

Pioneer Center for the Performing Arts

Organization and Facility:

The Pioneer Center for the Performing Arts (PCPA) is a private, non-profit 501 (c) 3 cultural organization. It operates under a long-term contract with the Reno-Sparks Convention and Visitors Authority (RSCVA) to manage the Pioneer Center for the Performing Arts. Located in downtown Reno, this 1,500-seat venue is the largest public performing arts facility in northern Nevada.

Mission and Purpose:

Our mission is to facilitate and present the highest quality performing arts programming in northern Nevada. PCPA is committed to the belief that the arts are an essential part of our community's quality of life and well being.

Meeting Community Needs:

Pioneer Center is the home of our area's most prominent performing arts organizations: the Reno Philharmonic Orchestra, Nevada Opera Association, Reno Concerts, and A.V.A. Ballet Theatre. In addition, PCPA hosts its own *Broadway Comes to Reno* series now in its thirteenth season. Over 150,000 people from Reno, Sparks and rural areas throughout northern Nevada visit Pioneer Center annually. As host to over 120 events throughout the year, from dance recitals to Broadway productions, the Pioneer Center is a community resource that meets a broad spectrum of cultural needs.

Building Future Audiences:

Through its community outreach division, Pioneer Center Youth Programs, the Pioneer Center for the Performing Arts seeks to create and nurture a love for the performing arts in our community's young people by introducing them to a wide variety of exciting and educational programs throughout their elementary school years.

Program Activity:

Once completed in 1968, the Pioneer Center quickly became a focal point of cultural activity in our community. In addition to facilitating orchestral, ballet, opera and general interest programs, PCPA has hosted its own *Broadway Comes to Reno* series for the last twelve years. This year, we expect season subscriptions to reach 4,000 patrons.

Board of Directors 2007:

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Cheryl Moss , President	Gail Humphreys , V.P. Administration
Don Kajans , V.P. Finance	Carlee Ferrari , V.P. Development
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