

RURAL ROUNDUP

2024



LAKE
TAHOE



WIFI LOGIN 

NETWORK

RURAL ROUNDUP

PASSWORD

RRU2024!



Thanks to our sponsor

GOODGIANT



Brenda Scolari



Rafael Villanueva



Dan Thielen



Tony Manfredi

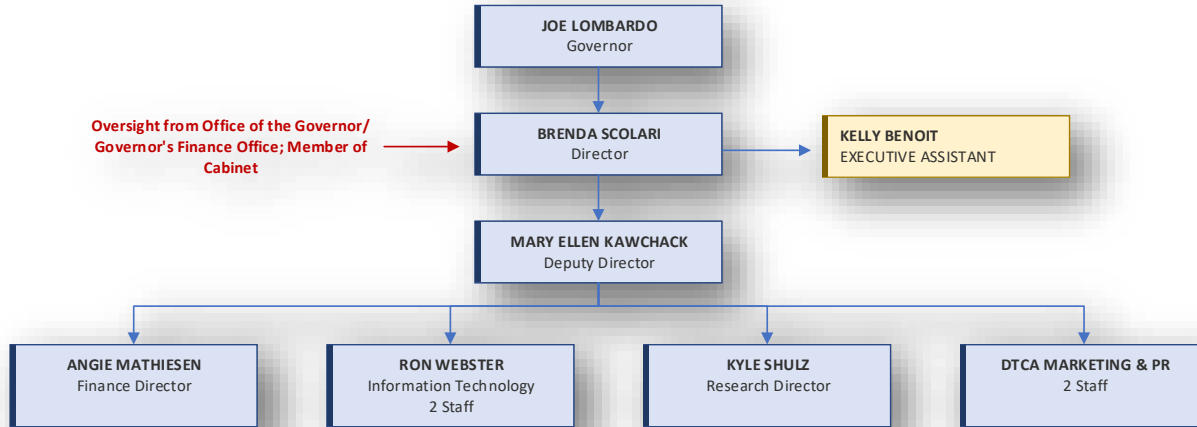




Department of Tourism and Cultural Affairs



Department of Tourism and Cultural Affairs



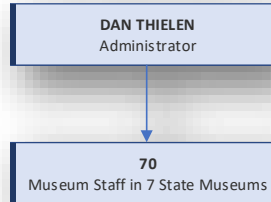
DIVISION OF TOURISM

Reports to Director Scolari with oversight from the Commission on Tourism



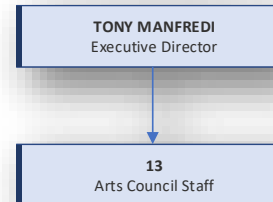
DIV. OF MUSEUM & HISTORY

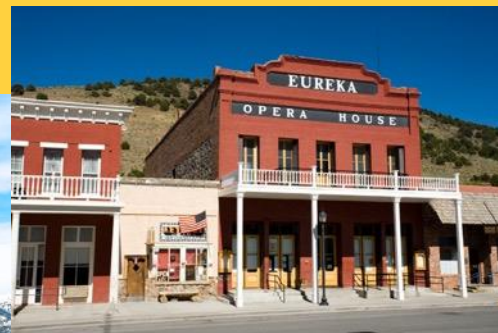
Reports to Director Scolari with oversight from the Museum and History Board



NEVADA ARTS COUNCIL

Reports to Director Scolari with oversight from the Nevada Arts Council Board





NEVADA ROAD TRIPS



NEON TO NATURE ROAD TRIP
3 Day Trips out of Las Vegas



GREAT BASIN ROAD TRIP
5 State Parks + GBNP out of Las Vegas



LAKE TAHOE LOOP
Day Trips out of Reno



COWBOY CORRIDOR
Road Trip along Interstate-80
out of Reno



LOOKING AHEAD

ADVENTURE CENTERS





ENTRANCE VIEW

CARSON CITY



CARSON CITY



BOULDER CITY



BOULDER CITY

LOOKING AHEAD

NEVADA STATE RAILROAD MUSEUM BOULDER CITY







NEVADA ARTS COUNCIL



WHY DO THE ARTS AND CREATIVITY MATTER?

ARTS AND CREATIVITY STRENGTHEN NEVADA

Arts and creativity make us stronger—as individuals, families, communities, Nevadans and as a country.

They are a backbone of **innovation, prosperity, and thriving people and places.**

Public funding for arts and creativity is **a high-return investment** that benefits **every Nevadan** in every city, town and rural community statewide.

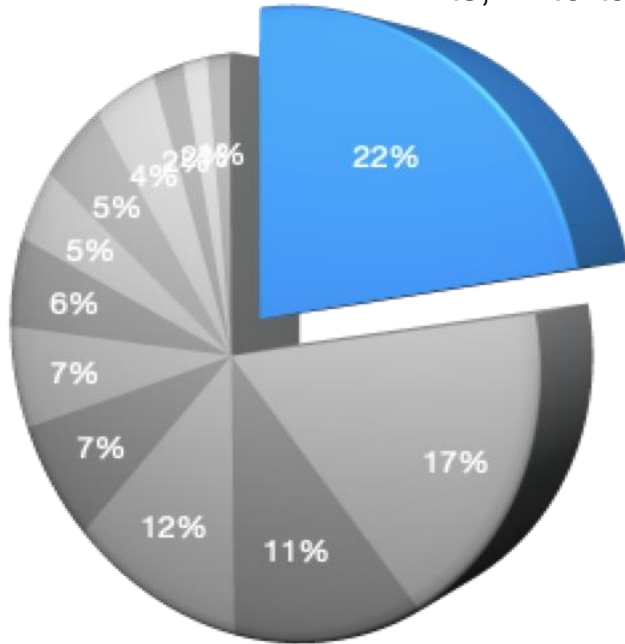


**THERE IS NO
RECOVERY
WITHOUT
CREATIVITY.**

WHY DO THE ARTS AND CREATIVITY MATTER?

NEVADA EMPLOYMENT BY INDUSTRY

Arts, Entertainment, and Recreation Rank #1 in Nevada



Industry	Nevada	NV Rank	United States
Arts, Entertainment, and Recreation	310,206	1	14,346,635
Educational Services, Health care and Social Assistance	239,111	2	36,753,702
Retail Trade	164,069	4	17,253,259
Professional, Scientific, and Related Services	165,311	3	18,817,926
Construction	106,802	5	10,717,186
Transportation & Warehousing, and Utilities	93,914	6	8,905,978
Finance and Insurance, Real Estate, Rental and Leasing	82,334	7	10,151,206
Other Services except Public Administration	65,052	9	7,485,169
Manufacturing	71,225	8	15,786,008
Public Administration	61,436	10	7,399,660
Wholesale Trade	28,386	11	3,916,817
Information	21,731	12	3,031,263
Agriculture, forestry, fishing, and hunting, and mining	19,870	13	2,614,109

Source: 2023 Demographic Profile from the Research Division, Nevada Legislative Council Bureau

WHY DO THE ARTS AND CREATIVITY MATTER?

ARTS AND CREATIVITY STRENGTHEN NEVADA

COMMUNITIES

From rural towns to big cities, arts and creativity strengthen the fabric of Nevada's communities. They celebrate local culture—both cherished and new traditions—telling stories of people and places.

Arts and creativity promote connection and cohesion, foster the entrepreneurial spirit communities need to thrive, and create the kinds of communities where young people want to build families.



NEVADA ARTS COUNCIL – WHAT WE DO



NEVADA ARTS COUNCIL – WHAT WE DO

ARTIST SERVICES

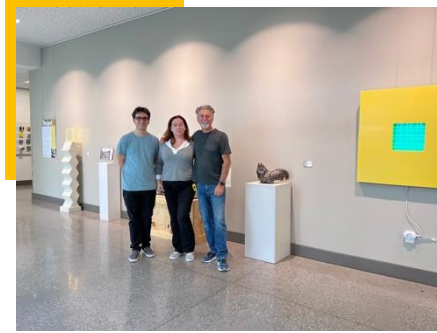
NEVADA TOURING EXHIBITION PROGRAM

Delivers high-quality visual arts exhibits to communities throughout the state for an affordable fee.

HANGING SYSTEMS

The Nevada Arts Council grants art hanging systems to non-profit organizations. The hanging systems facilitates easier art installation process for established art venues. These hanging systems also allows cultural activation in traditional and non-traditional arts spaces.

10 hanging systems have been granted to date.



Nevada State College, Henderson



Fernley Library



St. Mary's Art Center, Virginia City



Beatty Museum and Historical Society

ARTS LEARNING

TEACHING ARTIST ROSTER

- Features a roster of diverse individual and organizational teaching artists
- It is designed as an online resource for schools, organizations, and communities to broaden and diversify lifelong participation in the arts through the engagement of artists in residencies and programs

Disciplines include:

- Contemporary, Dance, Literary, Folk & Traditional, and Music



COMMUNITY ARTS DEVELOPMENT

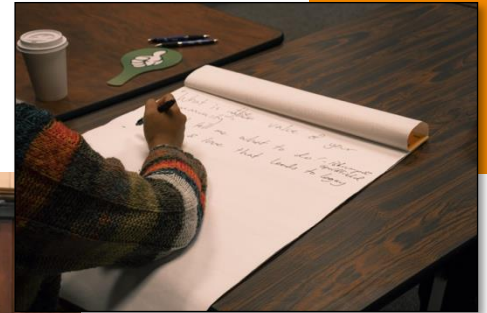
A YEAR IN REVIEW: THE NEVADA BASIN TO RANGE EXCHANGE

The Nevada Basin to Range Exchange (BRX) supports, promotes and celebrates rural-metropolitan collaboration through arts, culture and community placemaking. The program includes an in-person gathering, inter-community exchange activities, peer to peer collaboration and unique networking opportunities. BRX aims to:

- Foster statewide relationships.
- Eliminate common stereotypes between Nevada's rural and metropolitan communities.
- Amplify resources, assets, traditions, and histories.

Community Representatives in Attendance:

Pahrump, Ely, Tonopah, Gardnerville, Carson City, Las Vegas, Beatty, Goldfield, North Las Vegas, Ruth, & Reno.



FOLKLIFE

Discover and document folk arts and folkways that are resident in Nevada;

Honor and support artists and communities that practice and share traditional arts and lifeways;

Explore intersections of art, tradition, community, and identity in 21st century Nevada;

Share the results of our work with artists, communities, and the general public through programs, presentations, exhibitions, and collaborations.



GRANTS PROGRAM

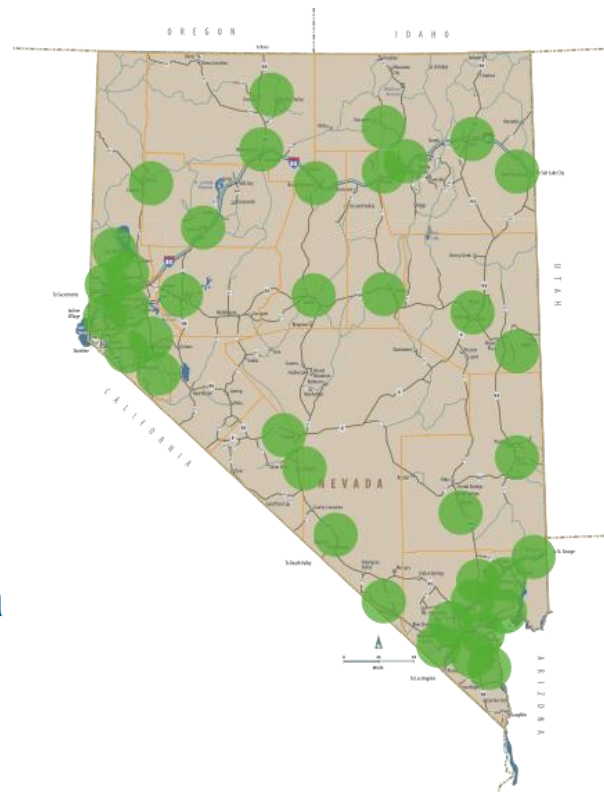
FY20-22 GRANTS BY THE NUMBERS



NAC Grant Awards
\$4,204,873

Adults, Children, Artists Engaged
4,728,540

Total Cash Contribution to Nevada
\$276,050,257





Thank You

