



WASHOE COUNTY

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STAFF REPORT

BOARD MEETING DATE: September 26, 2017

CM/ACM	JS
Finance	JB
DA	PL
Risk Mgt	DE
HR	N/A
Other	-

DATE: Wednesday, September 20, 2017

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

SUBJECT: Recommendation to approve 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; and direct the Comptroller’s Office to make the necessary budget amendments. (All Commission Districts.)

SUMMARY

Recommendation to approve an Our Town grant award for the Washoe ArTrail project, from the National Endowment for the Arts in the amount of \$75,000 (\$81,071 cash match), retroactive from August 1, 2017 – July 31, 2019; and direct the Comptroller’s Office to make the necessary budget amendments. This award is being submitted retroactively because the award documents were received in mid-August.

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

PREVIOUS ACTION

No previous action.

BACKGROUND

Washoe County developed the ArTrail concept and in collaboration with the Burning Man Project developed a grant proposal submitted to the National Endowment for the Arts in September of 2016. This award is being submitted retroactively because the award documents were received in mid-August.

The County in partnership with Burning Man and multiple community partners will 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.

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:

- **Computer Application** for iOS & Android that uses location-awareness and augmented reality to engage users with ArTrail sites.
- **Public art commissioned** for two new installations.
- **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.
- **Identify sites** (existing cultural, historic and artistic landmarks- minimum of 10 for ArTrail).
- **Content** for each of the sites, for App, signage, etc.
- **Signage** for at least 10 sites.

GRANT AWARD SUMMARY

Project/Program Name: Washoe ArTrail

Scope of the Project: The Washoe ArTrail will provide a public participatory experience highlighting our cultural, historic and artistic landmarks, along the Truckee River, through the cities of Reno and Sparks, north to historic Lake Pyramid and continue to Gerlach, over 200 miles. This is a two year project.

Benefit to Washoe County Residents: 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, and support economic development throughout the ArTrail route – rural and urban.

On-Going Program Support: This is a one-time project to create the Washoe ArTrail. Minimal support will be needed to host the app beyond the life of the project.

Award Amount: \$75,000
Grant Period: August 1, 2017 – July 31, 2019
Funding Source: National Endowment for the Arts
Pass Through Entity: NA
CFDA Number: 45.024
Grant ID Number: 17-4292-7089

Match Amount and Type: Cash match of \$81,071 (including \$21,071 in salary and fringe).

Sub-Awards and Contracts: Washoe County expects to contract with Burning Man in the amount of \$25,000 for the artistic consultation activities and with Nevada Land Trust on behalf of One Truckee River and their partnership with KTMB to conduct community engagement, in the amount of \$25,000.

FISCAL IMPACT

Should the board accept this grant award and approve these amendments, the FY18 adopted budget will be increased by \$75,000 in both revenues and expenditures in the following accounts;

Cost Object	G/L Account	Amount
IO11431	431100	\$75,000
IO11431	710100	\$75,000

Funds for the Year 1 - ArTrail match in the amount of \$35,000 have been included in the Community Support Program within the FY2017-18 approved budget under cost center 181100. It is anticipated that \$25,000 in funds for the Year 2 - ArTrail match will be included in the Community Support Program within the FY2018-19 budget. The remaining match funds will be staff salary and fringe tracked in Statistical Order 70727.

This grant is a reimbursement grant. The ArTrail project must be reviewed and cleared for historic preservation concerns by the NEA Historic Preservation Officer. The project can only be reviewed and cleared in its entirety – Washoe County cannot segment the project into separate components for the purposes of NHPA/NEPA review.

Washoe County will need to proceed with the community engagement, and call for artist project activities prior to NHPA/NEPA approval. The NHPA/NEPA clearance is not guaranteed. If/when the ArTrail project does receive clearance, Washoe County will request reimbursement for project costs incurred between the start of the grant period on 8/1/17 and the date the County receives the clearance email from the NEA Historic Preservation Officer.

No allowable indirect costs will be incurred as no salary will be paid by the grant.

RECOMMENDATION

It is recommended that the Board of County Commissioners approve 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; and direct the Comptroller’s Office to make the necessary budget amendments.

POSSIBLE MOTION

Should the Board agree with staff’s recommendation, a possible motion would be:

“move to approve 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; and direct the Comptroller’s Office to make the necessary budget amendments.”