

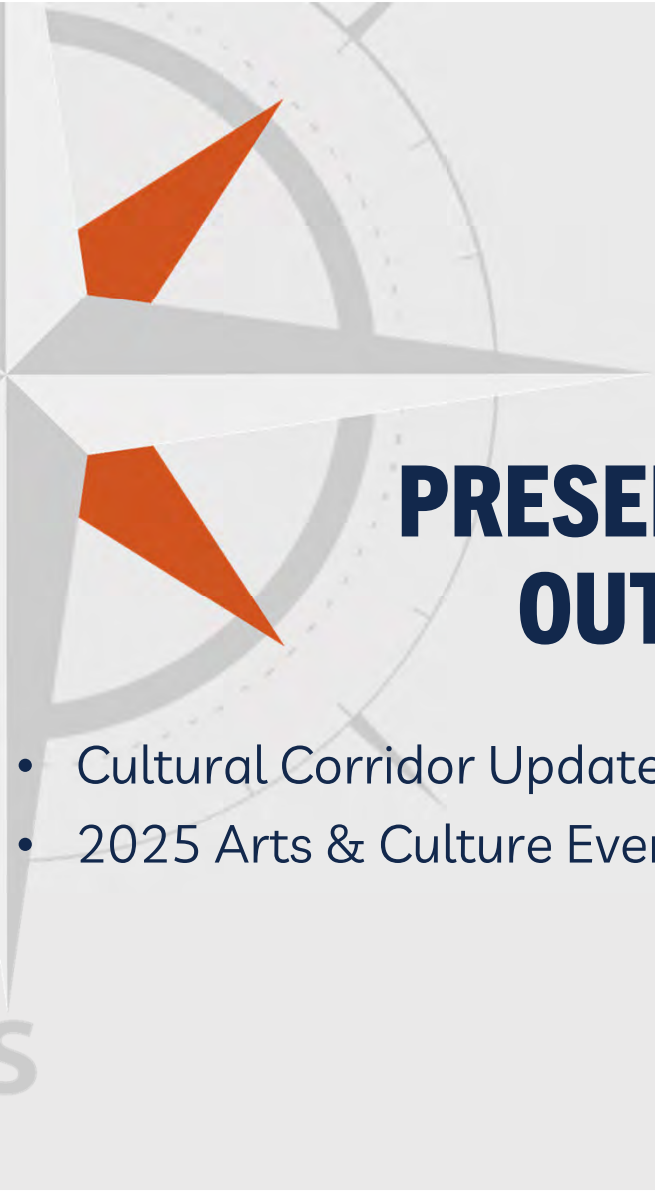


VISIT
CARSON
CITY NV

Eric Brooks – February 10, 2025

ARTS & CULTURE

CTA BOARD MEETING PRESENTATION



PRESENTATION OUTLINE

- Cultural Corridor Update
- 2025 Arts & Culture Events





Cultural Corridor Update

The 3 regional leads, Eric Brooks (Carson City), A. Perry (Virginia City), and Brian Fitzgerald (Carson Valley), have had regular meetings to discuss the grant award, possible budget adjustments, and upcoming key steps and deliverables.

An initial RFP for the Executive Director of the non-profit received one submission. A second RFP for the Executive Director was released on 12/31/24, with slight changes made from the first, based on the Working Group's feedback, primarily to increase the contract amount of the position.

In addition, Exhibit B, containing the Appendix II to Part 200, is now a part of the full RFP release. This exhibit has the contract provisions for non-federal entity contracts under federal awards.



A global market analysis of domestic (LA, San Francisco, Sacramento)/international (Canada, Mexico, UK) arts/culture visitors to the corridor is being created by Hermann Global.

A professional services contract with the Estipona Group to develop the Corridor's brand position, name, and brand package was finalized in December.

A professional services contract with the Estipona Group to develop a Corridor website and an in-web app was approved by the CTA Board of Directors at its December 9th board meeting.

The regional leads have contacted Jed Block from State Agent & Transfer Syndicate, Inc to begin the process of forming a new non-profit alliance to shape Corridor development, set policy, build membership, and secure and manage future resources.



Arts & Culture Events 2025

Lunar New Year (Year of the Snake)
February 1

2nd Annual Cinco de Mayo Celebración
May 2-4

5th Annual Plein Air Watercolor Carson City
Dates August 5-10

Silver State Art Festival (Fuji Park)
September 5-7

3rd Annual Murals & Music Festival
September 15-20

Mark Twain Days
October 16-18

2nd Annual Tamale Festival
December 14



THANK YOU

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