



CITY OF  
**NORTH LAS VEGAS**

*Your Community of Choice*

**Arts and Cultural Strategic Plan 2018-2020**

Produced with support from  
the City of North Las Vegas Arts and Culture Advisory Board,  
the Nevada Arts Council, a state agency,  
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## Executive Summary

The Steering Committee for Arts and Culture Planning for the City of North Las Vegas proposes a three-year strategic plan, beginning in fiscal year 2018 (July 1, 2017 – June 30, 2018) with actions to strengthen the ability of the City’s Parks and Recreation Division to present high quality arts and cultural programming, while increasing public access, participation and investment in arts and culture by leveraging funding from outside sources. A brand slogan for the effort will be “Head North for a Change to Your Community of Choice Beyond the Lights.”

Among the actions it will take in the first year of the plan will be creating and promoting a “self-serve” online registry for individual artists and arts organizations in the City, joining the Nevada Presenters Network, establishing a budget for arts and culture, and adding non-voting member to the Arts & Culture Advisory Board.

Programs to be presented within the first year include enhancing the offerings of the Stone Soup Gallery in City Hall through the Nevada Touring Initiative, a low-cost program of the Nevada Arts Council (NAC) that provides professionally curated and installed art and cultural exhibitions of interest to Nevadans statewide. Parks and Recreation will also make use of its “Parquee” digital billboard in Craig Ranch Park to highlight the diversity of quality visual artists residing in or with strong ties to the City.

Year One will also expand the Beyond the Canvas beautification project in the redevelopment area of the City by contracting with two visual artists through the NAC’s Artist Residency Express Grant program. The artists will lead public workshops with seniors, adults and children in the community to paint plywood panels to be used in blight remediation efforts in urban core neighborhoods identified in the CHOICE Neighborhood Transformation Plan. Finally, in November 2017, artist Justin Favela will lead an arts and cultural bus tour to community gathering hubs in NLV such as Broadacres Swap Meet and Kiel Ranch.

Year Two (July 1, 2018 – June 30, 2019) will continue Year One programs and add hands-on arts workshops to a schedule of “Second Saturday” festivals (location TBD) and Summer Arts Camps. The City will also present one or more concerts at the Craig Ranch amphitheater with support from the Western States Arts Federation and the Nevada Presenter’s Network.

Years Two and Three (July 1, 2019 – June 30, 2020) will also see the start of planning and implementation of larger efforts with key partners, such as presenting a city-wide reading program with the North Las Vegas Library District (“The Big Read” funded by the National Endowment for the Arts); an exploration of a percent for arts policy and/or overall public art program with the College of Southern Nevada; a project to research and document the iconic neon signs within the City limits with The Neon Museum; and finally the development of a signature arts festival, CHOICE ARTS, focused on participatory arts experiences for city residents and visitors. The plan calls for the establishment of an arts administration/festival manager position within the Parks and Recreation Division in the third year of the plan.

Budgetary impact of the plan is minimal and will not exceed \$85,000 over the three years.

## Introduction and Context

The City of North Las Vegas' Arts and Cultural Strategic Plan 2018-2020 developed under the leadership of the City's Parks and Recreation Division and its Arts and Culture Advisory Board, with the assistance of the Nevada Arts Council and its Nevada Circuit Rider Program.

Following an Arts Town Hall meeting held January 12, 2017, Cass Palmer and Jaini Christison gathered an ad-hoc Strategic Planning Committee for Arts and Culture and applied for a grant from the Nevada Arts Council Nevada Circuit Rider program to facilitate their planning process. A \$4,000 grant was awarded to the City by the Nevada Arts Council to contract with the recommended consultant, Suzanne Hackett-Morgan, to lead a series of three, two-hour sessions where key concepts that had emerged from the Arts Town Hall meeting were revisited and expanded upon.

The goal of the planning process was to develop a simple and clear three-year Strategic Arts and Culture Plan for the City of North Las Vegas, addressing Programming, Marketing and Funding Approaches—a *road map for achievable success*. Its objectives leveraged existing programs and resources in the Parks and Recreation Division and grant programs of the Nevada Arts Council and others to help them achieve best practices in arts programming in an efficient and sustainable manner.

Including one of North Las Vegas' leading artists, Justin Favela, and the expertise of the Nevada Arts Council's Community Development Program staff in the initial planning meeting, helped elevate the committee's understanding on what is considered "arts" programming as opposed to beautification or craft activities. The discussion centered on how to get into action as quickly as possible while using the highest quality artists available in all proposed programs. Actions such as pulling artists from the Nevada Arts Council's vetted artist roster, the block-booking opportunities of the Nevada Presenters Network, and partnering with established organizations, such as the City of North Las Vegas Library, the College of Southern Nevada, and the Neon Museum was seen as the best and most inclusive way to accomplish this.

## Arts and Culture Advisory Board Mission, Vision, Goals and Outcomes

### MISSION

To enhance and celebrate the unique cultural identity of the City of North Las Vegas through leadership that acknowledges, supports, strengthens, and makes a variety of arts experiences available to all residents and visitors.

### VISION

A city in which the arts enrich the lives of all residents, enhance the livability of communities and contribute to the city's economic revitalization.

### GOALS

To develop a simple and clear three-year Strategic Plan for Arts and Culture in the City of North Las Vegas, addressing Programming, Marketing and Fundraising approaches—*a road map for achievable success*.

To present in the first year, at minimum:

- Two exhibitions in the Stone Soup Gallery in City Hall
- Two or more artist residency community projects
- One or more bus tours of cultural sites in NLV to influential leaders

and to add to and/or expand upon these artistic components in years Two and Three.

To increase public access, participation and investment in the City's arts and culture programs.

To advocate for the incorporation of the arts as an essential element in the educational experience of all residents.

### OUR OUTCOME

Recognition as a progressive, family-friendly community with an engaging and rich cultural life accessible to all.

## Guiding Principles

Arts and Culture in the City of North Las Vegas will:

- Preserve and celebrate the City's history while embracing its future.

*The original part of town has the history and the opportunities of the CHOICE transformation plan to bolster community identity and reduce blight; newer parts of town will bring in new ideas, technologies, and resources; together forming an inclusive, unique cultural identity for the City.*

- Aim to erase divisiveness around perceived community boundaries.
- Build on Successful Existing Programs and Partners in and beyond city limits, such as Summer Camps and Movie Nights of the NLV Department of Parks and Recreation, the Nevada Presenters Network, the College of Southern Nevada, the Neon Museum, The Smith Center for the Performing Arts, and many others.
- Leverage state arts grant funding with municipal, corporate and individual in-kind and cash funding.

## City of North Las Vegas Strategic Arts and Cultural Plan

**Overall Goal:** to develop a simple and clear three-year Strategic Plan for Arts and Culture in the City of North Las Vegas, addressing Programming, Marketing and Fundraising approaches—*a road map for achievable success.*

### YEAR ONE (July 2017- June 2018)

#### Goal 1: “Gear Up for Greatness in Arts and Culture”

To strengthen the ability of the City of North Las Vegas to present arts and cultural programs by:

##### A. Developing a brand slogan for City of North Las Vegas Arts and Cultural Programs

1. *Recommended by Steering Committee:* “Head North for a Change to the Community of Choice Beyond the Lights.”

##### B. Gathering Resources

1. Apply for 2<sup>nd</sup> Nevada Circuit Rider Consultant Grant to help with training and implementation of plan activities. (September 2017)
2. Join Nevada Presenters Network for block booking and networking with peers.
  - a. Send email to [sympa@lists.unr.edu](mailto:sympa@lists.unr.edu),  
Subject Line: [subscribenvpresenters@lists.unr.edu](mailto:subscribenvpresenters@lists.unr.edu)  
Body: blank (July 2017)
3. Create a “self-serve” web-based NLV Artist Registry for Individuals and Orgs
  - a. Have NLV IT create it based on design and shareability of data of City of Las Vegas artist registry
    - 1) Contact Matt Kozanecke at City of Las Vegas IT (July 2017)
  - b. When operational, publicize through media, ActiveNet, water bills, in all printed materials and Parks & Rec web pages (September 2017)
4. Establish and fund a budget for Arts and Culture (July 2017)
  - a. Secure a City of North Las Vegas contribution
  - b. Set up accounts on Grants.gov, GOnline, and others (July 2017)
  - c. Consider forming a “Friends of CNLV Arts & Culture” with the NLV Library (January 2018)
5. Add Non-Voting Members to Arts & Culture Advisory Board (Ongoing)

## **Goal 2: “Get Into Action Quickly”**

To increase public access, participation and investment in the City’s Arts and Culture programs by presenting and promoting quality programs from the start.

### **1. Stone Soup Gallery\* Exhibitions**

a. Two Nevada Touring Initiative Exhibits in FY 2017-2018  
Contact Stephen Reid, Artist Services Specialist, NAC  
775-687-7108 [NTI-Associate@nevadaculture.org](mailto:NTI-Associate@nevadaculture.org)

- 1) Basin & Range Sept or Nov 2017
- 2) Mountain Picassos May or July 2018

b. KNPR Photo Contest Winners

c. Student Art Show

d. Work towards building exhibition schedule 12-18 months in advance

*\*Consider renaming the gallery*

### **2. “Parquee” Digital Billboard Arts Content**

Local outdoor advertising company, Elite Media, Inc. formed an exclusive partnership with the City of North Las Vegas in 2016 to build and sell a brand new network of digital Parquee® media. This pilot program begins with one double sided 13’ x 27.8’ digital embellished sign at the entrance to Craig Ranch Regional Park. After the success of the pilot sign, the Parquee® program will expand to include additional signs installed in high-impression locations throughout the City of North Las Vegas. This new digital sign network will expand on Elite Media’s current network of Parquee® media with the City of Las Vegas. Elite Media is the only outdoor company that restricts its ads to artwork that would be appropriate for the eyes of children.

NLV Parks and Recreation will be able to use the billboard to promote its arts and cultural activities, including using it to initially showcase the work of invited professional visual artists residing in or with strong ties to the City of North Las Vegas (e.g. Justin Favela, Harold Bradford, K.D. Matheson, Vicki Richardson) and in future years it can be offered as a Call for Artists competition.

### **3. Beyond the Canvas Expansion**

Beyond the Canvas was a beautification project for the redevelopment area of North Las Vegas. The pilot program vinyl-wrapped art around 19 traffic utility

boxes in 9-10 different styles. The wraps were meant to last about two years and they are covered with an anti-graffiti surface. City of North Las Vegas Redevelopment Division provided the funding for this initial effort in 2016.

As an expansion of this effort, the City will **apply for two Nevada Arts Council Artist Residency Express Grants** (July and October 2017) and contract with professional artists to lead **hands-on workshops with seniors, adults and children in the community to design and paint (or otherwise decorate) 50 plywood panels to be used in blight remediation** on abandoned, vacant, or problem properties in the urban core neighborhoods of the city identified in the CHOICE Neighborhood Transformation Plan. City CDBG funds may be explored to provide the plywood and painting supplies. These workshops will form the beginning of the City’s “Second Saturdays” family arts programming\*.

*\* Discussed further in Years Two and Three below*

The Artist Residency Express Grant (AREx) is designed for community and educational sponsors to host a short-term artist-led residency (20 hours maximum), using experienced and vetted NAC Roster Artists who are Nevada residents. An intensive residency may occur over one to three days, or it may be appropriate to have more residency activities of shorter duration, such as two hours a week for 6 weeks. The grants provide up to \$1200 (for residency of up to 20 hours total at a suggested rate of \$60 per hour) to support artist fees and \$300 for travel (at least 50 miles one way) for a residency. Suggested roster visual artists to contract for the project are Markus Tracy, Lisa Fields Clark, and Mark Melnick.

#### **4. Bus Tours to Art and Cultural Sites in City of North Las Vegas**

On November 3, 2017, as a post-conference activity for attendees to the 2017 Nevada Arts Conference in Las Vegas, artist Justin Favela will lead an arts & cultural bus tour in North Las Vegas to community gathering hubs such as Broadacres Swap Meet, Kiel Ranch, and various taco “points of interest.” The tour is being organized by the Nevada Arts Council Community Arts Development Program.

Other tours of a like nature will be scheduled to introduce the Arts & Cultural Plan to other influentials in the community: NLV City Council members, NLV City Department heads, representatives of new tech companies, artistic leadership in Southern Nevada, and so on. The tours will utilize Parks and Recreation buses and include a food component involving other community-based businesses in the City. The plan is to present a tour every other month beginning in January 2018.

## YEARS TWO AND THREE (2018-2019 and 2019-2020)

### *Continuing Programs*

#### **Bus Tours to Art and Cultural Sites in City of North Las Vegas**

**Stone Soup Gallery Exhibition Schedule** -- goal is six exhibits a year, a mix of Nevada Touring Initiative, KNPR Photo Contest, student, and other shows, schedule to be submitted as an 18-month program in total by the Gallery Curator.

#### **“Parquee” Digital Billboard Arts Content**

**Beyond the Canvas Expansion** – If the first year is deemed successful, and the need is there, the program can be repeated or shifted to another form such as painting utility boxes (similar to the County’s ZAP! Or the City of Las Vegas’ AMP programs) or mural projects. The difference from the other programs could be in having an artist lead community members during the actual production phase of the artworks.

### *New Programs*

#### **1. Second Saturdays and Summer Camps Arts Experiences**

As a prelude to a desired signature multidisciplinary art festival (focusing on workshops and demonstrations rather than only vendors), **Second Saturdays** could bring teaching artists to the festival “location” on the second Saturday of the month to conduct public workshops and demonstrations for the public. **NAC Project or Arts Learning Grants** can be used to contract with quality and experienced artists in a variety of disciplines: visual arts, dance, music, theatre, literature and folk and traditional arts. **Artist Residency Express Grants** could also be used to shape a high quality arts experience in the context of the City’s **Summer Camps**. The City can apply for three AREx grants each year to pay for the artist.

#### **2. Craig Ranch Concert Series**

Currently concerts are presented on a “four walls” basis, the talent renting the venue and collecting the gate. We propose the City of NLV Arts and Cultural Advisory Board proactively planning a program in Year Two with support from the Western States Arts Federation’s TourWest grant program as a starting point for learning “presenting” and adding to its ability to fulfill its mission. This will aid in developing the performance aspect of a proposed multi-disciplinary art festival in or following Year Three.

## *Partnerships and Larger Efforts*

**1. Partner with the City of North Las Vegas Library to apply for a National Endowment for the Arts “The Big Read” grant** for the following fiscal year (for Years Two and Three) Contact Arts Midwest at 612.238.8010 or neabigread@artsmidwest.org for information. There is a good opportunity here because it appears Las Vegas-Clark County Library District is no longer participating in this program.

The Big Read broadens our understanding of our world, our communities, and ourselves through the joy of sharing a good book. Showcasing a diverse range of contemporary titles that reflect many different voices and perspectives, the NEA Big Read aims to inspire conversation and discovery. Each community program that receives an NEA Big Read grant—which ranges between \$5,000 and \$20,000—is also provided with resources, outreach materials, and training on various aspects such as working with local partners, developing public relations strategies, and leading book discussions and Q&As. The programs last approximately one month and include a kick-off event, often attended by the mayor and other local luminaries; major events devoted specifically to the book (e.g., panel discussions and author reading); events using the book as a point of departure (e.g., film screenings and theatrical readings); and book discussions in diverse locations involving a wide range of audiences. List of books available: [http://neabigread.org/books.php?mode=all&sort=author\\_last](http://neabigread.org/books.php?mode=all&sort=author_last).

The application will be available in Fall 2017 and due in January 2018.

**2. Partner with the College of Southern Nevada on an “Our Town” application to the National Endowment for the Arts to develop a “percent for Arts” policy and/or overall plan for the City’s public art program.**

A mature arts and cultural program should move in the direction of establishing a Percent for Arts program and a vision for what public art will be in NLV. There are people in the community, currently at, or formerly from, the County and City, as well as the Community Arts Development Specialist at NAC, that should be tapped to talk to about both issues (perhaps in a workshop setting for the Arts and Culture Advisory Board). Other municipalities will have examples of their policies and their processes to learn from.

Having College of Southern Nevada onboard will assure academic and artistic integrity of the effort.

Earliest application deadline is September 2017. If NEA funding continues to exist this could be initiated in Year One and applied for at a later time.

### **3. Partner with the Neon Museum to document iconic neon signs in the City of NLV.**

The Neon Museum in Las Vegas is the recognized leader in preserving and celebrating this particular aspect of art in Southern Nevada. North Las Vegas has its own neon artifacts (some still in use) and history that should be explored, documented, and discussed. The Neon Museum also has a well-regarded artist-in-residence program, which could possibly be tapped for programming in NLV or to benefit its constituency. Neon in North Las Vegas is largely unknown and could be the subject of a future bus tour and could also form the basis of “aerial gallery”-style banners.

### **4. CHOICE ARTS Multi-disciplinary Art Festival**

The concept of creating a signature art festival for NLV was tapped as a long-term goal for the Arts and Cultural Plan Steering Committee, along the lines of the Boulder City Art in the Park Festival, Summerlin Festival of the Arts, and of course First Friday in the City of Las Vegas. In keeping with the general direction of creating something unique for NLV, it was proposed that CHOICE ARTS focus on participatory experiences for attendees through and emphasis on hands-on workshops and demonstrations in a variety of artistic disciplines. Of course this could be extended to the culinary arts as well! This doesn't preclude vendors and performances being a part of it, but they should be curated to support the primary focus of the effort, which is to engage attendees in the creative life of their city.

## **Participants**

### **Strategic Planning Steering Committee**

Melvin Valentine, Jr., Valentine Communications, CHOICE Initiative  
Michelle Valentine, Valentine Communications, CHOICE Initiative

Cass Palmer, Director, City of North Las Vegas, Parks & Recreation  
Jaini Christison, City of North Las Vegas, Parks & Recreation  
Jim Haye, City of North Las Vegas, Parks & Recreation  
Angela Johnson, City of North Las Vegas, Parks & Recreation  
Tracey Faragi, City of North Las Vegas, Parks & Recreation

Shoshana Zeldner, Nevada Arts Council Community Development Program  
Denise R. Duarte, Nevada Arts Council Community Development Program

Justin Favela, Artist, Clark County Galleries

Carlos J. Ezeta, Chair, NLV Arts and Culture Advisory Board  
Brian Kendall, NLV Arts and Culture Advisory Board  
Monica Armstrong, NLV Arts and Culture Advisory Board  
Cassina Douglas, NLV Arts and Culture Advisory Board

Ward 1 Councilman Isaac E. Barron

Suzanne Hackett-Morgan, Nevada Circuit Rider, Nevada Arts Council