

December, 17th 2015

Carson City Board of Supervisors
City Hall
201 N. Carson Street, Suite 2
Carson City, NV 89701

Dear Carson City Board of Supervisors,

It is Northern Nevada Development Authority's pleasure to write a letter of support for the Carson City Arts and Cultural Plan that is being submitted for approval to the Carson City Board of Supervisors at their December meeting.

One of Northern Nevada Development Authority's main objectives is the recruitment of businesses to move to the Sierra Region of Northern Nevada. While there are many factors a company considers when deciding where to locate their company, quality of life is often one of the most important. In a lot of cases the management team moves with the business so they are concerned about the quality of life an area has to offer their family following their organization's relocation. NNDA feels that supporting the Carson City Arts and Cultural Master Plan presented by Carson City Cultural Commission will increase this quality of life and therefore attract more businesses to the city.

While NNDA works with businesses from all over the United States, the majority of companies moving to the Sierra Region come from California. The owners of these businesses are used to environments that are rich in the arts and that have fully embraced and encouraged their local artists and entertainment. The Carson City Arts and Cultural Plan will deliver beneficial programs to Carson City's existing artist base by providing leaders and opportunity for the pre-existing artistic community. These programs will assure that future companies looking to do business in Carson City will see that the quality of life that they are used to is present.

The Carson City Arts and Cultural Plan is approaching the concept of the arts with a business point of view which NNDA feels will be beneficial to Carson City. Instead of having local artists that struggle to be seen as more than individuals this program will unite the group and empower the arts with business tools and skills that will lead to new ways of thinking and doing.

NNDA fully supports the efforts of the Carson City Cultural Commission in regards to the Carson City Arts and Culture Master Plan. Any program that furthers the communities in Northern Nevada by encouraging business as well as artists fits with NNDA's concept of business development. NNDA feels Carson City has already invested time and energy into the arts and culture and we believe this program will serve as another step asserting Carson City's local artists as a central and vibrant social and economic force in the community.

Sincerely,


Danny Campos
Vice President of Business Development
Northern Nevada Development Authority
(775) 883-4413

LATE MATERIAL
MEETING DATE 12/17/15
ITEM # 13A