



*Arts & Culture
Program*

BOARD OF
SUPERVISORS RETREAT

FEBRUARY 25, 2022

Background

- May 21, 2015 - Board of Supervisors directed the Cultural Commission to prepare an Arts and Culture Master Plan for Carson City.
- March 2016 - The Plan was completed and adopted as an element of Carson City's Master Plan.
- September 2, 2021 – BOS approved Carson City's FY 2022-2026 Strategic Plan including tactic to review and update the Arts & Culture Master Plan and implement performance measures.
- Fall 2021 – Stakeholders engaged to review and update the Arts & Culture Master Plan.
- October 11, 2021 - CTA and Cultural Commission approved recommending Arts and Culture Master Plan update to the BOS.





*Items for
Discussion:*

- The next step is to bring the Master Plan to the Board of Supervisors for approval.
- Outstanding questions about implementation.
- What are the duties and authority of the City, Cultural Commission and the CTA regarding the Arts & Culture Program?

City's Duties & Authority

CCMC 2.41.090 - Duties of Carson City to support the Carson City Cultural Commission and other arts and cultural entities

- Carson City shall provide staff support to the Carson City Cultural Commission, local and regional philanthropic organizations and foundations, and various partner organizations affiliated with the Carson City Arts & Cultural Coalition.

Since this code was written, the City's role has changed.

- ✓ Staff support originally resided with the Parks and Recreation Department.
- ✓ 2016 - Transferred responsibility to CTA with approval of 1% Transient Lodging Tax and creation of Arts & Culture Program Manager.
- ✓ 2018 - Position was transferred to City & in 2021 returned to the CTA.

Cultural Commission's Duties & Authority

CCMC 2.41.010 - Purpose of the Carson City Cultural Commission

Act as the primary advisory body for the Carson City Board of Supervisors for matters relating to arts and culture and will serve as the coordinator and catalyst bringing government, the arts and cultural community and public together for the cultural benefit of all Carson City's citizens.

Cultural Commission's Duties & Authority

CCMC 2.41.070 Functions of the Carson City Cultural Commission

1. Advising the BOS on matters pertaining to the city's arts and culture programming.
2. Fostering public and private partnerships for providing arts and culture programs for citizens of Carson City, without directly engaging in program management deemed in competition with existing constituent organization programming.
3. Promoting access and awareness for the public to the highest quality arts opportunities possible.
4. Promoting an environment that supports the work and advancement of artists and arts groups and celebrate the city for its ethnic diversity, creativity and its leadership in arts and culture.
5. Making recommendations to the BOS regarding grants-in-aid to individual and group of artists, cultural groups and arts organizations.
6. Encouraging the provision of cultural and artistic facilities and features in public and commercial construction.
7. Facilitating and promoting the establishment of an Art in Public Places policy that supports the installation of publicly significant art installations and encourage the inclusion of public art components in private development.
8. Helping to identify and designate cultural districts, neighborhoods and landmarks throughout the city.
9. Promoting a cultural environment that stimulates economic development, cultural tourism and enhanced public participation.
10. Promoting greater arts education in the schools and through programs accessible to the public.

Cultural Commission's Duties & Authority

Should we redefine the duties and authority of the Cultural Commission to:

- ✓ Submit for grants and provide for other fundraising opportunities.
 - This would provide additional funding sources for arts & culture programming.
- ✓ Provide advice to the City on public art donations or gifts.
- ✓ Be the Public Art Project Panel or be responsible for establishing the Public Art Project Panel for review of public art projects.
- ✓ Continue investigation and eventual establishment of an Arts Council that could then be designated as the Local Arts Authority?
 - This would enable them to seek outside funding, apply for federal National Endowment of the Arts (NEA) funding, and sub-grant to local organizations.

CTA's Duties & Authority

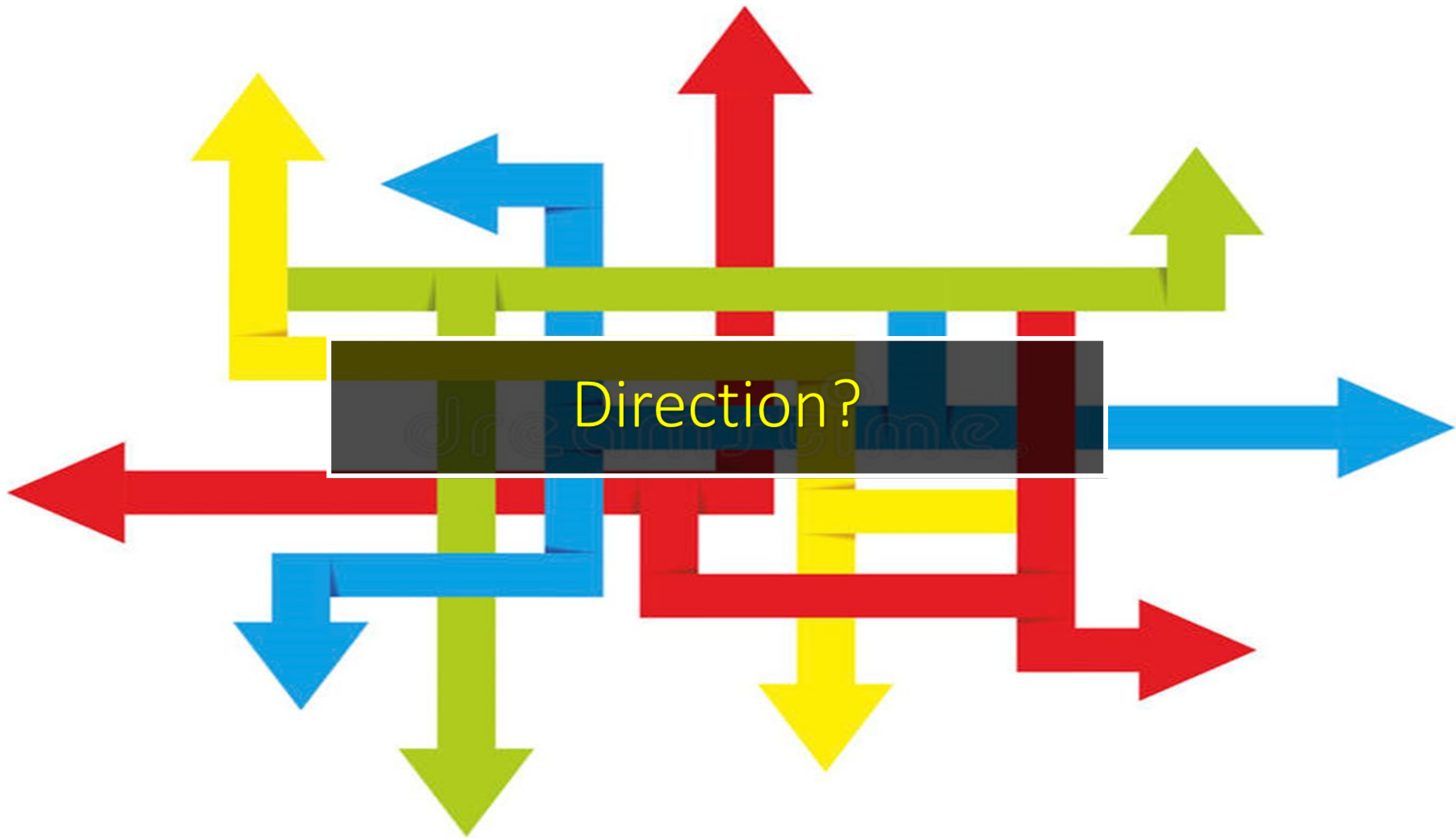
What are the duties and authority of the CTA as it relates to the Arts & Culture Program:

- ✓ Does NRS give the CTA the authority to run an arts and culture program that is not specific to promoting tourism?
 - ✓ Can the Arts & Culture Program Manager (Debra) provide staff support to the Cultural Commission?
- ✓ If so, can CTA be designated as the Local Arts Agency (LAA)?

Transient Lodging Tax

CCMC 4.08.080 (4)

There shall be a tax of one percent (1%) of the gross receipts from the rental of lodging in Carson City upon all persons in the business of providing lodging. The additional one percent (1%) shall be deposited with the Carson City Convention and Visitors' Bureau to be used primarily for the implementation of the Carson City Arts and Cultural Master Plan and development of a Cultural Tourism Campaign. The imposition of this tax will be a single purpose directed levy for the implementation of the Carson City Arts and Cultural Master Plan and development of a Cultural Tourism Campaign.



Direction?

Possible Direction

- 1) Modify MOU to allow Arts & Culture Program Manager to perform both City and CTA functions in accordance with the Carson City Arts & Culture Master Plan.
 - a) Would require revision to interlocal agreement between City and CTA.
 - b) Designate City oversight with Parks and Recreation Department or another City department.
- 2) Create a City-funded Arts & Culture Division under the Parks and Recreation Department to implement City responsibilities as defined in the Carson City Arts & Culture Master Plan.
 - a) Add position to FY23 Budget – possible funding 50% GF/50% RDA.
 - b) Allocate annual program funding (RDA or GF) to this division.
 - c) Assume Cultural Commission duties.
- 3) Cultural Commission
 - a) Retain Cultural Commission with revised duties and authority.
 - b) Dissolve Cultural Commission and transfer duties to Parks and Recreation Commission or City-funded Arts & Culture Division.



Thank you

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