

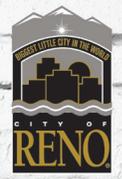
JULY ART 2014



FINAL REPORT

renoisartown.com

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Opening Night for Artown 2014

Mission Statement

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 our region.

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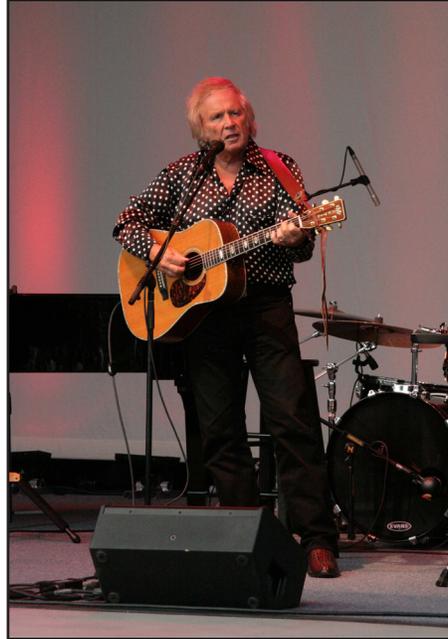
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Photographers: Paula Riley, Artown, City of Reno, Presenters, and The Abbi Agency



An Evening of Chanting at the Reno Buddhist Center



Don McLean performing at the Robert Z. Hawkins Amphitheater



High Desert Stream: Steampunk Expo



Los Lonely Boys playing to a packed house



Carlos Nunez setting up his stage at Wingfield Park



Tour of Nevada History Gallery: Through Artifacts and Photographs presented by the Nevada Historical Society



The Reno Philharmonic playing at the Robert Z. Hawkins Amphitheater

EXECUTIVE SUMMARY

How did we grow into something so unbelievably vital, uplifting and admirable? Artown in July is that and more...

A — R — T — O — W — N

A – Accessibility

Artown is about the community – it is Reno’s festival. It gives locals (and visitors) a means to have access to national and international performances that are unsurpassed in terms of enriching our lives. Everyone was invited to be a part of the 32 days in July (the festival ended on Friday, August 1st). With over 70% of the events and performances free, the community has access to the multi-disciplinary experiences.

Artown provides a platform for the entire community to create their personal Artown during July. Because we have so many events from music, children’s events, dance, theater and then...Controlled Burn, Doors to Recovery, Riverside Artist Lofts, Steinway Gallery, exhibits, tours, literary crawls, pipe organs, storytelling, ensemble concerts, opera, cultural fairs and more, there is something for everyone.

R – Reactionary

Artown reacts to the ever-changing world in which we live using the arts as a mechanism to broaden the global scope of our lives. We challenge audiences to expand their definition of culture by offering a festival that pushes boundaries and enriches lives.

“The show must go on” is a phrase in show business meaning that regardless of what happens, whatever show has been planned still has to be staged for the waiting patrons. This was Artown’s mantra this year with the influx of inclement weather, the grounding of Bartley Ranch’s Los Lonely Boys aircraft in Texas and the transportation delays and disruptions with World Music Cuban artists Conjunto Chappottin y Sus Estrellas in Sacramento. Artown was proud to be a master of this phrase. Truly, the shows did go on!

T – Transformational

That is what we have done over the 19 years with Artown. We have transformed our community into a thriving arts and culture region. From the transformation of Midtown, Holland Project, the addition of downtown’s Terry Lee Wells Discovery Museum, new art galleries, river walks, art walks and district walks – we are constantly transforming the soul of Reno.

The core vision for Artown continues to be within our own community, but we also strive to include visitors to our area for the Artown experience. This year we placed colorful billboards in highly visible traffic areas. Both 14’ x 48’ boards were on Interstate 80 with one in Sparks, Nevada and one in Colfax, California. Of course, national exposure continues to be at the center front of our marketing goals; this year, USA Today asked us to be included in the new on-line Explore America segment “Best Of”—“Best Of Festivals.”

O – Outstanding

This truly described the month of July in Reno. Where else can children explore the arts, become a balloon character in the Wizard of Oz or attend a family-friendly fire art experience with Compression? Artown boasts local children performing in a production of Rapunzel, living legend Don McLean serenaded us with American Pie and a closing night extravaganza in the park with hip hop rock sensation Ozomatli. The depth of the festival is outstanding.

Partnerships are essential to our organization; collaborations create different levels of support ranging from marketing, promotions, execution and logistics. The year began with a partnership between local artist, Whitney Myer, as the Friend



of Artown Ambassador that developed a collaborative model for us to use throughout the year. We continue to focus on the outstanding talent in Reno as well as the region. This enables Artown to provide the basis for the community to explore the arts at little or no cost.

W – Whimsical

Quirky, unusual, imaginative, original, creative, amusing, playful.

“The People” Project. Collaborations are essential to successful marketing. Included this year was our partnership with The Boys and Girls Club of Truckee Meadows. We received 50 statues (a.k.a. “The People”) that were used as a marketing icon for Artown. In order to be effective in our creative concepts, we asked the local Boys and Girls Club to design “The People” and create their own icon. The children were inspired by local signature events as well as a means to express their individual creativity. We had an Aces statue, a Spiderman, an African themed boy and many others. The results were impressive and were placed in Wingfield Park every night. KOLO News 8 featured the children and statues during the local news. The message was that we not only cross marketed with other non-profits, but created a model for us to use in the future. Non-profits teaming up with each other to build awareness, creativity and momentum.

By inspiring and educating children, they learn traits that will help them as an adult - working as a team, leadership, creativity, developing a thought process and finally seeing their final project and the crowds that gathered around them. By utilizing our “People” as an integral part of our branding campaign, we created a fun and unique way to showcase our events.

Monday Family Series. Bugs, balloons, songs, spiders, theater and PBS TV personalities shared the stage and audience applause every Monday at Wingfield Park. This entertaining and family inspired series continues to be a highlight of the festival. Headliners were: a theatrical production of “Charlotte’s Web” on July 7th; madcap balloon artist, Allyn Gooen, created a unique performance of the “Wizard of Oz” on July 14th; an interactive musical performance from Norman Foote on July 21st and the series closed with PBS KIDS celebrities, Mr. Steve and Miss Rosa on July 28th.

One evening the children were mesmerized by local dancers dressed as a praying mantis, butterflies and more. These colorful characters may return to the stage next year as weather dampened this year’s experience. Emceed by Connie Wray from Reno Media Group, we showed the community that families are the crux to our community and Artown. Each week, organizations lined the park with booths featuring free activities.

- Downtown Sparks Kiwanis held interactive art projects that were integrated with the headliner’s weekly theme. During the Charlotte’s Web performance, children created lollipop spiders with pipe cleaners. At the Mr. Steve and Miss Rosa (PBS KIDS) performance, individual music shakers were created out of toilet roll papers and individually decorated. During one of the evenings, Fruit Loop necklaces were the main project
- Children selected from designs ranging from flowers to dinosaurs with free face painting



Colorful characters at Monday Night Family Series

- Grassroots Book gave away free books each week
- The Terry Lee Wells Discovery Museum offered hands on activities and information about the museum's camps and programs
- KNPB featured projects each week - bracelets created with pipe cleaners; coloring pages with stamps; interactive iPads with PBS KIDS games and free reading logs and bookmarks were distributed to encourage summer reading
- Sketching, painting, and giggles galore from the Girl Scouts of the Sierra Nevada. Girls explored their inner artists at this year's Family Festival by creating colorful sketches and paintings. Scouts earned their very own Painting and Drawing Girl Scout badges to proudly display on their uniform
- Live appearances by Clifford The Big Red Dog, Bob The Builder, Buddy and Curious George sponsored by KNPB Public Television
- Cuddles the Clown created balloon animals each week sponsored by Circus Circus Hotel and Casino
- Children painted on a wall mural sponsored by U.S. Bank

N – Never

We never want to go back to the way Reno was. We remember 19 years ago when the vision was to transform Reno into a vital and economic cultural center. There was no kayak park, no arts district, no reveling in Wingfield Park, just hot summers. Reno is truly Artown!

THE SHOW MUST GO ON

The Show Must Go On was the motto of our July 2014 Festival. Advance preparations can never account for unexplainable events. This season, we experienced many obstacles and challenges yet Artown was determined to make the show go on and that is exactly what we did. Unlike the weather, many challenges were invisible to the audience complementing the seamless abilities of the Artown team.

We faced airline interruptions and delays with Los Lonely Boys due to first an aircraft mechanical error in San Angelo, Texas, then air space being closed in Austin due to President Obama's arrival on Air Force One. Finally, a private charter was secured and the group arrived in Reno with a slight delay. They were exhausted due to the long journey but put on an excellent performance for the exhilarated crowd of 1,000.



Come rain or shine, the Artown crowd came out for each event.

The weather is always a topic of discussion especially in Reno. July 2014 had the harsh weather patterns with the week leading up to Opening Night reaching daily highs of 105 degrees. One Family Series in particular experienced treacherous weather with such heavy winds, it was raining sideways. Pop up tents were destroyed and banners were torn in half by the high speed gusts. However; the show went on.

Simultaneously, blue skies appeared in south Reno just in time for the Monday Night Music Series at Bartley Ranch to begin. Attendees came prepared, which made for a colorful umbrella gazebo in the audience. Interestingly enough, immediately following the festival in August, there was a total of 1.08 inches of rain which is 0.85 inches above normal. Coincidence or not, Artown ended just in time for the unexpected rainfall.

World Music Series headliner Conjunto Chappottin y Sus Estrellas, had never been to the United States. To show hospitality and make the transfer easier, Artown coordinated their transportation to Reno from Sacramento. Due to the heat, the vehicle broke down. The group, unable to communicate in English, patiently waited for a new bus from Reno to arrive.

HEADLINES AND HIGHLIGHTS

Opening Night. On July 1st was a celebration featuring opening act, Sherrie Austin and headliner band, Mountain Heart, a 6- piece group that combines elements of rock, jam band, country, blues, jazz, folk and Bluegrass music into a high-energy sound. Keeping fresh with the music industry trends, Artown hand picks entertainment to reinforce our vision of interconnecting the community through the arts. Introductory remarks were made by Councilmembers Jenny Brekus and Hillary Schieve.

Artown's New Series. Of special note this year is the new private/public partnership that we developed with Washoe County when we presented a new gated series at the Robert Z. Hawkins Amphitheater every Thursday night. All four performances reached capacity houses and this series will continue in 2015.

Headliners included: Texican Rock and Roll artists and brothers, Los Lonely Boys, who rocked the house on July 10. Leading musician, guitarist and composer, Jesse Cook performed acoustic elements from around the globe on July 17th. Judy Collins, a long-time American favorite, sang folksongs on July 24 with her interpretative blend of pop, rock and roll and show tune standards. Legendary singer and songwriter, Don McLean, wrapped up the series on July 31 with his classic hits such as "Vincent" ("Starry, Starry Night"), "Crying," "I Love You So," "Castles in the Air" and "American Pie." These events were ticketed because of the quality and entertainer recognition. Sold-out performances were threatened with rain but the weather cooperated producing double rainbows for the finale. The series was emceed by County Commissioner David Humke and John Slaughter, Washoe County Manager.

Monday Night Music Series. Held at the Robert Z. Hawkins Amphitheater at Bartley Ranch, Monday Night Music Series included highly entertaining shows featuring local musicians Colin Ross and Mig O'Hara on July 7; singer Perla Batalla with The Leonard Cohen songbook performance on July 14; The Reno Philharmonic on July 21 and boogie woogie pianist Michael Kaeshammer on July 28. Appealing to all generations, this free Monday Night Music Series attracted an audience that echoed throughout the Robert Z. Hawkins Amphitheater as they sang along and danced with each performer. Emceed by David Stipech, General Manager and Danna O'Connor, Morning Edition Host with KUNR Public Radio.

With the support from our partners, we were able to provide **World Music Series** free to attendees and allowed the community to experience a variety of global cultures not typically familiar in this community. Each Wednesday night at Wingfield Park there was an estimated capacity attendance of 3,000 people. The artists were Na Lei Hulu I Ka Wekiu (Hawaiian); Carlos Nunez (Spanish); Mariachi Sol de Mexico de Jose Hernandez (Mexican); New York Gypsy All-Stars (Baltic) and Conjunto Chappottin y Sus Estrellas (Cuban). Emceed by Sarah Johns Evening Anchor with KOLO 8 News Now.

Dancing In The Park continues to be a mainstay of the weekly Artown series. Since its inception local, regional and national dancers have graced the stage at Wingfield Park every Tuesday at dusk. This year, dancers were represented from the Northern Nevada Dance Coalition, Sierra Nevada Ballet, Innerrhythms Dance Theatre and Rhythmatrix and Heart and Sole Dance Academy. KOLO 8 News Now Evening Anchor, Sarah Johns, emceed this series.



Pops On The River commemorated 20 years of Pops in downtown Reno on July 12th. 2,000 guests enjoyed their favorite Broadway tunes mingled with great food, wine, themes, costumes, prizes and plenty of fun in Wingfield Park. The Reno Philharmonic Orchestra, under the direction of Laura Jackson, celebrated the best of Broadway. Crowds were enthralled with the unique styles of guest vocalists, Susan Egan, Gary Mauer and Anne Runolfsson.

Day of Visual Art has been bundled up into one day to showcase the many talented artists in Reno. Crowds came in droves to the Old Southwest neighborhood backyards where residents combined their offerings for the public to experience. Included is a family reunion that takes place each year on La Rue Avenue with generations of artists work on display and for sale; the annual YArt sale on Mt. Rose Street and Art In The Garden on Monroe Street. Celebrating its 13th year with Artown in the picturesque garden settings, this sprawling neighborhood is transformed each year into a walking visual arts gallery. In other parts of town, there were tree walks in Idlewild Park, Micano Home Garden Decor art galleria, Reno Rose Society presented the visual art of roses in Idlewild Park, there were 50 years of Wild Nevada at the Nevada Wilderness Headquarters, guided museum tours of the Nevada Museum of Art, Pawspective Art Show at the Nevada Humane Society and much, much more. The Day of Visual Art is truly an exceptional experience looked forward to each year.



Sunshine, friends, gardens to admire and beautiful artistry- the Day of Visual Arts

Workshops and Exhibits. Throughout the month, 76 entities such as VSA Nevada, Arbors Memory Care Community, community centers, The Clay Canvas, Sierra Arts Foundation, Wildflower Village and others created workshops and exhibits to highlight the many aspects of cultural arts in our area.

Movies in the Park is always a popular event and this year was no exception. Wingfield Park was transformed into a movie theater after dark on Friday evenings. Audiences enjoyed the full moon and Zomboo from KOLO 8 News Now on July 11th for the 40th anniversary showing of Mel Brooks "Young Frankenstein." Clark Cable and Marilyn Monroe once again discovered each other in "The Misfits" on July 18th and the plucky red- haired orphan "Annie" came to life on July 25th with opening remarks from Board Member Rachael Austin of Muckel Anderson CPAs.

Closing Night is symbolic for many reasons. It is the culmination of the preceding 31 days rolled into one package. A party celebrating the close of the month and all that the audience experienced. It is a celebration of the arts community, the conclusion of the July festival and simply put- a night to explode. The entertainment must be vibrant and unique

maintaining our mantra to expect the unexpected.

With the traditional flair and element of surprise, multi-cultural Grammy winning band, Ozomatli ignited the audience with a sense of vitality on July 32nd (August 1st). This group brought the community together with a mix of salsa, jazz, funk, reggae, rap and much more. The party continued with the band parading through the audience in a fun, exciting and pied piper style. Truly, a night to be remembered and a superb end to July.

Downtown, Midtown and More. During the 2014 festival we exceeded our commitment to offer our community quality arts and cultural activities. The festival had over 500 events in 32 days. We partnered with more than 100 organizations and saw an estimated attendance of 300,000. Our presenting partners are key in creating a vibrant and colorful July. All of Artown's events in Wingfield Park and the Robert Z. Hawkins Amphitheater were at capacity, even when rain threatened to cancel events on occasion. Art walks celebrated many art forms in downtown Reno and the newly gentrified Midtown District.

Together with our artistic partners, we provided a comprehensive experience and offered something for everyone. By offering approximately 70% of the events free we have created an inclusive environment. The Burning Man Festival continues to penetrate throughout Northern Nevada and Compression brought art cars, fire art, flame effects and sculpture art to downtown Reno. Many arts education opportunities were offered enabling our audiences to participate as artists. There were events celebrating seniors, concerts in churches, art exhibits in restaurants, galleries and beautifully decorated gardens. Seniors starred in the Ageless Repertory Theater productions; popular music events took place at Trinity Episcopal Church and First United Methodist Church. Our youth celebrated the entire month through our hands-on Discover the Arts weekday free program that allowed 3,157 participants to explore many artistic genres. Local theater performances took place at many traditional theaters and non-traditional environments. There were musical performances in coffee bars, bookstores and art galleries. Art exhibits in restaurants and gardens. Cultural celebrations included a Gospel Fest, Romanian Festival, Basque Festival, Pride Festival and a Burner Folk Festival. Wherever you went during July, you could and would stumble upon interesting, unique, edgy and traditional events.

Keeping ourselves fresh, new and edgy, we always seek out new partners and presenters. The following are some of the new artistic presentations:

- Caughlin Ranch homeowners presented a Sunday night music series "Concert on the Green"
- Historic Reno Preservation Society provided the history and tours of Reno's Jewish Cemetery
- The art of rock making at Fred and Wilma's Rock Quarry
- Silent Disco at River Farm
- Art exhibits in neighborhood shops: Buenos Grill, Walden's and Bighorn Olive Oil Company at Mayberry Landing
- Bryce Chisholm (2014 Poster Artist) showing at BVW Jewelers on Foothill Road in South Reno
- Creative fun fair celebration at McKinley Arts and Culture Center
- An art exhibit featuring local works and a major national display of reused and recycled materials at the Mathewson-IGT Knowledge Center, University of Nevada Reno
- Bastille Day Revolution on the River celebration in the Powning District
- LeRue Press open house at Reno's operating press plant
- Creative and decorative fish hung and displayed along the Truckee River

ARTOWN MAKES AN IMPRESSION

KNPB Documentary. KNPB, the Northern Nevada PBS affiliate, followed Artown for a year and made a 90 minute



documentary, which recorded every aspect of the festival from the planning and booking to the implementing and wrap up part of the festival. KNPB described the documentary, “The Work of Art: Artown will take us behind the scenes of Reno’s annual art festival, examining its history and impact. The film highlights diverse groups making a difference within our community: a church helping businesses revitalize a neighborhood, a program utilizing art to improve the quality of life for seniors suffering from dementia, Burning Man adding cultural and artistic diversity, and more.”

2014 Poster Artist. The 2014 poster was created by local artist Bryce Chisholm. His love of street art was inspired by under-valued beauty in compelling raw work of street artists. Coming upon a beautiful mural in an alley leaves him with a strong impression. This powerful type of messaging inspired him to push his art in a way that portrays human emotions with a raw street feeling. This led to our 2014 Poster depicting a street musician, a child painting and the arch of the Wingfield Park amphitheater amidst the Truckee River fork.

Website – www.renoisartown.com. To further convey our messaging, we contracted with JM Studios to improve Artown’s website and create a user friendly, interactive site. Our unique visitors for July alone were 40,170 with combined hits May – July 5,873,886.

Western Arts Alliance. Artown continues to grow and broaden the reputation of Reno. This year, Executive Director Beth Macmillan will continue to expand her commitment to the arts with her recent appointment as President of the arts organization, Western Arts Alliance. This recognition reiterates the national exposure and recognition that Artown has in the arts world. We gain invaluable ties, networking and keep abreast of industry trends through these relationships; it is an honor to be a part of the leadership gatherings presented by this prestigious organization.

THE ART OF EDUCATION

Artown’s longest running children’s series, the free Discover The Arts program, continued to grow and include interactive and hands-on opportunities for youth. This 22-day series held at McKinley Arts and Culture Center called attention to the creative learning benefits for children ages 6 – 12. The series included multi-disciplinary programs, workshops, storytelling, arts projects, dance, and ice cream from the Northern Nevada Dairymen/Model Dairy, costumed performances, green art projects and more. This program brought 3,157 participants that were inspired by the magic of arts, culture and the broad reach of arts education.

Americans for the Arts* reports the second reason for supporting the arts is “Students with an education rich in the arts have higher GPAs and standardized test scores, and lower drop-out rates—benefits reaped by students regardless of socio-economic status. Students with 4 years of arts or music in high school average 100 points better on their SAT scores than students with just one-half year of arts or music.”

Outreach is always essential and this year we continued with:

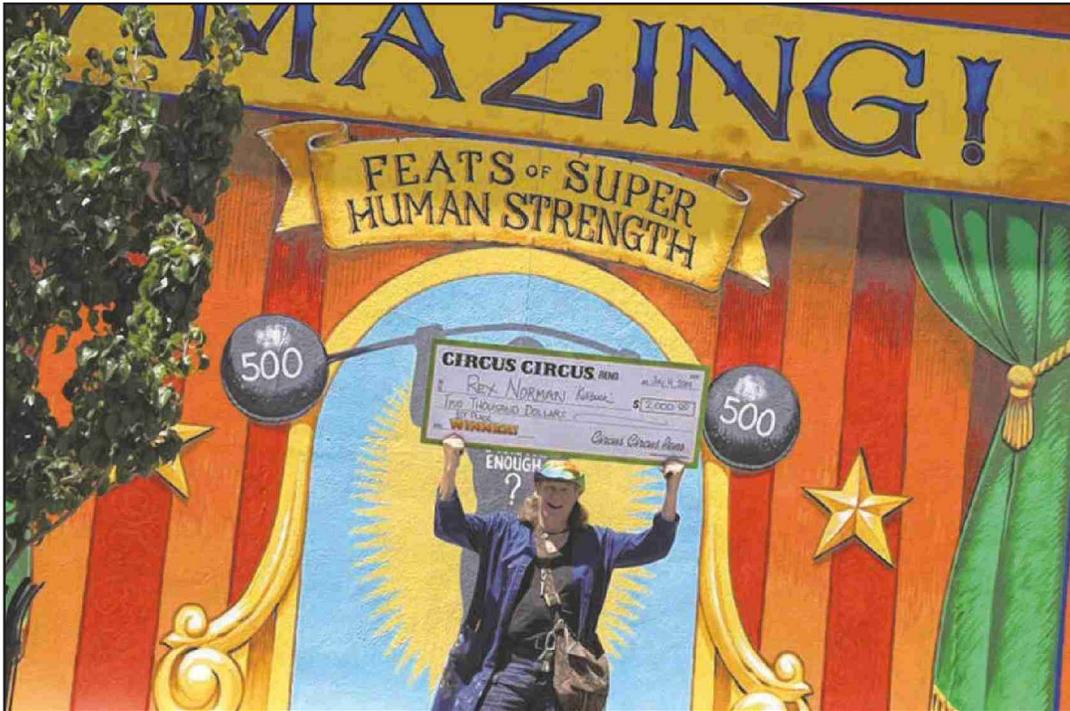
- 30,000 flyers in English and Spanish to Washoe County School District promoting free activities during July
- Over 22 workshops for Kids Cottage, Boys and Girls Club of Truckee Meadows and Evelyn Mount Community center teaching children Arts Improvisation, Acting 123, T.E.A.M. and Behind The Scenes
- PBS Personalities, Miss Rosa and Mr. Steve toured Boys and Girls Clubs in our area
- The Boys and Girls Club of Truckee Meadows created life through their artistic creations that evolved from the “People Project”

Missoula Children’s Theatre – Rapunzel. Each year, Artown works with touring actors from Missoula Children’s Theatre and opened both hearts and minds of children to the possibility of achievement through creativity and teamwork that they learn during the theatrical process. Rehearsals were held at the Unitarian Universalist Fellowship of Northern Nevada and the performances were at Damonte Ranch High School (known as the PAC - Performing Arts Center – School).



Open auditions and outreach sessions were sent to a myriad of students through Nevada Home Schools, private and public schools including Kids Life NV, Sage Ridge School, St. Thomas Aquinas and Our Lady of Snows. A total of 60 students were selected and commenced on an intense and grueling 4 day rehearsal program to learn their roles in Rapunzel, a musical adaptation of the Grimm's fairy tale. The final performance was on July 19th at 3 p.m. and 5:30 p.m.

**Americans for the Arts serves, advances, and leads the network of organizations and individuals who cultivate, promote, sustain, and support the arts in America. Founded in 1960, Americans for the Arts is the nation's leading nonprofit organization for advancing the arts and arts education.*



“Strong Man,” painted by local artist, Rex “Killbuck” Norman, received first place in the Circus Circus 24- Hour Mural. Cash prize for the winner was \$2,000.

PARTNERS

It takes a village is a popular sentiment and perhaps overused. But with Artown, it truly does take a village to put on a month-long arts and culture, multi-disciplinary festival.

Sponsor support reiterates the commitment to the Arts in our community and belief in Artown's mission “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” and the positive influence it has on our city. This support came in the form of corporate, foundation grants, federal state, county and city government support in addition to our in-kind donations ranging from banners to hotel lodging to venues.

Over 90% of the July festival is created and supported by our presenters. These organizations, businesses, foundations and individuals enrich the month and provide us with over 500 free events that intertwine our community with social and artistic engagements through the arts. We celebrate the spirit of the community in July. These presenters are the core of the festival. The following are a sample of how Artown works with our presenters in the month of July:

- A grueling 24-hour Mural Marathon sponsored by Circus Circus Reno featuring seven artists. First place went to Rex Norman, with his mural of the Strong Man. All murals will remain on display on the Circus Circus

Building for an entire year. This will be a welcoming message to all who travel south on Virginia Street that will benefit the community and beautify the downtown area

- Local singer, Jakki Ford, maximized her visibility by producing her own show “Alive and Swingin!” accompanied by the Reno Jazz Orchestra
- Good Luck Macbeth presented critically acclaimed Sondheim’s “Company”
- Doors to Recovery exhibit of locally crafted and painted doors stemming from the original Lear Theater building
- The Reno Municipal Band concerts at The Wingfield Park Glenn Little Amphitheater with lunch time performances on Wednesdays and Fridays
- TACH (Traditional Association for Cultural Harmony) presented world music with their dance fusion, sitars and classical guitars at the Laxalt Auditorium
- Northern Nevada Pride celebrated pride awareness with a parade of 52 entrants and a park full of supporters of gay rights
- The Funk of James Brown with the 18 piece Reno Jazz Orchestra
- Jeff Ross gave us deep insight through his Behind The Scenes photographic display
- Summer of Sustainability: Reused + Recycled = Art at the Mathewson-IGT Knowledge Center at UNR
- Day of Visual Art on July 12th with home owners in the Old Southwest coming together to present this ever-popular collaboration of art projects
- Workshops and ongoing events including Art for Healing at Renown Medical Center; Mack Nez Johnson a Native Soul’s Art Retrospective at the Lake Mansion; Triangles and Other Geometric Shapes at Truckee Meadows Community College; Urban Roots featuring Art, Food and Roots; LeRue Press Printing and Publishing open house and a Kids Art Camp at Alf Sorenson. Many more were held throughout the area reiterating the importance of telling the undefined story of art through exhibits and workshops

VOLUNTEERS

Artown volunteers take pride and ownership of the many aspects of Artown. Their enthusiasm is contagious and reaches out to audiences, artists and offering assistance in every aspect of the festival. This year, Artown had 116 volunteers willing to donate their time to ensure every event was a success; the strength of volunteerism and the importance for all organizations, particularly Artown, is shown every year through the volunteer team and their camaraderie.

The average event day began hours before each performance, dealing with set-up, coordination and logistics, all completed during the peak heat hours of the day. Event tear-down and clean-up begins immediately after the performances conclude. On average, volunteers do not leave the venue until 10:30 p.m. or later. The dedication demonstrated by the volunteers was an invaluable part of the festival. The volunteers’ duties included:

- Being Ambassadors for Artown while greeting attendees
- Sales of Artown and artist merchandise
- Distributing marketing materials including Little Book calendars, playbills, posters and mailings
- Customer service representatives: helping direct attendees, enforce park rules and coordinate seating
- Directing traffic, parking, ushering and wristband application

- Working with Artown’s “Give \$3 To Keep Artown Free” campaign
- Monitoring the audience for security to ensure the safety and comfort of festival patrons
- Venue tear-down of staging, clean-up, garbage and recycling

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 included:

- Bobo’s Street Team led the charge each Monday night in Wingfield Park for the Family Series
- Miss Reno, Sparks & Washoe County Scholarship Program Preliminary to Miss Nevada & Miss America
- Volunteers from Reno Tahoe USA, U.S. Bank, Circle K and NV Energy gave their time to help the “Give \$3 to Keep Artown Free” campaign

NOT JUST JULY- RENO IS YEAR ROUND PROGRAMMING

To leverage artistic offerings and create a revenue stream during the off season, Artown brings artists to Reno who are not available on the west coast in July and also fills an artistic void by bringing artists to Reno who otherwise would not perform in our community. In addition these artist engagements provide nationally and internationally acclaimed artists during non-tourist seasons. This season we presented The Idan Raichel Project, Pink Martini, Dance Theatre of Harlem and The African Children’s Choir supported by sponsors Fox 11, Steinway Piano Gallery Reno and The X Radio Station.

Idan Raichel – 10/13/13: The Idan Raichel Project brought its acclaimed live concert experience to the stage at The Grand Sierra Resort and Casino Grand Theatre in October.

What began as an unusual song on Israeli’s popular radio stations became the sound of The Idan Raichel Project. With its haunting chorus in the Ethiopian language of Amharic and an exotic, global fusion sound “Bo’ee” became an instant crossover hit. It catapulted The Idan Raichel Project to the top of Israel pop charts. The leader of this inspiring collective of musicians from a wide variety of cultural origins is Idan Raichel, a composer, keyboardist and producer who is now a household name in his native Israel.

The Idan Raichel Project is known around the world for its ambitious cross-cultural collaborations that changed the face of Israeli popular music. They have become global ambassadors representing a hopeful world in which artistic collaboration breaks down barriers between people of different backgrounds and beliefs.

Dance Theater of Harlem 11/16/13: A full night of outstanding dance with The Dance Theatre of Harlem. A ballet company of racially diverse artists, who perform the most demanding repertory at the highest level of quality appeared on the stage in the Grand Theater.

A leading dance institution of unparalleled global acclaim, The Dance Theatre of Harlem was founded in 1969 by Arthur Mitchell and Karel Shook as an affirmation of the power of art to transform. Shortly after the assassination of The Reverend Dr. Martin Luther King, Jr., Mitchell was inspired to start a school that would offer children — especially those in Harlem, the community in which he was born — the opportunity to learn about dance and the allied arts. Now in its fourth decade, Dance Theatre of Harlem has grown into a multi-cultural dance institution with an extraordinary legacy of providing opportunities for creative expression and artistic excellence that continues to set standards in the performing arts. Dance Theatre of Harlem has achieved unprecedented success, bringing innovative and bold new forms of artistic expression to audiences in New York City, across the country and around the world. A truly compelling and inspiring story whose message is still relevant.

Now under the leadership of Artistic Director Virginia Johnson, DTH presents a repertoire comprised of classics as well as cutting-edge new works that bring unprecedented relevance to classical ballet. They remain committed to the excellence



The graceful and stunning Dance Theatre of Harlem

that has sustained them over the years.

Community outreach is fundamental to Artown, regional dancers and a key part of Dance Theatre of Harlem's mission. On November 15th, a Master Ballet Class for advanced level ballet students who may aspire to continue dance as a career was held. Over 50 dancers experienced the opportunity of a lifetime – the opportunity to be taught by an artist of this caliber; former prima ballerina Virginia Johnson (DTH Artistic Director).

Pink Martini – 12/1/13: Just in time for the holidays, Pink Martini returned to Reno to kick off the holiday season. Known as the “little orchestra” Pink Martini featured 12 musicians. Original lead singer, China Forbes, returned this year and wowed the audience with her stage presence and strong vocals. Pink Martini, well known to Reno audiences, draws inspiration from the romantic Hollywood musicals of the 1940's and 50's. Their style blends jazz, lounge and multi-cultural flavor to achieve the perfect balance of class and sass.

African Children's Choir (ACC) – 2/28/14: Artown was proud to present a unique and heart-warming performance from The African Children's Choir. In 1984, in the midst of Uganda's civil war, human rights activist Ray Barnett was called on to help the country's many thousands of orphaned and starving children. Ray and his team came up with a unique approach to impact the lives of these children, one child at a time – the African Children's Choir.

Continuing with our goal of bringing unique and diverse events to our area, Artown continued on its cultural journey when the African Children's Choir presented the beauty and hope of Africa while singing gospel favorites, African traditional songs and dance. To date, over one thousand vulnerable boys and girls have been through the Choir program and funds generated have provided the opportunity of education and hope for many more in some of the most desperate and needy areas of Africa.

To inspire our local children, Artown presented two free performances for 1,200 students. This program showcased the hardship, diversity and culturally rich dance from the region. Then on February 27th, the 14 representatives from The African Children's Choir were taken to Roy Gomm Elementary for a Song Swap. The ACC children sang a full verse of “Nkosi Sikelele” (Africa's national anthem). Then the school children joined the ACC on the second full verse. To show our team spirit, the ACC children were given kazoos and shown how to use them for an exuberant version of “Take Me Out To The Ball Game.” This event was a highlight for all involved, including Governor Brian Sandoval. The children also had an opportunity to interact during a sit down dinner and tried to forge the cultural differences with conversations on similarities and differences between their cultures and lifestyles.

20TH BIRTHDAY CELEBRATION

Our mission for the last 19 years has been 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 our region." We believed in this and conscientiously programmed all events with this statement in mind. Collectively we inspired and helped unify the downtown core. We will use the 19 years as a launching pad for our 20th celebration. We know we have been a vital part of creating the rebirth economically and artistically in Downtown Reno. We will look to using this model in other neighborhood districts for the next 20 years. Reno is Uptown, Downtown, Midtown, Around Town and your Artown!



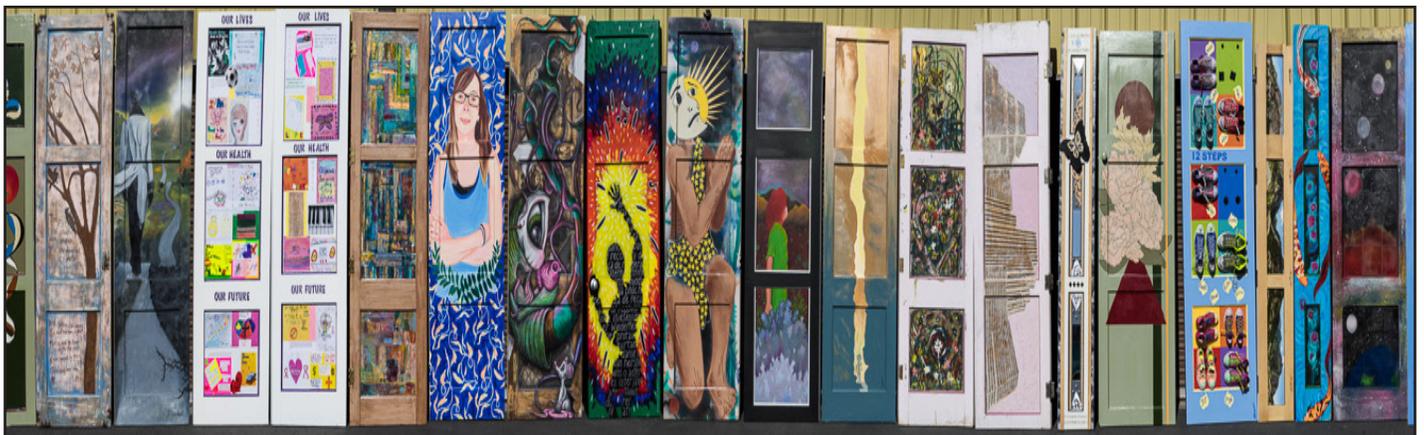
KOLO anchor Sarah Johns and Jose Hernandez of Mariachi Sol de Mexico



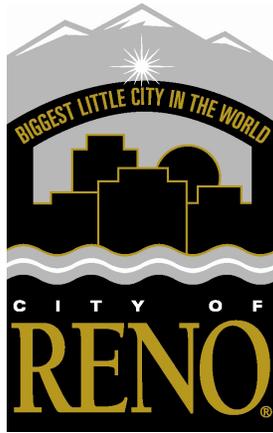
Fish Along the Truckee River



Sondheim's "Company" performed at Good Luck MacBeth



Doors to Recovery, located in Downtown Reno



The City of Reno, Artown's Major Funder

"I am proud to be a part of Artown as a board member. This organization supports my key issues as a Councilmember, such as economic growth, public safety, regional cooperation and senior services. Artown is a great asset for our community and has changed the footprint of downtown Reno in July."

-Artown Board Member and Councilmember Hillary Schieve

City of Reno

Mayor, Bob Cashell

Councilmember Jenny Brekhus

Councilmember Oscar Delgado

Councilmember Dwight Dortch

Councilmember Neoma Jardon

Councilmember Hillary Schieve

Councilmember Sharon Zadra

City Contribution to Artown: \$112,500

Arts & Culture Commission: \$15,000

Leveraged In-kind Value: \$19,102

Additional funds awarded through cultural grants for presenters: \$48,000

Total City of Reno Support: \$194,602

RENO City of Reno @CityofReno Follow

@HillaryForReno and Jenny Brekhus sharing a few words @artown Opening Night. #biggestlittlecitcity #Reno #artown pic.twitter.com/1uI9NOWztF

2 2

3:08 PM - 1 Aug 2014

RENO City of Reno @CityofReno Follow

It's closing night for @artown. 7:30-10 p.m. in Wingfield @Whitney_myer & @ozomatli will put on a great show to send off this year's event.

2 2

3:08 PM - 1 Aug 2014

Lynne Simons @SimonsforJudge Follow

We enjoyed the last night of the rodeo on Saturday with a celebration of Katrina's 13th birthday. Now we are moving our boots to Artown!

10:37 AM - 7 Jul 2014

Sophie @SophieArk_Acid Follow

No lie artown is the best part of reno summer

2

7:30 PM - 21 Jul 2014

wildrivergrille @wildrivergrille Follow

Help us support Artown. Dine with us the month of July and 10% of your check will be donated back to Artown. fb.me/3a3VWXAgp

1

11:45 AM - 8 Jul 2014

La Vecchia Reno @LaVecchiaReno Follow

We love the month of July in Reno for many reasons, but one of the biggest is Artown. Enjoy wonderful art... fb.me/1rzO45CA2

1 1

1:30 PM - 2 Jul 2014

MidTown Art Walk @MidTownArtWalk Follow

Catch a fashion show hosted by local vintage boutique, @thenestreno Thursday, during the art walk! #mtartwalk #artown pic.twitter.com/sU1rc6gr1f



2 3

11:00 AM - 20 Jul 2014

Flag media

Ronald Trump @TravelingVoy Follow

Diverse; unique; powerful; innovative- Artown 2014 lineup guarantees good time [#Travel](http://dld.bz/duDu9)

9:44 AM - 23 Jul 2014

Dolan Toyota @RenoToyota Follow

RT @KTVN: To complement Artown, the City of Reno's Parking for a Purpose project will collect donations for Parks,... fb.me/1t53SLV35

2:10 PM - 25 Jul 2014

Event Sponsors and Partners

Opening Night and Closing Night

City of Reno Arts & Culture
Commission
Circus Circus Reno
Mathewson Charitable Lead Trust
Friends of Artown
MINI of Reno

Monday Night Music Series

Albright & Associates, Ltd.
Atlantis Casino Resort Spa
Hometown Health
Robert Z. Hawkins Foundation

Family Festival

Circus Circus Reno
Dermody Properties Foundation
Thelma B. & Thomas P. Hart Foundation
KTVN Channel 2 News
Waste Management
100.1 FM (The X)

Summer Soiree Series

Atlantis Casino Resort Spa
Washoe County

World Music Series

Art Works
Builders Association of Western Nevada
Circus Circus Reno
Friends of Artown
Mathewson Charitable Lead Trust
National Endowment for the Arts
Reno Media Group
Western States Arts Federation

Movies in the Park

Diamond Vault
Friends of Artown
Muckel Anderson CPAs
KOLO 8 News Now
KTVN Channel 2 News

Discover the Arts

Charles H. Stout Foundation
Lemelson Education Assistance Program
Nevada Arts Council
Northern Nevada Dairyman

Missoula Children's Theatre

Circus Circus Reno
Leonette Foundation
National Endowment for the Arts
Nevada Arts Council
Wells Fargo Foundation

Encore Series 2013

Anonymous Donor
Fox 11
IGT
JA Nugget
New England Foundation for the Arts
RGJ Media
Steinway Piano Gallery of Reno
Western States Arts Federation
100.1 FM The X

Little Book Sponsor

Morrey Distributing Co.

Total Event Sponsors Support:

\$132,367

Champion Sponsors

The Bullard Macy Group
Complemar
Discovery Museum
ESI Security
Fast Signs
Fred's Kettle Corn
Kiwanis
Macy and Company, LLC
Nevada Office Machines
Port of Subs
Reno Bike Project
Reno Tahoe Limousine
Sands Regency Casino Hotel
Scolari's Food and Drug Company
Signature Landscape
Mark Simon, Sotto Voche
Stan Can Design
Star Sound Audio, Inc.

Total Champion Sponsors Support:

\$51,713



Festival Sponsors



Total Festival Sponsor support, excluding media sponsors:

Grand Total: \$ 130,500

Other Revenue Streams

Artown-Produced Ticket Sales

The Idan Raichel Project
Dance Theatre of Harlem
Pink Martini
African Children's Choir
Summer Soiree Under the Stars
Missoula Children's Theatre

Ticket Sales: \$210,679

Merchandise: \$3,630

Vendors: \$4,650

Total Artown Earned Income: \$218,959

Grant Funding and Foundations

Charles H. Stout Foundation
Dermody Properties Foundation
E.L. Cord Foundation
Gabelli Foundation, Inc.
Lemelson Education Assistance Program
Leonette Foundation
Mathewson Charitable Lead Trust
National Endowment of the Arts
New England Foundation for the Arts
Nevada Arts Council
Robert Z. Hawkins Foundation
Roxie and Azad Joseph Foundation
The Bretzlaff Foundation
The Robert S. and Dorothy J. Keyser Foundation
The Thelma B. and Thomas P. Hart Foundation
Wells Fargo Foundation
Western States Arts Federation

Total Grant and Foundation Funding: \$248,992

Friends of Artown: \$82,228

Artown's individual donor membership program established as a way for the community to have a sense of ownership in our mission. Each level entitles members to rewards based off the amount of their contribution. "Friends of Artown" are given advanced notice of upcoming shows, early ticket purchase, VIP seating, autographed posters by the annual Artown artist as well as yearly themed merchandise. These gifts are a way for us to say thank you to our supporters of the arts in Northern Nevada.

Give \$3 to Keep it Free: \$71,076

This campaign focuses on keeping many aspects of the festival free. The public answered, donating more than \$30,000. A special thanks to the Robert S. and Dorothy J. Keyser Foundation and IGT for their match funding and to our corporate sponsors the Reno Gazette Journal, KOLO 8 News Now and U.S. Bank.

Media Festival Sponsors

Our media partners were instrumental in keeping the public well informed on the activities and events during the month of July. Artown applauds the continuing support from the following:

RGJ Media

- 172 articles; 18,131,355 circulation/impressions
- Daily “Today at Artown” with festival highlights
- Partnership in creating and printing The Little Book (80,000 booklets)
- Give \$3 To Keep It Free support through envelope insertions on June 28th, July 12th and July 26th
- Five quarter page promotional ads for Give \$3 To Keep It Free
- Advertising match for events and general programming

Total Media Value – RGJ Media: \$671,024

Reno Tahoe USA (Reno Sparks Convention and Visitors Authority)

- Included Artown in Bay Area radio spots
- Calendar listing in co-op print campaigns
- National Bowling Stadium Banner
- Reno Tahoe International Airport Baggage Claim Banner
- Airport Special Events Calendar
- Artown photo and listing in 2014 Special Events & Festival Brochure (40,540 quantity)
- 2014 Reno Tahoe USA Getaway Planner (30,000 quantity)
- Listing in VisitRenoTahoe.com (200,000 users per month)
- Expanded special event page on website with front page feature mid-June-July
- Inclusions in RSCVA newsletter – three with separate features (67,000 people)
- Facebook Posts (38,636 likes), Blogs and Tweets (8,231 followers)
- Partner with UNR Economic Impact Survey
- Contributor in various publications

Total Media Value – Reno Tahoe USA: \$ 78,670

Reno Media Group

With a strong offering of stations, Reno Media Group has a station for all listeners including:

- 106.9 MORE FM
- Alice 96.5
- Bob 93.7
- The River 103.7
- SWAG 104.9
- Ten Country 97.3
- 92.5 Little City
- 1230 The Game
- 1270/96.1 CBS Sports

As a new partner, Reno Media Group created a valuable presence with the radio audience. They reached 328,300 people ages 18+ with their Artown specific campaigns.

Additional exposure was generated through:

- Flash Rotator on 9 websites June 23-July 31, 2014
- On-air ticket giveaways with promotional mentions
- Appearances by Connie Wray and Tessa Marie at Artown events
- Connie Wray, host of Alice's longest running morning show in Reno, emceed the Family Festival every Monday night
- World Music Series sponsor

Total Media Value – Reno Media Group: \$70,000

KNPB Channel 5 Public Broadcasting

- On-air promotion - \$13,500
- KNPB Program Guide - \$750
- Web/Enews - \$425
- Broadcast and Promotion of three concerts on KNPB - \$5,808
- Artown July 2014 Promotional DVD - \$5,000

Total Media Value – KNPB Channel 5 Public Broadcasting: \$25,483

KUNR Public Broadcasting

- 750 messages during the year (540 in July promoting the Festival and Summer Soiree Series at Bartley Ranch)
- Studio and production support for Artown produced spots
- Banner advertising
- Inclusion in KUNR e-newsletters
- David Stipech, General Manager and Danna O'Connor, Morning Edition Host emceed Monday Night Music Festival

Total Media Value – KUNR Public Broadcasting: \$25,000

KOLO 8 News Now

- Produced three branding spots for Artown – recognized all festival sponsors in rotation designed to boost Artown's sponsor recognition and branding
- Ran a total of 300 promotional spots during July
- Evening News Anchor, Sarah Johns, emceed every Tuesday Night Dancing in the Park Series (4) and Wednesday World Music Series (5)
- Artown was integrated into news programming including weekly exclusive stories featuring unique events, artists and programs
- Online exposure on KOLOTV.com providing corner peel branding, Artown specific landing page with event calendar and banner ad impressions
- Ran 198 promotional spots for Give \$3 To Keep It Free
- Ticket promotions for new series, Summer Soiree, at Bartley Ranch. Weekly winner received dinner and two tickets to the events – Los Lonely Boys, Jesse Cook, Don McLean or Judy Collins

Total Media Value – KOLO News Now 8: \$ 21,676

(Excludes news story coverage estimated at 13 stories with circulation of 155,446 per story)

Total Festival Sponsors Media Value: \$891,370

Additional Media Sponsors

- Reno News and Review
 - Artown preview guide – circulation of 33,000 (a 24 page full color guide to Artown highlights, inserted into the Reno News and Review)

- Rollin On The River – July 4, 11, 18 and 25 for a total attendance of 8,700 plus \$19,574 in advertising value
- Editorial mentions of Artown during June and July
- Best Special Event in Downtown Reno voted through “Best of Northern Nevada RN&R 2014”

• **Total Media Value – Reno News and Review: \$105,156**

• KTVN Channel 2

- Various news stories and coverage during July
- Movies in the park sponsor

• **Total Media Value – KTVN Channel 2: \$ 7,500**

• KRXI Fox 11 Reno

- Production of .30 second commercial for The Idan Raichel Project, Pink Martini and African Children’s Choir
- Bonus value spots – 214 for 3 performances

• **Total Media Value – KRXI Fox 11 Reno: \$ 6,602**

• Charter Media

- Created and produced .30 commercial for Dance Theatre of Harlem
- Aired 200 bonus spots For Dance Theatre of Harlem
- Aired 140 bonus spots for African Children’s Choir

• **Total Media Value Charter Media: \$ 5,067**

• Reno Tahoe Tonight

- Festival ads and story lines

• **Total Media Value Reno Tahoe Tonight: \$ 1,500**

Total Media Value – Additional Media: \$ 125,825

Total Combined Artown Media Value: \$ 1,017,195

Billboard Marketing

I-80 is commonly known as the gateway to Reno and connects Reno with locals and visitors with an average of 26 million annually passing through the corridor by Colfax, CA. These display units speak to tourists originating from regions where advertising is prohibitive due to costs; billboard marketing is an effective means of communicating to the traveler with each board having a strong read time.

Artown partnered with two billboard companies. One in Colfax and another in Sparks—both displayed a high profile series of spectacular digital displays that tied into Artown’s existing marketing campaigns:

VisCom Outdoor

- 14’ x 48’ digital face rotating between 5 advertising messages every 6-8 seconds
- Located in the Sierra Foothills at Colfax midway between Sacramento and Lake Tahoe exposed to 26 million people annually

YESCO

- 14’ x 48’ digital face rotating weekly between four messages
- Located on the northeast corner of the Spaghetti Bowl Interchange

Total Billboard Media Value: \$5,000

Social Media

Social media is defined as the social interaction among people in which they create, share or exchange information and ideas in virtual communities and networks. Artown must stay current on the most effective and innovative means to reach our audience. This year, we took a pro-active approach in utilizing social media to capture the audience and engage them in our story. We held a strategic marketing meeting in May and set in place our social strategy for the festival and began our plan of action. We followed this plan throughout the month; essential in this was the goal of telling the full story and not just the facts. Creating clever strategies designed to capture a broader audience was our goal.

At the end of July, we reached 10,000 Facebook followers due to this campaign. As a way to involve our audience and build awareness for the 500+ events, we created a "Where am I?" campaign with discrete picture collages of venues, sponsors and various forms of art. The interaction we received was instrumental in increasing our following. Within no time, we had a vocal fan base encouraging us to unveil more of Artown. Using comedic phrases brought out the personality of the Artown office. We wanted Reno to recognize who we are behind the scenes and not just the basic information such as time, location and place; social media did just that. Symbolic hashtags (#July2014 #Renoisartown #typical #Reno #Weather #TheShowGoesOn) put us on the trendy map encouraging fans to create chatter about Artown.

Social Media Stats

- Constant Contact E-Newsletter Communications: 8,122 Active Contacts
- Facebook: 10,020 Followers
- Twitter: 4,722 Followers
- Instagram: 429 Followers

Facebook Posts and Tweets

artown @artown
*#FollowTheRoadToArtown
#MoneyDoesntBuyHapiness #ButItCanBuyTickets*

artown @artown
*Real men don't lift weights, they lift ballerinas
@DTHBallet Nov. 16th*

artown @artown
Where am I?



artown @artown
Spiderman loves Artown- do you?



Artown puts the lie to all of those Reno stereotypes

If living well is the best revenge, as the writer Calvin Tomkins put it, then Artown is the best answer to those who think that “Reno 911!” was an accurate depiction of life in the Biggest Little City in the World.

For 19 years now, Artown has been putting the lie to all of those comedians’ jokes (as well as those of a Muppet or two) about Reno’s no-culture culture, jokes that even some residents, past and present, have come to believe.

The eclectic monthlong festival of the arts, which runs through “July 32” (Aug. 1, for those so inclined) at a wide variety of venues around the community, is all the proof anyone should need that there’s a lot more to Reno than divorces and cow-county brothels, decaying casinos and Wayne Newton wannabes.

Why, this town can demonstrate a lot of class when it wants to.



It’s true that even a lot of Reno residents were skeptical when a group of local leaders and arts enthusiasts proposed a citywide festival of the visual and performing arts.

The first festival, in 1996, attracted an estimated 30,000 folks to the various events, mostly in downtown. By 1999, the attendance topped 100,000, with a reported economic impact of nearly \$3.5 million; last year, more than 300,000 partici-

pated in the celebration, with an estimated impact of nearly \$15 million.

Over the years, newspapers and magazines across the country have felt the vibe, raving about the festival, even if they often resorted to the same tired stereotypes that the city has so often decried as they expressed surprise at what could actually be found going on here.

There are several important reasons for the success of Artown:

1. The sheer breadth of its offerings. Lots of big-name performers have graced the Artown stages — the band Los Lonely Boys and singers Don McLean and Judy Collins are among this year’s headliners — but there are many more who you’ve never heard of, yet won’t soon forget. The festival this year opened last week with country acts Nashville’s Mountain Heart and Sherrie Austin (country by way of Australia!) and will close on Aug. 1 with Ozomatli, which describes itself as a “multigenre, multicultural Grammy winning band” with “street-party consciousness.” Ongoing events at Wingfield Park feature weekly movies, rock ‘n’ roll, dance and more, and a variety of local groups can be enjoyed at Bartley Ranch on Monday evenings.

2. It’s not just for adults, and it’s not just for sitting around and watching. The schedule is full of hands-on events for children and adults — including an

assortment of classes (some with nominal charges), including ballet, tile painting, improvisational comedy and on and on.

3. It involves the entire community. While it’s overseen by a board of volunteers and has a small professional staff, Artown is actually an umbrella organization over events and programs put on by countless area organizations. The Reno Philharmonic Orchestra’s annual Pops on the River concert at Wingfield Park has been a part of Artown since the beginning in 1996, for instance; the Tahoe Players Association has joined up this year with 15 performances of the Broadway hit “Avenue Q” at the Knitting Factory in downtown Reno.

4. It’s fun.

So take that, Fozzie Bear, Seth Meyers and every other jokester looking for a cheap laugh at Reno’s expense.

Those of us who love Artown know the truth about the city: It’s no joke.

YOUR VOICE

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

SNAPSHOT

ISSUE: Changing the Biggest Little City’s image

OUR VIEW: Those of us who have loved Artown since its first events, in 1996, know that Reno is no joke.

2014 Artown Exposure

2014 Local Exposure

Adventure Magazine, Reno, NV
Carson City Nevada News, Carson City, NV
Caughlin Rancher, Reno, NV
City of Reno Instagram, Reno, NV
Generation Boomer, Reno, NV
KNPB-TV Channel 5, Reno, NV
KOLO-TV Channel 8, Reno, NV
KRRV-TV Channel 4, Reno, NV
KRXI-TV Channel 11, Reno, NV
KTVN-TV Channel 2, Reno, NV
KUNR-University of Nevada, Reno, NV
My News 4, Reno, NV
Nevada Magazine Reno, NV
North Lake Tahoe Bonanza, Incline Village, NV
Northern Nevada Business Weekly, Reno, NV
Official Reno Tahoe USA, Reno, NV
Reno Gazette-Journal, Reno, NV
Reno Gazette-Journal-Online, Reno, NV
Reno News and Review, Reno, NV
Reno News and Review-Online, Reno, NV
Reno Real Estate Blog-Online, Reno, NV
Reno Tahoe Tonight, Reno, NV
The Chambers, Reno, NV
The Good Life, Reno, NV
Visitrenotahoe.com, Reno, NV

Regional and National Exposure

7 x 7, San Francisco, CA
About.com-Travel Blogs, New York City, NY
Contra Costa Time, East Bay Area, CA
InsideBayArea.com, San Francisco, CA
Lake Tahoe News, South Lake Tahoe, CA
Las Vegas Review-Journal, Las Vegas, NV
Mesquite Citizen Journal, Mesquite NV
Mountain Living, Denver, CO
Movoto Real Estate, San Mateo, CA
Rural Round Up, Ely, NV
Sacramento Bee, Sacramento, CA
San Jose Mercury News, San Jose, CA
South Spirit Magazine, Dallas, TX
The Culture Trip, London, UK
Via Magazine Oakland, CA

Conferences Attended

Association of Performing Arts Presenters
(APAP)
Rural Roundup: Governor's Conference on
Tourism
Western Arts Alliance (WAA)

Total Media Coverage Circulation and Value

Total Reach: 70,692,978

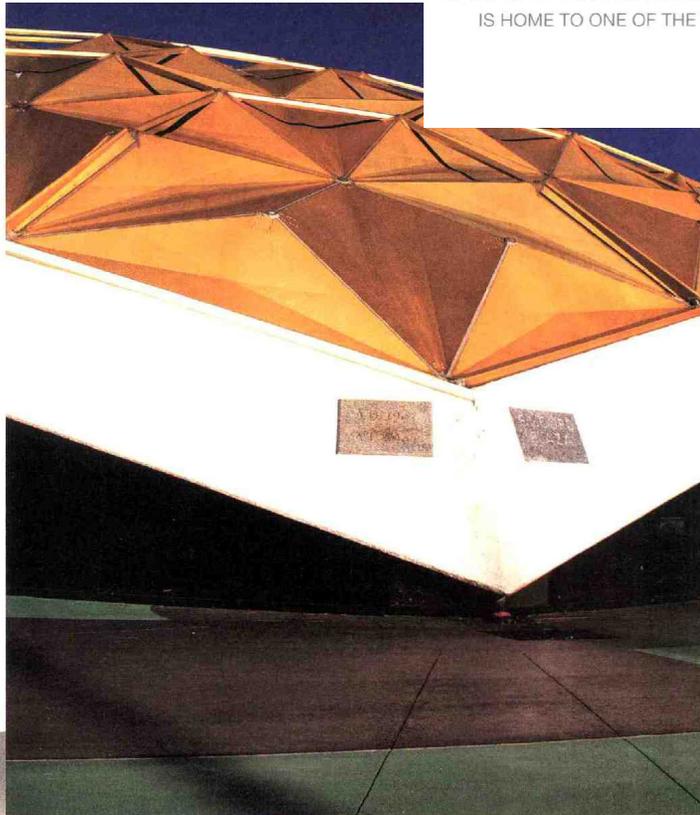
Total Value: \$1,049,030

MOUNTAIN LIVING

Rediscovering Reno

NEVERMIND THOSE CASINOS. "THE BIGGEST LITTLE CITY IN THE WORLD" IS HOME TO ONE OF THE WEST'S MOST VIBRANT ARTS SCENES, TOO.

STORY BY CHRISTINE DEORIO



PIONEER CENTER FOR THE PERFORMING ARTS Known for its gold geodesic dome roof that nearly touches the ground, this 1,500-seat venue—completed in 1967—is on the Nevada State Register of Historic Places and the National Register of Historic Places. Home to the Reno Philharmonic Orchestra and the A.V.A. Ballet Theatre, the "Golden Turtle" hosts more than 100 live performances each year, including the popular "Broadway Comes to Reno" series—this fall, catch Blue Man Group, "Flashdance" and "Jersey Boys." *100 S. Virginia St., pioneercenter.com*

GRIMES POINT ROCK ART Some of the area's most fascinating art can be found not in galleries or museums, but outside, at one of the country's most accessible petroglyph sites. At Grimes Point (about 75 miles from Reno) you'll find hundreds of chocolate-brown boulders inscribed with circles, lines, and human and animal figures—all estimated to be about 6,000 years old. Visit on your own and view the petroglyphs from a short, self-guided interpretive trail, or join a free educational tour led by the Nevada Rock Art Foundation this August 16 or October 18. *nrrockart.org*



LAKE TAHOE SHAKESPEARE FESTIVAL The drama of Lake Tahoe's spectacular scenery meets the drama of live theater at this annual festival at Sand Harbor State Park, not far from Incline Village. Each summer, more than 20,000 patrons gather at the outdoor amphitheater to enjoy professional productions of Shakespeare's works as he intended them to be seen—outdoors, under the stars. This year, gorgeous sets and costumes will transform the lakeshore into the Forest of Arden six nights a week from July 11 to August 24, in a production of Shakespeare's comedy "As You Like It." *laketahoesakespeare.com*

RIVERSIDE ARTIST LOFTS Rising above the Truckee River, the Late Gothic Revival-style Riverside building has been converted from a historic hotel to a unique art space. The top five floors offer affordable live/work studios to artists—occasionally open to the public during the annual **Artown** festival—while the ground level houses the Sierra Arts Gallery, where you can browse contemporary artwork by new, mid-career and established artists, as well as University of Nevada students. *17 S. Virginia St., sierra-arts.org*

Gettin' down to ever-popular Artown?

“OK, so if you could use any one word on a Sunday morning to describe 19 years of Artown to the grateful world, what



**KARL
BRECKENRIDGE**

word might it be?” I asked the beautiful bastions of beaux-arts in our valley, whose names are Beth Mac-

millan, the executive director of the monthlong celebration, and Jennifer Mannix, its marketing director. Spending an hour with them it's easy to see why the event is so popular — they're both vivacious, with great senses of humor and dedication to the task at hand.

We went all over the map with that challenge — the maturation of the July art and entertainment marathon from its very root: Pops on the River, a somewhat upscale, dress-up dinner affair and concert in Wingfield Park that preceded Artown, and its popularity remains. But that tuxedo-and-cocktail dress event is now but one event in a month of equally entertaining but often shorts-and-T-shirt, folding-chair evenings and afternoons, the light-classical music of the Pops blending in with the reggae, hip-hop, Basque, choral, bagpipe or the Reno Municipal Band playing Sousa marches. Or in the churches, some but not all downtown, the ragtime piano wizardry of Squeak Steele straight from the Comstock, the powerful Tongan church choir, the Masterworks Chorale, but never second fiddle (musician's slang) to the mighty Casevant organ blowing the doors out of the Trinity Episcopal Church with all its 2,200 pipes.

OK, “maturation.” That's one

word. Then we took off on what might be the “expanding” of the art and skills and venues. The event began on the river; surely, Walter Van Tilburg Clark himself would have loved to have lived to see the rafters on the Truckee scooting by the McKinley Park Center while we sat on our beach chairs watching the ukuleles and dancers direct from Waikiki Beach. But, in 19 years, there's more than music going on all over town while those ukes strum — Artown is art and facilitates the endeavors of artists, and what Beth and Jennifer impressed upon me was the diversity of art — art is painting and sculpture. And glass and basketwork and fabric. And play-acting and dancing and singing. As kids, we saw this at the county fair, an event whose days are long over. For the contemporary artist, Artown pulls the creative community together and supplants the county fairs of our youth, in venues throughout the valley.

“Maturation,” or “expanding.” But that's two words. I threw in another: adaptation. Being involved in this aging column and with the air races for scores of years, I've watched the town change right out from under us, and Artown, coming up on its 20-year anniversary, has done a masterful job of adapting to its marketplace. The demographics of the valley have changed, both in population size, age, geography and ethnicity. The event adapted gracefully from a one-nightstand, tuxedo-and-white tablecloth, tunes-on-the-Truckee gig to 31 summer nights — and days — from a once-primitive environment to first-class accommodations, sound and lighting tech, and, a drum roll, please: the Web. Wanna know

what's cookin' tonight? Surf www.artown.com, click Sunday, July 27, and off you go. If something changes or is added, there it is, real-time. Within the adaptation, it's not all technical — it's the sound, the presence, the valley's Latino influence with its beautiful tunes and dancing, both classic and contemporary.

And in that vein, the ongoing inclusion of other artistic endeavors that have come aboard — close cooperation with Brūka Theater. With the Discovery Museum. The Nevada Museum of Art. These and others are invited and encouraged to showcase their activities under the Artown umbrella.

So, I asked for one word, and remain stumped as to which one best describes the month of July — the event's “maturation.” Or its “expanding” into almost every creative idea that can be compressed into 31 days. “Adaptation” — remaining relevant over nearly two decades — not easily accomplished in the art community. (One of Beth's joys is that there are folks attending Artown now who first came as fairly young children and are now bringing their own babes-in-arms!)

Some caution should be noted here: Attendance of Artown events can become habitual. I saw a couple I know at the Trinity Episcopal Church on July Fourth when the pipe organ was rockin' out, and was surprised to see them there again a week later for a choir performance.

“We found out how easy it was to get downtown and park, and we're back!” he explained.

It is a pretty easy venue to get to on the Truckee, and most events are just as commodious.

Beth and Jennifer are the zenith — indeed the very pantheon of a cast of thousands, well, maybe hundreds — who bring to our valley a monthlong

show that other cities would love to host. Other cities emulate Artown, but the strength and longevity of an event like this does not happen overnight or easily. It takes people like them and the league of volunteers who pitch in for a while — well, 19 years so far — to have an Artown. And we have ours, and it's a model for similar events all over the nation.

In fact, Artown's popularity has grown so immensely that special arrangements had to be effected for this year's event — Beth had to inveigle the stuffy international body that administers the Gregorian calendar to add a one-year-only extra day to July, to accommodate a needed night to make their 2014 schedule work. Look in your little

Artown book and you'll find "July 32." (And such is the humor and caprice of Beth and Jennifer that enables this festival to make Reno proud of Artown for what will be 20 years, next July.)



This column's been accused of being a mouthpiece for Reno High School, but hey, it's the only public high school Reno had when I was struggling to learn readin' and writin' — so I'll remind those of us who matriculated there in the last 130 years that the seventh Huskies' triennial All-School Reunion is slated for Aug. 17 on the front lawn of that big brick pile on Booth Street. Get aboard by Friday, email me or the alumni association, and God

bless America!

Contact Karl Breckenridge at karlbreckenridge@yahoo.com.



From left, Beth Macmillan and Jennifer Mannix frame a rendition of Lear Theater painted on a utility cabinet by Reno artist Bryce Chisholm KARL BRECKENRIDGE/FOR THE RGJ



The excitement of Compression



Sherrie Austin shines on Opening Night



Creating a leaf rubbing at Discover the Arts



Summer of Sustainability: Reused + Recycled at the University fo Nevada, Reno

Presenters who Contributed to the Success of the Festival

The Abbi Agency
 Ageless Repertory Theatre
 AIGA Reno/Tahoe
 Judith Ames Quintet
 Aria School of Music and Art
 Art Paws
 Art Slave Show and Sale
 Artists Co-operative of Reno
 Artists of America
 Aurora Repertory Theatre
 A.V.A. Ballet Theatre
 The Ballroom of Reno
 Biggest Little Group
 Bruka Theatre
 Build Our Center
 Caughlin Ranch Homeowners
 Association
 Circus Circus Reno
 City of Reno - Public Art
 The Clay Canvas
 Connections Art Group
 Controlled Burn
 The Creative Arts Center
 Demetrice P. Dalton
 Decker Fine Arts
 DG Kicks Big Band
 Michele DiFonzo- Smith
 David J. Drakulich Art Foundation
 eNvision Performing Arts
 First United Methodist Church
 For the Love of Jazz
 Jakki Ford
 Fred and Wilma's Rock Quarry
 Friends of Nevada Wilderness
 Friends of Washoe County Library
 Good Luck Macbeth Theatre Company
 Grand Sierra Resort
 Grassroots Books
 Great Basin Costume Society
 Heart & Sole Dance Academy
 High Desert Harmony Chorus
 Historic Reno Preservation Society
 Homeslice Productions
 InnerRhythms Dance Theatre
 KidScape Productions

LeRue Press
 Liberty Fine Art Gallery
 Living Stones Churches
 Jeff Lock Photography
 MasterWorks Chorale
 Micano Home and Garden
 Mirepoix USA
 Moments of Memory, Inc.
 Morris Burner Hotel
 Nagel Productions
 Nevada Humane Society
 Nevada Humanities
 Nevada Land Trust
 Nevada Museum of Art
 Nevada Opera Association
 Nevada Stamp Study Society
 Nevada Vocal Arts
 North Tahoe Arts
 Note-Able Music Therapy Services
 PolyEsthers Costume Boutique
 Meg Price
 The Red Door
 Reno Art Center
 The Reno Dance Company, Inc.
 Reno First United Methodist Church
 Reno Jazz Orchestra
 Reno Little Theater
 Reno News & Review
 Reno Philharmonic Association, Inc.
 Reno Pops Orchestra
 Reno Rock Camp
 Reno Rose Society
 Reno-Tahoe International Airport
 Reno Video Game Symphony
 Reno Urban Forestry Commission
 River School Farm
 Riverside Artist Lofts
 Riverwalk Merchants Association
 Colin Ross
 Jeff Ross Photography
 The Rustic Grove
 Sage Ridge School
 Sierra Arts Foundation
 Sierra Nevada Ballet
 Sierra Nevada Guitar

Sierra Silverstrings
 Sierra Watercolor Society
 South Valleys Library
 Spanish Springs Library
 Sparks Museum & Cultural Center
 S.T.A.R.S. Ensemble
 Steinway Piano Gallery
 Steven Rubin
 TACH
 Tahoe Players
 Tahoe Symphony Orchestra +
 Chorus
 TheatreWorks of Northern Nevada, Inc.
 Transforming Youth Recovery
 Third Street Comedy Showcase
 Trinity Episcopal Church
 Truckee Meadows Community College
 Truckee Meadows Parks Foundation
 University of Nevada, Reno Special
 Collections and University Archives
 University Libraries- Mathewson
 IGT Knowledge Center
 Urban Roots
 The Utility Players
 Unitarian Universalist Fellowship
 of Northern Nevada
 Vanity Entertainment
 Village With Heart
 The Villas of Sparks
 VSA Arts of Nevada
 Walker Family Art
 Washoe Community Education
 Wildflower Village
 Worldwide Partnership, Inc.
 Word of Life Ministries
 Zazpiak Bat Reno Basque Club

Total Presenter Budget: \$592,808

*We apologize if any presenter was
 inadvertently left off. Thank you to all
 who helped make this Artown season
 a great one!*

Artown 2014 Venues

A An Art Gallery
Alf Sorensen Community Center
Arbors Memory Care Community
Argyles Eatery
Aria School of Music & Art
Artist Co-op Gallery
ARTour Tahoe City office
Atlantis Casino Resort & Spa
Atria Summit Ridge Senoir Living
The Ballroom of Reno
Bicentennial Park
Big Horn Olive Oil Company
Billingshurst Middle School
Boys and Girls Club of Truckee
Meadows, Pennington Facility
Bruka Theatre
Buenos Grill
BVW Jewelers
Cargo at Whitney Peak Hotel
Center for Spiritual Living
Circus Circus Reno
The Clay Canvas
Circles Edge for Spiritual Living
The Creative Arts Center
Damonte Ranch High School
Downtown Reno Library
Dreamer's Coffee House
Eldorado Hotel and Casino
First United Methodist Church
Fred and Wilma's Rock Quarry
The Gallery at EnSoul
Good Luck Macbeth
Grand Sierra Resort and Casino
Grassroots Books
Hillside Cemetery
Historical Downtown Truckee
I Bean Grounded
Idlewild Park
Incline Village Library
India Kabob and Curry
J A Nugget
Kadam Studio
The Knitting Factory
The Lake Mansion
Laxalt Auditorium
LeRue Press
Liberty Fine Art Gallery
Lutheran Church of the
Good Shepherd
Mathewson-IGT Knowledge
Center
Metro Gallery
McKinley Arts and Culture
Center
McCarran House
Micano Home and Garden
Decor
Midtown Reno (69 locations)
More To Life Adult Day Health
Center
National Bowling Stadium
Neil Road Recreation Center
Gymnasium
Nevada Historical Society
Nevada Humane Society
Nevada Museum of Art
Nightingale Concert Hall
North Valleys Library
Northwest Reno Library
Pioneer Underground
PolyEsthers Costume Boutique
Rancho San Rafael Park
Reno Art Center
Reno Buddhist Center
Reno City Plaza
Reno Little Theater
Reno-Tahoe International
Airport
Renown South Meadows
Medical Center
River Walk District
Riverside Artist Lofts
Robert Z. Hawkins Amphitheater
The Rock Church
Sage Ridge School
The Sands Regency Casino
Hotel
Sierra Arts Gallery
Silver Legacy
South Valleys Library
Spanish Springs Library
Sparks Library
Sparks Museum and Cultural
Center
St. Anthony Greek Orthodox
Church
Steinway Piano Gallery
Sundance Books and Music
Swill Coffee & Wine
3rd Street Bar
Trinity Episcopal Church
Truckee Meadows Community
College
Unitarian Universalist Fellowship
of Northern Nevada
Urban Development
Urban Roots
Village Green at Caughlin Ranch
The Villas in Sparks
VSA Nevada
West Street Wine Bar
Wilbur D. May Museum
Wild River Grille
Wildflower Village
Wingfield Park

Artown thanks all our venues for contributing to a successful year at Artown. We apologize if any names were inadvertently left off the list.

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. Here are some of the examples of our valuable partnerships. Others are highlighted throughout this report.

Event	Collaboration
People Project- Signature pieces for marketing and branding of Artown	The Boys and Girls Club of Truckee Meadows
10,000 Playbills and 30,000 Washoe County School District Flyers in Spanish and English	Washoe County
Summer Soiree Under the Stars, with performances by Los Lonely Boys, Jesse Cook, Judy Collins and Don McLean	Public/private partnership between Artown and Washoe County
Cultural Celebrations	Romanian Festival, 47th Annual Reno Basque Festival, Gospel Fest 2014, Northern Nevada Pride
Dance Theatre of Harlem Master Class with Artistic Director Virginia Johnson	Hosted by Fascinating Rhythm School of Performing Arts with attendees from Sierra Nevada Ballet, InnerRhythms Dance Centre, Nevada Dance Academy, Dancin Performing Arts Center, Jenny's Studio of Dance and Let's Dance Studio
The Idan Raichel Project, Dance Theatre of Harlem and Pink Martini	Grand Sierra Resort and Casino Grand Theatre
Missoula Children's Theatre Workshops: Acting 1-2-3, Improv, Behind the Scenes, and T.E.A.M., production of "Rapunzel"	Workshop participants: Boys and Girls Club of Truckee Meadows, Day Treatment Center, Kid's Cottage and Evelyn Mount Community Center. "Rapunzel" performance: 60 Local children (ages 6-18), The Unitarian Universalist Fellowship, Damonte Ranch High School
Doors to Recovery Public Art Project with over 40 emerging local artists, antique doors from the historic Lear Theatre, completed art-doors on display throughout downtown and midtown	Stacie Mathewson Foundation, Transforming Youth Recovery, Tour de Nez, Nevada's Recovery and Prevention Community (NRAP), The Lear and Artown
Volunteers for Give \$3 Campaign	NV Energy, U.S. Bank, Bobo's Street Team, Miss Reno, Sparks and Washoe County Scholarship Program, Reno Tahoe USA, Truckee Meadows Community College Special Events Management Program, Circle K and Artown Volunteers
Artown logo on 70,000 grocery bags and Little Book distribution	Scolari's Food & Drug Company
Milk containers for Discover the Arts "Green Art" projects and donated ice cream for 800 children	Northern Nevada Dairymen, Model Dairy, City of Reno and McKinley Arts and Culture Center

Children's art projects created by Kiwanis at Artown's Family Series: Fruit Loop Necklaces, Spider Lollipops, paper plate balloons, and maracas. Free Facepainting at The Notables, Bike Valet at Compression! Art and Fire, and handmade book purses at Grassroots Books	Kiwanis with donations from Scolari's Food and Drug Company, Patagonia Outlet, Echo Interior and JC Penney
Transportation and lodging for over 100 artists during the month of July	Reno Tahoe Limo, Atlantis Casino Resort Spa Reno, Circus Circus Reno
6th Annual Midtown Art Walk pairing artists with local merchants to showcase the unexpected culture of our city's midtown district	69 Midtown merchants
Artist and volunteer hospitality	Wild River Grille, Port of Subs and Sands Regency Hotel Casino
6th Annual Employee Art Show, High Desert Harmony, Masterworks Chorale, Talent Force Performing Arts, The Note-Ables, Spirit Singer, and Reno Youth Jazz Orchestra performance I and II	Reno-Tahoe International Airport, individuals traveling
Day of Visual Art: Pawspective Art Show	Animal-themed art show featuring many local artists. Adopt your own "Dog Vinci," "Cattisse," or "Petcasso" at a special price. Proceeds from the art sales benefit Nevada Humane Society
Concert on the Green: A Sunday Evening Concert Series	Caughlin Ranch Homeowners Association
Pops on the River 20th Anniversary	Reno Philharmonic Orchestra, Laura Jackson, Music Director and guest vocalists: Susan Egan, Gary Mauer and Anne Runolfsson
24 hour Mural Marathon	Hosted by Circus Circus Reno. Judged by David Walker, Nevada Museum of Art; Eric Brooks, Sierra Arts Foundation; Maria Partridge, Burning Man; Dave Aiazzi, Artown; and Paul Prindle, University of Nevada, Reno. Artists included: Rex Norman, Rafael Lopez, Joe C. Rock, Pan Pantoja, Alex Fleiner, Heather Jones and Mike Lucido
Unveiling of the "Work of Art: Artown" documentary and Artown press conference	KNPB Public TV, Atlantis Casino Resort Spa Reno, Heidemarie Rochlin, City of Reno's Arts and Culture Commission and Jeremy Dunn
Fish Along the Truckee River	Project created by Sierra Kids, The Boys Girls Club of Truckee Meadows and The Abbi Agency; educating the community about our native fish and streams with 24 ceramic fish murals
Rollin' on the River	Artown, Reno News and Review, Reno Municipal Band
Day of Visual Art	15 participating presenters in backyards, gardens, business locations, museums and other eclectic art spaces

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 art and inspire thousands. Thank you for being our Friends.

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Ranson and Norma
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Student/Senior

Thank you to the over 200 students and seniors who donated to our 2014 season.

Support the 'Renossance'

There is an art movement in town being referred to as the



RYAN OSTLER

Reno Renaissance, or the "Renossance." As an artist, this has been fascinating to watch, and it's an honor to be a part of. The term is describing a very real artistic

and creative explosion happening in the Truckee Meadows — an explosion that has been gaining momentum for the last four years and now is charging forward with locomotive ferocity.

Art brings positive change within communities. It enriches our physical world and experience, and it elevates our perspective. Within a community rich in the arts, quality of life skyrockets and makes cities more desirable to live in. This, in turn, brings in businesses and higher wages, all of which leads to a happier population.

The backbone of arts in Reno is community, and we are on our way to becoming a major hub for the arts. Four years ago, I was a member of the Salvagery Artist Collective. What started as a group of artists painting pianos for Artown continued into more warehouses and groups providing space, tools and creative dialogue for arts to flourish and evolve.

Today, there are multiple

facilities in the area doing the same thing, including Valley Arts Research Facility, Reno Art Works, Cuddleworks, the Holland Project, Wedge Ceramic Studio and the largest of them, the Generator, a community builders and art space. The infrastructure of these creative spaces is putting Reno on the artistic map.

Art around town

The renaissance is becoming apparent throughout the area. There are murals by Joe C. Rock, Bryce Chisholm and many others seem to appear overnight. Artists and new groups are starting to promote the arts, such as the Creative Coalition of Midtown and Reno Art Spot and its First Thursday Art Walks that have brought artists' work to an increasing number of venues — providing new forums for artists to show their art to greater audiences.

We have everything we need to become a true destination for the arts.

Reno is an auspicious place for artists to live and work because the cost of living, while increasing, still is relatively low. It also has the community art spaces to nurture creative growth, and people who attend art shows and support the artists. We also have the talent.

There is so much to choose from in the arts in Reno — art

walks, multiple theater companies, galleries, cafes, salons and bars — showing artwork all over town. Art organizations and spaces promote and facilitate creativity and are always welcoming interest and new participants. And, every week there are usually five or six art showings.

But, we still need continual interest and support from the community. Reno artists need to sell art to keep creating. Many of the artists on the forefront of the Renaissance are struggling to make ends meet even though market prices are very low here.

I encourage you to become part of the art community. Buy a ticket to theater performance, donate to one of several large scale sculpture projects being built around town or go to an art show and take home a painting or print from an artist.

Your monetary support is critical to the evolution of this Renaissance.

Reno is an amazing place for the arts to flourish. But the arts need your help in taking us to the next level as a community. Support your local artist, support the movement and we will grow as a city together.

Ryan Ostler is a professional fine artist and gallery manager in Reno.

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Asher Palmer, age 3 here, grandson of Reno Councilman Dave Aiazzi, plays on a 2011 Artown piano in the Salvagery building. RGJ FILE

July 2014 Volunteers

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Rosa Romero

Kat Rubioso
McXine Salva
Kathy Schwab
Karen Solberg
Rob Swift
Grady Tarbutton
Lana Tarbutton
Tayona Tate
Micah Turner
Sabrina Walter
Nicole Weitzman
Mary Weneta
Alyssa Yocom
Nesha Zyglinski

Contributors' Organizations

Bobo's Street Team lead by Mary Weneta
NV Energy
Circle K
Miss Reno, Sparks & Washoe County
Scholarship Program Preliminary
to Miss Nevada & Miss America
Reno Tahoe USA
Truckee Meadows Community College
Special Events Management class
U.S. Bank

Volunteer Value: \$37,311



Monday Night Music Series sponsor Hometown Health and Artown volunteers

Artown Kicks Off With Storytime

Updated: Tue 8:12 AM, Jul 01, 2014

By: [Rebecca Kitchen](#) - Email



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RENO, NV - July means Artown. The month long celebration kicks off today with several free events. One in particular is designed to introduce kids to various different types of art. Held every morning in the McKinley Arts and Culture Center, Discover the Arts provides parents and kids a free introduction into the art world.



To kick off the month, children are being transported to a place known as 'Underwood', and it's all being brought to them by a woman with a very impressive imagination.

Related Links

[➔ Artown Website](#)

Every year, Kathleen Durham sits down with kids for storytime. But they aren't you're traditional fairy tales. These are the stories of the Underfolk, the mischievous but friendly elves that live in Durham's home.

"I just love it," Kathleen said. "I love the children. I like to tell them stories."

Kathleen has been sharing her stories of the Underfolk for longer than she can remember, but this particular storytime is part of Discover the Arts. It's a free event held every day during Artown to introduce children to various forms of art.

"They discover a lot of music," Kristen Timmerman, Discover the Arts manager said. "They discover every aspect of art. It could be clay, it could be painting. It's good for them to get every aspect of the art world. It encourages imagination.

And imagination is what Durham uses to share her stories and to create the dolls she uses to help tell them. The dolls are handcrafted by Durham, but what makes her stories special to her is not the fact that she makes the dolls. Rather as she is creating them, the dolls introduce themselves to her.

Artown Ends on High Note

Updated: Fri 6:38 PM, Aug 01, 2014

By: [Kendra Kostelecky](#) - Email



RENO, NV - The official numbers aren't in yet, but Artown's Executive Director Beth Macmillan tells KOLO 8 News Now this may have been one of their strongest years yet. She says that's partly because the festival is always evolving to include events that reflect the changing culture of our area. "We really to listen and look at our population when programming the festival," she says. From Mariachi to Ozomatli, this year Artown included an increased number of Latin Culture artists.



Related Links

[➔ Artown Contact Page](#)

According to Macmillan hot and stormy weather during July not hurt participation. One event had to be rescheduled, but nothing was cancelled. Additional events around our our area, including the Barracuda Open and Hot August nights also helped to draw new audiences to the art festival.

Next year is the 20th anniversary of Artown. Organizers are planning the biggest celebration yet. They say even though they don't normally invite the same artists back year after year, they do want to feature artists who were favorites over the years. If there is something that you have liked in the past, or would like to see in the future, they want to hear from you. To weigh in, check out the link to the right.



Traditional Indian dance at TACH



Playing the harp at Discover the Arts



Pipes On The River at Trinity Episcopal Church



Vino and Garden Art Galleria at Micano Home and Garden Decor



Singing and swinging at Pops on the River 20th Anniversary



Setting up for Conjuntos Chappottin y Sus Estrellas in Wingfield Park

Audience Comments

"Artown is awesome! Thanks for bringing such great talent and artists together year after year."

"Big kudos to all the local artists, businesses, organizations, and donors who came together to create yet another amazing July lineup for this year's Artown festivities." -Reno Center for Performing Arts via Facebook

"Thank you. What a great organization. Totally first class. Thanks for bringing me to Reno. It was a blast and the audience was tons of fun. Loved it." -Norman Foote via Twitter

"July is around the corner: The Washoe County Library loves Artown."

"We love the month July in Reno for many reasons, but one of the biggest is Artown." -La Vecchia via Twitter

"No lie Artown is the best part of Reno's Summer."

"We love Artown! 2014 was an amazing year. Keep up the good work!"

"You bring truth to the old phrase, 'The best things in life are free!'"

"The year was the best ever-a fantastic mix of music, art and dance. It is a true gift to the people of Reno land."

"Thanks so much for your devotion to this wonderful project!"

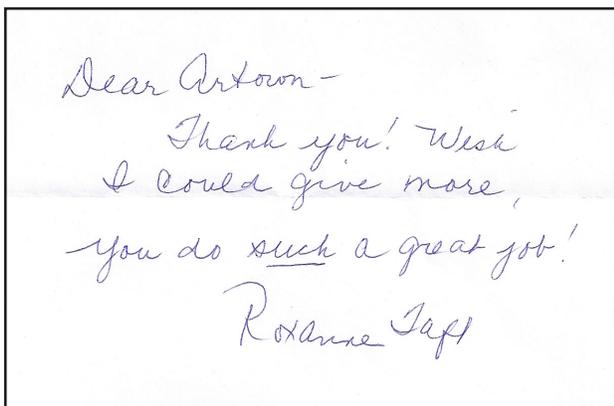
"Looking forward to Artown 2015!"

"Artown is the best of the best. Thank you!"

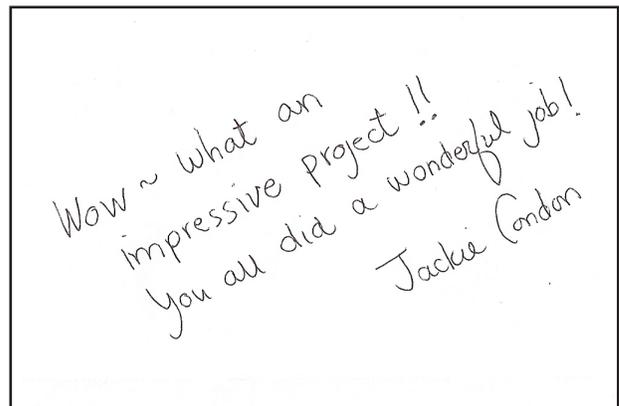
"Thank you thank you all you great people - am almost 90 but love what you offer each year."

"Such a fun time and so great for our community. Again, many thanks for your hardwork."

"Thank you for your efforts to make Reno and Artown a special place and event."



Dear Artown -
Thank you! Wish
I could give more,
you do such a great job!
Roxanne Jeff



Wow ~ what an
impressive project !!
You all did a wonderful job!
Jackie Condon

Artown Acclaim

- 2014** Artown Executive Director, Beth Macmillan elected President of Western Arts Alliance
- 2014** Reno News & Review Best of Northern Nevada, Best Special Event in Downtown Reno
- 2013** Reno News & Review Best of Northern Nevada, Best Special Event in Downtown Reno
- 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** 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

RENO the biggest little startup community

Reno is less traffic and more trails. Less smog and more slopes. It's a place where you can walk out of your downtown office to a world-class whitewater park, attend a top-tier university, dine at award-winning restaurants and be part of a vibrant community. "Reno is now a city of sustenance as well as indulgence." - *The New York Times*

300+
sunny days a year

425,000
population

Reno was named one of the **best cities for mid-career professionals**
Richard Florida, Creative Class



Tier 1
UNR's Schools of Medicine, Engineering & Business are ranked among the world's best
US News & World Report

18,000
students at the University of Nevada, Reno



The Desert Research Institute is an internationally acclaimed research institution



2
hours to Black Rock City

68,000
annual Burning Man attendees from all over the world

#1 Most populous & highest startup-density for the MSA class size
The Kaufman Foundation



300,000
People who attended Artown, the month-long festival each July

18.6
minutes average commute
7 minutes faster than the national average

TRUCKEE RIVER world-class fly-fishing

#10 Named Best Place to Live by liveability.com

500+
art events during Artown

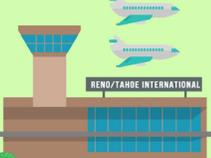
MIDTOWN

RENO
THE BIGGEST LITTLE CITY IN THE WORLD

1 of 6
locations approved for drone testing

7-8
flights per day to the Bay Area

53
daily departures to 15 direct destinations



KEEP TAHOE BLUE.

8
world-class ski resorts

2ND
deepest lake in the US

70
feet of water clarity

72
miles of shoreline



5.8%
The cost of living is 5.8% lower than the national average

Year-round sports:
hiking, mountain biking, skiing, kayaking

LAKE TAHOE	35 Miles
SAN FRANCISCO	218 Miles
LAS VEGAS	448 Miles
SALT LAKE CITY	520 Miles

20%
of the country can be reached in 1 day through major shipping carriers

18TH
Washoe County's rank for college readiness in all subjects

NO personal income tax
corporate income tax
franchise tax
inventory tax

Entrepreneurial Events:
TEDx, Ignite, Startup Weekend, Reno Wired, Word Camp, Hack for Reno, NASA Space Apps Challenge, Microsoft Hackathon, Pixels of Fury, Sontag Business Competition, Governor's Cup, Meetups, 1 Million Cups, House of Genius, Maker Faire

Cultural Events:
Artown, Hot August Nights, Canfest, Brew HaHa, Burning Man, Street Vibrations, The Great Reno Balloon Races, The Reno National Championship Air Races, Reno River Festival, Reno-Tahoe Open

Startup Funding:
Reno Angels, Sierra Angels, Battle Born Venture, Reno Accelerator Fund

Entrepreneurial Resources:
Girlmade, NCET, Entrepreneur's Assembly, Startup Digest, Summit Venture Mentoring Service, The Spark, Reno Rebirth

Entrepreneurial Groups:
EO, eWomenNetwork, Nevada Inventor's Association, BLC Group, Northern Nevada Software Developer's Group

Entrepreneurial Spaces:
Reno Collective, The Generator, Swill Coffee, The Hub Coffee Roasters, C4 Cube, Bosma Business Center, Bridgewire

Notable Businesses:
Apple, Patagonia, IGT, ShortStack, Intuit, Microsoft Licensing, Urban Outfitters, Custom Ink, Sierra Nevada Corporation



Get more info @ eNevada.org

biggestlittletcity.org

Map courtesy of the Abbi Agency