CONTENTS

3  Executive Director letter
4  Artown Board of Directors, Staff, Outsourced Resources
5  Artown 2021
10  Diversity
12  Funding chart
13  Artown 2021 Highlights
17  Discover the Arts
19  Outreach
23  Festival Sponsors
2021 was a year of rebirth and reemergence. It was our honor to reconnect our community to one another; to encourage laughter, love, and hope. When the curtain came last summer on July 1st, we applauded our community, the arts, and our ability to be together.

Artown’s 26th anniversary welcomed in-person arts gatherings, allowing us to enjoy meaningful artistic experiences. I was encouraged to watch the artistic narrative, as we emerge from a year where we all lived in isolation. The arts are provocative, thoughtful, and truthful. Artists are creative storytellers of and through their voice of song, dance, theater, visual art, and literature we laughed, cried, and began to heal, as we build a more peaceful and unified world in turbulent times. I am so proud that Artown provides a platform for equity, inclusion, diversity, and access, while offering our community the opportunity to experience exceptional international and national artists, as well as hundreds of talented homegrown artists.

Artown’s donors and funding partners continue to uphold their support for this organization. We have their confidence to serve every person in our community and shine a spotlight on the relevance and authenticity of every artist we feature. We believe that a vibrant arts industry builds deep cultural roots and is the foundation for a society well-versed in creativity. I know that by dreaming big we continue to exceed all expectations.

In 2021, we made the impossible possible! I am honored to work with an exceptional staff, dedicated Board of Directors and many partners who always say ‘yes’ to my crazy ideas and belief that our audiences and artists deserve the best.

Warm regards to you all and thanks for your support!
ARTOWN BOARD OF DIRECTORS

Mark Hatjakes – Chair, SoSuTV
Abbey Stephenson – Vice Chair, Planned Giving Officer, Renown Health Foundation
Roberto Garcia – Treasurer, Assurance Senior Manager Eide Bailly
Khalilah Cage – Secretary, Business owner, Artist
Michon Eben – Reno-Sparks Indian Colony
Jana Benton, Nevada State Bank
Nancy Leuenhagen – Washoe County
Meredith Tanzer – Northern Nevada HOPES
Zelalem Bogale, NV Energy
David Lan – Focused Computing IT Services
Chris Galli – Dickson Realty

STAFF

Beth Macmillan – Executive Director
Oliver X – Marketing Director
Clyde Takahashi – Festival Manager
Mike Esposito – Administrative Director

OUTSOURCED RESOURCES

Rosie Brownlow –
Outreach and Education Coordinator
Ivette Valenzuela – Design
JM Studios – Website Management
LoadedTV – Video Production/Streaming
Kathleen Hilton – Curtis Bookkeeping Services
Grace Larkins – Layout and Design Services
“Everybody Artown!”

The theme for Artown 2021 was “Everybody Artown!” It was a sentiment that was inspired by Artown’s desire to restore a sense of community and togetherness, through live, in-person arts programming, which had been interrupted or suspended by the pandemic. Using the colorful designs of Artown 2021 Commissioned Artist Ivette Valenzuela, Artown was excited to bring people back outside with a rallying cry of “Everybody Artown!” But where would Artown 2021 happen, and how?

Finding a New Host Venue

Artown’s usual outdoor venues—Wingfield Park, Bartley Ranch, and the stage at the Midtown Concert Series—could not accommodate large, socially-distanced festival audiences. They were just too small. The challenge: Find an outdoor venue large enough for the public to gather and enjoy live art events in all disciplines, and to do so safely, in accordance with the ever-changing CDC guidelines. The undertaking was ambitious and called upon the planning skills, logistics expertise, and vision of Artown’s Executive Director Beth Macmillan, to design a plan and course of action that afforded attendees distance, intimacy, and safety, while allowing for a comfortable and accessible festival environment for all.
Working with Artown’s Festival Manager, Macmillan was able to secure a large outdoor venue at Washoe County’s Rancho San Rafael Regional Park. The venue checked all the boxes, and through a community effort that included Artown staff, the County, Artown technical vendors, corporate, public, and private support, a large, socially distanced 2,000 capacity venue with state-of-the-art sound, stage and lighting was erected as a mainstage for the 31 days of Artown in July. The key element was the creation of private four-person pods, which were affordably priced so all could enjoy the festival. These pods were spaced 6 feet apart (with the first row 18 feet from the front of the stage) from the nearest neighboring pod, which allowed for unobstructed sightlines and plenty of safe room for a picnic spread.

**NV Energy Foundation Grant**

To ensure access to all ticketed events at Rancho, Artown wrote a grant for the NV Energy Foundation, which focused on their initiative to provide access for families suffering from financial hardship to Artown’s Rancho San Rafael mainstage programming. By underwriting the cost of pod seating for low-income members of our community, nobody was left out of the Artown experience in 2021. These communities enjoyed full access to the festival lineups, featuring emerging artists, national touring stars and homegrown talents.
NV Energy Foundation promoted the free tickets through a special video that ran on Artown's Artown Livestream and on the Artown website. In addition, the NV Energy Foundation provided free tickets to Artown's 2021-2022 Encore series. The free ticket program proved to be a tremendous success.

Public Response to the New Venue at Rancho

The public embraced the new Covid-friendly festival format, which included markers painted into the grass for seating designation; hand sanitation stations (Renown donated the hand sanitizing stations and handed out free personal size bottles on Wednesday nights); free cold-water dispensers, as well as air-conditioned executive bathrooms with flushing toilets and running water. People of all abilities had access to plastic runners that created even walking surfaces on Rancho’s grass festival footprint. Up to 750 parking spaces were available on the park grounds for convenient festival access.

Stage Lighting and Sound

The technical presentation of sound and lights were flawlessly executed by Starsound and were two of the major highlights of the audience experience at Rancho. The 40’x 40’ x 50’ festival mainstage was a spectacle in and of itself, enhanced by a 16’ x 16’ big screen where visuals were projected, and the performer’s images were enlarged on the screen for optimum viewing from anywhere in the festival footprint.

Washoe County Sponsorship

Washoe County donated Rancho San Rafael Regional Park rental fees for the month of July. Additionally, the County assisted with all Artown’s needs during the planning period, through the festival’s duration, and proved once again to be a stellar partner. The entire staff of Washoe County Regional Park--from the park rangers to administrators--helped make the production, maintenance and presentation process a huge success for the public’s enjoyment. Artown’s presence in the park allowed festival visitors to discover Rancho San Rafael's many amenities, from its world class dog park, birdwatching, and picnicking, running, frisbee golf, hiking trails, volleyball, kite flying and horseshoes, to enjoying the Arboretum and the Wilbur D. May Museum, where Artown presenters showcased their fine art talent during the festival.
Headliners

Artown 2021 brought an exciting array of musical talent to the Rancho mainstage. The stellar accomplishments of Artown 2021 Headliners like Keb’ Mo’, Kronos Quartet and Buffy Sainte-Marie others cannot be understated. In all, Artown 2021 Headliners garnered 57 career Grammy awards, over 100 Grammy nominations, one Oscar win, and numerous other industry awards and nominations for their distinguished work on stage and in studio.

Artists and Organizations

In addition to the programming Artown produced at Rancho San Rafael Regional Park, 2021 saw community artists and organizations present 371 events throughout Washoe County and beyond. The Nevada Museum of Art held seniors’ art workshops and children’s arts programs; debuted an independent experimental film production dealing with the intersection of poetry, dance, music, and place, and celebrated their own origins by marking the 100th Anniversary of the Latimer Art Club with a juried exhibition of exceptional quality oils, watercolors, and acrylic landscapes. Sparks makers space Copper Cat Studios hosted 31 consecutive days of arts classes in disciplines ranging from painting, ceramics, silk painting and glass fusion, to ink dyes and mosaics. Independent art studio Fused Finery had daily classes and workshops that explored jewelry making, mosaics and stained glass. The Sierra Nevada Ballet performed to a spellbound audience at Rancho, some of whom were brought to tears by the beauty of the artistry of the talented young company.

A unique aspect of Artown each year is the fact that Artown is an arts festival which hosts and promotes other arts festivals. In 2021, Artown hosted the 54th Annual Basque Festival; the 20th Annual Art Paws; the 14th Annual Gospel Fest, the 7th Annual Lavender Day Festival; 5th Annual Chalk Art & Music Festival; the Cordillera International Film Festival and many more.
Children’s Programming

Artown’s Discover the Arts returned to in-person arts instruction in 2021 and was met with an enthusiastic public response from parents and children alike. Attendees were exposed to a new art form and were given a take home art project. Children discovered ballet, Shakespeare, hula, hip-hop, they discovered taiko drumming, poetry, and opera. 22 days in all of continuous art exposure and instruction, every weekday morning, outdoors at McKinley Arts & Cultural Center.

Artown Marketing Initiatives

Artown’s marketing initiatives focused on getting people excited about Artown 2021. With the assistance of Artown media partners News 4/Fox 11/NSN, PBS Reno and KUNR Artown media messaging (through :15 second underwriting spots on public radio and public television; :30 second ads on OTT and network TV and special news segments) Artown rekindled public interest in arts programming during the pandemic. Through Artown’s branded posters, yard signs, billboards, airport LCD screens, bus tails, network TV, OTT, and radio ads, the “Everybody Artown!” message inspired ~118,000 in-person attendees to events large and small, with 8.57% of those being out of market visitors.

Encore Series

Wrapping up the year, Artown’s 2021 Encore Series events on December 9 and 11 (featuring Pink Martini and My Bluegrass Heart featuring Bela Fleck, Sam Bush, Jerry Douglas, Edgar Meyer, and Bryan Sutton, respectively), hosted over 3,000 attendees. 23% of Bela Fleck’s concert audience at THE ROW came from 11 states, some coming from as far away as Massachusetts and Florida!
Nevada, Reno - United States, Thursday, December 30, 2021 – Northern Nevada non-profit arts organization Artown, who produces the nationally acclaimed, month-long multi-disciplinary festival of the arts every summer in July with the mission of strengthening Reno’s arts industry, enhancing its civic identity and national image, thereby creating a climate for the cultural and economic rebirth of the region, was an eager signatory of the Association of Performing Arts Professionals’ “10/20/30 Pledge.” Building Artown’s diverse Board composition has long been a top priority for Artown Executive Director Beth Macmillan, and is a reflection of the organization’s commitment to mirroring the community at large in which it serves. Artown’s Board diversity helped the organization meet the considerable challenges posed during the pandemic. Newly-elected Vice Chair Abigail Stephenson and Artown’s newest Board member Zelalem Bogale are part of a dynamic, gender balanced, mission-focused group of professionals that includes members of the African American, LBGTQAI+, LatinX and Native/Indigenous communities; a Board where respect, healthy debate and interactive problem-solving are paramount. This unique chemistry helps to spirit Artown's direction and vision for creating healthier communities through the arts.

The Association of Performing Arts Professionals (APAP), the national service, advocacy and membership organization for the live performing arts field, hosts the annual APAP Conference in New York City, the largest gathering of performing arts professionals in the country. As one of APAP’s Officer-At-Large Members on the Board of Directors, Macmillan feels passionate about APAP’s essential voice, leadership and mission as an arts service organization. “APAP’s role is foundational to artists, venues and arts patrons across the country, because they represent and foster the intersections between business, culture and community,” notes Macmillan.

APAP encourages its member organizations to adopt the edicts of the 10/20/30 Pledge, a ten-year commitment to address reversible structural and institutional inequities by providing opportunities through benchmark inclusion goals in areas that
include staffing and hiring, artistic programming, and exclusive budgetary percentage allocations for Black, Native/Indigenous, People of Color, women, individuals with disabilities, and LGBTQIA2S+ persons in leadership and contracted positions.

In its first year of participation, Artown exceeded its APAP pledge goal to focus 30% of their annual budget for “programming--for the presentation, commissioning, creation, producing, or educating about work; for leadership and personnel—for the salaries and professional development costs for training and hiring for leadership, management, artistic production, and staff positions of our organization; and for vendors—to focus exclusively on those owned or led by Black, Native/Indigenous, People of Color, women, individuals with disabilities, LGTQAI2S+ persons and include local and regional demographics to inform these decisions.”

In 2021, 58% of Artown's mainstage programming over 31 days at host venue Rancho San Rafael Regional Park included Black, Native/Indigenous, People of Color, women, individuals with disabilities and LGBTQIA2S+ persons. This exceeded the APAP Pledge benchmark Artown was striving for and will continue to inform the arts organization's best practices moving forward. “Our overall 65% staff, contractor, board and vendor composition helped Artown meet our diversity goals and imperatives well ahead of our pledge schedule,” notes Macmillan. “But there’s much more work to be done, and we’re excited to both learn and lead in these areas of critical awareness and advocacy for community inclusion,” Macmillan emphasizes.

Artown, which celebrated its 26th festival season, is a non-profit Nevada corporation that has been inspiring community through the arts in northern Nevada since 1996. Each year the festival hosts 300,000+ attendees at over 130 venues, set against the back drop of northern Nevada’s beautiful Washoe County basin, which features high desert landscapes, green forests, snow-capped mountains, the Truckee River and Carson River, Pyramid Lake and the glistening jewel of the region, Lake Tahoe.

Artown is supported, in part, by the Nevada Arts Council, a state agency, which receives support from the National Endowment for the Arts, a federal agency and the state of Nevada.
ARTOWN 2021 FUNDING

- Government 13%
- Corporate 8%
- Foundations 13%
- Individual Donations 26%
- Earned Revenue 21%
- Covid Relief Funding 19%
ARTOWN 2021 HIGHLIGHTS

- **118,000 Festival Attendees**

- **371 Events**

- **ARTOWN Media Impact Earned 263,496,090 Impressions with a Media Value of $70,835,320**

- **ARTOWN Volunteers Logged 1,643 Hours**

- **$421,486 in In-Kind Support**

- **ARTOWN Awarded EDAWN’s President’s Award**

- **Voted Best Seasonal Attraction RGJ Best of Awards**

- **ARTOWN’s 2021 Featured Headliners Won a Combined 57 Career Grammys with 100+ Nominations!**
2021 ARTISTS IN ORDER OF APPEARANCE

1. Hot Sardines
2. Eric Henry Andersen Band
3. American Salute Reno Phil
4. American salute Reno Phil
5. Davina and the Vagabonds
6. Colin Ross
7. Mariachi Acero de Las Vegas
8. A.J. Croce
9. The Sextones
10. Pops on the River
11. Ensemble Mik Na Wooj
12. Landau Eugene Murphy Jr.
13. Reno Kid’s Rodeo
14. Pamyua
15. Kronos Quartet
16. Gospel Fest
17. Sierra Nevada Ballet’s “Giselle”
18. Pimps of Joytime
19. Time For Three
20. Broadway in Concert
21. American Patchwork Quartet
22. Keb’ Mo’
23. Huckleberry Road
24. Cliff Porter’s Full Blast
25. Tim Snider & Wolfgang Timber
26. Paa Kow
27. Jake Shimabukuro
28. Cha Wa
29. Shelèa
30. Whitney Myer
31. Buffy Saint-Marie
Paa Kow
Davina and the Vagabonds
Jake Shimabukuro
Pimps of Joytime
Cha Wa
Buffy Saint-Marie
Cliff Porter’s Full Blast

YogaPalooza

Colin Ross

Khalilah Cage

All live event photos courtesy of Rosie Brownlow, Ivette Valenzuela, Joe Niehuser, and Oliver X

The Sextones

Shelèa
Artown was thrilled to return to form with an in-person Discover the Arts this year. After a one-year hiatus where Artown turned to virtual programming due to the COVID pandemic, McKinley Arts Center once again played host to the majority of Discover the Arts programs in 2021, with two special off-site programs at the Lake Mansion and the Wilbur T. May Museum respectively. Artown was thankful to the Nevada Dairy Farmers and Dairy Council of Nevada, who generously provided such rich and varied programming for northern Nevada children—and delicious ice cream as well!

The schedule looked much like previous years’ schedules: a performance or interactive workshop led by a rotating roster of performing and visual artists, followed by a take-home art project. Discover the Arts saw one major innovation this year: we moved most programs outside to the McKinley lawn. This move provided friendlier acoustics, more space to play, and a public face to Discover the Arts, inviting passersby of all ages to enjoy performances from a distance, or to come join in the fun.

7/1 Discover Musical Mashups  7/16 Discover Taiko
7/2 Discover Theatre Games  7/19 Discover Woodwinds
7/5 Discover Commedia Dell’arte  7/20 Discover Broadway Dance
7/6 Discover Lake Mansion  7/21 Discover Brass
7/7 Discover Hip Hop  7/22 Discover Opera
7/8 Discover Monoprints  7/23 Discover Folklorico
7/9 Discover Watercolor  7/26 Discover Chinese Dance
7/12 Discover Sing-A-Long  7/27 Discover Poetry Slam
7/13 Discover Improv  7/28 Discover Shakespeare
7/14 Discover Peruvian Music  7/29 Discover Strings
7/15 Discover Ballet  7/30 Discover Hula

With an average of about 35 children in attendance every day, Artown served ~800 northern Nevada youths and their parents. The most popular event was Discover Taiko, with a total attendance of around 150. Each day saw a rotating roster of children, with most attending a few events that piqued their interest, and a handful of regulars that came every single day. Artown received tremendously positive feedback from these children and their parents about the diversity of the programming, the creativity of the art projects, and the beauty of our outdoor venue.
This year, Artown prioritized true arts programming and intentionally provided activities that centered squarely on theatre, music, dance, and the written word instead of art-adjacent fields. Artown featured 8 music programs, 5 dance programs, 4 theatre programs, 3 visual art programs, and 2 creative writing programs. Returning programs like Discover Watercolor and Discover Hula were once again fan favorites, while newcomers like Discover Folklorico and Discover Peruvian Music helped expand horizons and brought exciting new energy to Discover the Arts.

As usual, Artown enlisted some of Reno’s top professional artists: musicians from the Reno Philharmonic, art professors from UNR, and theatre professionals from Lake Tahoe Shakespeare Festival among them. Artown also had the most diverse Discover the Arts yet: a full 50% of programming fulfilled Artown’s diversity initiative.

Art projects were curated for their potential for fun and creativity, but also for their artistic merit. Kara Savant, recent UNR Art graduate and current Art Department staff member, was inspired by renowned artists the world over including Jean-Michel Basquiat, Louise Bourgeois, and Keith Haring in the designing of each day’s piece. As a result, children not only made something to take home, but they also learned valuable lessons about art history. With an eye toward conservation, Kara also repurposed hundreds of recycled milk carton jugs donated by the Nevada Dairymen for use in several art projects. All in all, an incredibly successful year for Discover the Arts. Onward to 2022!
2021 OUTREACH

Artown’s return to outreach programming in 2021 was a great success! Adults and families from all over northern Nevada were hungry to get outside again and to forge community through art, after a year spent in front of their computers. Artown presented seven varied outreach events throughout July at centrally located and accessible venues. Most were held outside due to the ongoing COVID pandemic. Five of the events were open to the public, and the two geared toward kids had a closed audience of largely marginalized Reno elementary schoolers.

These two outreach events, held at the Reno City Camp on Valley Road and the Pennington Boys and Girls Club respectively, were closed to the public and each held for 20-30 children ages 8-10. Attendance numbers were kept small by design to foster individual attention and a more interactive learning environment. Both audiences were made up of a diverse group of children, and the Mariachi class featured many Spanish speakers. It was especially meaningful for these students to be able to enjoy culturally relevant programming, and to see themselves represented onstage in a professional capacity. Both events were entertaining and educational and were big hits with the children.

Mariachi class with Mariachi Acero Las Vegas (7/7) and Folk Music Class with American Patchwork Quartet (7/21)
Four members of the Reno Youth Philharmonic representing multiple Reno-area high schools performed Wu Man’s Ancient Echo, composed for Kronos Quartet’s anthology project 50 For the Future, and received coaching on the piece from Kronos’ own Hank Dutt. The result was a fascinating inside look into advanced musicianship and musical interpretation, and the already beautiful piece became much more dynamic and powerful because of Hank’s coaching. This masterclass was open to the public, and around 30 audience members braved the Monday morning sun to join in. The event concluded with a Q&A, and the audience asked questions of both Hank and the high schoolers!

About 85 beer lovers made the trek to Brewers Cabinet’s spacious Production Facility on the Truckee River to enjoy local brews and listen to renowned string trio Time for Three improvise musical pieces based on a specially curated flight of Brewers Cabinet’s own beers: the Dirty Wookie, the Dragon Punch IPA, and the Wolfpack Ale. Audience members were delighted by Time for Three’s energy and loose, innovative approach, which included a Star Wars riff as part of the Dirty Wookie piece! After they finished playing, Time for Three made the rounds, engaging the crowd in spirited conversation. The garage door remained open for the duration, providing COVID-friendly ventilation. This was a spectacularly successful and fun event – when beer and classical music combine, everyone wins.

Tim Snider hosted a Community Conversation and played a short acoustic set for a small but appreciative and engaged audience. Tim was fantastic and the conversation was lively, but unfortunately audience numbers were unexpectedly low - only 8 people came to the Meadery specifically to talk to Tim. This tells us that Reno may not be as interested in event that features a musician but is only advertised as a conversation (Tim’s acoustic set was a pleasant surprise!). As Tim is an extremely popular local mu-

Reno high schoolers Christian White, Oihana Villanueva, Connor Adams, and Aden Aiazzi-Palmer with Kronos Quartet violist Hank Dutt (7/16)
sician, and as other performance-centric outreach events were well attended and publicized through the same channels, we feel confident that attendance numbers would have been significantly higher if the event was advertised primarily as an acoustic set.

Artown was proud to co-produce this Afro-Fusion Drum Clinic with the local arts nonprofit For the Love of Jazz. As the smoke rolled into Reno in a major way, Artown was thankful this event was scheduled indoors! 98 people filled the seats at the Reno Little Theatre to learn about Ghanaian drumming and experience Paa Kow’s music in an intimate setting. He held the crowd’s attention for an hour, answering questions about his career and his approach to music, and playing several short improvisational sets. Paa Kow’s energy was electric and contagious: the crowd gave him an enthusiastic standing ovation as the event concluded. Thank you to Terry Casaceli and FTLOJ for making this wonderful outreach event happen!
After the smashing success of Jake Shimabakuro’s outreach ukulele class in 2018, Artown knew it had to reprogram this event when he returned to Artown this year. Over 100 people brought their ukuleles to the McKinley Arts Center lawn to absorb tricks of the trade from everyone’s favorite ukulele player—and learn some simple songs in the process! Jake was incredibly gracious and encouraging as new players acquired skills and gained confidence. Who knew so many Northern Nevadans were uke owners?

All in all, a tremendously exciting and successful outreach series for 2021. Artown is proud of the diverse musical experiences programmed for our community, and proud of how well-attended and thoroughly enjoyed they were. One sticking point: all this year’s outreach artists were musicians and almost all were male. Next year, Artown will work toward gender parity and greater artistic diversity.
ARTOWN’S MAJOR SPONSOR

FESTIVAL VENUE SPONSOR
FESTIVAL SPONSORS
OTHER SPONSORS

Made possible by the support of Mike and Mary Grulli in Memory of Marvin Grulli

Shandi Vanore and Whitney Myer with Coldwell Banker
BUILD OUR STAGE SPONSORSHIP

Edna B. and Bruno Benna Foundation

LP Insurance Services

Remembering Hal and Yasue Slovic

Q&D Construction est. 1964

Granite

Titan Electrical Contracting

Western Nevada Supply Blue Team

Chris and Parky May

Meredith Tanzer and YeVonne Allen

FINAL REPORT ARTOWN 2021
FOUNDATION SUPPORT

- Bretzlaff Foundation
- Edna B. and Bruno Benna Foundation
- E. L. Cord Foundation
- Gabelli Foundation
- NV Energy Foundation
- RZH Foundation
- Roxy and Azad Joseph Foundation
- Thelma B. and Thomas P. Hart Foundation
- Wells Fargo Foundation
- WESTAF
artown