

2020 Final Report

artown

25th anniversary



artown

artown.org



Table of Contents

Mission Statement	4
Dear All	5
Artown Executive Director Beth Macmillan	6
2020 Artown Board	7-13
Artown Staff	14
Board Giving	15-16
Artown Covid-19 Relief Funding	17
Artown Funding 2020	18
Artown Poster Artist	19-22
Artown 2020 Focus Group	23-45
Reno Contemporaries Bullet Point Summary	46
What Does Artown Means to Me? Survey	47-48
Artown 2020 Audience Covid-19 Questionnaire	49-51
Love Sculpture	52-55
Artown Becomes Heartown	56-60
Artown Partners with LoadedTV.com	61-68

About Artown and It's Funders	69-70
Artown Opening and Closing Nights	71-72
Rosie Brownlow Artown Outreach and Education Coordinator	73-74
2020 Discover the Arts Final Report	75-78
Sierra Nevada Ballet	79-80
Artown 2020 Artist Commission Recipient Keely Cobb	81-84
“Heartbeat to Heartbeat Eye to Eye (From Reno with Love)” Song, Video and GoFundMe Campaign	85-98
The Brewer's Cabinet Partners with Artown	99-100
Artown 2020 Volunteer Activities Summary	101-103
Artown Supports Reno Live Event Coalition's Empty Event	104-108
Artown Celebrates the Season with Pink Martini	109-111
Artown Thanks	112-113
Artown's Reno Events Organizations Forecast for 2021	114-115
Artown 2020 National Media Impact	116
Closing page	117

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.

Dear All

Hand-in-hand with the incredible arts experiences that Artown wraps around our community during July, Artown has grown into an essential community connector, and this year we were able to unite people while they were separated. As a direct result of the support of our community, we did not cancel the 2020 Artown festival. We were able to inspire our community through the arts; sustain our operations and move forward with confidence. In addition, generous funding this year provided Artown the resources we needed to directly respond to unanticipated and ever-changing circumstances. We were able to present an impressive 250 virtual events, workshops, live performances (with limited attendance), and real-time broadcasts throughout July of 2020.

While we have navigated this unprecedented year, we have remained committed to maintaining and building diversity which has generated creativity and expertise within the organization. Here at Artown, 44% of our employees and contractors, as well as 50% of the Board of Directors represent diverse populations. In addition, 52% of the staff, contractors and Board are represented by female individuals.

In this final report you will read how Artown showed great resilience and perseverance during the most untraditional festival in our history. Our beliefs and actions to continually strive for excellence, diversity, inclusion, and access have taken center stage. Although hybridity, after learning how to connect virtually, will always be a part of how we function, we know that nothing will ever replace live performance and the coming together of a community. We are dedicated to that connectivity and in-person arts experiences. We know that what lies ahead is very exciting for artists, venues, funders and especially our community.

Be well my friends and I look forward to seeing you all soon!





Photo by Peter Walker

Artown Executive Director Beth Macmillan

Beth Macmillan joined Artown as Festival Manager in February 2001 and was promoted to Executive Director in November of 2003. Macmillan, formerly a professional dancer and actress expanded into arts administration through various roles such as Production Company Manager, Public Relations Manager, Assistant Stage Manager, Founder and Owner/Director of a small, highly successful arts education business, Executive Director of a major dance organization and business owner and distributor. Macmillan thrives in a fast-paced work environment while managing a wide range of responsibilities.

As Executive Director she has produced Artown events, created “out of the box” approaches and strategic partnerships to presentations, co-presentations and future Artown commissions. Currently, Beth has expanded her commitment to the arts with a recent two-year appointment as President of the Western Arts Alliance (WAA), a membership association of performing arts professionals throughout the western states and provinces. Beth was awarded Woman of Distinction and Woman of Achievement in 2009. Now widely recognized as a leader in the festival presenting model, she has made several presentations about Artown regionally and nationally including Arts Presenters, California Travel & Tourism Commission, Nevada Travel and Tourism, World Choir Games, and several regional service organizations.

In 2016 Beth was presented a prestigious award from the Economic Development Authority of Western Nevada (EDAWN) for exceptional leadership. Most recently, Macmillan was elected to serve on the Board of Directors for the Association of Performing Arts Professionals (APAP) and currently serves on the Board’s Executive Committee.

Beth continues to serve the arts community beyond her Artown duties as the host of PBS Reno’s weekly arts program “Arteffects.”

2020 Artown Board of Directors

Mark Hatjakes

(Artown Board Chairman)

As Chairman of the Board, Mark Hatjakes is a passionate Artown supporter. Mark is also the co-founder of SoSuTV, an enterprise video production firm headquartered in Reno. As a lifelong artist and serial entrepreneur, Mark sees the economic and cultural impact of community art. As a fourth generation Nevadan, Mark cares deeply about the enrichment of our place and people through all forms of expression.



Joe Nannini

(Artown Past Board Chairman)

Joe Nannini, Ed.S is Director of Clinical Experiences and Assessment at the College of Education and Human development at the University of Nevada, Reno. In his role at UNR, Joe oversees all student and teaching practicum experiences for educating students. As a former teacher and school administrator, Joe has a Bachelor's degree from UNR; a Master of Arts in Teaching Elementary Education from Sierra Nevada College, and an ED.S in Educational Leadership from UNR. Joe has been awarded the Reno News & Review's best Middle School Teacher award two times. Active in the community, Joe is a former Chairman of the Artown Board of Directors; immediate and past president of the UNR Alumni Council; Board Trustee at Urban Roots, and council member on the TMCC Institutional Advisory Council. Joe is a native Nevadan, a musician, and both he and his wife Katie--along with their two boys—are avid Artown enthusiasts!



Roberto García

(Artown Treasurer)

Roberto Garcia is the current Artown Treasurer. He is a licensed CPA with 14+ years of audit experience. A graduate of UNR, he currently works for regional CPA firm Eide Bailly as an Assurance Senior Manager. Roberto is a Reno native who loves to cook, workout and travel.



Khalilah Smith Cage

(Artown Secretary)

A long-time Reno resident and University of Nevada alumni, Khalilah has a wide and diverse background in sales, marketing and customer service in real estate, mortgage lending, and restaurant industries. In addition to her role as marketing manager at Tolles Development Company, Khalilah is a partner/owner of five Reno restaurant/bars, including The Brewer's Cabinet, a full-service bar/restaurant and micro distillery, and Shim's Surplus Supplies, Reno's first modern speakeasy. Khalilah holds a Bachelor of Science degree in marketing from the University of Nevada, Reno, serves on the Artown Board of Directors and is co-creator and host of the "I am her" podcast.



Meredith Tanzer

Meredith Tanzer has made a huge impact on her adopted home of Reno, Nevada. The Bay Area, California native studied Psychology at the College of Marin and, upon arriving in Reno, established the award-winning La Bussola boutique, a one-stop creative retail space and buzz center in downtown Reno for delightful art oddities. Artists of all mediums were able to show and sell their work at La Bussola, and the boutique helped support artists who would eventually make art their full-time livelihood. Also at this time Meredith opened the HeartSpot Gallery.

But it is Meredith's numerous civic contributions that have been most profound, and through her efforts at the SPCA of Northern Nevada, the Washoe County Homeless Youth Point in Time Count, and at the Eddy House, Meredith helped to both improve and save the lives of our most vulnerable citizens. An award-winning gay rights activist, Meredith was a vital part of the capital campaign that opened Our Center, a vital community outreach, education and drop-in center for the underserved and at-risk LGBTQAI+ community, where she is the current Vice President on the Board of Directors. Meredith, a resident artist at Reno Art Works, serves on the Board of Directors at Artown and is a part of the Northern Nevada HOPES family in downtown Reno. She considers herself a community builder with a unique combination of entrepreneurial mentality, nonprofit thoughtfulness, and corporate strategic planning experience.



Abigail G. Stephenson

Abbey G. Stephenson is a Partner at Blanchard Krasner & French and is a Nevada and California licensed attorney. Abbey's areas of practice focus on meeting the legal needs of privately held companies from formation through dissolution, intellectual property, licensing and protection.

Abbey also provides estate planning and probate and trust litigation services.



Michon Eben

Michon R. Eben (BA, MSW) is a member of the Reno-Sparks Indian Colony (RSIC) of Reno Nevada where she is the Cultural Resource Manager/Tribal Historic Preservation Officer. Within this role, she seeks to preserve Native American ancestral cultural sites by participating in government to government consultation with federal and state agencies. Michon is dedicated to expanding the appreciation, understanding and preservation of Native American cultural resources and history within the traditional Nevada homelands of her ancestors. Michon is a Co-Founder of the all Native American Woman Drum and Singing Group The Mankillers.



Jana Benton

Jana Benton is the SVP and Statewide Business Banking Manager at Nevada State Bank. Jana has been in banking for 43 years and over 20 years in Reno. She loves the natural beauty of northern Nevada, and loves to ski, hike and mountain bike and is passionate about great food and the wonderful restaurants we have in our communities. Jana is honored to be a board member for Artown as it brings so much beauty and culture to northern Nevada, as well as education and diversification.



Nancy Leuenhagen

Nancy Leuenhagen is the Communications Director for Washoe County and brings a diverse media background to her position. As a former television and radio journalist, Nancy brings nearly two decades of media experience to the position and prides herself on using those skills to connect the public to each and every aspect that Washoe County has to offer from its more than 30 departments. The Communications Division is located within the Office of the County Manager and is responsible for all internal and external communications, media relations, website, social media, and all countywide and digital outreach.

Prior to working at Washoe County, Leuenhagen served as the Communications Manager and Public Information Officer at the Washoe County School District. Before moving to the Reno area with her husband and family in 2004, she spent nearly two decades as a broadcast journalist working as a television news anchor/reporter and radio talk show host in the Midwest. Nancy holds a Bachelor of Science degree in Broadcast Journalism from Southern Illinois University, Carbondale.



Pat Cashell

Patrick Cashell is a native Nevadan who holds a Bachelor of Science degree in Hospitality Management from the University of Nevada, Las Vegas. Pat currently serves as the Regional Director of Volunteers of America (VOA), and is a board member at Saint Mary's Hospital in Reno, Nevada.

As Regional Director of VOA, Pat leads a 70-person program staff in providing shelter, outreach, case management, affordable housing and other services for thousands of men, women and children in northern Nevada. Additionally, Pat is the manager and co-founder of Reno Works, a workforce development program that provides homeless shelter residents with an opportunity to transition into the workforce and permanent housing. The Reno Works program facilitates employability skills training, long-term employment support, and wrap-around case management and mentoring through a 9-week course that Pat helped implement.

Pat's past community service includes work as a volunteer and Advisory Board member for the VOA; work as a board member of Quest Counseling and Consulting, and service as a founding board member for Safe Talk for Teens. He also helped form a parent support group for Join Together Northern Nevada aimed at providing support to parents who struggle with kids battling addiction. Pat was also a noteworthy keynote speaker at the Volunteers of America Shelter from the Storm breakfast. Pat is also the co-founder and president of the board for the Karma Box Project.



Pat's passion for community service comes from his own experience with homelessness and addiction. Today, with over fourteen years of recovery under his belt, Pat harnesses his experience and knowledge in providing insightful solutions to complex matters with regard to mental illness, homelessness and addiction. Pat believes that by sharing his story, he'll inspire hope in those struggling as well as help shed the stigma surrounding these issues. Today Pat has started a new life script and in his free time he has taken a keen interest in commercial real estate and investments.

Devon T. Reese

(Reno Vice Mayor, At-Large City Councilmember)

Devon T. Reese is the At-Large Reno City Councilmember. Devon is also a local attorney and primarily practices civil litigation with the statewide law firm of Hutchison and Steffen. Devon is proud to represent labor unions, small government entities, businesses, and families. Devon previously worked as the Vice President and General Counsel for a regional construction company.

Devon graduated in 1996 from the University of Missouri, Kansas City (go Roos!) with a Bachelor of Arts degree in English Literature. He received his law degree in 2000 from the University of Kansas (Rock Chalk Jayhawk!). Devon is admitted to practice in the state and federal courts of Nevada. He was privileged to clerk for the Honorable Justice Cliff Young at the Nevada Supreme Court. Devon is a proud member of the Nevada State Bar Association.

Devon was born and raised in the Reno area. He is an avid lover of the outdoors, enjoys travel, competitive tennis and the arts. Devon and his husband are proud fathers of three children. He enjoys volunteering as a debate coach for the nationally ranked McQueen High School Speech and Debate team.



Appointments

- Access Advisory Committee
- Artown
- Capital Funding Protection Committee
- Community Development Block Grant – CDBG
- Capital Projects Surcharge Advisory Committee
- Financial Advisory Board
- Human Rights Commission
- Oversight Panel for School Facilities
- Regional Planning Governing Board
- Sierra Arts Foundation
- Washoe County Stadium Authority
- Youth City Council

Artown Staff

Outsourced Resources and Volunteers

Staff

Beth Macmillan Artown Executive Director
Oliver X Artown Marketing Director
Raquel Monserrat Artown Festival Manager
Michael Esposito Artown Administrative Manager

Outsources Resources

Rosie Brownlow Outreach and Education Coordinator
Web Development JM Studios
Kathi Curtis Bookkeeping Services
David Lan Focused Computing IT Services
Graphic Design Ivette Valenzuela

Volunteers

John Hasenau
Sally Phelps
Clyde Takahashi
Stacey Melcher
Todd Melcher
Patty Moen
Gordon Kazmer
Ashlynn Valdez
Constance Hanson
Kathy Lester





Community Foundation of Western Nevada 100% Giving Board Award

■ Congratulations to the Board members of the **87 organizations** that are recognized as exemplary and generous leaders in the field of philanthropy! **1066** board members have contributed a total of **\$2,430,455.55** to support their organizations' operating expenses.

ACCEPT

Adopt a Vet Dental Program

AFP- Sierra Chapter

Alliance with Washoe County Medical Society

Animal Ark Wildlife Sanctuary

Artown

Arts for All Nevada

Big Brothers Big Sisters of Northern Nevada

Bishop Manogue Catholic High School

Boys & Girls Club of Truckee Meadows

Build Our Center, Inc.

CARE Chest of Sierra Nevada

Carson City Symphony Association

Catholic Charities of Northern Nevada

Child Assault Prevention Project

Children's Cabinet, Inc.

Community Foundation of Elko County

Community Foundation of Western Nevada

Community Health Alliance

Community Health Alliance Foundation

Education Alliance of Washoe County

Envirolution

Feeding Pets of the Homeless

Food Bank of Northern Nevada

For Kids Foundation

Friends in Service Helping (FISH)

Friends of Dangberg Home Ranch

Friends of Nevada Wilderness

Girl Scouts of the Sierra Nevada

Girls on the Run Sierras

Great Basin National Park Foundation

Great Basin Outdoor School

Hosanna Home

Junior Achievement of Northern Nevada

Junior League of Reno

JUSTin Hope Foundation

Keep Truckee Meadows Beautiful

Mountain View Montessori School

National Automobile Museum

National Council of Juvenile & Family Court Judges

Nature Conservancy of Nevada

Nevada Diabetes Association

Nevada Humane Society

Nevada Humanities

Nevada Land Trust	Salvation Army of Carson City & Douglas County
Nevada Outdoor School	Sierra Club Toiyabe Chapter
Nevada's Center for Entrepreneurship and Technology	Sierra Nevada Ballet
Nevada Women's Fund	Sierra Nevada Journeys
Northern Nevada Children's Cancer Foundation	SPCA of Northern Nevada
Northern Nevada HOPES	STEP2, Inc.
Northern Nevada International Center	Tahoe Fund
Northern Nevada Math Club Inc.	Tahoe-Pyramid Trail
Northern Nevada RAVE Family Foundation	Terry Lee Wells Nevada Discovery Museum
One Truckee River	Truckee Meadows Community College Foundation
PBS Reno	Truckee Meadows Parks Foundation
Pioneer Center for the Performing Arts	United Way of Northern Nevada & the Sierra
Planned Giving Round Table of Northern Nevada	Urban Roots
Poppy Foundation	Veterans Guest House
Reno Little Theater	Victory Ranch Inc.
Reno Philharmonic Association	Walker Basin Conservancy
Reno Rodeo Foundation	Washoe CASA Foundation
Reno Tahoe Open Foundation	Washoe Legal Services
River Wranglers	Women & Children's Center of the Sierra
Ronald McDonald House Charities of Northern Nevada	Zawadisha Fund
Safe Haven Wildlife Sanctuary	Zephyr Point Presbyterian Conference Center
Safe Talk for Teens	

Artown Covid-19

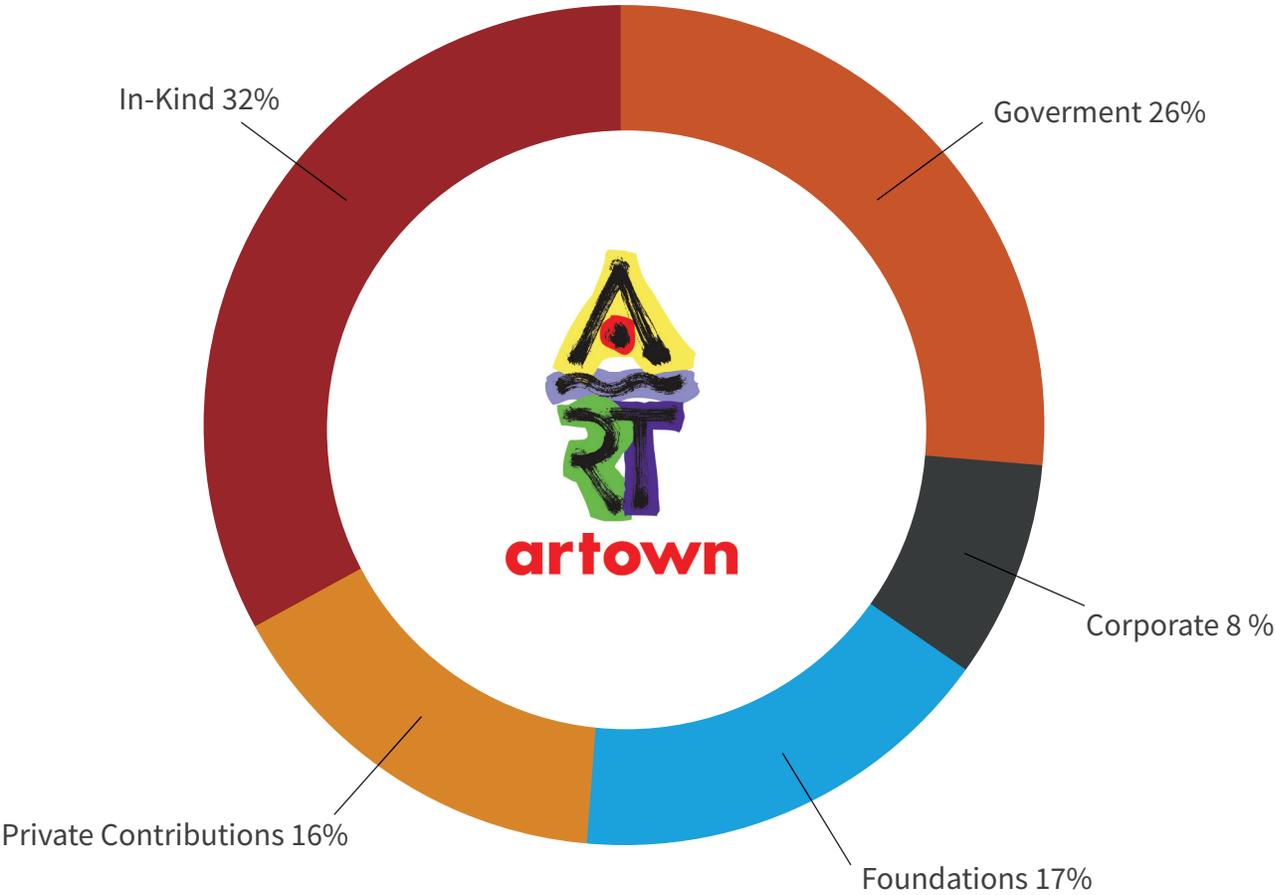
Relief Funding Secured in 2020

- In March of 2020, when the pandemic took hold in north America, Artown Executive Director Beth Macmillan and Administrative Manager Michael Esposito began investigating funding relief sources that Artown might qualify for as a Nevada non-profit arts organization. The below assembled relief programs were successfully applied for and earned the grant sums listed in chronological order:

SBA CARES Paycheck Protection Program, lender, Nevada	68,900
State Bank (Submitted 4.11.20)	
Nevada Arts Council CARES (Submitted 4.22.20)	10,000
WESTAF CARES (Submitted 5.11.20)	20,000
City of Reno CARES (NEA) (Submitted 6.26.20)	10,000
City of Reno Parks and Rec (Submitted 9.4.20)	25,000
State of NV Governor’s Office of Economic Development (Submitted 10.20.20)	20,000
Total:	\$153,900

<https://youtu.be/o5EnVB-zMoc>

Artown Funding 2020



● Earned Revenue 0%



Artown 2020
Poster Artist
Ivette Valenzuela

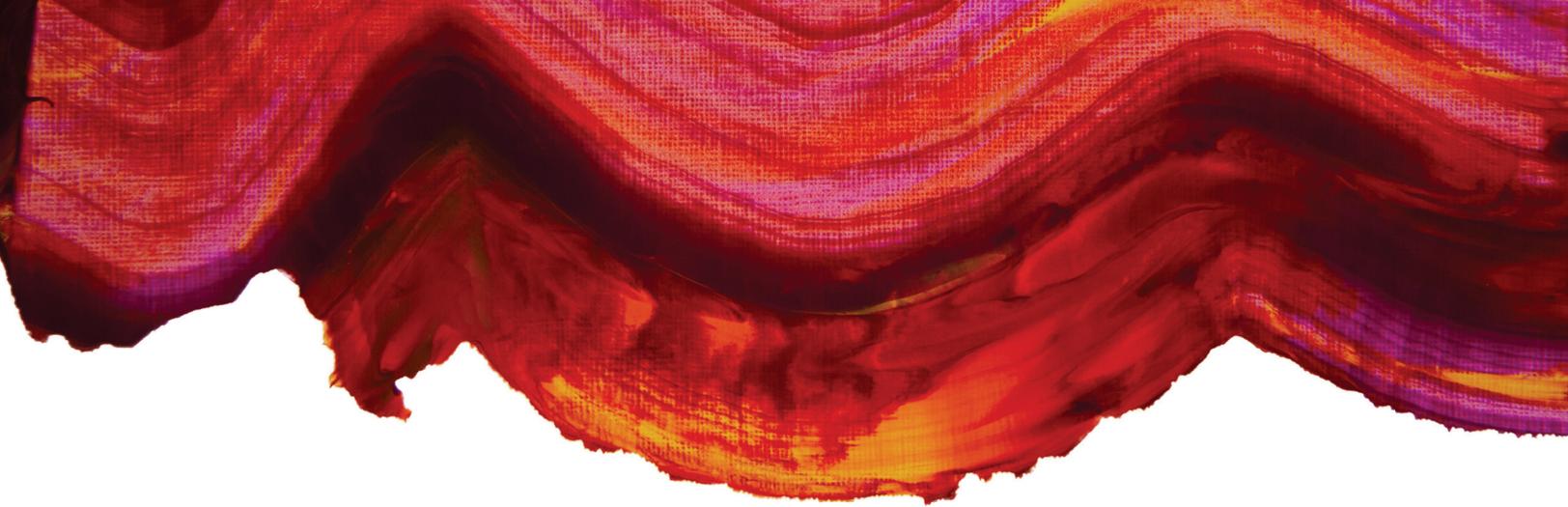


Ivette Valenzuela

Ivette is a Mexican graphic designer that has developed an important line of work in the design of cultural image and artistic events in the northwest of Mexico. She has won several awards, among them are: The Gold Award in the category Annual Poster 2013, Graphis, New York; the a! Diseño Award 2005, 2006 and 2010 Category Poster; the 11th International Biennial in Mexico, as well as receiving the Carlos Lozano gold medal Award for her career in cultural poster.

Ivette has also participated in The Mandela Poster Project in South Africa, where the funds raised from the posters' exhibitions around the world are donated each year to the Nelson Mandela Children's Hospital Trust. Furthermore, she has been selected in the 7th International Triennial of Stage Poster Sofia 2013, Biennial of poster Bolivia 2015-2017. In addition, she has exhibited her work collectively in Australia, Bulgaria, Bolivia, Brazil, Croatia, Greece, Mexico, South Africa, Taiwan, Turkey, Venezuela, the United States of America and other nations.

www.ivettevalenzueladesign.com



About the design

- For Artown's 2020 Poster Artist, the staff at Artown launched an expanded search when it was unable to determine a front-running candidate from the pool of applicant submissions. Artown Festival Manager Raquel Monserrat led the staff to the work of Mexican-born artist Ivette Valenzuela, a professional graphic designer and fine art poster designer, whose work was stunning. After agreeing to submit more of her work for further review, the staff, Executive Director Beth Macmillan and then Artown Board Chair Thomas White, chose Ms. Valenzuela's work because they felt it was emblematic of the joy that the Artown festival inspires in the community and was appropriate for the celebratory tone the festival wished to strike for its 25th Anniversary poster image. Ivette Valenzuela became the Artown 2020 Poster Artist and was awarded a \$5,000 commission to create the official Artown poster.

On the following pages, Ms. Valenzuela's professional background is detailed and she describes the process undertaken to create the Artown 2020 poster.

With feminine singing, the city resounds. Bursts of figures and the voices that fill in the geometric spaces. They come alive as universes merge, reflecting the force of color expression and the arts. Strokes and rhythms, musical notes will fill up the moment, being the center of a whole and to live a great experience.

The vibrant color palette is inspired from the characteristic sunsets in Reno that range from an intense pink to a warm orange.

Hi, I'm Ivette Valenzuela. I'm a Mexican graphic designer and became a US resident a few years ago. I have collaborated with advertising agencies and publishing houses. The core of my work is art and culture. For many years, I've dedicated myself to making design for artistic and cultural events for the ministry of culture in my state as well as others.

I've thoroughly enjoyed the opportunity to design for ARTOWN. When I arrived to this city and had the luck to attend various events from this festival, I thought that... one day I could design the poster, and as you can see, it was made possible with this edition.

The poster of the 25th anniversary of ARTOWN is based on the joy that art produces in the human being. People are happier when their senses are stimulated when enjoying a symphony, a good film, or even by movements created for a simple dance.

The process is the union of two graphic techniques: the digital and the one made by hand. First, I created various textures with acrylic on paper from a chosen color palette, allowing for the tones to freely connect and in a whimsical way. Then, I made the digital part, taking the photos of the textures to start the vectoral stroke that would end up being the figure of the smiling woman.

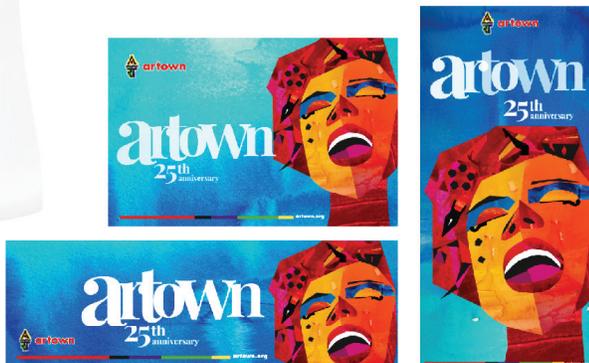
And of course, the arts had to be included. The arts that are in a festival of this nature. I included the vectoral drawings of the music, literature, dance, cinema, and theatre. The next thing was to fill with these textures each geometric figure, to finally add the typography, with a subtle transparency and in soft ways with the word ARTOWN.

It has been a real pleasure making this image for this festival. The most important art event of this city. And what better way than in its 25 years.

Thank you very much, ARTOWN. Thank you very much to Beth, and Oliver.

artown

25th anniversary





Artown 2020 Focus Group

with the Reno Contemporaries
Day 1 – 1.21.20

Day 1 – 1.21.20

- Artown 2020 activities began in late January 2020 with a focus group convened by Artown Executive Director Beth Macmillan and Sarah Ferguson of the Reno Contemporaries. **The Reno Contemporaries** are a dynamic collection of artists, art lovers, innovators, creatives, and their families who seek to celebrate and promote the arts in Reno.

The three focus group sessions (held on January 21, 23, and 29 respectively), were facilitated by Nevada Arts Council Executive Director Tony Manfredi. Tony Manfredi's questions below are in bold type.

The purpose of these focus groups was to gain valuable insights and feedback from a cross-section of active community arts lovers, to explore the effectiveness and relevance of Artown event programming, and to assess the current state of the arts in northern Nevada in general. The resulting data would then be used to deliver a better user experience to Artown event attendees and festival-goers.

Participants

AD (Been in Reno two years) – Manager of Research Genetic Operations at Renown.

VZ (Been in Reno 1.5 years) – Director of The Lilley Museum at the University of Nevada Reno.

ZB (Been in Reno 10 years) – Anthropologist/Portrait Artist.

DL (Reno native) – Owns IT company Focused Computing.

LM (Been in Reno about two years) – Liaison for National Docent Group at the Nevada Museum of Art.

EE (Been in Reno 15 years) – Works at Focused Computing.

PS (Reno native) – Owner of The Jesse Boutique Hotel.

Survey Questions

How important is it to you to have art events in the community in which you live?

“It is essential for a community to grow. Having art events builds a sense of community and educates people. Art creates ownership amongst the people in a city.” – VZ

What do you think is the stereotype of Reno?

“You have to dig to find out what is happening here in the arts.” – LM

“Art isn’t advertised very well.” – EE

What do you consider to be an “arts event?” (music, theater, gallery opening, etc.)

“When people think of art they usually think of visual art. But art can be anything, a performance, art can be poetry and it needs to have in mind the Reno community..” – VZ

“To engage in a way that changes your mindset, to me that is what art does.” – DL

What kind of arts events do you attend in a given year?

“For me it’s the Reno Phil and events around Artown every year.” – AD

“For me a solid anchor is the NMA, The Lilley and CCAI (Carson City Arts Initiative)...Artown is huge. I try not to go anywhere in July. The galleries: Stremmel Gallery, The Metro Gallery. I have a list of 20 places that I scour weekly to schedule my weekly calendar.” – LM

We’re doing that. It’s going to be a statewide events calendar...Is an art event that costs money more valuable than a free art event?

“I think we’re spoiled here. We have so many free art

events.” – DL

How do you find information about the arts in Reno? (Social media, word of mouth, billboards, newspapers, etc.)

“Google.” – AD

“Online searches and social media.” – ZB

What are the factors that influence your decision about participating in arts events in Reno? (e.g. hear about it from friends, trust quality of certain arts organizations, interested in meeting people with similar interests).

“Parking.” – VZ

“I absolutely love events that are happening downtown. So, proximity is a factor.” – ZB

“Cost.” – AD

“Trust in the institution that is hosting the event.” – PS

“If the event is a new experience for me.” – DL

“The way I measure how I make a decision about attending an event is that the event has to hit an education marker (visual education), and it has to provide new perspectives.” – LM

Is having people attending the event within your age group, or within a certain age group important to you?

“Yes, audience diversity is something that I look for when attending an arts event.” – LM

How do you find out about arts events?

“Facebook.” – ZB

“I follow Instagram. I look at websites, or read about events

in the paper. Also, email subscriptions are a good way of getting weekly updates on what's happening in the arts from organizations." – LM

"Having a physical resource, like the Artown Little Book for me is key as a single source of info. Also, the NMA publication called The Note." – PS

"Newspaper listings like Reno News & Review." – VZ

How many people here subscribe to the RGJ?

"I just follow it online." - LM

What was your favorite Artown event?

"There was this one event that happened when I was a child where these acrobats were performing on the outside of a building..." – PS

"Two Artown shows come to mind. One was a flamenco dance performance at Wingfield Park, which was stunning. Then there was a modern, edgy ballet performance at Bartley Ranch." – LM

"Being included as part of the festival take-down crew was special to me." - DL

What is Artown to you?

"Community." – VZ

"Diversity." – ZB

"Fun and family socializing for the full month of July." - EE

"Artown to me is Reno. When I have my friends come here, I have them come in July because of Artown. It encompasses the best of Reno." - AD

"An enriching experience." - LM

How many of you know about Artown's Encore events? Those are events that happen outside of the month of July.

No hands were raised at all. Manfredi goes on to explain what Artown's Encore season is, eliciting these responses:

"This is so interesting, because I feel like Artown itself is so well-marketed ...I don't think I am super hooked into all of the events that are happening around town, but I generally feel well-informed. And I still didn't know about Artown's Encore events." – PS

"I am not sure I've heard of it. What is an Encore event and how is it marketed?" – LM

Beth then broke down the origins of Encore events. Jose Gonzalez is then referenced as the type of events Artown programs for its Encore event series. The Reno Contemporaries knew his name and some of them said that they attended the concert not knowing it was an Encore event.

What should Artown know about events for families?

"I love them." – DL

"I think they are brilliant. They get families and kids outside..." – ZB

"Family events should be timed around the best time for families to participate." – VZ

"You should have an art summer camp!" - DL

We talked earlier about how you hear about art events and some of you said, 'The Little Book.' What other ways do you find out about Artown events?

"Word of mouth." – AD

"Friends." - VZ

"Website." - ZB

Are you more or less likely to attend a family friendly event at Artown?

The respondents all nodded approval of family friendly Artown events.

On growing the local arts scene:

VZ - Spoke at length on the subject of arts inclusion, emphasizing the importance of collaborative art projects (like they do in Europe) and how non-profits here need to collaborate to provide more opportunity for diverse perspectives and community voices. Zavataro observed that each of the several non-profit arts organizations she's aware of (Holland Project, Sierra Arts, etc.) have different followings. She imagined how these groups could come together in harmony to program more collaborative art events that are not segregated. Breaking up the arts cliques is important, she asserted. The more different arts groups interact, the more the art scene will become reflective of the community's strengths and diversity, and the more the area art scene will grow.

LM - Observed that Yerba Buena Gardens launched collaborative art events based on the European model about a year ago. Miller stated that she'd been to two such events and they were fabulous. The diversity in these institutions involved was impressive.

What stops you from participating more in arts events and/or Artown in Reno?

“This is a wonderful problem for Artown to have. Sometimes I am deterred by the crowd sizes.” - PS

“Proximity.” - ZB

“Lack of parking.” - VZ

“Language barriers and cultural barriers.” - LM/VZ

What are some of the things that excite you about the arts and culture scene?

“I love the fact that they are redoing some of the areas around town and including more Burning Man art. I think it's a huge thing to improve the look of the city. Getting to see more murals as well is cool” - EE

Has the arrival of innovative companies and tech driven companies had an influence or effect on the arts and culture community?

“I think Reno had strongly been identified with the arts before these companies came.” - AD

“Reno's had an existing cool kinda funky arts vibe already.” - EE

When considering whether parking will be a problem, how do you get to an art event?

“Uber.” - PS

“Bike.” - ZB

FAMILY &
COURTSHIP



Artown 2020 Focus Group

with the Reno Contemporaries
Day 2 1.23.20

Day 2 1.23.20

- Tony Manfredi, Executive Director of the Nevada Arts Council, moderated the second of three focus groups convened through Artown's Beth Macmillan with the Reno Contemporaries' Sarah Ferguson. Manfredi stated that the goal of the group is to find out why people come out to arts events, what's exciting to the community, what's going on in the community, and what arts attendees are looking for when they come to events. Manfredi's questions appear below in bold type.

Participants

TL (Been in Reno since 2014) – Senior Deputy Finance Director
Senator Catherine Cortez Masto

KB (Been in Reno 5 years) - Mother

TB (Reno native) - Adapt Health

BS (Reno native) – Board of NAB1

DB (Reno native) - Attorney

TR (Reno native) – Reno Contemporaries

Survey Questions

What do you consider an ‘art event?’

“Art should be pleasing to look at and should serve a greater purpose than its context.” - BS

“The definition for me of art is very broad. It is music; it’s painting...” - DB

“An experience that is different from the norm that someone created. I don’t think nature is art.” - TL

“What I want from art is an experience.” - TR

On a scale of one to five, with five being REALLY important, how important is art to your being?

“I’d say a five for me. I think a sign of a healthy developing community, in my mind, is usually a developing art community. It’s something that pushes people to experience the world in different ways. It makes people more thoughtful about their community and the world around them. Now that we have kids, I can’t imagine living in a community that doesn’t have that for my kids to learn from and enjoy.” - KB

“For me art and culture go hand-in-hand. So when you have a city that cares so much about art, I think with that comes the culture: the culture of theater, the culture of murals, whatever art form it is. Living in a city where you can go out and learn and experience and feel like there’s more to the city is really important.” - TL

“For me it is a three. It’s important for me to have art in my community, but it has to be good quality.” - BS

“I think art plays a monumental role in the identity of a city and for getting people excited about being here. But to reiterate what Brandon said, the quality of art in a city is important.” - DB

“I was oscillating between a two and a three for my score.

I didn’t move to Reno because of the art. The fact that we have Burning Man and the Reno Rodeo about a month or two apart from each other is something that I love. I also think that part of the experience of living here is going to the mountains and enjoying the outdoors.” - TR

“I have been thinking about this a lot and for me it’s about a two or a three, but when people come to visit, it’s about a four or a five. Where I live is a reflection on me and where I chose to live. I want to demonstrate that we have art happening, so I go: nature, art, river, and restaurant. [Laughter] We take people to the Riverwalk and if it’s summer, we take them to Artown.” - TB

What kinds of art and culture events do you attend in a given year?

“We go to the Phil, the rodeo and in July we go to Artown every weekend. . . We have friends in the modern dance scene and we go see them.” - KB

“We don’t go much to see live music. It feels like there’s a void here in that department for some reason. There’s not that many live music venues here for emerging artists. We go to Shakespeare at the Lake every year.” - TB

“We go to Shakespeare at the Lake and to good musicals when they come through. And then for me, I go to stuff I learn about through the Reno Contemporaries. That’s my main access to arts and culture.” BS

“I really like the chalk art that pops up at the Atlantis. I enjoy the murals that are appearing downtown and around town. That kind of public art is fantastic and helps affirm people’s perception of Reno as an art hub!” - DB

“I don’t mean to cherry pick some of the events they have over here at the Pioneer, but there’s not much to see there really. There’s usually one show a year there that interests me. Their performances are so limited there too, so it’s hard

to take a good one in inside the limited window of the show run. There'll be like five shows stacked over a weekend, and if you're not a member you're not going to get a very good seat. So, it's not very accessible." – TB

"Sometimes if you sign up for the entire Pioneer season, there might be one really good show and the rest are like a "B" level musical..." – KB

"Musically, I usually take in some of the downtown street festival events, like the Italian Festival. Getting exposed to the different things happening in town and on campus is always interesting. I stumbled upon a student chamber music final recital at the new concert hall, and was delighted by it. I say this to emphasize that there's a lot happening here that people just don't know about that is actually really, really cool.

"Oh, I forgot to say that I really like Burning Man as a cultural event. I enjoy the people watching associated with Burning Man. I don't go to Burning Man, but I feel some connection to that event through the people who attend. It's entertaining to see all of the art that comes through here on the way to the Playa." - TR

"I feel the opposite of Tyler on that. My biggest concern a couple of years ago when we started having this transformation of Reno's public art, was that the entire art scene would start going in the direction of Burning Man, and turn Reno into like Portland in the 90s. I feel like we kinda have struck a good balance between growing our tech sector and our growing art scene, without becoming too Burning Man. That is my fear though: that Reno goes more toward a grungy, hodge-podgy kind of art, versus a more traditional artistic city." BS

[Laughter] "Burning Man art is definitely not very high-brow." – TL

"I don't mind Burning Man going on. I'm never going to go. I have zero interest in that. I don't really care for us repurposing Burning Man art in Reno either. I'd rather go to a muse-

um and enjoy a professional painting, than view random sculptures and space whales." – TB

"I kind of like winning where you can win. I feel like we can win in space whales. We're not going to win having the best flutist in the country. We're not gonna beat Broadway on Broadway and we're not gonna beat the major cities on the high-brow stuff. And I feel like that high-brow stuff should be an influence; it should be present. But my favorite piece of art in the city is the space whale. My girls love the space whale; they wanna go see the space whale." – TR

"It's accessible too. It's available for people who want to engage with art in some way, but don't know how to engage with the world's best flutist." KB

"It's hard to have a context to appreciate the finest cellist in the world for example. You're listening to some beautiful stuff, but it's not as approachable as the space whale." – DB

"My favorite thing that I've done here arts related is when Radio Lab came to town. They had an amazing cellist play that event. I would never have gone to listen to a cellist. But she was incorporated into this Radio Lab event at the Pioneer Center and it was awesome! I think there's a place for a mix of it all, from Burning Man on one end and Radio Lab on the other. Maybe we can be a mix of that?

"Has anyone here heard Reno compared to Austin or Nashville 20 years ago?" – TR

"I feel like there's a specific musical identity in each of those places that I don't know that we have here. I feel like there's nothing consistent here." – KB

"It seems like the only organic thing that has sprung forth from here is the kind of Burning Man hippie art, grungy organic momentum. Everything else has to be forcibly imported." – DB

How do you all find out about what's going on in the arts, culture and music scene here? Is it through the newspaper; is it through social media, through websites...?

"The Reno Contemporaries." – TB

"Reno News & Review and the RGJ too." – TR

"Artown's website and from friends" – KB

"I don't love the RGJ...Not a fan of that periodical. It bothers me. I find art events just from random Google feeds."

Do you spend a lot of time on social media platforms? Is that a big driver for you?

"No." – TR

"No." – KB

"I get news from there, from like ad stories from local news outlets." – TL

How about TV services? Do you watch TV, do you stream TV?

"It's all streaming." – DB

"Yes, streaming." - TL

"Streaming." - KB

"I watch the local news every day." – TL

"I do too on bunny ears." [Laughter]. – TR

"My sister is an anchor on the local news and I don't watch the local news." [Laughter]. - TB

"Channel 2 News does "Things to do This Weekend." – TR

"I know. I don't think I've ever gone to anything they've ever talked about, but I hear it..." [Laughter] – TB

So, we talked about some factors that influence your decision about participating in arts events, such as like-minded groups and friends going. What might be some other determining factors that would encourage you to go to an event, a particular venue, or go to a place?

"I love when an event is mixed, so that there's more than one thing going on. This is what I love about what we're doing with the Contemporaries. We've done a mezcal, a whisky or tequila tasting mixed with a concert event after--things the museum does around food or drinks or art. Anything that combines things like that I find more interesting." – TL

Does trust play a factor in any of the decisions?

"Trust how?" – BS

You trust in the organization; you trust in the entity; you trust in the product...

"Yeah." – TB

"I think curators are really important...Not like an art curator, but a curator of news; a curator of fun activities. If there's someone who will hand me like a menu of cool things to do this year, and I trust that the curator of those events has whittled down that list to just the coolest events, then yes, that's extremely helpful. – TR

"That's part of the challenge in the ways we get information from some of these general purpose channels like Artown, like the RGJ, like Channel 2. A second grade painting competition is given the same weight and importance as the professional cellist's concert, and it's listed blithely under "Things to Do." So, it's hard to filter through the stuff that I have no interest in, to get to the stuff I might have interest in, based on how it is presented in context." - DB

What stops you from participating or wanting to go to an event?

“Something that’s too big. And I don’t mean that the event has to be exclusive for me to want to go. But I mean, having to make your way through a crowd of 800 people, I just think that is exhausting. And I’m probably not going to run into anyone I know. I just like going to events that seem more purposeful. And I am sounding like...I don’t know...Maybe I’m just a little more refined. Katie can help me out here...”
[Laughter] – TB

[Laughter] “Yeah, I completely agree. I have to either trust the curator, like you mentioned, or it will stop me from going. I have to trust the quality of the people who are putting on the event, or I have to know who’s involved in it, or I have to trust the people telling me to go to the event. Last time we went to the Phil, I went because they put on a piece that I really love—that’s why we went. So, I am looking for more of a refined experience. Knowing that the quality of the event will be high also moves me to go.” – KB

“Another thing that stops me from going to events is “sameness.” At the festivals downtown I’ve noticed that each event has the exact same craft fair tents and vendors year after year. You see the same food vendors every year. I’m getting a little tired of that. We go to these events because we have a toddler and we need stuff to do. But like, if it’s too hot or if there’s something else going on, then the sameness is a bit of a barrier.” - TB

It’s really interesting to hear this from this group about your expectations of events here—especially since so many of you are from here. Those of you who are not from here, the caliber of the places that you’re coming from are also elevated. I find that interesting just for my information.

“Well, I grew up in a middle-of-nowhere farm town in Indiana. So I’m not coming in from New York City or anything. - TL

Well you mentioned Chicago...

“Yeah, Chicagoland, so like two and a half hours outside of Chicago. 10,000 people lived in my town. I am so busy in my work life that I want to have very purposeful extracurricular activities.” – TL

Is parking an issue for you when going to events?

“Nah.” - TR

“Not really.” – BS

“I will say that to the extent that they ever repurpose that court parking lot and that lot goes away, that will impact me a bit, because that is my go-to parking lot.” - DB

“Is that on the table?” – TR

“Yeah, they’ve talked about that for years; there are certain funds that might be used to put a court building on top of where the parking lot is presently. Then there would just be court facility parking underneath and not necessarily spaces open to the public. And that’s just one of several different proposals for that lot. It is years off, but that lot is a huge thing for downtown.” – DB

What is Artown to you?

“I think summer. I think month-long. I think a variety of activities. I think chairs in Wingfield Park.” – TR

“I think Bartley Ranch because of the Artown events there.” –DB

“I think of old people.” - BS

“I do too.” - TR

“I just associate it with the generation before us.” – BS

“I wanna say, but this sounds a little unkind, maybe...I think hit or miss. Sometimes I feel like I go and I am surprised or blown away by how fantastic something was--which is wonderful. And other times I’ll see a little group performing and it’s just so-so. I sometimes have to weigh whether I want to bring somebody to an event, because I don’t know if it is going to be mediocre or a great experience” – KB

“My favorite event was Art Walk in Midtown. That’s what I associate Artown with.” – TL

Building on that, what was your favorite Artown event that you ever attended?

“Mine got canceled; it was the Steel Drivers coming to town. It wasn’t even during Artown. I was excited about that as a Bluegrass fan. And then it fell apart; that wasn’t Artown’s fault.” – TR

“It was a concert event at the Brasserie.” - TL

Do you remember the name of the band?

“Um, they had setup a stage behind Brasserie Saint James and there was some awesome band that we’d never heard of. We sat up on that little grass hill behind it on Center Street. That was really nice. It was really cool. It was a smaller venue and there wasn’t like thousands of people trying to pack into Wingfield.” – TB

“Yeah, I also feel like we stumbled upon it and kinda found it happening in progress. So that was cool.” - KB

“I had something like that happen in my neighborhood. There was like an art fair or sale or something happening in their back yard and it was really cool. – TR

How do you find out about events that are happening at Artown?

“The site; the booklet.” – KB

“Does that come in the mail? - TR

“No, but it’s at all of the businesses downtown.” - TL
“Someone gave the booklet to me.” – KB

“I check the website.” – TL

“Word of mouth.” – TB

“I’m surprised at how many people use the booklet.” – BS

“I know!” – KB [Laughter].

“The booklet should be dead!” – BS

[Laughter].

“It’s like reading natural paper; it’s so much different than the digital experience.” – TR

Have any of you attended an Artown Encore event?

Silence, then shaking of heads.

“Nope.” - TR

So, Artown Encore events happen outside of the month of July. They’re ticketed events that they do on a quarterly basis.

(The panel laughs and then utters a collective “Oh!”)

“Then yes!” [Laughter]. – KB

What would you like Artown to know about events for families?

“It’s super important for me to introduce all kinds of art to my kids. So, that usually means that it’s at a time of day that works best for sleeping. Sounds silly but it’s true. Having an event in a facility that is accessible, like outside is nice, where I feel like they can run around and not break someone’s beautiful sculpture. I feel like interactive events are

really important, where my kids can pick up paint and be hands-on and entertain themselves.” – KB

“I think of Wingfield events a lot and it sometimes feels like it’s difficult to stake out a spot or defensible space for a one to three year-old. So, it’s hard for small kids to see the stage when it’s so crowded--even if you’re near the front.” – DB

For those of you without kids, is it a deterrent for you to attend an event that has children attending?

“Not at all. I would just assume that it’s a kid’s event, but no I wouldn’t mind going.” – TB

“Knowing that there will definitely be other kids actually is kind of huge! Then you don’t have to be stressed that your kids are being too loud and obnoxious.” – KB

Are you more or less likely to attend a family friendly event?

“In the daylight hours...” - TB

“I think it’s the same depending on the content of the event.” – KB

“Probably less likely in the evening and more likely in the day, you know?” – DB

“Yeah, time frame matters for sure. But I think I would look more at what the event is, than who it is for—unless we’re bored on a Saturday.” – KB

“One of the biggest drivers for us for attending Artown in particular, is that we need something to do in the middle of the day on a Saturday. Are we going up to the lake or are we going to Artown, or something?” – TB

What are some of the other activities that you do with your kids outside of Artown?

“We go to the Discovery Museum. They play outside somewhere... We go to the lake. Try to keep them alive at our house. [Laughter]. We go eat food.” – KB

“The trampoline place is very popular with our kids. One of the things our community is really light on (and this is not necessarily art related) is indoor activities for kids—especially when it’s really hot, or super cold.” – TB

“Reno is terrible for kid’s activities. There are only so many times you can do the museum.” – BS

“Bad weather activities for kids are just horrible here.” - TB

“Yeah, like I sent one of my kids over to that art camp that they have for kids called the Lake House, or whatever. That’s a good little camp. There are some good places like that here where she can go by herself. She’s a first-grader and she can go for like two or three hours and come back home with something that she made. Stuff like that is really good...” – BS

“We took one of our little ones to a kid’s performance of “Frozen” last summer that Artown had that children put on. She loved it. Stuff like that is awesome!” KB

“Didn’t she go to the Little Mermaid too? – TB

“Yeah.” - KB

“Having more indoor events for kids would be a massive help.” – TB

“And it’s a safety thing too, because you don’t have to worry about the roads. Downtown still has an unsavory element to it. So it’s nice when you have kids to have some sort of security features...” - BS

“Although I don’t feel like that it’s been a huge issue. Maybe because I lived in San Francisco for a long time and now I barely notice it.” – TB

“But when it’s a large crowd and stuff, you know? Indoors just feels a little better.” – BS

What stops you from participating in more Artown events?

“I think not knowing what to expect in terms of quality, for me. Some shows I don’t go to because I don’t know if I’ll show up and go, ‘Gosh, why did I drive 25 minutes from Pleasant Valley for this?’ And I don’t know what the solution is for that problem. Um, maybe it’s just word of mouth, but knowing what I was really getting myself into would motivate me more to go a lot more.” – TB

“Sometimes it’s hard to know whether you’re dealing with a community performance versus a professional performance, versus a really good professional performance. Everyone has their preferences around those things...but I think that we’ve been stuck with some pretty odd musical experiences.” – TB

[Laughter].

“Yes. [Laughter]. I do feel though like I have discovered things that I wouldn’t have normally discovered--which is also cool...Sometimes we’ll just go to Reno for the heck of it and it turns out there’s something happening in Reno that we never would have known about—which is awesome! But I do feel the same way...I find like if it’s outdoors in summer, for example, I feel like I need a backup plan. Like, we’ll go and check it out, and if it’s great we’ll stay; if it’s not, we’ll wander over to The Eddy or someplace like that.” – KB

Is cost prohibitive in going to things?

“You’re talking to the wrong group. No. I’m sure it is for some folks, but not for this group.” –TB

Are large crowds an issue for you?

“Yeah, for sure, and this is probably my Midwest roots speaking. Like, we have a festival in my small home town of

10,000 people that brings in like a half million people to town every year. And like, I just know what the quality of an event is with a ton of people attending is like. It’s gonna be not so decent food and mediocre music performances. And it’s like this craft fair kind of situation with the same vendors. I’m not like appalled by a big crowd or anything; it’s just that I have an expectation of what goes along with that?” – TL

“Like, Teriyaki Chicken sticks...? You don’t like Teriyaki Chicken sticks?” [Laughter]. – TB

“Yes, Teriyaki Chicken sticks and like a band that hasn’t performed since like the 80s!” – TL

“Yeah, food is weirdly a big draw for me. I guess it’s not weird, but it’s a big draw for me too. Like, if I knew that even if the music and show was going to be so-so, but that the food was going to be good, that would be awesome.” – KB

“I’d love to see more partnerships with the food trucks. We have some pretty good food trucks in this town, but none of them seem to go to the Artown events that we go to.” – TB

What are some of the challenges that you feel this community is facing, outside of arts and culture?

“We just cannot figure this downtown Reno situation out. It’s not like I’ve been here for decades, but the Riverwalk is awesome. If they could take whatever the secret sauce is for this stretch of Reno and take it to the rest of downtown, it would be amazing! But there is still an embarrassment factor at times when people come to town and you want to show off your city. You want to take them downtown and I’m like, ‘We’re going to walk along the Riverwalk and I’m not taking you anywhere else.’ And friends are like, ‘Oh, I wanna get my picture taken under the arch?’ And I’m like, ‘Well, to get there, I’ve got to go by all of these seedy casinos, and buffets and squalor. I don’t know.’” – TL

“And like 17 souvenir shops...” – TB

“Right? And I’m on the Urban Forestry Commission and I think part of it is just planting more trees. I think we just need more greenery downtown, because it’s way too concrete-y right now. But whatever it takes to get more businesses downtown; whatever it takes to get the university pulled more into downtown; whatever it takes to build up, instead of build out is good. I am on the Neighborhood Advisory Board for Ward 2 as well; there’s probably some of that process involved in my view. But there’s such expansion outward still. I think we have a risk of being Phoenix someday, with its urban sprawl. We’ve got to figure out in downtown Reno how we start building up, instead of constantly building out. I don’t think there’s a community center, like a central hub for this city still, that’s really thriving.” – TL

What do you think of things like Jacobs Entertainment and the Fourth Street Revitalization?

“TBD. I’ve got big hopes and big expectation, but I don’t think that we’ve really seen anything yet.” - TL

When you say hope, what do you mean by that?

“What I feel like they’re trying to do is what I was describing earlier: to build like a central hub for this city. Areas where people will like to congregate and get together and be able to have this vibrant, walking, exciting downtown. I think that’s what their vision is, but I don’t think that they’re far along enough in the process to see what it really is going to be.” - TL

“I think at this point it’s essentially negative, because they’re just land-banking stuff, with hopes and dreams that they have barely done anything with, and it’s been going on for years. It’s weird, just, pertaining to development stuff, in the old days, you just opened a business. Now it’s like, you gotta have an investor pool and everybody wants to open a district. Everybody has to develop a district, and it’s gotta have five food courts and it’s gotta have everything, instead of just creating a natural community being built by individuals and locals and stuff, ya know? I think in the case

of Jacobs Entertainment specifically, yeah, if they can do it, great, but it’s taking a number of years. Now he holds it over the city and all of the other parcels in that community. He’s like, ‘I gotta have that parcel and if I don’t get that parcel, I can’t build out this parcel.’ Then, like the whole thing is up in the air. At this point it’s almost like a shakedown by these corporations taking advantage of what the City has. I think it’s kinda sad that it’s come to this point at this time.” – BS

Thoughts on Midtown?

“I like Midtown. That’s my thoughts. [Laughter]. – BS

“I mean obviously the streets and roads projects are important. It must be so hard for those businesses right now, because it’s a construction nightmare. You asked about parking and there’s core parking for a lot for things downtown. But in Midtown, the parking has gone away because of road construction. A lot of those issues will likely be sorted out once the road construction is completed. But Midtown is going to suffer without any real plan for parking.” – DB

Any concerns about housing accessibility, accessibility of affordable housing, or gentrification?

“For sure, I think that one of the reasons downtown is struggling is because you have such rampant homelessness. It still feels as things develop that there’s still rampant poverty; you can’t safely walk around parks downtown after a certain time. Even like the Brewery Arts District on Fourth Street. I don’t know whose idea it was to put the homeless shelter there and then develop that area for breweries. But that is terrible urban planning! Um, but that all said, there’s a human issue there. This city has got to figure it out. And I think the reason I am bringing this up is because it’s not just a Reno problem, it’s an everywhere problem—especially in the west coast. I think that is going to be a federal challenge on how we tackle this systemically.” – TL

“I agree with that. I also think we have a lack of parks and a lack of trees and plants and green things. And the parks that we do have seem under-utilized. Does Artown do anything in Idlewild for instance? It seems like it doesn’t hop over to a park that’s actually much larger. It doesn’t have a stage built in, but it’s got a lot more space than Wingfield does. I’d love to see more green open spaces.” – TB

“Rancho too.” – DB

“Yeah. Rancho is HUGE, but no one ever does anything up there. It’s a little bit of a drive, but the Balloon Races make it happen up there. That’s a pretty massive event. And to reiterate, for children’s activities in bad weather, Reno is terrible! We have a real problem here.” – TB

Any other thoughts on something that we didn’t cover, that you wanted to comment about? It doesn’t have to be arts related. I’m enjoying hearing your thoughts on these subjects...

“I love that you guys are doing this, ya know? To be able to branch downward and, I don’t know, try to capture a new generation, newer people, and younger people is good. I think our demographic is growing here in this city. I think it’s awesome. I think if there’s an opportunity with Artown to—even if it means less events, but they’re quality events—take the small amount of resources that there are and put them into some things that are the keystone of the organization, I think that would be awesome. Um, anything that we can do too in terms of convincing the City to provide more funding for Artown, like, I am happy to help on that front as well. I was on the Special Events Committee for the City...” – TL

“OMG it was you! You were so great on that committee--my gosh!” – Beth Macmillan

“I was so infuriated! [Laughter]. Because they were trying to take funding away from Artown and give them to like The Italian Fest at Eldorado, which has like, unlimited amounts of funds. And I was like, ‘An event like this needs the City’s support and funding to be able to continue to function. When I first came to Reno, Artown was one of the events

that moved me and I was like, ‘This is awesome and this is a very Reno thing!’ So, any opportunity to make it better funded so it will grow I think is great!” – TL

Good! That advocacy work is really important and appreciated by all of us who are looking at state and federal funds. How do you feel that the City is doing with funding arts events? Does anybody know what the budget allocations are like for arts and culture?

“I know that Artown gets a sizeable amount of funding from the City, and the point I was making at that committee meeting was that you’re trying to compare apples and oranges if you are saying that Artown gets so much. Versus like the Italian Festival—which doesn’t get that much, but Artown lasts so long; it has so many events. I just think it’s important to at least make sure that the funding is in a place so that it can be sustained.” – TL

“Well, Artown is a non-profit organization, whereas the Italian Fest is run by a for-profit organization. So, it’s totally different.” – Beth Macmillan

“Exactly!” – TL

Are you more likely to go to an art event if you know the people who are going to be there, or if you go with friends, etc.?

“I wouldn’t mind going to something that I know will have old people there. But yes, an event would have more of a draw for me if I know that people I know are going to it.” – TR

“I assume though that if it’s mostly older people at an event, then I know it’s something that I won’t want to go to. I don’t mind older people being there; most of my work is with older people. But I assume if that older crowd is the majority, then it’s not going to be in my wheel house.” – TB

“If I’m luke-warm on something and a group of people that I know are going, then I’ll for sure go.” – KB



Artown 2020 Focus Group

with the Reno Contemporaries
Day 3 1.29.20

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- The third of three sessions with the Reno Contemporaries moderated by Nevada Arts Council Executive Director Tony Manfredi and hosted at Wild River Grille. Tony Manfredi's questions are in bold type.

Participants

SR (Reno native) – Anesthesiologist.

MR (Reno native) - Works from home, self-described jack-of-all-trades.

MG (Reno native) – Freelance Video Editor.

JZS (Been in Reno two years, New York native) – Fundraising and Marketing Consulting for a non-profit organizations across all verticals.

CK (Been in Reno nine years) – Brand Manager and Business Development Strategist at The Abbi Agency.

LR (Been in Reno for two and a half years) – Managing Director of an education-based non-profit in Truckee, CA.

KS (Reno native) – Marketer at Whittier Trust.

AB (Been in Reno 13 years) – Client Advisor Whittier Trust.

JK (Been in Reno for two years) – Works at Whittier Trust on the investment side.

SS Grant Specialist at the Nevada Arts Council/Tahoe Regional Arts Foundation.

GD (Been in Reno three years) – Nevada Arts Council Community Arts Development.

Survey Questions

What kind of community events do you attend? They don't have to be arts related or arts focused.

"Kid's programming, because I have to say that there are a lot of young families in the area. I have four year-old twins and basically anything that there is for kids—we're there! [Laughter]. We do the Children's Museum down in Carson City; The Nevada Museum down in Carson City. I just did the Chinese New Year's celebration and they had Dragon Dancers, the crafts... It was amazing and really fantastic for the kids to get exposure to arts and culture." – SS

"I really like the live showings of things. Like PBS does a lot of those where you can actually go and see a lot of those things being recorded and being shown. The City podcasted a kind of "Meet the Journalist" thing, and we saw the specific one they did for Reno. So, you can interact with the things you see on TV where you get a little more personal insight into knowing how it was done." – CK

"I really enjoyed the live performance art over where they have the BELIEVE sign. They were playing music to dance performances. I think that's pretty engaging, especially having two kids. It's nice to go to an event that is not kid specific, but where the whole family can enjoy it and get involved in something like that." – JK

Do any of you get over to the Reno Rodeo? Do you go to the Air Races or the Rib Cook-off and things of that nature?

"Balloon Races." – JK

"Rodeo for sure." MR

"Pops on the River is a great event." – MG

"I really like the Greek Festival." - GD

"Air Races are good too." - AB

"We're definitely more in the 'What are the events for kids?' category and/or, 'What events are kid friendly?' And even if the events are not designed for kids, what events are good for kids' schedules? So we're like desperately trying to find music or concerts that are appropriate for kids. There's nothing outside, at kid's times, as far as music—at all! The Reno Phil has a thing, once a year, and it's during nap time!" [Laughter]. – JZS

"Thank you so much for saying nap time..." – SS

"I search and search for music and we found the Christmas Tree Book concert (I don't know if any of you knew about this), but our kids LOVED it. And it was like, 40 tubas! [Laughter]. But it was not at nap time! It was at Rancho San Rafael. 40 tubas not at nap time!" [Laughter] –SS

Do any of you think about going out to Carson City or some of the more rural areas here like Fernley, to go out and experience anything that's going on out there?

"Definitely the Churchill Arts Council in Fallon for their music performance series out there. But also to talk about music and youth here, one of my favorite events that I went to was the cover bands that they did at The Holland Project for Halloween. And while that demographic there are high school students, I really appreciate that they give that opportunity to high school students, because they don't really get that opportunity very often. There's not a lot of music for that age group here." – GD

"We go to Shakespeare at the Lake every year and it's just a solid experience. And you can take kids there, but it's a little bit late for kid-time there. They do a lot of things up there and then at the lake they have live

music on the beach in North Lake once a week. We try to migrate to those things like that over there that are kid and dog friendly.” – SR

“I go to the Brewery Arts Center in Carson. The Music in the Park series in Minden is actually really nice. I don’t think that word really travels well up to Reno about it. Arguably I think I know about it mostly because I’m from Gardnerville. But it is really nice and the gazebo is all pretty. The park in Minden is really nice and you can take kids to that. During the day in the afternoon, it’s not too hot.” – CK

“There’s another kid music thing that’s at the university in the summertime. Like, they do music on the quad. I wanna say it’s in the evening or something. They have like a 12-week series. It’s kinda nice. It’s free and VERY kid oriented. There’s a bounce house and free watermelon for everybody.” – KS

“We do Music on the Village Green because we’re in that area up in Coughlin Ranch. It’s perfect for us because we can walk there and pull up our chairs. I think they do it all of July, so there’s like five or six concerts there. It’s really good for like getting to know your neighbors and you realize that so-and-so knows this person and that person... Obviously that setting is hard to replicate in every other area, but it’s kinda nice because it has the venue that is family friendly. And then you try to go to as many events as you can. The kids can run around, so it’s not as much kid appreciation of the music. But they can go run around and be with all of their friends. It’s kind of a nice community-building time around the arts. Again, it’s kind of unique to that area because they have the setting for it.” - MG

**What do you consider to be arts and culture events?
What is your thought process around an arts event?
What should it have?**

“Free or reasonable admission. Public access. Parking.” – LR

“Access to parking.” – SS

“Parking.” - JK

“I was just going to say that, parking.” - CK

“Parking.” - AB

“Are you trying to get to a definition of what an art event is, or are you asking us what people want to see at art events?” – JZS

Uh, maybe a little bit of both. We’re trying to get a sense of what people are experiencing through arts and culture, and also getting down to a base definition of what that might mean. So, what are your thoughts around what is *art* and what is *culture*?

“It has artists involved in any discipline.” – JZS

“I wouldn’t consider the Rib Cook-off an art event. Even though there might be some kind of art involved in it.” - MR

“I come from a background of working with arts organizations that do not do what is considered art and they do not have quote unquote ‘artists.’ They come from a perspective that anything that makes you think is art. And that anyone and everyone is an artist, and can be an artist. So, it’s really, what is your expression of your creativity? I don’t eat ribs because I’m a vegetarian, but I imagine that cooking is an art. It’s an expression of creativity that can get you thinking.” - SS

Very good. Professional artists versus non-professional artists. Is there a difference for you on what you might want to experience? For instance, going to concerts to see someone who comes into town

who is well-known, versus a local band that may not be as well-known. What’s your preference when going to an event like that?

“As long as it’s good I don’t care where they’re from.” – AB

“Yeah I’d like to see more local stuff. I don’t feel like I know how to find that—in the music area specifically. Like, my babysitter is a jazz musician and I have no idea when he plays. Like, I have to ask him personally. So that would be great to be more informed about local stuff like that.” – LR

“I agree I like the local stuff, because I think it also simultaneously gives you something that you can see that’s local, that’s also from the surrounding areas. *That* gives you something to support directly, rather than going to see a more popular artist (which is also very enjoyable), but that does not allow you to give back directly to that artist, or the people who are putting on the concert.” – CK

On a scale of one to five, how important is it to have arts and culture events here in your community where you live?

“Five.” - JZS

“Five.” - SR

“Five.” – AB

“Yeah five definitely.” - GD

“Five.” - SS

“Five.” - CK

“Yeah, I think when you have an introduction to the arts culture, it builds upon itself. Like, right now, it

might be a two or a three, but if you were engaging with it more and more and more often, I think that it would just become that much more important to you to where you’re like, ‘Gosh, I can’t go a month without being engaged in something in the cultural scene in the community.’ So, I think the more access you have to it the more it keeps going and that tide will keep rolling I guess.” – JK

“It’s also a great draw to bring in dynamic people.” – MG

“In dollars, you know, the economic studies surrounding the arts are also really strong.” – JZS

“Yeah, our community is growing so quickly that it’s bringing in a really diverse population of people from different backgrounds for different jobs and different types of jobs. We have a lot of people coming here who wouldn’t have originally thought of coming to Reno. Ya know, we get a lot of people coming over from California and they say, ‘Oh, Reno has these really cool things going on. This actually would be a much cheaper place to live; way cooler; way fewer people and it has the same things I would have had, if I’d have stayed in this city.’ So, I think it’s a really big draw to be able to get people from other communities who wouldn’t ordinarily have considered Reno before. It also changes the Reno 911 perception of Reno.” – MG

“Yeah and I think that the next step is us getting elevated to a national level. Artown is doing that, so that we’re known nationally for something that isn’t a pop-culture reference.” [Laughter] – JZS

At this point the recording is interrupted by the loud clanging of tableware by the venue staff as the conversation continues. The discussion question posed was indecipherable, but the focus group spoke about the challenges they experience, and the resulting frustration, in both finding out about events and finding the events themselves with

enough lead-time to make plans to attend. We pick up the verbatim responses again here after a few minutes, as it quiets down to audible audio recording levels.

“It might be a problem of marketing and just getting the word out. Because I feel that, there are a lot of times where I learn of an event the day before it happens or sometimes that same day. [People nod in agreement]. We have two kids. We’re definitely on the Type A spectrum, where, ya know, planning is a must. I’m not gonna just drop everything and go to an event. [Laughter]. It just doesn’t work with our lifestyle. I don’t know, maybe I’m not listening at the right water cooler, but, if there was some way if...Probably something exists, but just having a mailing list or newsletter that kind of encompasses a larger spectrum of community events that are happening and then coalesces them, and then distributes them, might be a better way...” - MR

“Like a web-based calendar...” - SS

“Like everybody else here, I have two kids. We are just on a very strict schedule and I just don’t know how to find stuff. I am not that green about looking up stuff, but I’m like, ‘Why did we do nothing this week?’ - LR

“Somehow I *always* find an [Artown] booklet in town *somewhere* and I plant it on my desk for the entire month. That’s how I find out about Artown events. And that’s just July.” - SS

“I mean, if there was a website that actually had what’s happening...because otherwise you’re just rambling randomly. I don’t know I’m in a very unique situation. I usually don’t interact with people in Reno. I work from home and I contract with New Yorkers on a minute-by-minute basis. But, like, if it’s not a Facebook event that comes my way, I very rarely see it, unless it’s a flyer at the library or something.” - JZS

“Right now I am on like ten different mailing lists and I know when their stuff is happening, but I can’t see through the week what I want to do on Friday or what’s this week-end has. *Carson Now* has event listings, but I don’t know if there’s something in Reno that’s similar.” - SS

“Reno-Tahoe’s website has that...but there’s not very many events...” - MR

“Yeah but it doesn’t have a lot.” - SS

“You’re right, it doesn’t have a lot.” - MR

“They’re event centric.” -SS

“One of the local papers here does a *What to do This Week* feature that I get in my newsfeed-- and it is crap! [Laughter]. It’s of no use at all if you’re looking for art events. ‘Let’s go see casino events!’ It’s so dumb. It’s like that or like, bingo, or things that are big-ticket priced or not kid-friendly, or not public arts.” [Laughter]. - SS

Not trying to get too crazy specific on your budgeting process here, but, how much do you spend on the arts? Do you qualify it that way? Do you think about it that way or is it more discretionary, and when you want to go, you go? Or do you actually set aside some ideas around your funding for the arts?

“We maintain our membership at the Nevada Museum of Art as a Family Membership. Giving even just a little bit to these kinds of arts organizations makes a difference. Supporting them is less monetary than it is us trying to attend things there at least two or three times per month.” - CK

Are you more likely to attend a free event or a paid event?

“I actually don’t like the *free* ones because you get mobbed with too many people. I’d rather an event was

like five bucks.” - LR

“Have a nominal fee so you know that people who are there want to be there?” - JK

“Yeah. We saw Squirrel Nut Zippers and it was just like insane. I mean, we couldn’t even get a seat. I’d rather have the option of saying, ‘Do I really want to pay for this?’” - LR

“So, one of the things we like to do every week is we go to the McKinley Saturday morning Farmer’s Market. They always have a musician. Our kids just literally like park in front of the musician and listen for an hour. And, it’s really funny because I’ll give him like five or ten bucks and I’ve had people come up to me and say, ‘Why are you giving the musician *so much money*?’ And I’ll be like, ‘Well, they’re musicians and my kids are enjoying a concert for like half an hour. I can give them five bucks; this is really not a big deal.’ I don’t mind having a lower threshold for giving to the arts. I don’t have a huge arts budget, um, but I want to pay for the things that we are going to go to and enjoy.” - JZS

“Speaking just for my demographic, I know that there are a lot of people who cannot pay for events, so, I don’t want to negate that. But, we are so *desperate* for more. Just *more* content, more programming, *more* things to do that, when I see it, I don’t really think about the fee involved. I’m just so happy that there’s programming.” - SS

“It’s more about the time of day; when the programming is happening.” - JK

“Yeah, until we reach a saturation point where there are twenty things to pick from.” - SS

“Flipside though is there have been things that we’ve paid for that we shouldn’t have... Like, we went to this Ren Faire thing... - JZS

“I think it was the Celtic Festival...” - MG

“Yeah. And it was okay, it was really cute and it wasn’t at nap time, so we said, ‘Let’s go check it out. We TO-TALLY should not have paid for that!’ [Laughter].

“Yeah, but it wasn’t because it cost something that it was bad!” [Laughter]. - LR

“Lol, but if it had been better programming I wouldn’t have had a problem paying for it.” - JZS

Do you think that the expectations for you are elevating as far as the quality and caliber of events that you want to see and experience? Do you find that you are a little bit more discriminating about the events that you attend?

“I feel like I am the busier I get...More so than when I was in high school.” - GD

“I don’t know I like it when there’s press about something. Like I tried to go to the *Drag Story Hour* and I couldn’t get in, because it was so crowded. And it was great that it was crowded and I wasn’t like mad or anything. I was a little disappointed because I’d read about it and said, ‘I wanna go to that... I wanna be able to say that I went to that.’ Because I support that and it’s like aligned with my values and stuff...I want to know that there’s some expectation that an event will be successful.” - LR

And are you likely to attend an event if you have friends that will be there, or you know the people that will be there?

“For sure.” - MG

“Absolutely!” - SS

“Yes.” - CK

Reno Contemporaries Bullet Point Summary Analysis

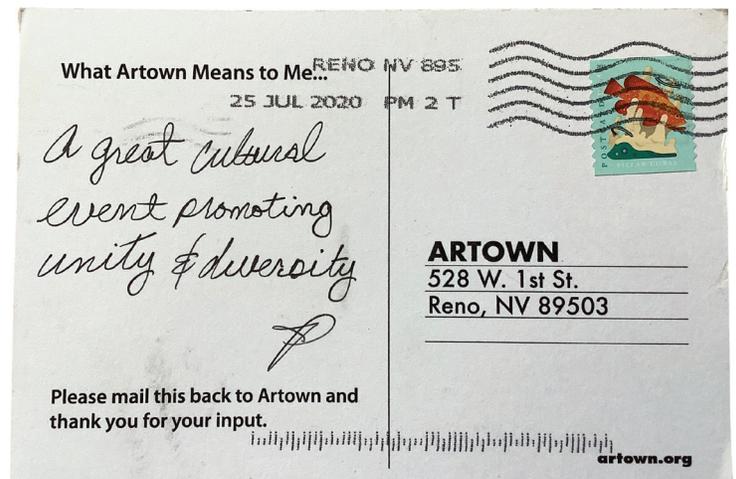
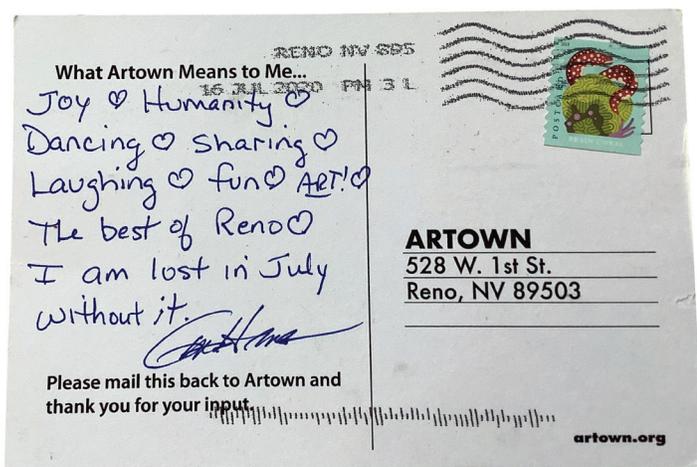
- All three group session participants noted the critically important need for more children's programming in northern Nevada.
- All three group session participants struggled to stay informed on northern Nevada arts and culture events. They complained about the lack of a comprehensive events calendar or events database for northern Nevada. The group said that they relied on newsletters, word-of-mouth, area publications and social media to cobble together event data and arts and culture programming information.
- Expressed a crucial need for children's programming that falls outside of traditional nap time schedules.
- One group in particular noted the paucity of children's winter event programming.
- Focus group participants equated Artown with diversity.
- Desired more family friendly events in northern Nevada
- Felt downtown is still unsafe.
- Felt Wingfield Park is too crowded during Artown.
- Suggested that Artown use other area parks and venues as an alternative to Wingfield Park.
- Felt lack of parking was a deterrent to going to downtown events.

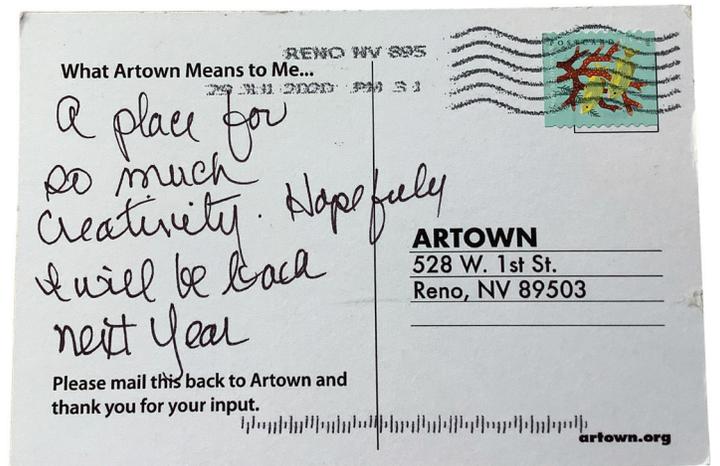
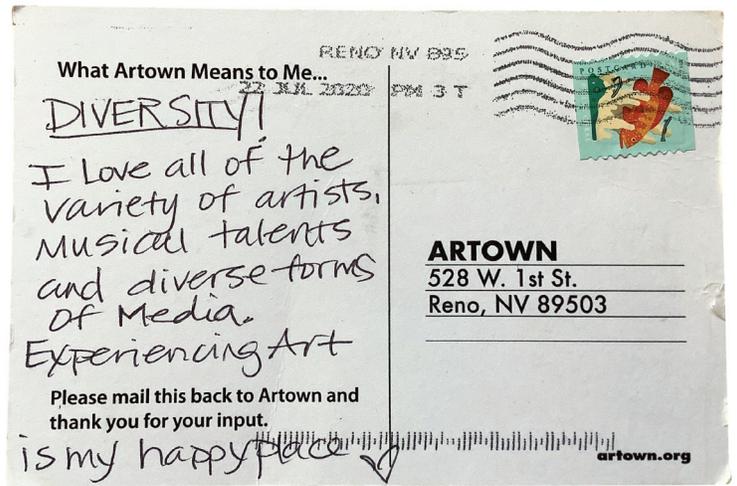
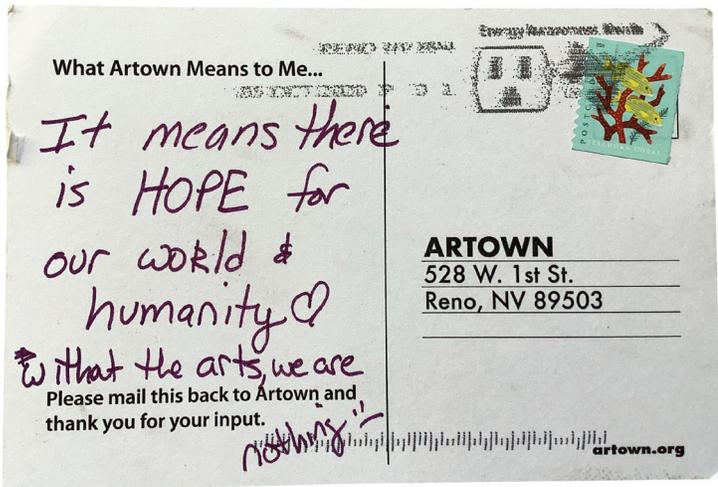
“What Artown Means to Me”

Postcard Survey

■ “Every year Artown surveys audiences to understand how we may improve the Artown experience. In 2020, we were unable to provide a typical festival and our survey instrument would have no purpose. We did want to continue our conversation and communication with our patrons, and we decided to create postcards, which required no return postage, and disperse them far and wide for feedback.

“These postcards asked respondents to answer one question: What Artown Means to Me? 2000 of these were distributed at various in-person Artown events, through our sponsors--and even reached the children’s hospital at Renown. The comments were heartwarming and poignant. They spoke of hope, love, and a yearning for us all to come together and celebrate the arts at Artown in 2021. Our patrons, young and old, believe as I do that in 2021 Artown will provide healing and build community comfort after being separated and isolated through most of 2020. These words of encouragement helped reinforce that Artown will find a way to bring us all together in July 2021.” – **Artown Executive Director Beth Macmillan**





Artown 2020 Audience Covid-19 Questionnaire

- One of the pressing questions Artown faced after the 2020 festival (and while planning and looking ahead to 2021 programming) was this: Even if events are allowed to come back around next year, will people be willing to attend in larger numbers, as they did pre-pandemic? Artown wished to better understand the comfort level of its audiences returning to public performances. To find out the answer, Artown sent out a questionnaire to 8,934 people in its database. The survey went out August 31 and the response window stayed open for two weeks before closing on September 14. 650 people responded to the eight questions in the survey included on the following pages. These findings (administered and compiled by Artown Festival Manager Raquel Monserrat) will be used by the Artown Board and staff to inform and illuminate the path forward for Artown's planned programming options during the ongoing pandemic response in 2021.

In a recent related study titled *Culture and Community in a Time of Crisis: Key Findings from Wave 1* by The Wallace Foundation (in one of the largest studies on audience attitudes toward culture that has ever been conducted, surveying 124,000 people nationwide with the help of 653 arts organizations), it was noted in a section called Planning for Future Attendance, under the heading Protocols for the New Normal, that “organizations control 6 out of 10 factors that will influence respondents’ decisions to return to cultural activities.” This suggests that, for the majority of respondents, presenting organizations hold the keys to an audience’s perceptions of safe arts and culture assemblages during the pandemic.

The survey divided the responses into two categories--external and internal--and posed this question:
Which of the following factors will most influence your decision to resume attending in-person arts & culture experiences?

Internal

- 54% said increased cleaning for all surfaces
- 46% said reduced admission levels to limit crowding
- 43% said enforcement of masks for visitors
- 31% said enforcement of masks for staff
- 29% said health screening measures prior to entry
- 19% said the organization's decision that it's time to reopen

External

- 50% said Covid-19 vaccine becoming available
- 41% said announcement from government or public health officials that it is safe to return
- 40% said wide availability of Covid-19 immunity testing
- 14% said seeing other people around me starting to attend again
- 5% selected "Other"

Here are the results of Artown's 2020 Audience Questionnaire. Note some of the similarities in responses when compared to The Wallace Foundation study.

When we are allowed to hold live events IN A PUBLIC THEATER and if all CDC guidelines including mandatory masks, increased cleaning procedures and social distancing are adhered to, how likely would it be that you would attend?

- 41% said somewhat likely
- 36% said very likely
- 23% said not likely

Top Comment: Only if there is a vaccine.

When we are allowed to hold live events OUT-DOORS and if all CDC guidelines including mandatory masks, increased cleaning procedures and social distancing are adhered to, how likely would it be that you would attend?

- 67% said very likely
- 28% said somewhat likely
- 5% said not likely

Top Comment: Only if there is a vaccine.

How much of a difference does it make to your comfort level whether the live event is indoors or outdoors?

- 78% said I'd feel more comfortable at an outdoor event
- 20% said this makes no difference in my comfort level
- 2% said I'd feel more comfortable at an indoor event

Top Comment: Depends on the status of Covid-19.

When we are permitted to hold an event of 50 or more people, when will you feel comfortable to attend?

Top Comment: Now.

Second: After vaccine.

Third: When Covid-19 is under control.

Four: Summer 2021.

If we are permitted to hold events with an audience of 50+ in July 2021, how comfortable would you be using portable restrooms if outdoor sinks are included?

- 45% said somewhat comfortable
- 34% said completely comfortable
- 17% said not comfortable
- 4% added a different answer

Some common comments were: After it's known if procedures are successful, only with proper sanitation.

If we are permitted to hold events with an audience of 50+ in July 2021, how comfortable would you be ordering food from a vendor in the park?

- 44% said completely comfortable
- 43% said somewhat comfortable
- 10% said not comfortable
- 3% added a different answer

Some common comments were: Only after a vaccine, when virus is under control.

Artown is exploring a social distancing plan that would include designated spaces for (4 people MAX) to sit in. Each space would be 6ft apart from the next space. What is your comfort level with attending outdoor events in this manner?

- 57% said completely comfortable
- 33% said somewhat comfortable
- 3% said not comfortable
- 7% added a different answer

If you have any additional ideas beyond CDC guidelines about how we may be able to safely bring live events to the public, please list them here.

Some common comments were: Two performances with smaller audiences, staff must enforce guidelines, outdoors only.



“Love” Sculpture

Artown Partners With Renown To Bring “Love” Sculpture To The Hospital’s Regional Campus On Mill St.

- The “LOVE” sculpture, designed by visionary artist Laura Kimpton and built by artist Jeff Schomberg, brings a powerful message to healthcare workers, patients and the community. The installation coincides with the celebration of International Sculpture Day, Saturday, April 25.

Reno, Nev. – The “LOVE” sculpture, a one-ton, welded aluminum artwork with letters 10-feet tall and eight-feet wide, will find a temporary home through July 16, 2020 at Renown Regional Medical Center’s main entrance at 1155 Mill Street in Reno, Nevada. Most recently seen at Burning Man in 2019, the free-standing structure is wired for illumination, has weighted steel base plates for anchorage and will be visible to vehicular and pedestrian traffic along the Mill Street and Ryland Street corridors.

“The overall footprint of the sculpture is 40-feet long by 4-feet deep,” says artist Jeff Schomberg, who has collaborated with artist/designer Laura Kimpton, to create 18 letter-based sculptures—including the popular “BELIEVE” piece at Civic Center Plaza in downtown Reno and the “HOME” sculpture for the Reno Aces at Greater Nevada Field. Each letter in the “LOVE” sculpture took Schomberg three to four weeks to build, and the piece takes on an added dimension when illuminated. “The sculpture is lit from within with color changing LED lights. The combination of the LEDs and the aluminum produce(s) a unique look at night,” Schomberg states.

Artist-designer Laura Kimpton, who is dyslexic, says creating monumental word art has been a powerful form of healing and expression. “I can’t tell you how beautiful it is that people will be able to see this work of art at the hospital, contemplate it and be inspired by it,” Kimpton emphasizes.

For Artown, inspiring community through the arts is paramount—especially at this moment. “Artown is extremely honored to be able to provide comfort through our partnership with Renown and this incredible work of art by Laura Kimpton and Jeff Schomberg,” says Artown Executive Director Beth Macmillan. “This piece of art and the message of love during these uncertain times, promises to help enlighten, engage and heal the spirits of patients, physicians, nurses and employees at Renown who are fighting the good fight. People passing by the hospital will be warmed and inspired by the art and this one word: LOVE! Now, more than ever, the power of art will provide something beautiful to focus on and restore our confidence.”

Providing comfort is in alignment with the non-profit healthcare provider’s mission “to make

a genuine difference in the health and well-being of the people and communities we serve...” and is in-step with Renown’s awareness that “during a patient’s most difficult moments, art can be a source of inspiration, comfort and strength.”

Dr. Tony Slonim, president and CEO of Renown says, “I have so much respect for artists like Laura and Jeff, and the way they connect with people through their art. Creating and installing this ‘LOVE’ sculpture is an act of love they are doing for others. Caring for others and their emotions is also an art. I am inspired by the many passionate caregivers today practicing the art of medicine with patients within the walls of our hospitals, practices and homes. I know this work of art will inspire them. My appreciation goes out to all who helped bring this ‘LOVE’ sculpture and bright light into our world. Art has been an inspiration to me for a long time and I hope that its beauty helps to bring inspiration and comfort to everyone who gets a chance to see it.”

The installation of the “LOVE” sculpture was funded by generous donors and the Renown Health Foundation. The sculpture will be on display through July 16 at Renown’s Regional Medical Center, located at 1155 Mill Street, Reno.

About Artown

Artown is a non-profit 501(c) corporation whose mission is to strengthen Reno’s arts industry, foster its civic identity and enhance its national image, thereby creating a climate for the cultural and economic rebirth of our region. The month-long summer arts festival features approximately 500 events produced by more than 150 artists, cultural

organizations and businesses in locations citywide. For more information, go to <https://artown.org/>

About Renown Health

Renown Health is a locally governed and locally owned, not-for-profit integrated healthcare network serving northern Nevada, Lake Tahoe and northeast California. Renown is one of the region’s largest private employers with a workforce of more than 7,000. It comprises three acute care hospitals, a rehabilitation hospital, the area’s most comprehensive medical group and urgent care network, and the region’s largest and only locally owned not-for-profit insurance company, Hometown Health. Renown has a long tradition and commitment to continually improve the care and the health of our community. For more information, visit <https://www.renown.org/>

About International Sculpture Day

Artown is thrilled to join the world on Saturday, April 25, 2020, in celebration of sculpture during the 6th annual International Sculpture Day, or ISDAY. Sculpture.org





This year Artown becomes

“HEARTOWN!”



- Artown details plans for 2020 festival, including opening night extravaganza featuring video performances by 23 national and international artists, Artown Livestream Sessions, and “Heartown” an ambitious campaign to bring art to the people.

In light of the impact of the pandemic on event programming, Artown is making the pivot needed to reach and engage audiences in new and creative ways. Though Artown has postponed its ticketed events and Monday Night Music Series at the Robert Z. Hawkins Amphitheater at Bartley Ranch until 2021, and postponed all of this year’s Wingfield Park programming until next year, the non-profit--which started in 1996--is planning a festival that will bring the entire community together. Artown Executive Director Beth Macmillan states, “Our community’s resilience and creativity will be on full display this year, restoring hope and reviving the spirits of so many.”

While many artists and organizations will have to make necessary adjustments to present their events safely, in strict adherence to the Governor’s Covid-19 Phase 1 protocols, the fact that Artown is happening at all, is welcome news to presenters who spend months planning, creating and fundraising for their Artown events each year. Presenters--artists and organization who plan, produce and present arts events, exhibits, installations, tours, performances and displays-- make up 90% of Artown’s 500+ events each year, and are the both the mainstay and backbone of the festival, now in its 25th anniversary season.

On Wednesday, May 6, at the first of several weekly virtual presenters meetings scheduled during the run-up to the festival, Artown hosted 81 artists and organizations on their Zoom conference, convened for the task of adapting their Artown events to the new Covid-19 realities and safety protocols. Many, like Christina Osloond, the Project Director for Extravaganza at the Plaza (July 25) expressed both joy and appreciation for the opportunity to hold their events. “As creative as artists are, Artown is finding ways to comply [with safety protocols] and move forward, giving hope to an otherwise hopeless situation for artists.”

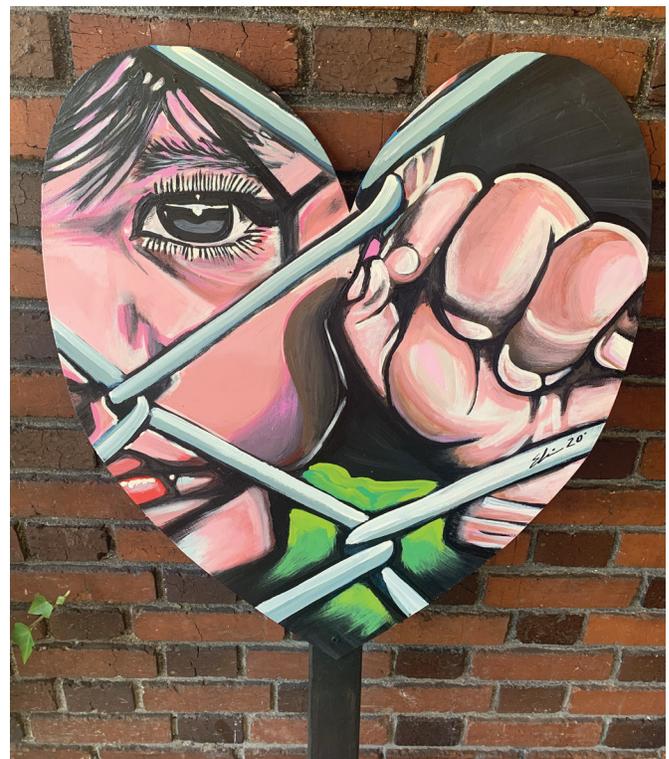
For those artists going virtual, Artown will support the events by providing links on its various social media platforms (like You Tube and Facebook) to streaming events this year. Artown’s Livestream Sessions (facilitated by LoadedTV.com), will capture scores of community events happening citywide and broadcast them via Facebook Live, to be later archived on Artown’s You Tube channel. Artown’s Opening Night on July 1 will be a virtual extravaganza, featuring our recently postponed national and international artists who are creating short performance videos specifically for Artown, each with a personal message to the Artown audiences. Sinclair Broadcast Group will air and

stream the Opening Night spectacle on their various broadcast platforms. But perhaps the most exciting element of Artown 2020 is powered by the people. This year, in place of Artown’s large summer festival gatherings, the people are the headliners, as Artown becomes “Heartown,” a citywide campaign in celebration of the essential role art plays in our hearts, in our lives and in our communities.

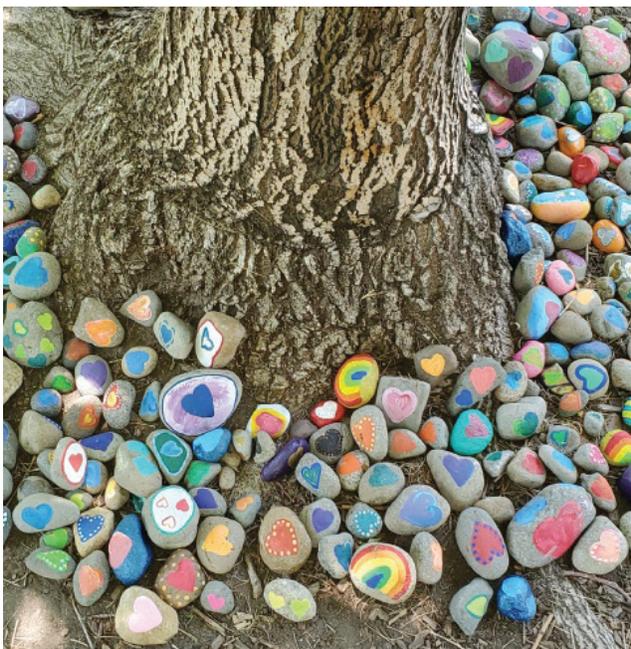
“Artown is asking EVERYONE to ‘show us your heart through your art,’” beams Macmillan. In projects they do at home, at their businesses and with their coworkers—with whatever supplies they already have at home or at work. “Share your art with us, with your neighbors and with the world,” Macmillan states. Everything from drawings, paintings, yard art and sidewalk chalk, to ornamental displays on balconies, decorative signs, and garden designs. Any expression of art that comes from your heart is welcome. “Because now, more than ever, the power of art can inspire and uplift us all,” emphasizes Macmillan.

In addition, Artown is working to distribute art supplies to underserved communities, children’s programs, non-profits, and family-focused organizations to ensure multicultural participation in the campaign.

Once underway, Artown is asking participants to send in short videos and photo stills of their art to office@artown.org where we’ll display these community creations on social media, on our website and through our media partners.



Heart by Artist Edwin Martinez Esco





THIS YEAR ARTOWN BECOMES HEARTOWN



SHOW YOUR HEART THROUGH YOUR ART!

We're asking EVERYONE to do "Heartown" art projects by crafting expressions and symbols of love at home or your businesses with whatever supplies you have around the house or at work. Everything from drawings, paintings, yard art and sidewalk chalk, to sculptures, ornamental displays on balconies, decorative signs, and garden designs--any expression of art that comes from your heart is welcome. Because now, more than ever, the power of art can inspire and uplift us all.





Artown Partners with
LoadedTV.com
for Livestreaming Video Services

- In seeking to increase and enhance its multimedia literacy--in recognition of the ubiquity and relevancy of digital video--Artown partnered with streaming media services company LoadedTV.com. The idea was to be able to create, archive, post, stream, market and promote original video content and to deliver rich digital media across all of Artown's web and social media platforms. The benefits were immediately evident in the non-profit's ability to create its own visual narratives in support of its alternative programming, and to seed media outlets with digital content and on-message marketing to diverse communities in a year that--due to Covid-19 related shutdowns--in-person programming was expected to have limited opportunities and very small assemblages.

Artown could not have executed its pivot to virtual programming without the tireless work of LoadedTV.com. The crew made themselves available throughout the pandemic--and most significantly during the nearly four-month quarantine period from March to June--to gather, film, create and edit content, even fashioning a live video set for Artown to use for its "Artown Live" livestreams inside their live-work studio space.

The LoadedTV.com Team

Stewart Campbell, founder of [LoadedTV.com](https://loadedtv.com), is originally from Bath, England. Stewart has spent most of his life working in TV production. After leaving high school, Stewart attended film school in London while working on various indie short film projects, before then working for the BBC. After working his way up the ladder to a producer, Stewart was offered a producing position in Thailand producing documentaries on the gemstone trade. From there Stewart moved to the US to make use of his dual nationality launching GemsTV in 2006 here in Reno. Stewart decided to make Reno his hometown due to his passion for outdoor adventures such as skiing, hiking, and horse-back riding--plus the numerous year-round events like Burning Man, the Reno Rodeo, Artown and more.

Stewart took over producing the morning newscast at KOLO 8 News Now for five years where he started to combine his love of TV and technology, eventually forming the first ever internet live streaming company in the city, LoadedTV.com in 2012. Since then, Stewart has focused his company on striving to bring TV broadcast quality for an affordable price, making it accessible to numerous businesses, individuals, events, and charities, enabling them to be able to stream live and promote themselves on the worldwide web. LoadedTV.com has livestreamed and filmed for events and businesses such as: Artown, Reno Rodeo, Wrangler TV Network, Burning Man, National Sheep Dog Trials, Reno Air Races, Lucas Oil Off Road Racing, Northern Nevada Pride, University of Nevada Reno, Victory City Church, Trinity Cathedral, Movement Mortgage, Marilyn York Law Office, T-Mobile (UK), Marks & Spencers, Topman Clothing, The Eldorado Hotel & Casino, and many more. Stewart loves to push



the boundaries of what is possible and really deliver new ideas to all his clients, while maximizing potential new revenue streams for them using this still emerging medium.

David Fleming, a videographer, and photographer at LoadedTV.com is a native northern Nevadan who grew up and graduated in Carson City. David is now a Reno resident focusing on creative endeavors from photography and videography, to design. David took a major interest in photography in early adulthood, while attending concerts and club events. His passion for creating visual records, most typically of people's night lives, became a major focus. Fleming says, "There's something about the action on stage and the crowd interaction that really intrigues me. I love trying to think of new ways to capture that, while also portraying people in their best light!" David dived straight into working for LoadedTV.com covering the 100th anniversary of the Reno Rodeo in 2019 and

has since covered a multitude of large local events such as Artown, Northern Nevada Humane Society's virtual fundraiser and 2020 Northern Nevada Pride.

While at LoadedTV.com, David has expanded his range of skills into setting up and operating livestreams, filming commercials, conducting interviews, and shooting b-roll on various projects. David's favorite part about working with LoadedTV.com is working with a super creative, loyal team, which is expanding his horizons and experiences alike.

With the addition of talented veteran television news producer and Emmy award-winning film director/editor **David Ware**, LoadedTV.com brought Artown a tour de force team of top-notch professionals committed to broadcast quality streaming video service delivery and arts programming.

Artown Live

Artown's LoadedTV collaborations began auspiciously in the winter of 2020 with the shooting of *Artown Live* livestreams, streamed live to Artown's Facebook page. The shoots were done at the spartan digs of the then Loaded TV's subterranean headquarters, across from the Nevada Museum of Art.

“What Does Artown Mean to Me?”

In the late winter of 2020, Artown’s video testimonial campaign was initiated to gather voices of the community that would capture and articulate the meaning of Artown. The video testimonial’s theme was: “What Does Artown Mean to Me?” LoadedTV then solicited, obtained buy-in, shot, compiled, and edited video testimonials into a reel that would tell the story of what Artown means to the community. Participating respondents were filmed on their cell phones uttering brief sentences or, in some instances, LoadedTV filmed their testimonials on location. The unscripted responses were wide-ranging, and are transcribed below in the verbatim answers from the short, 1:41 long video spot:

“What does Artown mean to me?”:

- “Discovery.”
- “Fellowship.”

- “Uniting.”
- “Magnetic.”
- “Collaboration.”
- “Culture.”
- “Expression.”
- “Pride.”
- “Eventful.”
- “Colorful.”
- “A blast.”
- “Diversity.”
- “Vibrance.”
- “Music.”
- “Artown has helped me with the creativity in my photos.”
- “Unique.”
- “Artown is beautiful.”
- “Let me tell you my businesses thrive during Artown.”
- “It’s a time during the year when everyone comes out and gets together and celebrates the arts in all of its various forms.”
- “I love how Artown brings this community together.”
- “The Native American participation in Artown provides the region a celebration of authentic Native American culture.”
- “Artown to me means access.”

- “My name is Chloe and I love Artown because the music, it’s creative and the name.”
- “Artown has transformed the face of Reno.”
- “Artown is a fantastic, wonderful example of what our community stands for.”
- “Artown means to me creativity and my mom performing out at Bartley Ranch.”
- “It’s live music sitting on the grass.”
- “Art brings everybody together. It brings the community together and it’s just a great, great feeling.”
- “Going to Wingfield Park and hearing beautiful music.”
- “Reno is such a diverse and involved community and I believe Artown embodies all of that.”

The completed “What does Artown mean to me?” video was then posted on Artown’s social media pages, and the archive was placed on the Artown YouTube page for public viewing. See link below: <https://youtu.be/8lkx8l-wwHA>

Artown and LoadedTV.com then moved to another community-based video project called the “Heartown” campaign, where, in place of its normal headliner programming, the people would be the headliners, in fun art projects that could be done at home or work. To explain how “Heartown” would work, LoadedTV.com was tapped to create the “Heartown” campaign’s promotional video, shot with three families at their homes in Galena, Arrow Creek and in Old Southwest Reno, respectively. The narration interview was done at Artown Executive Director Beth Macmillan’s home. Below is the transcript of the video:

“I’m Beth Macmillan and this year in place of Artown’s large summer festival gatherings, the people are the headliners as Artown becomes ‘Heartown,’ a regional celebration of the essential role that art plays in our hearts, in our lives and in our communities. We’re asking everyone to show us your heart through your art. Families can do Heartown art projects by crafting expressions and symbols of love at home, at their businesses and with their coworkers with whatever supplies they already have around the house or at work. Any expression of art that comes from your heart is welcome. Because now, more than ever, the power of art can inspire and uplift us all. Donations of art supplies to our Heartown campaign for underserved communities are welcomed and can be safely dropped off to the Artown donation box at our office at 528 West First Street in downtown Reno during business hours, Monday through Friday from 9am to 5pm. ‘Heartown!’” See link below: <https://www.youtube.com/watch?v=X9ppcFNUR20>

Artown Media Day Reveal

Artown’s successful collaboration with LoadedTV.com continued as the “Heartown” campaign video debuted during LoadedTV’s streaming of the Artown Media Day Reveal on May 8, 2020. The program presented a preview of the opening night sizzle reel (video snippets of 23 national and international artists sending greetings to Artown and the Reno community via videotaped messages) for Artown’s Opening Night Extravaganza on July 1. The Media Day streaming program featured Artown’s 2020 Poster Artist in a short Spanish language video that she created, explaining the creative process that went into the making of Artown’s 25th Anniversary poster. The Media Day stream also featured Reno developer Kenneth Krater, who delivered an update to news and television media on his plans for the revitalization of the Lear Theater. See link below for Media Day preview of virtual performers for Artown 2020: <https://www.youtube.com/watch?v=fgmTZNTFkc8&t=1s>

Throughout the preliminary planning and leadup to Artown 2020, the non-profit’s media partners played a crucial role in alerting and informing the public. Artown sent appeals like the one below to all area print, radio, TV, and online media to announce a festival that would be dramatically different due to Covid-19, but still retain its community arts focus and participation, while featuring a lineup of international artists in a completely new way. Here’s how Artown rolled out its 2020 festival to regional media outlets:

ARTOWN 2020

Artown celebrates its 25TH anniversary festival season with an opening night virtual extravaganza, the discover the arts series, highlighting live and virtual performances and fine art events throughout the Truckee Meadows.

Over 250 modified virtual and live events will happen at locations throughout Washoe County, including the inaugural South Virginia Plaza in Midtown Celebration, Art Spot Reno's Downtown and Midtown Mural Tours, the Cordillera International Film Festival, the Midtown Burning Man Parade, and "Heartown" Artown's ambitious campaign to bring art to the people.

Artown 2020's signature elements this year include the Artown festival poster by Mexico-born artist Ivette Valenzuela; the **Artown Silver Lager**, created by local brew pub **The Brewer's Cabinet**, and the little-known work by Artown on remediation work through local artists paid to beautify the boarded-up buildings of downtown Reno impacted by national civil unrest.

(JUNE 19, 2020 Reno, NV) - In light of the impact of the pandemic on event programming, Artown, the annual 31-day festival of the arts held each year in Reno, Nevada, has pivoted to reach and engage audiences in new and creative ways. Though Artown has postponed its ticketed events and large public concert gatherings at Wingfield Park, the Robert Z. Hawkins Amphitheater at Bartley Ranch and in Midtown, the non-profit arts organization--which started in 1996--will present a festival that will bring the entire community together. Artown Executive Director Beth Macmillan states, "Our community's resilience and creativity will be on full display this year, restoring hope and reviving the spirits of so many."

Regional artists and organizations who plan, produce and present arts events, exhibits, installations, tours, performances and displays--make up 90% of Artown's 500+ events each year have made making the necessary adjustments to present their events safely, in strict adherence to Nevada Governor Steve Sisolak's Covid-19 Phase 2 protocols. Live events will have the following safeguards in place for public health:

- **Signage explaining the event's Covid-19 safety protocols at venue entry points**
- **Hand sanitizer station(s)**
- **Masks required for event entry**
- **6ft social distancing markers for seating and standing and adherence to max capacity restrictions**



For artists choosing to go virtual with their presentations, Artown will support the events by providing links on its various social media platforms (like YouTube and Facebook) to their streaming events and webinars. Artown's Livestream Sessions (facilitated by LoadedTV.com), will capture scores of live community events happening citywide and broadcast them via Facebook Live or will archive them on Artown's YouTube channel for later viewing. Artown is making it as easy as possible for local and national media outlets to access content, both live and archival, by providing live **RMTP feeds** for any broadcast and livestream.

Artown's Opening Night Virtual Extravaganza on July 1 will be a virtual spectacle of sight, sound, song, and dance, featuring personal messages and performances from **Keb' Mo', March Fourth Marching Band, Sheléa, Tim Snider, Vertigo Dance Company, Playing For Change, Jake Shimabakuro, Buffy Sainte-Marie, Hot Sardines, Kronos Quartet, Charlie Musselwhite, AJ Croce, Landau Eugene Murphy Jr., Time for Three, Cool Nasty, Pamyua, Na Lei Hulu Wekiu, Ensemble Mik Nawooj, Davina and the Vagabonds, LADAMA, Mariachi Acero de Las Vegas, Paa Kow and Resistance Revival Chorus.** The 2-hour special will air on Nevada Sports Net (NSN) from 7:30pm-9:30pm, will stream on the Nevada Sports Net website. The program will then be available on Artown's social media platforms. NSN is available over the air, cable, Direct and Dish. Station representatives state that they will stream the Opening Night Virtual Extravaganza on the NSN website for people all over the world to watch. Here in northern Nevada, NSN is available over the air on channel 21; Charter channel 787 in HD or 7 in SD; DirecTV and Dish Network on channel 21; or on AT&T

U-verse channel 1021 in HD or 21 in SD. It is available in the following counties: Washoe, Carson, Humboldt, Churchill, Pershing, Douglas, Lyon, Mineral, Lassen Lander, and Eureka.

Artown's **Discover the Arts Series**, geared toward children ages 6-12, will be virtual this year, featuring 23 artists and educators teaching art classes and doing performances of their specific art, in webinars ranging from discovering virtual reality to discovering the banjo.

Artown Silver Lager, a crisp, refreshing, Vienna-style brew that is perfect for the summer, will debut July 1. "Even though the [Artown] events are now limited and controlled, it should still be a fun partnership for both organizations," states Brewer's Cabinet owner Mike Connolly.

The collaboration will yield a batch size of 7bbls, with The Brewer's Cabinet keeping 50% of the supply for in-house sales, and 50% for distribution to other bars. The popular brewpub plans to donate \$1 from every beer sold to Artown to support the arts organization's programs. Representatives of Artown's Board of Directors (including Reno City Council's Vice Mayor Devon Reese) will be on hand to learn about the brewing process. Board members will have the opportunity to experience the hand-crafting of Artown's *only* specialty brew.

The Artown Silver Lager label will feature the stunning artwork of Mexican artist [Ivette Valenzuela](#), Artown's 2020 Poster Artist. The commissioned art, which earned the Sonora, Mexico native \$5,000, will be placed on 32oz. crowlers via a collectible peel-away decal, which is a min-

ature version of the Artown 2020 poster. The microspheric, repositionable, 6 mil vinyl decals--printed by local Sparks printer [Registered Ink](#) and sized at 4.25" w x 5.5" h--can be removed and reapplied to almost any surface, making them a perfect window cling or bumper sticker.

Other notable highlights confirmed for Artown 2020 include:

- Month-long fine art and maker events at **Cop per Cat Studio** in Sparks – July 1-31
- **Art Walk Reno** – July 2
- **Movies at the Drive-in** – July 3-24
- **Day of Visual Arts Weekend** - July 10-12,
- The Inaugural **South Virginia Plaza in Midtown Celebration** – July 18
- **The Cordillera International Film Festival** – July 23-26
- **Virtual Pride** – July 25
- **Midtown Burning Man Parade**, July 30, presented by Junkee Clothing Exchange.

Perhaps the most exciting element of Artown 2020, is a campaign that is powered by the people. This year, in place of Artown's large summer festival gatherings, the people are the headliners, as Artown becomes "**Heartown**," a regional campaign in celebration of the essential role art plays in our hearts, in our lives and in our communities.

"Artown is asking EVERYONE to 'show us your heart through your art,'" beams Macmillan. Families will do "Heartown" art projects by crafting expressions and symbols of love at home, at their businesses, and with their

coworkers--with whatever supplies they already have around the house or at work—to share with our community. "Everything from drawings, paintings, yard art and sidewalk chalk, to sculptures, ornamental displays on balconies, decorative signs, and garden designs--any expression of art that comes from your heart is welcome. Because now, more than ever, the power of art can inspire and uplift us all," Macmillan emphasizes.

Macmillan hopes to capture the imagination of northern Nevada and beyond with the "Heartown" campaign's artistic mission of spreading expressions of love and creativity, in the same way families display Christmas lights, decorations and festive scenes during the holidays.

As part of the community outreach for the "Heartown" campaign, Artown staff and volunteers have collected and will distribute 1000 art kits (crayons, markers, colored pencils, poster board, acrylic paint and paint brushes) to underserved communities, children's programs, non-profits, and family-focused organizations to ensure multicultural participation in the regional effort.

Artown is asking participants to send in short videos and photo stills of their "Heartown" art to office@artown.org. The non-profit will then display these community creations on social media, on the [Artown](#) website and through their various media platforms and partnerships. The most noteworthy entries will be awarded Artown prizes and collectible 25th Anniversary Artown merchandise.

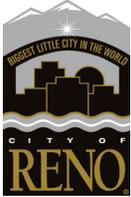
About Artown and It's Funders

Now in its 25th festival season, Artown is a non-profit Nevada corporation whose mission is to inspire community through the arts. Each year the festival hosts 300,000+ attendees at over 100 venues, set against the backdrop of northern Nevada's beautiful Washoe County basin, which features high desert landscapes, green forests, snow-capped mountains, the Truckee River and Carson River, Pyramid Lake and the glistening jewel of the region, Lake Tahoe.

Artown is supported and made possible through the generous support of the following entities: *Government agencies:* City of Reno, City of Sparks, Washoe County, Reno Tahoe (RSCVA), Nevada Arts Council, National Endowment for the Arts, and WESTAF. *Corporate support* comes from: Albright & Associates, Ltd.; International Game Technology; Nevada Dairyman and Dairy Council of Nevada; NV Energy; Nevada State Bank; Renown and Microsoft. *Artown Media sponsors* include: PBS Reno; News 4, Fox 11 and Nevada Sports Net, KTVN Channel 2 News and KUNR. Artown receives support from these *Foundations:* The Robert Z. Hawkins Foundation; The Bretzlaff Foundation; E.L. Cord Foundation; The Thelma B. and Thomas P. Hart Foundation; Roxie and Azad Joseph Foundation; Estelle J. Kelsey Foundation; Wells Fargo Foundation; Robert S. and Dorothy J. Keyser Foundation; Gabelli Foundation Inc. and The HELLO PROJECT.

Artown 2020 Festival Sponsor Commercials and Testimonials

In 2020, Artown sought to add value to its sponsor relationships by including sponsor testimonials and commercials in its opening night celebration. In so doing, the general public got a sense of what Artown means to each sponsor and why it is important to them to support Artown and the arts in northern Nevada.



Reno Mayor Testimonial
<https://youtu.be/17B5OpzzM6A>



Nevada Arts Council Testimonial
<https://youtu.be/Vj7FYZM6lJl>



Wild River Grill Testimonial
<https://youtu.be/SDUCroZwOTk>



News 4 Testimonial:
<https://youtu.be/u8JDPTeZvR4>



Eldorado Testimonial:
<https://youtu.be/CxTWWySN6k8>



IGT Testimonial
<https://youtu.be/6Gb5BP9xZpQ>



PBS Testimonial:
<https://youtu.be/TVeL32PynuE>



KUNR Testimonial:
<https://youtu.be/EXRkND-MqOM>



NV Energy Testimonial
<https://youtu.be/tfQruiwQOC4>



Nevada State Bank Testimonial
<https://youtu.be/iYb85IOexs0>



Artown's Opening Night Virtual Extravaganza

Artown's Opening Night Virtual Extravaganza was produced by LoadedTV's Stewart Campbell and David Ware over a single evening of taping for later broadcast through Artown's media partner Nevada Sports Net. Click on this link to view the program in its entirety: <https://youtu.be/vxGvrlbZhoA>.

The Opening Night Virtual Extravaganza web and terrestrial television simulcast was viewed in 14 countries by an estimated 40,500 streaming media and television viewers. The two-hour broadcast featured video performances and messages from 23 national and international artists who performed one dance number or one song, to preview their 2021 Artown festival appearances.

Artown 2020 Closing Night Stream-a-Thon

Every year Artown puts on a spectacular closing night program with major national and international headliner talent performing in front of a large live assemblage at Wingfield Park. This year due to Covid-19, Artown decided instead to showcase our homegrown talent through the livestreaming of in-studio performances, taped video performances and live interviews at our in-studio host location at LoadedTV off of Wells Avenue in Reno.

Facebook figures indicated that there were 6,218 people **reached**; 1,014 **engagements**, 149 **comments**, 54 **likes**, 60 **shares**, as well as 2,300 **views** of Artown's Closing Night Livestream on Friday, July 31. The evening featured both an in-studio art bid-a-thon of handmade art by LatinX muralist Edwin Martinez Esco, as well as the conclusion of Artown's "Heartown" art auction, where hand-painted hearts were bid on, starting at \$40 and up.



Additionally, there were live in-studio performances by theater community singers **Natalie Jones** and **Alexandra Grow-Burley**, Reno Philharmonic Concertmaster **Ruth Lenz** and 2018 “American Idol” alum **Grace Hayes**; with video performances by **Milton Merlos**, **Eric Andersen**, father-son musical duo **The Cliffs**, and **Adriana and the Wildflowers**. The program also included a special video message from Ward 1 Councilmember Jenny Brekhus and an on-camera interview with Artown 2020 Commissioned Artist selection Keely Cobb.

Artown’s thank you package for donors included Artown merchandise and fashionable pairs of the “Lolita” line of women’s footwear created in Portugal provided by Artown community sponsor and Portuguese-owned Arcopedico USA. based in Sparks, Nevada. Each pair had a retail value of \$69!

In 2020 LoadedTV.com metrics indicated that Artown video content was viewed by 79,791 unique visitors over 45,219 minutes of combined viewing time. Note that unique visitors are typically determined by IP address to get an approximate number of unique visitors to broadcast content, but it is an imperfect metric. A shared screen will result in only one unique visitor count, even if multiple different users visit the site or watch the programming on screen, nor does it account for multiple screens per IP address. Artown estimates that between 3 and 4 persons per IP address viewed its programming of its Opening Night Virtual Extravaganza, Closing Night Stream-a-thon, Artown Live morning shows, Discover the Arts broadcasts, Artown Spanish language broadcasts, Artown Live artist performances, and Artown rebroadcast content.

LoadedTv.com ended its service year with an overview look ahead for strategic monetization of streaming content advertiser packages Artown could avail itself of in 2021, including: sponsorships, streaming commercials, on-screen ad and logo placements, Facebook and YouTube ad revenue sharing, lower third placements, underwriting, on-screen product placement and sponsor specials. <https://youtu.be/CE1pfiVIWw8>



Rosie Brownlow Artown Outreach
and Education Coordinator

Discover the Arts

In 2019, Artown’s Discover the Arts program played host to 2,023 in-person youth attendees from age 6-12 years of age at McKinley Arts & Cultural Center. With such dramatic changes to in-person programming in this turbulent year of 2020, Artown’s programmatic pivot for its stellar yearly youth arts discovery program was placed in the able hands of veteran theater artist, actor, and educator Rosie Brownlow. In her capacity as Artown’s new Outreach and Education Coordinator, Rosie organized, directed, and administered Artown’s Discover the Arts series and made it all virtual! Among many other things, Rosie hired nonprofits and vendors; interfaced with media outlets and the public and helped coordinate each video shoot with Artown’s video team from LoadedTV.

Uniquely qualified to lead and engage through Artown’s youth and arts education outreach program, Rosie is an Assistant Professor of Acting at the University of Nevada, Reno and holds a Bachelor of Arts degree from Whitman College. She received her MFA from UC Irvine in 2015. In 2019, Rosie was the Text and Accent Coach at Reno Little Theater and TMCC/Damonte Ranch High School. In 2018-2019 she was a Core Faculty and Resident Assistant at Northwestern University’s National High School Theatre Arts Institute, a pre-professional summer program. In 2017 she taught K-12 Acting and Improv Workshops, and managed on-site operations for school matinees at Will Geer’s Theatricum Botanicum in Los Angeles.

On the following pages, Rosie details Discover the Arts 2020 and highlights those who helped make it an unqualified success.

2020 Discover The Arts Final Report

Discover the Arts looked a little different this year, but it shined just as bright as ever! Thanks to the generosity of Sierra Arts Foundation and Nevada Dairymen & Dairy Council of Nevada, we were able to pivot from our usual in-person mode to an exciting and dynamic virtual program that reached thousands of kids and their parents eager for artistic expression and interactive educational programming during this challenging time. Together with the dedicated team at LoadedTV, we filmed 23 Discover the Arts videos in June to air each weekday in July, hewing closely to the two-part format that has served us so well in the past: first, a spotlight on a different arts discipline each day, and next, a step-by-step tutorial that invites kids to make a unique work of art using everyday household objects. Inspired by the Dairymen, several of these projects, including “Bauhaus Birdhouse”, “Milk Carton Planters”, “Pop Art Piggy Bank” and “Milk Carton Piñata” featured milk cartons repurposed for creative use. LoadedTV brought a professional editor’s sheen to each video, making them engaging, sleek, and full of beautiful graphic design touches. While most of the segments were filmed at LoadedTV’s studio space, we also filmed on location at Liberty Food and Wine Exchange, the Boys and Girls Club, and Reno Little Theater to give kids a behind-the-scenes look into some of northern Nevada’s best community-based artistic endeavors. Several Discover the Arts favorites returned to present for us this year, including Reno Taiko and Sierra Watercolor Foundation, but we welcomed many new artists as well. Sessions this year included:

7/1	Discover Taiko Drumming	7/20	Discover Playing By Ear
7/2	Discover Jazz Dance	7/21	Discover Modern Dance
7/3	Discover the Boys and Girls Club	7/22	Discover Matisse
7/6	Discover Drawing	7/23	Discover Multicultural Puppets
7/7	Discover Ballet	7/24	Discover Acting
7/8	Discover Spoken Word	7/27	Discover Culinary Arts
7/9	Discover Trumpet	7/28	Discover Trombone
7/10	Discover Watercolor	7/29	Discover Songwriting
7/13	Discover Pizza Art	7/30	Discover Storytelling Through Yoga
7/14	Discover Augmented Reality	7/31	Discover Stage Makeup
7/15	Discover Banjo		
7/16	Discover Poetry		
7/17	Discover Backstage		

Our innovative virtual presentation this year allowed for even more access to underserved populations than we are typically able to deliver. While our reach extended to 2,000 kids in 2019, we were in some cases able to reach 2,000 kids in just one day in 2020! Since the pandemic prevented us from providing art supplies, we focused on using objects that even the most disadvantaged of kids were likely to have around the house, showing our little artists that you do not have to have expensive oil paints to make art and have fun. We were also very excited that 8 segments out of 23 fulfilled our diversity initiative.

Very important to us this year was finding a balance among arts disciplines: 5 of the segments focused on music and visual art each, 4 on dance and theatre, and 3 on writing. We expanded into new technologies and artistic horizons with a segment on Augmented Reality and another on Culinary Arts, and hired artists with impressive professional credentials: among them, Reno's Poet Laureate, Sierra Arts certified educators, Tenured UNR arts faculty, a member of the professional stage actors' union, a top-200 American Idol contestant, a resident entertainer at Harrah's, musicians with the Reno Philharmonic, and professional chefs. Kara Savant, a UNR arts graduate and staff member, devised all of the art projects and brought a conceptual angle to the exercise, grounding many projects in major worldwide art movements while remaining kid-friendly. We are so proud of the quality and diversity of our virtual Discover the Arts series, and are pleased that we were able to reach so many thousands of kids. Best of all is that the videos are archived on our YouTube channel, so that kids and their parents can continue to revisit their favorites all year round!



ESTELLE J. KELSEY FOUNDATION

Chad Sweet (green provided by theatre magic!) takes us Backstage at Reno Little Theater (7/17)



ESTELLE J. KELSEY FOUNDATION

Reno Taiko fills the studio with the sound of drums (7/1)



Chad Sweet (green provided by theatre magic!) takes us Backstage at Reno Little Theater (7/17)



Kara Savant teaches us how to make functional birdhouses using milk cartons in the style of the Bauhaus Movement (7/9)



Sierra Nevada Ballet

Pivots to Digital Performances to Ensure Dancer Safety for Artown 2020



“All the shots are courtesy of SNB, and they are all rehearsals for SNB’s Dancing By The River -July 2020 for the Artown Festival. We had to rehearse outside or via Zoom at that time because of COVID 19 social distancing and health safety.” – Rosine Bena

ballets about the peasant girl who falls in love with a grand Duke, dies of a broken heart and is transformed into a spirit protecting her lover from the vengeance of a group of evil virginal ghosts called Wilis. SNB’s production features a cast of 30+ local dancers with top professional artists from all over the world.”

In addition, this year for Artown 2020 Rosine Bena and Sierra Nevada Ballet also aired a past performance for Artown audiences of their production of “Giselle.” Bena describes the ballet as “the famous bittersweet classic story of love and death that has moved audiences of all ages in every corner of the world. It is possibly the best-loved of the world’s

“Giselle” was viewed from a Vimeo link on the Artown website from July 14-31. See link below: <https://vimeo.com/437518147>





Artown 2020 Artist Commission Recipient

Dancer-Choreographer **Keely Cobb**



Photo by Benjamin Engel



Keely Cobb is a Reno, NV based dance choreographer, teaching artist, director, and performer. Her creative work intertwines theatre and dance in a way that is fresh and often humorous. She crafts characters, investigates relationships, and assembles narratives that frequently move beyond the fourth wall. Her choreographic point of view is quirky and virtuosic. Cobb holds a bachelor's degree in theatre and a minor in dance from the University of Nevada, Reno. While At UNR, she has worked with guest artists Gallim Dance, Adam Cates, Kathleen Hermesdorf, ODC, Angel Reed and Becca Tobin, and, after graduation, was commissioned as the assistant choreographer for "The Music Man."

Cobb was then hired as a teaching artist for Sierra Arts Foundation and Arts for All Nevada, where she brought theatre and dance into the core curriculum within the Washoe County School District and taught musical theatre classes during school breaks. She is a recipient of three Nevada Arts Council Jackpot grants for her self-produced shows "Relations," "Synopsis of This," and "The Showbiz Cabaret."

She has also been hired as the choreographer for Sage Ridge School's productions of "Matilda the Musical" and "Mamma Mia," Reno Little Theater's productions of "Barefoot in the Park" and "Violet Sharp" and, most recently, for Bruka's "The Children." Cobb has danced professionally with Rosie Trump | With or Without Dance, Karen Burns Productions and Collateral and Co. since 2016. She is the Artistic Director of Reno's theatrical dance company, Around the Stage, which she founded in 2018.

Cobb has self-produced three evening length works with Around the Stage including "The Poetry Movement" (in collaboration with Collateral & Co. and Nevada Humanities, 2018- Artown), "Synopsis of This." (2018-Reno Little Theater), and a revamp of "The Showbiz Cabaret" (2019- Reno Little Theater). Around the Stage has also performed as guest artists at Encompass Academy and in Reno Little Theater's production of "Barefoot in the Park." Most recently, Cobb was asked to join Ghost Light TV and their series of "Dancers and Bands" featuring the Around the Stage Dancers and local bands in Reno. She curated a dance film, "Urban and Free," as an homage to the public sculpture "The Space Whale" with the Around the Stage dancers. Cobb is now the Director of Theatre at Sage Ridge School and continues to create work with Around the Stage.

Artown 2020 Artist Commission recipient Keely Cobb initially planned a very ambitious multidisciplinary outdoor event combining art, painting, fashion design, music, and dance at Civic Center Plaza in downtown Reno. Keely's idea was a real-time integration of the above artistic elements to create a canvas from the paint-drenched hands and feet of her dancers performing original choreography to the live music of the musical group(s) assembled at the Plaza. Keely submitted a detailed expense sheet explaining how she would utilize and allocate the grant funds and compensate her artists. To prepare and secure a permit for the space, Keely did extensive research on non-toxic paint materials that would have zero-impact on the adjacent Truckee River for her site-specific

work, obtaining guidance and clearance from City of Reno officials on the best paint and practices for the production of her proposal.

Due to the pandemic, Keely was forced to scrap her proposal and find an alternative way to plan and present her commissioned work, that maintained the spirit and tone of the original idea. Below, Keely explains how she would reconstruct and present the new piece as a video, in a manner that safeguarded her dancers, while capturing the spirit of her original proposal. Keely's finished production can be seen by clicking the "Take My Hand" hyperlink in the paragraph below.

<https://www.youtube.com/watch?v=9JbPT-2E6jc>

Music Video Proposal/Description

The "Take My Hand" music video is a virtual alternative to our previously intended Artown Show, "Blank Canvas: A Day of Painted Dance." This will be a fully collaborative work with eight Around the Stage dancers and the band Adriana and the Wildflowers. The music video will showcase the song "Take My Hand" by Adriana and the Wildflowers, with lyrics that inspire a sense of connection while separated.

The choreography for the video will be created by Keely Cobb and rehearsed at three outdoor rehearsals with social distancing regulations in place. The filming site will be on a 16-acre private property owned by one of the dancers, in Virginia City. The site features beautiful Nevada landscaping with 360-degree views. Filming will take place all day on

June 13th and will be edited the following weeks. The video is set to launch on our previously anticipated show day, July 18, 2020.

The video will feature the eight dancers exploring this idea of social distancing, while staying connected. With the use of paint and a large canvas there will also be a visual art representation captured on the video as well. Costumes for each performer will be crafted by local artist Katelyn Caufield out of canvas and muslin, to create a painted product on the dancers, as well as on their canvas floor. Final fittings of the costumes are to take place the last week of May. This video will be a piece of art created to capture the feeling of our community coming together during the Covid-19 pandemic.

This project will benefit Reno and its growing arts community in that it is a free and fully accessible project that meets all Covid-19 safety regulations. It is a work that combines the efforts of many local artists and showcases their work, while representing the community-inspired song "Take My Hand." The project combines elements of dance, music, and visual arts in a safe and virtually accessible way. The audience will find inspiration in the many uses of artistic elements and be in awe of the message behind the song. This is a locally collaborated work that would fit perfectly into Artown 2020 during the Covid-19 pandemic.



Photo of Keely Cobb by Trisha French
Photos of Around the Stage Dancers on location by Delaney Cobb



**“Heartbeat to Heartbeat
Eye to Eye”** *(From Reno with Love)*
Video and GoFundMe Fundraising Campaign



The City of Reno, Artown and the Reno Philharmonic successfully organized, funded, and coordinated the production of a new Reno song and video titled “Heartbeat to Heartbeat, Eye to Eye (From Reno with Love)” in conjunction with a nationwide City songs project advanced by Reno Mayor Hillary Schieve and established by Louisville Kentucky Mayor Greg Fischer. The song and video production is an inspired response to the Covid-19 pandemic, social division, and civil unrest in the U.S. Written and produced by singer-songwriter Eric Andersen and shot by filmmaker Bryon Evans, who worked with 53 performing artists, the song and video earned widespread attention in local radio, print and television media and was featured on a PBS Reno segment of “Arteffects” on Thursday, Nov. 5th at 8:30pm and then again on Sunday, Nov. 8th at 6:30pm. See the full program, video and behind the scenes making of story here: <https://watch.pbsreno.org/video/episode-607-bak5om/>

The song and video effectively tapped some of Reno’s most gifted and prolific talents and performing artists from all genres, including Artown Board member Khalilah Cage, who sang co-lead vocals on the track. Award-winning indie filmmaker Bryon Evans is scheduled to submit the “Heartbeat...” video to this year’s upcoming ADDY awards in the category of Best Music Video. Due in part to his demonstrable commitment to the uplifting of the Reno performing arts community to a national level, and for his dedication to his craft, singer-songwriter Eric Andersen

was appointed to the influential Reno City government arts agency the Reno Arts & Culture Commission, which oversees grants funding, arts policy, and resource allocation to area arts organizations.

At the direction of Artown Executive Director Beth Macmillan, Artown established and seeded the independent **From Reno with Love Artist Fund** to help performing artists hit hardest by the Covid-19 pandemic. By setting achievable grant qualifying criteria, the fund has to date distributed 33 \$500 grants to area artists and is nearing its target goal of \$20,000 through the GoFundMe campaign established this summer by the non-profit arts organization.

The information contained below is how Artown positioned the song, video and fundraiser in regional and national media.

Mayor Schieve, Artown and community partners debut the new Reno song and video “Heartbeat to Heartbeat, Eye to Eye (From Reno with Love)” brings the city together through music.

All proceeds from the song to benefit Artown’s “From Reno with Love Artist Fund” to support Reno performing artists.



(August 24, 2020 Reno, NV) Inspired by a friendly challenge from Louisville Mayor Greg Fischer, Reno Mayor Hillary Schieve and several Reno arts and culture partners are proud to present “Heartbeat to Heartbeat, Eye to Eye (From Reno with Love),” a new song and video inspired by Mayor Fischer’s “Lift Up Lou” movement, launched in early March to keep residents’ spirits up during the fight against COVID-19 and maintain a sense of connectedness, even at a time of necessary social distancing.

Through her role as Chair of The United States Conference of Mayors’ Tourism, Arts, Parks, Entertainment and Sports (TAPES) Standing Committee, Mayor Schieve enthusiastically accepted Mayor Fischer’s challenge to uplift The Biggest Little City through the arts.

“This amazing song and video show that, even though our lives have changed dramatically since March, our arts and culture scene is still very much alive in Reno,” Schieve said. “The arts have strengthened Reno’s economy, driven tourism, sparked creativity and innovation, and have promoted local business. I am so very proud to, once again, raise the profile of Reno’s incredible local arts and culture scene. I want to thank all the talented musicians and artists who found a way to collaborate from a distance and bring our city even closer together. We truly are #BigArtsLittleCity!”

The new Reno song represents a collaborative effort by the City of Reno, Artown, Reno Philharmonic (Reno Phil), Eric Henry Andersen and Bryon Evans Films:

- Written By: Eric Henry Andersen, Tyler Stafford, Dave Berry, Kate Cotter, Khalilah Smith Cage, Shaughn Richardson, Tristan Selzler, Jeff Depaoli and Zachary Teran
- Audio Produced By: Eric Henry Andersen and Tom Gordon
- Video Directed, Filmed and Edited By: Bryon Evans
- Featuring: Khalilah Smith Cage, Cliff Porter, Kyle Rea, Tim Snider, Reno Jazz Syndicate and nearly 50 other musicians and artists from the Reno area.
- Mixed and Mastered By: Tom Gordon for Inspired Amateur Productions and Imirage Sound Lab in Sparks
- Recorded By: Tom Gordon, Eric Henry Andersen, and Tyler Stafford, at Imirage Sound Lab, Moon Room, Angel’s Share Studio and remotely around Reno

The many collaborators overwhelmingly agree that the production of the song and video came together quite naturally and synergistically, which is rare for a project with so many moving parts and of such magnitude.

All proceeds from the song will benefit Artown’s “From Reno with Love Artist Fund,” created to assist performing artists adversely affected economically by COVID-19.

“Artown is built on collaboration and inspiring community through the arts,” said Beth Macmillan, Artown Executive Director. “This project aligns perfectly with Artown’s goals and mission. By supporting



53 artists, Artown is able to help some of the most economically vulnerable members of our community, while assisting in the creation of an incredibly inspiring piece of collaborative music and uplifting video. We hope everyone enjoys it.”

“The Reno Phil was excited and honored to be asked to participate as a partner in this project,” said Tim Young, President and CEO of the Reno Phil. “We are proud to be a part of the creative culture in Reno, and the idea of creating a work of art that showcased our community of artists was thrilling. Eric and the entire team have exceeded every expectation in writing, performing, and producing ‘Heartbeat to Heartbeat, Eye to Eye.’ I cannot wait to share it with the world!”

“We wanted to address the legitimate frustrations that are on all our minds right now, while simultaneously encouraging a message of strength, love and unity,” Andersen said. “Working with such an eclectic, talented and enthusiastic cast of artists provided more than enough inspiration to deliver on that mission. Producing this song has truly been the honor and opportunity of a lifetime.”

“‘Heartbeat to Heartbeat, Eye to Eye (From Reno with Love)’ is a message of hope for the community and city that I am proud to call home,” Evans said. “The project came at a time when I personally wanted to contribute something positive to the world in the face of so many struggles.”

For more information, or to contribute to the From Reno with Love Artist Fund, visit www.artown.org.

In addition to Reno, several other cities around the country are also participating in Louisville’s city song challenge and project, including (but not limited to): Atlanta, Austin, Charleston, Chicago, Detroit, Louisville, Nashville, and Oklahoma City.

Early Praise for “Heartbeat to Heartbeat, Eye to Eye (From Reno with Love)”

- “Thank you to the @cityofreno for sharing this wonderful video, highlighting the vibrant arts and culture scene in the city.” – Nevada Governor **Steve Sisolak** via Twitter
- “This is a great display of Reno and Reno Arts.” – **Marc Johnson**, President, University of Nevada, Reno
- “Uplifting and beautifully done! It’s the ‘We Are The World’ during the 2020 pandemic. Just what we need now.” – **Daryl Stuermer**, Guitarist Genesis/Phil Collins
- “Thank you, City of Reno, Artown, and the Reno Phil for connecting us together through **Heartbeat to Heartbeat, Eye to Eye (From Reno with Love)**. This work is a testament to the diverse talent, professionalism, collaboration, and creative spirit found in Reno and throughout Nevada. Thank you for supporting Reno’s performing arts community.” – **Tony Manfredi**, Executive Director, Nevada Arts Council.
- “I’ve worked on over a thousand projects over my career ranging from international superstars to family X-mas presents. I’m proud of almost all of the work I’ve done because of the care I’ve put into each one. But the projects that I feel “honored” to be a part of I can count on my two hands. This is one of those.” – **Tom Gordon**, platinum-selling record producer, engineer and educator.
- “Very impressive. Great performances and great production...a wonderful calling card for Reno.” – **Willabee Carlan** - Program Director Indie 102.3 Denver
- “The song in and of itself can move you to a better place, but the video brings you in and puts you onstage to sing along. It’s a light of love, hope, strength, and unity. Play this song and share it with people you love.” – **Max Volume**, 105.7FM KOZZ Reno - Nevada Broadcasters Hall of Fame inductee.
- “Heartbeat to Heartbeat Eye to Eye” is pure joy. This song and video not only showcase the abundance of talent in our community, it shows the dedication and resilience of our Battleborn Spirit. Thank you to all the beautiful artists. You have filled my heart!” – **Connie Wray**, President of Connie Wray, Inc. Morning Radio Show Talent – KRFN Fun 101FM Reno

• “This project is a shining example of the local talent we have right here in Reno. Watching this video and hearing this song gave me a true sense of pride for our city. I knew we had talented artists here but now the world gets to see! This is a game-changer for the Reno music scene and a project that is so filled with love I can’t imagine anyone not being moved to tears by the heart and soul in this song.” – **Jamie L Woodham**, Programmer for the Local Spotlight and afternoon DJ for 100.1 KTHX Reno

• “It brought tears to my eyes...the impact made me fall to my knees.” – **Rob Brooks**, International Talent Buyer - 4808 North



NOVEMBER 2020



PBS Reno

PROGRAM GUIDE

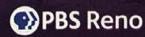
heartbeat
to heartbeat
eye to eye



- from Reno with love

arteffects

Thursday NOVEMBER 5 8:30pm



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HEARTBEAT TO HEARTBEAT, EYE TO EYE

(FROM RENO WITH LOVE)

Andersen, Stafford, Berry, Richardson, Cotter, Cage

Could it be that word is falling apart in front of our eyes?
Is there anywhere left we can turn for the truth?
When all any of us want is to be loved, to be seen and understood
To be part of the solution, a new evolution

Stand strong now together, we're gonna survive
This is our moment, let's get it right
It's a long road out ahead of us, if we're gonna bridge this divide
Heartbeat to heartbeat, eye to eye

Could it be that the world is just trying to course correct?
As if fighting our way out of the cocoon
It's a call to action, to love, to change our ways for good
To embrace our birth pains, a new evolution

Stand strong now together, we're gonna survive
This is our moment, let's get it right
It's a long road out ahead of us, but we've gotta bridge this divide
Heartbeat to heartbeat, eye to eye
Heartbeat to heartbeat, eye to eye

Beat to beat, eye to eye, no time to lie, when in the streets I can die
Get it right, time to fight, understand the whys
See through my eyes and check the perspective

My point of view is not just an elective
An open mind gives sight to the blind, and hidden truths are what
you're likely to find
Need empathy to be kind and grow, be in the know before we sow
And we'll reap the fruits of our labor, but the process is slow

Stand strong now together, we're gonna survive
This is our moment, let's get it right
It's a long road out ahead of us, but we're gonna bridge this divide
Heartbeat to heartbeat, eye to eye

Brothers and sisters, rise above
One voice, one people, we are love
It's a long road out ahead of us, but we're gonna bridge this divide
Heartbeat to heartbeat, eye to eye (cause' love won't let us down)
Heartbeat to heartbeat, eye to eye (let the city hear this sound)
Heartbeat to heartbeat, eye to eye

We are love
We are love
Your heart and my heart beating as one
Open your heart
Heartbeat to heartbeat, eye to eye

CREDITS

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Eric Henry Andersen and Tom Gordon

Video Directed, Filmed and Edited by:

Bryon Evans

Mixed and Mastered by:

Tom Gordon for Inspired Amateur Productions at Imirage Sound Lab, Sparks, NV.

Recorded by:

Tom Gordon, Eric Henry Andersen and Tyler Stafford.
Recorded at Imirage Sound Lab, Moon Room, Angels' Share Studio and remotely around Reno, NV.

Executive Producers:

Chris and Parky May, Artown, Reno Phil and City of Reno

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Darcy Kathleen: Vocals - renojazz.org

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Gia Torcaso: Vocals

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Grace Hayes: Vocals - graceorsomething.com

Max Volume: Vocals - kozzradio.com

Eric Stangeland: Electric Guitar - onestopguitar.com

Kate Cotter: Vocals - reverbnation.com/katecotter

Scott Myer: Electric Guitar

Jenes Carter: Vocals - facebook.com/mojogreen

Lucas Arizu: Acoustic Guitar - renojazz.org

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Cooper Bayt: Fire Spinning
Sonia Tiger: Fire Dancer

From Reno with Love Artist Fund Recipient Feedback

Thank you from the bottom of my heart to the Artown Grant Selecting Committee for awarding me \$500 from the “From Reno With Love” Artist Fund, and to the donors who made this fund a possibility for musicians and artists like myself. Because of this generous award, I can afford to continue to live in Reno during this pandemic in order to take the rare opportunities for music and work that do come up, as well as continue to safely create and rehearse music with friends and colleagues for recording/preparation for eventual performances. I am also fortunate enough to not have to apply for retail or service jobs because of the generous donation from Artown; this not only helps me to focus on my artistic career and teaching, but allows me to ensure that myself, my parents, and my 90-year-old Grandmother who I help and visit frequently remain safe from COVID-19. Although stressful and uncertain, the past 8 months of COVID-19 have been a unique opportunity to look within myself as an artist and person and assess what is truly important to me. Being able to reflect on these things have made me more motivated to create art than ever, and the time I’ve gotten to spend with my instrument has benefited my happiness and well-being in indescribable ways. To be able to continue this progress is humbling and energizing, and that is why I am so grateful to have a supportive art community with incredible organizations like Artown. I truly believe that I will come out of these hard times as a stronger musician and human being, and I look forward to sharing music again when it’s safe so that I can give back to the community that nurtured me and other artists during tough times like these.

David Gervais

Dear Artown, and Artown board of directors and staff

I am extremely grateful and thankful to have received this grant from Artown. This will provide much needed relief for myself and many other local artists. I want to thank the Artown organization for being selected, as well as for making this fund, and grant happen for all recipients. Reno is a town comprised largely of service industry workers, artists, and musicians, and these funds are helping a lot of people who truly need it right now.

I plan to use this money to keep Reno Jazz Syndicate projects and events happening!

RJS is in the process of creating our first Virtual Big Band video, in which 16+ musicians will collaborate from remote (safe) locations, record their individual parts, which will be compiled into one unified video performance! We're acquiring a copy of Logic X for Macintosh, which will allow me to compile and edit these recordings into an audio file that will sound as though all musicians are in the same room. I've also hired Chris Casaceli (Tanglewood Studios in Reno) to manage and edit the video portion of these submissions so that each individual musician can be seen on screen.

I have several goals with this project. Obtaining the Logic X music software will allow the Reno Jazz Syndicate to record, edit, produce, and create new material for years to come! It starts with this video, but using this software, we will be able to create original music, arrangements, and projects for many years. Being in a position to create and share new content is extremely valuable to our group. And since RJS is comprised of dozens of musicians from many Reno bands including Moondog Matinee, Keyser Soze, Drinking with Clowns, the St. Christopher Project, our Big Band Orchestra, and more, this means that countless musicians will be able to create and present new material for years to come.

One of the things that I aim to do with the creation of this video is to show our musical community, as well as our audiences and fans, that in spite of the challenges presented by the pandemic (and the months of smoky air and political unrest) that we are STILL HERE. Our musicians haven't left, and our scene hasn't diminished.

The goal of the Reno Jazz Syndicate has always been to create music and to inspire others to the same. While we are not a formal organization, many of Reno's most talented and well-known artists are involved with our group in one way or another. For all of us, I want to thank Beth Macmillan, Oliver X, and the Artown organization, especially the board and staff. Our art community here is special, and we are so grateful for all of Artown's efforts to continue supporting music and art in Reno.

On behalf of the Reno Jazz Syndicate, thank you all.

Tristan Selzler
Adjunct Piano Faculty – Western Nevada Community College
Adjunct Piano Faculty – Lake Tahoe Community College
M.A. Music, University of Nevada, Reno



The Brewer's Cabinet Partners With Artown

to create the Artown Silver Lager in celebration of
Artown's 25th Anniversary. AVAILABLE NOW!

■ (JULY 6, 2020 RENO, NV) Reno non-profit arts organization Artown, one of the few signature summer festival events that was able to adapt their arts programming to the Covid-19 pandemic with a mixture of live and virtual events, is celebrating their 25th Anniversary by partnering with The Brewer's Cabinet to create the Artown Silver Lager, a crisp, refreshing, Vienna-style brew that is perfect for the summer. The brew is now available at The Brewer's Cabinet, The Brewer's Cabinet Tap Room, Shim's, The Ole Bridge Pub and The Sierra Tap House.

The collaboration yielded a batch size of 7bbls, with The Brewer's Cabinet keeping 50% of the supply for in-house sales, and 50% for distribution to the other participating bars. The popular brewpub will donate \$1 from every beer sold to Artown to support the arts organization's programs.

The Artown Silver Lager label features the stunning artwork of Mexican artist Ivette Valenzuela, Artown's 2020 Poster Artist. The commissioned art, which earned the Sonora, Mexico native \$5,000, wraps around the 32oz. crowlers via a collectible peel-away decal, which is a miniature version of the Artown 2020 poster. The microspheric, repositionable, 6 mil vinyl decals--printed by local Sparks printer Registered Ink and sized at 4.25"w x 5.5"h--can be removed and reapplied to almost any surface, making them a perfect window cling or bumper sticker.

The refreshing Vienna-style lager is low abv and is available on tap or by 32. oz collector crowler cans. The Artown Silver Lager is the perfect beer for summer!





Artown 2020 Volunteer Activities Summary

■ Artown’s 11 volunteer Board of Directors put in a combined 220 hours of service in 2020 in monthly meetings throughout the pandemic that were conducted via Zoom. In addition, board members donated legal and accounting services that helped Artown in its monthly financial operations, Board meeting preparation and legal oversight of contract documents and negotiations.

Every year Artown festival volunteers, under the supervision of Artown Festival Manager Raquel Monserrat, contribute invaluable time, effort, and expertise to the efficient functioning of day-to-day festival activities and special projects outside of Artown’s summer festival season. Artown quite simply could not execute festival operations and year-round programming at the level it does, without the time, commitment, and dedication of our community of volunteers, many of whom continue to volunteer year after year.

The bulk of volunteer work is done at Artown’s festival and Encore events. So, this year was unusual in that there were no live events for Artown’s volunteers to work on at closed venue locations. Artown’s pivot resulted in a refocus on community outreach and engagement with seniors and underserved members of our community.

Artown volunteers worked diligently on Artown’s “Heartown” campaign, a community outreach effort to bring art to the people and make the community the headliners, in the absence of planned performance programming due to the pandemic. Artown volunteers led the collection and distribution initiatives, collecting and

building art supplies in an assembly line setup at the Lear Theater, and later distributing 1,000 art kits to underserved youth and to selected community organizations in Reno and Sparks, over several cycles of distribution.

Here’s a breakdown of the number of art kits that went out, and where they were distributed this summer, compiled by Artown Festival Manager Raquel Monserrat:

- 100 kits to the Women’s and Children’s Shelter
- 100 kits to the Reno Sparks Indian Colony
- 100 kits to the Boys and Girls Club of Truckee Meadows
- 86 kits were delivered in the Food Bank line
- 120 kits to the City of Sparks Parks and Recreation Summer Camp
- 40 kits to the Depot Gallery in Sparks
- 40 kits to the Sparks Heritage Museum
- 200 kits to the Family Engagement Center to be distributed to Foster Families in Washoe County
- 150 kits to be distributed to Family Resource Centers in Washoe County
- 50 kits to Northern Nevada Children’s Cancer Foundation
- 14 Big Brothers Big Sisters

Another component of the Heartown campaign was the volunteer installation of dozens of colorful hand painted “Heartown hearts” (wooden hearts acquired and cut by Artown volunteer John Hasenau of the Reno Woodchucks and installed by Hasenau and volunteer



Clyde Takahashi and Raquel Monserrat

Clyde Takahashi) at City Plaza in downtown Reno, and supporting restaurant locations Liberty Food & Wine Exchange and Wild River Grille. Artown tapped artists in the community to show us their heart through their art and had them paint colorful hearts. Each artist was paid \$25 for each work of art. These installed hearts were displayed for the entire month of July at the host locations and were then sold at auction through the on-line platform 32Auctions.com. The opening bid for each artist created heart piece was \$40.

Recent statistics show that Washoe County leads the state of Nevada and the state leads the nation in senior suicide. Artown had the opportunity to address senior isolation and its resulting deleterious impact on the senior community through its Hearttown campaign. Artown partnered with the HELLO Project to get wooden hearts to 500 seniors who participated in the program. The hearts were installed along the fence at the Lear Theater in downtown Reno on Riverside Drive and West First Street. Community engagement was high, as the hearts that ringed the Lear property brought hundreds of onlookers who took photos and read the moving messages and inspiring depictions on the painted hearts. Many of them had beads, rhinestones, sequins, and other adornments affixed to them to add flare and a personal touch. Many of the HELLO project participants noted that they had not painted in years, and for some, it was their very first time creating a piece of art.



Another noteworthy project developed out of a donation from local footwear company Arcopedico USA based in Sparks, Nevada. The shoe company owners import fine quality comfort and active wear shoes from Portugal and sell them domestically and internationally from their warehouse. The family approached Artown to donate the proceeds from a community donation shoe drive, where hundreds of people gathered to obtain Arcopedico USA's fashionable decommissioned brand called the "Lolita" line of slip-on women's casual shoes. The lightweight shoes come in 14 colors and retailed for \$69. Each person who picked up a pair was then asked to donate to Artown. Artown staff and volunteer Clyde Takahashi worked the donation table and the giveaway campaign resulted in over \$2,000 in donations.

Arcopedico USA later offered to donate the remaining overstock of Lolita shoes to Artown to later be used in a donation drive the non-profit group could do themselves. Over 80 cases of 24 pairs were donated and a caravan of Artown volunteers collected the shoes and placed them in storage.





Artown Supports Reno Live Event Coalition's Empty Event

September 26, 2020



As part of the Live Event Coalition and the We Make Events, North America group, once the Pandemic hit and myself and everyone I knew was either furloughed or laid off, I felt it was my job to do whatever I could to help raise awareness of the plight that the Live Event and Entertainment Industry was going through.

I don't think anyone at that time would have thought it would last this long or for that matter continue until next year like it will. I joined these groups as well as investigated other organizations to see how I could do my part to help. I even joined Facebook during this time so that I could help get the message out, as well as stay connected to my furloughed Technicians from the Peppermill.

We started with the September 1st #RedAlert RESTART, in which we turned many buildings and structures here in Reno Red. I was amazed at the support from the entire community in my efforts to make this happen. Before this, my career has mostly been a behind the scenes Technician, with the last dozen or so as the Director of Audio Visual for the Peppermill. I have never produced an event myself, but that did not stop me from trying.

Before this I never knew Kate Patay, only by reputation. It was by pure luck that we connected by social media. She was a godsend for me. She was able to help me with areas on the September 1st event that I had no experience with.

The event as an entirety for the group across the country was a success in the fact we got noticed. However, it did nothing for Congress to push across the RESTART Act or extend the PUA for the 12 million unemployed Entertainment Professionals and small business out there. The We Make Events group is still hard at it and as recently as November 10th had a huge Media and Social Media push to where they are now having it talked about on the Senate floor. A lot of the work is being done by Michael Strickland, owner of Bandit Lights. He has become the flea in the ear of our elected officials and will not let this simply go away.

So on to the Reno Empty Event in front of the Pioneer Center. You now have the background leading up to the event. The reason I wanted to do this event was for several reasons. I had been monitoring what the rest of the country had been doing to bring awareness to sad state of the Live Event Industry. Cities like New York, Los Angeles, Washington D.C., San Diego, Miami, New Orleans, and Boston were all doing these events where they would setup a stage and an entire Lighting, Sound and Video System. They would set the décor and then there would be no one in attendance because it was not permitted. The goal was to raise the awareness of the 12 Million out of work Live Event workers who, to this day, still do not know when they will be going back to work.



I wanted to have Reno be a part of this, even though around the country, Reno is considered a smaller market than those other cities, we still have a lot to offer. However, I wanted our event to be different than the other cities. Each city put their own personal touch on it and I wanted to do the same.

When I came up with the concept, there were several aspects I wanted. I knew I wanted to do it in front of the Pioneer Center on their Plaza. This was to be a showcase for the arts for Reno and where better than in front of its biggest theater.

I also wanted to create a video that everyone from the area would be able to contribute a small segment. This, to me would be a living, breathing entity that would continue to live on and grow and be a happy memory of 2020.

I also wanted to have guest speakers from different aspects of the Arts and Entertainment of Reno so that they could talk about how they are coping with the shutdown and what changes they are making to survive.

I wanted Beth to be the MC for the event. Who better to tie the event together than the person responsible for Artown, where all the different aspects of the Arts are showcased in Reno? And I wanted the Mayor as a guest speaker since she always seems to be a champion for the Arts.



Once I had heard Eric Henry Andersen's new song that he did for Artown and the City of Reno, the final pieces came together. I had called Eric and asked him if he would be a part of the event. As it turns out, he was already doing an event with Rosine Bena with the Sierra Nevada Ballet. We decided to put our two events together. It was a perfect match since I had asked Rosine to be a guest speaker.

I was also fortunate in the fact that I had the support of Starsound Audio to provide the Lights, Sound and Video Wall. And Shoot it Live provided the video truck and the cameras. Most of the crew were either my old crew from the Peppermill or from the IATSE. Everybody was extremely happy to volunteer and participate in my vision. We were able to stream the event live on YouTube. And none of the other cities to that point had done that.

We also had Green Apple Events, Celedon Events and Hollyfleur to take care of the décor. And because my brain never turns off, I decided, hey this is Reno, we need Show Girls. So BLV Productions provided show girls for Photo Opportunities.

Part of my responsibilities to make sure The Pioneer Center was pleased, was to make sure that I had a proper COVID plan in place for safety. I provided hand sanitizer, wipes, extra masks as needed, and kept count on everyone to make sure we never went over our 25-person limit. We even cleaned the microphones and podium between each speaker.



Our show started with the National Anthem performed by a Trombone quartet from the Reno Jazz Orchestra.

Beth Macmillan was our host. She was followed by our Vice Mayor, Devon Reese. He filled in for our Mayor.

Next was a dance number from the Sierra Nevada Ballet. It was an original choreographed number to Heartbeat to Heartbeat.

Beth returned to talk about Artown. Then was Kate Patay to talk about the Live Event Industry. She was followed by Melissa Taylor of the Reno Little Theatre to talk about the theater community.

Then we had Eric Henry Andersen perform a couple of numbers. He was followed by Rosine Bena to talk about the dance community. She then introduced her dancers to dance one final number Beth returned to

wrap up the event and introduce the videos submitted by all the art organizations.

I feel the outcome was a success for Reno. I do not think we received much national exposure, but we certainly received a lot of local exposure and it is something that is still talked about. The reason I wanted to do it is, so people don't get complacent and accept what is being handed to us. And I feel most people are. I feel if you want something you need to fight for it. Not many people are handed everything. I am seeing too much complacency in this town and around the country. This was my way of fighting that. It got all these entertainment professionals out of the house and doing what we are trained to do, even for a day. Seeing how happy everyone was working out there made it worthwhile.



All the positive feedback I have received has also been great. The Pioneer Center is now looking at doing a series of shows outside.

Another positive outcome is that many event professionals from Las Vegas have taken notice of what we did. They watched our live stream and it made them decide to do their own Empty Event. I had been helping them with that.



I know this is long, but I wanted to make sure I put everything you needed in here. I will send the photos separate since they will probably fill up an email with their size.

Gary S Guberman
Reno Live Event Coalition



Artown Celebrates The Season

With Pink Martini's Two New Virtual Holiday
Concerts December 17 And December 31.



■ Reno, Nev. (Dec. 8, 2020) Pink Martini, Portland, Oregon’s legendary orchestral sensation has entertained northern Nevada audiences for years—often with their stirring Artown Christmas season live shows, which always move, delight, inspire, and entertain sold-out audiences. This season fans of the globetrotting “little big band” are invited to take Pink Martini into their homes, in two streaming virtual concerts: “Home for the Holidays” happening December 17, and “Good Riddance 2020,” happening December 31. 20% of the proceeds from each ticket purchased using the special link benefits Artown.

Artown Executive Director Beth Macmillan says she is thrilled to be able to share “these uplifting concert performances by Pink Martini” with their many adoring fans this holiday season. “The arts help us stand a little taller, give us pride, and make us feel healthy,” notes Macmillan.

These brand-new concerts feature holiday classics new and old, alongside fan favorite Pink Martini songs. Band leader Thomas Lauderdale will anchor the concerts from the piano, with lead singer China Forbes at the microphone. Additional special guests appearing on one or both concerts include co-lead singer Storm Large, NPR’s Ari Shapiro, regular guest vocalists Edna Vazquez and Jimmie Herrod, and Sofia von Trapp, and Cantor Ida Rae Cahana. <https://tinyurl.com/yxkptlm3>

Long associated with the holidays, Pink Martini has toured every December for well over a decade in support of their fifth album, *Joy to the World*, a non-denominational holiday classic which features music from around the globe. The band also performs two sold out concerts every New Year’s Eve, alternating between

Arlene Schnitzer Hall in downtown Portland, and Disney Hall in downtown Los Angeles. And the band’s NPR produced special *Joy to the World: A Holiday Spectacular*, hosted by All Things Considered host (and frequent Pink Martini collaborator) Ari Shapiro, has been syndicated by public radio stations around the US since its debut in 2015. With the band on long-term hiatus due to the global pandemic, it was important to bandleader Thomas Lauderdale to find a new way to bring some holiday joy to the band’s global fanbase. “I love the holidays and all of the music that goes with the season,” says Lauderdale. “Our goal has always been to make inclusive holiday music that can be played anywhere in the world. And this year we’re bringing that spirit right into your living rooms.”

The New York Times has called lead singer China Forbes “an unpretentious, pitch-perfect chanteuse” and Variety states, “impressive at every musician’s station, this ensemble produces music that’s charming and elegant.” The Washington Post notes, “this is rich, hugely approachable music, utterly cosmopolitan yet utterly unpretentious. And it seems to speak to just about everybody.”

Throughout their history, on record and live in concert, Pink Martini has featured a dozen musicians with songs in 25 languages, and they perform their multilingual repertoire on concert stages and with symphony orchestras throughout the world. Pink Martini’s albums have collectively sold over 3 million copies worldwide, all on the band’s own label, Heinz Records.



FEATURING
Jimmie Herrod & Sofia von Trapp

Generous sponsorship

from organizations that supported Artown 2020

Opening Night



Discover the Arts



Estelle J. Kelsey Foundation

Heartown



LOVE Sculpture

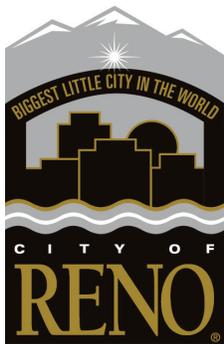


Other Support



Artown thanks

these community partners for their in-kind support in 2020 totaling \$323,099



Artown's Reno Events Organizations Forecast for 2021

■ The below represents a preliminary Artown forecast of organizations who will be presenting events in 2021 in the City of Reno city limits. Individual artist's programs are not depicted.

Organization Location(s)

1. **Ala Dream** South Virginia Plaza Midtown Reno
2. **Arts for All Nevada** Multiple Events at Lake Mansion
3. **Aria School of Music and Art** Multiple Events TBD
4. **Art Paws** McKinley Arts
5. **Art Spot Reno** Multiple Events in Downtown/Midtown Reno
6. **Artists Cooperative of Reno** Reno Location TBD
7. **Circles of Life Hoop Troop** Wingfield Park
8. **Collective Effect** Potentialist Workshop
9. **Cordillera Film Festival** TBD
10. **Decoy Inc.** Reno Location TBD
11. **Day of Visual Arts** Multiple Events in Citywide
12. **Discovery Museum** Discovery Museum Downtown Reno
13. **Diverse Perspectives** Reno Location TBD
14. **Down Syndrome Network of NN** Discovery Museum
15. **Reno First Unified Methodist Church** Reno First Unified Methodist Church
16. **For the Love of Jazz** Multiple Events at Various Reno Locations
17. **Friends of Nevada Wilderness** Multiple Events at Various Reno Locations
18. **Fused Finery** Multiple Events at Various Reno Locations
19. **Guitar Fest** Reno Location TBD
20. **Gordon Avenue Artists** Gordon Avenue Old Southwest Reno
21. **Gospel Fest** Reno Location TBD
22. **Heart & Sole Dance Co.** Reno Location TBD
23. **High Desert Harmony Chorus** Reno International Airport
24. **Historic Reno Preservation Society** Various Reno Tour Locations
25. **Keep Truckee Meadows Beautiful** Reno Location TBD
26. **Kidscape Longform Improv Camp** Reno Location TBD
27. **LeRue Press** Reno Location TBD
28. **Loud As Folk** Reno Location TBD
29. **Made in Reno** Reno Location TBD
30. **May Arboretum Society** Wilbur D. May Arboretum Ranch San Rafael

31. **Movies in the Park** Reno Location TBD
32. **Nevada Humanities** Reno Locations TBD
33. **Nevada Museum of Art** Multiple Events at Nevada Museum of Art
34. **Nevada Stamp Study Society** National Bowling Stadium
35. **Note-able Music Therapy Services** Reno Location TBD
36. **Open Studios Reno Artist's Lofts** Downtown Artist's Lofts
37. **Osher Lifelong Learning Institute** Multiple Events at O.L.L.I.
38. **Pinyon Mountain Studios** Reno Location TBD
39. **Potentialist Workshop** Multiple Events at Potentialist Workshop
40. **Reno Art Works** Downtown Reno
41. **Reno Improv** Various Reno Locations
42. **Reno International Airport** Multiple Events at Reno International Airport
43. **Reno Pride Festival/Parade** Downtown Reno Location TBD
44. **Reno Tango Collective** Multiple Events in Reno Locations TBD
45. **Renown Health** Multiple Events at Renown
46. **Riverwalk District** Multiple Events Downtown Reno
47. **Sabbat Celebrations** Reno Location TBD
48. **Sierra Arts Foundation** Multiple Events at Sierra Arts Foundation
49. **Sierra High Notes** Reno Location TBD
50. **Sierra School of Performing Arts** Reno Locations TBD
51. **Steinway Piano** Multiple Events at Steinway Piano
52. **The John and Geraldine Lilley Museum** University of Nevada Reno
53. **Truckee Meadows Parks Foundation** Five hikes planned over five weekend Saturdays in July of 2021 at: Wingfield Park and Barbara Bennett Park, Slide Mountain Trail, Thomas Creek, Evans Canyon and Virginia Lake Park
54. **Washoe Public Library System** Multiple Events at Multiple Library Locations
55. **Wilbur D. May Museum** Wilbur D. May Museum Ranch San Rafael
56. **Wild River Grille** Multiple Events at Wild River Grille
57. **Yoga Loka** Multiple Events at Yoga Loka Reno
58. **ZBar** Multiple Events at ZBar Midtown Reno

Artown 2020 National Media Impact, Marketing Value and Social Media Figures

Though Artown was unable to execute its usual marketing outreach initiatives in support of festival programming, it found effective ways and means to promote through traditional and alternative channels and media outlets. The arts organization again utilized media tracking agency Burrelles to track media mentions in national print, radio, and digital media.

Burrelles 10 Week Campaign

• Broadcast Media Stories	191	
• Print, Digital Media Stories	34	
• Total National Stories	225	
• Total Impressions in All Media	97,411,557	
• Total Media Marketing Value	\$2,328,909	

Artown’s Media Partners

Artown Festival Sponsors delivered consistent coverage of live and virtual events amounting to \$165,140 in media impact and marketing value in dollars with breakouts below:

• Fox News, News 4 Nevada Sports Net	\$61,725
• Reno Tahoe	\$30,450
• PBS Reno	\$25,000
• *NSB Print/Broadcast/Digital/TV	\$23,965
• KUNR	\$19,000
• KTVN	\$5,000
	\$165,140

*Nevada State Bank reported that their Artown PPP ad campaign that appeared in print, broadcast, digital and television media channels generated **2,001,722** estimated impressions.

Largely due to Artown’s inability to program large public assemblages or present a normal festival season, the non-profit’s social media figures remained relatively unchanged. But nominal growth was experienced on its principal messaging platforms.



The background is a deep blue with a fine, grainy texture. A vertical white line runs down the center of the page. There are several small, irregular white spots scattered across the blue surface, particularly in the upper half.

Annual Report
ARTOWN
December 2020
Reno, Nevada, USA