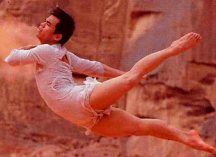


# 2010 Guide

NATIONAL ENDOWMENT FOR THE ARTS



As Chairman Landesman states in his introduction, the NEA has a new philosophy: art works. This encompasses not only the actual products of artistic creation, but also the way that art works both on the artist and the audience for the art, and how artists provide a positive impact—economically and spiritually—on the communities in which they live and work.

## Artown in Reno, Nevada

Each July the Artown Festival in Reno, Nevada, attracts approximately 309,000 visitors who take part in more than 350 events at more than 100 locations citywide, including outdoor amphitheatres, churches, and coffee shops. Created to reenergize the city's failing economy, the multidisciplinary festival offers 31 days of exposure and marketplace opportunities for artists and arts organizations, 93 percent of which are local to the area. Many festival activities are free-of-charge, giving more people access to the multitude of arts experiences. Artown received an NEA Access to Artistic Excellence grant of \$20,000 to support the 2010 event, including kid-friendly hands-on art workshops, a Monday night music series, an outdoor



One of The Funk Brothers performing off-stage in front of the audience at Wingfield Park during the 2009 Opening Night of the Artown Festival. Photo by NPR, Inc.

film festival, and headline performances by the Harlem Gospel Choir and the Missoula Children's Theatre. The direct economic impact of the festival on Reno hovers around \$10 million, but, according to Beth Macmillan, the festival's executive director, "The true impact has been the redevelopment of an entire downtown." As proof Macmillan cited numerous projects, including Reno's new \$50 million Triple A baseball stadium and a \$300 million condominium development, both of which were green-lighted after the festival proved a viable draw for visitors.

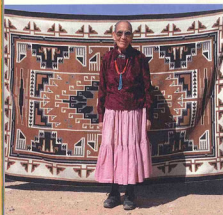
"Artown has been a catalyst for new business development that seemingly continues without regard to the current economic downturn," added Macmillan.

## New Mexico Arts' Fiber Arts Trail

The Fiber Arts Trail highlights New Mexico's many fiber artists working in traditions such as weaving, basketry, and quilting. A project of New Mexico Arts (NMA), the state's arts council, the trail is both an artist showcase and economic generator. NMA Executive

Art Works

ART WORKS  
15  
NEA GUIDE 2010



Clara Sherman, recipient of the 2006 Governor's Award for Excellence in the Arts, is one of the artists whose work is available at the historic Toadlena Trading Post on New Mexico Arts' Fiber Arts Trail. Photo by Claude Stephenson

Director Loie Fecteau explained, "What we're looking at is increasing income for the artists, and at the same time promoting the rural economy of New Mexico. Every time someone comes to a rural area because of our fiber artists they have to sleep somewhere, eat

something, gas up their cars, so it really leads to the health and sustainability of our rural areas."

The trail boasts more than 250 artists and providers of raw materials at more than 60 sites. NMA promotes the trail through a full-color guide with listings for each site as well as features on several of the artists and art forms. New Mexico's legislature initially authorized \$250,000 to pilot the project, and that funding has been ongoing. Fecteau said the NEA helped garner this financial support. "We were basically able to use our NEA money as our seed money, and that's the toughest to get."

## New World Symphony in Miami Beach, Florida

At Miami Beach's New World Symphony (NWS), the country's premier full-time orchestral academy, young musicians develop the skills to prepare them for positions with the country's top orchestras, including the Chicago Symphony and the Kennedy Center Opera House Orchestra. Dean of Musicians Michael Linville characterizes the NEA's support for the program as crucial. "In terms of the support we've received since the

beginning of the institute, it validates what we do educationally and artistically."

In addition to daily rehearsals and weekly performances, New World Symphony also facilitates private lessons, master classes, and dress rehearsals via Internet2, an innovative web-based program. Internet2 allows students an unprecedented opportunity to study and work with internationally known artists, such as cellist Yo-Yo Ma, soprano Renée Fleming, and flautist Paula Robison, via real-time video conferencing.

The NWS fellowship program also includes a mentor program with local junior high schools. Fellows tutor the junior high schoolers one-on-one, helping the youngsters grow as musicians and individuals, while the musician-instructors benefit from the invaluable teaching experience.

Linville explained that "[musicians] have to be ambassadors for the arts, and ensure that the art form can continue. The skills learned at New World Symphony help to make these young performers extremely marketable, which, combined with superior musicianship, sets them apart at auditions and in the public eye."