2015 Artown Team

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Photographers
Peter Walker  Chris Holloman
Susan Boskoff and Presenters
Mission Statement

To strengthen Reno’s arts industry, foster its civic identity and enhance its national image, thereby creating a climate for the cultural and economic rebirth of our region.
Table of Contents

Commissioned Artists  1
Executive Summary  3
The City of Reno, Artown’s Major Funder  11
Festival Sponsors  12
Event, Commission and Champion Sponsors  13
Media Sponsors  15
Artown Exposure  19
Other Revenue Streams  20
2015 Volunteers  21
Presenters  22
Audience Comments  24
Friends of Artown  28

Photographers: Chris Holloman, Peter Walker, Susan Boskoff and Artown Presenters
Artown Commissioned Artists

Anniversary Poster: The annual Artown poster defines and celebrates the year’s festivities and is a highly coveted project. To celebrate the 20th year and the July 2015 festival, Artown commissioned locally grown artist, Franz Szony, to create this signature piece. With his passion for the arts and his vast experience with each Artown Festival, Franz created a clever and unique story to tie into this year’s festival.

The goal for this image was to depict a message or a theme as a personified character. Mnemosyne celebrates the beauty and imagery we experience each year at Artown. In July 2015 astrologically we had two full moons as well as a new moon. This is called a “blue moon,” and happens so rarely it is what coins the term “once in a blue moon.” A perfect setting for our 20th anniversary. A collection of his work, entitled Wise Witches, was on display during July at Sierra Arts Gallery.

Commissions: Artown also commissioned two performance art pieces. The first was Michelle Lassaline (collaborating with Nate Clark) as The Taeuber Troupe. Their presentation was an ongoing, travelling, performance that visually connected downtown Reno to the arts. While dressed in handmade costumes and animal masks, there was a performance and interaction from a mobile stage towed by fellow artist (Nate Clark) on his bicycle. This miniature but elaborate stage provided a chance meeting with the Mountain Bluebird, the Highland Cow or the Pashmina Goat. The format allowed the performer to greet you and draw your portrait as an animal. This gave one-on-one interaction but also stirred a curiosity of viewers while supporting the belief that childlike imagination is a skill that can be revived at any age. Every Monday from
5:00 pm – 7:00 pm, The Taeuber Troupe appeared in Wingfield Park and celebrated the arts during our family night.

The second commissioned performance artist selected was Eve Allen of Destination Dance. On July 23rd this dance troupe took the audience on a walking dance tour lasting approximately one hour that included site-specific dance works created and performed by five local choreographers, 27 dancers, four tour guides and three technicians. Vivid tour guides led audience members on a walking tour around downtown Reno’s Riverwalk area stopping at various locations to view site-specific performances on the Lear Theater steps; Ross Manor garden; the Truckee River; Wild River Grille patio; Washoe County Courthouse steps and the historic Lake Mansion porch/widow’s walk.
Executive Summary

The Planning Phase
Laying the groundwork for a 20th celebration is no small task. Each year, the Board of Directors and staff review the direction for the festival, but this year was an exciting challenge. How do we embrace past, present and new into one month? The answer became clear:

- Bring in past favorite series and performances
- Grow into untapped areas – Midtown was identified as a growing community and Dickerson Road highlighted their unique art businesses and projects
- Capitalize on a public arts project – The People Project
- Highlight and work with organizations in under-served areas
- Introduce our community to the highest caliber of art
- Community partnerships are the key of our success
- Continue to grow outreach and education opportunities

Neighborhoods Create Art Districts
Midtown is a special part of Reno. It's a commercial-centric corridor in the center of town that parallels Virginia and Center Street, just south of downtown, from about Liberty Street to Mt. Rose Street. Featuring an eclectic range of businesses from one-of-a-kind restaurants to mom-and-pop hardware stores, Midtown is the most small-business-dense section of Reno.

Midtown was selected as a key growth area this year – an area that we knew would embrace our plans. Artown for Midtown featured The People Project where 57 statues were artistically embellished and displayed throughout Midtown, encouraging foot traffic around the neighborhood. The visual impression from this project is lasting and serves as a template for combining genres that explore the arts and talents of our local community; wrapped into one big art project.

Sundays At Sticks (700 South Virginia Street) cemented the vibrancy with a new music series featuring a compilation of artists in the styles of singer/songwriters, indie folk and swamp bluegrass. Performances included Rising Appalachia, Tim Snider, Portland Cello Project and Darlingside. The venue was filled to capacity, and as a result, exploration for a more permanent venue is being explored. These projects were embraced by all – the business owners, community and artists. Crowds flocked to this area to fully appreciate all that Reno and Midtown offer.
And Other Neighborhoods
Discover Dickerson Road was another experience where artists used the arts as a way to transform a somewhat neglected neighborhood. Through great partnership with the businesses, Discover Dickerson on July 19th was a day of family fun featuring art, theater, comedy and more.

A Day of Visual Art continues to be a journey through the arts in a southwest Reno neighborhood. Take a stroll through backyards in visually charming neighborhoods on streets such as Monroe, California and Mt. Rose to purchase art, jewelry, sculptures and more. This event captures the true essence of art in the garden.

The Parade Marches On
The month of July demands a high-energy opening. The answer – a MarchFourth! parade with their outlandish garb, stilt walkers and music. As the “pied pipers” of arts, they traipsed from McKinley Arts Center to Wingfield Park. The opening night headliner, Glen David Andrews, brought down the house with his electrifying music using a rare combination of Funk, R&B, Jazz, Gospel and Zydeco. Outlandish, amazing and eclectic are all adjectives used for this kick-off. What a way to begin our celebration. Here’s to another 20 years!

Discovering Culture - World Music Series
Our Wednesday series in Wingfield Park brought cultural diversity to the crowds of 2,500 each evening in the park. Touted as a festival highlight, this year stretched the depth of creating a climate for cultural awareness in our region. Each Wednesday we experienced new cultures of the world. India with DJ Karsh Kale and Ragamala Dance; Native American with Martha Redbone and Buffy Sainte-Marie; Latin music featuring female mariachi ensemble, Reyna de Los Angeles then moving onto the streets of Tijuana with the vibrant musical fusion of Las Cafeteras; and then finally taking a journey with the blues bridging ancient African instruments to Chicago Blues with Lurrie Bell and Bassekou Kouyate playing the Ngoni.
Patriotism at its Finest
Proudly honoring the time proven tradition weaving our culture through independence, Artown celebrated Fourth of July in true Americana style. With the family friendly musical salute from Reno’s own Municipal Band, we embraced our past in a panoramic setting completed by fireworks set to “The Stars and Stripes Forever” by John Philip Sousa.

Monday – Bartley or Wingfield
The thunderstorms and rain tried to put a damper on the festival at the beginning of the month, but only one event was cancelled during the entire month. The crowds persevered and were rewarded for their patience and dedication.

The Monday Night Music Series, held at The Robert Z. Hawkins Amphitheater at Bartley Ranch, hosted musicians from diverse backgrounds, musical styles and eras. The free series began with a patriotic performance by the Reno Philharmonic Orchestra; the following week outstanding student musicians from the Reno Youth Jazz Orchestra took the stage. In week three, the overflowing audience of Bartley Ranch participated in a Salute to Sinatra with Landau Eugene Murphy Jr., former America’s Got Talent winner. The closing of the series was nothing short of spectacular, as the Ahn Trio sisters breathed life into their piano, cello and violin, performing both classical compositions and covers of contemporary artists.

At Wingfield Park, The Family Series continued to inspire with Alice in Wonderland, Charlie and the Chocolate Factory, Secret Agent 23 Skidoo and Story Pirates. Story Pirates was cancelled due to the violent storm directly over Wingfield Park. They had such a compelling story – we reached out to Washoe County school children for a contest to submit an adventure story that would be acted out by this group. We had two winners from over 50 submissions.

Discover The Arts
Artown’s longest running children’s series, Discover The Arts, continued to grow and included interactive hands-on opportunities for youth. The program ran for 22 days (Monday-Friday at 9:30 a.m.) at McKinley Arts and Culture Center and provided children with an introduction and
enhancement of art skills. The series included multi-disciplinary programs, workshops, storytelling, arts projects, dance, ice cream from Northern Nevada Dairymen/Model Dairy, costumed performances, green art projects and more!

**Missoula Children’s Theatre**

The nation’s largest touring children’s theatre, has been a part of Artown for a decade. Creativity, goal achievement, communication and self-esteem are all characteristics that are attained through this unique educational project. It is our collective goal to develop life skills in children through participation in the performing arts. This year, 60 local children participated in *Aladdin* on Saturday, July 18th at Damonte Ranch High School.

In addition to the stage performance, there were 17 free workshops at Kids Kottage, Boys and Girls Club, Day Treatment Center, Children’s Cabinet and City of Reno Performing Arts Camp targeting children who did not have transportation to the auditions and rehearsals. Each workshop was dedicated to introducing children to performing arts teaching that the ABC’s of the theatrical process, teamwork and creativity are all factors in success.

**Shall We Dance**

Our Dancing in the Park series on Tuesday nights featured dance in multiple styles. Opening the series was the Northern Dance Coalition and their performance of “Exhibitions,” where Coalition 10 Studios conveyed the true community spirit as students and performers shared the stage, combining dance and theater. Then Sierra Nevada Ballet presented an incredible evening of dance, song, and live music featuring tap star Sam Weber and singer Cami Thompson. The following week, Heart and Sole Dance Academy demonstrated love stories throughout the decades to jazz, hip-hop and contemporary music. The series concluded by highlighting dance forms from around the world, as the Downtown Dance Collective and their local performers recognized cultural and ethnic heritages from India, Ireland, Ukraine, Italy, and more, through movement, music and costuming.
Headliners and Ticketed Events
In 2014 we began a private/public partnership with Washoe County to present a series at Bartley Ranch. This year, our series began with a performance by award-winning and multi-talented Broadway star, Betty Buckley, who had the whole audience singing along as she sang “Memory,” made famous in the Broadway musical Cats. The following week, Artown presented Home Free, a five-member country vocal band, who sang popular, contemporary covers in true a cappella harmony. Then, renowned American country musician and songwriter, Clint Black took the stage, sweeping the audience away with the sounds of his multiple guitars and familiar songs and lyrics. The series closed with the sultry voice of award winner Mary Chapin Carpenter who engaged the crowd with her art of storytelling through her music.

Movies In The Park
This year, the movies ranged from traditional to outlandish. Starting with Casablanca where the side stage turned into a dance-a-thon to “As Time Goes By”; to The Princess Bride; The Jungle Book; The Birdcage that coincidentally tied into the Pride Celebration from Build Our Center and also featured the Art of Drag winners that helped us celebrate in the park; and finally the classic Dickens tale of Nicholas Nickleby. This traditional series continues to be an Artown staple for all to share.

Rollin On The River
Proudly celebrating its 20th year at Wingfield, Reno News & Review featured show stoppers such as Charlie Musselwhite, returning favorites Paisley Brain Cells and The Lazy Eights, Big Sandy and His Fly-Rite Boys, The Red Elvises and Beso – gypsy rock. Sponsored by the Reno News & Review, Artown is featured in the July edition and highlights our events during the month – amazing exposure. And, we are also voted by readers as The Best Special Event in Reno. Thanks Reno and Reno News & Review!

And More
Artown is a leader in the Northern Nevada arts and culture industry and utilizes a rich variety of venues ranging from traditional art spaces to non-traditional environments such as neighborhood streets, urban and suburban districts, historic buildings and parks. Cultural diversity and history are embraced and interwoven within the fabric of our city that supports Artown during July.

July boasted 36 ongoing events, 29 workshops, 169 presenters and 124 venues that collectively created 500 daily activities and events. Each represented artistic genres, mediums and ideas as varied as the artists. Historic events were memorialized during the month with projects like I Am My Brother’s Keeper talking about the holocaust survivors of Auschwitz. Classical performances were held including the beloved Peanuts characters in the musical production of
You’re A Good Man Charlie Brown by Reno Little Theater. We learned the intricacies of the Burner culture with Burner Mingle at Grassroots Books. And then we experienced the vibrant sounds of a pipe organ at Trinity Episcopal Church and celebrated our youth with Young Chataquans and Reno Youth Jazz Orchestra. Just a sampling of what an adventure we had during July – Reno lives and breathes arts and culture and embraces the passion we have for the arts.

How Many Days in July?
The pinnacle of the month was the closing night festivities, yes on Saturday, July 32nd. Established as “the” classical hip hop violinists of this era, Wil Baptiste and Kevin Sylvester aka Black Violin, amazed the audience with their exclusive artistry. When you think it can’t get any better, Michael Kaeshammer masters the unimaginable boogie-woogie on the piano with five of his musical partners on horns. It was a magical evening.

Outreach
Artistic outreach and arts education is also at the forefront of Artown’s mission. By exposing our youth to the arts at an early age, we know that they are molding who they will be in years to come and investing in their future. In supporting our community, Artown seeks ways to work with our diverse population. At a free community health fair at Miguel Ribera Park in Reno two Latino Bands (Mariachi and Las Cafeteras) performed for the crowds. This enabled this low income Hispanic community an opportunity to experience Artown in their own neighborhood.

The Ahn Trio led a workshop for the senior music students at the Steinway Gallery reflecting the unique variations of the classics through these sisters. Lurrie Bell and Landau Eugene Murphy, Jr. visited the Children’s Center at Renown Health performing bed-side, bringing a brief respite to the patients.

Artown and the University of Nevada, Reno were privileged to host the Mandela Washington Fellowship, a group of 25 young African leaders, in an entrepreneurial discussion as they promoted innovation and positive change not only in their organization but throughout
institutions, communities and countries. Through our partnership with the Northern Nevada International Center, transportation was coordinated so these young leaders could attend various Artown events. One of the highlights during their visit to Reno was a private meet and greet with Monday Night Music Series performer, Landau Eugene Murphy Jr.

**Appreciation**

Artown is fortunate to have such a strong support team both with donors and volunteers. To combine our appreciation for them all, we created our first ever Donor Appreciation Event on July 25th featuring the contemporary dance company BodyTraffic in the panoramic setting at Bartley Ranch. This was a magical night and truly reflected our gratitude for the community involvement we receive. This is destined to be an annual tradition. Heartfelt thanks goes to everyone who provided the support that truly makes July the best month of the year to live, work and play in Northern Nevada!

**Volunteers**

This year, nearly 100 volunteers dedicated their services for 1,499 hours helping make Artown’s 2015 month-long festival a huge success. Despite challenges such as: high heat, rampant rain, thunder and lightning storms and wild winds, our volunteers anticipated unexpected obstacles and proactively addressed them, allowing for Artown patrons to enjoy each and every performance. It is the team and camaraderie, which serves as the backbone for coordination and logistics; without our volunteers our events could not operate smoothly. These kind, committed and enthusiastic individuals assumed the role of Artown Ambassadors, greeting guests and graciously facilitating with the following:

- Event set-up
- Event and stage tear-down, clean up, garbage and recycling
- Distribution of marketing materials including Little Book calendars, playbills, posters and mailings
- Merchandise sales for Artown and featured artists
- Directing traffic, parking, ushering, and wristband application
- Survey distribution and collection
- Monitoring the audience for security to ensure safety and comfort of attendees
- Working with Artown’s “Give $3 to Keep it Free” campaign

On National Volunteer Day, Microsoft celebrated by donating time, effort and materials to fixing up our historic Lear Theater’s grounds and the yard of Artown’s office. Over 40 volunteers worked diligently for a total of 320 additional hours. Way to go Microsoft!
And There’s More
While July will always be our primary focus, Artown continues to offer diverse programming throughout the year. Artown presented Mariachi Sol de Mexico de Jose Hernandez to Reno on December 12th at the Grand Sierra Resort. Ira Glass and David Sedaris will perform speaking engagements this fall at the Pioneer Center.

President of Western Arts Alliance:
Artown’s Executive Director continues in her commitment to the Arts as President of the Western Arts Alliance. In September she attended the annual conference held this year in Canada.

• As President, Beth hosted a reception at the U.S Consulate General’s residence in Vancouver, B.C.
• She was able to engage with major Festival Directors from Australia, New Zealand, Mexico, China and Canada
• The outcome, in addition to planning Artown 2016, was the growth of the arts festival model both here in the United States and globally
• What we have always known by our survey results was shared by everyone at WAA: festivals build communities, provide social engagement and have an impact both culturally and economically
The City of Reno, Artown’s Major Funder

In 1996, the City of Reno Arts and Culture Commission consisting of business and arts executives developed a plan to use the arts to improve the city’s self-image and give locals a reason to visit downtown. Their idea: highlight the community’s cultural depth, ignite civic pride, and create a climate for the cultural and economic rebirth of our region. Now, in its 20th year, the month-long festival named “Artown” celebrates two decades of art, culture, and expression.

Thank you City of Reno -- Reno is Artown!

City of Reno

Mayor, Hillary Schieve
Councilmember Jenny Brekus
Councilmember Oscar Delgado
Councilmember Paul McKenzie
Councilmember Neoma Jardon
Councilmember David Bobzien
Councilmember Naomi Duerr

City Contribution to Artown: $125,000
Arts & Culture Commission: $15,000
Leveraged In-kind Value: $3,900

Additional funds awarded through:
Special event funding: $9,206
Cultural grants to presenters: $48,000

Total City of Reno Support: $201,106
Festival Sponsors

News 4 Anchor Shelby Sheehan and Artown’s Executive Director Beth Macmillan

The arts educate us all.

Total Festival Sponsor support, excluding media sponsors: $153,000
Event Sponsors and Partners

**Opening Night and Closing Night**
City of Reno Arts & Culture Commission
Circus Circus Reno
Mathewson Charitable Lead Trust
Friends of Artown
Waste Management
Cargo At Whitney Peak

**Monday Night Music Series**
The Robert Z. Hawkins Foundation
Renown Health
Albright & Associates, LTD.
Peppermill Resort Hotel

**Family Festival**
Wild About Smiles
KTVN Channel 2 News
Thelma B. and Thomas P. Hart Foundation
Circus Circus Reno
Terry Lee Wells Foundation

**World Music Series**
National Endowment for the Arts
Circus Circus Reno
Mathewson Charitable Lead Trust
New England Foundation for the Arts
Friends of Artown

**Summer Soiree Under The Stars**
Washoe County
Peppermill Resort Hotel

**Movies In The Park**
Eide Bailley LLP
Diamond Vault
Swire Coca Cola Products
Pioneer Center for the Performing Arts

**Missoula Children’s Theater**
The Leonette Foundation
Wells Fargo Foundation
Nevada Arts Council
Unitarian Universalist Fellowship
Wild About Smiles
Circus Circus Reno

**Discover The Arts**
Northern Nevada Dairymen
Nevada Arts Council
Lemelson Education Assistance Program

**Sundays at Sticks**
Midtown Business Owners
The Carter Brothers
Microsoft
Atlantis Casino Resort Spa

**Little Book Sponsor**
Morrey Distributing Company

**Commission Sponsors**
Sands Regency Hotel and Casino
Transforming Youth Recovery

Total Commission and Event Sponsors Support: $ 131,290
Champion Sponsors

Reno Tahoe Limousine  The Terry Lee Wells Discovery Museum
Steinway Piano Gallery of Reno  Nevada Office Machines, Inc.
ESI Security  Kiwanis
Girl Scouts of Northern Nevada  Scolari’s Food and Drug
Lenox Barns  FastSigns
Cargo At Whitney Peak  Reno Bike Project
Jimmy John’s  Mark Simon, Sotto Voche
Signature Landscape  Star Sound Audio, Inc.
Port of Subs  Macy and Company, LLC
Reno Type  Swire Coca-Cola

Total Champion Sponsor Support: $36,024

Martha Redbone

Pops on the River

Audience enjoying Artown events
Media Festival Sponsors

Our media partners were instrumental in keeping the public well informed on the activities and events during the month of July. Artown applauds the continuing support from the following:

**News 4 – Fox 11 – My 21 TV:**

Coming on strong as the festival media sponsor, the three stations joined together to create a strong partnership for this year’s Artown.

Their collaborative efforts were seen in a variety of ways including:
- Promotional announcements on all three networks daily
- Interviews
- Social media
- Web presence
- Creation of an exclusive Artown preview show with host Shelby Sheehan and Beth Macmillan
- Opening night news broadcast from Wingfield Park
- Live emcees during the month
- Give $3 produced spots
- Production and more

**Total Media Value – News 4-Fox11-My21TV: $ 500,000**

**RGJ Media:**
- 117 Articles (average 15 column inches each)
- 54 Photos (average 60 column inches each)
- Daily “Today at Artown” with Festival highlights
- Partnership in creating and printing The Little Book (80,000 booklets)
- Give $3 To Keep It Free support through envelope insertions on June 28th, July 12th and July 26th
- Five quarter page promotional ads for Give $3 to Keep It Free
- Advertising match for events and general programming

**Total Media Value – RGJ Media: $695,000**

**Reno Tahoe USA (Reno Sparks Convention and Visitors Authority):**

Artown was included in all areas featuring displays, banners, listings posts in
- National Bowling Stadium
- Airport Special Events Calendar
- Festival Brochure inclusion
- 2015 Reno Tahoe USA Getaway
- Newsletters to 78,000
- Facebook posts
- Tweets 9,081 and 21,400
- River Festival Brochure

**Total Media Value – Reno Tahoe USA: $ 97,965**
Reno Media Group:
With a strong offering of stations, Reno Media Group has a station for all listeners. Included are 106.9 More FM; Alice 96.5; The River 103.7; SWAG 104.9; Ten Country 97.3, 92.5 Oldies; 96.9 The Rodeo and 1270/96.1 CBS Sports.

Reno Media Group created a valuable presence with the radio audience. They reached 328,300 people ages 18+ with their Artown specific campaigns. This year, Ten Country beat long time local favorite The Bull in ratings.

Additional exposure was generated through:
- Flash Rotator on eight websites
- On-air ticket giveaways with promotional mentions
-Appearances by Connie Wray and Tessa Marie at Artown events
- Connie Wray, host of Alice’s longest running morning show in Reno, emceed the Family Festival every Monday night
- World Music Series sponsor

Total Media Value – Reno Media Group: $ 74,000

KNPB Channel 5 Public Broadcasting:
- On air promotions
- Program Guide
- Website advertising
- E-blasts
- Creation of promotional video, creative services and additional promotions throughout the year

Total Media Value – KNPB Channel 5 Public Broadcasting: $ 25,000

KUNR Public Broadcasting:
- 750 messages during the year
- Studio and production support for Artown produced spots
- Banner advertising
- Inclusion in KUNR e-newsletters
- David Stipech, General Manager and Danna O’Connor, Morning Edition Host emceed Monday Night Music Series
- Partner in Reinventing Radio: An Evening With Ira Glass

Total Media Value – KUNR Public Broadcasting: $ 25,000

Total Festival Sponsors Media Value: $1,416,965

Additional Media Sponsors:
Reno News & Review:
- Artown preview guide – circulation of 33,000 (a 24 page full color guide to Artown highlights, inserted into the Reno News & Review)
- Rollin On The River – July 3, 10, 17, 24 and 31
- Editorial mentions of Artown during June and July
- Best Special Event in Downtown Reno voted through “Best of Northern Nevada RN&R 2015”

Total Media Value – Reno News & Review: $105,000

KTVN Channel 2:
- Various news stories and coverage during July
- Movies in the park sponsor

Total Media Value – KTVN Channel 2: $7,500

Reno Tahoe Tonight
- Festival ads and story lines

Total Media Value Reno Tahoe Tonight: $5,000

Total Other Media Value: $117,500

Total Combined Artown Media Value: $1,534,465

Social Media and Website:
We continue to grow in our social media marketing. We want Reno to recognize who we are behind the scenes and not just the basic information such as time, location and place; social media does just that.

This year we changed to a new ticket system, Patron Manager, and are still in the process of updating our communications.

Facebook: 11,000 Followers

Twitter: 5,736 Followers

Instagram: 751 Followers

We continue to drive inquiries to our website via all marketing, promotions and messaging. Our unique visitors for July were 37,252 and year-to-date 77,489. We know that traffic could have been impacted by our tie with national artists, using cross marketing of ticket sales on
their individual sites. Our goal next year will be to 1) increase our Facebook interaction through updated techniques 2) capture new visitors 3) live updates on performances and weather to update people at home and 4) encourage audience members to check in on social media outlets.

Regional Publications:
This year we were able to tell our story in February allowing us the opportunity to reach out to regional publications.

In the June, 2015 issue of Alaska Beyond (Alaska Airlines Magazine – Horizon Edition), Artown’s Cultural Extravaganza was featured on Page 7. Included was the 20th Anniversary Poster by Franz Szony as well as photos of Mary Chapin Carpenter and Clint Black. This generated interest in our event as well as sales of our XX Poster.

In The Summer, 2015 edition of Via (AAA Magazine – Nevada), Page 50 noted Arts-ville, Nevada with a descriptive mention of our offerings, a photo of Clint Black and the July 1 – August 1 dates. Nice to be recognized in this strong regional publication.

Reno Magazine’s July/August edition also featured an article entitled “A Milestone Anniversary” featuring a colorful photo of Lady Artown and long descriptive story on the evolution of the poster. Page 21 looked great!

The Good Life, an exclusive magazine serving the neighbors of Old Reno, featured a personal story on Artown’s Executive Director, Beth Macmillan. Gracing the cover with one of her sons, the story continued on Pages 4, 5, 6 and concluded with Lady Artown and featured events on Page 8.
2015 Artown Exposure

Local Exposure

Reno Gazette Journal (Print and online)  Nevada Magazine
Reno News & Review  Nevada Appeal
Carson City News – Carson City NV  Northern Nevada Business Weekly
KAME My21 TV  The Good Life
KTVN Channel 2  This is Reno
KOLO Channel 8  Nevada Appeal
KRNV News 4  North Lake Tahoe Bonanza – Incline Village NV
KRXI Fox 11  Reno Newswire
KUNR Public Radio  UNR News
KNPB Public Television  

Out of Market

Alaska Airlines Magazine- Beyond Edition  Meetings Focus – Bay Area
AAA Magazine- Nevada  10Best – South Carolina
7 x 7 – San Francisco  Marin Magazine – Marin California
Bay Area Reporter – San Francisco CSA  Premeditated Leftover Blog
Edge – Gay publication posted in NY,  Sacramento Bee – Sacramento California
    Providence, San Francisco,
    Philadelphia, Dallas, Fort Lauderdale,
    Miami, New England
Las Vegas Review Journal  San Francisco Chronicle – San Francisco
California
Sherman’s Travel Blog – New York
Via Magazine – Bay Area

Total Media Coverage Circulation and Value

Total Articles: 344  Total Impressions: 62,012,472
Total Media Value Tabulated by Burrells: $1,235,141

Conferences Attended:
Western Arts Alliance — August, 2015
Fresh Street – Barcelona September, 2015
Fira Tarrega Street Festival – Spain September, 2015

Community Boards:
Community Health Alliance
Beth Macmillan
Marketing Committee
Reno Arts and Culture Commission –
Jennifer Mannix
Other Revenue Streams

Artown-Produced Ticket Sales: $121,819
Summer Soiree Under The Stars $118,519    Missoula Children’s Theatre $3,300

Merchandise: $2,945
Vendors: $3,718

Total Artown Earned Income: 128,482

Grant Funding and Foundations

Bretzlaff Foundation    Wells Fargo Foundation
Nevada Arts Council    Gabelli Foundation Inc.
National Endowment for the Arts    Mathewson Charitable Lead Trust
New England Foundation for the Arts    Terry Lee Wells Foundation
E.L. Cord Foundation    Lemelson Education and Assistance Program
The Thelma B. and Thomas P. Hart Foundation    Dermody Properties Foundation
Roxie and Azad Joseph Foundation    The Robert S. and Dorothy J. Keyser Foundation
Robert Z. Hawkins Foundation    Charles H. Stout Foundation
Leonette Foundation

Total Grant and Foundation Funding: $249,887

Friends of Artown: $100,246

Artown’s individual donor membership program was established as a way for the community to have a sense of ownership in our mission. Each level entitles members to rewards based off the amount of their contribution. “Friends of Artown” are given advanced notice of upcoming shows, early ticket purchasing, VIP seating, autographed posters by the annual Artown artist as well as yearly themed merchandise. These gifts are a way for us to say thank you to our supporters of the arts in Northern Nevada.

Give $3 To Keep It Free: $25,744

This campaign focuses on keeping many aspects of the festival free. The public continues to support our effort as well as our corporate sponsors: The Reno Gazette Journal, My 21 – News4 – Fox11 and U.S. Bank.
| Ana Acevedo          | Constance Hanson          | Rachel Perkins          |
| Andy Acevedo        | Pat Jarzynka              | Michelle Perez         |
| Rhonda Alexander    | Rock Jarzynka             | Nick Prinsen           |
| Sam Baleme          | Ashley Juvera             | Karen Raits            |
| Tiffany Pack-Baleme | Amy Kay                   | Caroline Rhuys         |
| Bobos Street Team   | Gordon Kazmer             | Devin Rivera           |
| Sharon Branch       | Barb Kramer               | Tristan Rivera         |
| Janet Brown         | David Lan                 | Yolanda Rivera         |
| Marlin Dellinger    | Laura Palmer Lopez        | Dylan Ross             |
| Sharon Dellinger    | Cliff Low                 | Destiny Sheehan        |
| Abigail Marie Evans | Loretta Low               | Karen Solberg          |
| Gaby Falcon         | Brooke Marlowe            | Ana Suarez             |
| Lynette Fernandes   | Sam McGowan               | Rob Swift              |
| Maureen Fitzgerald  | Stacy Melcher             | Tayona Tate            |
| Heather Ford        | Daniele Murillo           | Micah Turner           |
| Julie Habara        | Nancy Pearl               | Christine Welch        |

Special thank you to our Volunteer Coordinator, Lynette Fernandes, for her countless hours and support during our festival!

**Volunteer Contributing Organizations**

Bobo’s Street Team  
Fox 11 | My21 TV | News 4  
NV Energy  
U.S. Bank

**Total Volunteer Value:** $43,579

Artown volunteers at Bartley Ranch
PRESENTERS WHO CONTRIBUTED TO THE SUCCESS OF THE FESTIVAL

A an Art
Ageless Repertory Theatre
Aria School of Music and Art
ArrowCreek Art Guild
Art n Soul
Art Paws
Art Slave Show and Sale
Art Spot Reno
Artemisia Movie House
Artists Co-operative of Reno
Artists of America
Arts for All Nevada
Aurora Repertory Theatre
AVA Ballet Theater
Be the Change Project
Bleu-Squid
Bruka Theatre
Build Our Center
BVW Jewelers
Cargo at Whitney Peak
Caughlin Ranch Homeowners
Crawl Reno & Let’s Do Things
Cincinnati, NV
Circus Circus
City of Reno-Public Art
Compression! Fire and Art
Connections Art Group
David J. Drakulich Art Foundation
Decoy Inc.
Dickerson Road Artists
Doors to Recovery
Downtown Dance Collective
Dreamer’s Coffee House
eNVision Performing Arts
For the Love of Jazz
Fred and Wilma’s Rock Quarry
Friends of Nevada Wilderness
Friends of Washoe County Library
Girl Scouts of the Sierra Nevada
Good Luck Macbeth
Grace Church
Nevada Land Trust
Nevada Museum of Art
Nevada Mustang Fine Art Show
Nevada Stamp Study Society
Nevada Vocal Arts
Never Ender
Northern Nevada International Center
Note-Abel Music Therapy Services
PolyEsthers Costume Boutique
Raymond James Financial Planner
Reno Art Center
Reno Buddhist Center
Reno First United Methodist Church
Reno Jazz Orchestra
Reno Little Theater
Reno Municipal Band
Reno News & Review
Reno Philharmonic Association
Reno Pops Orchestra
Reno Rose Society
Reno Video Game Symphony
Reno Youth Jazz Orchestra
Reno-Tahoe International Airport
River School Farm
Riverside Artist Lofts
Senior Music Workshop
Sierra Arts Foundation
Sierra Nevada Ballet
Sierra Nevada Guitar
Sierra Nevada Master Works Chorale
Sierra Water Gardens
Sierra Watercolor Society
Silver State Young Chautauqua
Spanish Springs Library
Sparks Museum and Cultural Center
Steinway Piano Gallery
Steven Rubin
Susan Moore
TACH International, Inc.
Tahoe Art League 2015
The Clay Canvas
Grassroots Books
Heart & Sole Dance Academy
High Desert Harmony Chorus
Historic Reno Preservation Society
Homeslice Productions/The Utility Players
JA Comedy
JamPro Music Factory
Jeff Lock Photography
Judith Ames Quintet
Keep Truckee Meadows Beautiful
KidScape Productions
LeRue Press
Lexicon of Sustainability
Living Stones Churches
May Arboretum Society
Meg Price
Micano Home and Garden
Midtown Business Owners
Mile High Jazz Band
Moments of Memory, Inc.
National Automobile Museum
Nevada County Arts
Nevada Fine Arts
Nevada Historical Society
Nevada Humanities

The Creative Arts Center
Terry Lee Wells Nevada Discovery Museum
The Jesters League
The Let’s Dance Band
The Northern Nevada Dance Coalition
The Reno Dance Company, Inc.
The Villas of Sparks
TheatreWorks of Northern Nevada, Inc.
TMCC Community Education
TOCCATA Tahoe Symphony Orchestra and Chorus
Trinity Episcopal Church
Truckee Meadow Quilters
Truckee Meadows Parks Foundation
University Galleries, University of Nevada, Reno
Up & Atom Improv
UUFNN/Vision Place
Vanity Entertainment
Washoe County Regional Parks & Open Space
WC Nagel Enterprises
Western Folklife Center
Wild River Grill
Wine-ingcats
Word of Life Ministries
Worldwide Partnership, Inc.
Zazpiak Bat Reno Basque Club

Total Presenter Budget: $505,851

We apologize if any presenter was inadvertently left out.
Thank you to all who helped make this Artown season a great one.

In Memory Of Tim Jones:
The sudden passing of long time arts leader and one of the founders of Artown, Tim Jones, fills us with sorrow and grief. Tim was a catalyst and inspiration to Reno and the arts community. He gifted Reno when he founded Artown along with Karen Craig, Howard Rosenberg and Mark Curtis. His passion for Artown led to his involvement and creation of key elements of the annual festival such as Discover The Arts, Movies In The Park and Beethoven At Bartley.
AUDIENCE COMMENTS

“Reno is a shining star!”

“The diversity of the 2015 Artown events was amazing. Artown draws and inspires an even wider range of audiences with great new offerings.”
Karen C. Ross, MPH Community Relations Manager, NV Energy

“Thank you for such great events!”

“I love what Artown does for Reno!”

“I am sorry I could not contribute much to Artown recently. My husband is disabled, and in a hospital bed in our dining room since 2012 and our funds are dwindling rapidly.”

“Thank you for all the fabulous programs!”

“I enjoy all of the Artown events each summer and really appreciate all of the time and work that this organization puts in each year.”

“Thanks to the committee for all the work they do.”
Residents help Artown succeed

As the 20th anniversary year of Artown draws to a close, I am filled with joy and gratitude to all who have helped to make this event a true masterpiece for our city. There is joy in being able to bring so many and diverse artistic experiences to the residents and visitors of the Reno area. While I can honestly say I love every participant’s contribution, I particularly love the family-oriented events. Exposing children of all ages to the creative process and results is truly thrilling to witness and sometimes life-changing for the kids. In addition, I am delighted by the collaborative, grass-roots efforts of people in previously neglected neighborhoods that have ignited a rebirth through the arts — the initial purpose of Artown 20 years ago.

It is hard to accurately express the gratitude I feel for every individual who has had a part in the creation, development and execution of Artown over the past 20 years. There is truly no way to name everyone — I don’t even know who everyone is! But, I can thank those people past and present from the city staff, council, volunteers on the Arts & Culture Commission which created the first “Uptown, Downtown, Artown” events; the volunteer board members who supported and continue to support this extraordinary adventure; and the hundreds of volunteers who spend countless hours ensuring attendees have a great experience. We must also thank the media outlets who give us great exposure that encourages attendance. Sponsors who initially supported this unknown concept deserve special recognition. They and the others who have given necessary funding, exposure, and volunteer support enable us to expand our offerings.

We continue to strive to make Artown meaningful as our community grows by showcasing diverse, cultural and ethnic artistic expressions through music, dance, visual arts and mini-festivals. In addition, we bring in artists from outside the area to expose our residents and visitors to a wide range of performances. I have heard from so many of these performers how much they love and appreciate the wildly enthusiastic response from our large audiences.

We are also so fortunate to have many beautiful venues, both indoors and out, in which to enjoy Artown activities. Every year we have more locations and more involvement related to the Artown festival.

Mostly, we must thank the hundreds of thousands of attendees at our events annually. Without the audiences there would be no Artown.

So, thanks to everyone who ever had and will have even the smallest role in the development and success of Artown. We couldn’t be where we are — 20 years later — without you.

See you next year at Artown XXI!

Beth Macmillan is the executive director of Artown.

Microsoft employees will clean up Midtown today

More than 100 Microsoft Reno employees will take to the streets in Midtown and downtown Reno to volunteer their time to three local nonprofits: Artown, The Cube at Midtown and Keep Truckee Meadows Beautiful today from 10 a.m. to 2 p.m. In partnership with the Biggest Little City Campaign, Microsoft employees will spend the day landscaping, pulling weeds, painting buildings and fences, picking up garbage along the river and Wingfield Park, organizing thousands of event fliers, creating event spreadsheets and hanging new promotional banners along Virginia Street. The event coincides with National Volunteer Week.

SEND YOUR GOOD NEWS TO goodnews@RGJ.com.
Cultural extravaganza
An exciting lineup of visual and performing arts, and hands-on activities

Celebrating its 20th year, the monthlong summer Artown festival—a seven-time National Endowment for the Arts grant-award recipient—features approximately 500 cultural events, at more than 100 Reno locations.

The 2015 festival, July 1-Aug. 1, will include a World Music Series; Family Festival Series; Movies in the Park; Monday Night Music; a Day of Visual Art, July 11; and the Summer Soiree Under the Stars, Thursday nights, with musicians such as Betty Buckley, Clint Black (below right) and Mary Chapin Carpenter (below).

Festivalgoers can also attend numerous workshops, from oil painting to pottery, to composing and illustrating poems, and take walking and biking tours.

Unique events include a Full Moon Drum and Dance Circle; organ and handbell concerts; an Evening of Chanting; a canine-art event; and a comedy showcase. Contact: 775-322-1538; renoisartown.com.

Additional Reno-Tahoe attractions

More than 50 golf courses are within 90 minutes of Reno, and the higher altitude helps your ball soar. The American Century Celebrity Golf Championship will be July 14-19 this year at the acclaimed Edgewood Tahoe course, above (edgewoodtahoe.com).

Choose from 50-plus beaches. For instance, Skylandia Park in Tahoe City has a sandy beach and swimming area, along with trails (tahoecitypud.com/parksrec.shtm1 and tahoeublicbeaches.com).

From dance clubs to saloons to lounges, Reno-Tahoe is famous for its nightlife, and pub crawls and wine walks take place monthly. Go to visitrenotahoe.com for more information on nightlife, and other activities and attractions.
Is Reno Poised to Become a Culture Capital?

By Christina Neumann on September 18, 2015 5:00 PM

Reno is fast becoming "Muraltown" with professional and amateur art taking over the urban core. Photo by Mark Hammon and Black Rock Arts Foundation

Reno isn’t called Artown for nothin’. The city mostly known for its gaming is blooming with Burning Man sculptures, murals, Broadway musicals, and bluegrass music. The Nevada Museum of Art and its Center for Art + Environment was recently awarded a 2014 TripAdvisor Certificate of Excellence and will soon have one of the best views in Reno from its new Sky Room. Art in all its forms is now woven through the fabric of the city in unexpected ways.

Reno is Artown

This year marks the 20th anniversary of this visual and performing arts series held during the entire month of July. The festivities kick off on opening night with the MarchFourth Marching Band, and performances throughout the month will feature musical groups Rising Appalachia, Las Cafeteras, and Mary Chapin Carpenter. Every day is jam-packed with family events, art walks, movies at Wingfield Park by the river, drum circles, and theatrical productions. Many of the events are free and held downtown in churches, art galleries, and wine bars.

Photo by Artown

It seems like each week a new mural magically appears on the side of a building, quickly transitioning Reno into "Muraltown," with works by artists like Erik Burke, Angelina Christina, and other local muralists painted on the sides of the Whitney Peak Hotel, parking garages, hair salons, bars, and restaurants.

Photo by Howard Goble

Smaller works of art may be harder to find—unless you ride a bike through town. Numerous bike racks shaped like trains, dogs, fish, and children’s toys dot the areas around downtown and Midtown.

Broadway, Bluegrass, and Water Garden Music

Photo by Artown

Photo by Natalie Lambo
Friends of Artown

**Center Stage**
Heidemarie Rochlin

**Hall of Fame**
Katherene Latham
Ann Mathewson
Ranson and Norma Webster

**Soul Mate**
Michael and Darlene Arnold
Al and Wendy Alderman
Dr. F. Craig Conrath and Brook Walker
Fred and Margaret DiRienzo
The Kutten Fund
George Pinski
John and Julie Williams
Phil and Jennifer Satre

**Best Friend**
Lynn Carasali
Jeanne Brower
John and Susan Deakyne
Bob and Audrey Ferrari
Jim Gallaway
Jim and Mary Ann Kidder
Dr. Phillip Manwell
Marshall Postman M.D.
Sierra Tap House
Jessica Schneider
Owen and Miranda Roberts
Dean and Gloria Smith
Laurel Vickers
Nancy Weller

**Year Round Friend**
David and Delores Aiazzi
Edna and Bruno Bena
Foundation
Emma Boyden
Len and Amy Savage
Michael and Mary Grulli
Brooks and Diane Mancini
Brook Marlowe
Sherry and Jay Morgan
Mary Parshley
Bob and June Sebo
Mark and Carol Steingard
Earl and Meg Tarble

**Companion**
Leslie Adams
Joe and Denise Altick
Mary Andrews
Altmann Family
Mary Jo Barrett
Deana Babb
Kimberly Becker
Sandra Bitter
Mark and Ann Brant
Community Foundation of Northern Nevada
Buenos Grill
Carol Burns
Pat and Johnna Cashill
John Breternitz and Chris Cox
Terri Elliott and Carl Sievert
David Demars
Wade Faul
Linda Florentine
George Foster
Susan Fittinghoff
Ricardo and Natalie Garcia
Camille Gertler
Lorraine Giurlani
Thomas and Kathleen Glynn
Lorraine Gonzales
Jane Grossman
Mary Tabor Griswold
Holmes and Christine Hendricksen
High Desert Veterinary Service
Frank and Susanne Howell
Dorothy Hudig
Huntington Learning Center
Chikao Ishikata
Jeff Hull
Ed and Kathi Jackson
Ginnie Kersey
John and Marybeth Kuras
Colby and Lisa Laughlin
Dr. Jim Megquier
Cecilia Meikrantz
Col. and Mrs. Dave Mueh
Amy Nielson
Jennifer and Jeff Oliver
George Postrozny and Donna Luchetti
James and Marilyn Rappaport
Robin Roberts
AA and Kathleen Schonder
Michael and Faye Schwimmer
Debra and Tyler Sciotto
George Simmons
Donald and Anne Simone
Michael and Karren Smith
Frances Smith
Eric and Debra Struhsacker
Mary Telford
University of Nevada, Reno Emeritus
Duke and Marion Vermazen
Jennifer Verive
Judy Vose
James and Karen Wallis
Steve and Imogene Weldi
John and Christine Worthington
Ruth Ann Wright
Buddy
Ellen Ackerman
Deane Albright
PR Anderson
Grant Anderson
Byllie Andrews
Art N Soul
Romiti Art
Rachael Austin
Paula Baum
Melinda Biancalana
Julia Bingham
David and Lois Bianchi
Jane Bowden
Karen Booth
John and Derwent Bowen
Lynn Bowering
Catherine Schoen
Jane Schwenk
Larry and Lynne Scherfenberg
Jane Scott
Frances Scott
Donna Searby
David Von Seggern
Tom and Beverly Shannon
Michael and Carolyn Smith
Margaret Spano
Bob and Lois Strejc
Marilyn Skender
John and Linda Swanson
Terry and Susan Taylor
Drs. Randall and Sher Todd
John Toth
Robert and Nancy Van Neyhof
Charlotte Voitoff
Joseph Volcskai
Joan Watson
Linda Weagal
Don and Patricia Weir
Donnah Wenstrom
Western Money Systems
Cynthia and Al Widman
Virginia Winings
Claudia Wiles
John and Virginia Williamson
Cynthia Wilson
Joan Winkler
Jim Wirgler
Rich and Christa Wirtz
Yvonne Wood-Antonuccio
J.R. Woodford
Alicia Wright
Nancy and Norman Young
Oliver X
Ronit Zimron

As of September 1st 2015

BE A PART OF ARTOWN

HOMEOWN Health is proud to celebrate Artown's 20th year as Reno's multi-disciplinary arts festival this July. This month-long festival features nearly 500 events produced by more than 100 cultural organizations and business throughout the city. And, this year they're looking to members of this community to help continue to ignite Reno with spirit and enthusiasm for the arts.

ARTOWN MARCHES IN

The region's 20th annual month of visual and performing arts got underway Wednesday night in rowing, celebratory style with a parade and several other events.

The flamboyant MarchFourth! marching band—which features stilts, drums, hula hoop dancers and musicians in bedazzled uniforms—led children of all ages from a celebration at the McKinley Arts and Culture Center along Riverside Drive.

Today's events include the Wise Witches Reception, celebrating the work of artist Franz Staen, from 5-8 p.m. at the Sierra Arts Gallery, 17 S. Virginia St., where dance and jazz performances will also take place. Also, the Rephotography Walk will showcase natural and cultural history at Bartley Ranch Regional Park. For more photos and events, visit

RENO GAZETTE-JOURNAL

Above: MarchFourth! leads the parade down Riverside Drive during Artown's 20th anniversary opening night celebration in Reno on Wednesday.

At top: Children and parents contribute to a "Reno is Artown" mural project at McKinley Arts and Culture Center.

PHOTOS BY JASON BEARKISI
School of the Arts
@NVArts365

What's better than a tour of Reno Riverwalk District site? How about a dancing tour? #Artown NVArts365 ht.ly/PICJH

10:31 AM - 21 Jul 2015

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Reno Sparks News
@renosparksnews

Reno is Artown 2015 wraps up: Wingfield Park came alive as Reno is Artown held its closing ceremonies Saturday...
dvr.it/Bjq@Hp

11:59 PM - 1 Aug 2015

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Reno Bike Hikers
@RenoBikeHikers


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Las Cafeteras
@lascaferetas

RENO! Come hang with us this Wednesday at Wingfield Park, FREE! 7pm @artown renoisartown.com/events/event-d...

FAVORITE
1

2:01 PM - 19 Jul 2015

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Reno Business Interi
@RBI_Design

Reno is Artown #lunchbreak #RBI_Design

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TWITTER TOP 4
Most tweeted, retweeted stories on RGJ.com as of 10:24 a.m. Sunday, according to SimpleReach.com:

1) Reno ‘Compression’ kicks off Burning Man buildup
2) Raiston: Wynn on Obama, Trump and the GOP field
3) Today in Artown: July 26
4) Man accused of firing weapon in air wanted by Sparks PD

Follow @RGJ on Twitter for the latest updates.

12:43 PM - 17 Jul 2015