



## Mark Twain Days 2025 Final Report

Mark Twain Days 2025 had several major changes from the year before. After discussions with participants and venues.

- There would be a smaller footprint, with a focus on the downtown corridor, making events walkable, including McFadden Plaza and the Legislature grounds. Due to a permitting issue, the planning had short notice to pivot and move nearly everything to Brewery Arts Center. (BAC)
- The literary format was emphasized at every chance.
- Virginia City, NV primarily had events on Saturday 18.
- New dates, moving from May 10-12 to October 16-19.
- The events numbered 30 compared to last year's 105. Event organizers concluded after the 2024 event that it was too spread out for a new event and consolidation would be important for future growth.
- Workshops were primarily on Saturday in two locations at the BAC. Tracked attendance went from under 100 to 945. Having events so close to one another allowed quick and easy movement, allowing visitors to attend multiple events while enjoying an outdoor stage with Will Houk DJ'ing and Jesse James Ziegler, Reno Poet Laureate, announcing poetry readings on the hour.
- Overall, the event was very successful, with many stakeholders and partners having large turnouts throughout the weekend. Moving to a literary format was vital to make this an event that people will travel to. Headliner Willy Vlautin has already been confirmed for 2026.
- Mark (Twain) your calendars, the next event will be October 15-18, 2026.

### Virginia City

The main draw was the V&T Railway's Twain Train, bringing over 200 passengers up from Eastgate Station. The train ride was accompanied by performances from the Reno Poet Laureate Jesse James Ziegler, Musicians Greg Gilmore and Charlie Marks and the Nevada State Folklife Specialist. The ride also featured refreshments and a souvenir

glass. Once in Virginia City, the Virginia City Tourism Authority had shuttles running between venues to allow accessibility for all demographics. Tours of the Territorial Enterprise Museum were sold out.

The Saturday and Sunday trains both sold out with 255 passengers each day.

## **Marketing – PR**

Brewery Arts Center took the lead on the organic social media reach. Visit Carson City's Lydia Beck, along with KPS3, assisted on many levels, including web page management on VisitCarsonCity.com.

We also partnered with KOLO, KUNR, KNVC, Carson Now, The Sierra Nevada Ally and The Nevada Business Magazine. The event was featured on the front page of the Nevada Appeal on Saturday.

Our partnership with the Virginia City Tourism Authority and the V&T Railway also had independent ad buys and social media strategies. This led to live coverage on the Friday of the event in Virginia City

## **Highlights**

- Historic walking tours along the Kit Carson Trail.
- Donkey driven wagon rides.
- Downtown Business Association Treasure & Scavenger Hunts.
- Free Mark Twain books at BAC.
- Open Air Fair.
- Harvest Train with the Nevada State Railroad Museum.
- Chautauqua with Hope Academy at BAC.
- The big miss was the sign company hanging last year's sign without reading it and said Mother's Day Weekend on it. We believe this negatively affected the attendance. BAC representatives daily asked for them to take it down to no avail.
- Twain & Bulette: Together Again, featuring McAvoy Layne and Kim Harris.
- The BAC Exhibition Hall hosted their monthly Connections meeting by coordinating the guest speaker, Dave Moore, a former reporter at The Gold Hill News.

This complemented the artist reception afterwards with “Remembering the Gold Hill News 1974-1978”. There were over 100 attendees experiencing, many for the first time the incredible power and import of what the paper accomplished in such a short time.

The big win was the Low Brow Social at the Nevada State Museum. Much like last year it had poets and solo musicians spread throughout the incredible space. Music was by the Carson Ragstreet Band and was the perfect fit for the night. A continuing partnership with Minden Mill brought in drink sales as a benefit to BAC with their custom created huckleberry cocktail, in homage to Mark Twain. Ticket sales were more than double the previous year. The catering was from Nashville Social Club, who also programmed concerts at their venue each night.

### Survey

Unfortunately, the survey went out quite late and there were only 8 responses, all with positive feedback. This will be a focus on next year's event with online opportunities through a QR code throughout the event at venue locations.

THURSDAY OCTOBER 16 | 5PM | ALL AGES | FREE



**MARK TWAIN CARSON CITY NEVADA DAYS 2025**

**OCT 16TH** 5PM | OPENING RECEPTION | BAC EXHIBITION HALL  
5:15PM | CONNECTIONS CENTRAL | BAC BALLROOM  
7:30PM | HOPE ACADEMY | BAC PERFORMANCE HALL

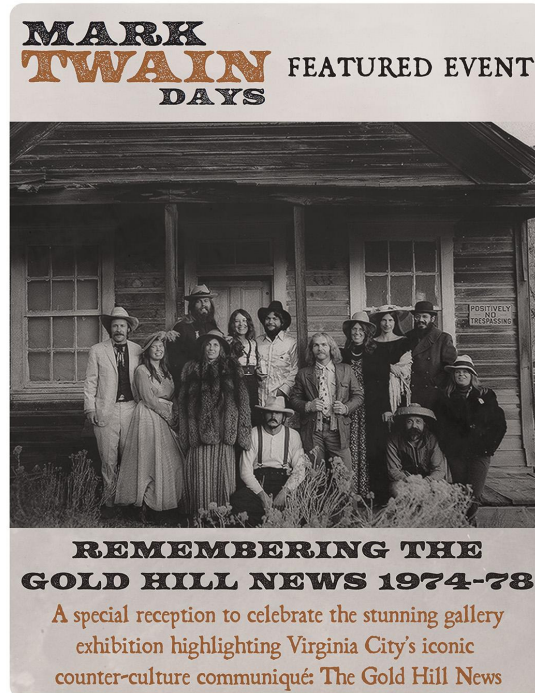
**OCT 17TH** 2PM | TWAIN TRAIN | V&T RAILWAY  
2-4PM | DISCUSSIONS | NEVADA STATE LIBRARY  
BRAD McMULLEN - NEVADA FOLKLORE | DANI PUTNEY - POETRY  
7:30PM | MCAVOY LAYNE | BAC PERFORMANCE HALL  
TWAIN & BULETTE: TOGETHER AGAIN - FEATURING KIM HARRIS

**OCT 18TH** 9AM | KIDS FISHING DAY | BAILEY'S FISHING POND  
10AM | TWAIN GHOST WALK | MCFADDEN PLAZA  
11-4PM | OPEN AIR FAIR | BREWERY ARTS CENTER  
PERFORMERS, FOOD TRUCKS, VENDORS, WAGON RIDES, & MORE!!!  
12-3PM | WORKSHOPS | BREWERY ARTS CENTER  
FEATURING: SUZANNE WILLIAMS, JED BLOCK, MICHAEL SMITH,  
JEN TUNE, FII CORBIT, MICHAEL BRANCH, DR. AMY GHILIERI,  
& NEVADA STATE FOLKLOREIST BRAD McMULLEN  
6PM | LOW BROW SOCIAL | NEVADA STATE MUSEUM  
A DRESSED DOWN EVENING OF FOOD, MUSIC, LIBATIONS, & DANCING  
FOOD BY NASHVILLE SOCIAL CLUB - DRINKS FROM MINDEN MILL


**THU TO SUN** 12-4PM | GOLD HILL NEWS | BAC EXHIBITION HALL  
A STUNNING EXHIBITION HIGHLIGHTING VIRGINIA CITY'S ICONIC  
GOLD HILL NEWSPAPER CIRCA 1974-1978  
10A-3:30P | HARVEST TRAIN | RAILROAD MUSEUM  
10/18 & 10/19 | \$15 WRESTLAND FOR UNLIMITED TRAIN RIDES  
PLUS A PUMPKIN PATCH AND MORE FALL FAMILY FUN!  
ARSENIC & OLD LACE | BAC BLACK BOX THEATER  
PROSCENIUM PLAYERS INC REPRISAS THIS CLASSIC FOR THEIR  
60TH ANNIVERSARY SEASON | 10/17 & 10/18 @ 7PM | 10/19 @ 2PM  
DAILY LIVE MUSIC | NASHVILLE SOCIAL CLUB  
10/16 - TONY EVANS JR | 10/17 - TIN DRUM FAMILY BAND  
10/18 - EVERY BROTHERS EXPERIENCE | 10/19 - SONGWRITER ROUND  
TWAIN BEER | LANGHORNE LAGER ON TAP | THE FOX

FULL SCHEDULE AT [MARKTWAINSDAYS.COM](http://MARKTWAINSDAYS.COM)





**MARK TWAIN DAYS** FEATURED EVENT



**REMEMBERING THE GOLD HILL NEWS 1974-78**

A special reception to celebrate the stunning gallery exhibition highlighting Virginia City's iconic counter-culture communiqué: *The Gold Hill News*

**PLUMAS BANK** **BAC EXHIBITION HALL** **VISIT CARSON CITY NV**  
449 W. KING ST | CARSON CITY, NV  
[WWW.BREWERYARTYS.ORG](http://WWW.BREWERYARTYS.ORG)

FRIDAY OCTOBER 17 | 7:30PM | ALL AGES | \$40

SATURDAY OCTOBER 18 | 6PM | 21+ | \$50

**MARK TWAIN** FEATURED EVENT DAYS



**MARK TWAIN & JULIA BULETTE TOGETHER AGAIN**

A CHAUTAUQUA PERFORMANCE  
STARRING MCAVOY LAYNE & KIM HARRIS



BAC PERFORMANCE HALL  
511 W. KING ST | CARSON CITY, NV  
WWW.BREWERYARTYS.ORG



**MARK TWAIN** FEATURED EVENT DAYS



**LOW BROW SOCIAL**

A dressed down evening of food, music, libations, & dancing

- Museum wide scavenger hunt with artists, musicians, and poets -
- Southern inspired cuisine catered by Nashville Social Club -
- Custom Mark Twain Cocktail from Minden Mill -
- Live hot jazz with Carson Street Ragtime Band -
- Langehorn Lager from Fox Brewery -
- No dress code -

NEVADA STATE MUSEUM | 600 N CARSON ST



TICKETS AVAILABLE AT  
WWW.BREWERYARTYS.ORG

