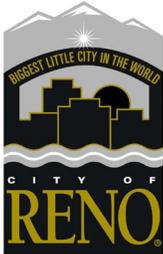
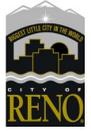


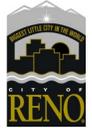
City of Reno 2012 Cultural Master Plan Appendices





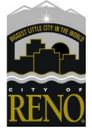
APPENDIX A

CULTURAL ENGAGEMENT IN CALIFORNIA'S INLAND REGIONS



APPENDIX B

CORRESPONDENCE FROM THE NEVADA ARTS COUNCIL (OCTOBER 22, 2009), OUTLINING CURRENT PRIORITIES FOR AN ONLINE GRANT PROCESS, COMMUNICATIONS TO ARTS ORGANIZATIONS, AND PROFESSIONAL DEVELOPMENT ACTIVITIES.



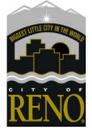
APPENDIX C

LEADERSHIP, COLLABORATION AND COORDINATION

The Local Arts Agencies include the:

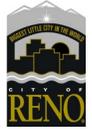
City of Reno Arts & Culture Commission serves as the official advisor to the City of Reno on matters related to the cultural life of the community. The Commission consists of nine (9) members who are registered voters and reside in the Truckee Meadows, a majority of whom shall reside and be registered voters in the City of Reno. The commission shall consist of at least one architect or designer, one arts educator, and one professional artist. The remaining members shall represent business and the community at large.

Sierra Arts Foundation develops and supports local artists by providing funding, promotional and marketing assistance, education for all ages, and by developing spaces and places for artists to display or perform their work — especially places that benefit from art “beautification” and economic development and revitalization.



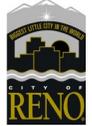
APPENDIX D

http://www.nfasp.org.uk/media/doc/Temp_Space_NFASP_guidance_note.pdf



APPENDIX E

https://www.aep-arts.org/files/ArtsEducationLetter_SecretaryDuncan.pdf



APPENDIX F

EXPANDED DESCRIPTION OF THE ARTS EDUCATION PROGRAMS CURRENTLY OFFERED BY LOCAL ORGANIZATIONS AND INSTITUTIONS

DREAM IT. DO IT.

The primary focus of the Northern Nevada Development Authority's (NNDA) Workforce and Education Committee, comprised of 41 leaders from Carson, Douglas, Lyon, Storey and Washoe County School Districts; Western Nevada College; University of Nevada, Reno; the Nevada Commission on Economic Development; the Department of Employment, Training and Rehabilitation; Career and Technical Education representatives; and numerous others. "Dream It. Do It." is a broad-based program that both the committee and GE is excited to embrace and launch," said NNDA Workforce and Education Committee chairman and GE spokesman, Lee Bonner. "There are incredible careers waiting for students who focus on STEM education, and Dream It. Do It. will help to stimulate interest, provide realistic and achievable career paths, and help our community dramatically raise its family income levels through high paying manufacturing careers with the dynamic companies of our state."

CITY OF RENO

Arts & Crafts Workshops

Ceramics, clay and crafts workshops are offered.

Dance Classes

Belly dance, tap, ballet and hip hop jazz classes are offered.

Lifelong learning

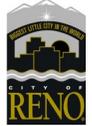
Extensive senior art education is available, including Dance Club, ballroom dancing, arts & crafts classes, quilters, and crochet classes.

WASHOE COUNTY SCHOOL DISTRICT

WCSD arts education programs have not followed the national trend of reducing programs and opportunities for students to study the arts. Every school in WCSD has a music program with 100% of students in grades K – 6 receiving instruction in music. Every secondary school (grades 6- 12) in WCSD offers instruction in visual art and music. The study of theater arts is limited to approximately half of the secondary schools. There is virtually no visual arts instruction in the elementary schools by highly qualified licensed teachers employed by WCSD. Dance instruction is not offered in the schools.

WCSD in partnership with Sierra Arts does offer visual arts, theatre arts, and dance instruction in the schools through their Arts In Education and Arts Alternative programs. Currently 20 elementary schools have artist-in-residence working in their schools. WCSD received a (\$967,000.00) three-year grant from the United States Department of Education

APPENDICES



to provide visual arts, theatre arts, dance, and music instruction with professional development for teachers in five at-risk schools. The goal of this grant is to train WCS D teachers to utilize the arts to improve student achievement and to provide more arts education for students in our elementary schools.

WCS D has an integrated arts curriculum with arts standards in visual arts, theatre arts, and music for grades K – 12. There are no standards for dance. Sierra Arts is in the process of adopting the Standards for Dance as an Art Form in Education from the District of Columbia Public Schools to create the Skills Guide for Dance as an Art Form in Education. Because of No Child Left Behind, there are challenges to offering arts instruction to students due to increased emphasis on testing in math, science, and language arts. There have been reductions in the number of arts elective classes offered to students. Research shows that all students perform better in schools and on standardized tests if they have at least one year of formal arts instruction. Students actively engaged in arts education programs do have lower dropout rates, higher graduation rates, and fewer disciplinary problems.

Arne Duncan, U. S. Secretary of Education, stated in a letter to all school officials that the arts are core academic subjects. It is vital there is a large-scale recognition of the importance of the arts from cultural and education advocates, politicians, and a critical mass of individuals. The WCS D school board has been very supportive of the arts programs over the past 6 years. The local advocacy efforts will need to continue to both maintain current support and to seek out the addition of the arts in the elementary schools, the expansion of the theater programs, and the development of a dance program.

SIERRA ARTS FOUNDATION

Organizational Outreach and Training Programs

Sierra Arts is proud to be the region's only arts organization with an emphasis on teaching, nurturing and supporting the arts, all of the arts, in our community. Sierra Arts provides education opportunities for artists of all ages, as well as development and training, financial support, and promotional and marketing assistance. Sierra Arts also creates and manages spaces and venues throughout our community for artists to perform in and/or to display their work.

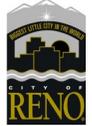
Arts in Education

Established in 1977, Sierra Arts In Education Program has continued to grow and currently serves 63 elementary schools in the Washoe County School District. Numbers of residencies served during the school year range from 10 to 23 and approximately 5,520 students experience hands-on instruction in one of a variety of arts disciplines each year. The Teaching Artists are professional artists in the fields of visual, literary and performing arts and they collaborate with the classroom teachers in creating lesson plans that satisfy Washoe County's Curriculum Standards.

Arts Alternatives

The Arts Alternatives program provides at-risk youth (incarcerated, runaway, free or reduced lunch, underachieving, socially or behaviorally handicapped, etc.) with hands-

APPENDICES



on instruction in the arts by professional artists. As with the Arts In Education program, Sierra Arts maintains its philosophy of hiring only carefully selected professional artists to teach a variety of arts disciplines including: visual arts (painting, photography, drawing, sculpture); dance and creative movement; theater arts; literary arts; and interdisciplinary art forms.

Grants to Artists

Sierra Arts awards approximately \$20,000 per year directly to artists to encourage personal artistic growth and development. Awards may be used by artists in any manner that will help support them in their endeavors.

Gallery Exhibitions

The Sierra Arts Gallery Exhibition program was established in 1990 to provide exhibition opportunities to local, regional and national artists in order to exhibit exciting, innovative, challenging and often experimental work from both emerging and established artists. In addition its own gallery in the Riverside Artist Lofts building, Sierra Arts also manages three other galleries: the Northwest Reno Library Gallery, the John Ben Snow Memorial Trust Art Gallery in the South Valleys Library Gallery; and the University of Phoenix, Northern Nevada Campus Gallery.

Concerts in the Gallery

The unique acoustics of the Sierra Arts Gallery offer a wonderful venue for live musical concerts by outstanding musicians, free of charge to the community. Every effort is made to present a diverse repertoire of music performances, ranging from classical to contemporary music.

Elder Care Concert Series

Now in its eighth year, this program serves the confined elders of our community who reside in assisted-living, skilled nursing and custodial nursing home facilities. This program improves the quality of life for these patients, and reduces social isolation and encourages socialization.

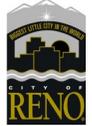
RENO PHILHARMONIC ASSOCIATION

Youth Orchestras

The Reno Philharmonic Association's three Youth Orchestras provide a high-level orchestral music experience for woodwind, brass, percussion, and string players between ages 8 to 18 in our community.

Youth Concert Orchestra (YCO)

With an emphasis on training strings, winds, brass, and percussion players in a full symphonic orchestra setting, the YCO programs encompass a wide range of style periods. The YCO provides the developing musician with a well-balanced symphonic experience. Many students begin playing with the YCO before proceeding to the Youth Symphony Orchestra.



The Youth Symphony Orchestra (YSO)

The YSO is composed of exceptional musicians seeking an additional challenge, performing advanced symphonic repertoire. Students from the YSO have gone on to perform with the Reno Philharmonic and other professional orchestras.

The Youth Concert Orchestra and Youth Symphony Orchestra are conducted by Dr. Jason Altieri, who also conducts the University of Nevada, Reno Orchestra.

Youth Strings Symphonia (YSS)

The Reno Philharmonic sponsors a strings-only preparatory ensemble, the Youth Strings Symphonia, in partnership with the Washoe County School District. The YSS was established to serve the abundance of young string players in our community in grades 4-8. The YSS is conducted by Carol Laube.

In the 2008-2009 season, the RPYO consisted of 127 middle and high school students (65 in the YSO and 62 in the YCO) from Reno, Sparks, Carson City, Genoa, Washoe Valley, Minden, Dayton, Truckee, Incline Village, Gardnerville, Wadsworth, and Winnemucca. With the addition of the YSS, there are nearly 200 young people in the Reno Philharmonic's Youth Orchestras for the 2009-2010 season. Members benefit from orchestral rehearsals, sectional coaching from professional musicians, and the opportunity to perform in the Truckee Meadows region in five to 10 concerts per year, including the Pioneer Center.

Young People's Concerts

The Reno Philharmonic presents 12 Young People's Concerts (YPC's) for nearly 15,000 third, fourth and fifth grade students of the Washoe County School District and schools outside the district each year. Eight of these concerts are performed by the professional Reno Philharmonic Orchestra; the remaining four are performed by the Youth Symphony Orchestra.

As part of a comprehensive program, teachers and students are provided with study guides and recordings in advance to prepare them to fully appreciate the concert-going experience.

Discover Music

The Discover Music Program is comprised of musical ensembles of two to five musicians, who travel to Washoe County and regional elementary schools to perform child-friendly music programs. These are designed to give the children a close-up look at symphonic music through performances, demos and fun participatory activities. The program currently employs a brass quintet, a string quartet, a percussion trio and a harp-vibraphone duo.

Celebrate Strings

Celebrate Strings provides after-school violin instruction to underserved students at Bernice Mathews Elementary School in Washoe County. Roughly 80 students receive free group lessons four days per week.

Each session is eight weeks long, with a graduation ceremony and concert for parents, teachers and fellow students. This program provides an earlier introduction to strings than would be possible for children in this community.

Organization Goals

1. Enhance current City of Reno community programs.

Extensive dance instruction is currently offered for children, adults, and seniors through the City's community programs. Recommended: the addition of more music, theater, and visual art classes. The following recommendations are only music-related:

Group instrument lessons for adults and seniors. Instrument recommendation: violin.

- Location: McKinley Arts and Culture Center
- Action: Solicit teacher(s), City of Reno handles sign-up and publishes class in brochure
- Facility cost waived by City of Reno
- City takes 35% of enrollment costs. Perhaps this can be lowered if classes are marketed and have high attendance.

Introduce ensemble music performances as part of Senior Connections series.

- Location: McKinley Arts and Culture Center, Evelyn Mount Northeast Community Center, Neil Road Recreation Center
- Action: Contact ensembles for performances.
- The Reno Philharmonic currently has four ensembles through their outreach program, Discover Music. Cost per performance range from \$250-\$600 depending on ensemble size. RPA to discuss sponsoring this.

Visual Art.

- Sierra Arts and NMA may have existing programs which could be integrated. Current art classes offered include Ceramic Workshop and Crazy for Clay Pots.

2. Increase visibility of City of Reno community programs.

At one time, community program brochures were dropped at every Reno household. Public knowledge of the City's programs appears to be very low. Higher attendance at classes and workshops will generate revenue and enable program expansion.

- Create a one-sheet calendar which summarizes art-related offerings.
- Calendar insert monthly in RGJ.
- Calendar insert monthly in RNR (with Sierra Arts).
- Flyers strategically placed; urban-core, West Street Market, coffee shops.
- Review of branding to determine marketability.

3. Expand reach of programs to low-income and Hispanic areas.

- Have more resources, including program brochure and Senior Connections translated to Spanish.
- City of Reno currently employs five translators.

- Distribute brochures and flyers in targeted Hispanic and high-risk areas.
- Offer classes in Spanish.

4. Bring WCSD to the forefront of the nation in music/arts education and integrated curriculum.

Fully integrate Keeping Score.

The San Francisco Symphony has conducted exhaustive research and devoted millions of dollars to establish the most comprehensive approach to arts integration in K-12 curriculum. Reno is the perfect community to integrate this brilliant multimedia program with arts education.

Designed to help students learn through the arts, Keeping Score offers K-12 teachers training, materials, and support to integrate arts into their classrooms, including core subjects such as science, math, English, history and social studies.

The program works in tandem with an interactive website, www.keepingsscore.org, a national radio series, an acclaimed television series, documentary programs, and live concert programs in high definition and surround-sound. The Reno Philharmonic Orchestra's concert programs can also be used in conjunction with the program, providing live concert opportunities locally to enhance the learning experience.

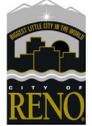
Sample Lesson Plans (Elementary Level):

Beethoven's Thoughts: Students write a descriptive essay explaining how they feel while listening to Beethoven's 5th. They will transpose those feelings into a watercolor piece, orally present their essay, and later act out their verbs in a physical education exercise.

Line and Pitch: Visualizing the way a line of music moves by listening to pitches and expressing as a line on paper.

Musical Polygons: Music has a pulse, which can be counted and related to geometric shapes.

- **Action:** Using one WCSD elementary school as a pilot, an advance team of four will be sent to the Keeping Score Teacher Summer Institute in the Bay Area, a multi-faceted professional development experience that builds teachers' understanding of both music and integrated curriculum design.
- This team would include at least one music teacher and two general classroom teachers (target grades 3-4).
- Through continued education, this core team would train additional WCSD teachers. Envision a future where all WCSD schools are integrated, making Reno a model for the rest of the US.



Keeping Score Teacher Summer Institute
Davies Symphony Hall
San Francisco, CA

Cost per person:

\$750 – training; includes tuition, concert ticket, all breakfast and lunch, reception on first night

\$75 – dinner for the remaining 3 nights

\$450 – lodging: SFS reduced rate

\$100 – transportation

Total cost per person: \$1375

Four teachers total: \$5500

Music composition in schools:

- Offer music composition opportunities for K-12
- Students to compose music through Reno Philharmonic composer Laura Jackson's proposed composer-in-residence. This composer-in-residence can conduct workshops and compose pieces with WCSD students.

5. Support the establishment of a world-class summer Arts Camp.

Using an existing ski-area (or other site) during its non-peak summer months to create a performing and fine arts camp.

- Visual, theater, dance, band, orchestra, rock, choral, jazz, composition: each use the camp at staggered times during the summer.
- Engage several arts organizations in creating arts camp.
- Utilize lodging (dorms) and camping.
- Include hiking, camping, river rafting, and trips into Reno to experience local arts (Artown, NMA, Sierra Arts, Reno Philharmonic, etc.).
- Participants have the ability to customize their experience.
- Market the beauty of the area in addition to the arts to eventually have a national draw.

HOLLAND PROJECT

Youth and Life-Long Cultural Learning Programs

Holland's mission is simple: Art. Music. Culture. By young people, for young people.

The Holland Project seeks to redefine Reno as a place that is not just for adults. In making the organization both a reality and a success, Holland hopes to further identify Reno as a cultural center with a vibrant urban scene where art and music thrive.

Holland is a volunteer-based, non-profit organization that produces over 60 all-ages music and arts events annually. Holland Project provides an opportunity for young people to hear live music and have access to art in a safe alcohol-free environment, and a chance for young people to gain valuable skills in event production and community organizing.

Holland uses the concept of all-ages to create paths towards learning and power-sharing between youth and adults, towards a positive attitude to youth culture, and towards a vibrant and progressive community. For more information: www.hollandreno.org.

Arts Education for City of Reno Cultural Plan

Because Holland Project is a youth-driven organization, our recommendations for Arts Education focus on providing teens and young adults with further educational opportunities and arts experiences. In the following eight areas, we determined the challenges young people currently face in receiving arts education or participating in the arts, and proceed to list five recommended goals.

Challenges/Hurdles

1. Decreasing access to arts at school
2. Lack of access to skill-based arts instruction out of school
3. Lack of accessible and affordable space for individuals/organizations willing to present educational opportunities and programming
4. Lack of collaboration among organizations
5. Lack of common or shared equipment
6. Diluted arts message that's not being heard.
7. Arts still not seen as major educational priority or economic force
8. Unsupported and unengaged teen and young adult demographic

Organizational Goals

- 1. Create a central, accessible, affordable arts center that presents dynamic skill-based workshops and courses.**
 - Open to all and staffed and equipped properly to allow students (of all-ages) who wish to learn, a space to do so. Giving students an opportunity to learn valuable skills now, will enable them to excel in college or in their professions.
 - The key to this space is open access, affordability, instruction, and use of equipment. Schools should tour facility so students know what is available to them and what is offered.
 - Courses should be equally focused on the creative and on the applicable.
 - UNR, TMCC, Nevada Museum of Art all offer courses that very few people can take—mostly due to monetary or time constraints.
 - Allow use of facility for organizations, groups, and clubs willing to teach or present.
- 2. Develop Creative Internship and Job Program for students and young people.**
 - Work with qualified professionals to give students real-work place experience or skill-based opportunities to learn and participate in the various fields. Show students how the arts are incorporated and utilized in creative fields (designers, architects, painters, photographers, musicians), non-profit (social, environmental, arts), education (teachers, administrators), government (politicians, City and State staff, council), and business (from small to large).
 - Part of this program should incorporate classroom visits from creative professionals.

- Focused Arts/Economic message should be applied (creative workers are the most sought after—need to encourage and support cohesive message to prepare students to be creative workers)
- Bring young people further into community to sit on panels, commissions, planning committees, & consortiums.

3. Increased school-wide collaborative opportunities to compensate cuts to art and music funding.

- After school art/music clubs, focused workshops, specific courses or skill-based classes taught in central locations, and open to all Washoe County students. All schools should support transportation to given location.
- Experienced instructors/professionals to go into schools to offer opportunities or courses (before or after school) on specialized subjects not currently offered. These skills and courses should be focused on giving students competitive edge for college or jobs.
- Work on compiling an equipment/supply/materials arsenal for shared use and joint access for all schools/teaching organizations. This way, no school/organization has to be solely responsible for funding massive projects or obtaining expensive equipment (darkroom materials, video editing system, digital cameras, graphic design stations, musical recording software, musical equipment and instruments, etc). The burden can be shared, and equipment can be better utilized.

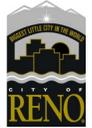
4. City-wide creative and cultural showcase/conference events (or festivals or forums) with real-world discussion/exploration and opportunities for resource gathering, awareness building, rewards, and networking.

- Provide more opportunities for young people to show their work outside their schools, to network with other students and professionals, be challenged, and to be rewarded for good work.
- Bring professionals, local and national talent, educators, etc. to the table.
- Provide opportunities for young people to understand the scope of creative careers or arts applications, learn what's happening world-wide in arts and culture, what role creative people play in industry and business, discuss what trends or ideas are currently taking place.
- Rewards can include scholarships, press features, special packages. Encourage young people there is a place for their art or craft, and we support it.
- Encourage city-wide and school-wide participation. Building bridges between schools, businesses, and organizations will create a community that will push and challenge each other, foster appreciation, support each other, work together/ collaborate, open up new ideas and solutions, build and progress our city, and encourage individual growth and talent.

5. Enhanced all-ages nightlife.

- In effort for Reno to be a world-class city, its young population must be engaged. There are very few weekend and nighttime events, activities, places for young people to go and be engaged. This means young people are not seeing art, music, film, dance, that is inspiring them, raising awareness, reinforcing the message that

APPENDICES



“art is vital, art is important,” or motivating them to create something, learn more, or become active or engaged. We need to provide opportunities for young people to engage themselves outside school to be truly serious about arts education.

- Increase places where people under 21 have access to art, music, and culture.
- Work with currently existing organizations and business to provide more all-ages programming.
- Encourage City of Reno to take a positive stance for night/weekend all-ages activities, events, and cultural opportunities.

ARTOWN

With arts education limited in the schools, Artown has recognized that in addition to being a festival, we can help with our community arts education efforts by placing a stronger emphasis on outreach and education programs. Artown’s award-winning, highly acclaimed Discover the Arts program, having just completed its 16th year, serves the equivalent population of approximately seven elementary schools (170-215 classrooms of children at 20 per class). Discover the Arts is a series of free performing and hands-on arts programs offered every weekday in July at various venues throughout Reno. The concept of this program is to:

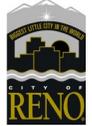
- Get children to experience creativity – especially those who might not have much or any hands-on visual arts experience.
- Have on-stage performances featuring children so their peers in the audience think, “Hey if that kid can do it, I can do it too.”
- Provide a valuable opportunity to familiarize the community’s youth population and families with the fabulous venues that exist in Reno.

Artown pays artist fees to approximately 26 Nevada artists and arts organizations to conduct and teach these workshops. Workshops range in variety including music, dance, theater and visual art. Artown’s commitment to serving disadvantaged children in our community further strengthens the Discover the Arts program in a collaboration with the Food Bank of Northern Nevada program, Kids Café, which provides free lunch and milk every Friday in the summer at Miguel Ribera Park (considered a disadvantaged neighborhood) to all children who attend. Discover the Arts is incorporated into this program, reaching between 100-200 children per Friday.

An additional program now in its fifth year, provided by Missoula Children’s Theatre, is a one-week residency that includes:

- An open audition and casting of 60-70 elementary and secondary school students in a full-length original musical production.
- Intensive rehearsals include learning lines, staging, songs and dances in 4 1/2 hours of rehearsal for 5 days.
- 20 free enrichment workshops in two to four year-round, at-risk* elementary schools; Boys and Girls Club of Truckee Meadows; Kids Kottage; Kidscape; City Kids; Koinonia; and TheatreWorks of Northern Nevada. These professionally directed workshops explore the fundamentals to the advanced elements of the theatrical experience.

**92% of children qualify for free and reduced lunches. These schools also offer their students free and reduced breakfasts and dinners.*



BRÜKA THEATRE

Brüka produces 8 - 10 shows a season and also offers collaborative opportunities to local musicians and performers for one night performances or shorter runs. Brüka also creates original work as an ensemble.

Brüka's Theatre For Children

Grimm's Fairytales II is a live theatre performance incorporating physical theatrics, improvisation and audience interaction. Brüka Theatre has been presenting live theatre for our community for 17 years. The performances of Grimm's Fairytales for children and families are geared towards grades K - 5, though they have found a large following of all ages. This show tours to schools and communities and works in collaboration with the Pioneer Youth Programs. Public shows are held at the McKinley Arts and Culture Center in late spring.

Talkbacks

Conversations with our audience, cast and creative staff after Sunday matinees.

Original Play Readings

(Several per season featuring work by local authors.)

Critical Mask (II)

A collaboration based at Brüka Theatre. A week of workshops and working space to create mask characters. Other theatre companies/dance companies invited to participate. Culminates with an organized parade through the downtown river corridor.

Classes

We have done varied workshops in the past, usually driven by the desire of an ensemble member. Our last workshop series: The Actor Workout (Mary Bennett) used an hour session to take actors through a series of warm-up, improvisation and movement exercises to keep skills sharp.

Season Auditions

Open to the community. Usually at least one held a year, one in the fall and when needed one in the spring.

SEAMS

Fundraiser for Nevada Hopes. This play was written by Mary Bennett in 1997 and performed for World AIDS Day in front of the AIDS Quilt at the Brewery Arts Center in Carson City, Nevada. It has been performed in Sub-Brüka as a yearly fundraiser for local AIDS charities. This year we will be collaborating more intensely with Nevada HOPES and UNR's QSU, offering two shows for general audiences and students and a mixer and an opportunity to be tested the night before World AIDS Day to better highlight and coordinate the local effort to educate and communicate.

NEVADA ARTS COUNCIL

This state agency provides a broad range of services in conjunction with local arts educators, including grants, workforce development, artist-in-residence programs, consultants, and the Poetry Out Loud annual competition.

VSA ARTS

For Children

VSA arts annually conducts OVER 2,000 art workshops in the visual and performing arts including:

- Over 1000 workshops for special and general education students in 70 different classrooms.
- Weekly workshops for children who are hospitalized.
- 200 after-school & summer workshops or camps for children who are low-income, attend at-risk schools, or have other special needs.
- Over 500 affordable open-to-the-public workshops and art camps at six locations. 100% scholarships are provided based on financial need.
- Annual Youth Art Month (March) exhibit featuring the work of 200 students at the Lake Mansion. Free admission.
- Annual Youth Art Month Festival at the Lake Mansion with eight hands-on art workshops for children, tours of the mansion and more. Free and open-to-the-public.
- The Lake Mansion Jingles with Art & History Festival at the Lake Mansion in Reno with eight ongoing hands-on visual art workshops. Free and open-to-the-public.
- VSA arts workshops at Artown's Discover the Arts program and the Firefighter's Holiday Party for children in transition.
- Participate in the International Young Soloists, All Kids Can... Create national children's call for art and a national Call for Writing.

For Adults

VSA arts annually conducts over 500 art workshops including:

- 200 workshops for adults with developmental delays in Carson City, Reno and Sparks.
- 80 workshops with adults in four nursing homes and senior facilities.
- Close to 200 workshops in two residential and outpatient treatment facilities for adults with mental/emotional disabilities.
- Approximately 70 open-to-the-public art workshops for adults. 100% scholarships are provided based on financial need.

For Children and Adults

- Train 60 teachers in using "Start with the Arts" for Nevada pre-school students.
- Provide 100% art scholarships for adults and children for art classes/art supplies.
- Hire sign language interpreters for arts and cultural performances in Reno.
- Provide 40 arts lesson plans on the www.vsanevada.org website for teachers, parents and artists to download.

NEVADA MUSEUM OF ART

Education Programs

For almost all of its nearly 80-year history, the Nevada Museum of Art has provided significant arts education programming for the public, school-aged youth, teachers, and artists in northern Nevada. Providing rich cultural programming for the community and region has been a central focus of the Museum's educational mission, and the Museum seeks to further this important foundation of work.

As the only accredited art museum in the state of Nevada, the Museum has a great responsibility to serve the public, providing wide arts education opportunities for whole life learning. Additionally, as the Washoe County School district currently lacks support for certified art teachers at the elementary level, and it requires only one credit in arts or humanities for high school graduation, the Museum also serves an important role in providing cultural and art education opportunities for the youth of the region who will otherwise not have access to broad arts education opportunities in the state.

School and Teacher Programs - School Tours

The Museum provides docent-guided tours and hands-on workshops serving the public and students from every grade level. Education staff train volunteer docents in gallery teaching practices, museum education methodologies, art history, and elements and principles of design. Staff and docents coordinate with local teachers to develop curriculum-based tours that address content and cognitive and motor skills identified by federal and state education standards. Optional Dose of Art workshops for third- to sixth-grade students give tour groups the opportunity to create their own art projects based on exhibition content. Nevada Museum of Art Tour programs serve in excess of 7,000 students annually.

In-Service Teacher Training

The Museum provides annual In-Service Teacher Training seminars. For information on the Museum's In-Service Training, please contact the Nevada Museum of Art at 329-3333.

Elementary School Teacher Trainings

The Nevada Museum of Art offers half-day training courses for WCSD Elementary Schools five times a year, and can accommodate a maximum of one school per training day. Participating teachers and schools learn about the Museum and how Museum resources can be used in the classroom.

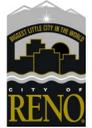
Family Programs - hands/ON! Sunday Family Program

The Museum's popular free family program occurs on the last Sunday afternoon of every month, providing tours and workshops throughout the afternoon. Designed to be an activity that encourages adults and children to make art together, the program serves families with young children and youth mentor groups such as Big Brothers Big Sisters, and serves 1,600 to 1,800 guests annually.

Kids Open Art Studio

Kids 5 and up (kids under 5 are welcome to participate with a parent) will enjoy creating a different studio art project during First Thursdays from 5 – 7 and during member's exhibition openings. \$4 per child. Located in the 3rd Floor Redfield Learning Center.

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E. L. Cord Museum School

The Museum's longest running education program, The E.L. Cord Museum School offers tuition-based art classes for students of all ages on a quarterly basis. Current offerings include classes in painting, life drawing, sculpture, ceramics, printmaking, photography, design courses, and book arts. Art Camps and children's classes are also presented throughout the year. Need-based scholarships are available for students.

In-Service Credit through the E.L. Cord Museum School

Nevada Department of Education certified teachers can receive in-service credit for many of the courses taught in our Museum School. Course credit varies based on the length of the course. Available credit is listed below our course listings on the Museum School Schedule at <http://www.nevadaart.org>.

Student Programs

The Scholastic Art Awards: Since 1999 middle and high school students from across Northern Nevada have submitted art and photography portfolios and individual art works to the Museum to be adjudicated by a panel of judges in the regional competition of the National Scholastic Art Awards. Winning regional entries are exhibited in the Museum, and a ceremony honoring regional winners is regularly attended by 500 students, parents, and teachers. Student artists compete for regional scholarships and awards, and for the chance to compete at the national level for further awards and scholarship monies. The regional competition hosted by the Museum draws some 800 students and 1,200 works of art annually.

Free High School Admission Program

Since February 2008, the Museum has offered free unlimited admission, free school tours, and a complimentary guest pass to every high school student enrolled in the Washoe County School District. Programs designed for teens are offered on a year-round basis.

Youth Museum Council

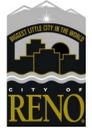
The Museum's Youth Museum Council consists of a group of local high school and college students recruited by the Museum to engage in museum leadership. Joined by the Holland Project, a community youth organization, the Museum hosts regular Teen Art Night events inviting youth to participate in evening programs featuring programming for teens by teens.

Adult Programs - Center for Art + Environment

Launched in January 2009, the Center for Art + Environment serves as a programmatic focus for the Museum. During its first year, the Center has inaugurated a research exhibition series, public lectures, an online social network, and has begun to make public the significant materials being collected for the archive. In October 2008, the Museum hosted the first Art + Environment conference, which featured nationally- and internationally-renowned artists, architects, critics, and scholars.

Public Programs, Lectures, and ArtBites

The Museum provides numerous public programs to interpret exhibitions and collections. The ever-popular Art Bite program offers regularly scheduled lunchtime gallery discussions



and talks for interested members and the public. Opening lectures are offered for every feature exhibition, and for many smaller exhibitions. Recent lectures have been offered by Paul Goldberger, architecture critic for *The New Yorker* magazine; Erik Lloyd Wright, grandson of the famed American architect, Frank Lloyd Wright; and Kit Hinrichs, the well-known graphic designer and partner in the firm Pentagram.

Docent Program

The Nevada Museum of Art recruits and retains volunteer docents—trained volunteers who lead guided tours of the Nevada Museum of Art and its exhibitions for all age groups and/or facilitate hands-on art workshops for elementary-aged student groups. Training is a rich arts educational opportunity unto itself, as is the sharing of art knowledge with others that is the cornerstone of the docent program.

Senior Programs - Art Afternoon

This ongoing and affordable monthly art class invites senior citizens to tour the Museum's galleries and participate in a studio workshop. Each month, different artworks in the Museum will be explored during a guided tour. Students will then enter the classroom to create an art project related to the tour. Enjoy refreshments while socializing and making art. No art background is necessary. Seniors may register for two or three sessions. Classes are limited to 20 students.

PIIONEER CENTER FOR THE PERFORMING ARTS

Pioneer Center Youth Programs is the educational outreach division of the Pioneer Center for the Performing Arts, northern Nevada's premier performing arts facility. We bring our programs into elementary schools throughout Washoe County and northern Nevada, creating the kind of excitement only live, professional performances can produce. These performances, specially adapted for school multi-purpose rooms, are designed to enlighten as well as entertain grades K-6. Programs are set up into two assemblies: a 30-minute assembly for grades K-3 and a 40-minute assembly for grades 4-6. A curriculum guide that provides supplemental educational material and resources for further study accompanies each program. At the end of the performance we ask that teachers and students to complete an evaluation form. This form is used as a tool for future programming and for grant funding consideration.

We put together a roster each year with 8 to 10 performing arts groups that span a wide array of performing arts genres, including music, magic, theatre, puppetry, acrobatics, and dance. We also do our best to represent diverse cultures, with past seasons including traditional Native American, Japanese, Hispanic, South American, Australian, and African art forms – just to name a few. We send these groups into elementary schools to teach kids about the cultural and historical significance of their art form, as well as modern applications and connections to curriculum that they are covering in their classrooms.

UNIVERSITY OF NEVADA RENO

The University of Nevada, Reno School of the Arts embraces its role as a vibrant center for arts and culture in Northern Nevada. Its degree programs provide a strong foundation

APPENDICES



in a range of artistic disciplines, enabling students to contribute as artists, educators, and scholars on the local level and beyond. The School also supports and encourages research, innovation, and the artistic endeavors of its faculty. Finally, the School encourages broad community and campus participation in the arts through its numerous performances, lectures, shows, core courses, and outreach activities that explore diverse cultures and encourage lifelong learning.

The School of the Arts provides 53 degree programs in dance, music, theatre, and the visual arts, including undergraduate and graduate offerings in arts education, history, design, technology, performance, and of course the act of creating art (from visual art studio practice disciplines such as sculpture, painting, and photography to musical composition). In addition, the School also offers courses to non-majors and lifelong learners. The University believes that arts serve an important role in the creation of a creative, skilled workforce. Not only does the University train arts professionals and educators, it also requires that every student, regardless of their major, take at least 3 credits in the arts as part of their core studies.

The School also often serves as an interface between students, professional artists, and other members of the northern Nevada community through its many outreach efforts (concerts in the schools, Lake Tahoe Music Camp), internship offerings (Lake Tahoe Shakespeare Festival), visiting artist presentations, workshops and master classes (Performing Arts Series, Sheppard Fine Arts Gallery, Nevada Repertory Company, Nightingale Concert Hall music and dance concerts), and educational collaborations (Reno Jazz Festival, WCSD music festivals).

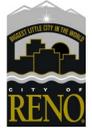
The University of Nevada School of the Arts embraces the notion of both K-16 connectivity and lifelong learning. To this end, it is currently collaborating with the Washoe County School District, the Reno Philharmonic, and Reno Chamber Orchestra in an effort to build a concert hall and rehearsal facilities on the University campus that will serve all four entities and provide northern Nevada with a world class concert facility.

Arts facilities on campus are almost all located in the Church Fine Arts building, excepting two dance studios and one classroom in the Lombardi Recreation Center, and three MFA visual art graduate student studio spaces in the Gymnasium (Old Gym). Classrooms range from capacities of 20 to 80. Discipline-specific spaces include the usual found at universities, from visual art studios such as printmaking, ceramics, and painting, to the scene shop, and the music rehearsal rooms. Public spaces include the Sheppard Fine Arts Gallery, McNamara Gallery, Front Door Gallery, Redfield Proscenium Theatre, Redfield Studio Theatre, and Nightingale Concert Hall. Primary parking access to these venues is located in the Brian Whalen Parking Garage.

YOUTH ARTWORKS

Youth ArtWorks (YAW) joined forces with the Boys & Girls Club of Truckee Meadows in January of 2009 as its year-round arts curriculum program. The YAW mission is upheld by offering year-round arts-based employment to youth ages 14-21. This past summer, 8 youth

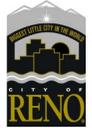
APPENDICES



apprentices were hired to complete two large scale murals within the Club and three custom bike rack designs for the Ward 4 Neighborhood Advisory Board.

YAW apprentices over the age of 18 have been hired to instruct, “ArtSmart” a visual arts training program conducted at each of our 12 Boys & Girls Club sites. The seven elements of art and design are studied and applied to creative projects, reinforcing each technique. The program also includes art history lessons and the study and practice of different mediums including pen and ink, watercolor, acrylic, pastels, clay, collage and more. Members’ artwork is saved and submitted to the Boys & Girls Club National Fine Art Exhibit and other regional and local competitions.

We’ve begun implementation of the performing arts portion of our curriculum with “TNT DramaMatters” workshops, the Boys & Girls Club National Drama Program, supplemented by ongoing workshops from Kidscape, a local Improvisational acting school. We’re building our music program with donated instruments and volunteer musical instruction from local musicians, not to mention the Boys & Girls Club Choir which began practicing in September. “Artfull Souls”, a local Hip Hop, Classical and Break Dance Crew, joined our LDJ Teen Site and is recruiting new members for their dance team. The dance team has performed at events for the City of Sparks, the Boys & Girls Club and the Holland Project.



APPENDIX G

INFORMATION FOR THE CULTURAL MASTER PLAN FROM ORGANIZATIONS

Organization	Earned Income	Public Sector Grants and Subsidies	Individual, Corporate, and Foundation Contributions	In-kind Contributions
MasterWorks Chorale	10.95%	14.35%	38.35%	26.35%
Bella Voce	\$11,845	\$8,200	\$7,215	\$3,775
Reno Philharmonic	48%	2%	49%	1%
VSA Arts of Nevada	30%	30%	30%	10%
Pioneer Center	76%	24%	0%	0%
TACCATA	18%	2%	67%	13%
UNR Dance Program	40%	41%	5%	14%
UNR Performing Arts	27%	28%	7%	38%
Reno Jazz Festival	77%	6%	0%	17%
For The Love of Jazz (Project)	14%	21%	22%	43%
For The Love of Jazz (Cultural)	0%	40%	0%	60%
Nevada Repertory Company	22.5%	7%	7%	63.5%
Reno Chamber Orchestra	36%	4%	48%	11%
Sierra Nevada Guitar Society	30%	30%	10%	10%
Reno Jazz Orchestra	\$12,000	\$17,500	\$24,000	\$10,000
Project Moonshine	\$2,000	\$4,500	\$2,000	\$10,000
Burning Man	\$113,500	\$50,000	\$111,265	\$204,735
Sierra School of Performing Arts	80%	5%	5%	10%
Controlled Burning	13%	30%	14%	43%
Reno Film Festival	17%	5%	5%	10%
Reno Irish Dance Company	50%	9%	8%	33%
Sierra Nevada Ballet	\$70,000	\$15,000	\$160,000	\$80,000
TheatreWorks of Northern Nevada	39%	22%	37%	17%
Sheppard Fine Arts Gallery	0%	30%	60%	10%

APPENDIX H

GRANTS - CONVERSION TO ONLINE APPLICATION PROCESS (Provided By: Susan Boskoff) Work group to examine how best to streamline and simplify grant application process for constituents, staff and panelists using CultureGrants Online.

Pluses

- Guidelines are online and embedded in application. Basic application form consistent for all categories. Applicants fill out one primary profile section, which can be updated online throughout the year.
- Narrative questions for grant categories can be more focused, limiting word count, to help applicants provide clearer more concise answers.
- Budget page simplified with a self-adding mechanism.
- Deadline reminder system built in to send to grantees automatically.
- Staff can monitor applicants as they work on applications.
- Staff, board and panelists can review online, including certain types of supplemental material.
- For quarterly grant review, we can have outside adjudicators review online and discuss during a conference call, without printing out books. Can use citizen panelists for a year or biennium.
- Could potentially engage Nevada Humanities, City of Reno and other grant makers to use CGO to provide additional ease of application for grantees, sharing the profile pages, and collecting a more complete financial picture of the arts industry by community, discipline, etc.
- All reporting is done online, including Final Report Forms.

Challenges

- Determine how to combine certain grant categories if appropriate.
- Updating guidelines, narrative questions and budget pages.
- Providing constituents enough lead-time for review.
- Training NAC staff to use CGO; working with WESTAF team.
- BETA testing time built in.
- Have it ready to be introduced at fall grant workshops.

Revisiting Communications

Work group to examine how best to utilize all forms of communications to keep staff, board, department, constituents, media and general public informed of NAC activities, considering the following:

Continue with Quarterly Newsletter to highlight agency programs and constituent recognition, while sharing national news to constituents as NAN is the agency's primary marketing piece to elected officials, press, and state and national target.

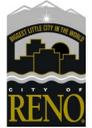
- Develop a monthly NAN e-blast to supplement quarterly (requires updating and expansion of email list).
- Create format and institute program e-blasts targeting specific constituents.
- Update front page of web weekly or as needed.
- Update program news bi-weekly or as needed.

- Program updates monthly for board and department.
- Monthly meeting with ED.
- Produce Press Releases for all external program activities.
- Revisit use of staff meetings to provide both time to deal with administrative stuff as well as other issues of interest to staff and programs (brainstorming, etc).

Professional Development Activities

Work group to address how best to provide professional development and technical assistance to constituents with a minimum of duplicative efforts by staff, combining like constituency groups to help develop local, statewide connections. Consider the following:

- Philosophically, all workshops should focus on getting our constituent ‘creative juices’ flowing. Not just a grant workshop to show how to fill in the blanks, but with the underlying intent to provide information that will translate to all fund development activities.
- How to insure ongoing professional development opportunities for all our constituent groups - partnerships, attaching on to existing training events, etc.
- Expand use of Nevada Circuit Riders roster, and also use the NCR consultants to create “packaged” workshops to present throughout the state for continuity of message.
- Free or to charge?
- Need to more rigorously address both the requirements and pluses of accessibility.
- Integrating new communication methods - conference calls, video conferencing, webinars.
- How to continue and strengthen community-based and one-on-one technical assistance.
- Providing a yearlong schedule to assist staff and constituents in planning.
- Developing partnerships to strengthen position of NAC and its program.
- Partner with appropriate agencies/organizations throughout state to eliminate duplicative services and provide timely workshops.
- Partners can help emphasize the need for collaboration, collaboration and collaboration.

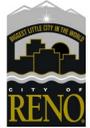


APPENDIX I

FACILITIES AND PARKING

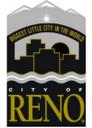
Venue	Type	Contact phone	Contact email	Seating	Comments	Parking
UNR						
J. Crowley Student Union	Proscenium	775-784-6505	csures@unr.nevada.edu.	1,200	220 Movie Theater	Lot, Garage
Lawlor Events Center	Arena	775-784-4659		7,000-10,000		Lot, Garage
Laxalt Theatre, UNR	Proscenium	775-784-6837		215		Street, Garage
Nightingale Hall	Proscenium	77-784-4278	www.unr.edu/arts	612	very limited rental	Street, Garage
Redfield, UNR	Proscenium	775-784-4278	www.unr.edu/arts	280	very limited rental	Street, Garage
Redfield, UNR	Black box	775-784-4278	www.unr.edu/arts	99-200	very limited rental	Street, Garage
TMCC						
Redfield, TMCC	3/4 arena	775-789-5671	tmcc.edu/vparts	206	limited rental	Street, Garage
Theater Space						
Pioneer Center	Proscenium	775-686-6610	pioneercenter.com	1,500		Street
Bruka	Black box	775-323-3221	bruka.org	75-99	very limited rental	Street
Lear Theater	Proscenium	775-786-2278	leartheater.org	299	under construction	Street
Masonic Theatre	Proscenium	775-322-1933		460	min tech support; min lobby	Garage
McKinley Arts & Culture Center	Proscenium	775-334-2417	renoculture.com	200		Lot
National Automobile Museum	Proscenium	775-333-9300	bcontos@automuseum.org	157		Lot, Street
Neil Road Community Center	Arena	775-334-2262		175		Lot, Street
Primm Theater, Nevada Museum of Art	Open stage	775-329-3333, ext 225	nevadaart.org	180		Lot, street
Reno Little Theater	Black box	775-329-0661		99	under construction	Street
Sibayan Recreation		775-326-6666		200		Street
Southside School	Proscenium	775-334-2262				Street
Steinway Gallery	Proscenium	775-829-0600	info@spgreno.com	99		Street

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Studio on 4th	Proscenium	775-786-6460	info@studio4th.com	50-70	adjacent bar	Street
Underground, Pioneer Theater	Black box	775-686-6610	pioneer center.com	200	limited rental	Street
Outdoor						
Hawkins/Bartley Ranch Amphitheatre	Proscenium	775-828-6612	Bharmon@washoecounty.us	400 w/up to 400 lawn	seasonal	Lot, Street
Reno City Plaza		775-334-6268				Street
Wingfield Amphitheatre	Thrust Stage	775-334-2414		2500+ on lawn	seasonal	Street, Garage
West Street Market		775-334-2414	Aguilarp@reno.gov	75-100	seasonal	Street, Garage
Event Centers						
Aces Stadium	Stadium	775-334-7400	amanda@renoaces.com	10000		Garages, Lots, Street
Downtown Ballroom	Flexible	775-325-7333	pdamico@rscva.com	2900		Garage, NBS, Casino, Street
Livestock Event Center	Arena	775-688-5750	info@livestock.com	6200		Lot
MacKay Stadium	Arena	775-348-7225		29995		Lot, Garage, Street
National Bowling Stadium	Stadium	775-334-2600	bthomas@rscva.com	1100	172 Theater	Garage
Reno Event Center	Flexible	775-335-8800	tlegarzar@rscva.com	7000		Circus Circus, Fitzgerald, Street
Reno/Sparks Conv Cent	Exhibit Hall	775-827-7620	jkelly@rscva.com	Various		Lot, Street
Casino/Showrooms						
Atlantis	Flexible	775-825-4700		3000		Casino Lot
El Dorado Showroom	Proscenium	775-786-3232		580		Casino Garage
Grand Sierra Resort	Proscenium	775 786 2000		1800		Casino Garage
Harrah's						
Sammy's Showroom	Proscenium	775-788-2953		400		Casino Garage
Sapphire Lounge	Night Club	775-788-3044		100		Casino Garage
Peppermill	Flexible	775-689-7161		3800		Casino Garage
Silver Legacy	Exhibit Hall	775-325-7401		2000		Casino Garage

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High Schools						
Damonte Ranch, Spanish Spring, North Valleys				450		School Lot
Reno, Sparks, Wooster				250		School Lot
Galena, McQueen, Reed				225		School Lot
Other Venues						
California Building	Flexible	775-334-2262	cardenas@cityofreno.com	260	120 Patio	Street
The Grove	Flexible	775-324-7683				Lot, Street
Knitting Factory	Flexible	775-323-5648		1200		Casino, Street