

Reno's Artown receives NEA grant

For the third consecutive year Artown has earned recognition from the National Endowment for the Arts with a \$30,000 Access to Artistic Excellence grant. Artown's monthlong festival was recognized by the NEA's grant based on three key areas: preserving diverse cultural heritage; making the arts more widely available in communities; and supporting artistic creativity. The grant award, made under the NEA's new philosophy that "art works," also recognizes Artown for strengthening the Reno community's economy and artistic identity.

The \$30,000 grant is an increase of \$10,000 over the past two years' awards and is one of four NEA grants awarded to organizations in Nevada and the only one for an arts presenter. The one-year grant allows Artown to continue to fulfill its mission presenting a culturally and artistically diverse array of exhibits and performances in Reno throughout July. The more than 400 events, 60 percent free, that Artown presents annually draw more than 300,000 attendees from all walks of life allowing access to a multitude of arts experiences.

Throughout its 15 years, Artown has proved itself as an economic driver for Reno and the surrounding communities with nearly \$100 million in estimated total wealth. It has not only brought money into the community through tourism and federal grant funding, but also encouraged spending within the community by attracting attendees downtown to enjoy dining, shopping and the arts.

Plans for the 16th annual Artown, July 1-31, are under way with festival favorites such as the Monday Night Music Series, Family Series, World Music Series, Movies in the Park, Dancing

in the Park and the Discover the Arts children's series making its return.

For more information Artown, visit www.RenoIsArtown.com or call (775) 322.1538.