

CARSON CITY ARTS AND CULTURE STRATEGIC PLAN 2022 - 2026

Implementation Monitoring FY2026

OVERALL STRATEGIC OBJECTIVES	RECOMMENDED ACTIVITIES	SCHEDULE 22-26	LEAD	OTHER RELEVANT PARTNERS	FY2026 OUTPUT EVALUATION OF ACTIVITIES	OVERALL STRATEGIC OBJECTIVE OUTCOMES
1. Create cultural facilities and public spaces that enable a wide range of cultural activities and events	1.1 FACILITIES AND CULTURAL ASSETS INVENTORY Regularly update the City's inventory of cultural and heritage facilities, city venues and cultural assets, including facility information through digital cultural maps with direct links to each facility for this information.	23-26	City Staff CTA Staff	Cultural Facilities	The CTA Arts & Culture Program Manager updated the database and inventory of arts and cultural resources in Carson City. The list, with website links, was provided to the marketing team for inclusion on the Visit Carson City website	The Cultural Asset inventory provides insight into arts and cultural facilities and public spaces.
	1.2 ARTS INCUBATOR Investigate opportunities for a stand-alone arts incubator facility (i.e., shared offices, training facilities, resource library, board room, business center, studio space, exhibit gallery, demonstration space etc.)	23-26	City Staff CTA Staff	Carson Valley Arts Council	There was no movement on this in FY26. The Copeland Building in Gardnerville is still in the slow process of becoming an asset for the region as a makerspace.	An open to public makerspace for artists and crafts of all kinds.
	1.3 MULTICULTURAL AND HERITAGE FACILITIES / VENUES Work cooperatively with local and regional public and private heritage organizations to support facility development that showcases the rich cultural traditions that contribute to Carson City's diverse cultural traditions and rich history encompassing language, food, art, crafts, architecture, ethnic celebrations, customs, and historical events.	22-26 Ongoing	City Staff CTA Staff	Murals & Music Festival w/BAC / Cinco de Mayo w/BAC / Dia de Los Muertos w/NSM, WNC, BAC Tamale Festival w/BAC / Mark Twain Days w/BAC	The CTA continues the strong partnerships with Brewery Arts Center (BAC) and the Nevada State Museum (NSM) highlighting the diverse cultural traditions in our community. Cinco de Mayo was a collaboration with BAC, Carson City Parks, Recreation and Open Space, VCC, and Carson High Latin Club. This was a 3-day celebration including a taco competition, dance, costume, music, kids' activities, and artwork. The third annual Murals & Music Festival brought artists from Mexico and Spain to paint with local, regional, and national muralists. In total, 17 new murals were added to the public art collection. The second annual Tamale Festival was a huge success, several vendors sold out. In FY26, the event was held inside the black box theater with better logistics to move attendees in and out. Mark Twain Days partnered with the V&T Railway, the NV State Library, Downtown Business Association, Minden Mill, and Nevada Arts Council. Events were centered around the BAC campus and included historical talks, music, dance, art vendors, workshops, lectures, and an evening at the NSM for a relaxed night of music, art, and a scavenger hunt throughout the museum. Dia de Los Muertos at the NSM had 7 altars made by community members and a reception consisted of Mexican food and drink.	These special events in collaboration with multiple entities enrich the community and celebrate diversity, equity, and inclusion. Utilizing existing public facilities and spaces for events add value to each showcase of Carson City's cultural heritage.
	1.4 CULTURAL INFRASTRUCTURE Explore options for dedicated outdoor festival and event space and provide professional advice and expertise when city infrastructure is improved or introduced, to ensure that it can support a growing arts and culture program and events schedule and reflects best practice.	22-26 Ongoing	City Staff CTA Staff	BAC Sassafras	The CTA sponsored the BAC mobile stage on their outdoor campus to accommodate the Levitt Amp Concert Series and a growing number of arts and culture events and festivals in Carson City. The mobile stage held 12 free community concerts in FY26. The mobile stage was set up for the new NV Pride, a celebration of the LGBTQIA+ community. This year also had events on Friday, Saturday, and Sunday, to encourage longer overnight stays. This event will expand in FY27 with invitations to other rural communities to come celebrate in the Capital City.	The mobile stage adds to Carson City's facilities and public spaces for a wide range of cultural activities and events. The mobility is an asset to the entire community for future events.
2. Introduce a broad spectrum of cultural programs, events, destinations	2.1 FESTIVALS AND EVENTS Support new and existing annual festivals and events to leverage increased cultural tourism, economic impact, and audience development. Promote cooperation, collaboration and co-venturing among cultural organizations, private producers and the city for cultural and heritage festivals and events that enable higher professional production standards, wider promotional channels, & increased cooperation amongst festival and event organizers.	23-26 Ongoing	City Staff CTA Staff	BAC NSM CMNN Parks, Rec. & Open Space	VCC supported the continued growth and professional development of key cultural events, including the Carson City Murals & Music Festival, Mark Twain Days Literary Festival, Tamale Festival, and Cinco de Mayo. Support focused on strengthening partnerships among cultural organizations, event producers, artists, businesses, and City departments while expanding cultural tourism opportunities and community participation. These collaborations helped elevate production quality, broaden promotional reach, develop new audiences, and reinforce Carson City's growing reputation as a destination for arts, culture, and heritage experiences. In collaboration with Rebecca Kitchen, VCC has a monthly feature on KOLO 8 for arts and culture events.	The annual festivals contribute to Carson City's annual festival line up and show the city's unique culture and talent through literary arts, music, and history/heritage.

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and arts initiatives that showcase Carson City's unique culture and talent.				Community and regional stakeholders		
	2.2 PROJECTS EXPRESSLY FOR INDIVIDUAL ARTISTS Explore and support special project categories and encourage programs across cultural organizations that involve and employ local individual artists, such as neighborhood and city street murals, banner competitions, video documentaries, street furniture and signage, artist residencies, and community problem solving artist teams.	23-26 Ongoing	City Staff CTA Staff	BAC / Parks, Rec, & Open Space / Local Artists/ NSM / Local Business's /Nevada Arts Council / Travel Nevada / NAC	VCC expanded opportunities for individual artists through public art, festivals, murals, and community-based cultural projects. Initiatives such as the Carson City Murals & Music Festival, Dust & Wonder Trail, and other site-specific projects directly engaged local and regional artists while creating opportunities for collaboration with visiting national and international artists. These efforts provided paid creative opportunities, increased artist visibility, activated public spaces, and demonstrated the value of incorporating artists into Carson City's placemaking, tourism, and community storytelling. FY26 added 17 murals and 9 interpretive railroad spike sculptures to the public art collection,	These festival activities showcased regional artists and brought civic pride and collective identity to the community at large while also drawing overnight stays.
	2.3 ARTISTS "OPEN STUDIOS" AND TOURS Work with local visual artists, musicians, literary artists, dancers, actors, and media/film artists to establish a network of studios /offices/exhibition spaces open to the public to visit on certain dates as an "Open Studios" community project - bringing artists and arts consumers directly in touch with each other.	22-26 Ongoing	City Staff CTA Staff	Local artists, art studios and arts, culture and heritage destinations	There is still no organized Open Studio Tour in Carson City. As the Dust & Wonder Trail continues to develop, there will be opportunity for a year-round listing of art studios to visit. The BAC Satellite Gallery inside the VCC office hosts quarterly artist receptions where the public is invited to meet the artist and learn more about their process. VCC created opportunities for the public to engage directly with working artists through live painting, demonstrations, exhibitions, performances, and cultural events. Programs such as Murals & Music brought the creative process into public view, allowing residents and visitors to meet artists and experience artwork as it was created. These efforts strengthened connections between artists and audiences while laying groundwork for expanded artist tours, studio visits, and other direct-engagement opportunities in the future.	The programs showcase Carson City's unique arts, culture, & heritage destinations and talent.
	2.4 ARTS-RELATED BUSINESSES & CREATIVE INDUSTRIES PROFILE Inventory arts-related and creative-economy businesses in the cultural maps provide opportunities for marketing this segment of the arts and culture sector.	22-23	City Staff CTA Staff	Cultural Businesses Historical Societies Cultural Organizations	VCC strengthened the visibility and reach of the local creative economy through public art, cultural mapping, festivals, and partnerships. FY26 outcomes included the addition of 17 new murals through the 3rd annual Carson City Murals & Music Festival, featuring two international artists; continued development of the regional Dust & Wonder Trail; expansion of cultural and public art mapping; and direct collaboration with artists, cultural venues, museums, local businesses, and event partners. These efforts created paid opportunities for artists, drove audiences to cultural districts and partner locations, and connected Carson City's creative businesses and cultural assets more directly with the visitor experience. The Carson City Mural Map was updated online and includes descriptions and locations of 72 murals. A walking tour was created and printed, this self-guided tour highlights 29 murals in the downtown corridor. The Points of Unity map gives visitors and locals 8 locations to explore, highlighting arts, history, and culture.	More than 2,500 of the printed Mural Festival maps were utilized by residents and visitors in FY26. The VCC website was also a resource to find information about the murals, artists, and creative economy businesses and organizations.
	2.5 ARTS AND CULTURE INTEGRATION ACROSS TOURISM/LODGING BUSINESSES Integrate Carson City arts and culture content across local tourism businesses, agencies and lodging properties to enhance authentic local visitor experience.	22-26	CTA Staff	Regional Tourism Businesses & Agencies Lodging Properties	Printed collateral and Mural maps were distributed to regional tourism agencies and lodging properties before and after the event. FY26 efforts included distributing Murals & Music and public art maps through visitor-facing locations; promoting cultural attractions, museums, historic sites, and arts events through Visit Carson City channels; and connecting local businesses with major cultural events including Murals & Music, Mark Twain Days, the Tamale Festival, and Cinco de Mayo. Development of the Dust & Wonder Trail is further expanding this approach by linking art, history, museums, cultural sites, and businesses into a regional visitor experience designed to encourage exploration and longer stays.	The Murals & Music Festival worked to form relationships with tourism agencies and lodging properties to give an experiential arts and culture interaction.
	2.6 CULTURAL HERITAGE Develop and market cultural tourism attractions that showcase Carson City's history and authentic cultural heritage in response to visitors that are seeking this type of	23-26	CTA Staff	BAC/NSM/ Carson City High Latin Club/ Family Food	VCC collaborated with NSM, BAC, Parks, Recreation, & Open Space, Carson High Latin Club along with local food truck vendors, artists, musicians, and dancers for a 3-day celebration of Hispanic and Latino culture. There were over 800 in attendance for the Taco Competition, family activities, live painting,	This festival in collaboration with Hispanic leaders in the Carson City community gives reason to celebrate diversity through food, music, dance, and costume. Building communal bridges.

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	tourism offering.			Truck Friday Nevada Day Pow Wow Murals & Music	music, costume, and dance. VCC endorsed the Nevada Day Pow Wow at the MAC. This public event showcases Native American/First Nations dancing and singing, also a wide variety of Craft and Food vendors are on site. There is a Hand Game Tournament, Horseshoe Tournament, and a Youth 3on3 Tournament. In partnership with NSM, a site-specific mural of Captain Jack, a Paiute who made the first written map of the Pyramid Lake area, was commissioned and executed by Paiute/Navajo artist Autumn Harry. FY26 work included continued development of the Dust & Wonder Trail and its interpretive storytelling at historic sites; planning for the 69-foot DRIVEN railroad monument at the Nevada State Railroad Museum; installation of Points of Unity markers highlighting Indigenous, Chinese American, railroad, and community history; and support for Mark Twain Days and other heritage-based programming. Together, these projects use art, interpretation, and authentic local stories to transform historic assets into engaging visitor experiences while encouraging exploration of Carson City’s museums, landmarks, cultural districts, and historic sites.	The Pow Wow showcases part of Carson City’s history and authentic cultural heritage. The NSM mural is the second of three planned for the north side of the museum, each to be created by an Indigenous artist.
	2.7 ANNUAL RECOGNITION CELEBRATION Host an annual awards celebration to honor those who have advanced the arts and culture in the city.	24-25	City Staff CTA Staff		There is no annual recognition celebration. The A&C Program Manager is working with BAC staff for a potential award celebration for artists and businesses who support the arts for FY28. VCC hosted a celebration dinner for the 2026 mural artists and selected sponsors at Nashville Social Club at the end of the Murals & Music Festival. All artists were presented with a Certificate of Recognition from Senator Jacky Rosen.	Honoring businesses and individuals for contributing to the arts and culture movement will add value to future giving and encourage growth throughout the city.
	2.8 EXPERIENTIAL TOURISM Encourage and assist in the development of experiential cultural tourism initiatives which reflect the authentic culture and heritage of Carson City. The demand for experiential tourism has grown exponentially worldwide as visitors seek more meaningful travel options in which they can actively participate in an activity that is engaging and insightful.	22-26	CTA Staff	Travel Nevada Douglas County Gardnerville Genoa Minden Virginia City Gold Hill Silver City	VCC advanced experiential tourism through development of the Dust & Wonder Trail, a regional cultural tourism experience connecting public art, historic sites, museums, railroad heritage, and authentic community stories throughout Carson City and neighboring communities. Through site-specific railroad spike sculptures, interpretive storytelling, public art, maps, and digital content, the trail encourages visitors to actively explore the region rather than simply observe it. FY26 development included new sculpture locations, interpretive content, partnerships with museums and historic properties, and continued work on DRIVEN, the planned 69-foot landmark at the Nevada State Railroad Museum. Together, these efforts are creating a distinctive visitor experience that uses art as the gateway to discover the history, people, and places of Northern Nevada. A life-size Mark Twain statue/bench was installed in McFadden Plaza, visitors and locals are encouraged to sit with Twain and have a conversation.	Create a unified regional entity, strengthen regional tourism infrastructure, promote public art and cultural expression, and build regional collaboration and civic participation.
	2.9 REGIONAL INITIATIVES Explore regional partnerships and collaboration that will expand local opportunities and further define Carson City’s culture and character.	22-26	CTA staff	Travel Nevada Douglas County Gardnerville Genoa/Minden Virginia City Gold Hill Silver City	VCC strengthened regional partnerships that extend arts and cultural tourism beyond city boundaries. A major FY26 focus was development of the Dust & Wonder Trail, connecting Carson City with Carson Valley, Virginia City, Gold Hill, and Silver City through public art, historic sites, museums, and shared storytelling. Collaboration with Travel Nevada, regional museums, cultural organizations, artists, municipalities, and historic properties helped build a more connected visitor experience. Carson City also continued its leadership and collaboration within Nevada’s growing mural movement, sharing artists, ideas, and partnerships with communities in Lovelock and Winnemucca. These efforts position Carson City as both a cultural destination and a hub for exploring the broader arts, history, and heritage of Northern Nevada.	These projects showcase arts, culture, history, and heritage assets of Carson City and adjacent regional communities.
3. Foster effective arts administrative	3.1 ADVANCE TRAINING AND CAPACITY-BUILDING FOR GRASSROOTS AND EMERGING ORGANIZATIONS/GROUPS Expand technical assistance and professional development opportunities for cultural organizations in Carson City to build	24-26	City Staff CTA Staff	Cultural Organizations BAC	VCC provided hands-on support to emerging cultural organizations, artists, and community partners through grant development, project planning, partnership building, marketing, and organizational guidance. FY26 efforts included assisting partners with Nevada Arts Council and Travel Nevada funding opportunities,	Strengthen the capacity and long-term sustainability of Carson City’s grassroots and emerging cultural organizations by improving access to professional development, technical

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structures and organizations with strong organizational, professional, business and tourism skills of individual artists and cultural organizations.	capacity, enhance management and business acumen with support from the Nevada Arts Council and external organizations.			NAC	supporting the continued development and organizational capacity of the Dust & Wonder Trail, and helping cultural partners navigate public art projects, artist agreements, permitting, budgeting, and cross-agency collaboration. This technical assistance helped strengthen local organizations’ ability to secure resources, manage increasingly ambitious cultural projects, and build sustainable partnerships.	assistance, funding resources, and organizational support.
	3.2 SPECIALIZED TRAINING AND NETWORKING FOR INDIVIDUAL ARTISTS Work with cultural organizations to offer specialized programs of workshops, seminars, guest speakers, and networking opportunities expressly for individual artists.	23-26	City Staff	Cultural Organizations NAC BAC Watercolor Festival	While no formal artist training series was offered in FY26, VCC created valuable professional networking and peer-learning opportunities through public art projects and cultural events. The Carson City Murals & Music Festival brought local and regional artists together with international artists, providing opportunities to exchange techniques, ideas, and professional experiences while working alongside one another. Dust & Wonder, Points of Unity, and other public art initiatives also connected artists with cultural organizations, historic sites, businesses, and community partners. These project-based opportunities helped artists build relationships, increase visibility, and expand their professional networks. BAC offers weekly classes for the community including painting, drawing, and ceramics. The 5th Annual Plein Air Watercolor Festival included a workshop for artists of all levels.	Strengthen Carson City’s creative community by providing individual artists with opportunities to develop professional skills, build meaningful connections, exchange ideas, and expand their visibility.
	3.3 Collaboration and partnerships Encourage and facilitate collaboration amongst cultural organizations, artists, businesses, tourism operators and the city to improve administrative structures, reduce costs, share resources, maximize facility use and enhance program and event outcomes.	23-26	City Staff CTA Staff	Travel Nevada Douglas County Gardnerville Genoa Minden Virginia City Gold Hill Silver City	VCC served as a connector among artists, cultural organizations, businesses, tourism partners, and public agencies to strengthen cultural programming and maximize shared resources. FY26 collaborations included the Brewery Arts Center, Nevada State Railroad Museum, Nevada State Museum, Carson City departments, Travel Nevada, Nevada Arts Council, regional cultural organizations, and numerous local businesses and artists. Major initiatives including the Carson City Murals & Music Festival, Dust & Wonder Trail, Mark Twain Days Literary Festival, Tamale Festival, and Cinco de Mayo relied on these partnerships to coordinate venues, funding, artists, marketing, permitting, and programming. This collaborative approach reduced duplication, leveraged partner resources, and expanded the reach and overall impact of Carson City’s arts and cultural initiatives. A life-size Mark Twain statue/bench was installed in McFadden Plaza. The sculpture, titled “Mark Twain III,” is part of artist Gary Lee Price’s “Great Contributors” collection and was funded through individual donations, the literary group “Never Sweats,” and the “Invisible Hands Foundation,” a 501(c)(3).	Stronger partnerships will reduce duplication, leverage funding and facilities, encourage cross-promotion, and create a more connected and sustainable arts and culture sector.
4. Continue cultural planning and monitoring of the Arts and Culture Strategic Plan and implementation of the arts	4.1 ONGOING CULTURAL PLANNING Engage in ongoing cultural planning and involve broad-based public participation in the planning process.	22-26	City Staff CTA Staff	Cultural Organizations London Tourism Publications BAC	VCC continued an active, collaborative approach to cultural planning by engaging artists, residents, cultural organizations, businesses, public agencies, and community partners in the development of arts and heritage initiatives. FY26 planning included extensive stakeholder coordination for the Dust & Wonder Trail, public art and mural projects, cultural festivals, and future heritage tourism experiences. Community input, artist participation, site-owner collaboration, and coordination with City and State partners helped guide project locations, storytelling, programming, and priorities. This ongoing process ensures Carson City’s cultural development remains responsive to the community while supporting long-term tourism and placemaking goals.	Through expanded festivals, public art, cultural heritage initiatives, regional partnerships, and projects such as the Dust & Wonder Trail, Visit Carson City connected artists, cultural organizations, businesses, historic sites, and public agencies around shared goals.
	4.2 EVALUATION AND ANNUAL REPORT Monitor and evaluate the Carson City Arts and Culture Strategic Plan as it is implemented, noting accomplishments, revisions and updates.	23-26	City Staff CTA Staff		VCC continued to monitor implementation of the Arts and Culture Strategic Plan through ongoing project evaluation and the annual reporting process.	Review documents, accomplishments, identify initiatives that remain in progress or have been deferred, and highlight emerging opportunities for future fiscal years.

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and culture strategies.	4.3 ARTS AND CULTURE SUMMIT Convene a cultural forum every two years involving artists and leaders from the cultural sector, business, government, the nonprofit sector, and the community in a one-day forum to assess and celebrate progress and to explore emerging needs and opportunities that should be noted in the Arts and Culture Strategic Plan.	23-26	City Staff CTA Staff	BAC Regional Arts Leaders Regional Artists	A formal Arts and Culture Summit was not convened during FY26. However, the significant growth in cultural programming, public art, regional partnerships, and cross-sector collaboration over the past several years has created an opportunity to revisit this initiative. VCC will explore convening an Arts and Culture Summit in FY2028, bringing together artists, cultural organizations, businesses, government, nonprofits, and community stakeholders to assess progress, identify emerging needs and opportunities.	The Summit will serve as a mechanism for community input and help inform future updates to the Arts and Culture Strategic Plan,
5. Encourage culturally appropriate arts and culture opportunities, events, activities and materials that are inclusive and reflect the cultural diversity of our community and visitors.	5.1 HERITAGE ARCHIVES AND PRESERVATION CENTER(S) Work with local Native American, Hispanic and Basque communities, as well as other ethnic/history/heritage organizations, including the State Museums and State Historic Preservation Office to ensure Carson City’s cultural heritage is protected, shared and showcased for generations to come.	22-26	City Staff CTA Staff	Washoe /Paiute/ Shoshone Tribes BAC / NSM Stewart Indian School Carson High Latin Club Murals & Music 1882 Foundation Carson City Historical Society	VCC advanced heritage preservation through partnerships and projects that document, interpret, and share the diverse stories of the region. FY26 work included collaboration with the Nevada State Railroad Museum, Nevada State Museum, Stewart Indian School Cultural Center & Museum, State Historic Preservation Office, Tribal representatives, the 1882 Foundation, and regional heritage organizations. Through the Dust & Wonder Trail, Points of Unity, public art, and interpretive projects, greater emphasis was placed on Indigenous, Chinese American, Basque, railroad, mining, and immigrant stories alongside Carson City’s broader history.	CTA partnered with community leaders and cultural organizations to have a curated, targeted reach into diverse communities underrepresented in Carson City. These partnerships help ensure cultural heritage is represented authentically, connected to the places where that history occurred, and preserved and shared with residents and visitors for future generations.
	5.2 OUTREACH TO A VARIETY OF DIVERSE AND SPECIAL POPULATIONS Encourage opportunities to make cultural programming more accessible to individuals within diverse and special populations through new program initiatives, linkages between cultural groups and social service agencies, as well as by encouraging artists and cultural organizations to increase accessibility of their programs through outreach and targeted programs.	22-26	City Staff CTA Staff	BAC / NSM Latino Arte STuro Art LLC Carson High Latin Club Mongolian Contortionist Center of SF Sassabration Nevada Day Pow Wow	VCC increased access to cultural programming by supporting free, public experiences that welcomed diverse audiences and elevated historically underrepresented stories. FY26 efforts included Cinco de Mayo and the Tamale Festival, Indigenous engagement in public art projects, and culturally inclusive storytelling through Points of Unity, Dust & Wonder, and Murals & Music. Projects highlighted Indigenous, Hispanic, Basque, Chinese American, and other cultural experiences while bringing art and heritage directly into parks, streets, festivals, and other accessible community spaces. The 3rd annual Murals & Music Festival included Leire Urbeltz (Basque), Prism (Mexico), Autumn Harry (Paiute) and Rafael Blanco (Spain). The line-up included 7 female artists and 9 multicultural artists. BAC presented a Spanish language theater performance by Latino Arte. VCC endorsed the Nevada Day Pow Wow at the MAC. Cinco de Mayo was brought back for a multi-day celebration at the BAC. VCC sponsored Nevada Pride, a celebration of the LGBTQIA+ community in Carson City and throughout Northern Nevada.	These efforts broadened participation, strengthened relationships with cultural communities, and helped ensure Carson City’s arts programming more fully reflects the people and histories of the region.
	5.3 INITIATIVES FOR THE LOCAL NATIVE AMERICAN COMMUNITY Collaborate with the local Great Basin tribal nations, in particular the Washoe Tribe of Nevada and California and their local colonies in Carson City. These initiatives could be in the form of cultural programming, art exhibits, festivals or powwows, and encouraging local youth art projects.	22-26	City Staff CTA Staff	Washoe /Paiute/ Shoshone Tribes NSM BAC Stewart Indian School Cultural Center and	VCC strengthened collaboration with local Indigenous communities by incorporating Indigenous voices, language, history, and contemporary representation into public art and cultural tourism initiatives. FY26 work included collaboration with the Stewart Indian School Cultural Center & Museum and Washoe community members; Indigenous language and storytelling within the Points of Unity and Dust & Wonder projects; and direct engagement with Indigenous participants and cultural representatives in the development of public artwork. VCC endorsed the Nevada Day Pow Wow at the MAC.	These events were focused on presenting a respectful presentation of contemporary Indigenous arts, artists, and artisans. With a focus on Western Shoshone, Paiute, and Washoe Tribes. These efforts helped build stronger relationships, increase the visibility of Great Basin cultures, and create opportunities for Indigenous stories to be represented within Carson City’s evolving cultural landscape.

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				Museum Nevada Day Pow Wow		
6. Incorporate culture in municipal planning, decision-making and placemaking to improve quality of life, enhance cultural tourism, economic development and community problem solving.	6.1 YOUTH-AT-RISK COLLABORATIONS THROUGH ARTS AND CULTURE Encourage cultural groups and social service agencies to collaborate on projects geared to building self-esteem and multidisciplinary skills for at-risk-youth and teenagers. These arts programs deter crime and drug use and offer creative alternatives during after-school hours, weekends, during holidays, and summer break.	22-26	City Staff	Social Service Agencies F.I.S.H. School District	No specific initiatives focused on at-risk youth were undertaken during FY26. This remains an opportunity for future development through partnerships among cultural organizations, artists, schools, youth programs, and social service providers.	Future efforts could utilize public art, music, performance, and hands-on creative programming to provide positive opportunities for youth engagement, mentorship, skill-building, and creative expression.
	6.2 INTERGENERATIONAL PROJECTS WITH THE ARTS Encourage cultural groups and social service agencies to collaborate on projects geared to building self-esteem and multidisciplinary skills for at-risk-youth and teenagers. These arts programs deter crime and drug use and offer creative alternatives during after-school hours, weekends, during holidays and summer break.	22-26	City Staff	Social Service Agencies Schools Western Nevada College	No specific intergenerational arts initiative was undertaken during FY26. This remains an opportunity for future programming that brings youth, adults, and older residents together through shared creative and cultural experiences.	Potential partnerships could use public art, storytelling, music, heritage, and hands-on arts activities to encourage mentorship, preserve community knowledge, strengthen connections across generations, and create meaningful opportunities for participation.
	6.3 PUBLIC ART Prepare a public art policy and oversee a public art program for the creation and inclusion of artwork in public spaces to include contemporary art and artworks that reflect the City’s unique cultural heritage and identity, to enhance our cityscape and the artistic richness of the capital city.	22-26	City Staff CTA Staff	Anna Freeman Arts & Culture Supervisor BAC	The Carson City Public Art Policy was approved by the BOS on 9/15/22. Public art remained a cornerstone of VCC’s arts and culture work in FY26. The 3rd annual Carson City Murals & Music Festival added 17 new murals, significantly expanding the city’s outdoor art collection. Development of the Dust & Wonder Trail and Points of Unity further integrated contemporary art with historic sites, cultural storytelling, and public spaces, while planning advanced for DRIVEN, the monumental 69-foot railroad spike sculpture for the Nevada State Railroad Museum. A life-size Mark Twain statue/bench was installed in McFadden Plaza. The Carson City Arts & Culture Strategic Plan has expired. VCC will work with City Staff to compile a new Strategic Plan for 2027-2031.	Together, these initiatives expanded Carson City’s public art footprint, created paid opportunities for artists, activated public spaces, and used art to express the capital city’s distinctive history, culture, and identity.
	6.4 CENTRAL CULTURAL DISTRICT Work with city departments to explore the creation of a “Cultural District” within the downtown corridor, while also addressing the arts and culture needs of all city areas.	23-26	CTA Staff City Staff	Downtown Business Association Historic Resources Commission	A formal Central Cultural District was not advanced during FY26 due to competing project priorities and available staff capacity. However, continued investment in downtown public art, Murals & Music, McFadden Plaza, the Brewery Arts Center, museums, historic resources, cultural events, and pedestrian-oriented visitor experiences has strengthened many of the assets that could anchor a future district.	Establishing a defined Cultural District remains a priority for future exploration, including collaboration with City departments, cultural organizations, businesses, property owners, and community partners to connect and promote these assets while ensuring arts and culture initiatives continue to reach neighborhoods throughout Carson City.
7. Encourage effective marketing and promotional tools for cultural organizations to reach and	7.1 CULTURAL ATTRACTIONS MAP Prepare cultural destinations maps to promote the area’s cultural assets, activities, major events and resources. Continue to update the map via print, websites, and special computer applications for mobile devices to be easily accessed by tourists, business visitors and residents.	22-26	City Staff CTA Staff	Cultural Businesses Historical Societies	VCC expanded and updated its cultural mapping resources in FY26 to make arts, history, and heritage easier for visitors and residents to discover independently. An updated self-guided Downtown Mural Map now highlights 29 murals and encourages exploration of Carson City’s growing public art collection, while the new Points of Unity map connects significant arts, history, and cultural locations throughout the community. These complement the Kit Carson Trail map.	Available as visitor-friendly resources, these maps strengthen wayfinding, encourage exploration beyond individual attractions, and connect cultural experiences with downtown businesses, museums, historic sites, and other community destinations.

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attract visitors and residents.	7.2 CULTURAL EVENTS CALENDAR Work with the Nevada Department of Tourism and Cultural Affairs (DTCA), the Nevada Arts Council, and local cultural organizations to provide event calendars and collaborative advertising opportunities for tourism-based events.	22-23	City Staff CTA Staff	NAC DTCA Cultural Organizations	VCC continued to provide a centralized platform for promoting arts, culture, heritage, and community events through the VCC website and broader tourism marketing channels. Looking ahead, the Dust & Wonder Trail website provides an opportunity to develop an additional regional cultural calendar, connecting arts and heritage events across Carson City and neighboring communities.	These resources will inform potential visitors of special events and create a uniformity among organizations developing content.
	7.3 PROMOTIONAL MATERIALS Assist in the production of print and digital marketing and promotional materials for the arts and culture sector and include arts and culture content on the Visit Carson City website.	23-26	City Staff CTA Staff	Cultural Organizations	VCC produced and supported a wide range of print and digital materials promoting Carson City’s arts and cultural offerings. FY26 deliverables included the updated self-guided Downtown Mural Map featuring 29 murals, the new Points of Unity arts, history, and culture map, promotional materials for the Carson City Murals & Music Festival and other cultural events, and continued development of branding, maps, interpretive materials, and digital content for the Dust & Wonder Trail.	Producing these marketing and promotional tools improves our reach and attracts visitors with accessible tools to discover and explore Carson City’s cultural experiences.
8. Explore a wide range of funding and grant opportunities to ensure that adequate funding and resources are available to support a well-functioning arts and culture sector.	8.1 GRANTS PROGRAM(S)	22 – 26	City Staff CTA Staff	Cultural Businesses Historical Societies DCTA NAC CARSON CITY Dust & Wonder Trail	VCC actively pursued and leveraged grant funding and outside resources to expand arts and cultural programming during FY26. Grant support played a significant role in advancing the Dust & Wonder Trail, Points of Unity, and the Carson City Murals & Music Festival, helping fund public art, artist commissions, cultural interpretation, promotional materials, and project implementation. Partnerships with organizations including Travel Nevada, Orchard House Foundation, Carson City, and Nevada Arts Council further extended available resources and strengthened project outcomes.	These efforts leveraged Visit Carson City investment with external funding, allowing larger and more ambitious cultural initiatives to move forward while building a more sustainable foundation for future arts and culture programming.
	8.2 THE PLANNING MATRIX	22 – 26	City Staff CTA Staff	Parks Recreation & Open Space	Arts and Culture Strategic Plan priorities were evaluated throughout FY26 in relation to available funding, staff capacity, partnership opportunities, project readiness, and community impact. Resources were prioritized toward actionable initiatives including public art, Murals & Music, Dust & Wonder, Points of Unity, cultural mapping, heritage tourism, and festival support.	Moving forward, a more formal planning matrix can be used to track priorities, anticipated costs, funding sources, timelines, responsible partners, and progress toward completion.
	8.3 MODELS RESEARCH	22 – 26	City Staff CTA Staff	Burning Man	The Arts & Culture Program Manager actively researched successful cultural tourism, public art, wayfinding, placemaking, and community development models through statewide and national professional development opportunities. FY26 participation included the CODAworx Summit in Washington, D.C., which focuses on the intersection of art, technology, light, and the built environment; the American Indigenous Tourism Conference in Choctaw, MS; the Nevada Arts Council’s biennial BRX gathering; Travel Nevada’s Rural Roundup; and the Governor’s Conference on Tourism. With the proximity to the Burning Man in the Black Rock Desert, we can leverage those relationships to purchase or rent art.	These opportunities provided exposure to emerging practices, innovative projects, funding strategies, and peer networks that can be adapted to strengthen Carson City’s public art, cultural tourism, and creative placemaking initiatives.
	8.4 DESIGNATED FUNDING SOURCES	22 – 26	City Staff CTA Staff		FY26 arts and culture initiatives were supported through a combination of VCC TOT funding, competitive grants, partner contributions, sponsorships, and in-kind support. Key outside funding partners included Travel Nevada and the Nevada Arts Council, with grant resources supporting projects such as the Dust & Wonder Trail, Points of Unity, and Carson City Murals & Music Festival. Additional support from community partners, cultural organizations, local businesses, sponsors, and participating venues helped leverage public investment and expand the scale and reach of programming	Continued diversification of grant, sponsorship, public, and private funding remains an important strategy for sustaining and growing Carson City’s arts and culture initiatives.
	8.5 REDEVELOPMENT GRANTS	22 – 26	City/ CTA Staff	RDA	Work with Carson City Redevelopment Authority on the Redevelopment Grants program for arts and culture events and activities.	This is ongoing.