



WELCOME



What is Nevada County Arts Council

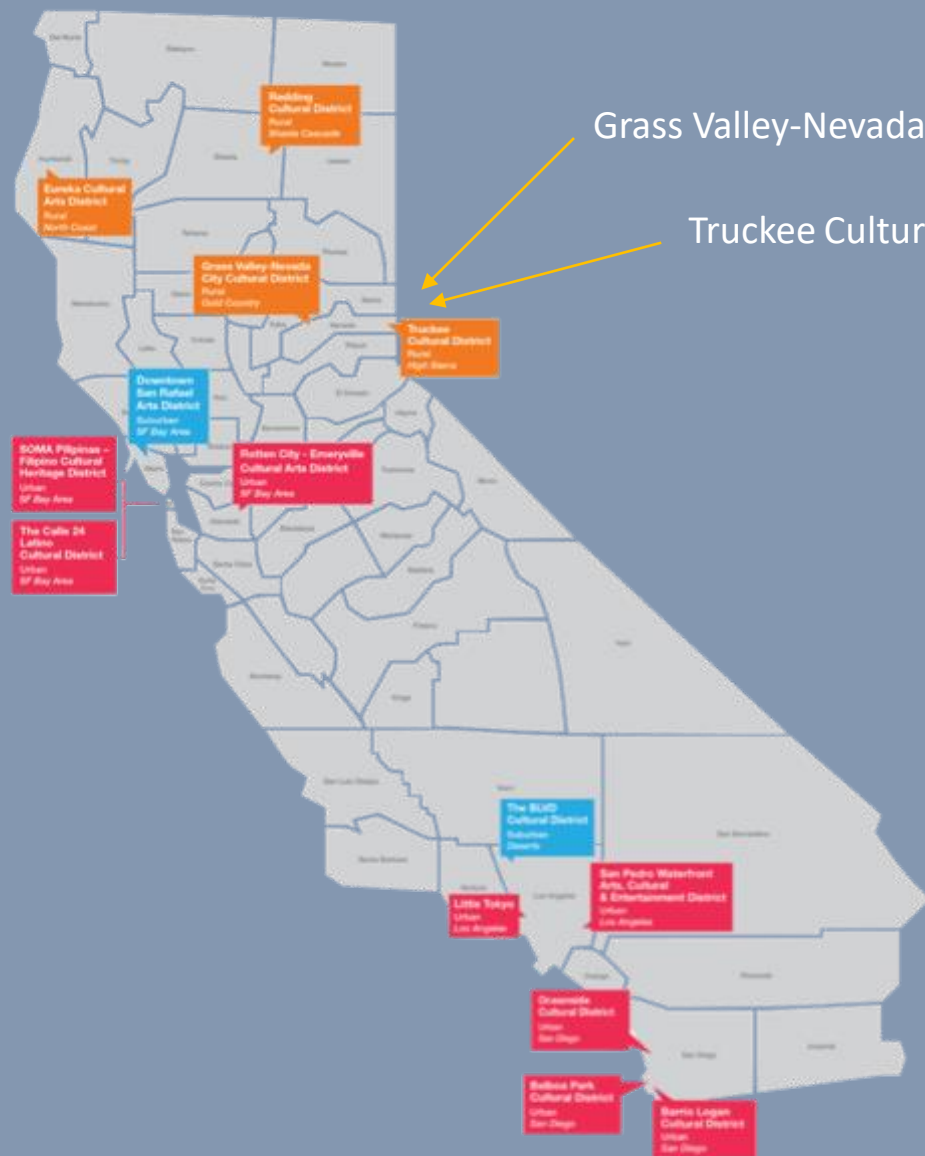
- We are the hub for information on the arts in Nevada County, and the go-to place for ways to get involved.
- Nevada County Arts Council, by resolution of Nevada County Board of supervisors, is State-Local Partner with California Arts Council. A 501c3 not-for-profit organization, we facilitate collaborative efforts that promote and sustain the visual, literary and performing arts of Nevada County to advance the cultural, social and economic life of our community.



What is Nevada County Arts Council

- **BUILDING PUBLIC WILL AND RESOURCES FOR THE ARTS (Ensure strong support for the arts statewide among the public, elected officials, and decision makers.)**
- **DIVERSITY, ACCESS, AND PARTNERSHIPS (Ensure the Nevada County Arts Council's work is reflective of Nevada County's diverse populations and accessible to all.)**
- **THOUGHT LEADERSHIP (Establish Nevada County Arts Council as a leading authority and champion for the arts in Nevada County, regionally, and Statewide.)**
- **PROGRAMS AND SERVICES (Ensure programmatic excellence, effectiveness, and relevance in all of the Nevada County Arts Council's programs and services.)**





Grass Valley-Nevada City Cultural District

Truckee Cultural District

What is evidence of a successful district?

- It's a destination
- Economic influx and revitalization
- Retention of artists and arts organization
- Retention of homegrown assets and uses
- Inclusive development



California Cultural Districts Program

- California has only 14 designated districts
- Nevada County is the **ONLY** rural county in California to be home to two of them
- The Truckee Cultural District and Grass Valley-Nevada City Cultural District are right here!



California Cultural District Programs

- California has only 14 designated districts
- Nevada County is the **ONLY** rural county in California to be home to two of them
- The Grass Valley-Nevada City Cultural District is right here!
- Grass Valley will need to reapply for designation 2.5 years from now.
- This means we need to be ready – and to show that we mean business!



Nevada County Arts Council

Thanks its community partners:

- City of Grass Valley
- City of Nevada City
- Town of Truckee
- Truckee Chamber of Commerce
- Truckee Downtown Merchants Association
- Truckee Arts Alliance
- Truckee Public Arts Commission
- Truckee-Donner Recreation & Park District
- Greater Grass Valley Chamber of Commerce
- Nevada City Chamber of Commerce
- Grass Valley Downtown Association
- Nevada County Economic Resource Council
- And so many Community Arts Leaders



Grass Valley-Nevada City Cultural District

1. Define an Arts Master Plan for the Grass Valley-Nevada City Cultural District while supporting an overall county-wide Cultural Plan process that integrates the vision for both Grass Valley-Nevada City and Truckee Cultural Districts. For Grass Valley-Nevada City, an emerging priority within this – and a first step – is the development of a cultural economic impact study and, long term, sustainable funding mechanisms to support our cultural assets.

Develop a marketing plan for Grass Valley-Nevada City Cultural District, and internal communications which support broad representation from within our district.

2. Create an organizational infrastructure that supports the work of our District partners in carrying out its priorities.

- 3.

Truckee Cultural District

1. Define an Art's Master Plan as part of Truckee's General Plan update (2019) while supporting an overall county-wide Cultural Plan process that integrates the vision for both Truckee and Grass Valley-Nevada City Cultural Districts.

Develop marketing / outreach strategy and collateral

2. Successful Truckee Cultural District organizational / communication structure which promotes diversity of representation / stakeholder engagement.
- 3.

Creative Placemaking for California Cultural Districts



2018-2019 NEVADA COUNTY



Visual Artist & Gallery Guide



Ayanna Kiburi

Larry Baza





ARTS &

ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



in Nevada County, CA



Most Comprehensive Study Ever!

341 Study Regions in all 50 States—including Nevada County!





AEP5 National Partners



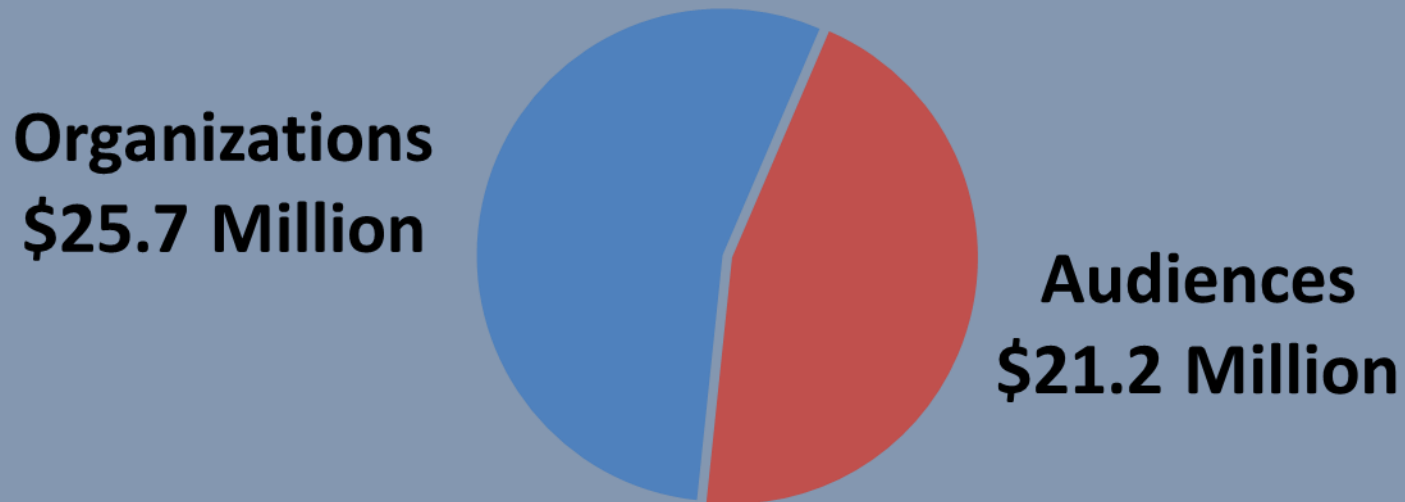


In Nevada County, 103 of the 161 eligible nonprofit arts and cultural organizations identified by the Nevada County Arts Council participated in this study—a participation rate of 64 percent, well over the national average.



In Nevada County, a total of 1,138 valid audience-intercept surveys were collected from attendees to arts and cultural performances, events, and exhibits during 2018.

\$46.9 Million in Spending



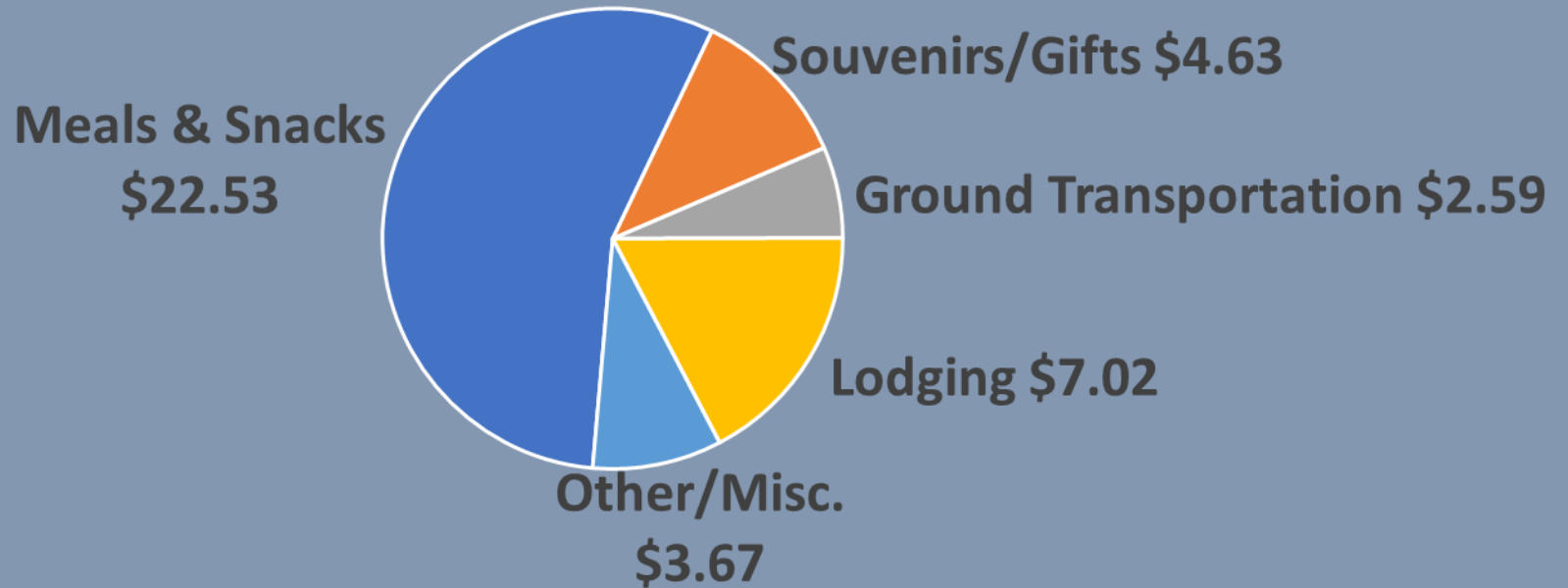
Jobs Supported (FTE)

869

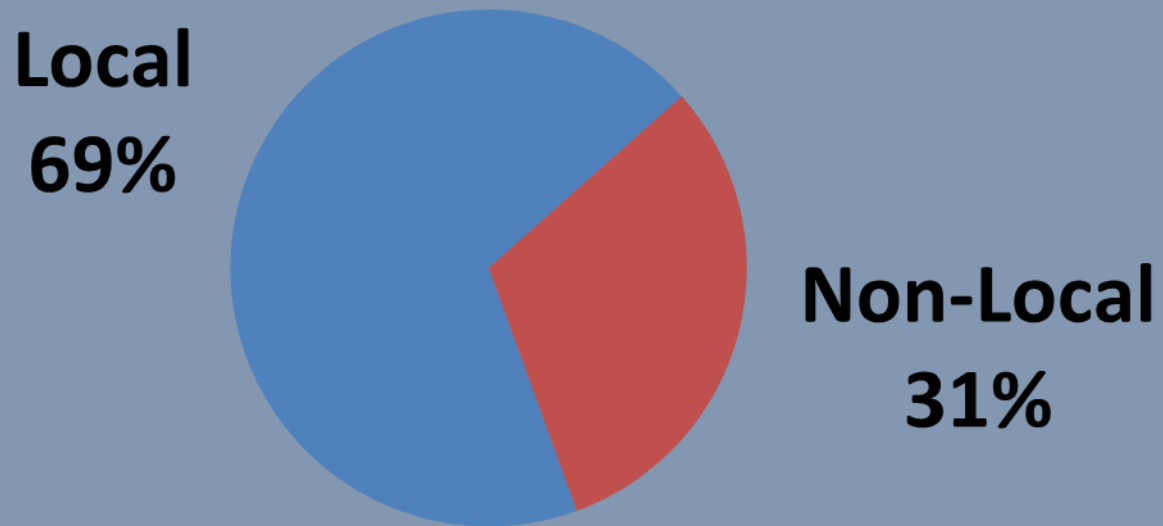
Government Revenue
(Local & State)

\$5.1 Million

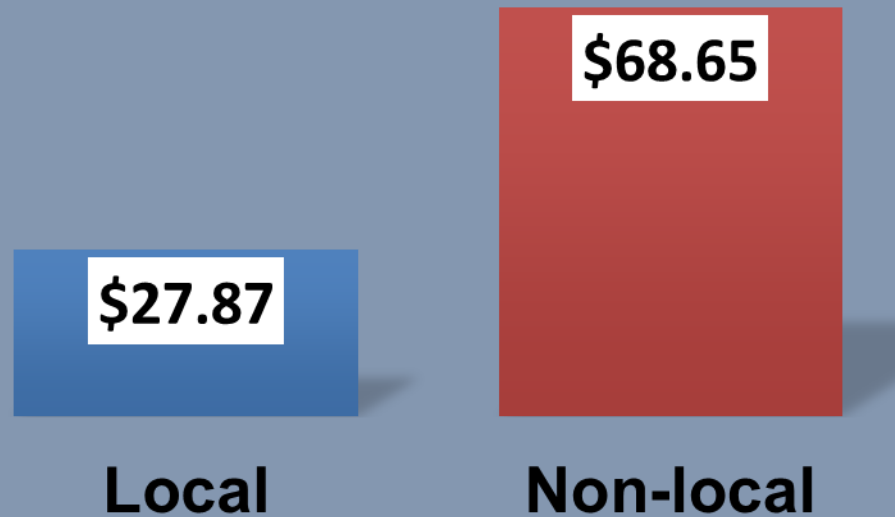
Attendees Spent \$40.44 Per Person, Per Event



Audiences: Local vs. Non-Local



Event-Related Spending *Local vs. Non-Local*



76 percent of non-local attendees said, “This arts event is the primary purpose for my trip.”



THE STATE OF THE ARTS:

Arts Instruction in
Western Nevada County
K-12 Public Schools

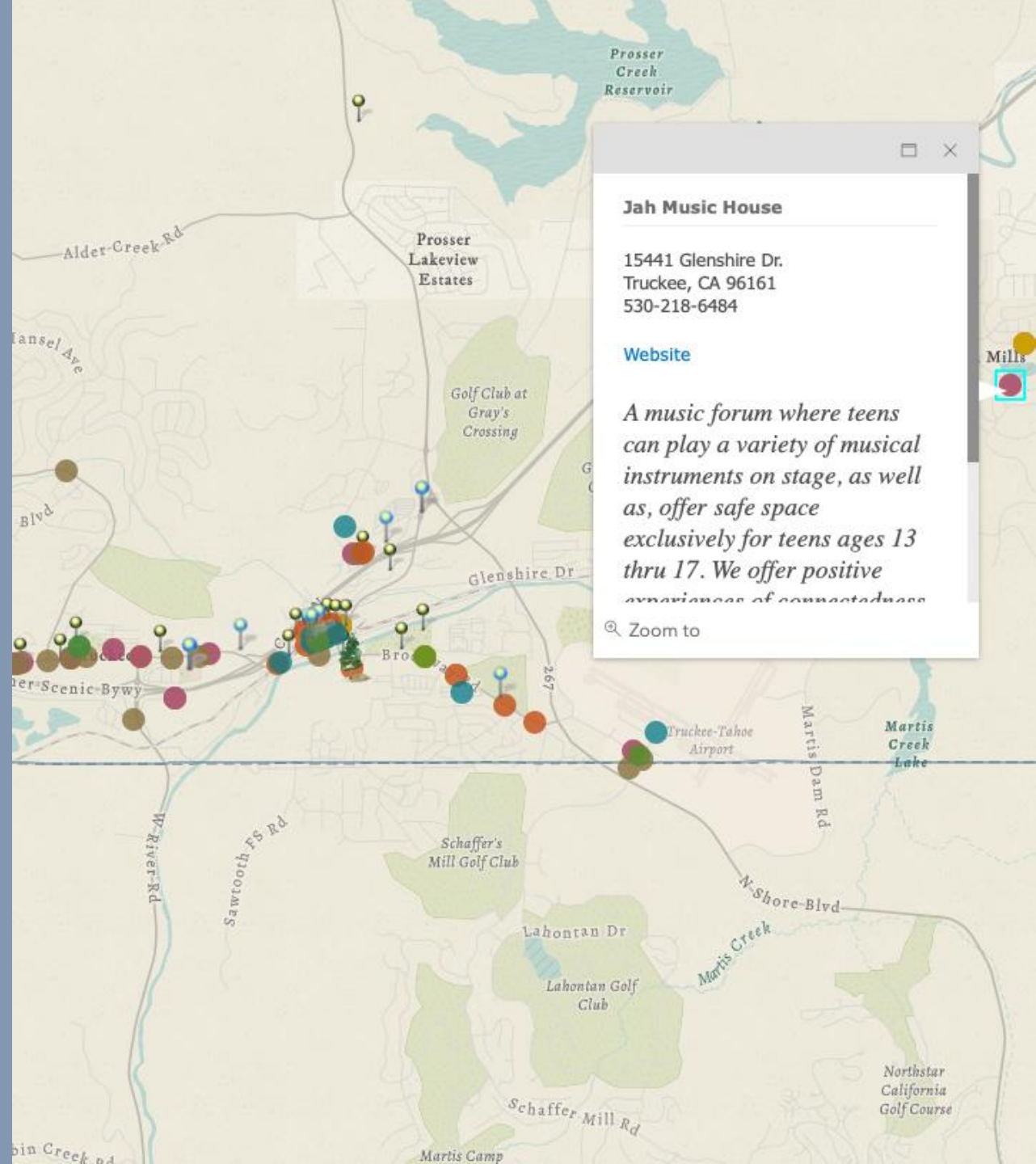
A Report by the
Nevada County Arts Council



More mapping...

This, in the context of cultural planning, asset mapping will help us:

- Identify our creative people, organizations, businesses and neighborhood resources - and how they connect with each other.
- So, too, our historical places and sacred spaces
- Identify our creative and cultural issues, including creative space issues, challenges and opportunities
- Plan for and promote cultural tourism
- Highlight better ways of engaging our creative assets and resources





WHY ALL THIS SURVEYING?

Our surveys are a key component of countywide cultural planning

They recognize that Nevada County is unique in California as the only rural county home to two state- designated California Cultural Districts—*Grass Valley-Nevada City Cultural District* and *Truckee Cultural District*.

They take into account the support for, and reinvigoration of, arts education in our schools—as well as the broader social and economic value of arts and culture for all.

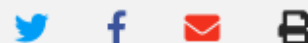
In the context of planning, our surveys will assist local leaders across all sectors in making decisions that will affect future generations, our quality of life, the livability of our region, and the likelihood of investment in it in years to come.

Truckee adopts Public Art Master Plan

Local | July 12, 2019

Hannah Jones

hjones@sierrasun.com



More public art is in Truckee's future with the town council's adoption of a Public Art Master Plan. The plan includes policies that define what public art is, potential art locations and how it will be funded.

"This is the town's guideline for the creation of public art throughout the community," Nick Martin, administrative analyst for Truckee. "The plan couldn't have happened without our local community, specifically our passionate local artists," he said.

Top Jobs

APRIL 2019

arts
& culture
creativity
month

ADVOCATING FOR THE ARTS IN NEVADA COUNTY





NEVADA
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How to find us

NEVADACOUNTYARTS.ORG