



Debra Soule / November 11/21

ARTS & CULTURE

CTA BOARD MEETING PRESENTATION

VISIT
CARSON
CITY NV

PRESENTATION OUTLINE

- Arts & Culture Master Plan Update
- Redevelopment Special Event Grants
- Public Art Policy
- Roundabout Public Art Project
- City ARPA Funds Working Group
- Cultural Mapping Project
- State distributed ARP grant opportunities



ARTS & CULTURE MASTER PLAN REVIEW & UPDATE



Carson City
ARTS AND CULTURE MASTER PLAN
2021 - 2026



REDEVELOPMENT SPECIAL EVENT GRANTS



PUBLIC ART POLICY



ROUNDAABOUT PUBLIC ART PROJECT



An Arts and Culture allocation from Unallocated Funds?

ARP Block Grant Eligible Uses:



USE #1: RESPOND TO PUBLIC HEALTH EMERGENCY OR ITS NEGATIVE ECONOMIC IMPACT.

- Economic harms to **workers**, household, **small businesses, impacted industries**, and the public sector.
- The ARP further clarifies eligible use of funds for assistance to small businesses, nonprofits, and hard-hit industries like **tourism, travel, and hospitality**. Arts and culture are part of all of these sectors and can contribute significantly to their recovery.

A local arts and culture initiative/project would achieve the goals above by:

- **Making our community healthier.** A recent study found that exposure to the arts results in a 66% improvement in individuals experiencing depression, 50% improvement in anxiety symptoms, and an 83% decrease in stress.
- **Supporting the local tourism industry.** Every visit to an arts event generates \$31.47 per person beyond the ticket cost in spending on transportation, meals, parking, accommodation, retail, and more.
- **Making our local economy stronger.** The U.S. Bureau of Economic Analysis reports that arts and cultural production accounts for \$10,657,409,000 (over 10 billion) and 6.0% of the Nevada economy, contributing 53,120 jobs. Public investment in arts workers & arts organizations is key to our economic recovery.
- **Making our community more equitable.** Studies show that exposure to arts and culture makes students 5x more likely to graduate high school, lowers neighborhood crime rates by 18%, and increases civic participation by 2x.

CULTURAL MAPPING

Name	Address	City	State	Zip	Phone	Latitude	Longitude	Tab_Name	Subtype	PIC_URL	THUMB_URL	Short_Desc	WEBSITE	DESC1
CULTURAL Cultural Organizations														
Levada Al	716 N Cars	Carson Cit	NV	89701	(775) 687-	39.16831	-119.767	CULTURAL	State Arts	https://visitcarsonci		The Neva	https://www.carsonci.com	Carson
Carson Cit	191 Heidi	Carson Cit	NV	89701	(775) 720-	39.12462	-119.741	CULTURAL	Networki	https://visitcarsonci		The coalit	http://artscarsonci.com	
Capital Cit	108 E Proc	Carson Cit	NV	89701		39.16538	-119.766	CULTURAL	Visual Art	https://visitcarsonci		The Capit	https://www.ccapital.com	
Levada Gi	2883 San J	Minden	NV	89423	(619) 995-	39.0481	-119.746	CULTURAL	Visual Art	https://visitcarsonci		The Neva	https://www.nevada.gov	
he Neva	449 W Kin	Carson Cit	NV	89703	(775) 883-	39.16365	-119.77	CULTURAL	Visual Art	https://visitcarsonci	http://visitcarsonci.com	The art in	http://nevadacultural.org	Carson
Carson Cit	191 Heidi	Carson Cit	NV	89701	(775) 883-	39.12462	-119.741	CULTURAL	Music	https://visitcarsonci		The Carso	http://ccsymphony.com	
Mile High	191 Heidi	Carson Cit	NV	89701	(775) 720-	39.12462	-119.741	CULTURAL	Music	https://visitcarsonci	https://visitcarsonci.com	The Mile H	http://milehighjazz.com	
Classic Cir	990 Minne	Carson Cit	NV	89703	(775) 431-	39.16974	-119.771	CULTURAL	Film	https://visitcarsonci		The Carso	https://ccclassics.com	
outh The	951 N Ste	Carson Cit	NV	89701	(775) 450-	39.16942	-119.764	CULTURAL	Performa	https://visitcarsonci		Youth The	https://www.youththeatre.com	
VNC Mus	2201	Carson Cit	NV	89703	(775) 445-	39.18408	-119.791	CULTURAL	Performa	https://visitcarsonci	https://visitcarsonci.com		https://www.vncmusic.com	
rosцениu	449 W Kin	Carson Cit	NV	89703	(775) 883-	39.16339	-119.77	CULTURAL	Performa	https://visitcarsonci		Prosceniu	https://proscenium.com	
orever D	1851 S Roc	Carson Cit	NV	89703	(775) 882-	39.15037	-119.762	CULTURAL	Performa	https://visitcarsonci		We are co	https://foreverdancers.com	
Vild Hors	1220 Thon	Carson Cit	NV	89703	(775) 583-	39.17178	-119.767	CULTURAL	Performa	https://visitcarsonci		Wild Hors	https://www.wildhorseshow.com	
Historical Societies														
Carson Cit	1207 N Cal	Carson Cit	NV	89703	(775) 887-	39.17187	-119.767	CULTURAL	Historical	https://visitcarsonci		Dedicated	http://chistorical.com	
Levada St	3301 E 5th	Carson Cit	NV	89703	(775) 684-	39.16064	-119.737	CULTURAL	Historical	https://visitcarsonci		After the	https://www.facility.com	

STATE DISTRIBUTED ARP GRANT OPPORTUNITIES

Funding possibilities for permanent
outdoor festival / event amphitheater
in Carson City ?

- Nevada Recovers



- EDA – Travel, Tourism and Outdoor Recreation – Competitive Grants stream – includes new infrastructure construction





THANK YOU

**VISIT
CARSON
CITY NV**