, the Reno Fashion Show produced by Vanity Entertainment with support from the Siena Hotel Casino, not only brought the art of fashion to the festival but saw attendance way beyond expectations and offered Reno a real red carpet fashion experience.

RENO GAZETTE-JOURNAL

# NORTHERN NEVADA

TUESDAY, JUNE 26, 2012 · RGJ.COM/LIVING

SECTION



CONTACT  
JACKIE GREEN  
775-784-4628  
JGREEN@RGJ.COM



Lana Wadley sits with some of things children need for projects that are free every day during Artown. MARILYN NEWTON/RGJ

# ARTOWN

## Six picks for the 31-day art festival WITH KIDS

By Siobhan McAndrew | smcandrew@rgj.com

Jumping around is encouraged at Artown.

The annual monthlong arts festival that starts Sunday is definitely kid-friendly, said Beth Macmillan, executive director of Artown.

"These are events for families," Macmillan said. "So much is free that if you only stay a short time, you haven't paid for a ticket."

She said it's a chance to expose children to the arts.

"This festival started 17 years ago," Macmillan said. "The kids who went back then are now our adult audiences. You have to hook children now."

Here are six events not to miss:

### Monday Family Nights

Instead of an opening night parade, Artown will have five family nights. Artown decided against an opening night family parade this year because of opening act Mickey Hart of the Grateful Dead.

Every Monday, family friendly activities will start at 5 p.m. at Wingfield Park. There will be face painting, balloon artists, chalk and paint for children and other activities.

Monday nights continue the family fun with performances on the Wingfield stage from 7 to 8 p.m. Performances include "Curiosity Cat," a play about displaced children and homeless cats on July 2; "Erth's Dinosaur Petting Zoo," a theatrical performance with lifelike dinosaurs on July 9; "The Blue Barrel Show," a comedy percussion performance on July 16; the Colin Concert for kids, an interactive musical event for children on July 23; and "The Let's Go Science Show," a scientific extravaganza on July 30.



Heather Miley ponders a question during rehearsal for the play "13 Clocks" Sunday. DANNY DAMIAN/RGJ

### Discover the Arts

Every weekday during July, there are free interactive workshops for children ages 6 to 12. Projects range from creating books, learning about music, dance and magic classes, paper making and watercolor. Most classes are from 9:30 to 11:30 a.m., but times and locations vary.

### Movies in the Park

At 9 p.m. every Friday, enjoy free movies. See "E.T." on July 6; "A Night at the Opera" on July 13; "Strictly Ballroom" on July 20 and "Grease" on July 27.

### Plays

Here's your chance to see free and affordable theater with your children. Performances of "Curiosity Cat," "The Thirteen Clocks," a fairy tale about a prince rescuing a maiden from an evil

See ARTOWN, Page 2C

### TIPS FOR ENJOYING ARTOWN

- » Bring sweaters and blankets for evening performances.
- » Bring snacks and water to performances. No glass containers.
- » If you want to sit close to the stage during Wingfield performances, bring blankets or low lawn chairs. Larger chairs will be relegated to the back of the park.
- » Keep children off the stage for their safety and the safety of the performers.
- » Do not leave your children unattended.
- » Make reservations for plays and ticketed performances. At RGJ.com/facepainting you can reserve a time for your child to have his or her face painted on Family Mondays. Walk-up painting will be done only if available.
- » No pets allowed, so leave yours at home.



## Artown

When: **July 1, 2012 - July 31, 2012**  
Visit website for a specific event schedule

Cost: Most of the events are free

Where: Various locations  
**Reno, NV**

Phone: (775) 322-1538

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

One of the most comprehensive art festivals in the country, with nearly 500 events and 115 venues. Nearly every stage and gallery in town will host world-class acts and exhibits, with churches, mansions, hotels, malls, parks, and street corners taking up the overflow.

## **By The Numbers**

- Nearly 200 volunteers gave more than 2,000 hours of their time to Artown throughout the entire month
- 41,020 was the estimated number of out-of-town visitors who attended Artown
- 8,614 estimated total room nights
- 46,543 unique visitors to the Artown's web site from May through September
- 14% estimated number of attendees that were first time patrons to Artown
- 87% 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
- 81% of attendees stated they would recommend northern Nevada as a cultural destination to others
- 65% of events were offered free – an average of 9 free events a day
- \$37,000 plus was raised as part of the "Give \$3 to Keep Artown Free"
- 4,537 iPhone, Android and BlackBerry combined downloads and updates of the Artown mobile app
- 6.2% increase in Friends of Artown memberships
- Artown's public relations efforts achieved more than 18 million in reach and approximately \$1.1 million in advertising equivalency value

## **Attendance**

Overall 2012 attendance is estimated at nearly 300,000 over the course of the 31 days, however exact figures are difficult to quantify due to the nature of the event. An estimated 14% of attendees were first time attendees, according to a random survey. Although most of the festival offers free admission, ticketed performances by Artown and presenters, such as the Reno Philharmonic's Pops on the River also boasted capacity crowds. 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.



Mickey Hart Opens Artown

## Beyond Reno

The Reno Gazette-Journal recognized Artown in its July editorial for how it has changed the way Reno is viewed locally and nationally. After all, 17 years ago “art” and “Reno” were not two words one would have put together. Today Artown has been recognized by the National Endowment of the Arts, the leading national arts organization, as the recipient of five consecutive National Endowment for the Arts grant awards and is a standout as one of the nation’s most comprehensive arts and culture festivals.

This is tremendous for Artown and the community we represent. The true impact is immeasurable. Think of the child that sees a theater performance and begins to study theater. Someone who believed that age was a factor but decided to paint regardless. A budding musician hidden among the audience who was moved by a performance to pick up an instrument for the first time.

Annually the festival is talked about regionally and nationally, expanding the reach of the festival and growing the image of the community. And that’s good for everyone.

Reading about Artown in the USA Today, Chicago Tribune and VIA magazine, brings the festival to life to others and changes preconceived notation about Reno. In fact, many festival attendees tell us they plan their vacations around Artown and attend each year for a week or more.

In 2012, features on Artown were seen on the pages of the Reno Gazette-Journal daily with “Today in Artown” and on broadcast news outlets. It also appeared in the following news outlets nationally: Associated Press (AP); ChicagoTribune.com; Contra Costa Times; Group Travel Leader; InsideBayArea.com; Merced Sun-Star; Modesto Bee; Oregonian; Pasadena Star-News; Post-Standard; Reno News and Review; Sacramento Bee; Sacramento News & Review; San Antonio Express-News; San Francisco Chronicle; San Gabriel Valley Tribune; San Jose Mercury News; Santa Cruz Sentinel; thetravellinginfo.com; Times-Standard; and Via Magazine.

The news coverage for Artown reached more than 18 million and achieved approximately \$1.1 million in advertising equivalency in media value.



1st Marine Division Band member talking to veterans at Wingfield Park

*"We are very happy that you brought the Marine Band to reno for Artown. We went to the concert at the VA hospital and at the Park for the night concert. After leaving the fireworks, my husband commented that this was the best 4th of July we have celebrated, and we have celebrated at least 52 of them.."  
....Pat Price*

## **Cultural Diversity**

Artown is committed to bringing the community a culturally diverse and inclusive festival. This year Artown celebrated culture and heritage with performances and celebrations from across the globe which included the following:

EVENT	CULTURE
1st Marine Division Band	American - Patriotic
A Celtic Summer's Eve	Celtic
A Night of Egyptian Belly Dancing Under the Stars	Middle Eastern
An Evening of Chanting from Buddhist Traditions	Tibetan, Zen, Buddhist
Ana Tijoux	Chilean
Basque Festival	Basque
Celso Machado	Brazilian
Delhi 2 Dublin	Punjabi, Indian, Pakistani
Discover the Hula	Hawaiian
"Fledermaus at Fuego"	Spanish
Food Bank Concert with Ruthie Fester	American Blues
Gospel Fest 2012	African - American
Oliver Mtukudzi and The Black Spirits	Zimbabwean
Preservation Hall Jazz Band 50th Anniversary Celebration with Del McCoury Band and Trey McIntyre Dance Band	American - New Orleans American - Bluegrass
Reggae/Calypso by Carpenter's Music World	Afro - Caribbean
Reno Philharmonic Orchestra and Chorus	American - Patriotic
Sweet Vibrations: No Comprendre	Latin
Sweet Vibrations: Squeak, Steele, and Ragtime Cowboy Joe	American - Ragtime
Thakur Chakrapani Sing	Indian - Classical
The Tributes: Country Music	American - Country



Reno Irish Dance Company's "A Celtic Summer's Eve"

# VOICES

STEVE FALCONE  
Opinion editor  
775-788-6383 • SFALCONE@RGJ.COM

## ONE VIEW

### *The unexpected makes Artown events special*

Artown is at the midway point of our 31-day festival. One of the most amazing outcomes are those little moments that make it special.



BETH  
MACMILLAN

The recent editorial in the Reno Gazette-Journal recognized how Artown has changed the way Reno is viewed. That's tremendous for us, as it's part of our mission statement to do just that. Artown is an event where you never know what you will see or how you will be impacted.

On opening night, the Mickey Hart Band performed to the largest crowd I have ever seen at Artown. What most people did not know as they ventured into the world of the Grateful Dead, another brilliant musician was in the house. Playing bass was Dave Schools, the bass player for Widespread Panic.

Bartley Ranch Regional Park was burned terribly during the Caughlin Fire last year, but our community showed its resilience on July 2 by packing the Robert Z. Hawkins Amphitheater. This Reno Philharmonic performance opened with a special recognition by Washoe County to the Robert Z. Hawkins Foundation, a foundation that has given a significant gift to the county to rebuild the charred hillside. Those who could not fit within the venue sat on the newly planted grass outside the amphitheater and enjoyed the patriotic music that filled the park — a park that we almost lost.

On July 4, Artown and its many partners brought the 1st Marine Division Band from Camp Pendleton

to Reno. This stately 50-piece band performed show tunes followed by some of America's most patriotic music, including music that recognized and celebrated the many veterans who were among the capacity audience in Wingfield Park. Artown distributed American flags to the audience and the Marines walked through the crowd during intermission sharing stories with those who have served our country.

And at the end of the evening, Artown's gift to the community and city was a stunning show of fireworks during the band's finale. It was a night that created emotion and intermingled the true meaning of patriotism with arts. Earlier that day, the 1st Marine Division Band performed outside the VA Hospital.

The World Music Series provides an opportunity to expose attendees to music that they traditionally may not see or hear. During the Delhi 2 Dublin show, the energy and excitement of the audience was overwhelming, with hundreds of attendees on their feet dancing to the beats on a hot July day. Those who were there will remember the way they felt and how impactful music, and Artown, can be.

What is so amazing about Artown are the experiences. There are surprising moments that nobody, including those who are closest to every detail, such as ourselves, knows until it happens.

If you are thinking about attending an event, be sure to look for those expected and unexpected delights that Artown has to offer — all the while making Reno the best place to live.

*Beth Macmillan is executive director of Artown.*

## POSITIVELY NORTHERN NEVADA

*Marine plays for hometown*

When your son goes off to join the Marines, you hardly expect to see him playing the trumpet at an Artown concert on the Fourth of July. But that's what Lance Corporal Joshua Tucker of Carson City did. Tucker's first formal appearance after joining the 1st Division Marine Band at Camp Pendleton was at a spectacular Independence Day concert at Winfield Park in Reno, complete



JENNIFER  
BURTON

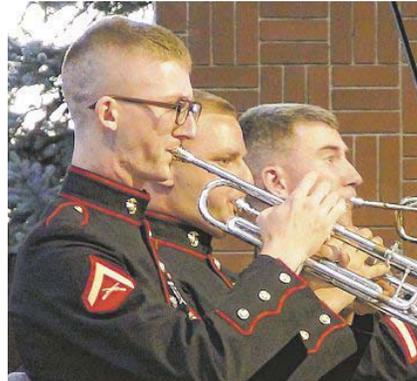
with fireworks.

Joshua joined the Marines after graduating from Carson High School last spring. He started playing trumpet in fifth grade at Fritsch Elementary School. His parents told me he really took to music in high school under band director Jarod Sorum. A visit by a Marine band quartet to Carson High his junior year caught his attention. When he found out he could join the Marines and play the trumpet, he was sold.

Joshua's parents, Andrew and Tammy Tucker, took pictures of their son in his dress uniform, as the band played everything from jazz to patriotic songs. And in typical Northern Nevada fashion, when the emcee's microphone went out during the concert, someone yelled out, "Keep playing," and "Welcome to Reno!" It was all in good fun; the park was full and the Marines were smiling.

The band consists of more than 50 musicians, who play at more than 300 events a year, including state funerals and parades. The Marines rotate into other jobs and could end up in Afghanistan or other far-flung places.

One other note: During their stop in Reno, the Marines played a special concert for patients at the VA Medical Center who couldn't travel to Winfield Park.



USMC Lance Corporal Joshua Tucker, front, plays at an Artown concert. JENNIFER BURTON

## Volunteers - Making it Happen

Nearly 200 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:

- 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 NV Energy, RGJ Media, 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 2,000 hours. Thank you to our 2012 volunteers.



Festival Volunteers

## Volunteers

Jill Andrea  
Ashley Baskin  
Bailey Baskin  
Shelby Baskin  
Nicci Beedle  
Sharon Branch  
Sarah Britt  
Delaney Buma  
Robert Burrows  
Corrie Calderon  
Judy Carlson  
Tina Chapman  
Duncan Coldwell  
Andrea Coldwell  
Mary-Margaret Dale  
Amiee Deutschendorf  
Jack Diamond  
Connie Douglas  
Kathy Drake  
Kathleen Eagan  
Harvey Edwards  
Sally Estevez  
Bruce Euzent  
Vivian Euzent  
Lynette Fernandes  
Conner Fogal  
Diane France  
Nick Frankoski  
Terry Franks  
Robert Gilmer  
Thelma-Lou Graybeal  
Cole Halvorsen

BJ Hartman  
Collin Henderson  
Kienan Herman  
Robert Hoffman  
Jilda Hoffman  
Tanya Howell  
Pat Jarzynka  
Rock Jarzynka  
Linda Jarzynka  
Dr. Robyn Johnson  
Eric Kao  
Karen Kastelic  
Robert Kastelic  
Heather Klitzke  
Dick Kohn  
Kaylynn Konsonlas  
Katie Konsonlas  
Muriel Kronnowitz  
Susan Lee  
Harvey Lee  
Kathy Lester  
Panta Lindsey  
Dave Lippencott  
Bobbie Lippencott  
Kim Littman  
Loretta Low  
Cassandra Lyman  
Patti Major  
Brook Marlowe  
Micheal Marshall  
Harry Meyer  
Maggie Moore  
Richard Moore

Shelly Newman  
Donna Nijmeh  
Laura Palmer-Lopez  
Lindsey Panton  
Sandy Parkins  
Terri Pereira  
Nancy Podewils  
Willie Puchert  
VK Raman  
Mary Reichley  
Josh Riggan  
Samantha Riggan  
Yolanda Rivera  
Linda Robb  
Coryna Samon  
Kathy Schwab  
Joe Sheehan  
Elizabeth Shorrock  
Korrin Skaggs  
Karen Solberg  
Meg Tarble  
Earl Tarble  
Lana Tarbuton  
Grady Tarbuton  
Madalyn Tsugawa  
Daniel Turner  
Rich Van Gogh  
Paul Vansickle  
Diana Vasquez  
Keani Vierra  
Victoria Wallington  
Andrew Watson  
Christine Welch

Mary Wen  
Meg Tarble  
Grady Tarbuton  
Lana Tarbuton  
Gerry Taylor  
Julie Tieman  
Michael Tsaphah  
Suzette Turley  
Rich Van Gogh  
Paul Vansickle  
Keani Vierra

## Volunteer Organizations

Bobo's Street Team  
TheatreWorks of Northern Nevada

## Give \$3 Volunteer Organizations

Terry Lee Wells Nevada  
Discovery Museum  
ESI Security  
Hometown Health  
NV Energy  
Reno Sunrise Rotary  
Tahoe Resources, Inc.  
U.S. Bank  
University of Phoenix



Give \$3 Hometown Health Volunteers



Bobos Volunteers



Discover the Arts Volunteers



Festival Volunteers



CONTACT  
JAMES BALL  
775-327-6726  
JABALL@RGJ.COM

# NORTHERN NEVADA

MONDAY, JULY 16, 2012 · RGJ.COM/LIVING

## FOCUS ON: GIVING



Artown volunteer Forrest Bietz chats with a couple prior to a concert Wednesday at Wingfield Park. Bietz's job this evening was to keep high-backed chairs to the back of the amphitheater. TIM DUNN/REG

# Volunteers make Artown possible

Director Beth Macmillan says team provides valuable customer service

By Gerald Miller  
gmiller@rgj.com

The Artown summer festival, which runs through July, draws thousands of people. Being a small nonprofit organization of four people, Artown leadership has learned the value of having a strong team of volunteers. More than 150 volunteers help make Artown events run smoothly each year and have put in more than 1,800 hours.

Here's what executive director Beth Macmillan said about Artown's volunteers:



### ARTOWN EVENTS

- See Artown volunteers at work at these upcoming events
- » Wednesday Night World Music Series at Wingfield Park
- » Monday Night Music Series at Robert Z. Hawkins Amphitheater
- » Monday Night Family Series at Wingfield Park

# QA

**Question:** With just a staff of four, you've been able to put on very successful Artown events that draw thousands. What's the secret?

**Answer:** We have a full-time staff of four and a part-time festival assistant during the season. The staff is dedicated, very tight-knit and willing to multi-task and cross over to any department. We are a very fluid team who is committed to serving the community. We have a hard-working board of directors who participate actively in many facets of the organization and keep focused on the mission. In addition, we have outsourced contractors who support the staff.

**Q: Why do you think so many people in the community want to volunteer at Artown events?**

**A:** I think the community feels a lot of pride in the festival. People want to be involved. Volunteering gives people a chance to be right in the action.

**Q: Do you have enough volunteers or do you need more?**

**A:** We are always expanding what we do so we are always in need of more volunteers.

**Q: For what types of events do most people want to volunteer?**

**A:** Volunteers help with all kinds of events and projects — from setting up booths in the park to ushering at the Grand Sierra. Volunteers have also

See ARTOWN, Page 3C

## Artown

Continued from Page 1C

helped in the office and have helped Artown do painting projects. We also work with organizations and corporations who have their employees volunteer for the 'Give \$3 to Keep Artown Free' program. We have noticed that corporations encourage employees to volunteer. One of our sponsors, Tahoe Resources, has their employees volunteer and gives them paid time off to volunteer in the community.

**Q: Who on your staff manages the volunteers?**

**A:** Bryan Wildman is the festival manager. Bryan goes and speaks to different places. He recruits the volunteers. He coordinates the volunteers. He assists with the volunteer training. We are actively involved in volunteerism in the community on a staff level.

**Q: What's the key to maintaining good volunteers?**

**A:** Giving volunteers tasks they enjoy and giving them a sense of how big a part of the festival they really are.

**Q: What kind of training do your volunteers get?**

**A:** ESI, our security company, works very closely with our volunteers. They do customer training with us. Training for volunteers starts in May. When we have our volunteers in the park, it's key that they are customer service representatives of Artown. We know that working with ESI that they are well trained in customer service. So, they (ESI) volunteered their time to train our volunteers. That also strengthens the relationship between the volunteers and security. We've done that for two years. Everybody knows what everybody is doing because it's all customer service.

**Q: Tell me about the Bobo's Street Team.**

**A:** Another group of volunteers we work with are Bobo's Street Team. Mary Weneta, from Bobo's Mogul Mouse, she works with the youth and she supervises them. They volunteer as a group to some of our children's activities.

They're a huge assistance to us and we don't have to supervise or coordinate them at all. She has many adults with them. It's a way to teach kids to volunteer in the community. It's an incredible operation that she has created.

**Q: Do you foresee having to change your system any time soon?**

**A:** We will be needing more volunteers to take on larger pieces — more responsibility and leadership — as the festival grows.

**Q: Do you do anything special for your volunteers when it's all over?**

**A:** We do an appreciation party. This year, it will be at the Siena.

## **Travel: Reno becomes Artown in July**

**By Linda Zavoral**

**lzavoral@mercurynews.com**

Posted: 07/01/2012 09:04:54 PM PDT

### **A month of culture**

Every July 1, Reno turns into Artown, with a month's worth of music, art, dance and other cultural experiences. You can listen to world music, admire Southwestern pottery, get spontaneous at a drop-in improv class and take your kids to Wingfield Park for crafts and movies. Nearly half the events and exhibits are free; the ticketed performances include Michael Feinstein, Chanticleer and Preservation Hall Jazz Band. Find the full lineup at [www.renoisartown.com](http://www.renoisartown.com).

## Collaborations

Artown is built on collaboration. Each year, Artown demonstrates how interesting partnerships elevate the level of artistic quality and community involvement in the festival.

<b>Collaborators</b>	<b>Event</b>
Siena Hotel Spa Casino and Vanity Entertainment	The Reno Fashion Show
Body Masterpiece, U.S. Bank, KNPB, Sierra Nevada College, Waste Management, Circus Circus Hotel Casino, Terry Lee Wells Discovery Museum, Bobo's Street Team, Muckel Anderson CPA's, RGJ Media, and Artown	Family Festival on Monday Nights in Wingfield Park
U.S. Bank, Terry Lee Wells Discovery Museum, NV Energy, University of Phoenix, Tahoe Resources, Inc., ESI Security Services, Hometown Health, and Reno Sunrise Rotary	Volunteers for "Give \$3 to Keep Artown Free" Campaign
Jeff Lock and Rob Cook	Color Photography Exhibit and slide shows at Buenos Grill
Artown, Carol Palleson, Colin Ross, Creative Arts Center, Dennis Dobies, Erths Dinosaurs, Four Rooms Dance Collective, Halau Hula O Leilani, Jan Selleck, Kathleen Durham, Keep Truckee Meadows Beautiful, Kellie Lee, Kid-scape Productions, McKinley Arts & Culture Center, Mig O'Hara, Model Dairy, Neil Road Recreation Center, Rachel Armstrong, Rappin Ratz, Reno Philharmonic, Sierra Arts, Sierra Watercolor Society, Lake Mansion, Wilbur May Museum, and Young Chautauqua	Discover the Arts
Waste Management and Artown	Storage bin, solar bins and recycling container
Wild River Grill, River Room Cafe.Lounge, and Artown	Dinner for First Division Marine Band and Opening Sponsor Reception
Maytan Music Center Senior Concert Band and the Reno Christian Fellowship	Presented an evening concert with the Maytan Music Center Senior Concert Band
First United Methodist Church, Squeek Steele, Bella Voce, Brassakwards, and No Comprende	Sweet Vibratiions

<b>Collaborators</b>	<b>Event</b>
Preservation Hall Jazz Band, Del McCoury Band, Trey McIntyre Project, Grand Sierra Resort Casino, and Artown	Preservation Hall Jazz Band 50th Anniversary
Lenox Barns and Artown	Artown Shed in Wingfield Park
California Avenue merchants and local artists	California Avenue Artist's Market
Midtown merchants and local artists	Midtown Artwalk
Siena Hotel Spa Casino and Artown	Volunteer dinner
Art in the Garden, Art on the Hill, yArt Sale, Giving Art, Silver Sage Artists (Inspired by Nature), California Avenue Artist's Market, Portrait Society of Reno, VSA Arts of Nevada, and Micano Home and Garden (Lamp and Sculpture Show)	Day of Visual Art
Nevada Opera Association and the Video Game Symphony	"House" the Sci-Fi Opera
Nevada Opera Association and Fuego	"Fledermaus at Fuego" with performance by guest Miguel Perez
Artown and eNvision Performing Arts	Pre-show for Opening Night with Mickey Hart
Boys and Girls Club of the Truckee Meadows and Artown	Rehearsal for Missoula Children's Theatre
Grand Sierra Resort Casino and Artown	<b>Encore Events:</b> Steve Martin David Garrett Yo Yo Ma Imago ZooZoo Preservation Hall
John Ascuaga's Nugget, Grand Sierra Resort Casino, Reno-Tahoe Limosine and Artown	Lodging and transportation for artists
Northern Nevada Dairymen	Milk containers for Discover the Arts "Green Art" projects

## Outreach

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

- The Mickey Hart Band provided a community drum circle reaching an estimated 1,000 attendees. They invited the Note-Ables, a local non-profit that promotes music therapy to attend and promote their services.
- 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 “Wizard of Oz” at Nightingale Concert Hall.
- The directors of Missoula Children’s Theatre led 20 theater workshops reaching an estimated 600 children 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, The Children’s Cabinet, Kids Kottage (protective shelters for children under the care of Washoe County Social Services), and Wittenberg Hall (temporary detention center for juvenile offenders).
- Artown’s Discover the Arts program offered 22 days of workshops introducing different art forms to more than 2,800 children. Providing early childhood artistic experiences enables these children to grow up to be audience members, patrons of the arts, and artists. In addition, Northern Nevada Dairymen brought milk and ice cream for the children and used the opportunity to educate them on the importance of milk.
- EARTH’s Dinosaur Petting Zoo™ made free appearances to children at the Boys and Girls Club of Truckee Meadows and at the Terry Lee Wells Nevada Discovery Museum.
- Professor Smart and Dr. Knowitall from “The Let’s Go Science Show” stopped by Boys & Girls Club of Truckee Meadows for a sneak peak at the science-infused show. At least 200 children attended.
- Artown partnered with Washoe County School District to arrange for 100 orchestra and band students to observe world renowned violinist David Garrett during sound check for his show at the Grand Sierra Resort and Casino.
- 30,000 flyers advertising family and youth arts programming were distributed through out the Washoe County School District.



Erth's Dinosaurs



## ARTS & CULTURE

# Missoula Children's Theatre enriches young actors' lives

By Geralda Miller  
gmiller@rgj.com

Two touring actors from Missoula Children's Theatre have arrived in Reno from Montana to put on a production of the "Wizard of Oz."

In their red pickup truck, they've got the costumes and set. The only things missing are the 50 to 60 young actors who will comprise the cast for the Saturday performance at Nightingale Concert Hall.

"Everything but the children and the piano player," said Chelle Robinson, tour marketing associate. "It just works. They have a few different sizes of the costumes. Elastic is a beautiful thing."

For the past 40 years, Missoula Children's Theatre has toured the country, putting on hourlong musical adaptations of stories with local youths as actors. The theater's mission is to develop life skills in children through participation in the performing arts. This is the eighth year that they have come to Reno for Artown.

The actors will conduct auditions at 2 p.m. Monday at the Boys and Girls Club of Truckee Meadows. Rehearsals also will start.

They're looking for children entering first through 12th grades, with loud, clear voices and expressive bodies and faces who will listen and follow directions, Robinson said. It takes about 20 hours of rehearsal time to put the show together, so parents must be able to drop off their children daily for a four-hour rehearsal.

Artown executive director Beth Macmillan said they typically don't keep bringing a group back, but made an exception with the Missoula Children's Theatre because of the impact the theater company is making on local youth through preparing for the stage performance and its outreach to other youth in community while they're here.



Local actors perform during the Missoula Children's Theatre production of "King Arthur's Quest" in Yerington earlier this year. MASON VALLEY NEWS FILE

The two actors will go to schools and agencies this week, working with youth who aren't able to audition.

"We target kids who otherwise would not be able to have a theatrical experience," she said. "We serve the 70 kids who are in the production, plus we serve 30 kids in 20 workshops. You multiply that out and the number of kids being served is huge. They're getting an education from the very best. Missoula Children's Theatre is a great, well-oiled machine."

Macmillan said she has seen how the theater company is changing young people's lives.

She remembers a young boy who was having a hard time finding his place in the world. He was cast in a show a few years ago. He made such a strong impression that he was invited to participate with the theater company's "all-stars," who are invited to a special

### MISSOULA CHILDREN'S THEATRE PRESENTS 'THE WIZARD OF OZ'

**AUDITIONS:** 2 p.m. Monday

**WHERE:** Boys and Girls Club of Truckee Meadows

**DETAILS:** Call the Artown office Monday morning at 775-322-1538.

**PERFORMANCE:** 7:30 to 8:30 p.m. Saturday

**WHERE:** Nightingale Concert Hall in the Church Fine Arts building, 1664 N. Virginia St.

**ADMISSION:** \$10; tickets can be purchased in advance at 775-322-1538.

workshop.

"It changed his life," he said. "You never know what's going to change somebody. You just don't know."

## Next

For anyone who has ever attended an Artown event, the spirit that fills the air is palatable. If we could bottle up that feeling and use it throughout the year, we'd be bursting at the seams at our concerts, performances, showings, productions and more each July. However since we are not able to do that we rely on our patrons, volunteers, partners and sponsors to feed to the enthusiasm that Artown creates – something each and everyone one of you does.

And even though northern Nevada continues to struggle with the changing economic environment, the role arts plays in business and the positive influence it has on our youth is vital. While Artown continues to focus on developing collaborations with artists, arts organizations and community partners, our strongest collaborations are those that help us as an organization to continue to bring cutting-edge performances to the community. Collaborations, such as those we have with the Grand Sierra Resort and more recently John Ascuaga's Nugget allow us to bring incredible artists that may not otherwise consider Reno. It allows us to put Reno on the map as a viable city for the arts.

Artown continues to develop programs specifically for youth including those events that take place during July as well as those on a much larger scale. For instance, Artown continues to work with the Washoe County School District on integrating culturally rich programming for students as well as supporting music programs with fundraising for musical instruments. In fact, research shows that students involved in the arts have higher GPAs, lower drop-out rates and are more likely to volunteer in their community. Employers report that creativity is one of the top five applied skills that they look for when hiring. Artown offers multicultural, multidisciplinary art programming that emphasizes the positive influence of arts in personal development. When we provide intergeneration programming we rise above the differences and create opportunities for building and supporting inclusiveness. Real life begins to value creativity, a cornerstone of art, and art becomes recognized for its economic value.

According to the Arts & Economic Prosperity IV, nationally the industry generated \$135.2 billion in economic activity in addition to \$74.1 billion in event-related expenditures by the audiences as well as 4.13 million full-time jobs. The average arts attendee spends \$24.60 per event with findings showing that nonlocal attendees spend twice as much as locals – Artown's survey showed that nearly 50,000 attendees were from out of market or nearly \$2 million in economic impact for northern Nevada. In fact, an estimated 90% of the artists participating in Artown live locally. In addition city employees, restaurants, art shops, supply stores, music stores, production artists and venue owners all provide services and merchandise needed by artists and patrons.

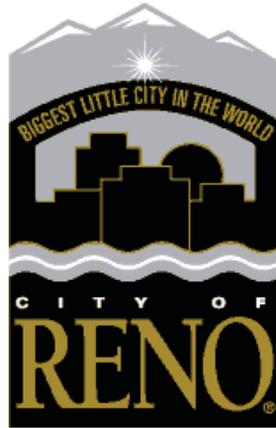
Art is vital to northern Nevada. It helps express our values. It is a conduit to social cohesiveness. It builds community. Artown is a festival for everyone – all age groups, all demographics...everyone. It's a festival that encourages exploration of other cultures and artistic creations.

As we prepare for 2012, we've already started our 2012-13 Encore season. Encore events are held outside July to support the annual festival and to continue to push the artistic boundaries on an annual basis. After all that's what Artown is all about. In fact we see it as an opportunity and an obligation to provide sophisticated and sometimes edgy arts programming to our region. Programming which captures and stretches our imagination. It spurs creativity within our local art community and enhances the livelihood of our region. It blurs the boundary between the art world and the business world by strengthening connectivity. Artown's programming showcases our region nationally and internationally.

Artown continues to serve as a catalyst for economic development and an enhanced community – one that our corporations, businesses nonprofits and all of us benefit from.

*"Artown touches our community in a very special way, and Sierra Nevada College was proud to help support this effort in 2012. In addition to the prestige that comes from the association, the team also worked to ensure that our sponsorship was tailored in a way that benefited all parties."....Schuyler Harrison, Sierra Nevada College*

# 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 17 years the City has championed the month long celebration of arts and culture that attracts enthusiastic audiences to nearly 500 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

**City Contribution to Artown:  
\$125,000**

**Arts & Culture Commission:  
\$15,000**

**Leveraged In-kind Value:  
\$10,000**

**Additional funds awarded through cultural grants for presenters:  
\$39,665**

**Total City of Reno Support:  
\$189,665**

Artown would like to thank all of its sponsors for their generous cash and cash-equivalent support. Sponsorships endorsement provides corporations the opportunity to showcase their support for the arts in our community while simultaneously aligning their organization to a festival that exudes community spirit and pride. Funding provides the opportunity to expose our region to quality programming that spotlights local, national and international artists and performances, and creates events that are culturally diverse, innovative and inclusive.

## Festival Sponsors



**Total Festival Sponsor Support, excluding media sponsors:  
\$198,025**



*"Artown this year was an incredible success for our community and our businesses. As an ongoing festival sponsor, U.S. Bank is very happy with the benefits Artown serves to our community and truly believes that Artown is a great investment not only by business but individuals alike. It is a great partnership for all of us.".....Thomas McQuattie, District Manager, No. Nevada, U.S. Bank.*



*"Waste Management is proud to be a long-standing sponsor of Artown, providing significant charitable contributions and offering environmental solutions that benefit the community in many ways.".....Sarah Sciarani, Communications Specialist, Waste Management of Nevada*

## Event Sponsors and Partners

### **Opening Night**

City of Reno Arts & Culture Commission  
Friends of Artown  
John Ascuaga's Nugget  
Reno Tahoe USA

### **Monday Night Music Series**

Albright, Persing & Associates, LTD.  
Robert Z. Hawkins Foundation  
Washoe County

### **Family Series & Festival**

Circus Circus  
John Ascuaga's Nugget  
Muckel Anderson CPAs  
Sierra Nevada College  
The Thelma & Thomas Hart Foundation

### **World Music**

Give \$3  
Friends of Artown  
Hometown Health  
John Ascuaga's Nugget  
Steinway Piano Gallery of Reno  
Tahoe Resources, Inc.

### **Movies in the Park**

Pioneer Center  
University of Phoenix

Preservation Hall Jazz Band 50th Anniversary  
Celebration with Special Guest Del McCoury  
Band and Trey McIntyre Project  
Grand Sierra Resort and Casino  
IGT

### **Discover the Arts**

Lemelson Education Assistance Program  
Nevada Arts Council  
Northern Nevada Dairymen

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

John Ascuaga's Nugget  
Leonette Foundation  
Nevada Arts Council  
Wells Fargo Foundation

### **Closing Night**

Friends of Artown  
John Ascuaga's Nugget

### **Encore 2011-2012 Season\***

Fox11  
Grand Sierra Resort and Casino  
Steinway Piano Gallery of Reno  
The E.L. Cord Foundation

**\*Yo-Yo Ma and Kathryn Stott with The Assad Brothers**

Special thanks to the Carol Franc Buck Foundation

**Total Event Sponsor Support:  
\$247,638**

## Champion Sponsors

ESI Security  
Focused Computing  
Men Wielding Fire  
Nevada Office Machine  
Pioneer Center  
Port of Subs  
Reno Bike Project

Reno Tahoe Limousine  
River Room Cafe Lounge  
Siena Hotel Spa Casino  
Sierra Bathrooms  
Sierra Tap House  
Trinity Applied Internet  
Wild River Grille

**Total Champion Sponsor Support:  
\$39,348**

## Grant Funding: Federal, State and Private Foundation Support

The Bretzlaff Foundation  
Carol Franc Buck Foundation  
The E.L. Cord Foundation  
Gabelli Foundation, Inc.  
Lemelson Education Assistance  
Program  
The Leonette Foundation  
National Endowment for the Arts

Nevada Arts Council  
Robert Z. Hawkins Foundation  
The Roxie and Azad Joseph  
Foundation Trust  
The Thelma & Thomas Hart  
Foundation  
Wells Fargo Foundation

**Total Grant Funding:  
\$221,242**

**Friends of Artown** Artown's membership program supported the World Music Series, Opening Night, Closing Night and Operations - **\$57,254**

**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 \$37,000 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 J LH, Inc. for supporting the effort! - **\$37,000**

**Total Artown Support, excluding media sponsors:  
\$990,172**



PBS Kid's *Superwhy!* and Word Girl



U.S. Bank's Mural



NV Energy's Bot



Hometown Health



Northern Nevada Dairymen's Cowabunga



RGJ's Deal Chicken

## Media Festival 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 70,000 80-page full-color 2012 July Artown Little Book with 40,000 inserted in home deliveries of the RGJ, 30,000 distributed through Artown; and production and printing of 15,000 24-page full-color 2012-13 Artown Encore Magazines with 11,500 wrapped with RENO Magazine and 3,500 copies distributed through Artown
- 12, full color sponsor ads in the July and Encore Artown Magazines for sponsor advertising
- Advertising campaign for Give \$3:
  - o RGJ.com 250,000 ROS impressions
  - o Home page peel back
  - o RGJ 20" full color ads Sunday, Wednesday and Thursday Best Bets 15 ads, or 700"
  - o Envelope insert into Reno Gazette-Journal, YES and Buyer's Edge, total quantity 280,000
    - Sunday, RGJ home delivery and YES (non-subscribers): 56,000
    - Buyer's Edge (RGJ Wednesday + non-subscribers): 130,000
    - Sunday, RGJ home delivery and YES (non-subscribers): 56,000
    - Sunday, RGJ home delivery and YES (non-subscribers): 38,000
  - o Full page Thank you ad on date to be determined promoting total amount raised
- Full-page thank you ad running 8/5
- RGJ.com homepage online 300x600 banner 7/9-7/15 securing 68,974 impressions, 107 clicks
- Facilitation of collecting face painting sign-ups and providing notifications for opening day festivities
- Opening Night sponsorship to promote face painting to include:
  - o Management and set up of the registration process and face painting fulfillment and confirmation e-mails throughout July; email solicitation for face painting signups
  - o Editorial promotion of face painting sign ups
    - Added Value: Included in overall PR value
    - Peel back home page banner on RGJ.com promoting face painting and the Family Series
- Editorial media coverage received promoting the July festival

**Investment: \$23,705 Total Media Value: \$427,921**

**Total In-Kind Contribution: \$404,216**



- 73, :30 second branding spots aired 6/25-7/29
- 400, :30, :15 and :10 second branding spots aired 6/16-7/28 reaching 4,480,000
- 93 news stories aired including live shots, highlights and mentions with more than 93 minutes (an hour and a half) of air time 7/1-7/31
- "Corner Peel" banner ad on KOLOTV.com serving 649,800 impressions from 6/20-7/28
- Homepage fixed banner on KOLOTV.com serving 600,390 impressions from 7/1-7/31
- 300x250 and 728x90 banner ads on KOLOTV.com serving 12,974 impressions from 6/20-7/28
- KOLOTV.com/enews fixed banner 7/1-7/31 serving 151,200 impressions
- 320x50 mobile wrap 7/1-7/31 reaching 19,576 impressions
- 9 mobile text alerts 7/1-7/31 reaching 19,800 impressions
- 4 KOLOTV.com online stories
- 20 Artown mentions on KOLO's Facebook page with 18,000+ followers from 6/26-7/31 securing 300,000 impressions
- 5 Artown mentions in KOLO's Twitter feed with 5,100+ followers from 6/26-7/31 securing 25,000 impressions
- Preservation Hall 7/2-7/15 :30 second spot 25 paid and 25 bonus

**Investment: \$2,000 Total Media Value: \$84,468**

**Total In-Kind Contribution: \$82,468**



- Production of Artown’s 5-minute promotional DVD to include voice-over, still and video images, audio tracks
- 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 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 ( 5x in July for Monday Family promotion)
- Print Promotion in RGJ with Artown inclusion to promote July Monday Family Event.
- KNPB Characters at Monday Family Events (Bob the Builder, Wyatt from SuperWhy, WordGirl)
- Two ½ page color ads one in July issue and one TBD in KNPB Program Guide to promote Encore
- :15 second on-air announcement on KNPB Channel 5.1 in July – Total of 80 credits
- :15 second on-air announcement on KNPB Create Channel 5.2 in July – Total of 124 credits
- :15 second on-air announcement on KNPB Channel 5.1 and for Encore Events – Total of 46 credits
- :15 second on-air announcement on KNPB Create Channel 5.2 for Encore Events – Total of 45 credits

**Investment: \$0 Total Media Value: \$25,007**

**Total In-Kind Contribution: \$25,007**



**KTHX "The X"**

- 50, :30 branding radio spots on KTHX 6/25 – 7/29
- 40, :30 second on-air promotional announcements for opening night, full-tent setup
- 40, :30 on-air promotional announcements for closing night, full-tent setup
- 40 weekly on-air promotional announcements about the World Music Series 7/4, 7/11, 7/18 and 7/25; jocks to MC
- First Thursday/X-Night at the Nevada Museum of Art May, June and July
- Online support 6/20 – 7/31
  - o 300 x 250 rotating banners with link to Artown garnering 1,877 impressions, 200 clicks
  - o Homepage flipper ad with first position placement garnering 2,456 impressions and 317 clicks
- On-air interviews on Rob’s afternoon show 7/3, 7/11, 7/18 and 7/25
- Preservation Hall 7/2 – 7/15 :60 radio spots with 30 paid and 25 bonus spots

**Investment: \$2,000 Total Media Value: \$31,750**

**Total In-Kind Contribution: \$29,750**



- Preservation Hall 7/2 – 7/15 80, :30 second spots
- Production of TV spots for Preservation Hall, Give 3 and Artown Branding

**Investment: \$1,010 Total Media Value: \$7,920**

**Total In-Kind Contribution: \$6,910**

## **Festival Media Buy and Additional In-Kind Support**

Due to the generous support from our community media partners, Artown messages reached a large audience.

### **Reno News & Review**

- Artown special advertising pull out section in the June 28 edition
- Artown additional news coverage in June and July

**Investment: \$0 Total Media Value: \$90,792**

**Total In-Kind Contribution: \$90,792**

### **Clear Channel and YESCO**

- Electronic billboard exposure June 29 – July 31 with 4 festival messages featuring general branding, opening night, Discover the Arts and Preservation Hall for 181,537 impressions

**Investment: \$0 Total Media Value: \$8,580**

**Total In-Kind Contribution: \$8,580**

### **Reno.com**

- Online support 7/1 – 7/31
  - o Homepage featured ad box 7/1 – 7/14, 23 clicks
  - o Added value events banner ad 7/1 – 7/14, 39 clicks
  - o Email newsletter, 7/11, delivered to 1,111 emails, 262 opens, 32.7% open rate, 83 clicks
  - o Email newsletter, 7/27, reporting not available
  - o Email newsletter text link, 7/21 – 7/31 with 4,097 impressions, 6 clicks
- Preservation Hall online support
  - o Email newsletter inclusion 6/27, 1,097 emails, 402 opens, 36.65% open rate, 5 clicks
  - o Email newsletter inclusion 7/4, 1,105 emails, 505 opens, 45.7% open rate, 11 clicks
  - o Homepage banners 7/1 – 7/14 securing 8,529 impressions, 3 clicks

**Investment: \$1,250 Total Media Value: \$1,450**

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

### **Moonshine Ink**

- Moonshine Ink Brew Blast email newsletter 7/22, 1,046 emails, 319 opens, 31.9% open rate, 108 clicks

**Investment: \$0 Total Media Value: \$63**

**Total In-Kind Contribution: \$63**

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

**Investment: \$29,965**

**Total Media Value: \$677,951**

**Total In-Kind Contribution: \$647,986**

## **Media Encore Support**

### **FOX 11 and MY21**

- David Garrett: 75, :30 TV spots
- ZooZoo: 52, :30 TV spots
- Production of TV spots for David Garrett, Zoo Zoo, Preservation Hall, Give \$3 and Artown Branding
- 236 spots aired at no cost for Give \$3 to give Artown free
- 67 spots aired at no cost promoting David Garrett
- Spots aired at no cost promoting Zoo Zoo

**Investment: \$1,500 Total Media Value: \$10,770**

**Total In-Kind Contribution: \$9,270**

### **KNPB**

- David Garrett program ran Sept. 24 and 25 with taped breaks referencing Artown partnership
- Print ad included in program guide as well as incorporated in various trade publications promoting Garrett program airing
- Dec. 5 breaks were taped live in Studio with Beth with taped breaks running again Dec. 7, 10, 12, and 15.
- On-air promotions
- Inclusion in newsblasts and e-newsletters

**Investment: \$0 Total Media Value: \$5,000**

**Total In-Kind Contribution: \$5,000**

### **KOLO-TV Channel 8**

- ZooZoo: 20, :30 TV spots

**Investment: \$1,000 Total Media Value: \$1,500**

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

### **KTHX "The X"**

- David Garrett:
  - o 162, :60 radio spots
  - o First Thursday radio promotion
- ZooZoo
  - o First Thursday radio promotion

**Investment: \$1,220 Total Media Value: \$2,130**

**Total In-Kind Contribution: \$910**

### **Reno Gazette-Journal**

- Editorial media coverage received promoting the Encore series

**Investment: \$0 Total Media Value: \$12,488**

**Total In-Kind Contribution: \$12,488**

### **Encore Media Buy and Additional In-Kind Support**

Due to the generous support from our community media partners, Artown messages reached a large audience.

### **LOTUS (KOZZ)**

- David Garrett: 60, :60 radio spots

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

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

## **CUMULUS (KNEV, KKOH)**

- David Garrett:
  - o 56, :60 radio spots
  - o Radio promotion 4 pack of tickets

**Investment: \$1,110 Total Media Value: \$2,110**

**Total In-Kind Contribution: \$1,000**

## **Reno Media Group (KRNO)**

- David Garrett: 34, :60 radio spots

**Investment: \$1,270 Total Media Value: \$1,270**

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

## **Charter**

- David Garrett: 496, :30 TV spots
- ZooZoo: 245, :30 TV spots

**Investment: \$1,180 Total Media Value: \$2,000**

**Total In-Kind Contribution: \$820**

## **KRNV**

- David Garrett: 22, :30 TV spots
- ZooZoo: 20, :30 TV spots

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

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

## **Reno.com**

- David Garrett: Banner ad in weekly newsletter, 5 distributions to 16,000 subscribers with a 25% open rate

**Investment: \$0 Total Media Value: \$300**

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

## **Reno News & Review**

- ZooZoo: December Kids issue 1/2 page ad

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

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

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

**Investment: \$11,980**

**Total Media Value: \$42,268**

**Total In-Kind Contribution: \$30,288**

## Mel Shields: Reno's Artown welcomes Chanticleer concert

By [Mel Shields](#)

Bee Correspondent

Published: Friday, Jul. 27, 2012 - 12:00 am | Page 28TICKET

As the pilgrims make their way in Chaucer's "Canterbury Tales," the story told by the monk is pretty dark and dismal. Eager for something lighter, they turn to one of the priests traveling with the prioress.

So starts "The Nun's Priest's Tale" which introduced into literary fame a rooster named Chanticleer, noted for his fine crowing. It is now the name for a male a cappella group known since 1978 for their fine singing.

"We owe a lot to those early guys," said interim musical director Jace Wittig. "They started quite a legacy. They found a niche hungry to be filled just when the early-music movement was gaining steam."

Based in [San Francisco](#), Chanticleer has been called an orchestra of voices with a dozen singers performing Gregorian chants to contemporary jazz, well-known gospel pieces to those written specifically for them. The group arrives at John Ascuaga's Nugget tonight for one of Reno's Artown closing events.

"There are quite a few highlights in this year's program that I'm particularly proud of," said Wittig. "We have a new song written for us by Steven Whitacre, the best-known living American composer of vocal music. We have a Renaissance song by Tomas Luis de Victoria called 'Nigra Sum Sed Formosa,' or otherwise 'I Am a Black but Beautiful Daughter of Jerusalem.'

"And we have a gorgeous wedding poem in 12 parts that crescendos to a splendid climax. And we have three men's choruses from [Richard Strauss](#)."

The theme of this year's tour, which found the group performing in Europe and across the United States, is "[Love Story](#)," but Wittig cautions that there is no music from the famous movie.

"It's pretty typical of our tour shows. We play places like Reno only once every few years and we like to bring an assortment of music around one theme – music from the Renaissance, plain chant, folk, pretty much anything exciting vocally. There is a lot of jazz in the latter portion of the concert, a favorite being a Duke Ellington number arranged with an intimate jazz combo, called 'Creole Love Song' " (9 p.m.; \$35; 800-648-1177 or [janugget.com](http://janugget.com)).

Artown's final week culminates in several big events. The Reno Rainbow Fest is 11 a.m. to 5 p.m. Saturday in Wingfield Park, celebrating gay pride with country recording star Lacy J. Dalton, among others, and sponsored by Harrah's (\$5).

The Reno Jazz Orchestra celebrates the Mambo Kings and Tito Puente on Saturday at 7:30 p.m. in Winfield Park (free). And Tuesday finds the closing concert with a free concert by funk legend Maceo Parker, also at Wingfield (7:30 p.m.).



Lisa Kohler

Chanticleer-based in San Francisco-- With its seamless blend of twelve male voices, ranging from countertenor to bass, the ensemble has earned international renown as "an orchestra of voices."

## 2012 Artown Exposure

### Local

About.com Reno/Tahoe,  
Reno, NV  
Daily Sparks Tribune – Online,  
Sparks, NV  
Edible Reno Tahoe, Reno, NV  
Go To Reno Tahoe.com,  
Reno, NV  
KOLO-TV – Online, Reno, NV  
KRNV-TV, Reno, NV  
KRXI-TV, Reno, NV  
KRXI-TV – Online, Reno, NV  
KTVN-TV – Online, Reno, NV

KTVN-TV, Reno, NV  
Nevada Appeal – Online,  
Carson City, CA  
Petfolio Magazine Blog, Reno, NV  
North Lake Tahoe Bonanza,  
Incline Village, NV  
Northern Nevada Business Weekly,  
Reno, NV  
Record-Courier – Online,  
Gardnerville, NV  
Reno / Tahoe, NVAbout.com,  
Reno, NV

Reno Gazette-Journal, Reno, NV  
Reno Magazine, Reno, NV  
Reno News and Review,  
Reno, NV  
Reno News & Review -  
Online, Reno, NV  
Reno Rambler, Reno, NV  
Reno Gazette Journal – Online,  
Reno, NV  
Sierra Sun – Online, Truckee, CA  
This Is Reno, Reno, NV  
Visitrenotahoe.com, Reno, NV

### Regional and National

Active Rain.com, Online  
American Banking News,  
Online  
Associated Press (AP),  
National  
ChicagoTribune.com,  
Chicago, IL  
Contra Costa Times – Online,  
Walnut Creek, CA  
Daily Journal – Online,  
Franklin, IN  
Green Bay Press Gazette–  
Online, Green Bay, WI  
Group Travel Leader –  
Online, Online  
InsideBayArea.com,  
Oakland, CA  
KFMB-TV – Online,  
San Diego, CA  
KIRO-TV – Online, Seattle, WA  
KLAS-TV – Online,  
Las Vegas, NV  
KPHO-TV – Online,  
Phoenix, AZ  
KSWT-TV – Online, Yuma, AZ  
KTKZ-AM – Online,  
Sacramento, CA  
KTNV-TV – Online,  
Las Vegas, NV

KVVU-TV – Online,  
Henderson, NV  
Merced Sun-Star – Online,  
Merced, CA  
Merinews.com, Online  
Modesto Bee – Online,  
Modesto, CA  
Mydesert.com, Palm Springs, CA  
Nevada Business Magazine,  
Henderson, NV  
Oregonian – Online,  
Portland, OR  
Pasadena Star-News – Online,  
Pasadena, CA  
Post-Standard – Online,  
Syracuse, NY  
Republic – Online, Columbus, IN  
Sacramento Bee – Online,  
Sacramento, CA  
Sacramento Bureau,  
Sacramento, CA  
Sacramento News & Review,  
Sacramento, CA  
San Antonio Express-News,  
San Antonio, TX  
San Francisco Chronicle – Online, San  
Francisco, CA  
San Gabriel Valley Tribune,  
West Covina, CA

San Jose Mercury News,  
San Jose, CA  
San Jose Mercury News – Online,  
San Jose, CA  
Santa Cruz Sentinel – Online,  
Santa Cruz, CA  
Sheboygan Press – Online,  
Sheboygan, WI  
Staten Island Advance – Online,  
Staten Island, NY  
Thetravellinginfo.com, Online  
Times-Standard – Online,  
Eureka, CA  
The Tribune - Online, Online  
U-T San Diego – Online,  
San Diego, CA  
Via Magazine, Oakland, CA  
VIA Magazine – Online,  
Oakland, CA  
WFTV-TV – Online, Orlando, FL  
WHIO-AM – Online,  
Dayton, OH  
Whittier Daily News – Online,  
Whittier, CA  
WPXI-TV – Online,  
Pittsburgh, PA  
WSB-TV – Online, Atlanta, GA

### Total Media Coverage Circulation and Value

**Total Reach: 18,349,043**

**Total Value of Media Coverage (Advertising Equivalency): \$1,122,837**

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# Chicago Tribune

## TRAVEL

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### Big events for July

June 25, 2012 | By Margaret Backenheimer, Special to Tribune Newspapers

July brings a cavalcade of quirky competitions, from the pea-shooting world championship in England to camel races and a beer-can regatta Down Under. The top treat, however, is served up toward the end of July when the Games of the XXX Olympiad kick off in London.

Through Aug. 26: "Picasso: Masterpieces From the Musee National Picasso, Paris," Toronto; 877-225-4246; ago.net. The Art Gallery of Ontario unveils the artist's own collection, 147 works he kept to himself.

Through Sept. 2: Karl May Festival, Bad Segeberg, Germany; 212-661-7200; karl-may-spiele.de. German writer's Wild West stories trigger this annual Wagnerian-scale shoot-'em-up.

July 1-31: Artown, Reno; 775-322-1538; renoisartown.com. Month long arts umbrella unfolds with cowboy poetry, movies in the park and more.

July 5-8: International Royal Palace Fair, Visegrad, Hungary; palotajatekok.hu. Jousting knights court fair ladies at wine tastings in the castle.

July 5-8: USA Cycling Mountain Bike Cross-Country Nationals, Sun Valley, Idaho; 719-434-4200; usacycling.org. 1,000 bicyclists pedal for Stars-and-Stripes jerseys.

July 10-20: International Puppet Festival, Hydra, Greece; 212-421-5777; tinyurl.com/7vybrs5. Island presents hands-on performers.

July 13-15: Montana Folk Festival, Butte; 406-497-6464; montanafolkfestival.com. Open-air music spans the globe, with this year's focus on railroads.

July 14: Lasseters Camel Cup, Alice Springs, Australia; camelcup.com.au. Camel riders compete at this Down Under derby.

July 14: Pea Shooting World Championship, Witcham, Cambridgeshire, England, visitely.org.uk/events/whats-on. Dead-eyes shell targets on the Village Green.

July 15: Beer Can Regatta, Darwin, Australia; beercanregatta.org.au. Boats built of beer cans enter sink-or-swim races off Mindil Beach.

July 19-23: Tall Ships Nova Scotia, Halifax; 902-422-6591; my-waterfront.ca/tallships. This phase of the Tall Ships Challenge salutes the 200th anniversary of the War of 1812.

July 20-22: Great Wellsville Balloon Rally, Wellsville, N.Y.; 585-593-5080; wellsvilleballoonrally.com. The mercury rises with four mass hot-air balloon launches and a parade.

July 20-22: Yarmouth Clam Festival, Yarmouth, Maine; 207-846-3984; clamfestival.com. Clam celebration for the whole clan with parade, diaper derby and canoe race.

July 23-26: World Santa Claus Congress, Klampenborg, Denmark; 212-885-9700; worldsantaclauscongress.com. The world's Santas network at "the world's oldest amusement park."

July 25: Olympic Football, Cardiff, Wales; visitcardiff.com/site/the-olympics-in-cardiff. Women's soccer kicks off the Olympics early at Millennium Stadium.

July 26-29: FloydFest, Floyd, Va.; floydfest.com. Jackson Browne, Alison Krauss and the Drive-By Truckers perform in the Blue Ridge Mountains.

July 27-29: International Pinot Noir Celebration, McMinnville, Ore.; 800-775-IPNC; ipnc.org. Wine-lover and actor Kyle MacLachlan ("Twin Peaks," "Portlandia") adds humor to the mix.

July 27-Aug. 12: Games of the XXX Olympiad, London; london2012.com. The clash of titans in 36 sports dominates the world stage.

July 28-Aug. 5: St. Olav Festival, Trondheim, Norway; 212-885-9700; olavsfestdagene.no. Modern musicians serenade this 50th annual return to medieval times.

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

A.V.A. Ballet Theatre  
AIGA Reno/Tahoe  
Aleph Academy  
Alpengroup  
American Advertising  
Federation Reno  
Arbors Memory Care Community  
Artists Co-Operative of Reno  
Barbara Baxter  
Black Rock Arts Foundation  
Bridgewire  
Campo and the Abbi Agency  
Carol Foldvary-Anderson  
Carpenter's Music World  
Circus Circus  
City of Reno  
Connections  
Controlled Burn  
David Brock  
Dish Truck  
Dr. Ron Williams - Steinway  
Piano Gallery  
Empire Comedy  
Food Bank of Northern Nevada  
For The Love Of Jazz  
Friends of Washoe County  
Library  
Gallery 3  
Grassroots Books  
High Desert Harmony Chorus  
High Sierra Magic Circle  
Historic Reno Preservation  
Society  
Homeslice Productions  
Jazz Q Music  
Jill Altmann and Ryrie Valdez  
(Ryrie's Art & Home)  
Judith Ames Jazz Band  
LeRue Press  
Mark Simon  
May Arboretum Society  
Men Wielding Fire  
Miguel Ribera Park  
Montana Albitre (poster artist)  
National Automobile Museum  
Nevada Humane Society  
Nevada Humanities  
Nevada Stamp Study Society  
Nevada Vocal Arts  
Nevada Wilderness Project  
Nightingale Concert Hall  
Note-Ables  
Opera Bel Canto  
PetFolio Magazine's 12th  
Annual Art Paws  
PolyEsthers Costume Boutique  
Rainshadow CCHS  
Reno Art Center  
Reno Art Works  
Reno Buddhist Center  
Reno Chamber Orchestra  
Reno eNVy  
Reno First United Methodist  
Church  
Reno Irish Dance Company  
Reno Jazz Orchestra  
Reno News & Review  
Reno Rainbow Fest  
Reno Rose Society  
Reno Ukulele Group  
Reno Urban Forestry  
Commision  
Reno Videogame Symphony  
River School Farm  
Riverside Artist Lofts  
Riverwalk Merchants  
Association  
S.T.A.R.S. Vocal Ensemble  
Sage Heart  
Sierra Arts Foundation  
Sierra Nevada Guitar Society  
Sierra Water Gardens  
Sierra Watercolor Society  
Silver Legacy  
Silver State Young Chautauqua  
Association  
Steinway Piano Gallery  
Stremmel Gallery  
Studio on 4th  
Sundance Books and Music  
Tahoe Art League  
The Creative Arts Center  
The Montage  
The Portrait Society of Reno  
The Reno Philharmonic  
The Underground & Tree  
House Lounge  
The Villas in Sparks  
The Wedge Ceramics Studio  
Theatreworks of Northern  
Nevada  
Tim Jones  
TNT & PDC Cheer & Dance  
Toccata  
Tour de Nez Outreach  
Traditional American Music  
Project  
Trinity Episcopal Church  
Truckee Meadows  
Community College  
Truckee Meadows Quilters  
University of Nevada, Reno  
Libraries  
Vintage Wine Shop  
Volunteers of America  
Washoe County Regional  
Parks & Open Space  
Wilbur May Museum  
Wildflower Village  
Wingfield Park  
Word of Life Ministries  
you & me  
Zazpiak Bat Basque Club

Others not listed on this page are mentioned on pages 11, 14, 19, 23, 23-25, 28-36.

# FRIENDS OF ARTOWN

The generous support of our Friends of Artown provides essential funding for the arts, helps educate 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

Heidemarie Rochlin  
**Soul Mate**  
 Wendy and Al Alderman  
 F. Craig Conrath and Brooke Walker  
 Joan Gibb  
 Phil and Jennifer Satre Family  
 Charitable Fund at the Community  
 Foundation of Western Nevada

## Best Friend

Doug Brewer and Viki Matica  
 Laura Brigham  
 Dean and Gloria Smith  
 Foundation, Inc.  
 Bob and Audrey Ferrari  
 Mark and Carol Steingard  
 Family Fund at Tahoe Truckee  
 Community Foundation  
 Pamela Howard and Thomas Castle  
 Shery and Jay Morgan  
 Marsha and Mark Richter  
 Jane Schwenk

## Year Round

Dave and DeLores Aiazzi  
*Muckel Anderson CPAs /  
 Rachael Austin*  
 Lavonne Brooks  
 Thomas Bullard  
 Jim Emme  
 Jim Gallaway  
 James and Mary Kidder  
 Brooks and Diane Mancini  
 Marjorie Marlowe  
 Earl and Meg Tarble

## Companion

Altmann Family  
 Gaia Brown and Lloyd Rogers  
 Lynn Carasali  
 Pat and Johnna Cashill  
 Laurence and Nancy Conzen  
 Leslie Dahm  
 Ira Gostin  
 Ruthann and David Grundy  
 Evelyne Harvey  
 Jay and Allyson Kreimer  
 David Lan  
 Terry Lock  
 Leslie Martin  
 Leann McElroy  
 Hugh and Vicki Rossolo  
 Len and Amy Savage  
 George and Lynda Simmons  
*Twentieth Century Club*  
 Judy Vose  
 Jan and Dick Zintek

## Buddy

Leslie Adams  
 Phyllis Ager  
 Denise and Joseph Altick  
 Ellen Baker  
 John and Betty Barker

Carolyn Bartlett  
 Christina Batjer  
 Kimberly Becker  
 Lorna Benedict  
 Barbara Bentel  
 Gretchen and Forrest Bietz  
 Rayna Brachmann  
 Steven Brazelton  
 Lynn and Kathy Brown  
 Steven and Lois Brown  
 Jennifer Burton Gallop  
 Barbara Charlebois  
 Press and Delores Clewe  
 Tyrus Cobb  
 Charles and Mary Anne Convis  
 Carol Cooke  
 Connie and Tom Davies  
 Francey Dennis  
 Maria Denzler  
*Diamond Vault, Inc.*  
 Denise Drazy-Shedd  
 Ron and Cathy Dreher  
 Robert and Judy Drelling  
 Penny Drucker  
 Beatrice Eichbaum  
 Pat Ellingsworth  
 Patricia Engels  
 Bruce and Vivian Euzent  
 Judy and Dan Fitzgerald  
 Robert and Barbara Fox  
 Cathy Gabrielli  
 Ted Fuetsch and Jane Garfield  
 Ruthie and Jim Garaventa  
 Maryanne Gibson  
 Timonthy Green  
 Mark Grice  
 Jane Grossman  
 Lorraine Giurlani  
 Allison and Jeff Gorelick  
 Peter and Karen Gulash  
 Mary Anne Hawkins  
 Barbara Hawn  
 Barbara Hill  
 Betty and Randolph Holder  
 Frank and Susanne Howell  
 Gretchen Hughes  
 Dorothy Hudig  
 Kathie and Steve Jenkins  
 Honor Jones  
 Sondra Humphries  
 Marcy and Scott Jordan  
 Ginnie and Bob Kersey  
 Evan and Suzy Klass  
 Wayne and Sandra Krachun  
 Gail Kosach  
 Linda Kuraisa  
 Jim Leavitt  
 David Levine  
 Kim Lewis  
 Tony and Loretta Limon  
 Jim and Irby McMichael

Jim and Lynn Megquier  
 Rena Moore  
 Col. And Mrs. Dave Mueh  
 Renate Neumann  
*Nevada Woodchucks*  
 Terry and Lynn Nielsen  
 Jean Norris  
 Barbara Ohlson  
 Lois Parks  
 Robert and Emily Parnino  
 Margo Piscevich  
 Martha Scott Pruter  
 Marilyn and James Rapport  
 Michelle Rosso  
 Jackie Ruffin  
 Bud and Kathy Schonder  
 Will and Diana Scott  
 Michael Schwimmer  
 John Seelmeyer  
 Anne and Don Simone  
 Michael and Karren Smith  
*Speakers Business Services LLC*  
 Miles and Deena Standish  
 Linda and John Swanson  
 Mary and Frank Trampus  
 Karen Traynor  
 Lilliana Trincherro  
 Patricia Tripple  
 Jim and Gail Pfrommer  
*Turning Point, Inc.*  
 Marshall Postman  
 Wheatcraft and Associates  
 Brad Van Woert  
 Linda and Curtis Weagel  
 Imogene and Steve Weldi  
 Cynthia and Al Widman  
 John and Virginia Williamson  
 J.R. Woodford  
 JoLynn Worley  
 Ruth Ann Wright  
**Pal**  
 Adele and Tom Andrews  
 James and Lynn Atcheson  
 Ronda and Russell Bachtell  
 Connie Backes  
 Sandra Backus  
 Ernie Baragar  
 John and Kathleen Bardwell  
 Monique Baron  
 Moira Bengochea  
 Nevada Besso  
 Karen Booth  
 Jane Bowden  
 Linda Brown  
 H. Treat and Patricia Cafferata  
 Judy Carlson  
 Bob and Jan Carusi  
 Judith Carter  
 Doug and Nancy Clary  
 Donna Clontz and Norm Howard  
 William and Cathleen Cobb

Jennifer Cochran  
 Kristie Connolly  
 Lisa Connor  
 Janet Coombs  
 Christine Cox and John Bretemitz  
 Judith and Patrick Costin  
 Patricia Crane  
 Becky and Anthony Czamik  
 Donovan and Jeanne Davis  
 Judith Davis  
 Frankie Sue Del Papa  
 Lorene and Todd DeVito  
 Patricia Downs  
 Martha Durney  
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 Linda Drakulich  
 Thomas and Terrel Drendel  
 Kathleen Eagan  
 Darilyn Ehlen  
 Anne Elliott  
 Terri Elliott and Carl Sievert  
 Robert Edgington  
 Sharon Elorza  
 Jim Emme  
 Sally Estevez  
 Tony and Debby Fakonas  
 Kris Farnsworth  
 Susan Felix-Mueller  
 Lynette Fernandez  
 Jennifer and Ted Files  
 Roy and Dianna Filkin  
 Susan Fittinghoff and  
 Charles Bonney  
 Kristine Flashner  
 Fredrick and Kara Ford  
 Shari and Donald Ford  
 Carolyn and Harlan Fricke  
 Ike Fujishin  
 Edward and Theresa Gandolfo  
 Henry Garell  
 Bidy Gay  
 Kay Genasci  
 Richard Gilbert  
 Mary Goddard  
 Lauren Greenwood  
 Donna Hall  
 Susan and John Hancock  
 Skip and Nilsine Hansen  
 Mike and Mary Havercamp  
 Katrina Hedlesky  
 Lorraine Henson  
 Debby Hertel  
 Noelle Hetz  
 Marilyn Hewitt  
 Mary Jo Higgins  
 Jilda and Robert Hoffman  
 Ryan and Bayra Hopkins  
 Eileen Hough  
 James Hutton  
 Daniel Inouye  
 Rock and Pat Jarzynka

Dan Jenkins  
 Richard Jones  
 Jordan-Hurrlle  
 Tyson and Monica Kales  
 Eric Kao  
 Frederick Karkalik  
 Lorelei Keltie  
 Ann Keniston  
 Clark Kent  
 Mike and Pat Klos  
 Jennifer Lee  
 Susan and Harvey Lee  
 Kerry Leedy  
 Samuel Limerick  
 Ann Little  
 Tim and Nancy Mahoney  
 Rita Malkin  
 Gary and Cheryl Marks  
 Marian and Chuck Marks  
 Carole Maupin  
 Bill and Teri McCready  
 Cynthia Mitchell  
 Daniel Mitchell  
 Wendie Morris  
 Colleen Murray  
 Bill and Lynn Newhall  
 Mary and William Nork  
 BJ and Patrick North  
 Lenette Ogulnick  
 Evelyn Oliver  
 Marcia and Thomas Osloond  
 Ann Owen and Dirk Verhulst  
 Jean Pagni  
 Jane and Thomas Pecsvaradi  
 Jan Pederson  
 Verna Peeler  
 Matthew Pichon  
 Nancy Podewils  
 Sandra Poupeney  
 Meg Price  
 Willie Puchert  
 Steve Pugliese  
 Craig Questa  
 Ralph and Patty Ramacciotti  
*Melvin Ray, CPA*  
 Pamela and Hugh Ricci  
 Randall Richardson  
 Linda Robb  
 Bruce Robertson  
 Romiti Art  
 Cindy Sabatini  
 Carol Salika  
 John and Donna Satterfield  
 Debbie Schneider  
 Marilyn Scholl  
 Evelyn Schultz  
 Ted and Susan Schroeder  
 Elizabeth Shorrock  
 Darolyn Skelton  
 Frances Smith  
 Sharon and Michael Studulski

## Friends of Artown (Cont'd)

Lana and Grady Tarbutton  
 Terry Taylor  
 Carolyn Thomas  
 Douglas Thorman  
 Drs. Sher and Randall Todd  
 Richard and Jennifer Todd  
 Katherine Tresidder  
 Madalyn Tsugawa  
 Anthony Turr and Bonnie Mock  
 Mary Tyler  
 John and Anne Marie Utter  
 Steve VanDenburgh  
 Rich Van Gogh  
 Karen Vetter  
 Gail Vice  
 Charlotte Voitoff  
 Joseph Volcskai  
 Cecil and Dayne Webb  
 Sharon Wells  
 Evelyn Whisler  
 Donald and Willetta Whomes  
 Karen and Steve Wiel  
 Daniel and Judy Wong  
 Yvonne Wood-Antonuccio  
 David Woodin  
 Mary Yamamoto  
 Susan Zeiter  
**Student/Senior**  
 Brigitta and Barth Aaron  
 Bruce Abell  
 Michela Adams  
 David Allison  
 Barbara Anderson  
 Judy Anderson  
 Donna Antraccoli  
 Carolyn Ardalan  
 Dotteelee Barron  
 Michele and Woody Barry  
 Paula Baum  
 Barbara Joan Baxter  
 John Beattie  
 Charles and Joan Bedell  
 Melinda Biancalana  
 Jan Bishop  
 Alice and Lawrence Blalock  
 Robert Blom  
 Ralph Bothe  
 Sandra Bovee  
 Hildi Brandstrom  
 Marina Briefstein  
 Sarah Britt  
 Rob Broili  
 John Burroughs  
 Sue Carano  
 Thomas Camahan  
 Antoinette Cavin  
 Valerie and John Chappel  
 Gil and Sandy Chaput  
 Susan Chern  
 Judith and Michael Chiriatti  
 Barbara and John Chism  
 Rachel Christianson  
 Laurel Christopherson  
 Janet Chubb  
 Ron and Roxanne Claassen

Starr Clifton  
 Patricia Coia  
 Helen Collier  
 Alison Colvin  
 Dave and Gail Corthell  
 Jaak Daemen  
 Rosemary Damron  
 Janet Daniels  
 Nadine DeWitt  
 Patty Dickens  
 Richard and Susan Dimare  
 Tom and Rosemary Dinkel  
 Donna Djukanovich  
 N L Dodson  
 Mary Donnelly  
 Joan Dowling  
 Kathy Drake  
 Lawrence Dwyer  
 Jean Earl  
 Joseph Edwards  
 Beatrice Eichbaum  
 Emre Eldelekioglu  
 Lori and James Elizares  
 Carole and Mike Ennis  
 Becky Erdmann and Don Hill  
 Dianne Evans  
 Donna and Michael Faker  
 Jacki Falkenroth  
 Mardee Farrall  
 Rev. William Faust  
 David Fenimore  
 Paul Ferber  
 Rhonda and Jack Ferris  
 Allison Fiddler  
 John and Wendy Firestone  
 Diane Fisher  
 Sidney and June Forman  
 Elizabeth Francis  
 K. Freeman  
 Grace Fujii  
 Rebecca Garcia  
 Linda and Steve Garrett  
 Catherine Geiger  
 Diana Ghio  
 Kurt Gottschalk  
 Chester and Lena Green  
 Melissa Grill  
 Meri and Ed Gscheidle  
 Ronald and Nancy Gunderson  
 Joanna and John Gutch  
 John Gwaltney  
 Joy Hamilton  
 Jo Ann Hankin  
 Gail Hardy  
 Ed and Karen Hawkins  
 Kathleen Heil  
 C.J. Hensel  
 Winnie Herbert  
 Ruth Hilts  
 Jilda Hoffman  
 Richard Hoffman  
 Dennise and Fred Howard  
 Sharee Howell  
 Don Iddings  
 Kristine Isaacs

Margaret Jacques  
 Warren Jay  
 Sally Jeffers  
 Sheri Jester  
 Margaret Jimenez  
 Warren Johnston  
 Janet Josephsen  
 Paula Kahn  
 JoAnn Karhohs  
 Dr. and Mrs. W. Keenan  
 Scott Key  
 Patty King  
 Heidi and Tim Kinsinger  
 Kass Kirkham  
 Judith Kleidon  
 Mary Knapp  
 Lynda Knepper  
 Maureen Kody  
 Judith Krefting  
 Mr. and Mrs. Lawson-Gilgovan  
 Mr. and Mrs. Mike Lee  
 Kathy Leiser  
 Mary Llop  
 Michael Lollich  
 Susan Lombardi  
 Bernard Lovelace  
 Elizabeth Lovelace  
 Peggy Lowndes  
 Jerry Lux  
 Sandra Macias  
 Shelley MacDonald  
 Michael Machado  
 Joanne Marke  
 Sue and Andy Markert  
 Annette and Larry Marran  
 Mary Marshall  
 Patrick James Martin  
 Dino and Diana Martini  
 Brian Mathews  
 Richard and Sara Mauer  
 Judith Maus  
 Melanie Maxfield  
 Christine May  
 Judith Mayhew  
 Diane McCall  
 Ron and Glenda McClelland  
 Susan McNamara  
 Virginia and Jeff Menesini  
 Rose Meredith  
 Glenn and Joyce Miers  
 Jayna Miller  
 William and Kring Miller  
 Lee and John Moran  
 Naomi Morgan  
 Tammy Murray  
 Mr. and Mrs. John Nazy  
 Edwin and Pamela Nesbit  
 Ronald Newell  
 Tammy and Dave Nichols  
 David and Teril Norman  
 Bill and Lauri Northway  
 Suzanne and James OBrien  
 Harold Oleck  
 Ann Orcutt  
 Leonard and Mary Jean Overholser

Merle-Jim Owen  
 Dixie Parise  
 Suzanne Parlasca  
 Edgar and Nancy Parton  
 Joyce Patterson  
 Ray Piazza  
 Kathy Piccolo  
 Janice and Hall Plummer  
 Elizabeth Pope  
 Hanna Porter  
 Kay Prida  
 Steve and Lavona Quadro  
 Donna Quante  
 Ewa Raines  
 Allan Reinap  
 Don and Michele Reynolds  
 Rosalyn Reynolds  
 Theresa Rice-Dietrich  
 Helen Riley  
 Richard Robbins  
 Georgia Rohrs  
 Jennifer Royle  
 Penny Royce-Rogers  
 Lucretia and DC Ruff  
 Leah Sanders  
 Suzanne Schell  
 Ruth Schulz  
 Mary Schwalbe  
 Jane Scott  
 C. G. Scully  
 Jewel Sertic  
 Chris Shea  
 Joan Shonnard  
 Ron and Diane Shulman  
 Robert O. A. Sihner  
 Bill and Lynda Siminske  
 Annagene Simons  
 Pat Simms  
 Clint Smith  
 Jim and Sue Smith  
 Wayne Smith  
 Sheila Sobell  
 Ruth Spoon  
 Sharon Stanley  
 Loren and Marietta Steward  
 Robert Strejc  
 Felix Stumpf  
 Maribeth Stumpf  
 Joyce Taylor  
 Noreen Taylor  
 Cliff Tedder  
 Eric Thelen  
 Kathryn and Margaret Thomas  
 Ken Tiers  
 Frances Tomasko  
 George and Linda Turner  
 Dave and Gwen Urbanac  
 Charle and Duane Varble  
 Duke and Marion Vermazen  
 Douglas Wachholz  
 Debra Waite  
 Lorri Waldman  
 Helen Wallace  
 Dorothy and Harry Walrath  
 Betty Waltenspiel

Warren Walters  
 Sarah Warmbrodt  
 Ursula Wellman  
 Jewel Wells  
 Donnah Wenstrom  
 Debby Whitsitt  
 Marc Whitten  
 Cathryn Williams  
 Mary Ann Wilson  
 Roxanne and David Wilson  
 Klaus and Barbara Wohlgemuth  
 Beverly Wooster  
 Chamelle Wright  
 Roger Wright  
 John Zamzow  
 Audrey Zuccaro

**Gifts in Honor of  
 Michael Bell**  
 Nancy Bell  
**Gifts in Memory  
 of 9/11 Ten Year  
 Anniversary**  
 Robert and June Sebo  
**Gifts in Memory  
 of William Barrett**  
 MaryJo Barrett



## Artown Closing Night at Wingfield Park

By [Standley White](#), About.com Guide July 29, 2012



*Artown 2012 Closing Night featuring Maceo Parker.  
Image courtesy Artown and RKPR, Inc.*

[Reno's Artown](#) comes to an end on Tuesday, July 31, with the 2012 Artown Closing Night concert at [Wingfield Park](#). The featured performer is Maceo Parker and his funky music band. The show is free and starts at 7:30 p.m.

The show is free and starts at 7:30 p.m. If you want a good spot to set up your chair or spread a blanket, get to Wingfield Park early - Artown shows draw a big crowd.

For a look at Artown performances from previous years, check out the [Artown pictures gallery](#).

**Give \$3 to Keep Artown Free.** With over 60% of its events free, Artown is continuing the campaign to solicit a few extra bucks to support this non-profit organization. The goal is to increase individual contributions so Artown can continue to present the high-caliber free programming attendees have come to expect. You can donate at various venues during Artown or go to the website and [kick in a few bucks online](#).

For those who want even more of Artown, check out the [Artown Encore](#) series that brings top entertainers to Reno at other times of the year. There are some outstanding acts you won't want to miss.

# CREATING WEALTH

## Artown Sponsors

City of Reno Title Sponsorship of Artown\* \$189,665  
Festival Sponsors (excludes media sponsors)\* \$198,025  
Event Sponsors\* \$247,638  
Champion Sponsors\* \$39,348

**\$674,676**

+

## Media Festival Sponsors and Encore Support\*

**\$576,519**

+

## General Media Buy and Additional In-Kind Support (includes Encore)\*

**\$101,755**

+

## Artown Event Produced Ticket Sales and Earned Income

**\$348,223**

+

## Grant Funding (Federal, State and private)

**\$221,242**

+

## Friends of Artown

**\$57,253**

+

## Budgets from Local Presenting Organizations in The Artown Festival

**\$335,452**

+

**Give \$3**

**\$37,000**

+

## Volunteers

**\$45,516**

+

\*Includes cash and cash-equivalent support.

## **Estimated Artown Consumer Spending**

Of the estimated nearly 300,000 people attending the month long festival, 539 responded to the 2012 Artown survey. 14% had zip codes out of the area. The following consumer spending figures are based upon the information provided from the survey results, then applied to attending populations.

Purchase of food and beverages = \$4,638,747  
(Average Expenditure per person \$25.13 X 63% of total Artown attendees)

Expenditure on gambling = \$845,159  
(Average Expenditure per person \$57.69 X 5% of total Artown attendees)

Expenditure on hotel accommodations = \$ 738,306  
(21% of persons from out of town reported staying at a hotel)  
(Average stay of 2 nights.)  
(Average expenditure \$85.71 per night.)

Expenditure on shopping and gifts = \$1,378,624  
(Average Expenditure per person \$39.21 X 12% of total Artown attendees)

Expenditure on special events = \$242,520  
(Average Expenditure per person \$53.75 X 11% of persons from out of town)

Expenditure on shows and entertainment = \$262,490  
(Average Expenditure per person \$53.33 X 12% of total persons from out of town)

Expenditure on museums = \$208,680  
(Average Expenditure per person \$46.25 X 11% of total persons from out of town)

Expenditure on recreational activities = \$1,500,453  
(Average Expenditure per person \$34.14 X 15% of total Artown attendees)

Expenditure on sightseeing = \$92,295  
(Average Expenditure per person \$45 X 5% of total persons from out of town)

**\$9,907,274**

**Estimated Total Wealth:  
\$12,304,911**

## SURVEY RESULTS

Artown staff and volunteers gathered 539 surveys during the 2012 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>2012%</b>	<b>2011%</b>	<b>2010%</b>
Reno/Sparks	86	85	85
Out of Town	14	15	15

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

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

<b>Category</b>	<b>2012%</b>	<b>2011%</b>	<b>2010%</b>
By Myself	6	10	8
Family	40	33	36
Friends	33	39	33
Children	16	13	15
Out-of-Town Guests	3	2	4
Other	3	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>2012%</b>	<b>2011%</b>	<b>2010%</b>
Artown Magazine	13	16	16
Newspaper	15	16	16
Website	15	11	12
Word of Mouth	21	19	16
Radio	5	4	4
TV	6	5	4
Flyer	4	2	1
E-Mail	2	1	2
Other	12	18	17
On-line Media	5	5	N/A
Iphone App	2	N/A	N/A

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

<b>Category</b>	<b>2012%</b>	<b>2011%</b>	<b>2010%</b>
Yes	79	84	82
No	14	14	14
No Response	6	1	4
Don't Know	1	<1	1

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>2012%</b>	<b>2011%</b>	<b>2010%</b>
Extremely likely	57	55	52
Very likely	30	28	33
Somewhat likely	9	14	11
Not very likely	1	2	2
Not at all likely	1	N/A	N/A
No response	2	<1	1

<b>6. Are you more likely to support a business that supports the arts?</b>			
<b>Category</b>	<b>2012%</b>	<b>2011%</b>	<b>2010%</b>
Yes	79	72	72
No	7	8	8
N/A	14	20	20
<b>7. When you attend an Artown event do you also:</b>			
<b>Category</b>	<b>2012%</b>	<b>2011%</b>	<b>2010%</b>
Purchase Food and/or Beverages	63	65	65
Shop	12	13	14
Participate in Recreation Activity	15	10	12
Gamble	5	3	3
Other	6	10	6
<b>8. Which category best describes your race/ethnicity?</b>			
<b>Category</b>	<b>2012%</b>	<b>2011%</b>	<b>2010%</b>
Caucasian (Not Hispanic)	78	78	79
Hispanic	8	7	3
Asian/Pacific Islander	3	5	2
African Descent/Black	2	2	5
American Indian/Native American	1	3	6
Other	1	2	4
No Response	7	2	2
<b>9. What is your occupation?</b>			
<b>Category</b>	<b>2012%</b>	<b>2011%</b>	<b>2010%</b>
Executive or Professional	19	20	17
Clerical or Office Worker	6	4	4
Homemaker	5	6	4
Technical	3	4	3
Sales	3	3	4
Skilled Labor	3	2	3
Self-employed	6	7	7
Military	>1	2	1
Student	6	6	6
Retired	17	17	17
Arts Professional	1	2	2
Manager/Admin.	7	N/A	N/A
Employed Part-time	6	N/A	N/A
Employed Full-time	8	N/A	N/A
Service	<1	N/A	N/A
Other	9	10	11
<b>10. What is your highest level of education?</b>			
<b>Category</b>	<b>2012%</b>	<b>2011%</b>	<b>2010%</b>
Less than High School	1	1	2
High School Graduate (or GED)	11	9	8
Vocational School After High School	2	3	3
Some College	20	28	23
College Graduate (Bachelor's Degree)	27	23	27
Post Graduate	21	20	22
No Response	18	17	16

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

Category	2012%	2011%	2010%
Less than \$49,999	26	23	22
\$50,000 - \$74,999	16	15	16
\$75,000 - \$99,999	13	13	12
\$100,000 or more	24	20	19
No Response	24	29	32

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12. Do you: Own a Home	2012%	2011%	2010%
	70	67	68

13. Do you: Own a Computer	2012%	2011%	2010%
	51	53	51

14. Do you: Use the Internet	2012%	2011%	2010%
	94	92	93

**IF YOU ARE FROM OUT OF TOWN**

15. Did you come to Reno specifically for Artown/this event?

Category	2012%	2011%	2010%
Yes	33	36	17
No	67	64	83

16. Would you recommend northwestern Nevada as a cultural destination to others?

Category	2012%	2011%	2010%
Yes	78	78	77
No	5	3	4
No Response	16	19	19

17. How did you travel here?

Category	2012%	2011%	2010%
Car	45	47	42
Bus	6	0	4
Airplane	6	17	7
Train	0	0	1
No Response	44	36	46

18. Where are you staying?

Category	2012%	2011%
Hotel	21	23
Family/Friends	14	16
Other	8	11
No Response	57	50

## **San Francisco Chronicle**

### **Mickey Hart Band kicks off Reno Artown fest July 1**

**Published 2:58 p.m., Thursday, April 26, 2012**

RENO, Nev. (AP) — The month-long Artown festival kicks off July 1 with a free outdoor performance by former [Grateful Dead](#) drummer [Mickey Hart](#).

The Mickey Hart Band will open the 17th annual festival with the Sunday night show downtown at Wingfield Park on an island in the Truckee River.

Organizers unveiled a list Thursday of nearly 500 events for the 2012 celebration, most of them free. It includes 359 stand-alone events, 33 ongoing events and 102 workshops.

Other highlights include the [Preservation Hall Jazz Band](#), the contemporary dance company Trey McIntyre Project and bluegrass from the [Del McCoury Band](#).

The festival closes July 31 with a performance by funk/R&B saxophone player [Maceo Parker](#).

# AUDIENCE COMMENTS

"Wonderful events! I brag about Artown to all my out of town friends and family..."

"Love the whole month and variety of events."

"Mickey Hart Band as the opening was just amazing! I mean, Mickey Hart from the Grateful Dead!!"

"This is a GREAT way to have family time."

"Art is a great way for my kids to be creative with their minds."

"Keep up the good work. This is why I love Reno."

"Artown events in July are the greatest! Look forward to July every year!"

"Thank you all! Artown is excellent for the community!"

"Keep up the good work - you folks are a real asset to Reno."

"Thank you for a wonderful month of art and music!"

"A full month with loads of activities. You are to be commended. Thank you!"

"This is the best event in Reno!"

"Thank you! We love Artown."

"We look forward to July every year in Reno because of Artown. Especially enjoy Reno."

"Love, love, love all the programs!"

"Thank you - what an inspiring, wonderful experience this is."

"Great month of events!"

"This is an amazing program that I look and many other I know love..keep it going."

## ARTOWN ACCLAIM

- 2012** Artown Executive Director, Beth Macmillan elected Vice President of Western Arts Alliance
- 2012** Reno News & Review Best of Northern Nevada, Best Special Event in Downtown Reno
- 2011** Reno News & Review Best of Northern Nevada, Best Special Event in Downtown Reno
- 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