You are invited!

April 17–18, 2012
Hyatt Regency Lake Tahoe Resort

Please join us for the 2012 Arts @the HEART Convening this spring. We need your experience to guide the Nevada Arts Council (NAC) and the new Department of Tourism and Cultural Affairs in the development of a network of local arts agencies and community arts leaders to serve Nevada’s residents more effectively.

Where? Hyatt Regency Lake Tahoe Resort in majestic Incline Village
When? April 17–18, as a pre-conference activity of the Rural Roundup Tourism Conference
Why? To advance a statewide arts and cultural tourism infrastructure that

- Develops and sustains relationships
- Explores and encourages new public/private partnerships
- Strengthens communication systems within, between and among communities
- Coordinates mentoring, professional development and leadership training activities
- Creates new opportunities for funding
- Enhances and expands cultural and heritage tourism activities statewide

Speakers — Linda Caldwell, Executive Director, Tennessee Overhill Heritage Association; Theresa Cameron, Local Arts Agency Services Program Manager, Americans for the Arts; Beth Flowers, Executive Director, Beet Street, Ft. Collins; Susan Boskoff, Executive Director, Nevada Arts Council

Costs — Registration: $65 (includes breakfast, lunch, and conference materials); Hotel: $90 per night (includes taxes); transportation.

Participants must register with the Hyatt at https://resweb.passkey.com/go/NVtourism by March 15, 2012 to secure lodging.

Professional Development Grants
- PDGs are available for members of your organization or community team to attend Arts @ the Heart. To be eligible for a PDG for this convening, you must live at least 50 miles from the event site.
  Note: The registration cost of $65 cannot be reimbursed with PDG funds.

Additional Information
- The Nevada Arts Council and Commission on Tourism, both divisions in the new Department of Tourism and Cultural Affairs, are offering co-registration for both conferences for a single registration fee of $65. We invite and encourage you to attend both Arts @ the Heart and Rural Roundup. For more information about Arts @ the Heart, please visit the NAC website. For the Rural Roundup schedule, go to: http://ruralroundup.com/.
  - North Lake Tahoe Express runs shuttle service to and from the Hyatt and Reno/Tahoe Airport. http://www.northlaketahoeexpress.com/airport-transportation
Agenda

Tuesday, April 17, 2012

4 p.m.  
**Early Bird Registration**  
Hyatt Regency Lake Tahoe Resort, Regency Ballroom Foyer

5:30–7:00 p.m.  
**Early Bird Registration & Community Speed Dating**  
Parasol Foundation, 948 Incline Way, Incline Village  
An information exchange experience with a twist! Find potential “matches” for partnership activities, mentoring, and additional conversations.

Wednesday, April 18, 2012

7:30 a.m.  
**Registration and Breakfast**

9:00 a.m.  
**Serving Nevada’s Communities: Developing a Nevada Local Arts Network**  
Theresa Cameron, Local Arts Agency Services Program Manager, Americans for the Arts and Susan Boskoff, Executive Director, Nevada Arts Council – A connection/communications model for those who support, encourage and advocate for the arts and cultural awareness at the local level.

12:00 noon  
**Working Lunch – Arts Incubator of the Rockies**  
Beth Flowers, Executive Director, Beet Street, Ft. Collins – An introduction to an exciting multi-state collaboration designed to provide the creative workforce new professional development opportunities.

1:30–4:30 p.m.  
**Cultural Tourism = New Partners, New Opportunities**  
Linda Caldwell, Executive Director, Tennessee Overhill Heritage Association – An overview of successful cultural tourism initiatives that animate communities, engage the creative industry, and attract visitors.

4:30–5:00 p.m.  
**Wrap-Up and One-on-One**

6:00 p.m.  
**Rural Roundup Welcome Reception** – hosted by Made in Nevada

Thursday, April 19 and Friday, April 20, 2012  