WASHOE COUNTY

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STAFF REPORT
BOARD MEETING DATE: July 24, 2018

DATE: Wednesday, July 18, 2018

TO: Board of County Commissioners

FROM: Gabrielle Enfield, County Grants Administrator,
Office of the County Manager,
775-328-2009, genfield@washoecounty.us

THROUGH: Christine Vuletich, Assistant County Manager

SUBJECT: Update on the Washoe ArTrail project, an Our Town project with support from the National Endowment for the Arts. (All Commission Districts.)

SUMMARY

Update on the planning and implementation of the Washoe ArTrail project.

Washoe County Strategic Objective supported by this item: Regional and Community Leadership.

PREVIOUS ACTION

On September 26, 2017, the Board of County Commissioners approved an Our Town grant award from the National Endowment for the Arts, in the amount of $75,000 ($81,071 cash match), for the Washoe ArTrail project retroactive from August 1, 2017 – July 31, 2019.

BACKGROUND

Washoe County developed the ArTrail concept in collaboration with the Burning Man Project developed a grant proposal submitted to the National Endowment for the Arts in September of 2016, and awarded in August of 2017.

The County in partnership with Burning Man and multiple community partners is working to develop a public participatory experience through an ArTrail that celebrates cultural, historic and artistic landmarks. The ArTrail will route along the Truckee River through the cities of Reno and Sparks, turn north to historic Lake Pyramid on Paiute Tribal land, and continue to Gerlach in the far northern region of Washoe County, over 200 miles.

AGENDA ITEM # _____

The ArTrail will draw urban residents out of cities to experience and participate in the beauty and culture of the place we call home; and connect our rural residents to the economic, arts, and cultural features, organizations and individuals in our cities.

Goals:

- Engage and connect residents with this place and each other.
- Increase residents' engagement with local art.
- Celebrate the distinctive character and assets of Washoe County.
- Economic development throughout the ArTrail route – rural and urban.

Objectives:

- **Public art commissioned** for two new installations. One art installation at Crystal Peak Park and one to be located in the Gerlach area.

- **Electronic Application** for iOS & Android that uses location-awareness and augmented reality to engage users with ArTrail sites.

- **Community engagement** with rural and urban residents to identify potential sites, and describe the new public art. Create the layers of engagement and authenticity with regard to the art, the artists, and the community.

- **Designated existing sites** to be included as sites of interest along the Artrail route. Designated sites will include: existing cultural, historic and artistic landmarks. At least eight existing sites will be identified.

- **Content** for each of the sites, to include historical information, photographs, audio of resident stories, etc. Content will be used for the electronic application, signage, and included on the webpage.

- **Signage** for the two new installations and at the designated existing sites.

FISCAL IMPACT

No Fiscal Impact.

RECOMMENDATION

Acknowledge update on the Washoe ArTrail project an Our Town project with support from the National Endowment for the Arts.

POSSIBLE MOTION

Should the Board agree with staff's recommendation, a possible motion would be: *"move to Acknowledge update on the Washoe ArTrail project an Our Town project with support from the National Endowment for the Arts."*