

**Nevada Department of Tourism and Cultural Affairs**  
*Preserving History, Celebrating Today,  
Innovating for the New Nevada*  
**Budget Hearing**  
**January 28, 2015**



# DEPARTMENT OF TOURISM AND CULTURAL AFFAIRS

**Mission:** *Create sustainable financial, intellectual and creative vitality for the State of Nevada, and the businesses and individuals engaged in the tourism and cultural industries.*

**Vision:** *A world-class tourism and cultural affairs organization that embraces strategic thinking, innovation and creative problem solving.*

Established (in 2011) by the Nevada Legislature through NRS 231.160

## AGENCIES

- Division of Tourism- Agency 101, B/A 1522, 1523
- Nevada Magazine – Agency 101, B/A, 1530
- Nevada Indian Commission – Agency 101, B/A 2600, 2601 (potential)
- Nevada Humanities – Agency 101, B/A 2894
- Nevada Arts Council – Agency 333, B/A 2979
- Division of Museums and History – Agency 331, B/A 1350, 2870, 2940, 2941, 2943, 4216

## BOARDS AND COMMISSIONS

- Nevada Commission on Tourism
- Nevada Arts Council Board
- Board of Museums and History
- Nevada Indian Commission

## DEPARTMENT MISSION AND ACTIVITIES ALIGN WITH THE GOVERNOR'S INITIATIVES

- **Sustainable and growing economy** – Department operates as a revenue generating marketing agency, driving new revenue through a variety of revenue streams
- **Safe and livable communities** – Developing creative economies, enhancing the quality of life and preserving historic/iconic treasures gives communities a “sense of place”
- **Educated and healthy citizenry** – Department provides educational programs through all agencies, enhancing curriculum and developing creative thinkers; recreation boosts health!
- **Efficient and responsible state government** – Department measures all programming ensuring highly effective and efficient use of funding



A woman with dark hair in a ponytail, wearing a black and white striped tank top, white shorts, and black sneakers, is captured mid-jump over a red rock formation. Her arms are outstretched, and her legs are in a jumping motion. The background features a vast desert landscape with more red rock formations under a bright blue sky with scattered white clouds. The text "Division of Tourism" is overlaid in white, bold, sans-serif font across the center of the image.

# Division of Tourism

## MISSION

*To enhance the economic vitality of the State of Nevada and its statewide tourism industry entities.*

## *Tourism generates revenue*

*Lodging, sales, entertainment, gaming taxes*

## Tourism means JOBS

## TOURISM INDUSTRY

- 474,300 jobs
- Jobs for Nevadans in Nevada
- Convey Nevada brand – first/last touch point
- Industry diversifying
- Direct travel spending ↑ 4.8%
- Lodging sales ↑ 10.1% (\$5.8 billion)
- Tax receipts ↑ 3.9%

***Nevada's leading economic engine***



# Performance-based Budget

100% Lodging Tax Funded  
3/8 of 1%



# LODGING TAX REVENUE PROJECTIONS

	FY14 Actual	FY15 Forecast	FY16 Forecast	FY17 Forecast
Total Lodging Tax Revenue	\$ 19,279,041	\$ 20,168,271	\$ 20,582,810	\$ 21,182,998
% Inc/(Dec)	9.3%	4.6%	2.1%	3.0%
Visitor Volume	52,839,227	54,100,783	55,564,619	56,556,669
% Inc/(Dec) vs. Prior Year	1.5%	2.4%	2.7%	1.8%
Room Nights Occupied	57,044,902	58,094,213	59,387,865	60,307,218
% Inc/(Dec) vs. Prior Year	1.1%	1.8%	2.2%	1.5%
Room Inventory (as of June 30)	193,523	196,703	196,703	196,703
% Inc/(Dec) vs. Prior Year	-0.8%	1.6%	0.0%	0.0%

## Assumptions Clark County:

Business License Division (Las Vegas and Laughlin): FY15 cash room nights calculated based on FY14 actual percentage for each month, FY16 and FY17 calculated based on FY13-FY15 average percentage for each month.

Henderson: FY15 cash room nights calculated based on FY14 actual percentage for each month, FY16 and FY17 calculated based on FY13-FY15 average percentage for each month.

City of Las Vegas: FY15 cash room nights calculated based on FY14 actual percentage for each month, FY16 and FY17 calculated based on FY13-FY15 average percentage for each month.

Mesquite: FY15 cash room nights calculated based on FY14 actual percentage for each month, FY16 and FY17 calculated based on FY13-FY15 average percentage for each month.

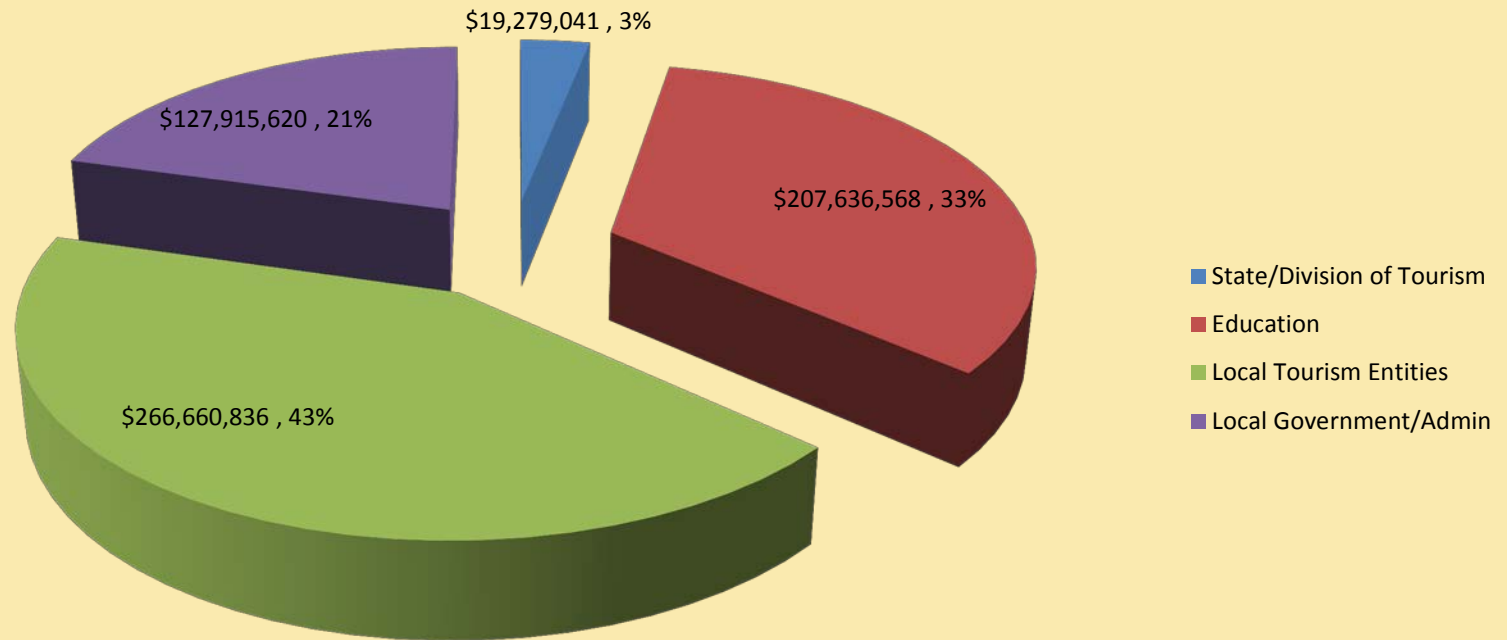
North Las Vegas: FY15 cash room nights calculated based on FY14 actual percentage for each month, FY16 and FY17 calculated based on FY13-FY15 average percentage for each month.

## Assumptions Washoe County:

Reno/Sparks CVA: FY15-FY17 cash room nights calculated based on FY14 actual percentage for each month.

Sources: Clark County and Mesquite actual, LVCVA. Washoe County actual, RSCVA. LVCVA Hotel/Casino Development Construction Report as of 6/6/2014.

# FY14 State of Nevada Room Tax Allocation



# TWO MAJOR PROGRAM COMPONENTS

- Marketing
- Education



# MARKETING

- Developing and executing a result-driven strategic marketing program that compels consumer purchase decisions through effective use of key marketing and sales channels.
- Constant innovation, measurement, revenue generation.
- Launched statewide brand 2012



- Tourism campaign: **“Don’t Fence Me In!”**
- It’s a “Killer” campaign...





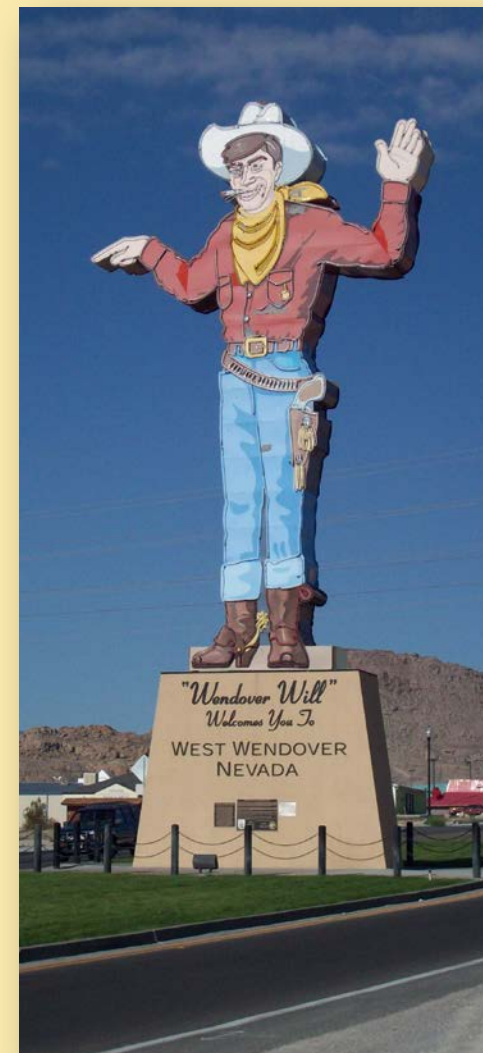
## EDUCATION

- Create professional development opportunities for members of the Nevada tourism industry that raise the level of expertise across all industry sectors.
- Educate potential visitors through a robust Public Relations/Social media outreach about the experiences

## BASE BUDGET

### Three Program Categories:

- Marketing and Advertising
- Public Relations
- Sales and Industry Partners/  
International Sales and Marketing



# MARKETING AND ADVERTISING

Position the state of Nevada as a premier travel destination for domestic and international travelers

**Research-driven integrated, cross-platform marketing**

- Drive brand awareness
- Enhance trial
- Drive loyalty
- Develop creative platform and channel execution
- Develop new revenue opportunities





# PUBLIC RELATIONS

Generate earned media coverage and providing salient information to stakeholder groups → enhance social media presence across all programs

- PR-driven marketing
- Generate local, national and international media coverage; host in-market press trips
- Drive social media conversations
- Generate brand champions and advocates through stakeholder outreach
  - Industry
  - Elected officials
  - Industry influencers

# SALES AND INDUSTRY PARTNERS

Promote Nevada in domestic and international markets and assist rural Nevada to develop and promote its unique events and attractions

- Promote the State through domestic/international trade shows
- Generate excitement and awareness through in-market familiarization tours
- Manage rural grant programs
- Assist with managing five geographic, one statewide Territories
- Provide sales leads to statewide partners
- Coordinate and host Rural Roundup



# INTERNATIONAL SALES AND MARKETING

Nine international offices

- U.K.
- Germany
- France
- Canada
- Mexico
- China
- Australia
- South Korea
- Brazil



Potential for  
25 – 30% growth in  
next biennium.

**Key growth area.**

# PERFORMANCE MEASURES

	FY14	FY15	FY16	FY17
Tax Revenue Influenced by the Division of Tourism	\$ 392,167,803	\$396,089,481	\$ 400,050,376	\$ 404,050,880
Website Engagement/Conversions	91,175	93,771	101,692	107,346
Percent of People in Target Markets Aware of Marketing by Tourism	58.6%	59.6%	60.6%	61.6%
Value of Division of Tourism Generated Publicity (Domestic)	\$ 54,042,944	\$ 55,123,803	\$ 56,226,279	\$ 57,350,805
Value of Division of Tourism Generated Publicity (International)	\$ 47,222,766	\$ 48,167,221	\$ 49,130,566	\$ 50,113,177
Social Media Engagement (Facebook Likes)	120,064	126,067	132,371	138,989
Leads Generated from Sales Efforts	14,490	14,895	15,405	15,780
Grant Program Economic Impact	\$ 155,569,886	\$ 161,839,352	\$ 168,361,478	\$ 175,146,446



**33:1**

## ENHANCEMENT DECISION UNITS

- E125 - This request funds additional media buys in key feeder markets as well as sales and media relations efforts in key markets with the goal of enhancing air service.  
FY16 (\$355,000) FY17 (\$355,000)
- E127 - This request funds costs for the Division of Tourism's Sales and Industry Partners group to increase international sales efforts in Asia through in-country representation in India.  
FY16 (\$70,000) FY17 (\$70,000)

## ENHANCEMENT DECISION UNITS

- E130 - This Decision Unit establishes a transfer category to transfer funds to Nevada Magazine to support a direct marketing program to drive new subscriptions of Nevada Magazine.

FY16 (\$50,000) FY17 (\$50,000)

- E225 - This request funds a new IT Technician I position and related costs for a Department of Tourism and Cultural Affairs Southern Nevada IT representative to ensure adequate resources are available to meet the demands of workload increases realized with the formation of the Department of Tourism and Cultural Affairs.

FY16 (\$45,724) FY17 (\$46,969)

# TOURISM DEVELOPMENT

**FY16 – 17 = NO CHANGE**

\$100,000 per year for infrastructure grants to tourism properties.







# ENTERPRISE FUND

## **NRS 354.517 “Enterprise fund” defined.**

- “Enterprise fund” means a fund established to account for operations:
  1. Which are financed and conducted in a manner similar to the operations of private business enterprises, where the intent of the governing body is to have the expenses (including depreciation) of providing goods or services on a continuing basis to the general public, financed or recovered primarily through charges to the users; or
  2. For which the governing body has decided that a periodic determination of revenues earned, expenses incurred and net income is consistent with public policy and is appropriate for capital maintenance, management control, accountability or other purposes.

(Added to NRS by 1971, 200; A 1981, 1761)

## NEVADA MAGAZINE

- Legacy bi-monthly magazine that educates both residents and tourists about the state of Nevada
- Fosters awareness and appreciation of Nevada's cities and towns, heritage, culture, and natural wonders
- More than 10,000 subscribers plus distribution of 10,000 copies at newsstands in Nevada and surrounding states
- Represents both *Nevada Magazine* and *TravelNevada* at trade shows; speak to business/service organizations; media presence

## EVENTS AND SHOWS

*Features the most complete information on all entertainment available in the entire state.*

- 25,000 copies
- Southern distribution
  - McCarran International Airport
  - LVCVA welcome centers, visitors' centers
  - Gift shops
- Northern/Statewide Distribution
  - Reno-Tahoe Airport
  - Welcome centers
  - Visitor's bureaus

# NEVADAMAGAZINE.COM

- Robust online portal
- Contains additional blogs and information about the state.
- Facebook - more than 6,500 friends
- Twitter - 7,000+ followers
- Post new content each day to keep readers informed on happenings throughout the state.





## BUDGET DETAILS – REVENUE

- **GL4027 Publication Sales:** Continue to sell the Sesquicentennial Book, with an average cost of \$25 at the rate of 200 per month.
- **GL4029 Advertising Sales:** Signed a revenue contract with What's On Magazine that will provide additional revenue of \$8,000 for each edition of Events & Shows. Began with Jan/Feb 2015 issue. Always seek new revenue-generating opportunities.
- **GL4517 Subscriptions:** Plan to complete three direct mail campaigns in 2015, for a total of 75,000 recipients. Magazine's average return for this type of campaign is between 3.5 and 8%. Taking the lower number, this would result in 2625 new subscribers @ \$19.95. This would result in \$52,368.75 additional subscription revenue.

# ENHANCEMENT DECISION UNITS

- E170 – Funding for a direct marketing program to drive new subscriptions of Nevada Magazine.
  - FY16 (\$50,000)
  - FY17 (\$50,000)



**3rd Place** • "Autumn Star" • Michael Lindberg, Reno • [stoneflyphotography.com](http://stoneflyphotography.com)

After visiting this location several times, Reno photographer Michael Lindberg was able to capture this captivating shot of the Truckee River west of Reno. "At another time of year, this scene may not have been as dramatic, but the golden glow from the cottonwoods and bunny bush made for a beautiful color display," Lindberg says. "I believe this scene exemplifies the magical beauty of Nevada during the fall season."



Camera: Pentax K-5 II  
Lens: 18 mm  
Tripod: Yes  
Aperture: f/18  
Shutter Speed: 5 sec  
ISO: 100  
HDR: No



**4th Place**

"Tough Life"  
Jens Peermann, Carson City  
[peermann.com](http://peermann.com)

Carson City photographer Jens Peermann snapped this photo of a residential building at Berlin-Ichthyosaur State Park. According to Peermann, the building was occupied until the 1950s. "The scene reminds me of paintings by 19th century impressionist painter Carl Spitzweg," Peermann says. "I processed it to achieve a similar visual impact, with fading pastels and soft shadows."



Camera: Canon EOS 5D  
Mark II  
Lens: 21 mm  
Tripod: Yes  
Aperture: 1/8  
Shutter Speed: 1/40  
ISO: 200  
HDR: No

# PERFORMANCE MEASURES

	FY14	FY15	FY16	FY17
Average Time (Seconds) on Site for Nevada Magazine Web Visitors	70	82	94	105
Total Earned Revenue	\$1,049,828	\$1,118,437	\$1,151,830	\$1,151,830





# Nevada Indian Commission

# NEVADA INDIAN COMMISSION

## Mission

*The mission of the Nevada Indian Commission is to ensure the well being of American Indian and Alaska Native citizens statewide through development and enhancement of the government-to-government relationship between the State of Nevada and Indian Tribes and through education for a greater cultural understanding of the State's first citizens.*





# TRIBAL TOURISM DEVELOPMENT

- Includes outreach, technical assistance and training to tribes and tribal members, tours and coordination and development of American Indian exhibits, cultural events and marketing and promotion of American Indian artists, attractions, events and museums.



# INDIAN EDUCATION

- Raising awareness to the importance of the educational needs (early childhood, k-12 and higher education) and to increase successful outcomes for American Indian/Alaska Native students living in Nevada.



## STRENGTHEN THE STATE-TRIBAL RELATIONSHIP

- Coordinating and facilitating all forums to build positive government to government relationships and recommending and supporting state legislation on matters that will improve, protect and address the interests of American Indians and Alaska Natives living in NV.



# EDUCATIONAL PROGRAMS/PRESENTATIONS

- Educating all levels of state, tribal, federal and local governments and the general public on American Indians, tribal governments/sovereignty and on regulations that impact the manner in which they work and consult with tribes.





# REQUESTS FOR ASSISTANCE

- Provide assistance and support for American Indian/Alaska Native individuals, organizations, and the general public as requested or referred.





# PERFORMANCE MEASURES

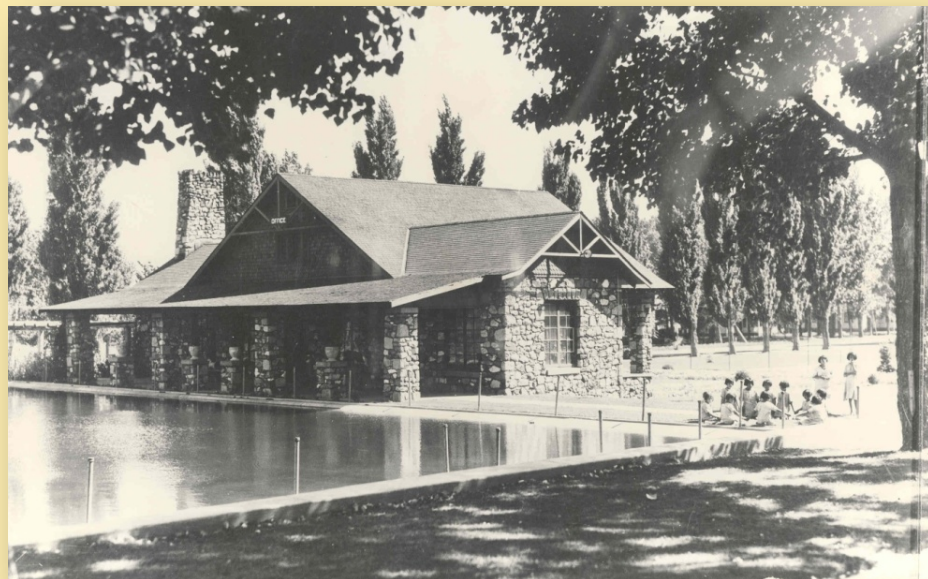
	FY14 Actual	FY 15	FY 16	FY 17
Number of Indian Tribes and Other Groups Assisted	185	160	160	165
Total Number of Requests Fulfilled	65	75	75	75
Average Turn Around Time (Days) to Resolve Requests	12	28	27	27
Number of Participants in Organized Events	1,279	500	600	600
Number of Out of State Event Attendees	525	500	500	500

# MAJOR BUDGET INITIATIVE

## STEWART INDIAN SCHOOL LIVING LEGACY



- Stewart Indian School established in 1890
- Created by an Act of State Legislature in 1888
- Over 60 Buildings on 110 acres
- The Philosophy and intent of the Boarding Schools
  - ✓ Assimilation
  - ✓ Locations far from their homelands
  - ✓ No visitation
  - ✓ Targeted children of the Indian Chiefs



## WHY NOW?

- Deed Restriction
  - ✓ Deed requires Building #1 be used to house and display the crafts, artifacts and memorabilia of the school in order to perpetuate the 90-year history of the school.
  - ✓ If the provision is not met, the entire conveyance would revert back to the United States.
  - ✓ The district is in the National Register of Historic Places and is a potential candidate for a National Historic Landmark designation.
- The Site is Culturally Significant
- Decaying Buildings
- Losing Alumni and Their Stories
- Widely Untold Story
- Unique Opportunity
- Governor's Support





## VISION FOR THE FUTURE

- Cultural Heritage Destination
  - ✓ Stewart Indian School Cultural Center
  - ✓ Stewart Indian School Trail
  - ✓ Guided Tours
  - ✓ Packaged Overnight Experiential Stays
- Conference Retreats
- Artist Colony
- Endless Potential!!





## WHO WILL BENEFIT?

- Future native and non-native generations will benefit from this project.
  - ✓ The history and the lessons that are to be shared at the Stewart Indian School Cultural Center are compelling and seldom taught.
- This history is essential to understanding American Indians and their relationship with government and education.
- It is an era of our shared American history that is largely untold, but not to be forgotten.

## ENHANCEMENT DECISION UNIT

- E275 - Project provides for initial staffing for the Stewart Indian School Living Legacy.
  - Two new staff would be needed to support this phase of the initiative. The goal of this project is to preserve the history of this Historic District, while developing a cultural heritage destination unlike any other across the country.

FY17 (\$122,177)

# NEVADA HUMANITIES

**FY16 – 17 = NO CHANGE**

**\$50,000 per year to support Nevada Humanities programming.**



Photograph Courtesy of Scott Goodin / Nevada Humanities



# Division of Museums and History



# NEVADA DIVISION OF MUSEUMS AND HISTORY

## **Mission**

*The Division of Museums and History preserves, shares, and promotes the understanding and celebration of Nevada's natural and cultural heritage for the enrichment of all generations*

## **Vision**

*Recognized as the most trusted stewards and engaging storytellers of Nevada's heritage*

## **Philosophy**

*We will work as a team to build consensus and fulfill our vision, putting the public's needs first while adhering to the highest professional standards*



# NEVADA STATE MUSEUM LOCATIONS

- Nevada Historical Society, Reno – 1904 (5) [22,239]
- Nevada State Museum, Carson City – 1941 (6) [38,967]
- The Lost City Museum, Overton – 1953 (7) [14,460]
- Nevada State Railroad Museum, Carson City – 1981 (5) [17,067]
- Nevada State Museum, Las Vegas – 1982 (5) [44,334]
- East Ely Depot Museum, Ely – 1992 (6) [7,103]
- Nevada State Railroad Museum, Boulder City – 2001 (6) [32,391]

Generations enjoying a learning experience at Nevada State Museum, Carson City



# ACHIEVING THE *VISION*

## Curatorial Collections and Curatorial Services

- Collect, document, conserve, and secure Nevada's heritage assets and then utilize them for the public benefit by interpreting their cultural and historic value

*(Know what you have [and don't have] and why it's important)*

School students at the East Ely Railroad Depot Museum in hands-on learning about railroad life and labor



## ...ACHIEVING THE *VISION*

### Exhibits, Education and Research Services

- Create engaging opportunities to learn about Nevada's heritage for diverse audiences of all ages and learning ability; presenting exhibits, educational programs, research, and reference services

*(Good stories make for good exhibits and the artifacts are the windows for effective storytelling)*



Young child, awestruck by Christopher Columbian, the mammoth at Nevada State Museum, Las Vegas, named by a Clark County school student

## ...ACHIEVING THE *VISION*

### Tourism and Community Development

- Develop a cultural heritage tourism strategy that recognizes and more effectively attracts this growing segment of visitors and users  
*(The goal being to increase the economic impact of museums in our communities)*

Chief coiner Ken Hopple, a volunteer at Nevada State Museum, Carson City, at Coin Press No. 1. In 2013, 452 volunteers contributed 50,901 hours of service valued at \$969,664.



## PROGRESS IN THE 2014-2015 BIENNIUM

### Attendance (and revenue) increased

- Year-over-year attendance increases, double-digit growth in museums where service expanded
- Museums played a key role in celebrating the Nevada Sesquicentennial—  
Special exhibits and programs in all museums
- Total attendance:  
SFY 2013 = 171,011  
SFY 2014 = 176,561





# PROGRESS CONTINUED...

## JOINT TICKET SALES

### East Ely Depot Museum

- Joint ticket & ticket revenue share with White Pine Historical Railroad Foundation implemented in May 2014
- Public response overwhelmingly positive; first half of this fiscal year has seen numbers double over estimates



## PROGRESS CONTINUED...

### JOINT TICKET SALES

#### Nevada State Museum, Las Vegas

- Interlocal agreement expired June 30, 2013
- New agreement approved by BOE in January 2015.  
Payments current
- Expands pool of tickets from which State receives a share
- Clarifies relationship and mutual benefits



# PERFORMANCE MEASURES

	FY14	FY15	FY16	FY17
Total Population Served	176,561	180,092	184,594	189,209
Out of State Visitors	68%	72%	72%	73%
Artifacts and Archival Materials Acquired	10,605	16,839	18,631	18,344
Artifacts and Archival Materials Processed	36,172	22,376	31,185	34,703
Educational Impact	49,529	53,899	50,198	51,667
Number of Research Inquiries Handled	5,748	5,131	5,658	6,094
Visitor Satisfaction	87%	90%	90%	92%

# STRATEGIC PRIORITIES AND CHALLENGES

- Increase public services
  - *Two positions are included in this budget providing for expansion of days and hours of service*
- Develop collections management capacity
  - *Includes resolving critical storage needs that affect on-going preservation of Nevada heritage, maintenance of accreditation, and statewide economic development*

The McKeen motor car, a National Historic Landmark and a unique restoration of the Nevada State Railroad Museum, Carson City



## ...STRATEGIC PRIORITIES AND CHALLENGES

- Create barrier-free, equal access for all
- Enhanced collaboration with formal education system; education covers all aspects of STEM and beyond; stimulate life-long learning
- Promote museum programs and services to develop new audiences and stimulate economic impact throughout the state via enhanced integration with Division of Tourism marketing efforts
- Enhanced recruitment, training and retention of staff and volunteers
- Relocation of Division office; repair or build new facility
- Significant and growing maintenance needs for aging facilities with limited CIP funds available



Nevada Historical Society staff installing a new exhibit at the Nevada Room



# THE *NEW* NEVADA

## SERVICE TO K-12 EDUCATION

- In SFY 2014, 9.6% of all visits to Nevada's seven state museums were K-12 students and educators (16,964)
- Additionally in SFY 2014, 11,090 K-12 students were reached through museum outreach, including the popular *museum-in-a-trunk* program
- A new staff position for the Nevada State Museum, Las Vegas, will enable increased school visit opportunities through an additional weekday of service (Wednesday)

# SUPPORTING THE *NEW NEVADA*

## GUIDEPOSTS FOR THE FUTURE

- Nevada museums hold over 4 million objects, photographs, documents and maps that record who was here, who came here, what they did and the hardships and challenges they overcame
- Skilled professional conservators and craftspeople care for these assets, restoring them to be active interpretive tools for learning



The Glenbrook, under steam,  
Nov. 19, 2014 at the Nevada State  
Railroad Museum, Carson City

# ENHANCEMENT DECISION UNITS

- Two staff positions to meet strategic priorities and increase public service, more in demand now than ever before following the Nevada Sesquicentennial
  - BA 2870 – E227 Funds one Museum Director III position for the Nevada Historical Society
  - BA 2943 – E228 Funds one Museum Attendant II position for the Nevada State Museum Las Vegas
- These enhancement D/U's total \$221,828 over the biennium
- Approval of these enhancement D/U's is far reaching but most visible in the increase in public service days of operation and restored public confidence



Exhibits at The Lost City Museum

## ENHANCEMENT DECISION UNITS

- The Division administrative office, a century-old structure on Carson City's west side was deemed structurally impaired and vacated in November 2014
- BA 2941 - E227 requests funds for a new building lease and associated moving costs for Division's Administration Office
- The total of this enhancement D/U is \$60,101 over the biennium

Division of Museums and History  
former office on Curry Street



## ENHANCEMENT DECISION UNITS

- BA 2941 - E720, requests two stand-alone kiosks to serve the public at each museum while capturing critical data on who is coming and where they are coming from. Two kiosks were deployed in the current biennium (State Museum in Carson City and Lost City in Overton). These two additional units will be deployed at the Railroad Museum in Boulder City and the State Museum in Las Vegas.
- Total request for kiosks over the biennium = \$12,074



Nevada State Railroad Museum, Boulder City offers the only heritage train experience in Clark County, a family favorite



## ENHANCEMENT DECISION UNITS

- BA 1350 - E226, BA 1350 - E227, BA 2870 - E228, BA 2940 - E230, and BA 4216 – E230 request additional in-state travel to support staff development and Division needs
- Travel increase totals: \$15,928 for the biennium

The Halsey Saddle is expected to tour while on loan to the Nevada State Museums



## ENHANCEMENT DECISION UNITS

Other minor enhancements, BA 2940  
Nevada State Museum, Carson City



The Dema Guinn Concourse links the wings of the Nevada State Museum, Carson City

- E231 – Increases funding maintenance of the lighting of exhibits in both the Museum and Capital Building, \$12,000
- E730 – Creates funding for maintenance of the Dema Guinn Concourse, \$17,640
- E731 - Creates funding for water tank maintenance at the Indian Hills Curatorial Center, \$5,000
- The total of this enhancement D/U is \$34,640 over the biennium





# Nevada Arts Council



# NEVADA ARTS COUNCIL

- **Mission** – *To enrich the cultural life of the state through leadership that preserves, supports and makes excellence in the arts accessible to all Nevadans.*
- **Statutory Mandate** – *NRS 223C – Established Nevada Arts Council (NAC) and policies in 1967. Sole & official state agency to receive and distribute funds from the National Endowment for the Arts.*



# DELIVERING THE MISSION

- Offices in Carson City & Las Vegas to serve Nevada's diverse and changing population
- Six programs serve state needs – Artist Services, Arts Learning, Community Arts Development, Folklife, Grants, Public Awareness/Arts Initiatives
- Arts education for preK-12 and learning through the arts for all ages and life stages





## DELIVERING THE MISSION

- Outreach programs ensure access to arts & cultural experiences at the local level
- Financial investment in state cultural infrastructure through 12 (sub) grant categories
- Professional development for cultural workforce
- Management of Nevada Folklife Archives and Arts Collection (30,000 artifacts, oral histories, images, videos, artwork)



## MISSION IN MOTION: FY14 STATS

- 298 (sub) grants awarded totaling \$783,493 to communities, nonprofits, schools, public institutions, artists and educators in 12 counties (applicants requested \$1,542,256)
- \$42,437,487 in cash and in-kind leveraged to match (sub) grants
- 1,503,874 individuals engaged through NAC programs and (sub) grant – funded activities (446,483 children)
- 13 Arts Town Meetings hosted in 9 counties gathering input for strategic plan
- 42,099 people were drawn to NAC traveling exhibits in libraries, city halls and museums in 11 counties
- Artist residencies sponsored in schools, libraries and arts facilities in 7 counties

# PERFORMANCE MEASURES

	FY14 ACTUAL	FY15 PROJECTIONS	FY16 PROJECTIONS	FY17 PROJECTIONS
Grant Applications - Received	462	475	475	475
Grants Awarded	298	298	300	300
Amount Requested	\$ 1,542,256	\$ 1,452,591	\$ 1,500,000	\$ 1,500,000
Amount Awarded	\$ 783,493	\$ 800,000	\$ 950,000 W/DU E226	\$ 950,000 W/DU E226
Services Provided by NAC (based on 52 communities)	43	40	40	40
Individuals Benefitting from Grants & Programs	1,503,872	1,500,000	1,500,000	1,500,000
Youth & Children Benefitting from Grants & Programs	446,483	450,000	450,000	450,000
Grants & Programs Economic Impact (Match & In-Kind)	\$ 37,358,394	\$ 35,000,000	\$ 35,000,000	\$ 35,000,000

# OUTCOMES

- Enhanced quality of life in Nevada's urban and rural communities
- The arts are a key element in creating communities where people want to live, work, learn and play
- Comprehensive education for all Nevada students
- Investment in creative industries grows local economies
- Robust profile as cultural tourism destination
- "Top 10" profile for Nevada as a place to live and do business

## ENHANCEMENT DECISION UNITS

- E226 – Increases funding for (sub) grant categories by \$150,000 annually – for organizational support, innovative projects and arts learning activities
- E710 – Equipment  
Server for Las Vegas and Carson City  
Software and computers







**Questions?**  
**Thank you!!**

**We look forward to a Legislative session that elevates Nevada's tourism and cultural entities through consideration of the programs and services that enrich all Nevadans.**