

# WELCOME

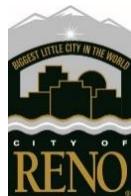
# “EDAWN’s Arts & Business Luncheon and Awards”

Title Sponsor:

**NEVADA**  
ARTS COUNCIL



Co-Partners:



City of  
**Sparks**  
Nevada

Sierra  
**ARTS**  
foundation



College of Liberal Arts  
University of Nevada, Reno

# **Tony Manfredi**

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## **Executive Director**

### ***Nevada Arts Council***

**NEVADA**  
**ARTS COUNCIL**

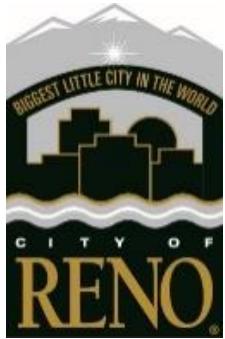


# Title Sponsor

**NEVADA  
ARTS COUNCIL**



# Co-Partners:



**College of Liberal Arts**  
University of Nevada, Reno

# Award Sponsor



NV Energy

# **Tony Manfredi**

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## **Executive Director**

### ***Nevada Arts Council***

**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

<b>City of Reno</b>	<b>UNR</b>	<b>State Offices</b>
<b>City of Sparks</b>	<b>TMCC</b>	<b>Nevada JobConnect</b>
<b>City of Fernley</b>	<b>DRI</b>	<b>Nevadaworks</b>
<b>Washoe County</b>	<b>The Chamber</b>	<b>NNDA</b>
<b>Storey County</b>	<b>WNDD</b>	<b>NV Energy</b>
<b>Washoe County School District</b>	<b>NCET</b>	<b>Reno-Tahoe Airport Authority</b>
<b>GOED</b>	<b>RTC</b>	<b>Renegades</b>
<b>DETR</b>	<b>RSCVA</b>	<b>Many Others !</b>



# NEVADA ARTS COUNCIL

*enriching the lives of all Nevadans*

Why the Arts Matter

NEVADA  
ARTS COUNCIL



# WHY DO THE ARTS MATTER?



## 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.

# WHY DO THE ARTS MATTER? - NEVADANS SPEAK OUT – PUBLIC OPINION SURVEY



**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.

# WHY DO THE ARTS MATTER? - NEVADANS SPEAK OUT – PUBLIC OPINION SURVEY

**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.



# WHY DO THE ARTS MATTER? - NEVADANS SPEAK OUT – PUBLIC OPINION SURVEY



**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 **2<sup>nd</sup>** among Companies and Sectors

Retail -	\$10,359,900,000
<b>ACPSA -</b>	<b>\$7,019,075,000</b>
Transportation -	\$6,829,400,000
Construction -	\$6,756,600,000
Mining -	\$3,317,700,000

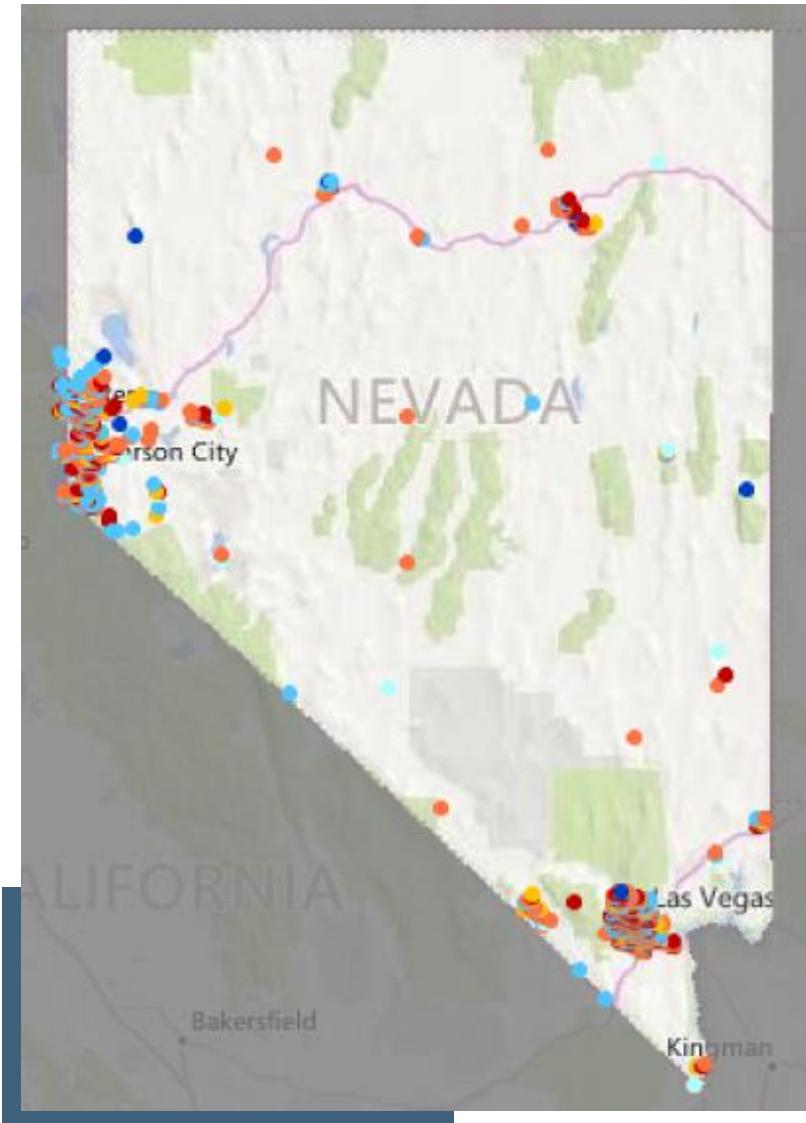


# WHY DO THE ARTS MATTER? - CREATIVE INDUSTRIES IN NEVADA COUNTIES

County	Arts Businesses	Employs
Carson City	114	350
Churchill	30	86
Clark	3,621	24,199
Douglas	123	301
Elko	60	173
Esmeralda	2	6
Eureka	1	4
Humboldt	22	42
Lander	4	6
Lincoln	5	25
Lyon	49	140
Mineral	3	12
Nye	41	107
Pershing	0	0
Storey	21	90
Washoe	838	2,989
White Pine	8	21

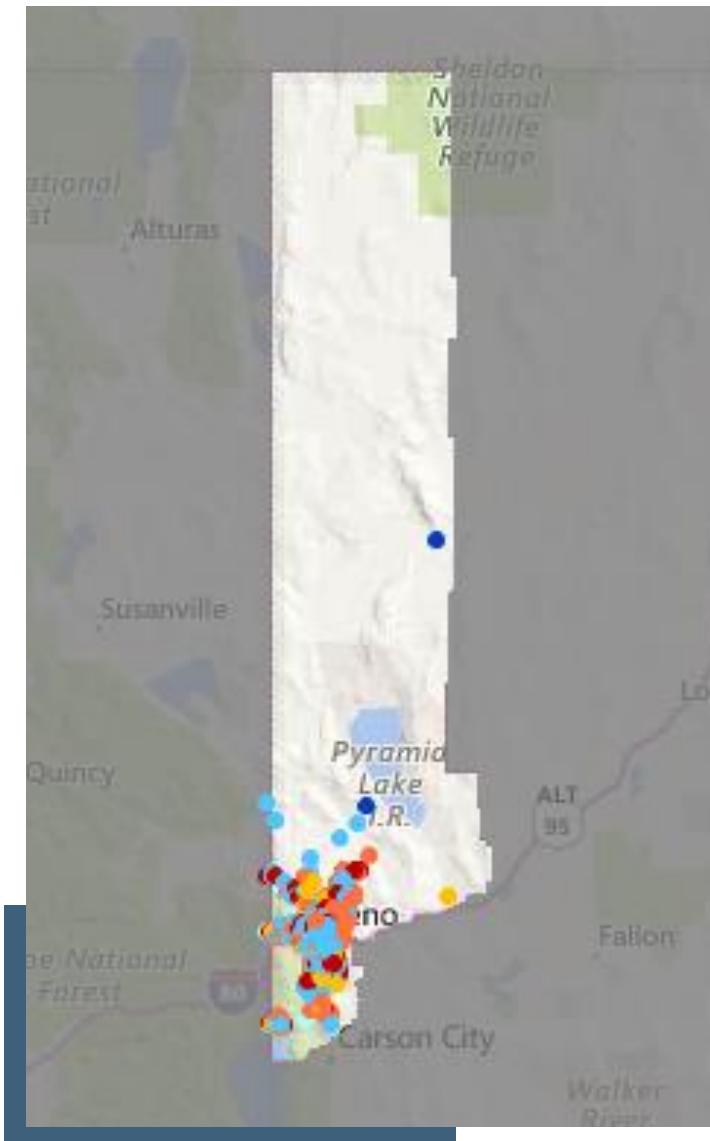
**4,942**

**28,551**



# WHY DO THE ARTS MATTER? - CREATIVE INDUSTRIES IN WASHOE COUNTY

County	Arts Businesses	Employs
Carson City	114	350
Churchill	30	86
Clark	3,621	24,199
Douglas	123	301
Elko	60	173
Esmeralda	2	6
Eureka	1	4
Humboldt	22	42
Lander	4	6
Lincoln	5	25
Lyon	49	140
Mineral	3	12
Nye	41	107
Pershing	0	0
Storey	21	90
Washoe	838	2,989
White Pine	8	21



# 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.

# NEVADA ARTS COUNCIL – A STATE ARTS AGENCY

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



FOLKLINE



GRANTS



COMMUNITY ARTS  
DEVELOPMENT



PUBLIC INFO /  
ARTS INITIATIVES



ARTS LEARNING



# NEVADA ARTS COUNCIL – FY2020 FUNDING



**NEVADA**  
TOURISM & CULTURAL AFFAIRS

\$1,994,101



**NEVADA**  
ARTS COUNCIL

**\$2.718,516**

**NATIONAL ENDOWMENT for the ARTS**

[arts.gov](http://arts.gov)

\$710,700

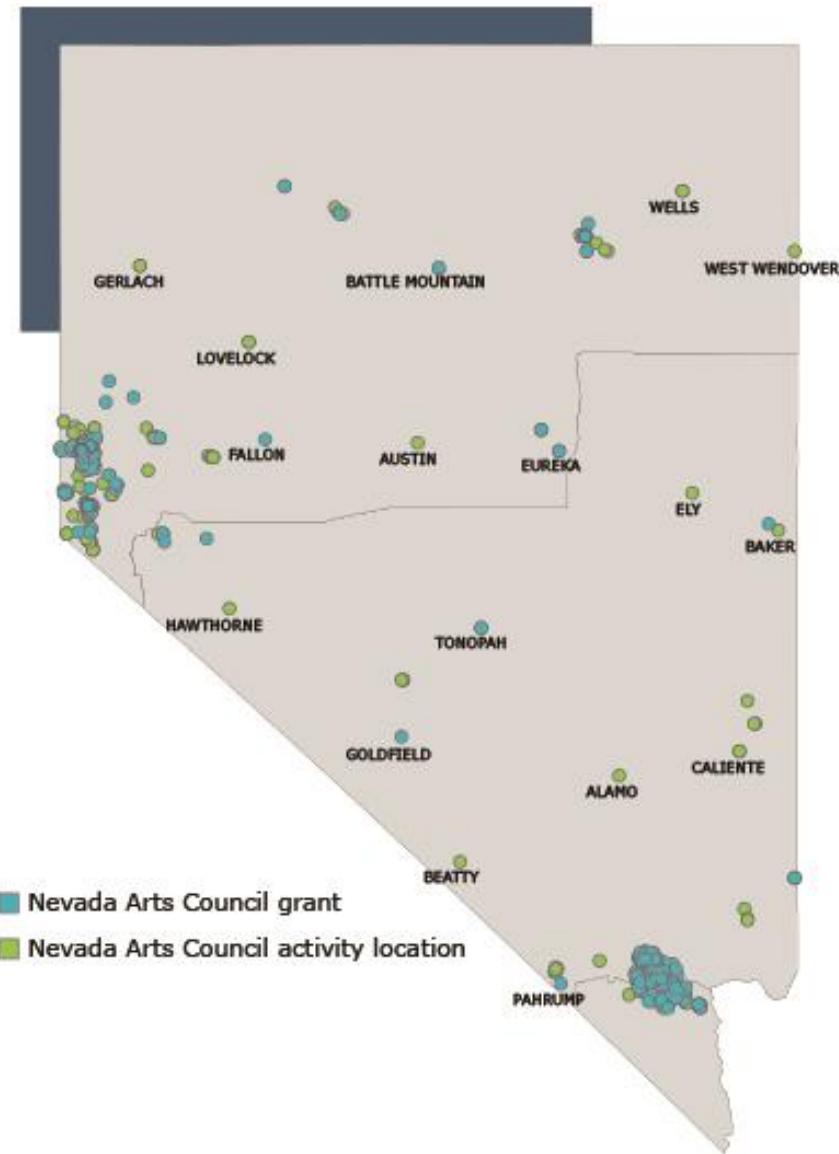


REGISTRATION FEES  
and PRIVATE  
CONTRIBUTIONS

\$13,715

## 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**

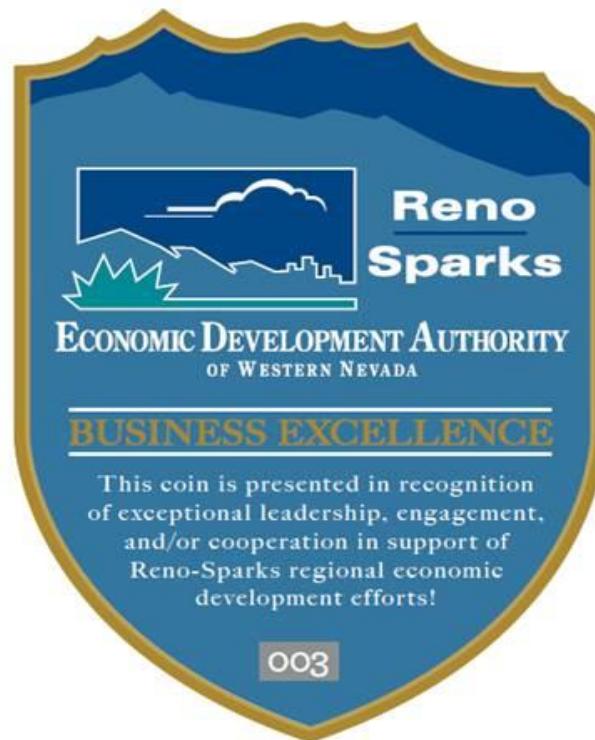
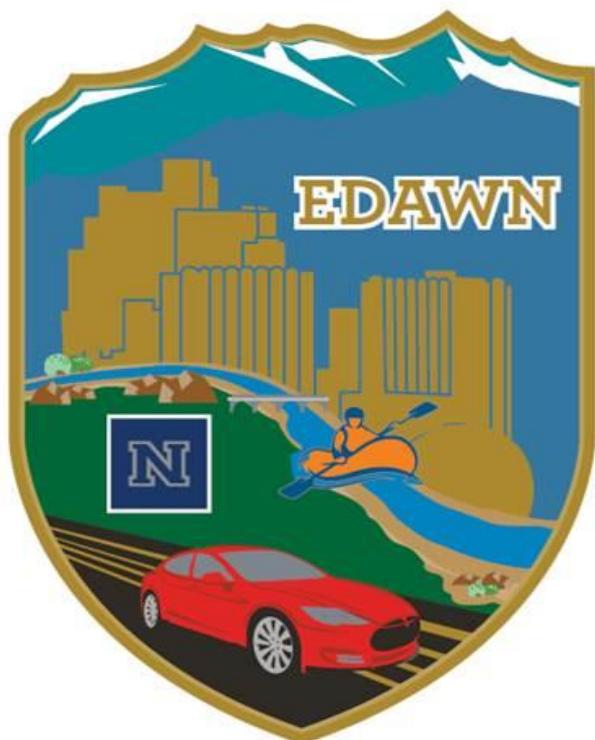
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**President & CEO**

***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...

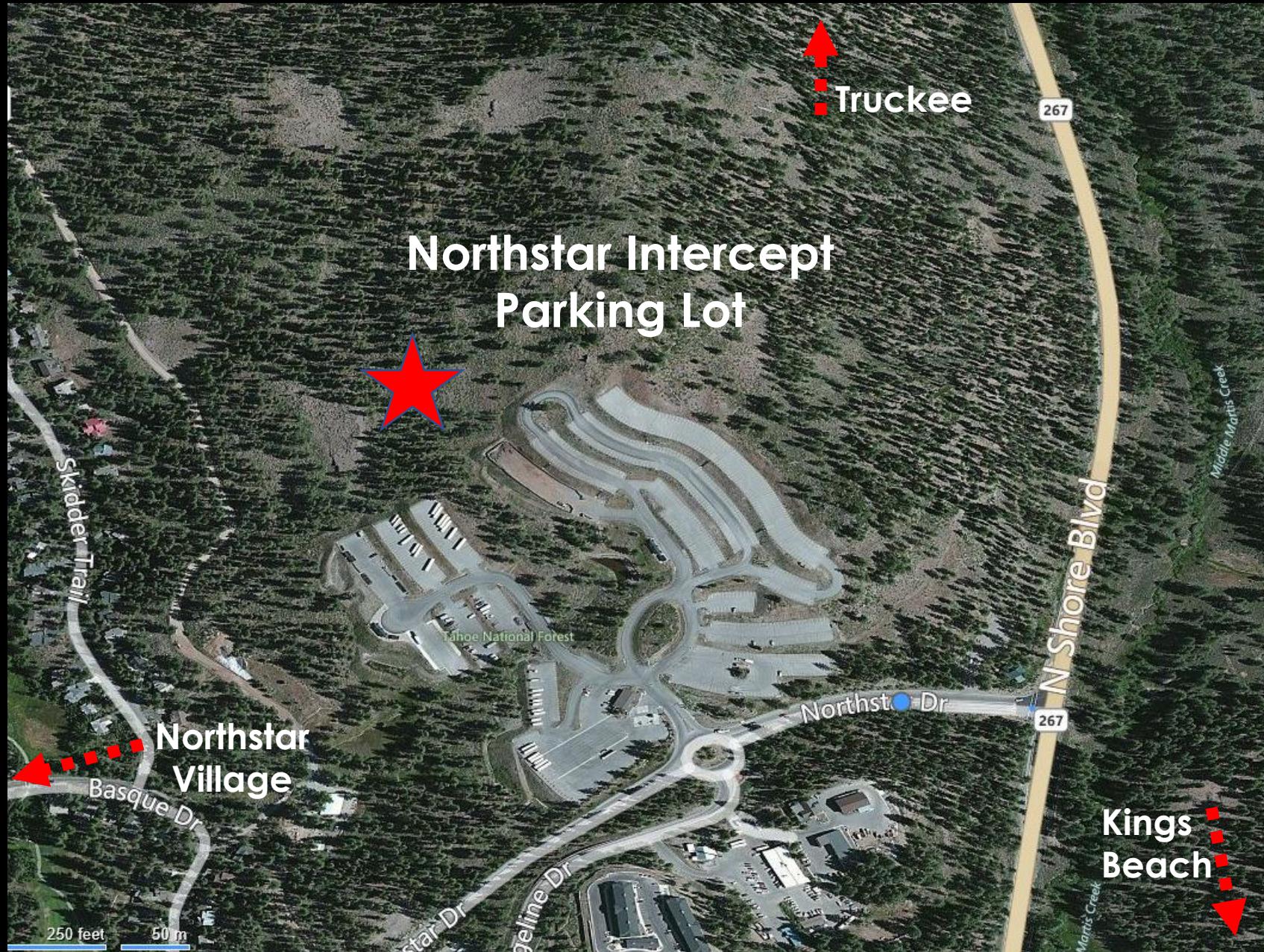


*The*  
**Stages**  
*at Northstar*  
**Tahoe's Regional Arts Theatres**

[www.tahoearts.net](http://www.tahoearts.net)

Tahoe  
Regional  
*Arts*  
Foundation™

Supporting the Visual & Performing Arts  
[www.tahoearts.net](http://www.tahoearts.net)





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# “Projected Timeline”

- County Submittal **August 2019**
- Environmental Impact Report **2020**
  - Construction **2021-2022**
  - Opening Night **2023**

# Consultants / Partners / Funders



TAHOE  
MOUNTAIN  
RESORTS  
FOUNDATION

USC School  
of Dramatic Arts

The Shalleck Collaborative Inc.

Planning & Design of Theatres | Production Systems | AV

williams + paddon

ARCHITECTS + PLANNERS

Berkeley  
UNIVERSITY OF CALIFORNIA



University of Nevada, Reno

Tahoe Regional Arts Foundation™  
Supporting the Visual & Performing Arts  
[www.tahoearts.net](http://www.tahoearts.net)



TAHOE TRUCKEE  
COMMUNITY FOUNDATION

# Further information

[www.tahoearts.net](http://www.tahoearts.net)

[kvogt37@outlook.com](mailto: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

# Mike Kazmierski

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President & CEO

*EDAWN*

# *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.

# **NOMINEES**

## **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*

# 8 Reasons the Arts are Good for Business



## **#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

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## 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***

# 8 Reasons the Arts are Good for Business



## #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

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*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 Reasons the Arts are Good for Business



## #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

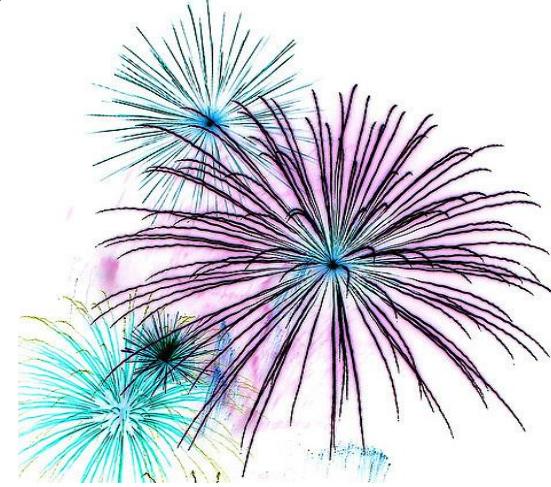
## THANK YOU!

- **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**

# Art Map



**Reno  
Tahoe**™



# Mark Your Calendar!

**October 17, 2019**

**5:00 pm – 7:30 pm**

***Grand Sierra Resort***

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***“EDAWN’s Existing Industry Awards”***