



VISIT
CARSON
CITY NV

Arts and Culture

CTA BOARD MEETING PRESENTATION

December 8, 2025 | Eric Brooks



November Recap

- Silver State Art Festival Final Report
- Dust & Wonder Update
- Silver & Snowflakes
- Viewing Art as the Mundane
- February Tease....

Silver State Art Festival Recap

- The Silver State Art Festival took place September 5-7, 2025.
- Over 40 painters, photographers, gourd works, ceramicists, jewelry, wood, and metal workers participated. Local artists were joined by artists from throughout California and Missouri.
- Attendance was between 1,500-2,000 from all around the region. Nonprofits set up booths in the park along food trucks and music.
- The raffle and silent auction raised \$11,000 for the local art agencies. Since 2016 they have donated over \$65,000 to local nonprofits.
- A heartfelt thank you to our dedicated sponsors-VCC, NAA, Fast Frame, and BAC, as well as to every artist and volunteer.



The Dust & Wonder Trail

The Dust & Wonder Trail has had positive progress over the past quarter. The 501-c3 nonprofit has been established with a board representing all 3 destinations.

The Estipona Group has finalized the logo and brand guidelines and is continuing to build out the website and in-web app.

The website will provide detailed information about upcoming events, exhibitions, workshops, and tours, including schedules, descriptions, and ticketing options. It will facilitate online donations, memberships, and other forms of financial support and engagement.



- The plan will include a carefully crafted and curated public art infrastructure plan to add visual interest and artistic diversity to the corridor.
- The in-web app offers personalized, interactive features that can significantly enrich the in-person experience.
- Town Hall meetings were held in Carson City, Minden, and Virginia City to talk with the community about the plan and to hear ideas and thoughts of how this will be a unifying force of the region and be a positive benefit for all three unique destinations.
- One idea for the public art element is to honor the mighty railway culture that truly connects all three locations. The first nine sculptures will be installed at historic spots in Carson City as an America250 project. Stay tuned for some exciting news.



Silver & Snowflakes

Capitol Building Grounds

Join in the annual tree lighting ceremony on the Capitol Grounds with the traditional caroling by the city's 5th grades, sleigh rides down Carson Street, Santa, the Grinch, and hot chocolate to kick-off the holidays in Carson City!



Featuring:
Carson City's Fifth Graders
Capitol Grounds Lighting
Sierra Alp Horn Players
Electric Carriage Rides
Santa & the Grinch
Caroling & more

FRIDAY | DECEMBER 5 2025 | 4:30PM
CARSON CITY CAPITOL GROUNDS
LEARN MORE AT BREWERYARTS.ORG





While walking on the shores of the Yucatan, I couldn't help notice how art, maybe creativity is a better word, was used to turn the normally mundane were elevated to create spaces that bring a touch of serenity and joy.

The takeaway for me, we don't need a giant statue or 100 murals to bring arts experiences to everyone living and visiting us.

I'd like to start working on a strategy of how City Government, Civic Leaders, and Developers could look at integrating creative ways to expand the arts and culture landscape as Carson City continues to develop.



Coming to a Mills Park near you...

We can't say much right now, but in collaboration with The Potentialist Workshop, and Brewery Arts Center, Visit Carson City is making nights in February a little brighter, making glow more glowier, and no, it's not the biggest lightbulb in the world. Although something big is in the works. There are 2 teases on this slide. Any guesses?



THANK YOU



VISIT
CARSON
CITY NV