

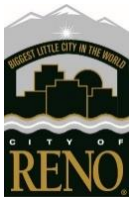
WELCOME

“EDAWN’s Arts & Business Luncheon and Awards”

Title Sponsor:

NEVADA
ARTS COUNCIL

Co-Partners:



College of Liberal Arts
University of Nevada, Reno



Tony Manfredi

Executive Director

Nevada Arts Council

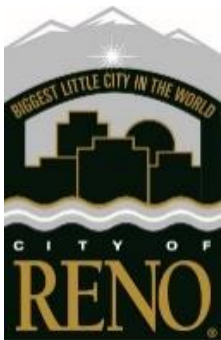


Title Sponsor

NEVADA
ARTS COUNCIL



Co-Partners:



College of Liberal Arts
University of Nevada, Reno

Award Sponsor



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 Sосу 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

MARK  CAPITAL

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 Modellmog, **University of Nevada, Reno**
- Annie Zucker, **Renown Health**
- Mike Kazmierski, **EDAWN**
- Rae McElroy, **EDAWN**

Regional Public / Private Partners

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



NEVADA ARTS COUNCIL

enriching the lives of all Nevadans

Why the Arts Matter



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.

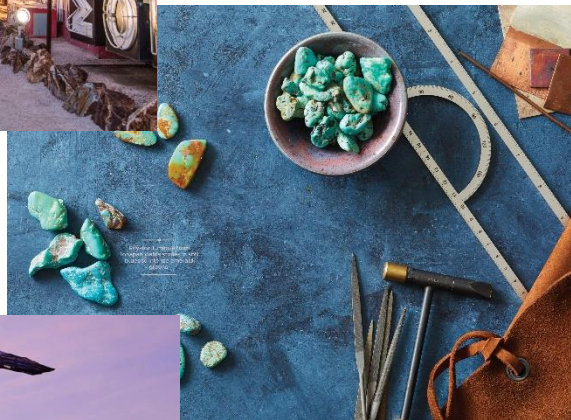
62% believe that the arts improve healing and the healthcare experience.

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

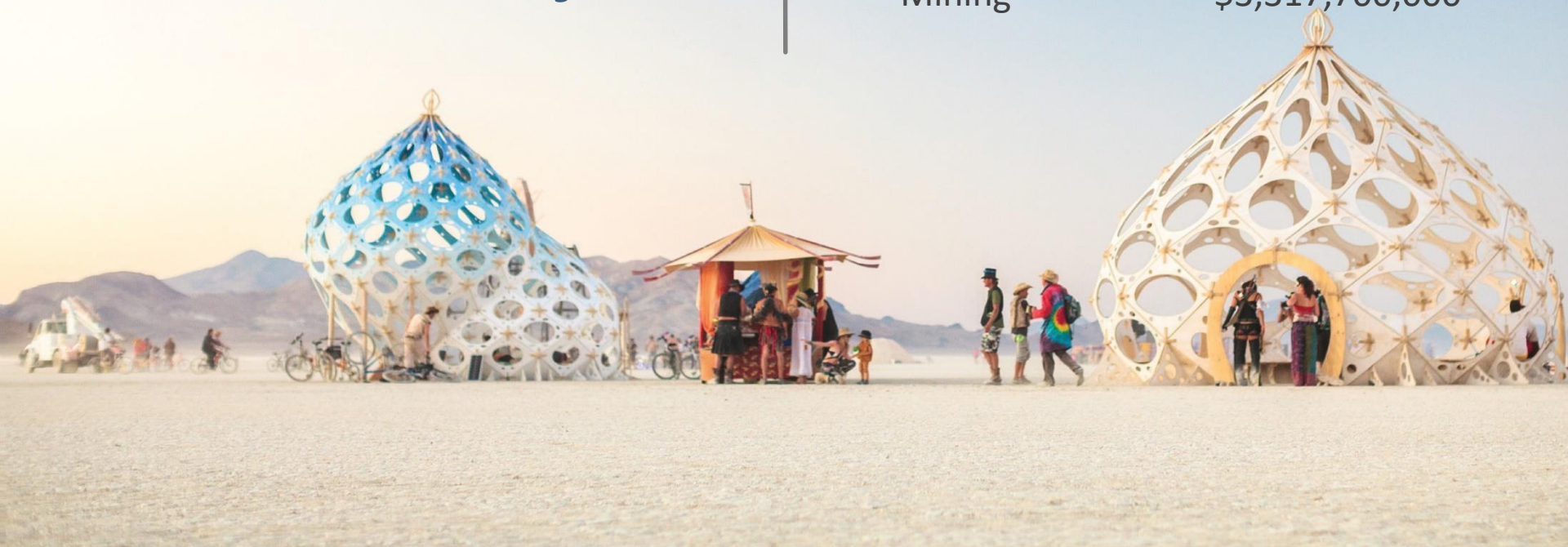
4.7%

of the Nevada economy

contributing to **41,308 jobs**

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

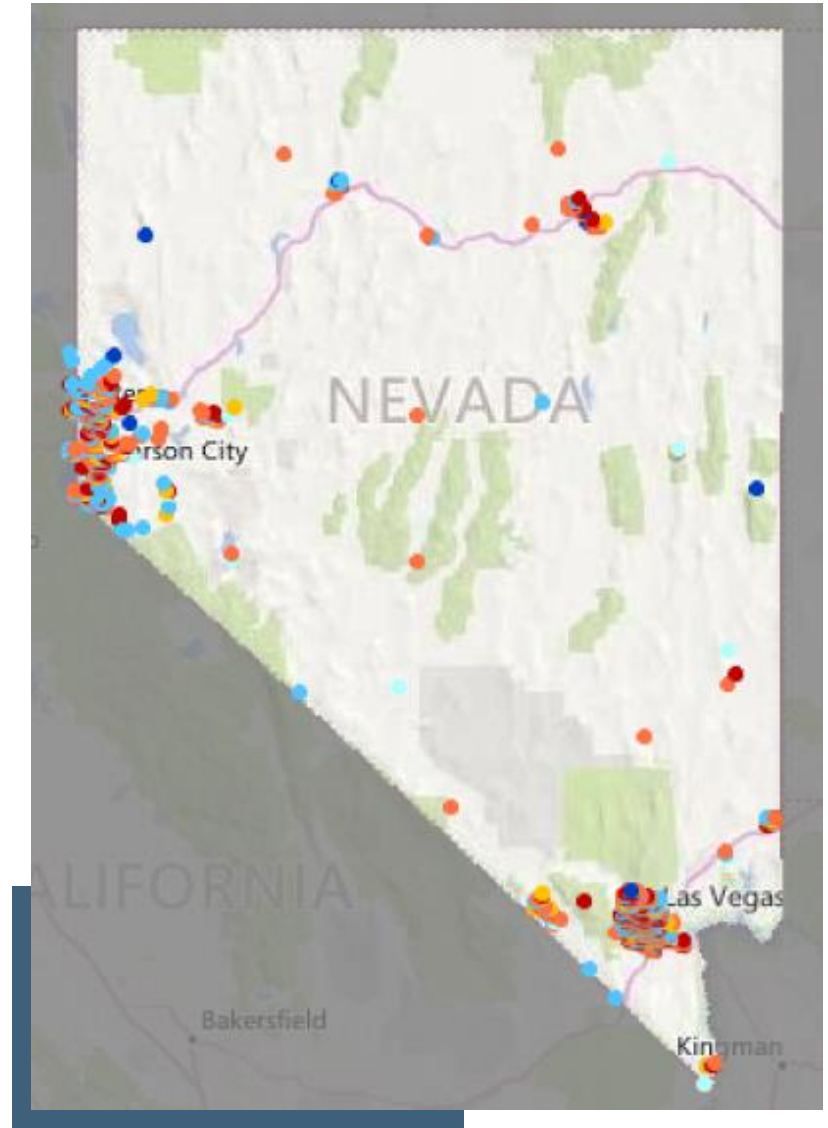
Retail -	\$10,359,900,000
ACPSA -	\$7,019,075,000
Transportation -	\$6,829,400,000
Construction -	\$6,756,600,000
Mining -	\$3,317,700,000



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

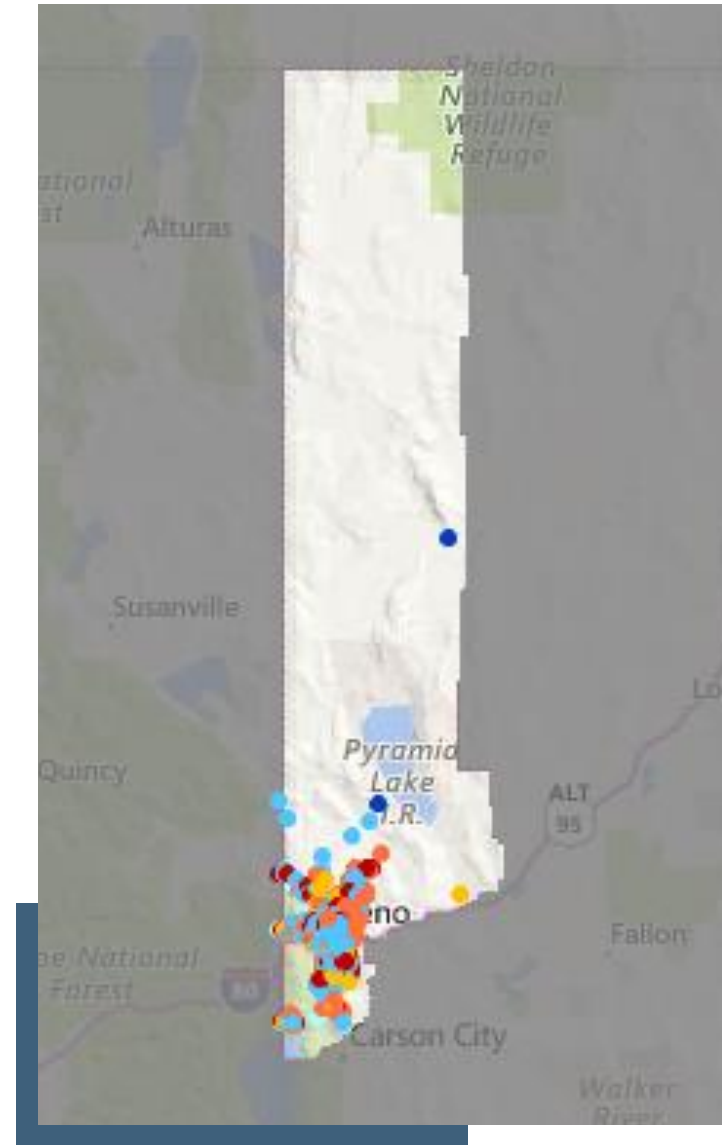
County	Arts Businesses	Employs
Carson City	114	350
Churchill	30	86
Clark	3,621	24,199
Douglas	123	301
Elko	60	173
Esmeralda	2	6
Eureka	1	4
Humboldt	22	42
Lander	4	6
Lincoln	5	25
Lyon	49	140
Mineral	3	12
Nye	41	107
Pershing	0	0
Storey	21	90
Washoe	838	2,989
White Pine	8	21

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 CRTITICAL NEED

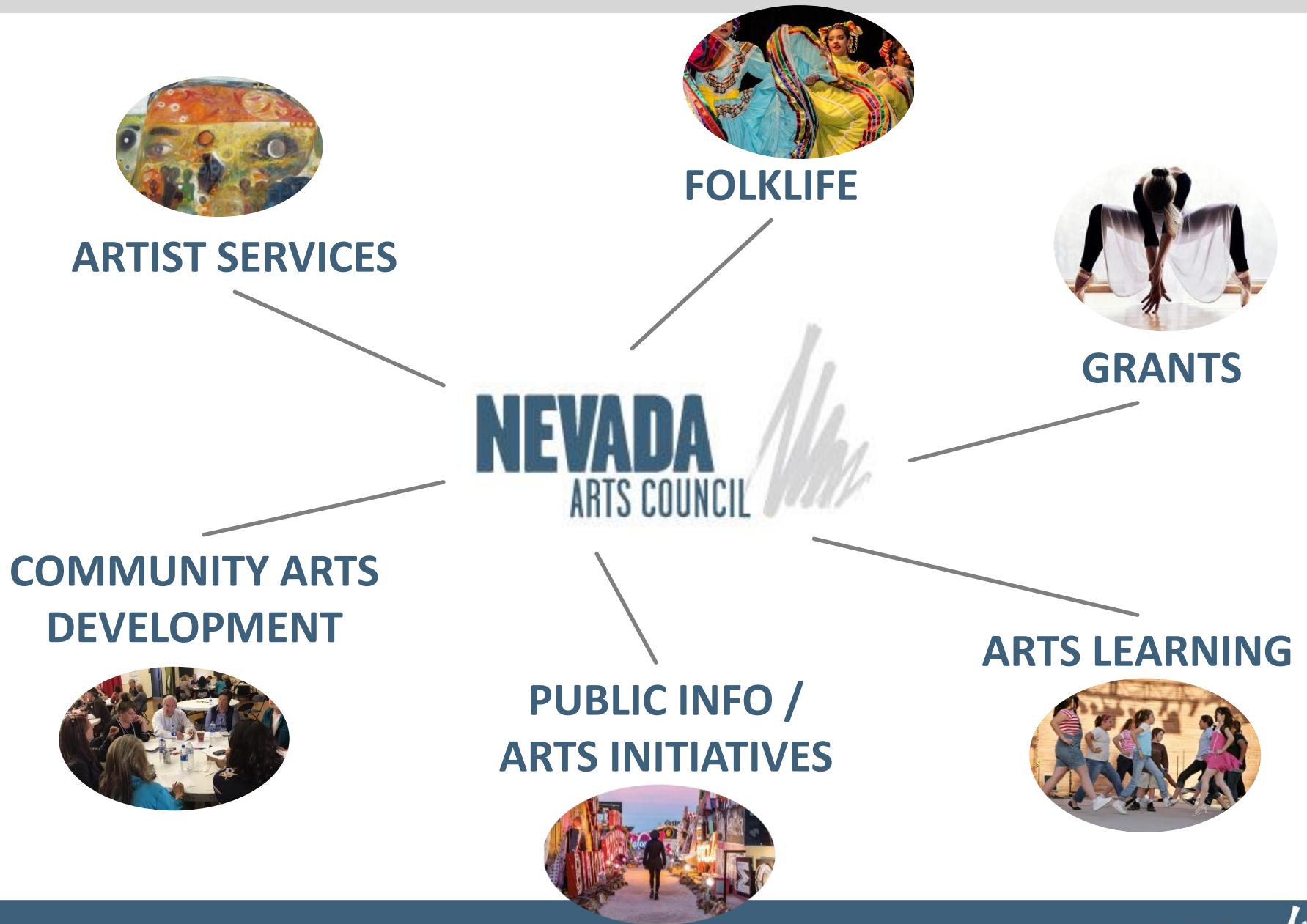
A STATE ARTS AGENCY

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

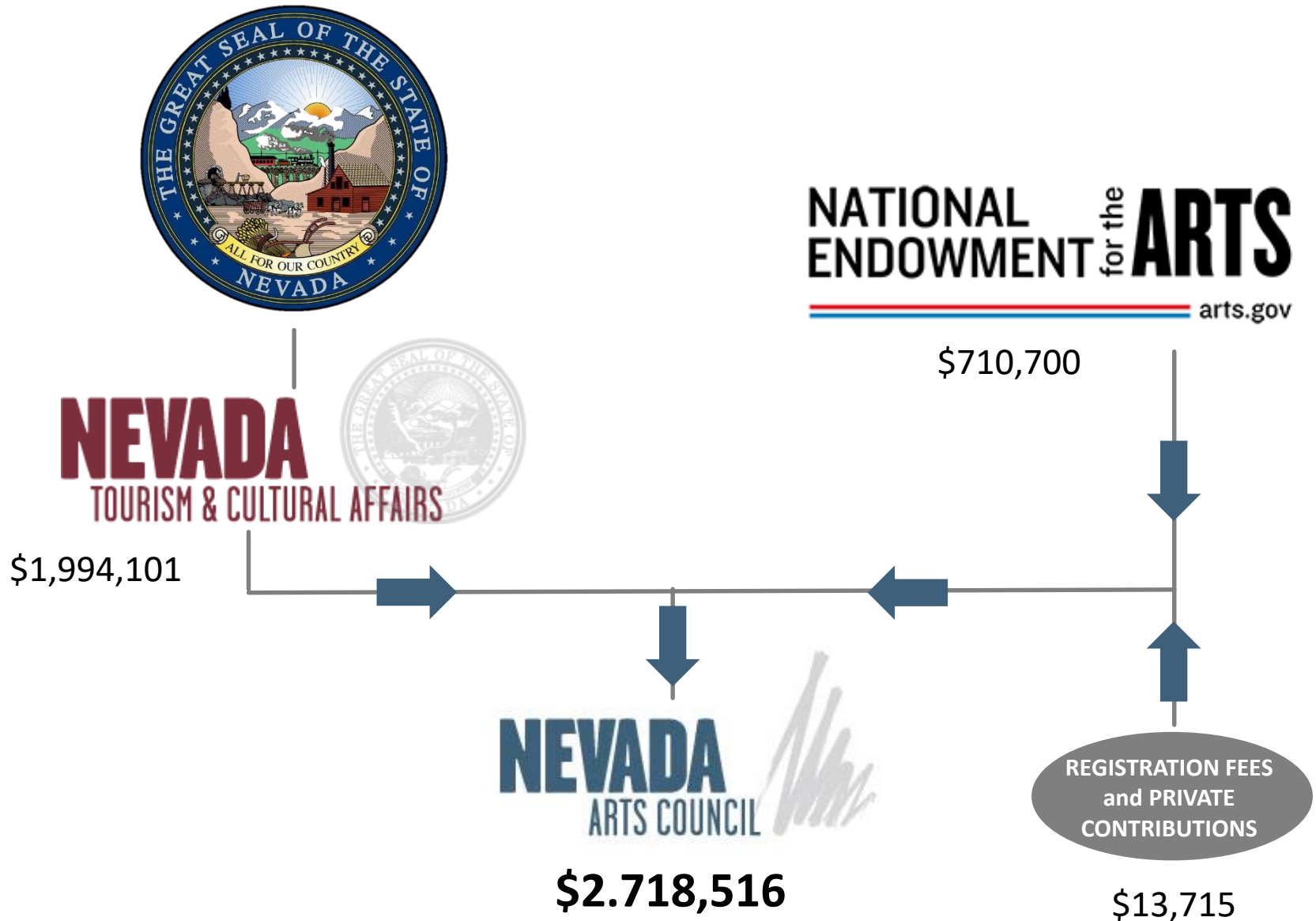
SAAS

- **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

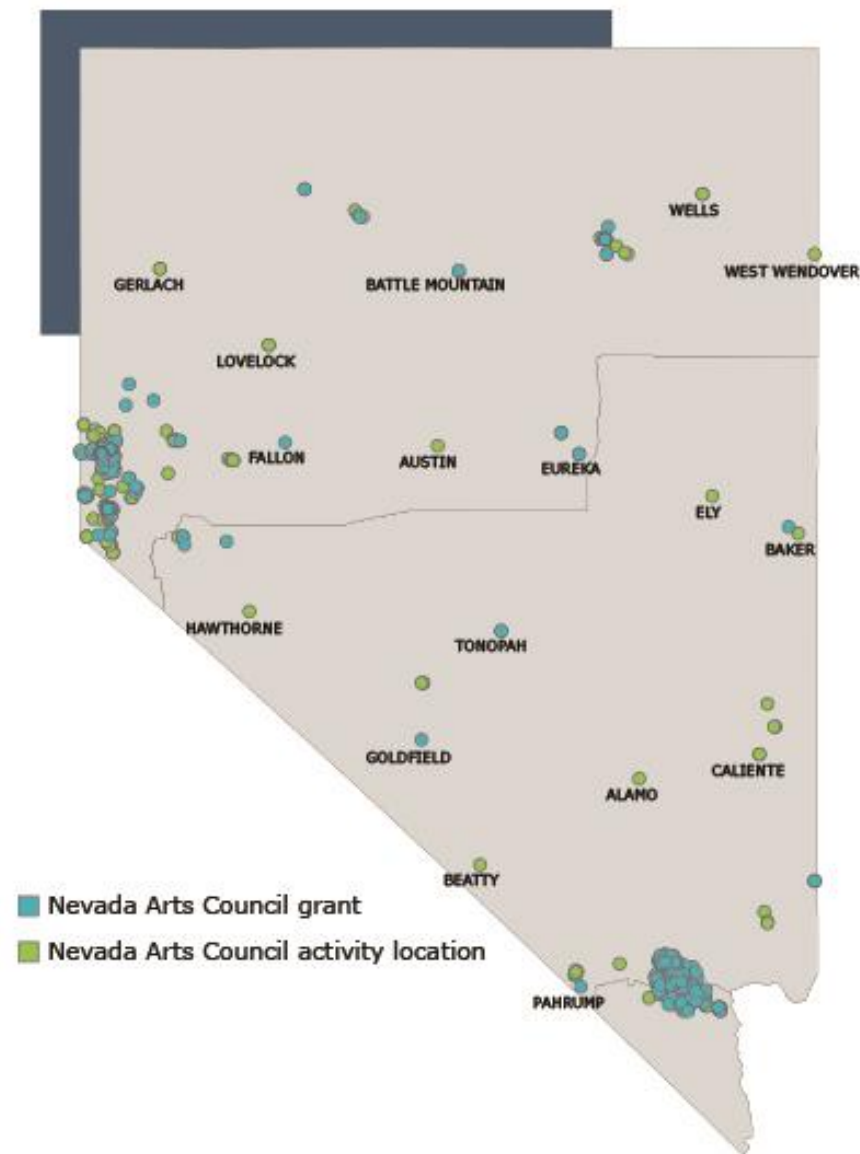


NEVADA ARTS COUNCIL – FY2020 FUNDING



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



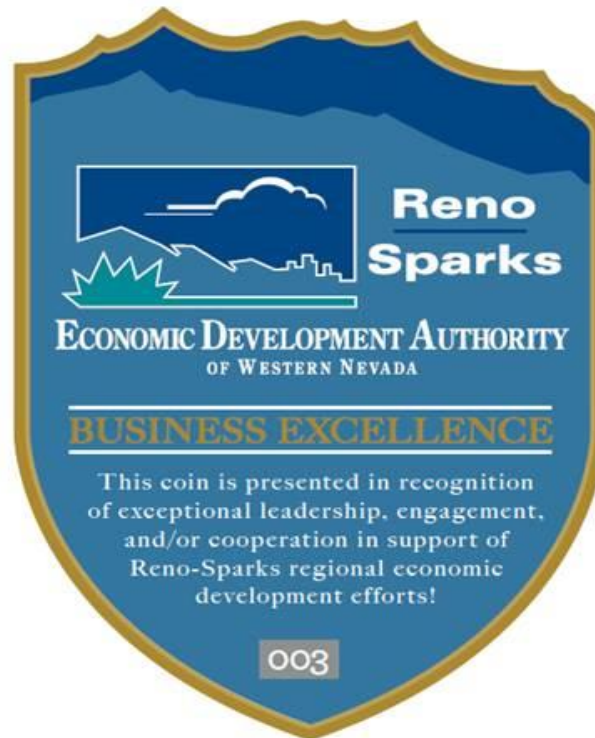
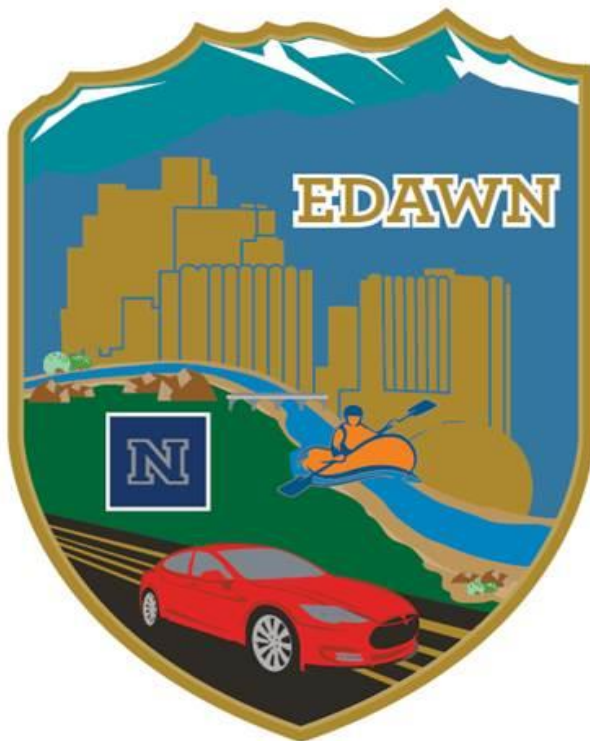
Mike Kazmierski

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!***



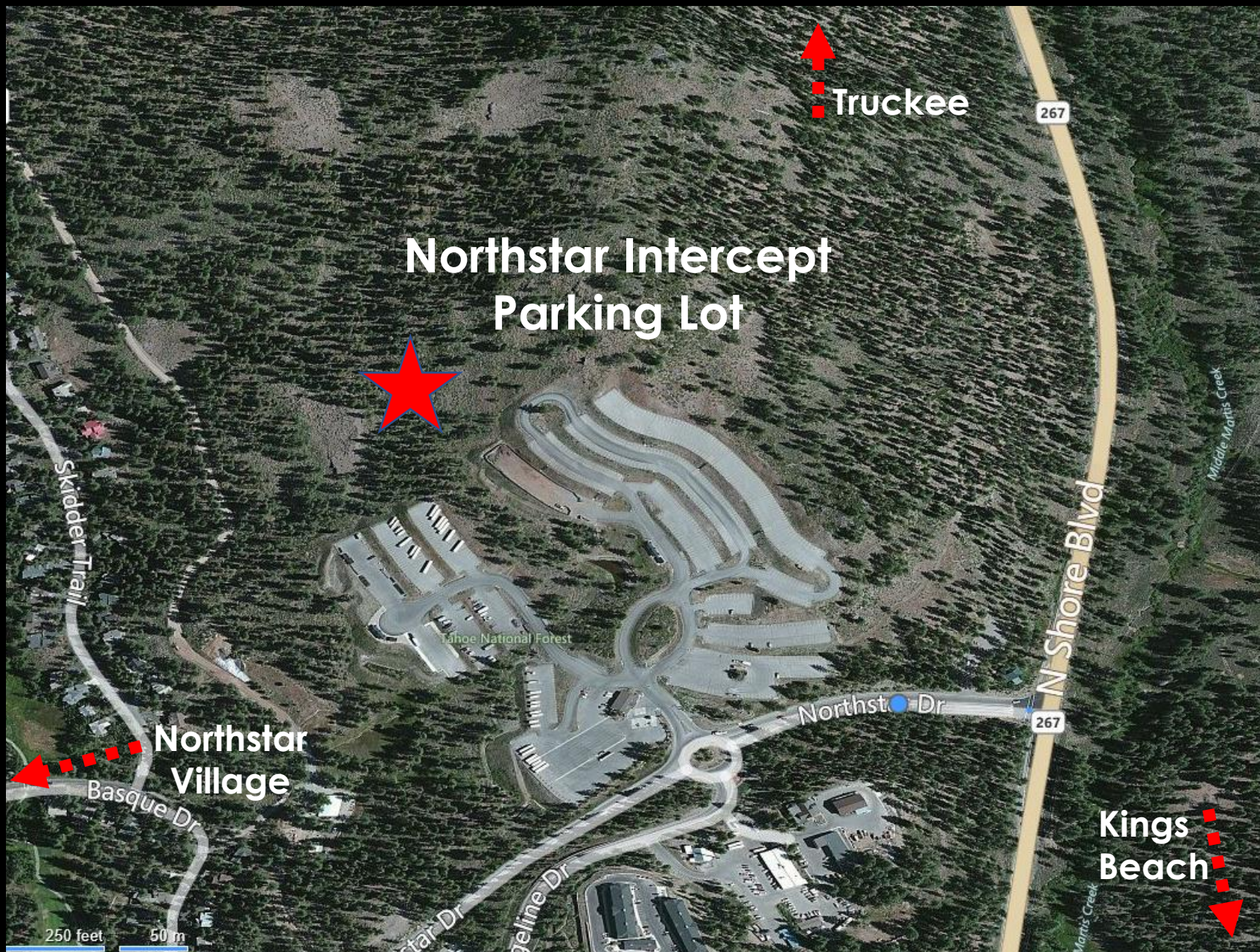
Introducing...



The
StagesTM
at Northstar
Tahoe's Regional Arts Theatres
www.tahoearts.net

Tahoe
Regional
*Arts*TM
Foundation

Supporting the Visual & Performing Arts
www.tahoearts.net





Tahoe
Regional *Arts*™
Foundation
Supporting the Visual & Performing Arts
www.tahoearts.net

“Projected Timeline”

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

Consultants / Partners / Funders



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



TAHOE TRUCKEE
COMMUNITY FOUNDATION

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

Mike Kazmierski

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

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

***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

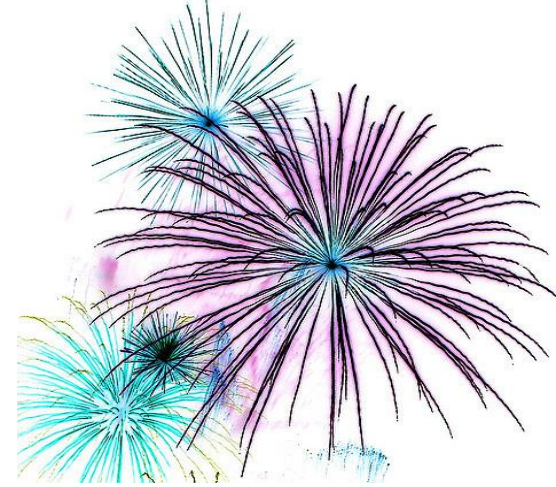
By publicly supporting the arts, you are encouraging other businesses to become increasingly involved in their communities.

Arts & Business Awards Advisory Committee

THANK YOU!

- **Alexis Hill**, City of Reno
- **Francine Burge**, City of Sparks
- **Tracey Oliver**, Sierra Arts Foundation
- **Debra Modellmog**, 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



Mark Your Calendar!

October 17, 2019

5:00 pm – 7:30 pm

Grand Sierra Resort

“EDAWN’s Existing Industry Awards”