WELCOME

“EDAWN’s Arts & Business Luncheon and Awards”

*Title Sponsor:*

[NEVADA ARTS COUNCIL]

*Co-Partners:*

[City of Reno]

[City of Sparks]

[Sierra Arts Foundation]

[College of Liberal Arts, University of Nevada, Reno]

[Economic Development Authority of Western Nevada]
Co-Partners:
Award Sponsor

NV Energy
Tony Manfredi
Executive Director
Nevada Arts Council
City of Reno **Arts & Culture Commission**

- Sharon Honig-Bear, **Chair**
- Geralda Miller, **Vice Chair**
- Dave Aiazzi, **Former City Council & School Board**
- Doug Erwin, **EDAWN**
- Dana Hatjakes, **Co-founder/President at Sosu TV**
- Nettie Oliverio, **Owner / Myself Consulting**
- Erik Fong, **Designated Architect**
- Bryce Chisholm, **Artist at ABC Art Attack**
- Mario DelaRosa, **Latino Arte & Ahora Latino Journal**
- Shaughn Richardson, **Traner Middle School Teacher**
- Megan Berner and Alexis Hill, **Staff Members**
City of Sparks Art & Culture Advisory Committee

• Stephanie Farias, Founder of TheatreWorks of Northern Nevada
• Eileen Gay, Mosaic Artist, Business Owner
• Melissa Melero, Founder of the Great Basin Native Artists Collective, Visual Artist
• Sarah Toney, Development Director at Note-Ables, Developmental Coach
• Francine Burge, Staff Member: Event Supervisor, City of Sparks
2019 New Presidential Gold Investors
2019 New **Gold** Investors

- BBSI
- Community Ventures|RE
- CORE Construction
- Hutchison & Steffen, PLLC
- Northern Nevada Medical Center
- Outlets at Legends
- Plaza Resort Club Hotel
- Raiders
- UPS
EDAWN Non-Profit Board

- Francine Burge, City of Sparks
- Margaret Friedrichs, Community Volunteer
- Alexis Hill, City of Reno
- Tony Manfredi, Nevada Arts Council
- Debra Moddelmog, University of Nevada, Reno
- Annie Zucker, Renown Health
- Mike Kazmierski, EDAWN
- Rae McElroy, EDAWN
## Regional Public / Private Partners

<table>
<thead>
<tr>
<th>City of Reno</th>
<th>UNR</th>
<th>State Offices</th>
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<tbody>
<tr>
<td>City of Sparks</td>
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<td>Nevada JobConnect</td>
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<td>City of Fernley</td>
<td>DRI</td>
<td>Nevadaworks</td>
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<tr>
<td>Washoe County</td>
<td>The Chamber</td>
<td>NNDA</td>
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<td>Storey County</td>
<td>WNDD</td>
<td>NV Energy</td>
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<td>Washoe County School District</td>
<td>NCET</td>
<td>Reno-Tahoe Airport Authority</td>
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<td>GOED</td>
<td>RTC</td>
<td>Renegades</td>
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<tr>
<td>DETR</td>
<td>RSCVA</td>
<td>Many Others !</td>
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CRITICAL NEED – CRITICAL VALUE

The arts are a fundamental component of a healthy society—one that provides benefits to the individual, community, state, and the nation.

**Creativity** - The arts encourage creativity, a critical skill for a dynamic world.

**Innovation** - The arts are sources of new ideas, futures, concepts, and connections.

**Prosperity** - The arts create thousands of jobs in Nevada and enhance economic health.

**Skills** - Arts aptitudes and techniques are needed in all sectors of society and work.
Nevadans are highly engaged in the arts and believe more strongly than ever that the arts:

- promote personal well-being
- unify us, regardless of age, race, and ethnicity
- are essentials to a well-rounded K-12 education
- have a social impact, improving the quality and livability of our community

76% of Nevada adults attended an arts or cultural event during the previous year, such as the theater, museum, zoo, or a musical performance.

73% agree that the arts are a form of pure pleasure when they experience or participate in them and that the arts help them understand other cultures better.
Nevadans believe the arts provide meaning to their lives and make their communities better places to live.

75% of Nevadans believe the arts help students perform better academically.

62% believe that the arts improve healing and the healthcare experience.

49% agree that the arts are helpful to military personnel transitioning back to civilian life.

85% of adults in agreement that the arts attract travelers and are good for tourism.
Creativity is seen to boost professional success in Nevada.

70% say the more creative and innovative they are at their job—either individually or as part of a team—the more successful they are in the workplace.

61% say their job requires them to be creative—either individually or as part of a team—and come up with ideas that are new or unique.

72% The arts industry is good for the economy and supports jobs.
PROSPERITY THROUGH ARTS & CREATIVE SECTOR

Creative sector can support and energize ongoing economic development in both urban and rural places.

Arts and culture can stimulate business development and economy.

Creative talent base contributes to a region’s overall economic productivity and the human capital needed to develop innovative solutions.

Arts and culture are preexisting assets that communities can effectively harness and rapidly mobilize for economic growth.

Arts and culture are a central aspect of successful state and local placemaking efforts.

The arts foster community vitality, a desirable quality of life and destination appeal that is attractive to residents, businesses and visitors.
WHY DO THE ARTS MATTER? - A&C VALUE ADD IN NEVADA

US Bureau of Economic Analysis

$7,019,075,000
4.7%
of the Nevada economy

contributing to 41,308 jobs

Arts and Culture Value Added in Nevada
ranks 2nd among Companies and Sectors

<table>
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<th>Sector</th>
<th>Value Added</th>
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<td>ACPSA</td>
<td>$7,019,075,000</td>
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<tr>
<td>Transportation</td>
<td>$6,829,400,000</td>
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<tr>
<td>Construction</td>
<td>$6,756,600,000</td>
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<tr>
<td>Mining</td>
<td>$3,317,700,000</td>
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## WHY DO THE ARTS MATTER? - CREATIVE INDUSTRIES IN NEVADA COUNTIES

<table>
<thead>
<tr>
<th>County</th>
<th>Arts Businesses</th>
<th>Employs</th>
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4,942    28,551
### Why Do the Arts Matter? - Creative Industries in Washoe County, NV

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This Creative Industries: Business & Employment in the Arts report provides a research-based approach to understanding the scope and economic importance of the arts in Washoe County, NV. The creative industries are composed of arts businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. Arts businesses and the creative people they employ stimulate innovation, strengthen America’s competitiveness in the global marketplace, and play an important role in building and sustaining economic vibrancy. In a global economy, the creative industries are durable and enduring local employers.

838 Arts-Related Businesses Employ 2,989 People

Washoe County, NV is home to 838 arts-related businesses that employ 2,989 people. The creative industries account for 4.2 percent of the total number of businesses located in Washoe County, NV and 1.4 percent of the people they employ. The map above plots the creative industries, with each dot representing a unique arts business establishment.

Nationally, 673,656 businesses are involved in the creation or distribution of the arts, and they employ 3.48 million people. This represents 4.0 percent of all U.S. businesses and 2.0 percent of all U.S. employees—demonstrating statistically that the arts are a formidable business presence and broadly distributed across our communities. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the United States. These data are current as of April 2017.

Americans for the Arts thanks The Andrew W. Mellon Foundation and the Doris Duke Charitable Foundation for their generous support of our work to produce the Creative Industries: Business & Employment in the Arts reports.

www.AmericansForTheArts.org/CreativeIndustries
HOW IS NEVADA ADDRESSING THESE NEEDS? – THE NEVADA ARTS COUNCIL

PUBLIC PURPOSE AND CRITICAL NEED

AUTHORIZED IN NRS 223C
NRS233C states: "...it is the policy of the State of Nevada to join with institutions and professional organizations concerned with the arts to insure that the role of the arts in the life of the communities of the State will continue to grow and play an ever increasing part in the cultural development and educational experience of the residents of the State of Nevada."

HISTORY AND MISSION
Celebrating 52 years, the Nevada Arts Council (NAC) was established as a state agency in 1967 to enrich the cultural life of the state by supporting, strengthening, and making excellence in the arts accessible to all Nevadans.

VISION
A Nevada in which the arts enrich the lives of all residents, enhance the livability of communities and contribute to the state’s economic revitalization.
56 STATE OR JURISDICTIONAL ARTS AGENCIES
PUBLIC PURPOSE AND CRITICAL NEED

A STATE ARTS AGENCY
The NAC is one of America's 56 state and jurisdictional arts agencies (SAAs).

SAAS
• **Insure** that every community in the U.S. receives cultural, civic, economic, and educational benefits of the arts.
• **Support** Rural and Urban Communities
• **Enliven** Public Spaces
• **Promote** Health and Healing
• **Spark** Economic Growth
• **Drive** Educational Success
• **Foster** Inclusion and Equity
• **Reach** Low Income Communities
• **Create** Opportunities for Artists
• **Serve** the Public
NEVADA ARTS COUNCIL – WHAT WE DO

- ARTIST SERVICES
- COMMUNITY ARTS DEVELOPMENT
- PUBLIC INFO / ARTS INITIATIVES
- FOLKLIFE
- GRANTS
- ARTS LEARNING
NEVADA ARTS COUNCIL – FY2020 FUNDING

$2,718,516

$710,700

$1,994,101

$13,715

REGISTRATION FEES and PRIVATE CONTRIBUTIONS
2018 Grants and Program Activity Results

- 139 Zip Codes Reached
- 50 Cities Reached
- All 17 Counties Reached
- 309 Grants Awarded
- $1,020,595 Grant Awards
- $66,336,352 Cash And In-Kind Match
- Over $61,000,000 Cash Match
- 1,313,881 Persons Engaged
- 376,175 Pre K-12 Students Served
- 2018 - 13 - $2.4M
Mike Kazmierski
President & CEO
EDAWN
EDAWN Coin!

This Coin Is Presented In Recognition Of Exceptional Leadership, Engagement, And / Or Cooperation In Support Of Reno-Sparks Regional Economic Development Efforts!
Introducing... The Stages at Northstar
Tahoe's Regional Arts Theatres
www.tahoearts.net
“Projected Timeline”

• County Submittal **August 2019**

• Environmental Impact Report **2020**

• Construction **2021-2022**

• Opening Night **2023**
Further information

www.tahoearts.net

kvogt37@outlook.com
Keynote Speaker – Christen Boone

- President & CEO, Fund for the Arts
- Christen is Chair of the Private Sector Council for the Americans for the Arts helping to inspire collaboration between arts and business across the country.
- Christen serves on nonprofit boards focused on economic development, education, the social sector and creative industries at the local, regional and national levels.
- A social entrepreneur, she has leveraged the power of the arts to build stronger more vibrant communities.
Christen Boone
Fund for the Arts
President & CEO
Elected Arts Advocate of the Year

Mayor Hillary Schieve
Business Community Arts Advocate

Nancy Fennell
Dickson Realty
Community Arts Partner of the Year

Reno-Sparks Convention & Visitors Authority
8 Reasons the Arts are Good for Business

#1 Creatively Communicate Your Values
The arts provide unique opportunities to share your company’s mission while demonstrating community oriented values.
NOMINEES

Business of the Year (Microenterprise)

AbbottOgraphy
Design on Edge
Double Scoop
Mountain Music Parlor
SoSu.TV
Steinway Piano Gallery of Reno
Swill Coffee & Wine
And the winner is...

Double Scoop
8 Reasons the Arts are Good for Business

#2 Set Yourself Apart

Incorporating the arts into your work can help you build market share, enhance your brand and reach new customers.
NOMINEES

Business of the Year (Small)

Blockchains, LLC
Great Basin Brewing Company
Laughing Planet
And the winner is…

Great Basin Brewing Company
8 Reasons the Arts are Good for Business

#3 Foster an Inclusive Workplace & Community

Inside and outside of your company, the arts provide opportunities to bridge differences and connect with people from different backgrounds.
Business of the Year (Large)

Bank of America
Bill Pearce Motors
Jacobs Entertainment
Nugget Casino Resort
NV Energy
And the winner is…

Bill Pearce Motors
#4 Contribute to the Economy & Quality of Life
When you partner with the arts you are fueling the economy while building a vibrant, healthy, and engaging community.
NOMINEES

Excellence in Arts
Business Management

Artown
ArtSpot
Arts for All Nevada
Reno Little Theater
Reno Philharmonic
Sierra School of Performing Arts
And the winner is…

Reno Philharmonic
8 Reasons the Arts are Good for Business

#5 Advance Corporate Objectives & Strategies

The arts help you achieve goals and objectives by getting your message across in engaging ways.
NOMINEES

Arts Education Award

Brian Bolton, Reno High School
Andrew Heglund, UNR
Craig Rosen, Desert Research Institute
And the winner is...

Brian Bolton

Reno High School
8 Reasons the Arts are Good for Business

#6 Recruit & Retain a Fantastic Workforce

Employees want to live and work in a dynamic community. 76% of companies that invest in creativity have happier employees.
NOMINEES

Leadership Award

Dave Asher, Buy Nevada First/Nevada Marketplace
Kim Ciesynski & Angela Handler, 39 North Downtown
Eric Edelstein, Reno Aces & Reno 1868 FC
Marc Johnson & Karen Penner-Johnson, UNR
Mary Ann McAuliffe, Nevada Museum of Art
Geralda Miller, Art Spot Reno
And the winner is…

Marc Johnson & Karen Penner-Johnson

University of Nevada, Reno
#7 Encourage Creativity Among Your Employees

Creativity is among the top applied skills sought by employers. 53% of companies say the arts stimulate creative thinking and problem solving.
NOMINEES

Lifetime Achievement

Tina Drakulich, David J. Drakulich
Art Foundation

Larry Engstrom, UNR

Nancy Fennell, Dickson Realty

Mary Ellen Horan, Arts for All Nevada
And the winner is…

Larry Engstrom

University of Nevada, Reno
#8 Become a Community Leader

By publicly supporting the arts, you are encouraging other businesses to become increasingly involved in their communities.
Arts & Business Awards Advisory Committee
THANK YOU!

• Alexis Hill, City of Reno
• Francine Burge, City of Sparks
• Tracey Oliver, Sierra Arts Foundation
• Debra Moddelmog, UNR College of Liberal Arts
• Tamara Scronce, UNR College of Liberal Arts
• Shoshana Zeldner, UNR College of Liberal Arts
• Annie Zucker, Renown Health
• Sheila Imsdahl, EDAWN
• EDAWN’s Non-Profit Board
Mark Your Calendar!

October 17, 2019
5:00 pm – 7:30 pm
Grand Sierra Resort

“EDAWN’s Existing Industry Awards”