



The City of Sparks Arts and Culture Advisory Committee supports the community by facilitating investment in the arts and culture in order to nurture creative communities, enhance quality of life and encourage civic pride.

SPARKS ARTS AND CULTURE ADVISORY COMMITTEE PURPOSE:

The purpose of the proposed Art and Culture Advisory Committee (ACAC) is to provide a plan and guidance for arts and cultural related activities on public property or projects utilizing city resources within the City of Sparks.

The ACAC is to perform in a positive, professional and collaborative manner to gather information and provide constructive feedback and suggestions to the Sparks Mayor and the Sparks City Council on city programs, initiatives and matter referred to the ACAC by the Sparks City Council.

While the ACAC receives updates from City departments and divisions periodically, the ACAC acts in an advisory capacity to the Sparks City Council and shall not advise or otherwise engage in matters involving land use, zoning matters, political races or matters not deemed appropriate by the Sparks City Council.

OBJECTIVES (As part of City of Sparks Bill Resolution 3296, 6/13/2016)

1. Improve the quality of life in Sparks through art and cultural activities to celebrate Sparks' heritage.
2. Differentiate the City of Sparks from other cities and their arts programs.
3. Identify and celebrate the uniqueness of Sparks thereby blending its historical and industrial roots.
4. Provide more formal recognition to existing and future art and culture activities in Sparks.
5. Adopt policies and procedures for the provision of arts and cultural activities on public property in Sparks; and
6. Act in a formal structure and offer advice to the Sparks City Council on art and cultural activities in Sparks.
7. Accept informed citizen input which is considered essential to the creation of the guidelines and plan for art and cultural activities in Sparks.

2016-2019 MEMBERS

- Christina Barr, Executive Director of Nevada Humanities, Folklorist
- Stephanie Farias, Founder of TheatreWorks of Northern Nevada
- Eileen Gay, Mosaic Artist, Business owner
- Melissa Melero-Moose, Founder of the Great Basin Native Artists Collective, Visual Artist
- Sarah Toney, Development Director at Note-Ables, Developmental Coach*
- Staff: Francine Burge, Event Supervisor, City of Sparks

Appointed by Mayor Geno Martini on 08/22/2016 and 10/24/2017*

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CITY OF SPARKS ARTS' PLAN HISTORY

Since 2001, the City of Sparks has embarked on two strategic plans. One in 2001 which was facilitated by ArtsMarket (funded by the NEA) and all encompassing. The plan required a full time staff member, a gain of 501-c-3 status as an arts organization, and an advisory board of 30 members from the community. A later document indicated that the idea of 501-c-3 status was not a feasible option given the limited resources and staff.

In 2005, the second Strategic Plan was constructed using key members of the arts and business community. Its projects included downtown murals, Arts in Bloom art show and sale, and the "Artist of the Month" program. It also developed an Arts and Culture Department, which has since disbanded, when the city incurred a 20% reduction in staff. The mission statement above is a shortened version of the mission that came from this plan.

CURRENT PUBLIC INPUT

The city arranged for 4 public input meetings, plus one Facebook Live event to encourage input on the arts and culture plan from the public. The meetings were held:

January 26, 6-7:30, The Generator Inc., A Community Art Space
February 1, 3-4:30pm, Boys and Girls Club at LDJ Center
February 7, 6-7:30, Sparks Heritage Museum -- hosted by 39 North
February 18, 10-11:30am, Red Grille at Golden Eagle Recreational Park
March 8, 1-2pm, LIVE FACEBOOK EVENT via City of Sparks Facebook Page

The public meetings were advertised and promoted:

- RGJ article for 1/22
- KUNR Story
- City of Sparks Facebook posts
- City of Sparks Emails
- Email lists from Reno Arts Consortium, 39 North, Generator, and Sierra Arts Foundation

The meetings were facilitated by a professional project manager from On Strategy, the company that shapes and maintains the City of Sparks' comprehensive strategic plan.

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The key questions were:

- Q1: What is your vision? How do you see Arts & Culture enhancing the unique identity of the City of Sparks?
- Q2: In your opinion, what are the areas of greatest opportunity that will help accelerate the city's ability to incorporate Arts & Culture?
- Q3: What obstacles do you foresee that could impact this vision from being achieved?
- Q4: How can the city and its residents think more regionally to compliment the role that arts and culture plays in other cities, including Reno?
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The central themes of the dialogue were:

- Public art
- Events
- Arts Education
- Connection with Burning Man
- Development of downtown

Meeting notes from On Strategy are in the Addendum.

MISSION

The ACAC adopted this mission on 6/20/2017:

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2017-2020 STRATEGIC PLAN

This plan is designed to guide the direction for all arts and culture programs and policy of the first three years of working under the new mission. Projects and objectives may vary based on resources available.

COMMUNITY ENGAGEMENT/ADVOCACY/COMMUNICATION

The first priority of the Arts and Culture Advisory Committee (known here as ACAC) is to inform the public on the role of art and culture in the city and to create a feedback mechanism to continue the conversation.

Audience One: City Council and governing boards

Objectives:

The ACAC will plan workshops with the city council to discuss projects and elicit feedback. The council will be invited to arts related programs and events to see firsthand the work of arts and culture in our community. This communication is to lay the groundwork for future funding in new revenue streams (Example: "Percentage for the Arts" one-half of one percent of construction cost for art projects.)

Audience Two: Citizens

Objectives:

The ACAC will budget time and resources to inform the public on the new and established arts programs and events. This will be done online on cityofsparks.us/arts, Facebook and Twitter, and via emails. Print pieces and advertising will be created/purchased for special projects on a needed basis.

Audience Three: Artists

Objectives:

The ACAC will work closely with the regional artists' organizations: Reno Art Works, Burning Man Foundation, Sierra Art Works, Artown, and more to inform local and regional artists of opportunities and elicit feedback from artists on how to incorporate their work within the public places and encourage local business to support the arts.

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PROJECTS

The ACAC will achieve their mission through Public Programming, Planning and Design, Economic Development, and Education. This portion of the plan will outline projects within our 3-year commitment and projects to work towards in the future.

PUBLIC PROGRAMMING

The ACAC will work with private and non-profit partners to create more access for opportunities for citizens to experience culture in their community.

Mobile program for all ages and abilities

This year round program will find ways to connect specific audiences (all abilities, veterans groups, new comers, families) with projects to enhance quality of life and solidify their involvement with neighbors. The ACAC will find four new topics and themes and facilitate partners and seek out grants.

Partners: Non-profit organizations like Arts for All Nevada, Sierra Arts, Veterans Groups, Note-Able Music Therapy Services, Boys and Girls Club, and for profit companies like Picasso and Wine, ResiART and other local businesses

Funding: \$1500 from Arts Fund for scholarships and artist fees, to be matched by grants

Future plans: Create tangible and deliverable results: recordings, murals, books and websites to create a public record of events and happenings.

Artown

Continue the partnership with Artown by providing opportunities for artists and arts organizations to hold more arts related events in July in Sparks via the regional festival.

Partners: Artown and the Sparks Tourism and Marketing Committee

Funding: \$5000 to pay for marketing and advertising from Tourism and Marketing Committee, \$5000 from Arts fund for artist fees

Future plans: Create tangible and deliverable results: recordings, murals, books and websites to create a public record of events and happenings.

PLANNING AND DESIGN

The ACAC will work with all city departments to facilitate the investments in the City's infrastructure with input from artists to demonstrate creative problem solving, as well as nurture an arts friendly community and reflects the city's identity.

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Incorporate art in problem solving

Work with city departments and regional entities to allow for more art to be included in infrastructure projects; creating a database of artists with ability to work on structural projects.

Partners: Facilities and Community Service Departments, Regional Transit Commission, NV Department of Transportation

Funding: Various based on project and need

Downtown District for place-making, public art, and event space

Working with our downtown stakeholders, the ACAC will seek out a plan for downtown to create a space for events and gathering which inspires civic pride and stimulate economic development.

Partners: Sierra Arts, Downtown Merchants, Sparks Tourism Facility & Revitalization Steering Committee

Funding: \$150,000 Sparks Tourism Facility & Revitalization Steering Committee, to be matched by grants \$150,000 National Endowment for the Arts

Future plans: Secure funding for continued art projects to occur in the space; encourage continued use of the space; \$20,000 per year for ongoing improvement projects from Sparks Tourism Facility & Revitalization Steering Committee to be matched by grants

Public Art: Site Specific

The ACAC will develop a strategy for the commission of public art for specific locations. Strategy will include writing specs, themes and criteria. The ACAC will also create a review panel of artists and citizens for each piece. Public input will be central to the process.

Partners: Sierra Arts, Generator, Burning Man Foundation and any other large scale art producer

Funding: (see above for Downtown district) Varied depending on project outside of downtown

Future plans: Seek a variety of art commissions from local and nationally known artists

Public Art: Temporary Art Displays

The ACAC will encourage more temporary art in public spaces by finding locations that are visible and secure. This program will fund the artist with a stipend that would cover their insurance, installation costs, paint and design for murals.

Funding: \$5,000 budgeted per year from Arts fund

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ECONOMIC DEVELOPMENT

The ACAC will leverage work with the artists, arts and culture organizations to incorporate into local businesses to establish a vibrant arts community, giving more opportunity for artists to show their work and encouraging citizens to support the art by buying art and tickets, and driving more tax dollars by people frequenting businesses that participate.

Expand Sierra Arts Galleries at Work Program into Downtown Sparks

Working with local businesses, encouraging them to showcase art and performances. City will promote any business that creates space for art or holds readings, performances, or book signings. Begin with the Downtown area to centralize the efforts before expanding into other parts of the city in future years.

Partners: Sierra Arts, Art Spot, downtown merchants

Funding: \$10,000 to pay for marketing and advertising from Tourism and Marketing Committee, \$8,000 from Arts fund to pay for coordination for Sierra Arts. To begin in FY19.

Future: Expand the program into other parts of the city and find secure funding to keep the program consistent

Build Last Friday Campaign

Building on the work of the Galleries at Work program, invest time and resources to build the brand of attending exhibits, art walks, and events downtown with the art being central at the Last Friday Campaign (Last Friday of the month) year round.

Partners: Art Spot, downtown merchants, Sparks Museum and Cultural Center

Funding: \$5,000 to pay for marketing and advertising from Tourism and Marketing Committee

Future: Creating an app to allow for self-tours on art and performances in places downtown to allow visitors not only time for the experience, but to learn more about the artist and their influences

EDUCATION

The ACAC acknowledges that the key to successful art programs is to encourage everyone to develop an appreciation for their community through its culture with classes, workshops, lectures and other opportunities to learn and enrich.

Support Art Classes

The city enjoys a long term partnership with Arts for All Nevada. Our goal is to help them develop and market their work and facilitate partnerships with local businesses and organizations.

Partners: Arts for All Nevada, local businesses

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Funding: \$1500 from Arts fund to pay for scholarships and teachers for classes to be matched by grants

Future plans: Secure funding assist public schools art, literature, writing and music programs

BUDGET

It is important to not only have budget for the arts and culture programs to be successful, it is equally important to have this initial budget does not come from the General Fund. This demonstrates that as important as art is to the city, the funding is not taking resources from police, roads or other fundamental city services as we as a committee build consensus among stakeholders about the importance of the arts to be able to include it in future GF budgets.

Tourism and Marketing Committee

This budget is reliant on a portion of the Tourism and Marketing Committee, which gains its funds from County Room Tax. We will request that the committee allot \$20,000, approximately 10% of their budget each year to fund the portions of the project that will be focused on marketing the arts events and programs to the region and elevate the City's identity within the community*. This will be reviewed by the Tourism and Marketing Committee in January, and brought to council in March 2018 for approval. (*Contingent on TourMark Committee approval.)

Arts and Culture Fund

This small fund was started in 2015 with new usage fees for private use of public property and temporary business licenses for special event vendors that do not have a City of Sparks Business license. This fund is approximately \$20,000 per year. There is an option to hold funds from year to year to build base.

Sparks Tourism Facility & Revitalization Steering Committee

In June 2016, the Sparks Tourism Facility & Revitalization Steering Committee allocated \$150,000 to be used for public art. This fund will be used as a match for a National Endowment for the Arts Our Town grant for \$150,000. These funds will be used for the place-making project for the downtown district to include district planning, public art, and amenities like lighting, signage, benches, bike racks and more.

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Proposed Budget

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	TourMark	ACAC Arts Fund	TFRS	Grants
Mobile program		\$1,500		\$1,500
Artown	\$5,000	\$5,000		
Temp Public Art		\$5,000		
Galleries at Work	\$10,000	\$8,000*		
Last Friday	\$5,000			
Art Classes		\$1,500		\$1,500
Downtown District			\$150,000	\$150,000
Totals	\$20,000	\$21,000	\$150,000	\$153,000

* to begin in fiscal year 2019.

Future plans: Encourage the city to seek out funding from future revenue streams from new avenues like marijuana tax, property tax, new permitting, and development projects.

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City of Sparks Arts & Culture Committee Public Input Meetings: Session Notes

Prepared by Jeff Bruning, On Strategy

Q1: What is your vision? How do you see Arts & Culture enhancing the unique identity of the City of Sparks?

- Available Spaces to Place
 - Rock Park
- A community that has a “Central” Epicenter
 - Rock Park
 - Victorian Square
 - A place to create
- Characterized by a Thriving Arts & Culture Ecosystem
 - Artist Districts
 - Chicago/Austin are good examples
 - Supported by necessary Code Changes
 - Micro Artist zones
 - Commercial Live/ work zones
- Make the arts more inclusive
 - Want the arts to be a way to get different parts of the community together
 - Bring arts to more people who are not typically involved in the arts
- Balance playing a role in a) the regional arts scene with a b) unique-to-Sparks arts presence
 - E.g., part of Artown + events, installations and venues in Sparks
 - Art by local artists (unlike Reno, which has art installations by artists from outside the region)
- Arts throughout the year – not just a few finite events / year
 - Visual and performing
 - Big events and ongoing presence
- Art in the developing Downtown District – Includes an Arts Sub-District or pervasive presence as a destination with something always going on
 - Visual and performing arts
 - Rotating installations and performances
 - Art events
 - Galleries
- Sparks businesses and arts organizations are connected and support one another

Q2: In your opinion, what are the areas of greatest opportunity that will help accelerate the city’s ability to incorporate Arts & Culture?

- Support and recognize the local artist community
 - Allow for open connectivity, like city wide wi-fi

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- Foster Allies and simple partnerships
 - Schools
 - Non profits
 - Public
 - Private
- Throw an “event” with artists to make a statement
- Attract, retain talent
 - Make spaces to create available to artists
- Arts Collaborative
 - Central resource for administration support, expertise, education (e.g., grant-writing, PR)
 - Bring art groups together to collaborate
 - Master Calendar; Strong digital presence with updated email lists of both potential patrons and potential partners as well as key City of Sparks contacts
 - Grant-funded position to coordinate and facilitate interaction, training, programs, etc.
- Pedestrian friendly City
 - With art points-of-interest throughout
 - Signage along transit and pedestrian corridors pointing out points-of-interest
- “Piggy back” on more mainstream attractions to draw people to discover Arts in Sparks
 - E.g., galleries and art installations among restaurants and bars

Q3: What obstacles do you foresee that could impact this vision from being achieved?

- Funding
- Preserving a cultural balance
 - Lack of education across all ages
- Liability
 - Too many constraints to play
 - Social/Quality of Life
 - Needed for education and awareness
 - Lower Costs/reduce entry barrier for artists
 - City doesn’t have identity characterized by the arts
- (Lack of) Awareness (of groups, of events, of artists)
- Artists’ ability to foster awareness, support, partnerships, etc.
 - Inability, lack of skill / time / resources
 - Lots of better-known competition in the region
- Current infrastructure is not pedestrian friendly – missed opportunity to be “DISCOVERABLE”
- Poverty
 - segments are excluded from participating, patronage

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- Sense of safety for patrons (in a 'bad' neighborhood)
- Not enough volume or mass of arts in Sparks to generate awareness, patrons, etc.
- Liquor licenses are tailored for bars / restaurants who want to profit from liquor sales
 - Lower the threshold so theaters, galleries can sell liquor

Q4: How can the city and its residents think more regionally to compliment the role that **arts and culture** plays in other cities, including Reno?

- Don't overthink the distinction with Reno. Just Do it
 - Diversity
- Partner with Reno
- Incorporate the proximity of Burning Man and the art it produces

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