

ARTOWN

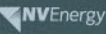
July 2015 Final Report



RENOISARTOWN.COM



JULY 1996 - 2015





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Photographers
Peter Walker Chris Holloman
Susan Boskoff and Presenters



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.



Table of Contents

Commissioned Artists	1
Executive Summary	3
The City of Reno, Artown's Major Funder	11
Festival Sponsors	12
Event, Commission and Champion Sponsors	13
Media Sponsors	15
Artown Exposure	19
Other Revenue Streams	20
2015 Volunteers	21
Presenters	22
Audience Comments	24
Friends of Artown	28

Photographers: Chris Holloman, Peter Walker, Susan Boskoff and Artown Presenters

Artown Commissioned Artists



Anniversary Poster: The annual Artown poster defines and celebrates the year's festivities and is a highly coveted project. To celebrate the 20th year and the July 2015 festival, Artown commissioned locally grown artist, Franz Szony, to create this signature piece. With his passion for the arts and his vast experience with each Artown Festival, Franz created a clever and unique story to tie into this year's festival.

The goal for this image was to depict a message or a theme as a personified character. Mnemosyne celebrates the beauty and imagery we experience each year at Artown. In July 2015 astrologically we had two full moons as well as a new moon. This is called a "blue moon," and happens so rarely it is what coins the term "once in a blue moon." A

perfect setting for our 20th anniversary. A collection of his work, entitled *Wise Witches*, was on display during July at Sierra Arts Gallery.



Pashmina Goat by Michelle Lassaline

Commissions: Artown also commissioned two performance art pieces. The first was Michelle Lassaline (collaborating with Nate Clark) as The Taeuber Troupe. Their presentation was an ongoing, travelling, performance that visually connected downtown Reno to the arts. While dressed in handmade costumes and animal masks, there was a performance and interaction from a mobile stage towed by fellow artist (Nate Clark) on his bicycle. This miniature but elaborate stage provided a chance meeting with the Mountain Bluebird, the Highland Cow or the Pashmina Goat. The format allowed the performer to greet you and draw your portrait as an animal. This gave one-on-one interaction but also stirred a curiosity of viewers while supporting the belief that childlike imagination is a skill that can be revived at any age. Every Monday from

5:00 pm – 7:00 pm, The Taeuber Troupe appeared in Wingfield Park and celebrated the arts during our family night.



Destination Dance at the Lake Mansion

The second commissioned performance artist selected was Eve Allen of Destination Dance. On July 23rd this dance troupe took the audience on a walking dance tour lasting approximately one hour that included site-specific dance works created and performed by five local choreographers, 27 dancers, four tour guides and three technicians. Vivid tour guides led audience

members on a walking tour around downtown Reno's Riverwalk area stopping at various locations to view site-specific performances on the Lear Theater steps; Ross Manor garden; the Truckee River; Wild River Grille patio; Washoe County Courthouse steps and the historic Lake Mansion porch/widow's walk.



Executive Summary

The Planning Phase

Laying the groundwork for a 20th celebration is no small task. Each year, the Board of Directors and staff review the direction for the festival, but this year was an exciting challenge. How do we embrace past, present and new into one month? The answer became clear:

- Bring in past favorite series and performances
- Grow into untapped areas – Midtown was identified as a growing community and Dickerson Road highlighted their unique art businesses and projects
- Capitalize on a public arts project – The People Project
- Highlight and work with organizations in under-served areas
- Introduce our community to the highest caliber of art
- Community partnerships are the key of our success
- Continue to grow outreach and education opportunities

Neighborhoods Create Art Districts

Midtown is a special part of Reno. It's a commercial-centric corridor in the center of town that parallels Virginia and Center Street, just south of downtown, from about Liberty Street to Mt. Rose Street. Featuring an eclectic range of businesses from one-of-a-kind restaurants to mom-and-pop hardware stores, Midtown is the most small-business-dense section of Reno.

Midtown was selected as a key growth area this year – an area that we knew would embrace our plans. Artown for Midtown featured The People Project where 57 statues were artistically embellished and displayed throughout Midtown, encouraging foot traffic around the neighborhood. The visual impression from this project is lasting and serves as a template for combining genres that explore the arts and talents of our local community; wrapped into one big art project.

Sundays At Sticks (700 South Virginia Street) cemented the vibrancy with a new music series featuring a compilation of artists in the styles of singer/songwriters, indie folk and swamp bluegrass. Performances included Rising Appalachia, Tim Snider, Portland Cello Project and Darlingside. The venue was filled to capacity, and as a result, exploration for a more permanent venue is being explored. These projects were embraced by all – the business owners, community and artists. Crowds flocked to this area to fully appreciate all that Reno and Midtown offer.

And Other Neighborhoods

Discover Dickerson Road was another experience where artists used the arts as a way to transform a somewhat neglected neighborhood. Through great partnership with the businesses, Discover Dickerson on July 19th was a day of family fun featuring art, theater, comedy and more.

A Day of Visual Art continues to be a journey through the arts in a southwest Reno neighborhood. Take a stroll through backyards in visually charming neighborhoods on streets such as Monroe, California and Mt. Rose to purchase art, jewelry, sculptures and more. This event captures the true essence of art in the garden.

The Parade Marches On

The month of July demands a high-energy opening. The answer – a MarchFourth! parade with their outlandish garb, stilt walkers and music. As the “pied pipers” of arts, they traipsed from McKinley Arts Center to Wingfield Park. The opening night headliner, Glen David Andrews, brought down the house with his electrifying music using a rare combination of Funk, R&B, Jazz, Gospel and Zydeco. Outlandish, amazing and eclectic are all adjectives used for this kick-off. What a way to begin our celebration. Here’s to another 20 years!

Discovering Culture - World Music Series

Our Wednesday series in Wingfield Park brought cultural diversity to the crowds of 2,500 each evening in the park. Touted as a festival highlight, this year stretched the depth of creating a climate for cultural awareness in our region. Each Wednesday we experienced new cultures of the world. India with DJ Karsh Kale and Ragamala Dance; Native American with Martha Redbone and Buffy Sainte-Marie; Latin music featuring female mariachi ensemble, Reyna



DJ Karsh Kale at World Music

de Los Angeles then moving onto the streets of Tijuana with the vibrant musical fusion of Las Cafeteras; and then finally taking a journey with the blues bridging ancient African instruments to Chicago Blues with Lurrie Bell and Bassekou Kouyate playing the Ngoni.

Patriotism at its Finest

Proudly honoring the time proven tradition weaving our culture through independence, Artown celebrated Fourth of July in true Americana style. With the family friendly musical salute from Reno's own Municipal Band, we embraced our past in a panoramic setting completed by fireworks set to "The Stars and Stripes Forever" by John Philips Sousa.

Monday – Bartley or Wingfield

The thunderstorms and rain tried to put a damper on the festival at the beginning of the month, but only one event was cancelled during the entire month. The crowds persevered and were rewarded for their patience and dedication.

The Monday Night Music Series, held at The Robert Z. Hawkins Amphitheater at Bartley Ranch, hosted musicians from diverse backgrounds, musical styles and eras. The free series began with a patriotic performance by the Reno Philharmonic Orchestra; the following week outstanding student musicians from the Reno Youth Jazz Orchestra took the stage. In week three, the overflowing audience of Bartley Ranch participated in a Salute to Sinatra with Landau Eugene Murphy Jr., former America's Got Talent winner. The closing of the series was nothing short of spectacular, as the Ahn Trio sisters breathed life into their piano, cello and violin, performing both classical compositions and covers of contemporary artists.



U.S. Bank mural at Family Night

At Wingfield Park, The Family Series continued to inspire with *Alice in Wonderland*, *Charlie and the Chocolate Factory*, *Secret Agent 23 Skidoo* and *Story Pirates*. *Story Pirates* was cancelled due to the violent storm directly over Wingfield Park. They had such a compelling story – we reached out to Washoe County school children for a contest to submit an adventure story that would be acted out by this group. We had two winners from over 50 submissions.

Discover The Arts

Artown's longest running children's series, Discover The Arts, continued to grow and included interactive hands-on opportunities for youth. The program ran for 22 days (Monday-Friday at 9:30 a.m.) at McKinley Arts and Culture Center and provided children with an introduction and

enhancement of art skills. The series included multi-disciplinary programs, workshops, storytelling, arts projects, dance, ice cream from Northern Nevada Dairymen/Model Dairy, costumed performances, green art projects and more!

Missoula Children's Theatre

The nation's largest touring children's theatre, has been a part of Artown for a decade. Creativity, goal achievement, communication and self-esteem are all characteristics that are attained through this unique educational project. It is our collective goal to develop life skills in children through participation in the performing arts. This year, 60 local children participated in *Aladdin* on Saturday, July 18th at Damonte Ranch High School.

In addition to the stage performance, there were 17 free workshops at Kids Kottage, Boys and Girls Club, Day Treatment Center, Children's Cabinet and City of Reno Performing Arts Camp targeting children who did not have transportation to the auditions and rehearsals. Each workshop was dedicated to introducing children to performing arts teaching that the ABC's of the theatrical process, teamwork and creativity are all factors in success.

Shall We Dance

Our Dancing in the Park series on Tuesday nights featured dance in multiple styles. Opening the series was the Northern Dance Coalition and their performance of "Exhibitions," where Coalition 10 Studios conveyed the true community spirit as students and performers shared the stage, combining dance and theater. Then Sierra Nevada Ballet presented an incredible evening of dance, song, and



Dancers from Sierra Nevada Ballet during Dancing in the Park

live music featuring tap star Sam Weber and singer Cami Thompson. The following week, Heart and Sole Dance Academy demonstrated love stories throughout the decades to jazz, hip-hop and contemporary music. The series concluded by highlighting dance forms from around the world, as the Downtown Dance Collective and their local performers recognized cultural and ethnic heritages from India, Ireland, Ukraine, Italy, and more, through movement, music and costuming.

Headliners and Ticketed Events

In 2014 we began a private/public partnership with Washoe County to present a series at Bartley Ranch. This year, our series began with a performance by award-winning and multi-talented Broadway star, Betty Buckley, who had the whole audience singing along as she sang “Memory,” made famous in the Broadway musical *Cats*. The following week, Artown presented Home Free, a five-member country vocal band, who sang popular, contemporary covers in true a cappella harmony. Then, renowned American country musician and songwriter, Clint Black took the stage, sweeping the audience away with the sounds of his multiple guitars and familiar songs and lyrics. The series closed with the sultry voice of award winner Mary Chapin Carpenter who engaged the crowd with her art of storytelling through her music.

Movies In The Park

This year, the movies ranged from traditional to outlandish. Starting with *Casablanca* where the side stage turned into a dance-a-thon to “As Time Goes By”; to *The Princess Bride*; *The Jungle Book*; *The Birdcage* that coincidentally tied into the Pride Celebration from Build Our Center and also featured the Art of Drag winners that helped us celebrate in the park; and finally the classic Dickens tale of *Nicholas Nickleby*. This traditional series continues to be an Artown staple for all to share.

Rollin On The River

Proudly celebrating its 20th year at Wingfield, Reno News & Review featured show stoppers such as Charlie Musselwhite, returning favorites Paisley Brain Cells and The Lazy Eights, Big Sandy and His Fly-Rite Boys, The Red Elvises and Beso – gypsy rock. Sponsored by the Reno News & Review, Artown is featured in the July edition and highlights our events during the month – amazing exposure. And, we are also voted by readers as The Best Special Event in Reno. Thanks Reno and Reno News & Review!

And More

Artown is a leader in the Northern Nevada arts and culture industry and utilizes a rich variety of venues ranging from traditional art spaces to non-traditional environments such as neighborhood streets, urban and suburban districts, historic buildings and parks. Cultural diversity and history are embraced and interwoven within the fabric of our city that supports Artown during July.

July boasted 36 ongoing events, 29 workshops, 169 presenters and 124 venues that collectively created 500 daily activities and events. Each represented artistic genres, mediums and ideas as varied as the artists. Historic events were memorialized during the month with projects like *I Am My Brother's Keeper* talking about the holocaust survivors of Auschwitz. Classical performances were held including the beloved Peanuts characters in the musical production of

You're A Good Man Charlie Brown by Reno Little Theater. We learned the intricacies of the Burner culture with Burner Mingle at Grassroots Books. And then we experienced the vibrant sounds of a pipe organ at Trinity Episcopal Church and celebrated our youth with Young Chataquans and Reno Youth Jazz Orchestra. Just a sampling of what an adventure we had during July – Reno lives and breathes arts and culture and embraces the passion we have for the arts.

How Many Days in July?

The pinnacle of the month was the closing night festivities, yes on Saturday, July 32nd. Established as “the” classical hip hop violinists of this era, Wil Baptiste and Kevin Sylvester aka Black Violin, amazed the audience with their exclusive artistry. When you think it can’t get any better, Michael Kaeshammer masters the unimaginable boogie-woogie on the piano with five of his musical partners on horns. It was a magical evening.

Outreach

Artistic outreach and arts education is also at the forefront of Artown’s mission. By exposing our youth to the arts at an early age, we know that they are molding who they will be in years to come and investing in their future. In supporting our community, Artown seeks ways to work with our diverse population. At a free community health fair at Miguel Ribera Park in Reno two Latino Bands (Mariachi and Las Cafeteras) performed for the crowds. This enabled this low income Hispanic community an opportunity to experience Artown in their own neighborhood.



Discover the Arts

The Ahn Trio led a workshop for the senior music students at the Steinway Gallery reflecting the unique variations of the classics through these sisters. Lurrie Bell and Landau Eugene Murphy, Jr. visited the Children’s Center at Renown Health performing bed-side, bringing a brief respite to the patients.

Artown and the University of Nevada, Reno were privileged to host the Mandela Washington Fellowship, a group of 25 young African leaders, in an entrepreneurial discussion as they promoted innovation and positive change not only in their organization but throughout

institutions, communities and countries. Through our partnership with the Northern Nevada International Center, transportation was coordinated so these young leaders could attend various Artown events. One of the highlights during their visit to Reno was a private meet and greet with Monday Night Music Series performer, Landau Eugene Murphy Jr.

Appreciation

Artown is fortunate to have such a strong support team both with donors and volunteers. To combine our appreciation for them all, we created our first ever Donor Appreciation Event on July 25th featuring the contemporary dance company BodyTraffic in the panoramic setting at Bartley Ranch. This was a magical night and truly reflected our gratitude for the community involvement we receive. This is destined to be an annual tradition. Heartfelt thanks goes to everyone who provided the support that truly makes July the best month of the year to live, work and play in Northern Nevada!

Volunteers

This year, nearly 100 volunteers dedicated their services for 1,499 hours helping make Artown's 2015 month-long festival a huge success. Despite challenges such as: high heat, rampant rain, thunder and lightning storms and wild winds, our volunteers anticipated unexpected obstacles and proactively addressed them, allowing for Artown patrons to enjoy each and every performance. It is the team and camaraderie, which serves as the backbone for coordination and logistics; without our volunteers our events could not operate smoothly. These kind, committed and enthusiastic individuals assumed the role of Artown Ambassadors, greeting guests and graciously facilitating with the following:

- Event set-up
- Event and stage tear-down, clean up, garbage and recycling
- Distribution of marketing materials including Little Book calendars, playbills, posters and mailings
- Merchandise sales for Artown and featured artists
- Directing traffic, parking, ushering, and wristband application
- Survey distribution and collection
- Monitoring the audience for security to ensure safety and comfort of attendees
- Working with Artown's "Give \$3 to Keep it Free" campaign

On National Volunteer Day, Microsoft celebrated by donating time, effort and materials to fixing up our historic Lear Theater's grounds and the yard of Artown's office. Over 40 volunteers worked diligently for a total of 320 additional hours. Way to go Microsoft!

And There's More

While July will always be our primary focus, Artown continues to offer diverse programming throughout the year. Artown presented Mariachi Sol de Mexico de Jose Hernandez to Reno on December 12th at the Grand Sierra Resort. Ira Glass and David Sedaris will perform speaking engagements this fall at the Pioneer Center.

President of Western Arts Alliance:

Artown's Executive Director continues in her commitment to the Arts as President of the Western Arts Alliance. In September she attended the annual conference held this year in Canada.

- As President, Beth hosted a reception at the U.S Consulate General's residence in Vancouver, B.C.
- She was able to engage with major Festival Directors from Australia, New Zealand, Mexico, China and Canada
- The outcome, in addition to planning Artown 2016, was the growth of the arts festival model both here in the United States and globally
- What we have always known by our survey results was shared by everyone at WAA: festivals build communities, provide social engagement and have an impact both culturally and economically



2015 Merchandise

The City of Reno, Artown's Major Funder



In 1996, the City of Reno Arts and Culture Commission consisting of business and arts executives developed a plan to use the arts to improve the city's self-image and give locals a reason to visit downtown. Their idea: highlight the community's cultural depth, ignite civic pride, and create a climate for the cultural and economic rebirth of our region. Now, in its 20th year, the month-long festival named "Artown" celebrates two decades of art, culture, and expression.

Thank you City of Reno -- Reno is Artown!

City of Reno

Mayor, Hillary Schieve
Councilmember Jenny Brekhus
Councilmember Oscar Delgado
Councilmember Paul McKenzie
Councilmember Neoma Jardon
Councilmember David Bobzien
Councilmember Naomi Duerr

City Contribution to Artown: \$125,000
Arts & Culture Commission: \$ 15,000
Leveraged In-kind Value: \$ 3,900

Additional funds awarded through:
Special event funding: \$ 9,206
Cultural grants to presenters: \$ 48,000
Total City of Reno Support: \$201,106

Festival Sponsors



News 4 Anchor Shelby Sheehan and Artown's Executive Director Beth Macmillan



The arts educate us all.



University of Nevada, Reno



Reno-Sparks Convention and Visitors Authority

Total Festival Sponsor support, excluding media sponsors: \$153,000

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
Waste Management
Cargo At Whitney Peak

Monday Night Music Series

The Robert Z. Hawkins Foundation
Renown Health
Albright & Associates, LTD.
Peppermill Resort Hotel

Family Festival

Wild About Smiles
KTVN Channel 2 News
Thelma B. and Thomas P. Hart Foundation
Circus Circus Reno
Terry Lee Wells Foundation

World Music Series

National Endowment for the Arts
Circus Circus Reno
Mathewson Charitable Lead Trust
New England Foundation for the Arts
Friends of Artown

Summer Soiree Under The Stars

Washoe County
Peppermill Resort Hotel

Movies In The Park

Eide Bailey LLP
Diamond Vault
Swire Coca Cola Products
Pioneer Center for the Performing Arts

Missoula Children's Theater

The Leonette Foundation
Wells Fargo Foundation
Nevada Arts Council
Unitarian Universalist Fellowship
Wild About Smiles
Circus Circus Reno

Discover The Arts

Northern Nevada Dairymen
Nevada Arts Council
Lemelson Education Assistance Program

Sundays at Sticks

Midtown Business Owners
The Carter Brothers
Microsoft
Atlantis Casino Resort Spa

Little Book Sponsor

Morrey Distributing Company

Commission Sponsors

Sands Regency Hotel and Casino
Transforming Youth Recovery

Total Commission and Event Sponsors Support: \$ 131,290

Champion Sponsors

Reno Tahoe Limousine
Steinway Piano Gallery of Reno
ESI Security
Girl Scouts of Northern Nevada
Lenox Barns
Cargo At Whitney Peak
Jimmy John's
Signature Landscape
Port of Subs
Reno Type

The Terry Lee Wells Discovery Museum
Nevada Office Machines, Inc.
Kiwanis
Scolari's Food and Drug
FastSigns
Reno Bike Project
Mark Simon, Sotto Voche
Star Sound Audio, Inc.
Macy and Company, LLC
Swire Coca-Cola

Total Champion Sponsor Support: \$36,024



Pops on the River



Martha Redbone



Audience enjoying Artown events

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:

News 4 – Fox 11 – My 21 TV:

Coming on strong as the festival media sponsor, the three stations joined together to create a strong partnership for this year's Artown.

Their collaborative efforts were seen in a variety of ways including:

- Promotional announcements on all three networks daily
- Interviews
- Social media
- Web presence
- Creation of an exclusive Artown preview show with host Shelby Sheehan and Beth Macmillan
- Opening night news broadcast from Wingfield Park
- Live emcees during the month
- Give \$3 produced spots
- Production and more

Total Media Value – News 4-Fox11-My21TV: \$ 500,000

RGJ Media:

- 117 Articles (average 15 column inches each)
- 54 Photos (average 60 column inches each)
- 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: \$695,000

Reno Tahoe USA (Reno Sparks Convention and Visitors Authority):

Artown was included in all areas featuring displays, banners, listings posts in

- | | |
|-----------------------------------|---------------------------|
| • National Bowling Stadium | • Newsletters to 78,000 |
| • Airport Special Events Calendar | • Facebook posts |
| • Festival Brochure inclusion | • Tweets 9,081 and 21,400 |
| • 2015 Reno Tahoe USA Getaway | • River Festival Brochure |

Total Media Value – Reno Tahoe USA: \$ 97,965

Reno Media Group:

With a strong offering of stations, Reno Media Group has a station for all listeners. Included are 106.9 More FM; Alice 96.5; The River 103.7; SWAG 104.9; Ten Country 97.3, 92.5 Oldies; 96.9 The Rodeo and 1270/96.1 CBS Sports.

Reno Media Group created a valuable presence with the radio audience. They reached 328,300 people ages 18+ with their Artown specific campaigns. This year, Ten Country beat long time local favorite The Bull in ratings.

Additional exposure was generated through:

- Flash Rotator on eight websites
- 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: \$ 74,000

KNPB Channel 5 Public Broadcasting:

- On air promotions
- Program Guide
- Website advertising
- E-blasts
- Creation of promotional video, creative services and additional promotions throughout the year

Total Media Value – KNPB Channel 5 Public Broadcasting: \$ 25,000

KUNR Public Broadcasting:

- 750 messages during the year
- 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 Series
- Partner in Reinventing Radio: An Evening With Ira Glass

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

Total Festival Sponsors Media Value: \$1,416,965

Additional Media Sponsors:

Reno News & Review:

- Artown preview guide – circulation of 33,000 (a 24 page full color guide to Artown highlights, inserted into the Reno News & Review)
- Rollin On The River – July 3, 10, 17, 24 and 31
- Editorial mentions of Artown during June and July
- Best Special Event in Downtown Reno voted through “Best of Northern Nevada RN&R 2015”

Total Media Value – Reno News & Review: \$105,000

KTVN Channel 2:

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

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

Reno Tahoe Tonight

- Festival ads and story lines

Total Media Value Reno Tahoe Tonight: \$ 5,000

Total Other Media Value: \$117,500

Total Combined Artown Media Value: \$ 1,534,465

Social Media and Website:

We continue to grow in our social media marketing. We want Reno to recognize who we are behind the scenes and not just the basic information such as time, location and place; social media does just that.

This year we changed to a new ticket system, Patron Manager, and are still in the process of updating our communications.

Facebook: 11,000 Followers

Twitter: 5,736 Followers

Instagram: 751 Followers

We continue to drive inquiries to our website via all marketing, promotions and messaging. Our unique visitors for July were 37,252 and year-to-date 77,489. We know that traffic could have been impacted by our tie with national artists, using cross marketing of ticket sales on

their individual sites. Our goal next year will be to 1) increase our Facebook interaction through updated techniques 2) capture new visitors 3) live updates on performances and weather to update people at home and 4) encourage audience members to check in on social media outlets.

Regional Publications:

This year we were able to tell our story in February allowing us the opportunity to reach out to regional publications.

In the June, 2015 issue of Alaska Beyond (Alaska Airlines Magazine – Horizon Edition), Artown's Cultural Extravaganza was featured on Page 7. Included was the 20th Anniversary Poster by Franz Szony as well as photos of Mary Chapin Carpenter and Clint Black. This generated interest in our event as well as sales of our XX Poster.

In The Summer, 2015 edition of Via (AAA Magazine – Nevada), Page 50 noted Arts-ville, Nevada with a descriptive mention of our offerings, a photo of Clint Black and the July 1 – August 1 dates. Nice to be recognized in this strong regional publication.

Reno Magazine's July/August edition also featured an article entitled "A Milestone Anniversary" featuring a colorful photo of Lady Artown and long descriptive story on the evolution of the poster. Page 21 looked great!

The Good Life, an exclusive magazine serving the neighbors of Old Reno, featured a personal story on Artown's Executive Director, Beth Macmillan. Gracing the cover with one of her sons, the story continued on Pages 4, 5, 6 and concluded with Lady Artown and featured events on Page 8.

2015 Artown Exposure

Local Exposure

Reno Gazette Journal (Print and online)	Nevada Magazine
Reno News & Review	Nevada Appeal
Carson City News – Carson City NV	Northern Nevada Business Weekly
KAME My21 TV	The Good Life
KTVN Channel 2	This is Reno
KOLO Channel 8	Nevada Appeal
KRNV News 4	North Lake Tahoe Bonanza – Incline Village NV
KRXI Fox 11	Reno Newswire
KUNR Public Radio	UNR News
KNPB Public Television	

Out of Market

Alaska Airlines Magazine- Beyond Edition	Meetings Focus – Bay Area
AAA Magazine- Nevada	10Best – South Carolina
7 x 7 – San Francisco	Marin Magazine – Marin California
Bay Area Reporter – San Francisco CSA	Premeditated Leftover Blog
Edge – Gay publication posted in NY, Providence, San Francisco, Philadelphia, Dallas, Fort Lauderdale, Miami, New England	Sacramento Bee – Sacramento California
Las Vegas Review Journal	San Francisco Chronicle – San Francisco California
	Sherman’s Travel Blog – New York
	Via Magazine – Bay Area

Total Media Coverage Circulation and Value

Total Articles: 344 **Total Impressions:** 62,012,472

Total Media Value Tabulated by Burrelles: \$1,235,141

Conferences Attended:

APAP – New York January, 2015
Western Arts Alliance – August, 2015
Fresh Street – Barcelona September, 2015
Fira Tarrega Street Festival – Spain September, 2015

Community Boards:

Community Health Alliance
Beth Macmillan
Marketing Committee
Reno Arts and Culture Commission –
Jennifer Mannix

Other Revenue Streams

Artown-Produced Ticket Sales: \$121,819

Summer Soiree Under The Stars \$118,519

Missoula Children's Theatre \$3,300

Merchandise: \$2,945

Vendors: \$3,718

Total Artown Earned Income: 128,482

Grant Funding and Foundations

Bretzlaff Foundation

Wells Fargo Foundation

Nevada Arts Council

Gabelli Foundation Inc.

National Endowment for the Arts

Mathewson Charitable Lead Trust

New England Foundation for the Arts

Terry Lee Wells Foundation

E.L. Cord Foundation

Lemelson Education and Assistance Program

The Thelma B. and Thomas P. Hart Foundation

Dermody Properties Foundation

Roxie and Azad Joseph Foundation

The Robert S. and Dorothy J. Keyser Foundation

Robert Z. Hawkins Foundation

Charles H. Stout Foundation

Leonette Foundation

Total Grant and Foundation Funding: \$249,887

Friends of Artown: \$100,246

Artown's individual donor membership program was 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 purchasing, 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: \$25,744

This campaign focuses on keeping many aspects of the festival free. The public continues to support our effort as well as our corporate sponsors: The Reno Gazette Journal, My 21 – News4 – Fox11 and U.S. Bank.



Ana Acevedo	Constance Hanson	Rachel Perkins
Andy Acevedo	Pat Jarzynka	Michelle Perez
Rhonda Alexander	Rock Jarzynka	Nick Prinsen
Sam Baleme	Ashley Juvera	Karen Raits
Tiffany Pack-Baleme	Amy Kay	Caroline Rhuys
Bobos Street Team	Gordon Kazmer	Devin Rivera
Sharon Branch	Barb Kramer	Tristan Rivera
Janet Brown	David Lan	Yolanda Rivera
Marlin Dellinger	Laura Palmer Lopez	Dylan Ross
Sharon Dellinger	Cliff Low	Destiny Sheehan
Abigail Marie Evans	Loretta Low	Karen Solberg
Gaby Falcon	Brooke Marlowe	Ana Suarez
Lynette Fernandes	Sam McGowan	Rob Swift
Maureen Fitzgerald	Stacy Melcher	Tayona Tate
Heather Ford	Daniele Murillo	Micah Turner
Julie Habara	Nancy Pearl	Christine Welch
		Nesha Zglinksi

Special thank you to our Volunteer Coordinator, Lynette Fernandes, for her countless hours and support during our festival!

Volunteer Contributing Organizations

Bobo's Street Team
 Fox 11 | My21 TV | News 4
 NV Energy
 U.S. Bank

Total Volunteer Value: \$ 43,579



Artown volunteers at Bartley Ranch

PRESENTERS WHO CONTRIBUTED TO THE SUCCESS OF THE FESTIVAL

A an Art	Nevada Land Trust
Ageless Repertory Theatre	Nevada Museum of Art
Aria School of Music and Art	Nevada Mustang Fine Art Show
ArrowCreek Art Guild	Nevada Stamp Study Society
Art n Soul	Nevada Vocal Arts
Art Paws	Never Ender
Art Slave Show and Sale	Northern Nevada International Center
Art Spot Reno	Note-Able Music Therapy Services
Artemisia Movie House	PolyEsthers Costume Boutique
Artists Co-operative of Reno	Raymond James Financial Planner
Artists of America	Reno Art Center
Arts for All Nevada	Reno Buddhist Center
Aurora Repertory Theatre	Reno First United Methodist Church
AVA Ballet Theater	Reno Jazz Orchestra
Be the Change Project	Reno Little Theater
Bleu-Squid	Reno Municipal Band
Bruka Theatre	Reno News & Review
Build Our Center	Reno Philharmonic Association
BVW Jewelers	Reno Pops Orchestra
Cargo at Whitney Peak	Reno Rose Society
Caughlin Ranch Homeowners	Reno Video Game Symphony
Crawl Reno & Let's Do Things	Reno Youth Jazz Orchestra
Cincinnati, NV	Reno-Tahoe International Airport
Circus Circus	River School Farm
City of Reno-Public Art	Riverside Artist Lofts
Compression! Fire and Art	Senior Music Workshop
Connections Art Group	Sierra Arts Foundation
David J. Drakulich Art Foundation	Sierra Nevada Ballet
Decoy Inc.	Sierra Nevada Guitar
Dickerson Road Artists	Sierra Nevada Master Works Chorale
Doors to Recovery	Sierra Water Gardens
Downtown Dance Collective	Sierra Watercolor Society
Dreamer's Coffee House	Silver State Young Chautauqua
eNVision Performing Arts	Spanish Springs Library
For the Love of Jazz	Sparks Museum and Cultural Center
Fred and Wilma's Rock Quarry	Steinway Piano Gallery
Friends of Nevada Wilderness	Steven Rubin
Friends of Washoe County Library	Susan Moore
Girl Scouts of the Sierra Nevada	TACH International, Inc.
Good Luck Macbeth	Tahoe Art League 2015
Grace Church	The Clay Canvas

Grassroots Books
Heart & Sole Dance Academy
High Desert Harmony Chorus
Historic Reno Preservation Society
Homeslice Productions/The Utility Players
JA Comedy
JamPro Music Factory
Jeff Lock Photography
Judith Ames Quintet
Keep Truckee Meadows Beautiful
KidScape Productions
LeRue Press
Lexicon of Sustainability
Living Stones Churches
May Arboretum Society
Meg Price
Micano Home and Garden
Midtown Business Owners
Mile High Jazz Band
Moments of Memory, Inc.
National Automobile Museum
Nevada County Arts
Nevada Fine Arts
Nevada Historical Society
Nevada Humanities

The Creative Arts Center
Terry Lee Wells Nevada Discovery Museum
The Jesters League
The Let's Dance Band
The Northern Nevada Dance Coalition
The Reno Dance Company, Inc.
The Villas of Sparks
TheatreWorks of Northern Nevada, Inc.
TMCC Community Education
TOCCATA Tahoe Symphony Orchestra and Chorus
Trinity Episcopal Church
Truckee Meadow Quilters
Truckee Meadows Parks Foundation
University Galleries, University of Nevada, Reno
Up & Atom Improv
UUFNN/Vision Place
Vanity Entertainment
Washoe County Regional Parks & Open Space
WC Nagel Enterprises
Western Folklife Center
Wild River Grill
Wine-ingcats
Word of Life Ministries
Worldwide Partnership, Inc.
Zazpiak Bat Reno Basque Club

Total Presenter Budget: \$505,851

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

In Memory Of Tim Jones:

The sudden passing of long time arts leader and one of the founders of Artown, Tim Jones, fills us with sorrow and grief. Tim was a catalyst and inspiration to Reno and the arts community. He gifted Reno when he founded Artown along with Karen Craig, Howard Rosenberg and Mark Curtis. His passion for Artown led to his involvement and creation of key elements of the annual festival such as Discover The Arts, Movies In The Park and Beethoven At Bartley.

AUDIENCE COMMENTS

“Reno is a shining star!”

“The diversity of the 2015 Artown events was amazing. Artown draws and inspires an even wider range of audiences with great new offerings.”

Karen C. Ross, MPH Community Relations Manager, NV Energy

“Thank you for such great events!”

“I love what Artown does for Reno!”

“I am sorry I could not contribute much to Artown recently. My husband is disabled, and in a hospital bed in our dining room since 2012 and our funds are dwindling rapidly.”

“Thank you for all the fabulous programs!”

“I enjoy all of the Artown events each summer and really appreciate all of the time and work that this organization puts in each year.”

“Thanks to the committee for all the work they do.”



Mayor Schieve recognizes Artown at the State of the City presentation

Residents help Artown succeed

As the 20th anniversary year of Artown draws to a close, I am filled with joy and gratitude to all who have helped to make



BETH
MACMILLAN

this event a true masterpiece for our city. There is joy in being able to bring so many and diverse artistic experiences to the residents and visitors of the Reno area. While I can honestly say I love every participant's contribution, I particularly love the family-oriented events. Exposing children of all ages to the creative process and results is truly thrilling to witness and sometimes life-changing for the kids. In addition, I am delighted by the collaborative, grass-roots efforts of people in previously neglected neighborhoods that have ignited a rebirth through the arts — the initial purpose of Artown 20 years ago.

It is hard to accurately express the gratitude I feel for every individual who has had a part in the creation, develop-

ment and execution of Artown over the past 20 years. There is truly no way to name everyone — I don't even know who everyone is! But, I can thank those people past and present from the city staff, council, volunteers on the Arts & Culture Commission which created the first "Uptown, Downtown, Artown" events; the volunteer board members who supported and continue to support this extraordinary adventure; and the hundreds of volunteers who spend countless hours ensuring attendees have a great experience. We must also thank the media outlets who give us great exposure that encourages attendance. Sponsors who initially supported this unknown concept deserve special recognition. They and the others who have given necessary funding, exposure, and volunteer support enable us to expand our offerings.

We continue to strive to make Artown meaningful as our community grows by showcasing diverse, cultural and ethnic artistic expressions

through music, dance, visual arts and mini-festivals. In addition, we bring in artists from outside the area to expose our residents and visitors to a wide range of performances. I have heard from so many of these performers how much they love and appreciate the wildly enthusiastic response from our large audiences.

We are also so fortunate to have many beautiful venues, both indoors and out, in which to enjoy Artown activities. Every year we have more locations and more involvement related to the Artown festival.

Mostly, we must thank the hundreds of thousands of attendees at our events annually. Without the audiences there would be no Artown.

So, thanks to everyone who ever had and will have even the smallest role in the development and success of Artown. We couldn't be where we are — 20 years later — without you.

See you next year at Artown XXI!

Beth Macmillan is the executive director of Artown.

Microsoft employees will clean up Midtown today

More than 100 Microsoft Reno employees will take to the streets in Midtown and downtown Reno to volunteer their time to three local nonprofits: Artown, The Cube at Midtown and Keep Truckee Meadows Beautiful today from 10 a.m. to 2 p.m. In partnership with the Biggest Little City Campaign, Microsoft

**GOOD
NEWS!**

A DAILY DOSE

employees will spend the day landscaping, pulling weeds, painting buildings and fences, picking up garbage along the river and Wingfield Park, organizing thousands of event fliers, creating event spreadsheets and hanging new promotional banners along Virginia Street. The event coincides with National Volunteer Week.



Art Paws

SEND YOUR GOOD NEWS TO goodnews@RGJ.com.

RENO, NV
■■■■■■■■■■

Cultural extravaganza

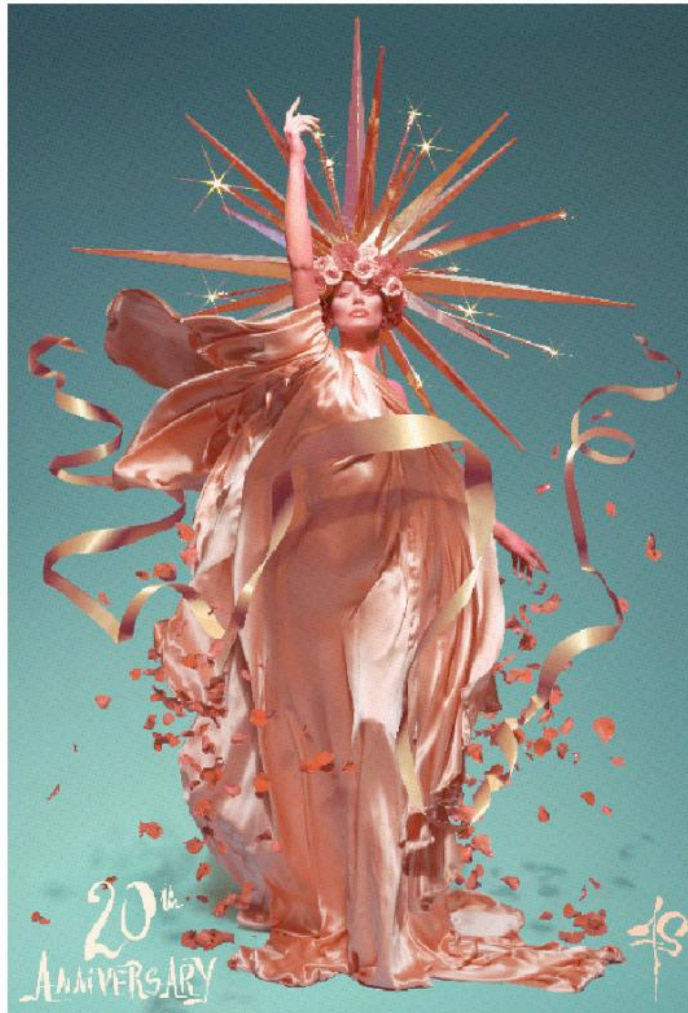
An exciting lineup of visual and performing arts, and hands-on activities

Celebrating its 20th year, the **monthlong summer Artown festival**—a seven-time National Endowment for the Arts grant-award recipient—features approximately 500 cultural events, at more than 100 Reno locations.

The 2015 festival, July 1–Aug. 1, will include a World Music Series; Family Festival Series; Movies in the Park; Monday Night Music; a Day of Visual Art, July 11; and the **Summer Soiree Under the Stars**, Thursday nights, with musicians such as **Betty Buckley**, **Clint Black** (below right) and **Mary Chapin Carpenter** (below).

Festivalgoers can also attend numerous workshops, from oil painting to pottery, to composing and illustrating poems, and take walking and biking tours.

Unique events include a Full Moon Drum and Dance Circle; organ and handbell concerts; an Evening of Chanting; a canine-art event; and a comedy showcase. Contact: 775-322-1538; renoisartown.com.



Additional Reno-Tahoe attractions



More than 50 golf courses are within 90 minutes of Reno, and the higher altitude helps your ball soar. The **American Century Celebrity Golf Championship** will be July 14–19 this year at the acclaimed Edge-wood Tahoe course, above (edgewoodtahoe.com).

Choose from **50+ plus beaches**. For instance, **Sky-landia Park** in Tahoe City has a sandy beach and swimming area, along with trails (tahoe-city-pud.com/parksrec.shtml and tahoe-public-beaches.com).



From dance clubs to saloons to lounges, Reno-Tahoe is famous for its **nightlife**, and **pub crawls** and **wine walks** take place monthly. Go to visitrenotahoe.com for more information on night-life, and other activities and attractions.



Is Reno Poised to Become a Culture Capital?

By Christina Nellemann on September 18, 2015 5:00 PM

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Reno is fast becoming "Muraltown" with professional and amateur art taking over the urban core. *Photo by Mark Hammon and Black Rock Arts Foundation*

Reno isn't called **Artown** for nothin'. The city mostly known for its gaming is blooming with Burning Man sculptures, murals, Broadway musicals, and bluegrass music. The Nevada Museum of Art and its Center for Art + Environment was recently awarded a 2014 TripAdvisor Certificate of Excellence and will soon have one of the best views in Reno from its new Sky Room. Art in all its forms is now woven through the fabric of the city in unexpected ways.

Reno is Artown



Photo by Artown

This year marks the 20th anniversary of this **visual and performing arts series** held during the entire month of July. The festivities kick off on opening night with the MarchFourth Marching Band, and performances throughout the month will feature musical groups Rising Appalachia, Las Cafeteras, and Mary Chapin Carpenter. Every day is jam-packed with family events, art walks, movies at Wingfield Park by the river, drum circles, and theatrical productions. *Many of the events are free and held downtown in churches, art galleries, and wine bars.*



Photo by Howard Goble

It seems like each week a new mural magically appears on the side of a building, quickly transitioning Reno into "Muraltown," with works by artists like Erik Burke, Angelina Christina, and other local muralists painted on the sides of the Whitney Peak Hotel, parking garages, hair salons, bars, and restaurants.



Photo by Natalie Lumbo

Smaller works of art may be harder to find—unless you ride a bike through town. Numerous bike racks shaped like trains, dogs, fish, and children's toys dot the areas around downtown and Midtown.

Broadway, Bluegrass, and Water Garden Music



Photo by Artown



Friends of Artown

Center Stage

Heidemarie Rochlin

Hall of Fame

Katherine Latham

Ann Mathewson

Ranson and Norma Webster

Soul Mate

Michael and Darlene Arnold

Al and Wendy Alderman

Dr. F. Craig Conrath and

Brook Walker

Fred and Margaret DiRienzo

The Kitten Fund

George Pinski

John and Julie Williams

Phil and Jennifer Satre

Best Friend

Lynn Carasali

Jeanne Brower

John and Susan Deakyne

Bob and Audrey Ferrari

Jim Gallaway

Jim and Mary Ann Kidder

Dr. Phillip Manwell

Marshall Postman M.D.

Sierra Tap House

Jessica Schneider

Owen and Miranda Roberts

Dean and Gloria Smith

Laurel Vickers

Nancy Weller

Year Round Friend

David and Delores Aiazzi

Edna and Bruno Bena

Foundation

Emma Boyden

Len and Amy Savage

Michael and Mary Gulli

Brooks and Diane Mancini

Brook Marlowe

Sherry and Jay Morgan

Mary Parshley

Bob and June Sebo

Mark and Carol Steingard

Earl and Meg Tarble

Companion

Leslie Adams

Joe and Denise Altick

Mary Andrews

Altmann Family

Mary Jo Barrett

Deana Babb

Kimberly Becker

Sandra Bitler

Mark and Ann Brant

Community Foundation of

Northern Nevada

Buenos Grill

Carol Burns

Pat and Johnna Cashill

John Breternitz and Chris Cox

Terri Elliott and Carl Sievert

David Demars

Wade Faul

Linda Florentine

George Foster

Susan Fittinghoff

Ricardo and Natalie Garcia

Camille Gertler

Lorraine Giurlani

Thomas and Kathleen Glynn

Lorraine Gonzales

Jane Grossman

Mary Tabor Griswold

Holmes and Christine

Hendricksen

High Desert Veterinary

Service

Frank and Susanne Howell

Dorothy Hudig

Huntington Learning Center

Chikao Ishikata

Jeff Hull

Edd and Kathi Jackson

Ginnie Kersey

John and Marybeth Kuras

Colby and Lisa Laughlin

Dr. Jim Megquier

Cecilia Meikrantz

Col. and Mrs. Dave Mueh

Amy Nielson

Jennifer and Jeff Oliver

George Postrozny and Donna

Luchetti

James and Marilyn

Rappaport

Robin Roberts

AA and Kathleen Schonder

Michael and Faye Schwimmer

Debra and Tyler Sciotto

George Simmons

Donald and Anne Simone

Michael and Karren Smith

Frances Smith

Eric and Debra Struhsacker

Mary Telford

University of Nevada, Reno

Emeritus

Duke and Marion Vermazen

Jennifer Verive

Judy Vose

James and Karen Wallis

Steve and Imogene Weldi

John and Christine

Worthington

Ruth Ann Wright

Buddy

Ellen Ackerman

Deane Albright

PR Anderson

Grant Anderson

Byllie Andrews

Art N Soul

Romiti Art

Rachael Austin

Paula Baum

Melinda Biancalana

Julia Bingham

David and Lois Bianchi

Jane Bowden

Karen Booth

John and Derwent Bowen

Lynn Bowering

Donald Brooks
 Bernard Boyle
 Charles and Carol Burr
 Jowdy Burke
 Thomas Bullard
 Michael and Patricia Capello
 John Carlton and Michele
 Attaway
 Bernard and Marcia Cuccaro
 Chris Christiansen
 Bob and Tracy Cadela
 Patricia Cafferata
 George and Linda Canavan
 Tom and Jan Carnahan
 Robert and Janice Carusi
 Press and Delores Clewe
 Ty and Suellen Cobb
 David and Jo Cowee
 Gary and Betty-Jean Cole
 Carol Coleman
 C.H. and S.S. Coleman
 Lenore Cornille
 Eric and Catherine Cronkhite
 Embree Cross
 Regina Crowley
 Larry and Louise Davatz
 Patricia Day
 William Douglass
 John Doherty
 Jeanette Drummond
 Naomi Duerr
 Business Energetix
 Suzanne English
 Bill Fant
 Ted and Jennifer Files
 Maureen Fitzgerald
 Chris Fleiner
 Ronald Ford
 Bob and Barbara Fox
 Future Fence Co.
 Cathy Gabrielli
 Ted Fuetsch and Jane
 Garfield
 John Gillmartin
 Lauren Greenwood
 Mark and Christine Grice
 Thomas and Pamela Griffin
 Patricia Gonyeau
 Fritz and Evelyn Grupe
 William and Meri Gscheidle

Boris and Jacqueline
 Hallerbach
 John and Susan Hancock
 Evelyne Harvey
 Laurel Harding
 Mary Anne Hawkins
 Dawson Heck
 Lisa Heggeness
 James and Irene Heinemeier
 Winifred Herbert
 Linda Herrick
 Richard and Elsa Heroux
 Gerald Heston
 Sharon Honig-Bear
 Nancy Horowitz
 Amy Horner
 David Shintani and Christie
 Howard
 Annie Howard
 David and Elizabeth Howe
 Nancy Hudson
 Gretchen Hughs
 Judy Humphrey
 James and Janice Hutton
 Linda Jarzynka
 David and Sandra Jamieson
 Stephen and Katherine Jenkins
 Rebecca Johnson
 Donna Juell
 Tyson and Monica Kales
 JoEllen Keil
 Richard Kendall
 Pat and Mike Klos
 Craig and Nancy Klose
 Lynda Knepper
 Mark and Beth Korinek
 Jay and Allyson Kreimer
 Mary Kurrasch
 Peter and Cynthia Lazetich
 Dale and Bobbi Lazzarone
 Sally LeDuc
 Gary and Jennifer Lee
 Graham and Sonja Leonard
 Alan and Susan Liebman
 Tony and Loretta Limon
 Ann Little
 Kristen Lorenzen and Robert
 Sheridan
 Julie Locken
 Kimbirli Macchiaverna
 Sam and Sally Males

Kerry Malone
 Joseph Mangan and Carol
 Cooke
 Rita Marschall
 Kristine Martin
 Leslie Martin
 John and Patricia Martino
 Arnold and Catherine Maurins
 Terry McCaskill
 Barbara McKay
 Marilyn McKay
 Sandra McCloskey
 Terry McQuattie
 Helga Miller
 Leslie Miller
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 BJ and Patrick North
 Brian and Janine Norvick
 Anthony and Ellen O'Malley
 Dean Person
 Thomas and Jane Pecsvaradi
 James and Gail Pfrommer
 Margo Piscevich
 Chris and Eileen Piekarz
 Nancy Podewils
 Elizabeth Pope
 Sada Popich
 Sandra Poupeney
 Martha Pruter
 Susan Puryear
 Craig Questa
 Melvin Ray, C.P.A.
 Nina Reid
 Lloyd Rogers and Gaia Brown
 Floyd and Nannette Rowley
 Frank and Jeoff Rosenberry
 John and Theresa Rucker
 Harold and Jacqueline Ruffin
 David Runyon
 Andrew Samuelsen
 Sally Sapunor
 Ronald Saunders

Catherine Schoen
Jane Schwenk
Larry and Lynne Scherfenberg
Jane Scott
Frances Scott
Donna Searby
David Von Seggern
Tom and Beverly Shannon
Michael and Carolyn Smith
Margaret Spano
Bob and Lois Strejc
Marilyn Skender
John and Linda Swanson
Terry and Susan Taylor
Drs. Randall and Sher Todd
John Toth
Robert and Nancy Van
Neyhof
Charlotte Voitoff
Joseph Volcskai
Joan Watson
Linda Weagal
Don and Patricia Weir
Donnah Wenstrom
Western Money Systems
Cynthia and Al Widman
Virginia Winings
Claudia Wiles
John and Virginia Williamson
Cynthia Wilson
Joan Winkler
Jim Wirgler
Rich and Christa Wirtz
Yvonne Wood-Antonuccio
J.R. Woodford
Alicia Wright
Nancy and Norman Young
Oliver X
Ronit Zimron

As of September 1st 2015

HOMETOWN HAPPENINGS / JANUARY 29, 2015

BE A PART OF ARTOWN



Hometown Health is proud to celebrate Artown's 20th year as Reno's multi-disciplinary arts festival this July. This month-long festival features nearly 500 events produced by more than 100 cultural organizations and business throughout the city. And, this year they're looking to members of this community to help continue to ignite Reno with spirit and enthusiasm for the arts.

WELCOME

Welcome to **Hometown Inspired**, the official blog of Hometown Health, and your northern Nevada resource for healthy living. Have a suggestion for a story?

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ARTOWN MARCHES IN



Above: MarchFourth! leads the parade down Riverside Drive during Artown's 20th anniversary opening night celebration in Reno on Wednesday.

At top: Children and parents contribute to a "Reno is Artown" mural project at McKinley Arts and Culture Center.

PHOTOS BY JASON BEAN/RGJ

The region's 20th annual month of visual and performing arts got underway Wednesday night in rousing, celebratory style with a parade and several other events.

The flamboyant MarchFourth! marching band — which features stilt-walkers, hula hoop dancers and musicians in bedazzled uniforms — led children of all ages from a celebration at the McKinley Arts and Culture Center along Riverside Drive.


Today's events include the Wise Witches Reception, celebrating the work of artist Franz Szony, from 5-8 p.m. at the Sierra Arts Gallery, 17 S. Virginia St., where dance and jazz performances will also take place. Also, the Rephotography Walk will showcase natural and cultural history at Bartley Ranch Regional Park. For more photos and events, visit



RENO GAZETTE-JOURNAL

Date: Thursday, July 02, 2015
Location: RENO, NV
Circulation (DMA): 37,704 (110)
Type (Frequency): Newspaper (D)
Page: 1
Section: Main
Keyword: Artown





TWITTER TOP 4

Most tweeted, retweeted stories on RGJ.com as of 10:24 a.m. Sunday, according to SimpleReach.com:

- 1) Reno 'Compression' kicks off Burning Man buildup
- 2) Ralston: Wynn on Obama, Trump and the GOP field
- 3) Today in Artown: July 26
- 4) Man accused of firing weapon in air wanted by Sparks PD

Follow @RGJ on Twitter for the latest updates.



artown

RenolsArtown.com