

Application for NRPS 2012 Program Excellence Award

1. Photo Odyssey at the Clark County Museum
2. New Recreational Concept
3. Mark Hall-Patton
702-455-7955
4. Clark County Parks and Recreation
Clark County Museum, 1830 S. Boulder Highway, Henderson, NV 89002
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5. Jane Pike, Director of Clark County Parks and Recreation
6. Mark Hall-Patton, Museums Administrator
Malcolm Vuksich, Recreation/Cultural Specialist II
Dawna Jolliff, Curator of Exhibits

Description:

The Clark County Museum is a thirty-acre site with restored historic structures and nature areas. The Museum was approached by Kit Rogers, of Christopher Rogers, Inc., about a partnership project to highlight the photographic possibilities of the museum grounds. A one-day program was developed with Rogers and the Clark County Museum Guild to bring in volunteer models and make-up artists to create photo tableaus using the museum grounds and structures.

The Photo Odyssey was the outcome of this effort. On Saturday, April 30, 2011, 20 volunteer models, make-up artists and costumers, presented a series of vignettes on the museum grounds to over 80 local photographers. The Photographers signed up in advance for the event, and spent the day building their portfolios.

The models were in different vignettes, which were changed every two hours. Humor was a major theme, with Snidley Whiplash trying to tie up Little Nell in front of the historic Union Pacific 4442 locomotive engine at the museum. An old man and his new, quite young, wife were photographed outside the 1966 Candlelight Wedding Chapel, and a politician and his wife were photographed leaving on the Caboose from the 1931 Boulder City Union Pacific depot, among other vignettes.

As an added attraction for the photographers, the museum requested the submission of two photographs each of their favorite images, which were then juried for showing in a special exhibit in the Union Pacific Depot building. This exhibit, which ran from September 12th to the 23rd, highlighted the variety of images possible at the County Museum.

The event was a great introduction for many photographers to the opportunities available at the County Museum. It showcased the grounds, and the volunteer efforts of the Kit Rogers, the models and stylists, and the Clark County Museum Guild, created a very successful program.

Objectives:

The overall objective of the program was to introduce the museum to the professional and amateur photographers of the Vegas Valley. In this, it was quite successful, with over 80 photographers taking advantage of the offering. It provided a chance for a new portion of the professional public, the models, costumers, and make-up artists, to support the Clark County Museum while utilizing their talents and helping to show the museum in a very different way. Their donations were widely acknowledged on the museum's facebook page and through personal thank-you letters, and they were able to use photos from the event.

Benefits:

The Photo Odyssey brought together existing and new volunteers to present the museum grounds in a new way to a new clientele. It provided the museum with images which provide different ways of seeing the grounds, and brought together professionals who would not normally think of a museum as a site for their professional abilities. As such, it was an unqualified success for the Clark County Museum. We look forward to presenting the event again in the future, with greater outreach to the professional and amateur photographer community, and again presenting their work in an exhibit open to the public.

Public Relations:

A press release was sent out to local media outlets. In addition, on-line media sources such as the Clark County Museum facebook page (with over 1,000 friends), the Clark County Museum page, and outreach to camera and photography stores and clubs.

Measures of Success:

Response to this first-ever program was uniformly positive. The volunteer models and make-up and costume artists agreed to come back the next year, as they had had great fun at the event. The photographers exchanged information with many of the models for future assignments, and have returned regularly to the museum for future photography. Many showed their works on their own websites, providing a new form of outreach for the museum grounds.

The event provided another way to showcase the Clark County Museum grounds and offerings. It has brought in new photographers, and provided a new outreach for information about the museum and its offerings. The museum's primary goal is education, and the Photo Odyssey not only educated the photographers, but also the thousands of viewers who have enjoyed their work.