

Education - HQ - School, Library, Public Agency

Organization Information

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E-mail questions to Community.Relations@Target.com

Organization Name

Please limit your response to 25 characters maximum.

City of Las Vegas Office of Cultural Affairs

AKA Name

OCA

Street Address or P.O. Box

Please include your primary mailing address in the first line (street or P.O. Box). If applicable, put your Suite Number in the second line. Please limit your response on each line to 25 characters maximum.

401 South Fourth Street Suite 145

City

Las Vegas

State

NV

ZIP Code

Please provide the full 9 digit ZIP code (to find your extended code, please click [here](#) to open a window to USPS.com)

89101-6204

County

United States of America

Main Phone Number

Please type 10 digits only without punctuation (i.e., 6122334567)

7022294614

Main Fax Number

Please type 10 digits only without punctuation (i.e., 6122334567)

7023831129

General E-mail Address

bkendall@lasvegasnevada.gov

Website

www.artslasvegas.org

Organization's fiscal year

Include beginning and end dates in this format MM/DD/YY - MM/DD/YY

07/01/2010-06/30/2011

Which best describes the organization?

ARTS/CULTURE-Other Cultural Institution

Mission statement:

The Office of Cultural Affairs institutes, reinforces, and helps stabilize the artistic, cultural, and historic fabric of the City, representing an important component of economic redevelopment, sustainability and quality of life within the urban core.

What year was the organization founded?

2006

Is your organization a part of a State, the United States, or the District of Columbia (i.e., a public school, public agency, or public library)?

Please answer Yes or No

YES

Is this donation being requested exclusively for public purposes?

Please answer Yes or No

YES

Have you ever received a Target Grant?

Please answer Yes or No

YES

Please list any Target team members that currently serve on your organization's board.

Please provide only the first and last name of each Target team member (i.e., John Doe) separated by commas

N/A

Please provide a brief description of the organization's history.

The Office of Cultural Affairs was formed through a reorganization of the Cultural Affairs Division/Leisure Services Department in 2006. The Cultural Affairs Division was formed in 1974.

The Office of Cultural Affairs was formed to focus on Downtown Las Vegas and redevelopment efforts through the arts. The division oversees the renovation of the historic Downtown Post Office (Mob Museum), visual arts programs, through the Bridge Gallery, Aerial Gallery on Las Vegas Boulevard, public arts projects through the Las Vegas Arts Commission, two (3) galleries in cultural facilities, Downtown Special Events, Urban Arts Initiatives (First Friday, Cultural Corridor programs) coordination of the Historic Fifth Street School, parades, mayor and council events, a yearly book festival, a yearly rodeo and diversity initiatives.

Please list major accomplishments and organizational changes within the past 12 months.

In the past 12 months the Office of Cultural Affairs has taken over management of the Historic Fifth Street School, a cultural arts facility in the heart of Downtown Las Vegas. Sadly, due to the economic times a few programs have been cut and a few staff members were let go as a result.

The Office of Cultural Affairs was fortunate to have a couple of staff members recognized on the state and national level for their quality work. Assistant Manager Patricia L. Harris was the recipient of the State of Nevada Governor's Arts Award for Leadership in the Arts, while staff member Christie Garness was the recipient of Event Solutions' Spotlight Award for Organizational Planner of the Year:

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Contact Information

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Primary Contact for this Funding Request:

Prefix

Mr.

First Name

Brian

Middle Initial

M

Last Name

Kendall

Suffix

Title

Facility Coordinator, Historic Fifth Street School

Street Address or P.O. Box

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7022294614

Fax Number

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7023831129

E-mail Address

bkendall@lasvegasnevada.gov

Organization Primary Contact:

i.e., Executive Director, President

Prefix

Ms.

First Name

Nancy

Middle Initial

Last Name

Deaner

Suffix

Title

Manager, Office of Cultural Affairs

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Direct Phone Number

Please type 10 digits only without punctuation (i.e., 6122334567)

7022296712

Fax Number

Please type 10 digits only without punctuation (i.e., 6122334567)

7023831129

E-mail Address

ndeaner@lasvegasnevada.gov

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Proposal Information

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Proposal General Information:

Target team member who invited the organization to apply for a grant

Jan O'Laughlin

Request Amount

25,000

Project/Program Title

Please limit your response to 30 characters maximum.

Downtown Children's Cultural Field Trip Series

Project/Program Start Date

09/01/2010

Project/Program End Date

04/01/2011

Proposal Detail:

Which best describes the primary focus of the project/program?

EDUCATION-Education - Other

Please provide an overview of the project/program.

include how the project/program is unique or new

The Downtown Children's Cultural Field Trip Series is an opportunity for students in the Clark County School District to come to the Historic Fifth Street School to participate and experience culturally diverse and educational performances. Performances will be provided by regional, national and internationally recognized artists in music, dance, puppetry and theatre arts. Students will have the opportunity to engage in conversation with the performers, learn about diverse cultures, and be introduced to instruments, puppets, and possibly costumes that they have not seen, touched, or heard before. The key to the field trip series uniqueness is the inclusiveness of the program. The series not only brings in diverse performances, but it will reach out to diverse audiences. At risk schools, low income students, and minority audiences will be invited to participate in these field trip opportunities.

What year was this project/program implemented?

2009

What is the marketing/promotional plan for this project/program? What recognition opportunities for Target are associated with the level of support requested? Is this an exclusive opportunity for Target or are other sponsors being sought at this same level?

i.e., production/show alignments, newsletters, website, etc.

Coordination with the Clark County School District Community Partnership program will be the key to the success of the Field trip Series. There will be no need to market this series, as specific age groups and schools will be selected to participate in the individual performances. As the exclusive sponsor to the field trip series, Target will be recognized in the playbills that will be distributed to the teachers and students. Target will be invited to have a booth at the events, hand out balloons, display banners and possibly be ushers and greeters at the events.

No other sponsors are being sought to support this event. The Clark County School District and the City of Las Vegas Office of Cultural Affairs will be the only other organizations involved. The Office of Cultural Affairs will provide the Venue and program the artists and the events. The School District will coordinate the busses for the events and which schools will attend each show.

What community volunteer opportunities are available?

Volunteers will be asked to assist in greeting the students as they arrive, distribute playbills, and assist in the seating of the students.

When answering the following two questions, please think about the mission and/or primary focus of your organization as well as the majority of people served by this project/program.

Please select the primary ethnicity served (50% or greater).

Bi/Multi Racial

Please select the primary population served (50% or greater).

Economically Disadvantaged

Project/Program Zip Code

Please provide the 5-digit zip code for the location of your project/program

89101

Target Store Location

Please select the Target store closest to your project/program from the dropdown list below.

Store #264 Las Vegas East, 1200 S Nellis Blvd, Las Vegas, NV 89104

Target Department

Please refer to your application invitation for which department to designate or select Community Relations if no direction was provided.

Community Relations

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Measurement

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What are the anticipated outcomes of the project/program?

It is anticipated that 3500 to 4000 Clark County School District students will have the opportunity to attend at least one of the 5-8 performances that will be offered at the Historic Fifth Street School between September 1, 2010 and April 1, 2011. The performances will hopefully leave a positive impression on the minds of each who attend. These students will not only be culturally entertained but also educated. Through these field trip opportunities some of the students will be attending a cultural event for the very first time. Teachers will be able to direct classroom dialogue about the performances, further enriching and empowering the minds of the students.

What key metrics do you plan on collecting to determine if the outcomes have been achieved?

Surveys will be given to each teacher whose class attends the field trip performance. The teacher will then survey the students to see what they liked, disliked, learned, and if this was a first time attending this type of performance. The School District Community Partnership program will also be surveyed. They will be asked if the series is a valuable partnership for the school district, does the series create curriculum support, and are the performances relevant to the students selected to participate.

How many people do you anticipate will be served by this project/program?

Please enter one whole number only

3,500

In 2010/2011 we will be asking grant recipients to complete a program evaluation.

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Attachments

Title	File Name
Board of Directors List	FDNHQANDSTORESBOARDLISTING.HTML.csv
Project/Program Budget	HQPROJECTBUDGET.HTML.csv
Organization/Program Donors List	FDNHQORGANIZATIONDONORSLIST.HTML.csv

Files attached to this form may be deleted 120 days after submission.