



WASHOE COUNTY

Integrity Communication Service

www.washoecounty.us

STAFF REPORT

BOARD MEETING DATE: March 26, 2025

DATE: February 20, 2025

TO: Open Space and Regional Park Commission

FROM: Stephanie D'Arcy, Operations Superintendent, Parks
Community Services Department, 328-2181, sdarcy@washoecounty.gov

THROUGH: Aaron Smith, Operations Division Director
Community Services Department, 328-2171, aasmith@washoecounty.gov

SUBJECT: Discussion, and possible approval of a revised request for sponsorship of the 2025 Artown Festival; waive park facility rental and use fees [\$51,150] in consideration of Washoe County being recognized as a Sponsor; and approve the updated agreement with Artown for the Artown Festival 2025 events to be held at Rancho San Rafael Regional Park on July 1, 2, 9, 16, 23, 30, and 31 in 2025. (Commission District 3.)

SUMMARY

This item is an updated agreement and request from Artown to Sponsor the Artown Festival, a special event to be held on 7 event dates and 2 dates for setup/cleanup in July 2025, at Rancho San Rafael Regional Park. Sponsorship for this event is requested in the form of in-kind cash equivalent support, including waiver of park rental fees. The request includes waiving the [\$51,150] rental fee for use of the park for the nine (9) days necessary to setup, conduct the event and cleanup. In consideration of waiving the fees, Washoe County would be recognized as an Exclusive Festival Sponsor of the event, details are included in the Background section.

Washoe County Strategic Objective supported by this item: Stewardship of our Community

PREVIOUS ACTION

January 22, 2025 – Open Space and Regional Park Commission moved to approve a request for sponsorship of the 2025 Artown Festival; waive park facility rental and use fees [\$87,400] in consideration of Washoe County being recognized as a Sponsor; and approve an agreement with Artown for the Artown Festival 2025 events to be held at Rancho San Rafael Regional Park, July 1-31, 2025.

March 9, 2021 - BCC recommended the Board of County Commissioners: 1) approve a request for Washoe County sponsorship of the 2021 Artown Festival; 2) waive park facility rental and use fees [\$66,340] in consideration of Washoe County being recognized as a Sponsor; and 3) approve an Agreement with Artown for the Artown Festival 2021 events to be held at Rancho San Rafael Regional Park, July 1-31, 2021.

AGENDA ITEM # _____

February 2, 2021 - Open Space and Regional Park Commission moved that the Board of County Commissioners approve a request for sponsorship of the 2021 Artown Festival; waive park facility rental and use fees [\$66,340] in consideration of Washoe County being recognized as a Sponsor; and approve an agreement with Artown for the Artown Festival 2021 events to be held at Rancho San Rafael Regional Park, July 1-31, 2021.

BACKGROUND

Artown has been inspiring community through the arts since 1996. Artown is a leader in the northern Nevada arts and culture industry using the festival as a platform to present culturally diverse and thought-provoking performances. During the July summer arts festival, Artown features over 500 multi-disciplinary events in over 125 locations, of which 75% are free admission.

Artown is proposing to move the headline events that are usually scheduled at City of Reno's Wingfield Park to Rancho San Rafael Regional Park.

Similar to other Special Events, Washoe County will provide minimal staff to assist in planning, monitoring, and cleanup of the event. The agreement provides that the event organizer provide support for the majority of the event logistics including security. This model has proven successful for other large special events within Washoe County's parks, such as the 2021 Artown event and Great Reno Balloon Races.

The benefits of the proposed sponsorship include:

Sponsor Logo

1. On sponsor banner signage displayed at all Artown mainstages
2. On sponsor page in 55,000 printed Little Book calendars
3. On sponsor page with hyperlink on artown.org 80K unique visitors in July
4. On rotating footer banner on every page at artown.org
5. On annual Artown poster
6. On Artown t-shirt

Advertising

7. (1) Full-page ad in 55,000 printed Little Book calendars
8. (1) 5-minute streaming interview/video

On-Site Opportunities

9. Promotional booth space and/or ability to distribute Primary Sponsor promotional materials
10. Opportunity to welcome the audience from the stage

Volunteer Opportunities

11. Primary Sponsor employees/members have an opportunity to participate at Artown event(s) in a mutually agreed upon manner, venue and date(s)

Hospitality

12. Invitation to and recognition at Artown's 30th Anniversary 2025 Media Day Event
13. Invitation to Artown's 30th Anniversary Pre-Festival VIP Reception

14. Primary Sponsor member mixer at mutually agreed upon Artown event

Digital Promotion

15. (1) Eblast to Artown's (15K email database) Content provided by Primary Sponsor
16. (3) Facebook posts per year with content provided by Primary Sponsor (23K followers, 22K likes)
17. Primary Sponsor acknowledgment on outgoing Artown eblasts
18. Primary Sponsor recognized in Artown Festival wrap-up video

Additional Value

19. Primary Sponsor recognized on front cover of annual Artown Final Report
20. Opportunity to use Artown logo in Primary Sponsor marketing materials
21. Framed and artist-signed 2025 Artown poster
22. Artown plans to work with Primary Sponsor staff to present artistic performances at Primary Sponsor and bring tourists to stay at the property
23. Artown to work with regional artists to promote usage of Primary Sponsor Glow Plaza and other resort amenities when available and appropriate for the property

Tickets

24. (2) complimentary tickets to every Artown Festival and Artown Encore Series event in Theaters with 1,000 seats or less, and (4) complimentary tickets in Theaters with 1,000 seats or more

Based on the changes approved to Chapter 95 of the County Code, the Open Space and Regional Parks Commission will be the final approving body of the Special Event agreement.

FISCAL IMPACT

Should the Commission approve this request for sponsorship of the Artown Festival, 2025, the fiscal impact of this action would be a fee waiver of approximately [\$51,150] in park rental fees for the 7 event dates and 2 days of setup/breakdown.

RECOMMENDATION

It is recommended the Open Space and Regional Park Commission approve a revised request for sponsorship of the 2025 Artown Festival; waive park facility rental and use fees [\$51,150] in consideration of Washoe County being recognized as a Sponsor; and approve a revised agreement with Artown for the Artown Festival 2025 events to be held at Rancho San Rafael Regional Park, July 1,2,9,16,23,30 and 31st as event dates.

POSSIBLE MOTION

Should the Board agree with staff's recommendation, a possible motion would be: "Move to recommend the Open Space and Regional Parks Commission approve a revised request for sponsorship of the 2025 Artown Festival; waive park facility rental and use fees [\$51,150] in consideration of Washoe County being recognized as a Sponsor; and approve an agreement with Artown for the Artown Festival 2025 events to be held at Rancho San Rafael Regional Park, July 1,2,9,16,23,30 and 31, 2025."

AGREEMENT

THIS AGREEMENT, made effective as of this ____ day of _____, 20____, by and between Artown, a Nevada non-profit entity, hereinafter “Promoter,” and the County of Washoe on behalf of its Community Services Department, hereinafter “County.”

WITNESSETH

WHEREAS, Promoter desires to hold an event called “Artown” hereinafter “Event,” a which will involve approximately 7 days of performances, live and movies in the park, and spectator participation; and

WHEREAS, County owns and operates a public park facility known as Washoe County Rancho San Rafael Regional Park, hereinafter “Park,” which is suitable for the needs of Promoter; and

WHEREAS, County is willing to allow Promoter to use a portion of the Park for the Event for the following dates: July 1, 2, 9, 16, 23, 30, and 31 in 2025; and will need the park on June 30 for set-up and August 1 for breakdown.

NOW THEREFORE, the parties agree as follows:

1. Right to Use Park. Promoter shall have the exclusive right to use that portion of the Park designated on the map attached hereto as “Exhibit A ” (map), as “Reserved Area,” for the purpose of holding the Event upon the conditions set forth herein. It is acknowledged that other portions of the Park may be used simultaneously by other parties and the Promoter’s use shall not interfere with such other use.
2. Access and Parking. Promoter will be allowed to set up one stage, set up sound and lighting equipment and provide spectator viewing and parking only on those areas designated as “Reserved Area” on the map.

Parking for spectators and Promoter’s staff and volunteers will be restricted to those areas in the event map attached hereto as Exhibit “A” which have been designated as parking areas by the Director or designee of the Community Services Department, hereinafter “Director.”

Only Promoter and its participants will be allowed access to the Park at times when the Park is otherwise closed for the purpose of ingress and egress to the Reserved Area, provided that uniformed security is posted at the Park during such times. The Director may, at their discretion, require an identification card or other type of pass to be issued by Promoter to participants in this Event. Access to the park outside of normal park hours (8:00 a.m.-9:00 p.m.)

by other than the Promoter and its participants is prohibited.

Promoter shall have responsibility for and control over the location and manner in which permitted fencing or other barriers are placed around or within the Reserved Area which is set forth in the event map attached hereto as Exhibit “A”, and which the location and type thereof has been approved by the Director. Without limiting the Director’s power to disapprove, approval may be denied if the proposed use would present a safety hazard or would unreasonably interfere with the use of other areas of the Park by persons not involved with the Event.

3. Rules and Regulations. The promoter and all participants of the Event must comply with all general park rules and regulations created by the Washoe County Community Services Department or set forth in Washoe County Code. In addition to the general park rules and regulations, the following rules will apply during the events:

- a. Glass bottles or containers are prohibited.
- b. Posted park speed limits must be adhered to.
- c. All access in and out of the park after normal park hours will be limited to the Sierra Street gate only. Spectators must make every reasonable effort to enter and exit the park quietly and respectfully.

4. Responsibilities of Promoter. Promoter shall obtain all necessary licenses and permits required by applicable agencies to conduct the Event and shall provide written proof of such licenses and permits to the Department prior to commencement of the Event. Applicant shall meet with the Washoe County Community Services Department to determine the licenses and permits required by that agency. Promoter shall provide restrooms and sanitary facilities as are required by the Northern Nevada Public Health.

Promoter will be responsible to protect the Park and keep the Reserved area clean throughout the Event and, at the conclusion of the Event, will return the Reserved area to its original condition, normal wear and tear excepted.

Promoter shall be responsible to coordinate the parking layout, ingress, and egress for the spectators as well as an off-site parking plan.

Promoter shall be responsible for assigning locations for spectators.

Promoter shall be responsible for any and all setup and breakdown associated with the Event.

Promoter shall provide a uniformed security guard at the Sierra Street park entrance gate

from 8:30 p.m. until all spectators and Promoter's staff and volunteers have left the Park, daily during the duration of the event to control unauthorized entrance to the park.

Promoter shall be fully responsible for the security of their equipment, structures, supplies, vehicles and trailers throughout the set up and take down stages for the Event and during the Event itself, and will provide uniformed security to the extent necessary during the Event.

All Promoter improvements required for the successful completion of the Event shall be Promoter's responsibility and must be authorized in writing by the Director or designee.

Promoter will be responsible to inspect the area of the Park being used by it before it accepts said area from County. Promoter will either notify County of any such hazard(s), and/or take steps to eliminate such hazards which it is reasonably able to fix when presented to it in said area during the inspection. If Promoter is able to, it will take steps to eliminate such hazards presented to it which are necessary to adequately protect Promoter's users of said portion of the Park, without affecting that portion of the Park's normal use. If hazard(s) are identified by Promoter during its initial inspection, it will take reasonable steps to protect its users of said portion of the Park from hazards by either the installation of barricades, coverings, or warning signs. Inspection of and acceptance of the area of the Park being used for the Event by Promoter, without first providing notice to County of said hazard, constitutes waiver of any subsequent claim(s) related to the condition of that area of the Park being used by Promoter, for which Promoter knew about without first notifying County, or which they could have reasonably discovered during the initial inspection of the Park prior to acceptance of the area of the Park.

Promoter shall provide dumpsters and trash receptacles as deemed necessary and agreed by County.

Promoter shall be responsible for arranging for recycling collection services for participants and spectators. The following items will be collected:

Beverage containers - plastic bottles, aluminum cans

Packaging material - cardboard boxes, boxboard, and clean paper

Promoter agrees to arrange for portable recycling containers next to trash cans, and service the containers as necessary. Appropriate signage for vendors and attendees should be set up to provide notice of where to place recyclables.

Promoter shall provide the necessary ample lighting as deemed necessary for safe use of the Reserved Area. County shall provide services as outlined in Section 4 of the Agreement. In the event it becomes necessary for County to provide additional services not otherwise described herein, or if County provides any additional services requested by Promoter, Promoter agrees to pay County its customary charge for such services.

Promoter shall only permit 2,500 or fewer spectators for each daily event.

Promoter shall be responsible for ensuring that all Event spectators are aware and comply with the rules and regulations outlined in Section 3 in addition to the general park rules and regulations.

Promoter will provide sound monitoring services at regular intervals throughout the scheduled events. The maximum amplified sound level will be 100 decibels at the Coleman Street and Washington Street entrances to the park. The sound must be measured at least once during practice sessions and no less than two other times during the scheduled amplified performances. Findings shall be documented and a report provided to Department within 30 days of the completion of the event.

Promoter shall not commence any setup before 7:00 a.m. on Monday, June 30, 2025.

Promoter shall remove, or have removed, from the park all equipment, vehicles, trailers, and/or other event items prior to 9:00 p.m. on Friday, August 1, 2025. If Promoter does not have all equipment, vehicles, trailers, and/or other event items removed by 9:00 p.m. on Friday, August 1, 2025, a fee of \$500.00 will be charged as a late fee. An additional \$500.00 will be charged per day each day thereafter until all equipment, vehicles, trailers, and/or other event items are removed and cleanup is complete.

5. Services by Parks. County shall provide the following assistance:

Ranger Patrol provided by Parks from its staff, as are reasonably available during the event.

6. Advertising and Promotion. Promoter will be solely responsible for any advertising or promotion of the Event, provided that any advertising or promotion shall refer to the location as “Washoe County's Rancho San Rafael Regional Park.” Washoe County shall be identified as an event sponsor for purposes of Promotor’s Event advertising and promotion.

7. Indemnification and Insurance. County has established specific indemnification and insurance requirements for organizations using County facilities or property. Indemnification and

hold harmless clauses are intended to assure that the organization accepts and is able to pay for the loss or liability related to its activities.

Attention is directed to the insurance requirements below. It is highly recommended that the Promoter confer with their respective insurance carriers or brokers to determine in advance of the availability of insurance coverage and notification requirements as prescribed and provided for herein.

- a. Indemnification Agreement: Promoter agrees to hold harmless, indemnify, and defend County, its officers, officials, agents, employees, and volunteers from any loss or liability, financial or otherwise resulting from any claim, demand, suit, action, or cause of action based on bodily injury including death, personal injury, or property damage to property of others and to Promoter's property caused by any action, either direct or passive, the omission of, failure to act, or negligence on the part of Promoter, its employees, volunteers, agents, representatives, contractors, or subcontractors arising out of the use of the Park premises or by those other(s) who are specifically identified as being under the direction, supervision, or invitation of Promoter.

In the event of a lawsuit against the County, its officers, officials, agents, employees, or volunteers who are not otherwise being defended by Promoter and/or Promoter's insurance carrier, Promoter shall reimburse County at the conclusion of litigation for costs, including but not limited to court costs, attorney's fees, and County personnel time, in having to defend such actions, unless litigation determines that County was solely negligent, and/or had engaged in intentional tort(s). Reimbursement for the time actually spent by County's in-house in having to defend County in said action, shall be charged at the rate which would be charged by private counsel for their services.

- b. General Requirements: Promoter shall purchase Industrial Insurance and General Liability as described below. The cost of such insurance shall be borne by the Promoter.
- c. Industrial Insurance: It is understood and agreed that there shall be no Industrial Insurance coverage provided for Promoter by the County. As Promoter has no employees, it is their intent not to purchase Industrial Insurance. Promoter is to

require all subcontractors to provide industrial insurance coverage and agrees to hold harmless, indemnify, and defend County from and against any claim filed by any Promoter employee or volunteer which would have been covered by Industrial Insurance, had it been in place.

d. Minimum Limits of Insurance:

i. General Liability: \$2,000,000 combined single limit per occurrence \$2,000,000 annual aggregate for bodily injury, personal injury and property damage. The limit provided by this policy will be dedicated to this event and any aggregate limit will not be eroded by any other extent loss or party. Coverage shall not be less than equivalent to the above form except upon prior written approval by County's Risk Management Division. All liability coverage shall be on an "occurrence" basis.

e. Deductibles and Self-Insured Retentions: Any deductibles or self-insured retentions must be declared to and approved by the County's Risk Management Division, in writing. The County reserves the right to request additional documentation, financial or otherwise, prior to giving its approval of the deductibles and self-insured retention and prior to executing the underlying agreement. Any changes to the deductibles or self-insured retentions made during the term of this Agreement or during the term of any policy must be approved by the County's Risk Manager prior to the change taking effect.

f. Other Insurance Provisions: The policies are to contain, or be endorsed to contain, the following provisions:

i. The County, its officers, officials, employees and volunteers are to be covered as insureds as respects: liability, arising out of the activities performed by or on behalf of Promoter, including the insured's general supervision of Promoter; products and completed operations of Promoter; premises owned, occupied or used by Promoter; or automobiles owned, leased, hired or borrowed by Promoter. The coverage shall contain no special limitations on the scope of protection afforded to the County, its officer, officials, employees or volunteers.

ii. Under the property damage coverage provided by the Promoter's insurance contract, it is understood that with respect to damage to County property by

Promoter or by others under its direction, supervision, auspices, or invitation, it will be covered by the policy without regard to the County being an insured and the operation care custody and control exclusion.

iii. The full limits of liability provided by this policy including any general aggregate limit will apply separately to this event.

iv. Promoter's insurance coverage shall be primary insurance as respects as to County, its officers, officials, employees, and volunteers. Any insurance or self-insurance maintained by County, its officers, officials, employees, or volunteers shall be excess to Promoter's insurance and shall not contribute with it in any way.

v. Any failure to comply with reporting provisions of the policies shall not affect coverage provided by the Promoter to County, its officers, officials, employees or volunteers.

vi. Promoter's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.

vii. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, canceled or not renewed by either party, reduced in coverage or in limits except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to County.

g. Verification of Coverage: Promoter shall furnish County with original endorsements effecting coverage and with certificates for all insurance required by this contract. The endorsements and certificates for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. All certificates and endorsements are to be received and approved by County thirty (30) days prior to the event. County reserves the right to require complete certified copies of all required insurance policies at any time.

8. Termination. County shall have the right to terminate this Agreement and require immediate vacation of the premises in the event Promoter fails to comply with all the terms of this Agreement or any applicable federal, state, county or city laws, ordinances or rules.

9. Governing Law and Venue. The Agreement shall be governed by the laws of the State of Nevada, both as to interpretation and performance. Any lawsuit arising out of this Agreement shall be brought in the Second Judicial District for the State of Nevada. County does not waive

and intends to assert any and all applicable NRS Chapter 41 liability limitations.

10. Attorney Fees. In the event either party is required to bring legal action to enforce the provisions of this Agreement, the prevailing party shall also recover reasonable attorneys' fees and costs of suit.

11. Assignment. This Agreement shall be binding upon the parties, their representatives, successors and assigns. No assignment or transfer of this Agreement or any part thereof shall occur unless mutually agreed upon in writing by both parties.

12. Modification. This Agreement may be modified in writing and signed by both parties.

13. Severability. Each paragraph and provision of the Agreement is severable, and if one or more paragraphs or provisions of the Agreement are declared invalid, the remaining paragraphs and provisions of this Agreement will, if possible, remain in full force and effect.

14. Entire Agreement. This Agreement and referenced exhibits incorporated herein constitutes the entire agreement between the parties with regard to the subject matter herein and supersedes all prior agreements, both written and oral, and all other written and oral communications between the parties.

15. Renewal. In the event the promoter successfully performs and complies with all the conditions of this Agreement, and the County determines that holding the event is in the best interest of the County, the Purchasing and Contracts Manager shall have the right to renew this agreement, with possible revisions including, but not limited to, applicable dates and fees, as specified by the County for future years of 2026 through 2029. Promoter and County have the right to not renew the agreement and discontinue the following year's festival based on the festival performance of the current year. The party that does not want to renew the agreement should notify the other party in writing no later than three months after the festival ending of the current year.

16. Payment to County. Promoter will not pay any rental or use fee for event in consideration of Sponsorship status of Washoe County for the 2025 event.

17. Authority. Promoter represents and warrants that the signature block below for Lessee accurately describes Promoter's current ownership, partnership, agencies or representatives and capacities, that each such entity, including Promoter, has by proper action pursuant to each entity's respective formation documents duly authorized the execution of this Agreement or duly delegated such authority to a lawful representative, and that there exists no contractual or legal

impediments to the execution and performance required hereunder by Promoter.

18. Waiver. Any failure on the part of either party to take action against the other for any breach of covenant herein shall not be construed to constitute a waiver of any other or subsequent breach.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed on the day and year first above written.

WASHOE COUNTY, NEVADA

Artown

By _____
Open Space and Regional Park
Commission Chair

By _____
Beth McMillan

STATE OF NEVADA)
)ss
COUNTY OF WASHOE)

On the _____ day of _____, 2025, Beth McMillan personally appeared before me, a Notary Public, and acknowledged to me that she executed the above instrument for the purpose therein contained.

Notary Public