



# Dark Skies Awareness Campaign Extension Proposal

JULY 2024

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TRUCKEE CULTURAL DISTRICT



# Goal

Extend Truckee's Dark Skies Education Awareness Campaign leveraging the strengths of the Truckee Cultural District (TCD) and Grass Valley - Nevada City (GVNC) Cultural District under the Nevada County Arts Council.

# Concept

Building on current Dark Skies messaging, the campaign will use art and cultural events to increase awareness about light pollution, while promoting dark sky-friendly practices. The initiative aims to:

RAISE AWARENESS OF LIGHT POLLUTION'S IMPACT AND THE IMPORTANCE OF DARK SKIES.



Host stargazing and nocturnal environment celebration events.



Launch a countywide public art exhibition focused on Dark Skies.



Encourage residents and businesses to adopt dark sky-friendly lighting.

# Timeline

- Phase 1: Planning and Preparation (September 2024)
  - Form a campaign committee with key stakeholders and partnerships
  - Develop a 9-month plan and campaign assets from soft launch to April 2025
- Phase 2: Soft Launch (October 2024)
  - Soft launch with visual assets and engagement activities.
- Phase 3: Education Campaign (November 2024 - February 2025)
  - Distribute educational materials and promote starry nights on new moons.
  - Tourism promotion: "Plan a Trip to the Dark Side."
- Phase 4: Official Launch (March 2025)
  - Official campaign launch and public art exhibition promotions.
  - Celebrate Earth Hour on March 29, 2025.
- Phase 5: Community Engagement and Events (April 2025)
  - Opening receptions during International Dark Sky Week (April 21-28, 2025).
  - Tie-in with National Poetry Month, Earth Day, and Global Astronomy Month.
  - Host stargazing events, night hikes, and special performances.

# Proposed Events

## POETRY/LITERARY/SPOKEN WORD

- Dark Skies poetry events in April, leveraging Sierra Poetry Festival, and including open mics and pay-with-a-poem day at local coffee shops.

## VISUAL ARTS

- Night sky paintings and poetry-inspired public art exhibitions at The Rood Center and Truckee Tahoe Airport including Annual Dark Skies Photo Contest awards and reception.

## DANCE/THEATRE/MUSIC

- Dance performances by Inner Rhythms and special theatre events during International Dark Skies Week.

## EARTH DAY

- Stargazing events, night hikes, and Earth Day gallery exhibits.

# Marketing Strategy

## BRANDING AND MESSAGING

- Develop a cohesive campaign brand with a tagline and key messages, using a winning image from the 2024 photography contest.

## DIGITAL OUTREACH

- Utilize social media channels and the Nevada County Arts Council website for updates and event schedules.

## TRADITIONAL MEDIA

- Press releases, feature stories, radio interviews, and posters.

## BILINGUAL CAMPAIGN

- Ensure all materials are available in English and Spanish.





FOR MY PART I KNOW  
NOTHING WITH ANY  
CERTAINTY, BUT THE  
SIGHT OF THE STARS  
MAKES ME DREAM.

– VINCENT VAN GOCH



## Partners

- **Truckee Chamber of Commerce:** Campaign partner.
- **Visit Truckee-Tahoe:** Tourism partner.
- **Truckee Donner Land Trust & Mountain Area Preservation (MAP):** Hosts for Starry Night events.
- **Sierra Business Council:** Lighting rebate program extension.
- **Washoe Tribe:** Educational and cultural event guidance.
- **Climate Transformation Alliance:** Environmental advocacy.



## Budget

- Marketing and Outreach: \$40,000
- Events and Workshops: \$10,000
- Art Exhibitions: \$10,000
- Performances and Partnerships: \$5,000
- Educational Materials: \$10,000
- Miscellaneous: \$5,000

## Conclusion

The Dark Skies campaign aims to protect the nocturnal environment through education and community engagement, culminating in a Cultural District celebration during International Dark Sky Week. This initiative will promote global awareness, responsible local lighting practices, appreciation for starry nights, and ensure that dark skies remain a cherished resource for future generations in our community.

