



MEMO

Date: March 28, 2018

To: Tracy Domingues, Parks and Recreation Director

From: Francine Burge, Special Events Supervisor

RE: Arts and Culture Advisory Committee (ACAC) Update for PMI

Objective: Update City Manager and Council on ACAC work to date

1. Planning and To Do List

The 2017-2020 Strategic Plan was introduced to council on 9/25/2017 and approved by council. The plan includes mission, key objectives and budget. The objectives cover Community Engagement/Communication and Projects: Public Programming, Planning and Design, Economic Development and Education. The committee has begun work on:

- Artown programming for July 2018
- Education classes (4 new classes were added)
- Mobile art project with Veterans group (culminating with artwork to be displayed in the new Galaxy theater)
- Galleries at Work Program/Last Friday (partnership with J Witt and Sierra Arts to bring more art in businesses downtown and hold art walk type events.)
- Begin to cultivate a more extensive communication plan (Tourmark awarded the committee \$20,000 to promote programs)

2. Status of the grant application

The NEA Grant was submitted in September 2017 and we shall receive notification on award in April 2018.

This is the purpose of the grant:

This grant is to support "Together, We See Sparks," a community engagement project built to cultivate a place-making plan for downtown Sparks, Nevada. Our plan is to utilize a consultant to facilitate the training of artists, gather public input with artists and art projects, write an arts overlay for the downtown area – including the commission of art for the space, and to establish a mode of communication that will extend past the project as a mechanism for the public to communicate with the city. The plan's goal is to foster community, build a collective identity, promote economic development and embrace arts and culture citywide.

The work will begin in August and is centered on a fully realized community engagement project with many touchpoints for public input for the arts overlay plan, the commission of art and how art should fit into the work we do at the city, i.e. creative placemaking. The finality of the project is commissioning and choosing public art for downtown, which will not occur until 2019, depending on construction timelines.

Conclusion

This is an excellent time to bring a consultant to Sparks to train the staff and council on Creative Placemaking. This was brought up in March 2017 for senior staff. I have remarked in my On Strategy item: *3.1.19.3 Increase understanding of place making in downtown Sparks and implement plan into CIP and RDA.* The facilitator that is targeted as our consultant for the NEA grant project is Phillipa Hughes.



She held a Creativity Connects workshop for a group of City of Sparks Businesses and citizens (presented by the Nevada Arts Council). It would be ideal to bring back to train us on how to proceed prior the NEA grant project so that we're all on the same page.

Questions: Francine at 353-7856, fburge@cityofsparks.us