

Arts & Cultural Vitality

Arts and culture is a vital component of every economy. It makes us human, engages us socially, and preserves our authenticity, heritage, and traditions. The cultural community provides a wide variety of high-quality fine arts and folk arts to the largest possible audiences; they are accessible to all citizens at many facilities; and they're integrated into our educational curriculum in a systematic manner at all levels. Business and government recognize and support the developing arts and cultural resources within our community.

1. Expression of culture through the arts

Community members intended for this new Indicator to capture the richness of our cultural life and to measure opportunities for cultural expression. Civic investment and grants measure support for the arts allowing for public art, tours in historical areas, cultural and arts districts, and multiple venues for expression.

Civic investment funding and grants support for the arts¹

The City of Reno, the Nevada Arts Council, and the National Endowment for the Arts make grants to artists and arts organizations in northern Nevada, as do corporations, private foundations, and individuals. Government grants are the easiest to track on a consistent basis.

The City of Reno's grant support for the arts for fiscal years 2006 and again for 2007 included \$310,000 in grants across four categories and \$270,000 in sponsorships for Artown, Pioneer Center for the Performing Arts, Sierra Arts Foundation, and the Municipal Band.² The City of Reno also tracks the percent increase and total funds matched from



Courtesy A.V.A. Ballet Theatre

1. Several other measures have been suggested to track how well we are doing, including an inventory of arts and cultural venues, public art, historic preservation plus historic and cultural and arts districts, libraries, and galleries, arts and cultural organizations and activities, and independent ethnic restaurants. All of these measures are meaningful, many have reliable data sources, and most are actionable over the long-term. Consequently, most of these measures will be tracked over time on TMT's Web site.

2. Source: http://www.cityofreno.com/res/com_service/nlc/docs/20061205_Arts_Culture_brochure_web.pdf

3. Source: City of Reno 2007/2008 budget, Section III-228

4. Challenge Grants strengthen the long-range financial stability of Nevada's arts organizations through the support

private sources for arts and culture, steadily increasing since fiscal year 2005.³

The Nevada Arts Council awards grants statewide in five categories. Northern Nevada's portion of awards has grown over the last two years.⁴

Nevada Arts Council Grants Program Awards				
	FY 2007		FY 2008	
Statewide Grants	78	\$439,193	84	\$494,001
Northern Nevada	41	\$239,938	52	\$345,334
Challenge	3	\$65,788	3	\$123,046
Design Arts	2	\$17,456	5	\$26,998
Project	11	\$57,327	16	\$83,503
Developmental	14	\$40,531	17	\$47,850
PIE: Tier I, Level 1	5	\$24,869	4	\$20,036
PIE: Tier I, Level 2	6	\$33,967	7	\$43,901
Statewide 2nd year PIE	29	\$65,262	28	\$564,721
Northern Nevada	16	\$249,635	17	\$326,237
PIE: Tier II, Level 3	6	\$60,130	4	\$48,880
PIE: Tier II, Level 4	4	\$67,784	5	\$100,596
PIE: Tier II, Level 5	6	\$121,721	7	\$176,761
Statewide Total	105	\$904,455	112	\$1,058,722
Northern Nevada Total	57	53%	68	63%

Source: Nevada Arts Council, <http://dmla.clan.lib.nv.us/docs/arts/programs/grants/FY08grantspanel.htm>

National Endowment for the Arts grants are awarded most often to the Nevada Arts Council and the Nevada Humanities Commission. The following grants have been awarded in the last three years.

National Endowment For The Arts Grants					
Fiscal Year	Nevada	Nevada Arts Commission	NV Humanities Committee	Reno Chamber	NV Museum of Art
2002	\$700,600	\$582,600 [2a]			\$28,000 [5e]
#	5				
2003	\$619,400	\$569,400 [2a]			
#	2				
2004	\$35,000				
#	1				
2005	\$623,300	\$20,000 [4]			
#	3	575,300 [2a]			
2006	\$583,300	\$563,300 [2a]	\$10,000 [5b]		
#	3				
2007	\$637,400	\$561,900 [2a]	\$7,500 [5d]	\$25,000 [5e]	
#	5				
Category	Field Discipline				
[1] Arts	[a] State & Regional				
[2] Partnership	[b] Folk & Traditional Arts				
[3] Heritage/Preservation	[c] Dance				
[4] Folk & Traditional Arts Infrastructure	[d] Literature				
[5] Access to artistic excellence	[e] Music				

Source: http://www.nea.gov/grants/recent/index_state.html

of capital projects such as purchasing of permanent equipment, collection acquisition, building rehabilitation and restoration projects, and establishment of reserve accounts or endowments. Applicants must match these grants 3:1 in new money. Design Arts Grants support community-based projects that focus on design issues through planning. Project Grants support the arts activities of non-arts community organizations and public institutions. Development Grants support new, emerging, and smaller-budget arts organizations in rural and urban Nevada. Partners in Excellence Grants (PIE) support established arts and cultural organizations throughout the state. Grantees in the PIE II category apply for two-year funding every even year.

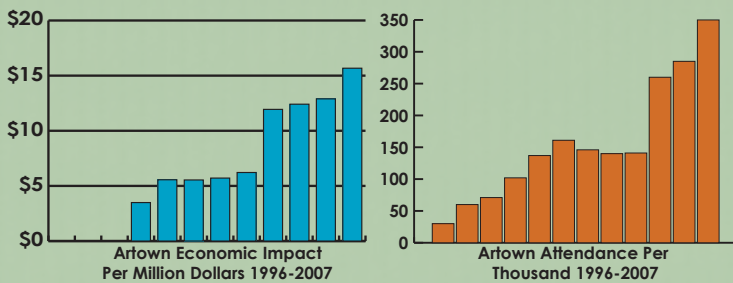
2. Participation in the arts and cultural activities

This second Indicator seeks to gauge how active community members are, and can be, in the cultural vibrancy that surrounds them. Arts and cultural activities also contribute to the region's bottom line and offer ways for the community to come together.

Civic arts and cultural festivals attendance

Artown is an excellent benchmark as the central art festival in northern Nevada. The 31 days of Artown, July 2007, included more than 350 community-wide exhibits and performances, partnering with some 100 organizations in more than 100 locations. Residents and visitors can also enjoy arts and cultural festivals year-round including the Nevada Chamber Music Festival, the Reno Tahoe Blues Fest, Lake Tahoe Music Festival, Squaw Valley Soaring Kites and Blues Festival, RIFNM 06 The 1st Reno Interdisciplinary Festival of New Media, Reno Film Festival, among others.

Participation in arts education programs is closely related to the creation and appreciation of art. A listing of arts organizations, galleries, and performance venues (see TMT's Web site for references) illustrates the possibilities for experiencing art in northern Nevada. The growing number of cultural events gives community members more opportunities to enjoy arts and culture in our region, while enhancing the economic base. Although there is no central source of data for this measure, survey results indicate that a concerted effort to create more arts programs and publicize existing programs could increase participation.



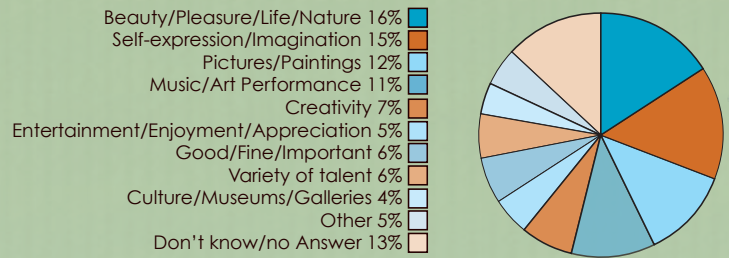
Source: <http://www.renoisartown.com/yesterday.html>
<http://www.renoisartown.com/newpress/2007FinalReport.pdf>



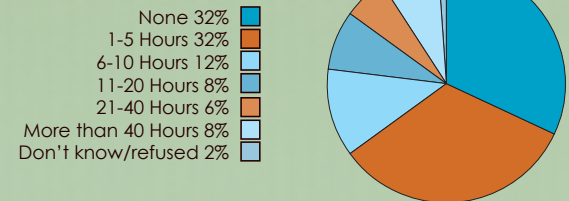
People creating art

Richard Florida writes in The Creative Compact⁵ that "our future economic prosperity turns on making the most of each and every human being's talents and energies . . . At its core, the Creative Compact would ensure the right of each and every American to fully develop and utilize their creativity and fully express their values and identity." The freedom and support to create art is central to that compact and indicates whether people feel free to be creative. In Northern Nevada, people define art in a variety of ways.

How do you define art?



How many hours per month do you dedicate to creating art (2007)?



Source: MarkeTec phone survey for TMT, December 2007

Youth arts literacy and arts engagement opportunities show community commitment to arts for future generations and audience development. Every arts organization in northern Nevada offers special programs for students and young people. Educational programs abound, and nonprofits are mindful of the importance of reaching new audiences. However, there is no central data source for tracking. Although the arts are considered a core area in the "No Child Left Behind" legislation, students are not tested on arts knowledge, and therefore arts education does not receive the same priority as other areas of the curriculum; consequently, arts education is no longer tracked as part of the annual Washoe County School Accountability Report. An impressive 89% of Americans believe that arts education is important enough to be taught in schools, but the sad truth is, your kids spend more time at their lockers than in arts classes.⁶

5. Source: http://www.creativeclass.org/rfcgdb/articles/creative_compact.pdf

6. Read the facts on how arts education helps kids do better. Source: Americans for the Arts, http://www.americansforthearts.org/public_awareness