Placer.ai

Levitt Foundation

Jun 15 - Sep 4, 2026

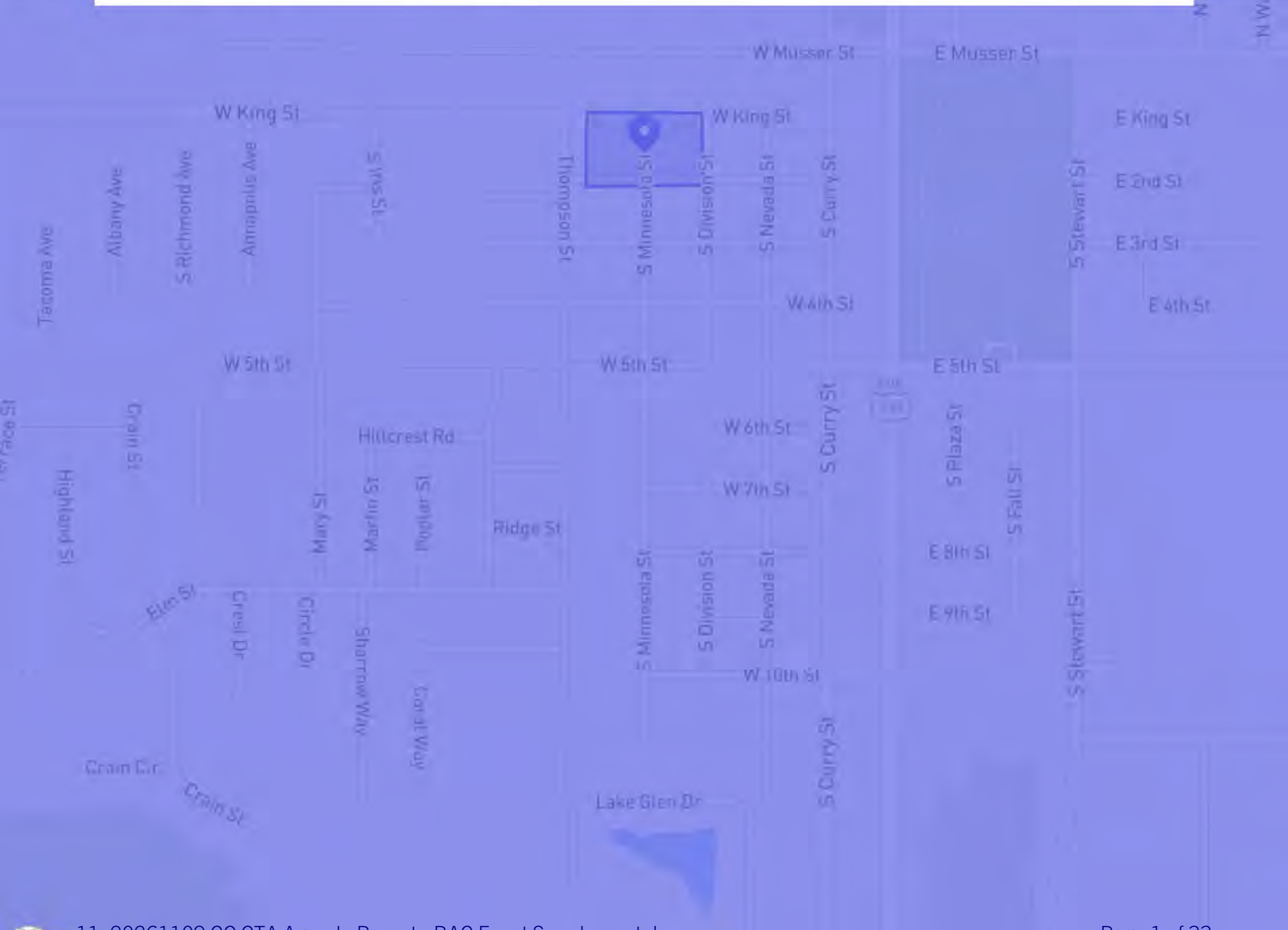
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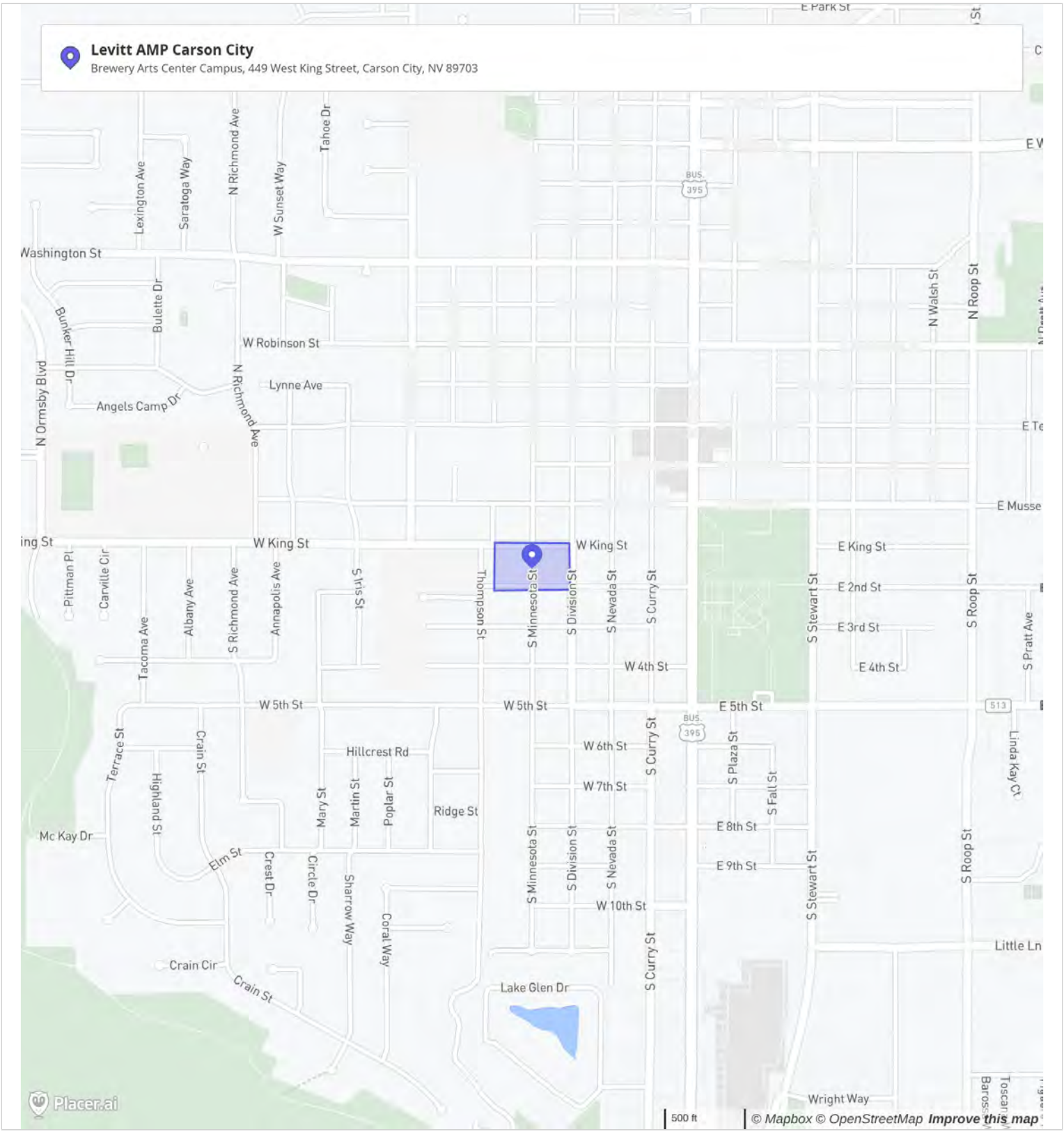
Levitt AMP Carson City
Brewery Arts Center Campus, 449 West King Street, Carson City, NV 89703

Applied Filters:

Length of Stay: more than / 10 min | Days: Sat | Time of Day: 5pm - 11pm

Scan to view on placer.ai platform




Levitt AMP Carson City
Brewery Arts Center Campus, 449 West King Street, Carson City, NV 89703
E Park St
Tahoe Dr
N Richmond Ave
W Sunset Way
Lexington Ave
Saratoga Way
BUS 395
Washington St
Bulette Dr
Bunker Hill Dr
N Ormsby Blvd
W Robinson St
Lynne Ave
Angels Camp Dr
N Richmond Ave
N Walsh St
N Roop St
E Musse
W King St
E King St
E 2nd St
E 3rd St
E 4th St
Pittman Pl
Carville Cir
Tacoma Ave
Albany Ave
S Richmond Ave
Annapolis Ave
S Maple St
Thompson St
S Minnesota St
S Division St
S Nevada St
S Curry St
S Stewart St
S Roop St
S Pratt Ave
W 4th St
W 5th St
E 5th St
513
Terrace St
Crain St
Hillcrest Rd
Highland St
Mary St
Martin St
Poplar St
Ridge St
W 6th St
W 7th St
S Plaza St
S Fall St
Linda Kay Ct
Mc Kay Dr
Elm St
Crest Dr
Circle Dr
Sharrow Way
Coral Way
E 8th St
E 9th St
W 10th St
Little Ln
Crain Cir
Lake Glen Dr
Wright Way
Placer.ai
500 ft
© Mapbox © OpenStreetMap Improve this map

Metrics

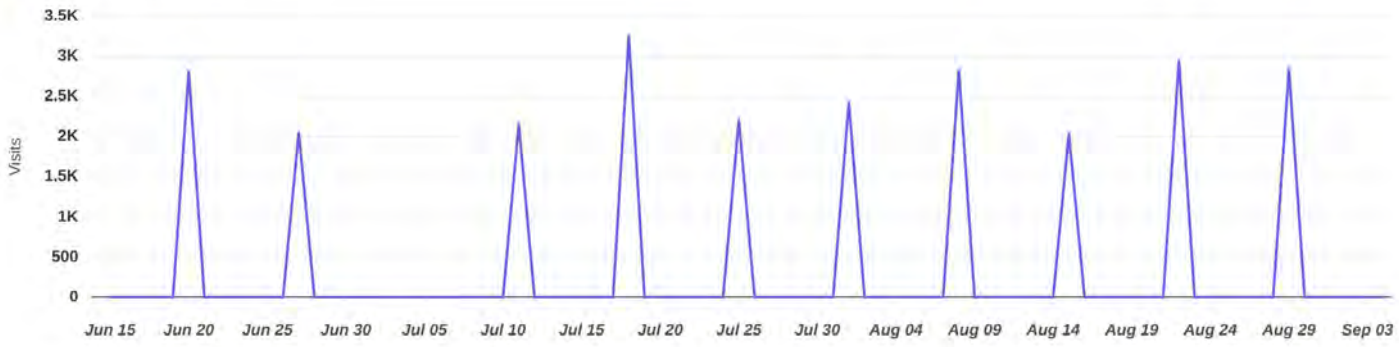
Levitt AMP Carson City
West King Street, Carson City, NV

Visits	25.6K	Avg. Dwell Time	115 Min
Visits / sq ft	0.2	Panel Visits	1.4K
Size - sq ft	125.2K	Visits YoY	+4%
Visitors	14.3K	Visits Yo2Y	-9.7%
Visit Frequency	1.79	Visits Yo3Y	+8.1%

Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

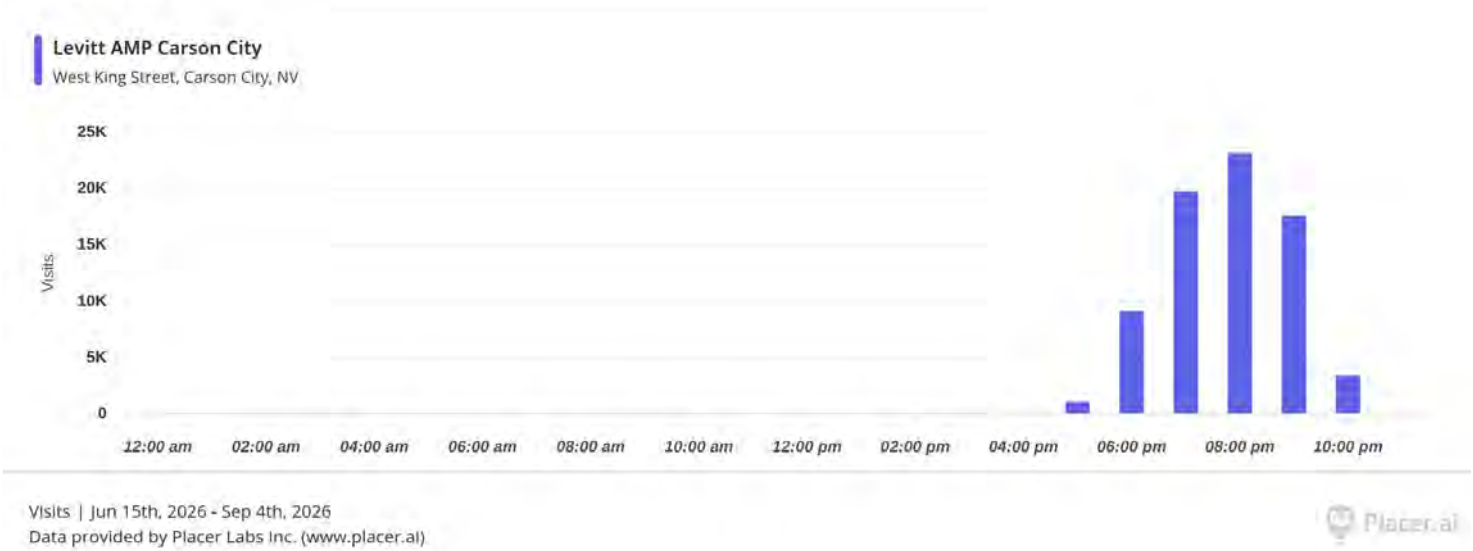
Visits Trend

Levitt AMP Carson City
West King Street, Carson City, NV



Daily | Visits | Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

Hourly Visits



Visits | Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

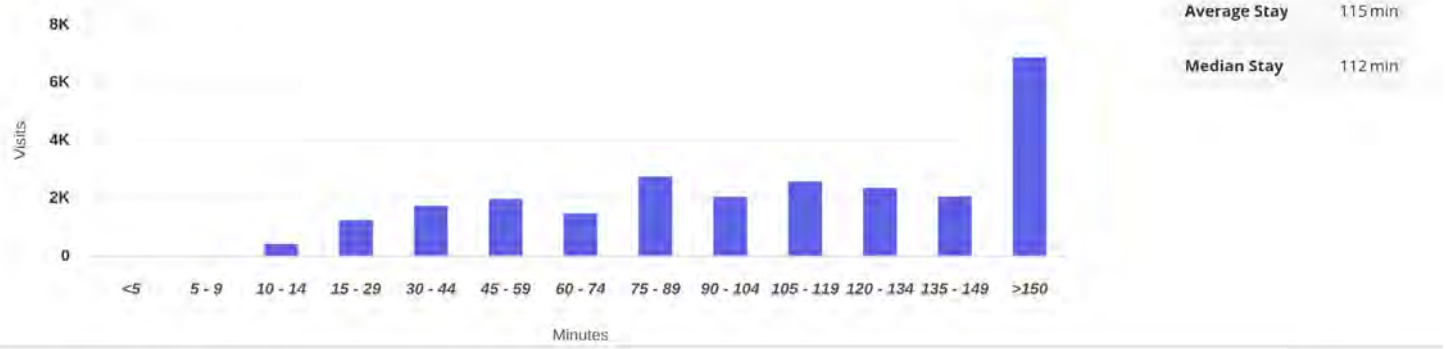
Daily Visits



Visits | Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

Visit Duration

Levitt AMP Carson City
West King Street, Carson City, NV



Average Stay	115 min
Median Stay	112 min

Visits | Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

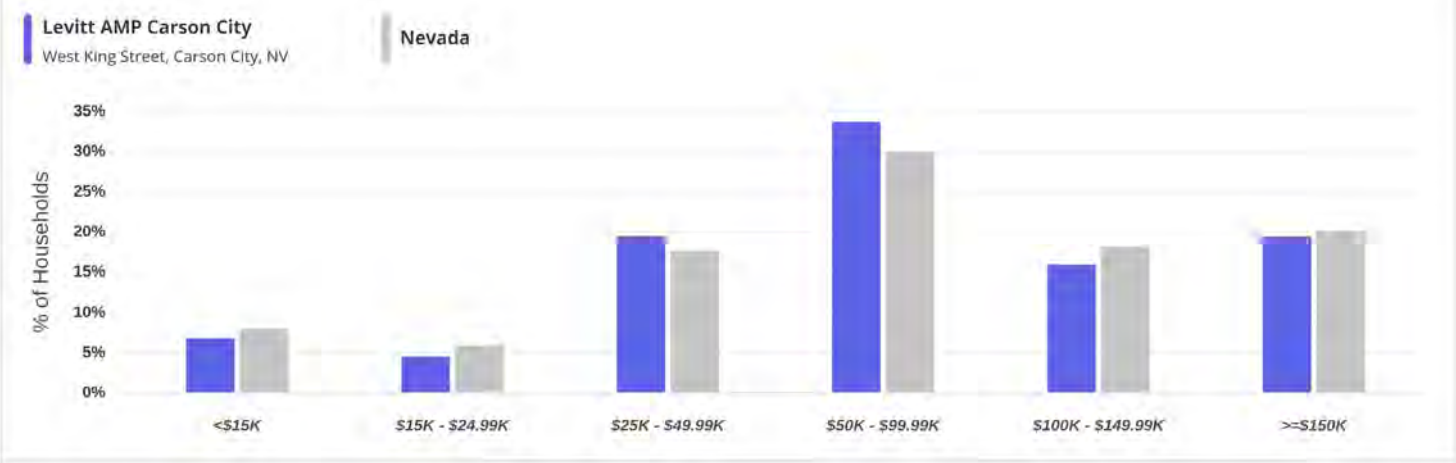
Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
Levitt AMP Carson City West King Street, Carson Ci...	$76K	29.1%	White (69.3%)	2.26
Nevada	$78.6K	27.9%	White (44.8%)	2.65

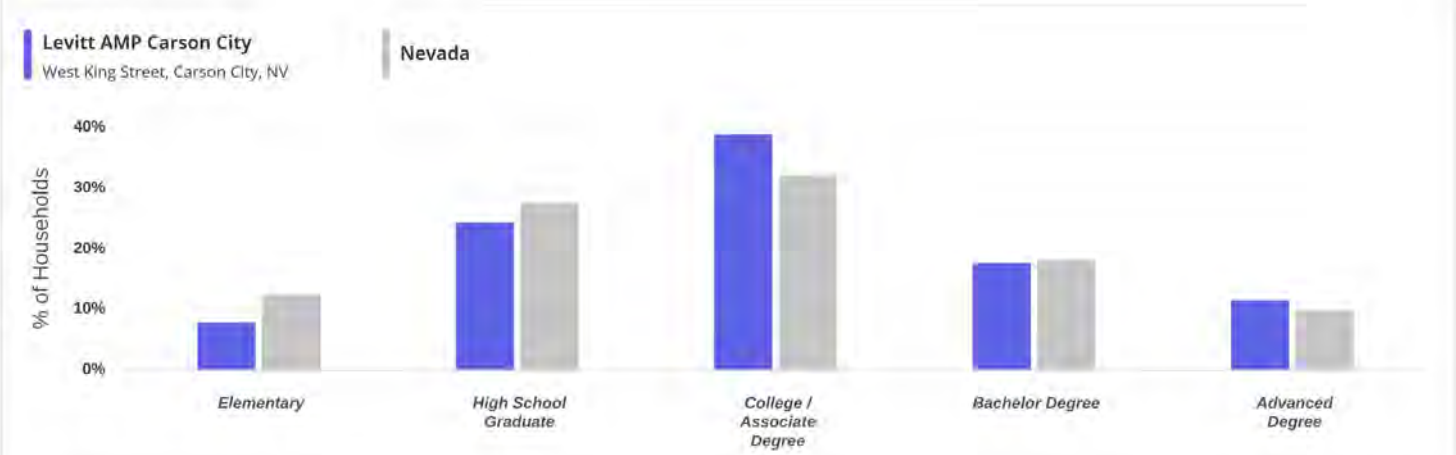
Jun 15th, 2026 - Sep 4th, 2026 | Data Source: Census 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Household Income



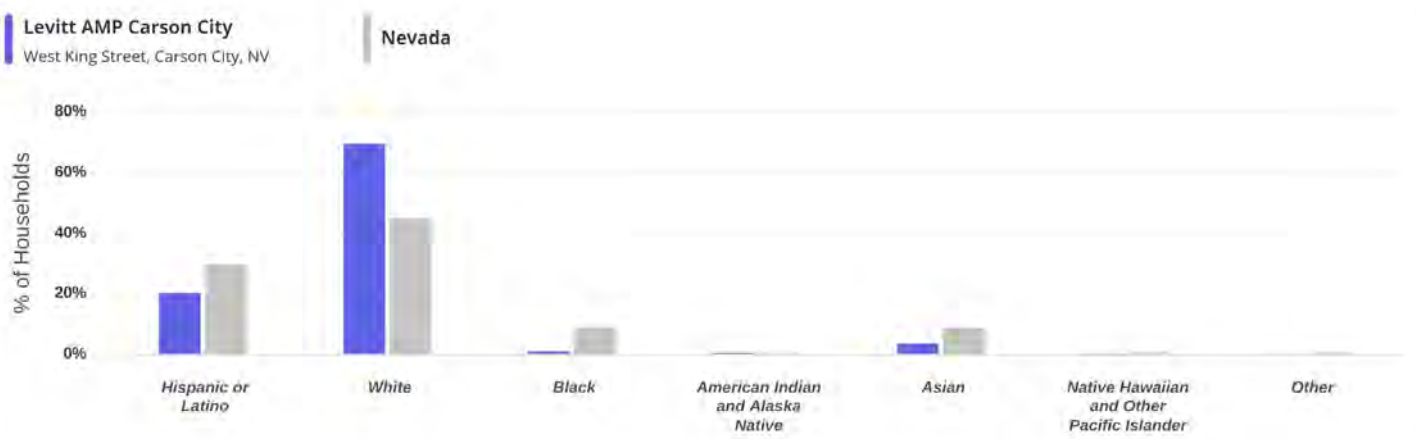
Jun 15th, 2026 - Sep 4th, 2026 | Data Source: Census 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Education



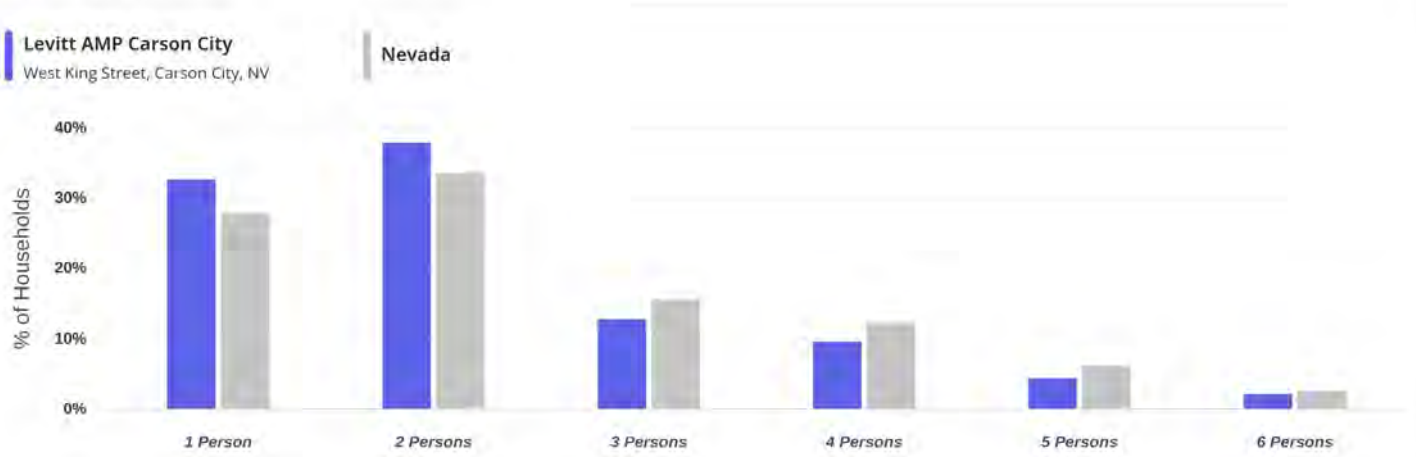
Jun 15th, 2026 - Sep 4th, 2026 | Data Source: Census 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Ethnicity



Jun 15th, 2026 - Sep 4th, 2026 | Data Source: Census 2024
Data provided by Placer Labs Inc. (www.placer.ai)

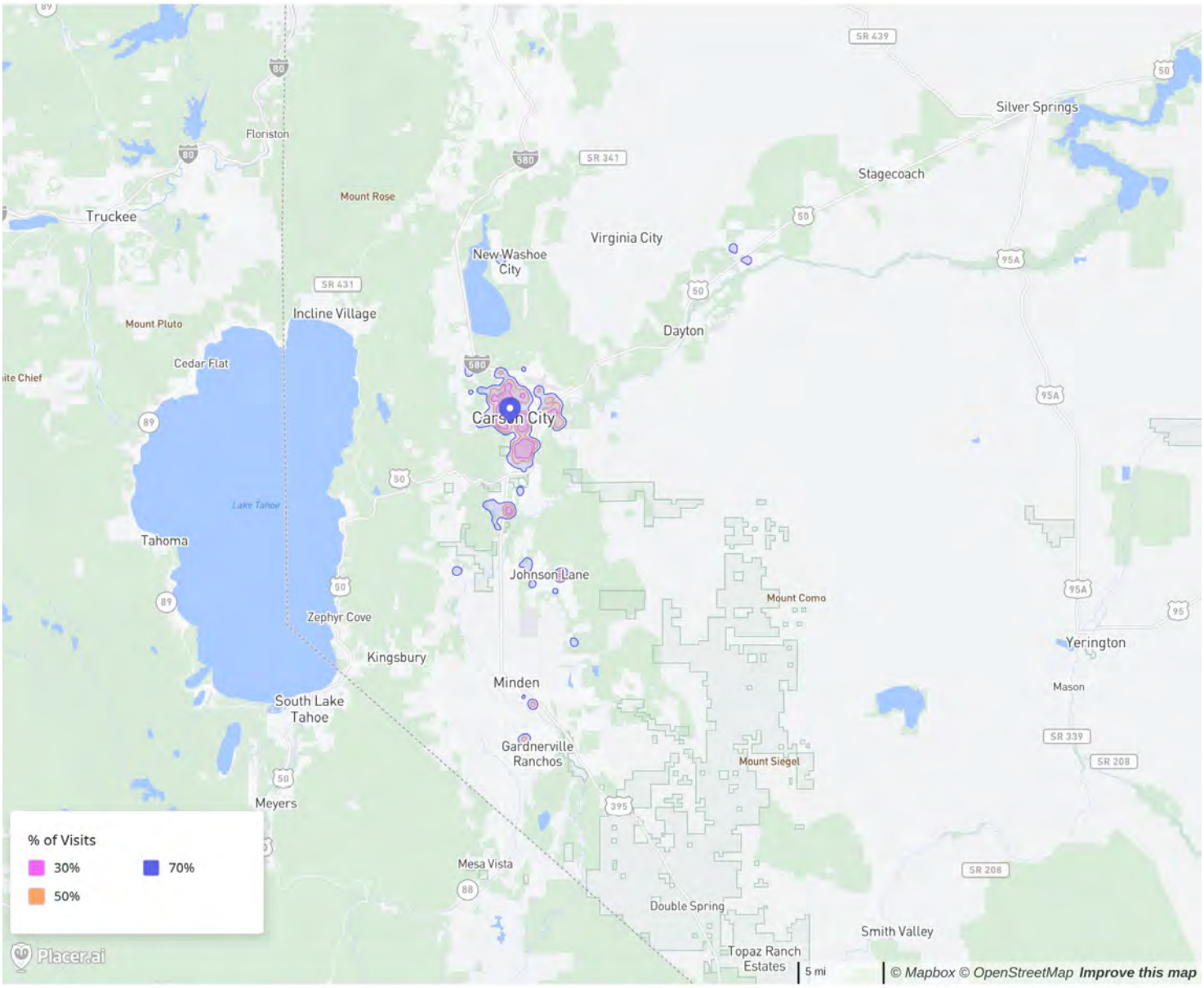
Household Size



Jun 15th, 2026 - Sep 4th, 2026 | Data Source: Census 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Audience Profile

Levitt AMP Carson City
West King Street, Carson City, NV



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
Households						
Family Households	(62.2%)	97	(60.6%)	95	(63.2%)	99
Non-Family Households	(37.8%)	105	(39.4%)	109	(36.8%)	102
Persons per Household	2.33	88	2.29	86	2.3	87
Ethnicity						
Hispanic or Latino	(17.8%)	61	(21%)	72	(19.6%)	67
Two or more races	(4.6%)	85	(4.6%)	85	(4.3%)	7
Other	(<0.5%)	38	(<0.5%)	41	(<0.5%)	33
Native Hawaiian and Other Pacific Islander	(<0.5%)	8	(<0.5%)	5	(<0.5%)	5
Asian	(5.1%)	60	(4.1%)	48	(4%)	47
American Indian and Alaska Native	(<0.5%)	22	(<0.5%)	25	(0.5%)	6
Black	(2.4%)	26	(1.7%)	19	(1.4%)	15
White	(69.8%)	152	(68.2%)	148	(70%)	152

View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
Hispanic or Latino						
Two or more races	(43%)	133	(36%)	112	(34.6%)	108
Other	(21.8%)	56	(31%)	80	(30.3%)	7
Native Hawaiian and Other Pacific Islander						
Asian			(<0.5%)	12	(<0.5%)	16
American Indian and Alaska Native	(5%)	213	(3.1%)	131	(3%)	29
Black	(<0.5%)	2	(0.6%)	50	(0.5%)	43
White	(30.2%)	122	(29.2%)	118	(31.4%)	27
Household Income						
Household Average Income	$97,331.79	95	$95,358.23	93	$96,643.03	94
Average Income per Person	$43,604.87	109	$42,518.43	106	$42,645.56	107
Household Median Income	$77,004.98	102	$74,683.64	99	$76,255.12	101
<$10K	(4.1%)	78	(4.2%)	79	(3.7%)	71
$10K - $15K	(3.4%)	117	(3.4%)	118	(3.3%)	115
$15K - $20K	(4.2%)	151	(3.7%)	133	(3.4%)	121
$20K - $25K	(1.7%)	48	(2%)	57	(2.2%)	61

View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
$25K - $30K	(2.9%)	85	(3.8%)	110	(4%)	114
$30K - $35K	(3.6%)	99	(3.2%)	88	(3.6%)	99
$35K - $40K	(2.4%)	64	(2.9%)	77	(2.9%)	7
$40K - $45K	(3%)	85	(3.6%)	102	(3.6%)	99
$45K - $50K	(3.4%)	91	(3.1%)	82	(2.9%)	7
$50K - $60K	(10.5%)	151	(10.2%)	148	(9.3%)	35
$60K - $75K	(9.4%)	94	(10%)	99	(10.4%)	104
$75K - $100K	(16%)	118	(15%)	110	(15.2%)	112
$100K - $125K	(10.1%)	95	(9.4%)	89	(9.8%)	93
$125K - $150K	(7.3%)	96	(7.9%)	104	(7.8%)	104
$150K - $200K	(9.6%)	108	(8.7%)	99	(8.5%)	97
>$200K	(8.3%)	85	(8.8%)	90	(9.4%)	95

View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
Household Size						
1 Person Household	(33.1%)	118	(33.9%)	121	(31.7%)	113
2 Persons Household	(37.9%)	112	(36.2%)	107	(38.4%)	114
3 Persons Household	(13.1%)	84	(13.2%)	85	(13.4%)	86
4 Persons Household	(8.8%)	72	(9.3%)	76	(9.4%)	7
5 Persons Household	(3.7%)	58	(4.7%)	73	(4.6%)	72
6 Persons Household	(2.7%)	105	(2.3%)	89	(2%)	7
7+ Persons Household	(0.7%)	43	(<0.5%)	30	(<0.5%)	29
Education						
Elementary	(7.4%)	59	(7.6%)	60	(7.5%)	60
High School Graduate	(24.9%)	91	(24.9%)	91	(24.3%)	89
College / Associate Degree	(36.5%)	112	(36.4%)	112	(38.3%)	118
Bachelor Degree	(20.2%)	114	(19.9%)	112	(19.1%)	108
Advanced Degree	(11%)	114	(11.2%)	117	(10.7%)	112

View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
Labor Force						
Unemployed	(5.9%)	86	(5.5%)	81	(5%)	73
Employed	(94.1%)	101	(94.5%)	101	(95%)	102
Marital Status						
Widowed	(8.2%)	156	(7.7%)	147	(7.5%)	142
Divorced	(15.7%)	118	(16.8%)	127	(16%)	120
Married	(51%)	108	(48.8%)	103	(51.2%)	109
Never Married	(25.1%)	73	(26.7%)	78	(25.3%)	74

View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
Transport to Work						
Carpooled	(12.5%)	115	(13%)	120	(12.5%)	115
Drove alone	(70%)	97	(70.6%)	98	(71.9%)	100
Worked from home	(12%)	115	(10.7%)	102	(10.1%)	96
Other	(1.8%)	92	(1.7%)	86	(1.5%)	7
Walked	(1.8%)	120	(2%)	138	(2.3%)	155
Bicycle					(<0.5%)	17
Motorcycle	(<0.5%)	116	(<0.5%)	101	(<0.5%)	95
Taxicab	(0.7%)	298	(<0.5%)	205	(<0.5%)	169
Public transportation	(0.9%)	38	(1.2%)	50	(1%)	43
Travel Time to Work						
Median travel time to work	15	67	16	70	16	7
Less than 10 minutes	(25.2%)	246	(23.7%)	232	(21.9%)	214
10-15 minutes	(24.7%)	195	(23.3%)	185	(22.3%)	177
15-20 minutes	(16.2%)	98	(17.3%)	106	(16.7%)	102
20-25 minutes	(4.4%)	24	(6.9%)	38	(7.7%)	43

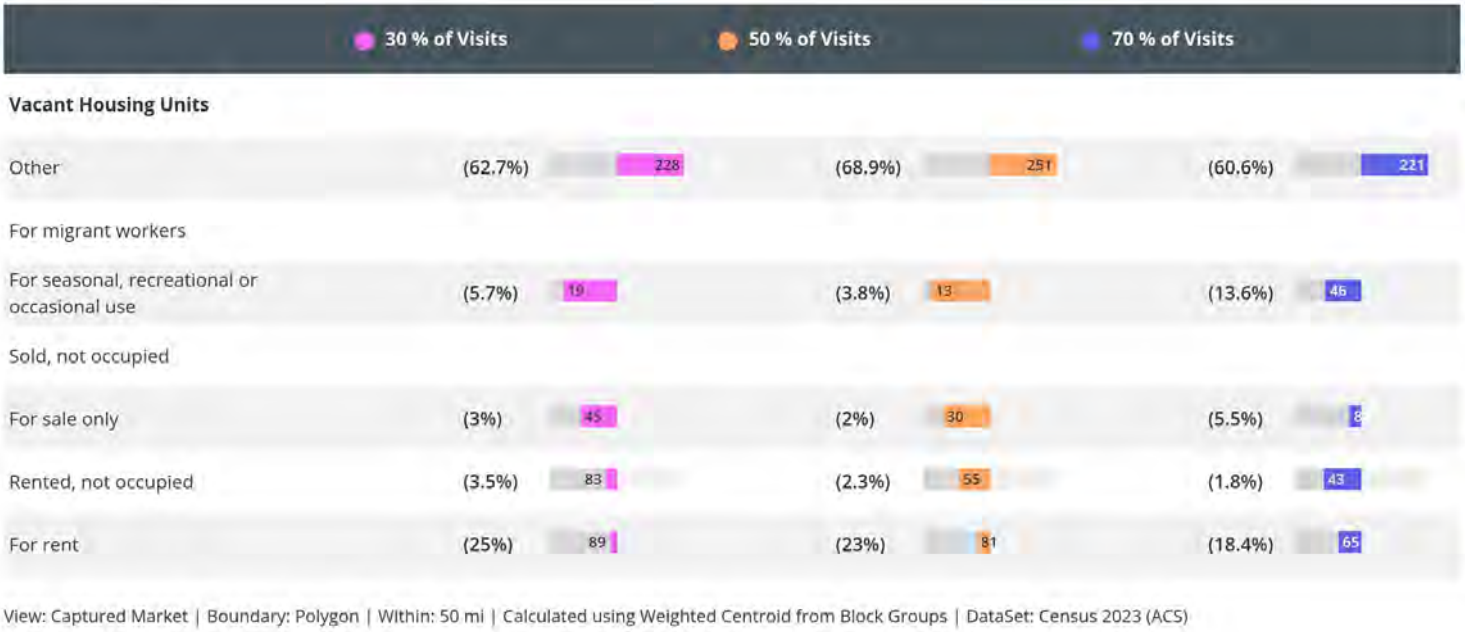
View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
25-30 minutes	(2.4%)	28	(2.6%)	30	(3.8%)	43
30-35 minutes	(8.1%)	49	(8.4%)	50	(9.8%)	59
35-45 minutes	(7.9%)	121	(7.1%)	109	(6.7%)	103
45-60 minutes	(4.6%)	83	(3.9%)	71	(4.5%)	81
60 or more minutes	(6.6%)	121	(6.7%)	124	(6.6%)	122
Housing Units						
Vacant	(4.4%)	47	(4.7%)	50	(4.8%)	51
Occupied	(95.6%)	106	(95.3%)	105	(95.2%)	105
Occupied Housing Units						
Renter occupied	(31%)	76	(33.4%)	82	(30.6%)	75
Owner occupied	(69%)	116	(66.6%)	112	(69.4%)	117

View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

Benchmark: State



View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
Value of Owner-Occupied Housing Units						
Median house value	$460,031.13	113	$451,496.6	111	$469,924.25	116
<$100K	(3.2%)	56	(4.5%)	80	(5%)	88
$100K - $200K	(1.6%)	29	(2.1%)	37	(1.9%)	35
$200K - $300K	(8.1%)	56	(9.4%)	64	(9.1%)	62
$300K - $400K	(22.2%)	97	(21.1%)	92	(18.1%)	7
$400K - $500K	(24.8%)	123	(25%)	124	(22.7%)	113
$500K - $1000K	(37.4%)	143	(35.3%)	135	(39.8%)	152
>$1000K	(2.7%)	52	(2.5%)	51	(3.4%)	68
Types of Housing Units Structure						
Single Unit	(75.4%)	116	(71.7%)	110	(73.5%)	113
Multi-unit	(22%)	75	(23.9%)	81	(21.3%)	73
Boat, RV, van, etc.			(<0.5%)	100	(<0.5%)	104
Mobile home	(2.6%)	49	(4.1%)	78	(4.9%)	92
Health Insurance						
With direct purchase and medicare coverage	(4.7%)	200	(4.2%)	179	(5.1%)	218

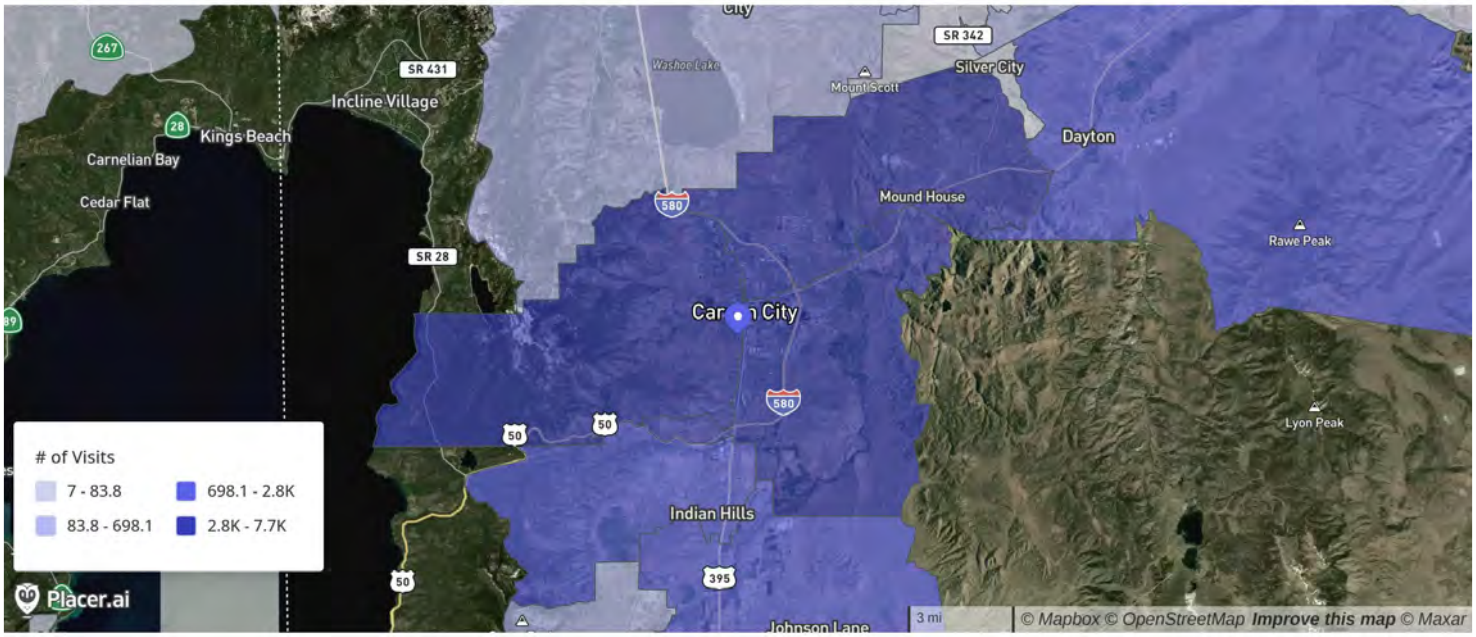
View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

Benchmark: State

	30 % of Visits		50 % of Visits		70 % of Visits	
No health insurance coverage	(7%)	62	(8.9%)	78	(8.4%)	74
Other coverage combinations	(7%)	109	(7%)	108	(7.9%)	122
Other public only combinations	(0.7%)	94	(0.9%)	118	(0.9%)	121
Other private only combinations	(<0.5%)	17	(0.6%)	102	(<0.5%)	88
Medicare and medicaid/means-tested public coverage	(1.3%)	87	(1.5%)	77	(1.6%)	8
Employer based and medicare coverage	(3.6%)	159	(3.2%)	139	(3.4%)	148
Employer based and direct purchase coverage	(1.2%)	75	(1.1%)	72	(1%)	67
VA Health Care only	(<0.5%)	69	(<0.5%)	114	(0.5%)	144
TRICARE/military health coverage only	(<0.5%)	30	(<0.5%)	30	(<0.5%)	30
Medicaid/means-tested public coverage only	(7.9%)	56	(8.9%)	62	(8.4%)	59
Medicare coverage only	(9.8%)	130	(9.1%)	122	(9.5%)	127
Direct purchase health insurance only	(3.7%)	70	(3.5%)	66	(4.5%)	84
Employer based health insurance only	(52.4%)	118	(50.4%)	114	(48.1%)	109
SNAP Households						
Non-snap Households	(91.4%)	104	(90.8%)	104	(91.3%)	104
Snap Households	(8.6%)	70	(9.2%)	75	(8.7%)	70

View: Captured Market | Boundary: Polygon | Within: 50 mi | Calculated using Weighted Centroid from Block Groups | DataSet: Census 2023 (ACS)

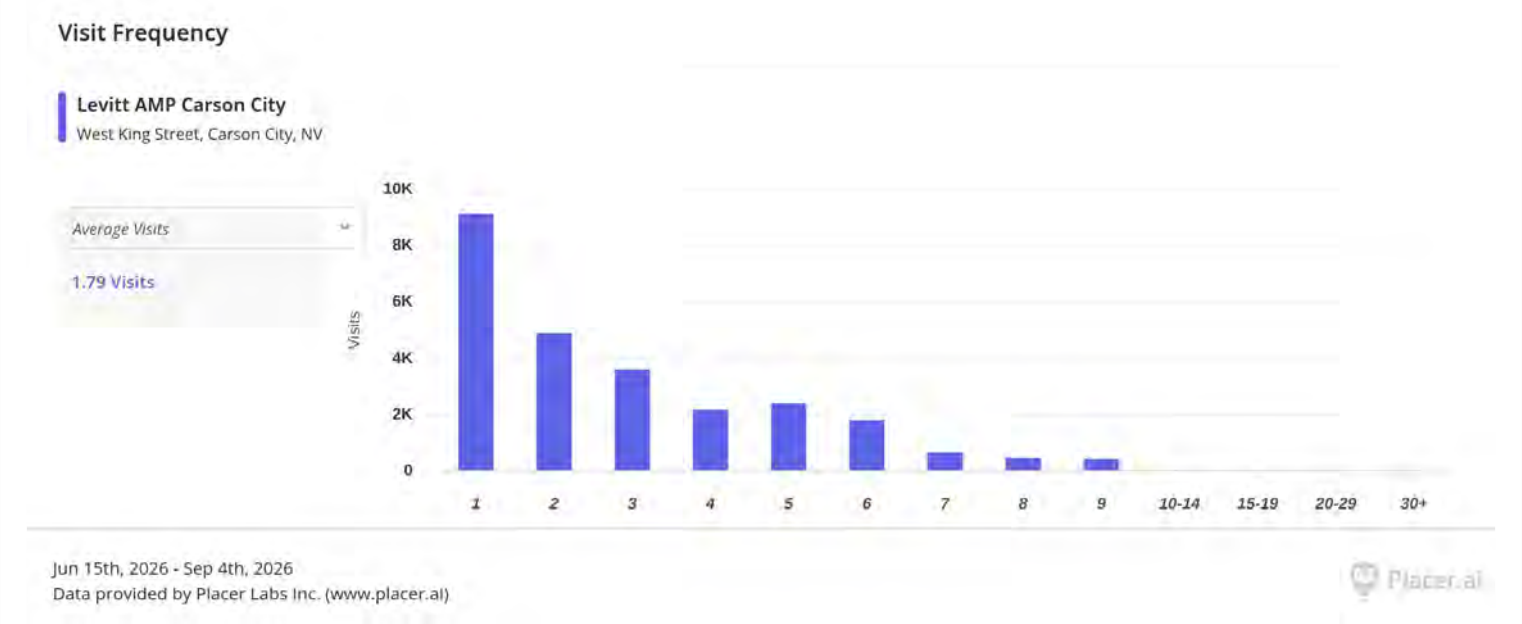
Visitors By Origin



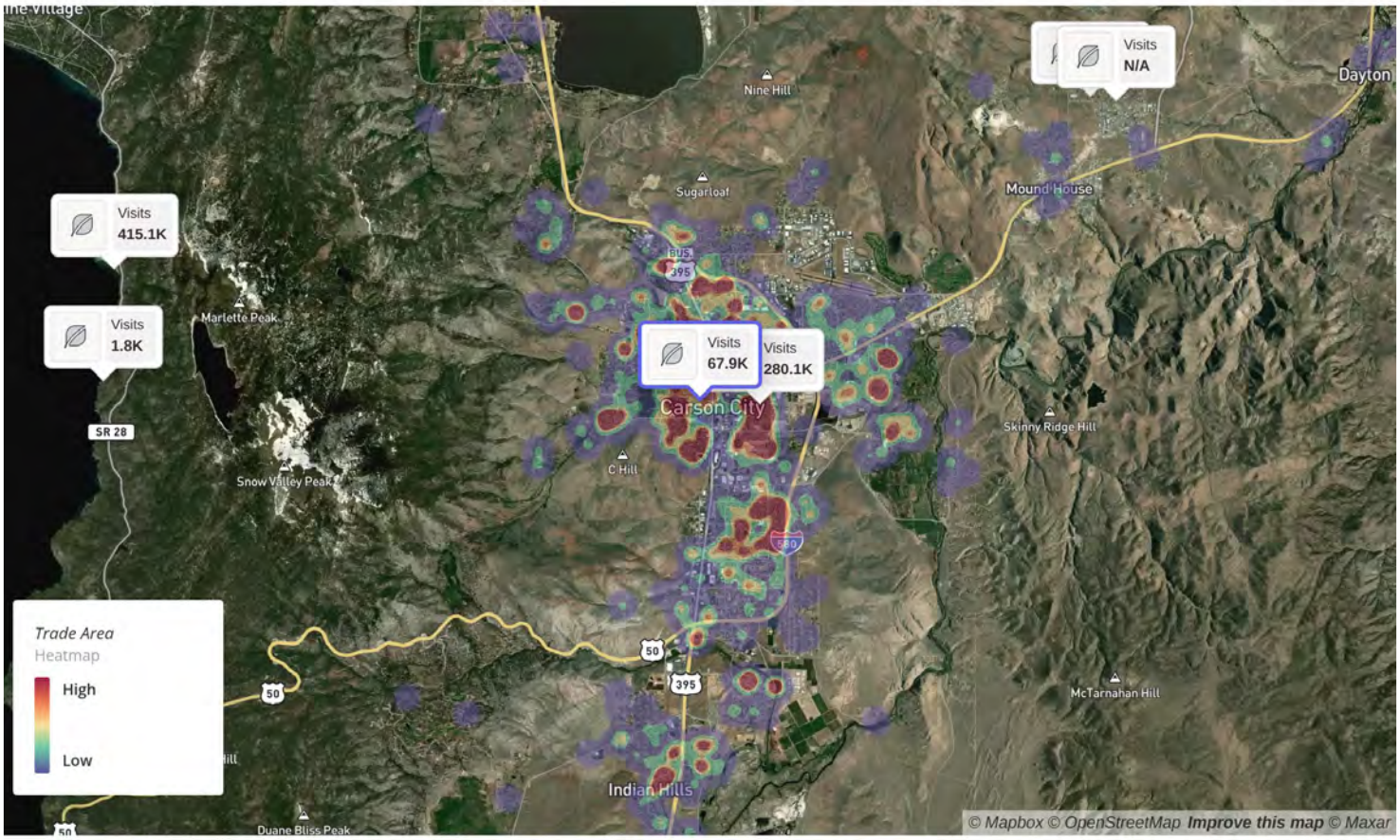
Zip Code	Visits (% of Total)
89701 Carson City, NV	7.7K (30%)
89703 Carson City, NV	5.8K (22.5%)
89706 Carson City, NV	2.9K (11.2%)
89423 Johnson Lane, NV	1.6K (6.4%)
89705 Indian Hills, NV	1.3K (5.1%)
89403 Dayton, NV	1.1K (4.4%)
89410 Gardnerville, NV	548 (2.1%)

Zip Code	Visits (% of Total)
89460 Gardnerville Ranchos, NV	532 (2.1%)
89521 Reno, NV	359 (1.4%)
89704 Washoe Valley, NV	355 (1.4%)

Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)


Visit Frequency
Levitt AMP Carson City
West King Street, Carson City, NV
Average Visits
1.79 Visits
Visits
10K
8K
6K
4K
2K
0
1
2
3
4
5
6
7
8
9
10-14
15-19
20-29
30+
Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)
Placer.ai

Market Landscape

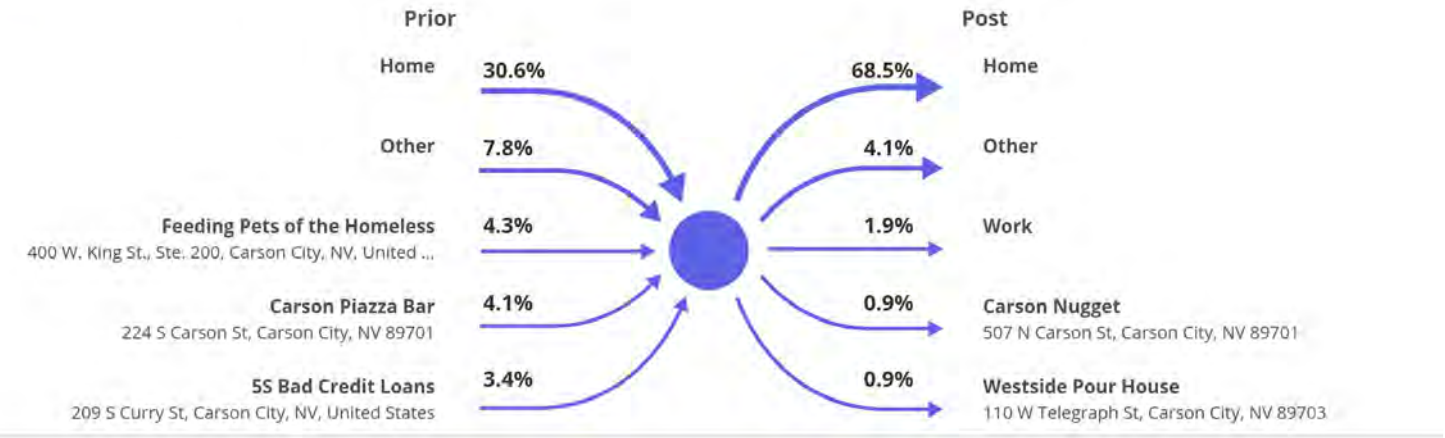


Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Jan 1st, 2026 - Sep 6th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

Visitor Journey

Levitt AMP Carson City
West King Street, Carson City, NV



Show by: | Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

Prior / Post Compare

Levitt AMP Carson City
West King Street, Carson City, NV

Levitt AMP Carson City / West King Street, Carson City, NV

Prior				Post			
Rank	Property		Foot-Traffic	Rank	Property		Foot-Traffic
1	Feeding Pets of the Homeless W. King St., Carson City, NV		4.3%	1	Carson Nugget N Carson St, Carson City, NV		0.9%
2	Carson Piazza Bar S Carson St, Carson City, NV		4.1%	2	Westside Pour House W Telegraph St, Carson City, NV		0.9%
3	5S Bad Credit Loans S Curry St, Carson City, NV		3.4%	3	Carson City Inn N Carson St, Carson City, NV		0.9%
4	Kit Carson Trail Carson City, NV		2.2%	4	Carson Piazza Bar S Carson St, Carson City, NV		0.9%
5	Great Basin Brewing Company N Carson St, Carson City, NV		1.6%	5	The Federal Hotel, Ascend Hotel Coll... S Carson St, Carson City, NV		0.8%
6	Scoups Ice Cream & Soup Bar S Carson St, Carson City, NV		1.5%	6	Carson Valley Plaza Topsy Ln, Carson City, NV		0.8%
7	Capitol Complex Carson City, NV		1.4%	7	Bank Saloon S Carson St, Carson City, NV		0.7%
8	Carson City Inn N Carson St, Carson City, NV		1%	8	Chevron N Carson St, Carson City, NV		0.6%
9	The Federal Hotel, Ascend Hotel Coll... S Carson St, Carson City, NV		0.9%	9	Chevron N Carson St, Carson City, NV		0.6%
10	West Side Historic District Carson City, NV		0.7%	10	Dairy Queen Restaurant US-50, Carson City, NV		0.5%

Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

Favorite Places

Levitt AMP Carson City
West King Street, Carson City, NV

Rank	Name	Distance	Visitors (%)
1	**Carson Valley Plaza** 911 Topsy Ln, Carson City, NV 89705	3.8 mi	10.4K (72.3%)
2	**North Carson Crossing** 3200 Market St, Carson City, NV 89706	1.8 mi	10K (70.1%)
3	**Clear Creek Plaza** 3790 N Hwy 395, Carson City, NV 89705	3.6 mi	9.6K (66.8%)
4	**Artisans Cafe** 449 W King St, Carson City, NV 89703-4205	0 mi	9K (62.5%)
5	**Carson Mall** 1313 South Carson Street, Carson City, NV 89701	0.5 mi	8.8K (61.3%)
6	**Costco Wholesale** 700 Old Clear Crk Rd, Carson City, NV 89705	3.2 mi	8.6K (59.9%)
7	**Walmart** 3200 Market St, Carson City, NV 89706	1.8 mi	8.3K (57.7%)
8	**Eagle Station** 3701 S Carson St, Carson City, NV 89701	2.1 mi	7.7K (54.1%)
9	**Walmart** 3770 US-395, Carson City, NV 89705	3.6 mi	7.2K (50.4%)
10	**Carson Southgate Shopping Center** 3939 S Carson St, Carson City, NV 89701	2.3 mi	6.7K (46.7%)

Category: All Categories | Min. Visits: 1 | Jun 15th, 2026 - Sep 4th, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

Ranking Index

Levitt AMP Carson City
West King Street, Carson City, NV

# of Properties: 12

Rank	Name	Visits
1	**Sand Harbor** / 2005 NV-28, New Washoe City, NV 89704	284.1K
2	**Mills Park** / 1111 E William St, Carson City, NV 89701	157.5K
3*	**Levitt AMP Carson City** / Brewery Arts Center Campus, 449 West King Street, Carson City, NV 89703	37.9K
3	**Silver City RV Resort** / 3165 N Hwy 395, Minden, NV 89423	30.4K
4	**Eagle Valley Golf Course** / 3999 Centennial Park Dr, Carson City, NV 89706	27.8K
5	**Sierra Inline Hockey League** / 1111 E William St, Carson City, NV 89706	27.3K
6	**Thunder Canyon Country Club** / 19 Lightning W Ranch Road, Franktown, NV 89704	18.4K
7	**Clear Creek Tahoe Golf** / Golf Club Dr, Carson City, NV 89705	17.9K
8	**Silver Oak Golf** / 1251 Country Club Dr, Carson City, NV 89703	16.6K
9	**Sunridge Golf and Recreations** / 1000 Long Dr, Carson City, NV 89705	10.5K
10	**Empire Ranch Golf Course** / Fair Way, Carson City, NV 89701	9.4K
11	**Carson City Rifle and Pistol Range** / 2005 and 2155 Rifle Range Rd, Carson City, NV 89701	5.4K
12	**Carson City BMX** / 1555 Livermore Ln, Carson City, NV 89701	805

* Ranking only supports 'full-months' - filters and custom dates are ignored. Showing report for: Jun 1st, 2026 - Aug 31st, 2026

Category Group: Leisure | 10mi | Visits | Jun 1st, 2026 - Aug 31st, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

The Power of Plein Air

Celebrating art in the open air

- Transformed Carson City's streets, landscapes, and historic landmarks into an open-air artist's studio.
- Encouraged artists to capture the region's natural beauty, architectural heritage, and distinctive sense of place.
- Invited residents and visitors to experience the creative process firsthand, making art accessible beyond traditional gallery walls.
- Created an enduring visual record of Carson City through the perspectives of participating artists.

Cultural Tourism & Economic Impact

Where creativity meets destination development

- Positions Carson City as a welcoming destination for artists, collectors, and cultural travelers.
- Encourages visitation to downtown businesses, restaurants, galleries, and surrounding attractions.
- Introduces visiting artists to the region, creating opportunities for return trips and future creative collaborations.
- Strengthens Carson City's identity as a destination where arts, culture, history, and outdoor recreation intersect.
- Provides opportunities for artists to generate income through artwork sales and commissions.

Artist Development & Creative Exchange

Inspiring artists and elevating artistic excellence



Guest Judge — Katy Ann Fox

- Brought an outside artistic perspective from Jackson Hole, Wyoming.
- Provided professional evaluation and recognition for participating artists.
- Helped strengthen the festival's credibility and connections within the broader Western arts community.



Live Demonstration & Workshop — David McCamant

- Reno-based artist shared techniques, creative insights, and firsthand experience.
- Provided an educational opportunity for participating artists and aspiring painters.
- Connected audiences directly with the artistic process through live instruction.

Community Engagement & Placemaking

Seeing familiar places through a new lens

- Turned everyday public spaces into opportunities for cultural discovery.
- Encouraged interaction between artists, residents, and visitors.
- Built community pride by celebrating Carson City's scenery, architecture, and heritage.
- Created approachable arts experiences for people of all ages and artistic backgrounds.
- Reinforced the importance of supporting artists as contributors to a vibrant community.

Lasting Cultural Value

The festival ends. The inspiration remains.

- Captures a moment in Carson City's evolving story through original works of art.
- Builds relationships between artists, cultural organizations, businesses, and the community.
- Contributes to a growing calendar of arts programming that enhances Carson City's cultural identity.
- Establishes opportunities for future artist participation, workshops, exhibitions, and creative tourism.

Fourth Annual Carson City Murals & Music Festival Final Report

Carson City, Nevada | September 15-19, 2026

This year's event underscored the power of community, collaboration, creative expression, and cultural, sustainable tourism.

Artistic Impact

- 20 murals completed by 21 artists, including four international and three Carson-based artists.

- Diverse representation of artistic styles, cultural backgrounds, and subject matter, celebrating Carson City's past, present, and future.

Highlights included:

    - Heesco, an internationally recognized muralist, originally born in Mongolia, now hailing from Melbourne, Australia created a triptych based on "Roughing It", Mark Twain's first novel, set in Northern Nevada.

    - Through connections at UNR's Basque Studies Program, we brought Jokin & Lara to town. Both are Basque, currently living in Biarritz, France. They have a unique process, coming 14 days early, to meet the community and for Lara to take photos. They print the film and then use the images to create the artwork. They wanted to have Basque and Indigenous themes. We were able to collaborate with the Stewart Indian School and had a photo shoot with two Paiute Tribal members. We also facilitated a new mural for Reno-based Holland Project, for a second mural in our region. While here, they created work highlighted at the Reno-Tahoe International Artshow, held at the Reno-Sparks Convention Center. They also gave an artist talk, "Basque Muralism in Practice: Art, Memory, Land & Diaspora" at the University of Nevada, Reno. This was their first time in America.

    - We happily welcomed back Bill Louis from Eagle Mountain, Utah for a special project at the Carson City Airport. This project was three years in the making. This large-scale mural is based on two historical photos in

their archives, a black & white image from the 1940's transiting into a Grumman HU-1 Albatross. This unique warbird has a lot of history at Carson City Airport. The goal is to put a third, modern plane on the other side of the building, so multiple eras will be represented.

Community Collaboration:

- On Tuesday evening, an artist talk by Rafael Blanco was attended by nearly 30 people. Blanco's slide presentation told his life of art, major struggles to become a professional artist and an inspiring conclusion.
- Thursday evening with Jokin & Lara. The duo talked about their process and then invited the nearly 30 participants in a hands-on, guided workshop.
- On Saturday, two free, docent-led mural tours had over 75 participants.

Music & Cultural Programming

The festival featured live music performances from local and touring acts.

- On Wednesday, Luca (Rome) and Jimmy (USA) played to a packed room while the artists and selected gathered upstairs to enjoy each other's company with food donated from Flavors of India.
- On Saturday, the Carson City Classic Cinema hosted a free screening of "Exit Through the Gift Shop".

Media Coverage & Public Engagement

Extensive media coverage highlighted the festival's artistic achievements, community partnerships, and economic impact.

Key coverage included:

- Nevada Appeal – in-depth local reporting and event features
- Carson Now – community stories and festival updates
- KOLO 8 – television coverage amplifying the event to a regional audience including in studio appearances and on location interviews across multiple broadcasts

Community Partnerships & Sponsorship

The festival was made possible through the generous support of civic agencies, foundations, and community sponsors, demonstrating broad-based local investment in the arts.

Key Sponsors:

- Visit Carson City - Destination Sponsor
- Gold Dust West-Carson City - Hotel Sponsor
- United Rentals - Equipment Sponsor
- Orchard House Foundation - International Artist Sponsor
- Nevada Dot - Community Engagement Sponsor
- Nashville Social Club - Artist Food Sponsor
- Carson City Airport
- Carson City Downtown Business Association
- Carson Tahoe Dental
- Chromalloy
- Flavors of India
- Grocery Outlet
- Hone Company
- Rylexa Properties
- Sassafrass
- State Agent & Transfer Syndicate

Economic & Tourism Impact

The festival serves as a powerful driver of cultural tourism and local economic activity. Preliminary indicators include:

- 800 printed maps picked up during the festival, indicating strong visitor engagement with mural sites.

- Increased foot traffic and business activity downtown during festival weekend.

- Lodging and visitor spending generated by artists, volunteers, and out-of-town attendees.

Outcomes & Legacy

- Cultural Legacy: 20 new murals have become permanent additions to Carson City's cultural landscape, enriching public spaces year-round. Carson City now has 95 murals, 81 commissioned since 2023.
- Community Engagement: Deep partnerships with artists, residents, youth, sponsors, and visitors fostered a shared sense of pride and belonging.
- Tourism & Economic Development: The festival continues to establish Carson City as a vibrant arts destination and a lasting draw for curious and culturally engaged travelers. The murals not only enliven public spaces but also act as powerful tools for placemaking and wayfinding, guiding visitors through the city's creative landscape.
- National Recognition: Participation by national and international artists elevates the city's profile within the mural and greater arts community.
- Economic Impact: In four annual festivals, $859,000 in public art has been created for the Carson City community and visitors to interact with.

Acknowledgments

The Fourth Annual Carson City Murals & Music Festival was produced through the collaborative efforts of artists, community members, sponsors, and volunteers. Special thanks to our presenting partners, key sponsors, and everyone who helped make this festival a success.