



## **State Coordinator's Annual Report to the New Mexico Arts Commission for the 2016 Calendar Year**

The annual Arts & Cultural Districts (ACD) report for the 2016 calendar year was compiled using information from an annual electronic survey and from on-site performance reviews conducted by New Mexico MainStreet (NMMS) staff and consultants. The electronic survey provides consistent reporting areas for all ACD's and was established in collaboration with New Mexico Arts, a Division of the Department of Cultural Affairs.

The annual survey questions reflect progress in each district and some of the ongoing needs for support and technical assistance. An overview of aggregate results is provided below, with brief summaries of activities for individual districts in key performance areas. Currently, there are 8 ACD districts: Albuquerque, Artesia, Gallup, Las Vegas, Los Alamos, Mora (Arts & Cultural Compound) Raton and Silver City.

### **A. 2016 Program Updates**

#### Access to Services

In 2016, the ACD State Council continued to build a strong pathway to professional services and technical assistance for Arts & Cultural Districts via the implementation of a comprehensive service request form that addresses nearly 40 areas of technical assistance available upon request from NM Arts and NMMS within five categories:

- Arts Planning & Development
- Cultural Planning and Development
- Branding and Marketing
- Capacity and Sustainability
- Physical Planning and Development

#### Performance Measures

As a result of a comprehensive review in 2015, the State Coordinating Council finalized ACD performance measures and streamlined the annual reporting survey in favor of a semi-annual reporting system. The new reporting tool was unveiled in October 2016.

#### Training and Coordination

New Mexico MainStreet and NM Arts collaborated on two key training events for Arts & Cultural District affiliates. In April, the semi-annual meeting was convened in Silver City and focused on attracting creative entrepreneurs and diversifying the creative economy within an

Arts & Cultural District. The session included panelists from the Silver City area and tours of district assets in process of being adapted for creative endeavors.



*Participants at the semi-annual meeting in Silver City learned about building creative assets in their districts*

In November, NMMS, NM Arts and the NM Historic Preservation Division collaborated to convene the second semi-annual meeting in Albuquerque. Topics covered at this session included utilization of State Historic Tax Credits, Benefits of Certified Local Government (CLG) certification and accessing New Mexico’s Local Economic Development Act (LEDA) funds for creative economy endeavors. A special presentation on financial resources for the Creative Economy was also provided by leaders of The Loan Fund of New Mexico.

Service Delivery

During 2016, NMMS and NM Arts collaborated on several important technical assistance efforts with local communities. All communities participated in an annual review and development of organizational and operational plans for the coming year in addition to the trainings provided in April and November. Community-specific technical assistance, consultations, and services are listed below:

Albuquerque	<ul style="list-style-type: none"> <li>• Reconfiguration of and relaunch of the ACD Coordinating Council</li> <li>• Hiring of the new ACD Coordinator</li> <li>• Nonprofit development for the Downtown Grower’s Market team</li> </ul>
Artesia	<ul style="list-style-type: none"> <li>• Consultation on operational and management activities of the ACD with the Artesia Arts Council and the Artesia MainStreet Program</li> <li>• \$30,000 Capital Outlay grant for development of the Cultural Plan</li> </ul>
Gallup	<ul style="list-style-type: none"> <li>• Consult on hiring of the Executive Director/ACD Coordinator</li> <li>• Executive Director trainings on topics of fundraising, time management and volunteer development</li> <li>• Organizational development supports including board/leadership trainings</li> <li>• Development of the Cultural Plan (via a \$50,000 Capital Outlay grant)</li> </ul>

Las Vegas	<ul style="list-style-type: none"> <li>Continued development and reconfiguration of ACD Coordinating Council as standing committee of the Las Vegas Arts Council</li> </ul>
Los Alamos	<ul style="list-style-type: none"> <li>Consult with Los Alamos CDC and Los Alamos MainStreet Futures Committee on architectural rehabilitation of two buildings within the district boundaries</li> </ul>
Mora	<ul style="list-style-type: none"> <li>Consult with Mora EDC and Mora County Commission on structural and financial supports for Mora Arts &amp; Cultural Compound</li> <li>Consult on rehabilitation and development of the historic Chief Theater</li> <li>\$30,000 Capital Outlay grant for development of the Cultural Plan</li> </ul>
Raton	<ul style="list-style-type: none"> <li>Consult on the development of Economic Transformation Strategies integrated with Great Blocks on MainStreet initiative focusing on recruitment of cultural and creative entrepreneurs</li> </ul>
Silver City	<ul style="list-style-type: none"> <li>NMMS coordinated the acquisition of funding from the New Mexico Resiliency Alliance to install visitor amenities at the Visitor Center in the heart of the Arts &amp; Cultural District.</li> </ul>

## B. General Assessment Indicators

As part of the annual self-assessment survey, leaders reported the following information relative to progress on creative economy efforts. It is important to note that three communities (Artesia, Gallup and Mora) are new communities that are in “Start Up” mode.

INDICATOR	#	
1. <b>NET</b> new Arts & Cultural businesses:	76	-
2. <b>TOTAL</b> Arts & Cultural business that ceased operations:	11	
3. <b>New Cultural Businesses and Amenities added:</b>		<b>New Jobs Added</b>
Gallery	6	9
Studio Space	2	4
Live/Work Space	-	
Museum/Collection	-	
Performance Space	-	
Performing Arts Studio	-	
Arts & Culture Education Center	1	1
Arts & Culture Community Group	-	
Brewery/Winery/Distillery	5	32
Restaurant/Dining	8	46
Hotel/Lodging	-	
Public Park or other Community Space	1	
Other	5	34 <sup>a</sup>
4. Other District Physical Improvements/Amount Invested	11	\$20,301,000 <sup>b</sup>
5. Signature Events/Attendance	5	16,600 <sup>c</sup>
6. Other ACD Events/Attendance	28	3,734 <sup>d</sup>

a - includes a music store, co-working space, food market, wellness salon and a fabric store.

b - does not include funds for the Multi-Modal facility in Raton, approximately \$1.2 million. More than 96% of dollars reinvested were from private funding sources, and the majority of those were invested in one new building within the Albuquerque Arts/Cultural District boundaries.

c - Red Dirt and Black Gold Music Festival (Artesia), Mora Fall Festival, Los Alamos ScienceFest, Gate City Music Festival (Raton), Silver City Clayfest.

d - includes visual art, public theater, performing arts, holiday and district music events (Albuquerque, Mora, Raton and Silver City)

In 2016, ACD’s received nearly \$830,000 in funding for operations and projects, including: \$641,000 from public sector sources (city and county contracts, state and federal government grants), \$167,000 from private sector sources and \$21,300 in small grants.

Most ACD’s are transitioning to independent staffing. In 2015, 86% of the ACD Coordinator’s shared a position with another partner (MainStreet, EDC, Chamber, etc.). Comparatively, only 50% of the ACD’s shared a director/staffer with another entity.



## C. Key District Projects and Activities - Highlights and Planned Projects

Below is a summary of key projects identified for each Arts & Cultural District. Content listed below derived from the annual ACD surveys and online sources (including photos).

### Downtown Albuquerque Arts & Creative District

The Downtown Albuquerque Arts & Creative District completed its organizational rebuilding and restructuring process during the 2016 calendar year. The ACD Coordinating Council has added new members and strengthened its partnership with both the DowntownAbq MainStreet program and the City of Albuquerque. The organization successfully advocated for additional funding from the city to hire its first full-time Director. Additionally, the organization finalized the ACD Cultural Plan and negotiated its adoption by the City of Albuquerque.



*Small galleries and work spaces are at the heart of downtown Albuquerque's renaissance. The Relic Gallery shown here opened in 2016*

*Creative & Economic Activities & Anchors:* The Downtown Arts & Creative District team worked on stimulating private investment and alternative funding for creative initiatives. The team developed a comprehensive database of local, state, and federal funding, grants, training, incentives/tax credits, and private investment sources to relay to creative entrepreneurs. The organization is already connecting creative individuals and organizations/businesses to appropriate resources via direct outreach and a bi-weekly meetup group (*Coffee + Creatives*).

The organization provided technical assistance to the creative enterprises listed below:

- *Orpheum Theater:* legal and technical assistance with property selection and financing
- *Etkie:* resources to assist with upscaling and relocating their jewelry manufacturing operation from out of state
- *GoArtistGo:* information to Santa Fe-raised entrepreneur who recently returned to NM and has a brand and marketing business that works with artists.
- *Pyragraph Magazine:* development of speaking, workshop, and funding opportunities.
- *516 ARTS:* resources and support on state incentives (LEDA) and funding.
- *Jackie Riccio:* project management, funding and business development supports for a local artist working printing original neon sign drawings from early Albuquerque.

- *Ernest Zah*: supports with website development, business models, business development and marketing funding for a local performing arts director.
- *Graft Gallery*, a local artist collaborative: information on business models, building, lease, and insurance templates and agreements.
- *Fusion Theater*: consult with the theater's social media point person on marketing templates and best practices in engaging online audiences.
- *Albuquerque Tourism & Sightseeing, ABQ Trolley*: identify opportunities for cross-promotion, and tourism development for a walking/biking tours enterprise.
- *RS21*, a programming and data visualization business: consult on Downtown Albuquerque real estate, demographics, recommendations for potential spaces.

Downtown Albuquerque Arts & Creative District is also supporting the development of a nonprofit corporation for the Downtown Growers' Market endeavor. The Growers Market was fiscally sponsored by the DowntownAbq MainStreet program and is home to over 45 New Mexican growers offering the highest quality produce available in Albuquerque, along with a wide array of talented local artists and a mix of prepared food artisans. The weekly Growers' Market features a live band, community nonprofit booths, a bike valet service, and plenty of community spirit. The Growers' Market remains a huge draw for the downtown district.

*2017 Goals*: The Downtown Arts & Creative District team is focusing on building and enhancing the following creative industries in the coming year:

- Film & Digital Media - marketing, business model resources, funding, business development and sales.
- Visual Arts - finding work / gallery space, funding, business model and brand development.
- Literary Arts Performing - finding work, funding, business model and brand development.
- Arts & Entertainment - marketing, partnerships, funding, business model.
- Culinary Arts - finding work / space, funding, business model and brand development.

The organization continues to explore innovative activities to capitalize on new investments within the district such as the Imperial Building, a new \$19 Million structure which houses the downtown supermarket. Finally, the Downtown ACD is exploring ideas for a future Signature Event to be established in the district.



*North side of the Imperial Building; the mural was installed via collaboration by artists, youth from Working Classroom and leaders from the city's Public Art Program and the Downtown ACD program.*

## Artesia Arts & Cultural District

The Artesia Arts & Cultural District is the process of developing its cultural plan via a grant from NMFA with the support of the New Mexico MainStreet program, NM Arts, and the Historic Preservation Division. The Artesia ACD Coordinating Council represents a strong partnership of five entities – the Arts Council, MainStreet Program, Chamber of Commerce, Artesia Public Library and the Historical Museum - plus several representatives from area philanthropists and local industries.

A major accomplishment of the organization in 2016 is the completion of the Peter Hurd trail (*Peter Hurd: Along the Trail*) an interpretive and interactive guide to Hurd installations in Southeastern New Mexico and West Texas. Its purpose is “to develop a coordinated arts-based tourism plan centered on the art of Peter Hurd.” The trail highlights the artists’ installations in Southeastern NM and capitalizes on the rich history of western culture in the Artesia area. The trail features print and interactive online maps and other highlights which includes the recently installed 47-foot long Peter Hurd mural at the Artesia Public Library.



*Peter Hurd mural at Artesia Public Library*

In 2016, the ACD reprised its signature event, the Red Dirt and Black Gold Festival which attracted nearly 1,000 festival-goers to the city center in late August. The Artesia ACD partnered with Artesia MainStreet to host two Art Walks a year; local artists coordinate with downtown merchants to display their art along Main Street. The organization has completed numerous upgrades to online content that help market the communities’ arts and cultural assets.

*2017 Goals:* The Artesia ACD team will work on expanding offerings (and attendance) at the Red Dirt and Black Gold signature event, expand partnerships with other institutions to market the Peter Hurd trail activities, and continue to recruit creative entrepreneurs to downtown Artesia. The organization will work with the City leadership on the development of the Cultural Plan for the district (via a \$30,000 grant from NMFA).





The Gallup MainStreet Arts & Cultural District (GMSACD) was established as an integrated initiative with the Gallup MainStreet program. In 2016, the organization expanded organizational capacity and hired a full-time Executive Director. GMSACD helped coordinate development of the Gallup Cultural Plan which was formally adopted by the City in December of 2015. The organization is currently implementing projects identified in the plan, including recruitment of downtown creative entrepreneurs/businesses, development of pedestrian crossing on Route 66 leading to the Gallup Cultural Center and initiating pedestrian-friendly improvements to the alleyway between city properties and downtown businesses

GMSACD helped finalize tasks related to the Historic District designation in which 11 properties were added to the National Registry of Historic Buildings. In partnership with the Gallup Business Improvement District and the local arts council (*gallupARTS*), GMSACD helped build momentum for the ArtsCrawl, an arts and cultural celebration which draws nearly 1,000 visitors to the downtown district each week.



*2017 Goals:* Gallup MainStreet Arts & Cultural District continues to build opportunities for growing the downtown creative economy by delivering a “Self-Employment in the Arts” curriculum, by recruiting new entrepreneurs to move into vacant downtown properties and installing new window “wraps” on empty buildings to help market priority properties. It is targeting the following creative industries/activities for the downtown district:

- Jewelry and native arts products
- Muralists, graphic artists, musicians and performance artists
- Other creative industries

The organization is also developing plans for a new Signature Event in 2017.

### Las Vegas Arts & Cultural District

The Las Vegas Arts Council assumed oversight and coordination of the Las Vegas Arts & Cultural District and continues to develop the ACD Coordinating Council as a subcommittee of the organization. During this time, the organization explored a partnership with the City to house and operate a visitors center on Bridge Street, in the heart of downtown Las Vegas; plans are underway.

*2017 Goals:* The Las Vegas Arts Council will continue capacity-building efforts via an expanded coordinating council and dedicated fundraising for ACD operations and projects. Projects under consideration include helping to reopen the historic Kiva Theater, working with the City on coordinated branding and marketing projects, helping advance the adoption of a local TIF ordinance and supporting the development of the Railroad District projects.



## Creative Los Alamos

Creative Los Alamos expanded its signature event, the *Los Alamos ScienceFest* to four and a half days. The event builds on Los Alamos' unique science heritage and promotes STEM (Science, Technology, Engineering, Math) to the community. The ScienceFest is coordinated in partnership with the Los Alamos MainStreet program and in collaboration with Los Alamos National Laboratory, Los Alamos County and several other cultural organizations.



More than 35 organizations supported the espionage-themed event that drew more than 11,000 participants with an estimated economic impact of more than \$110,000. Museum visitors grew by 35-50% during the festival and hotel occupancy peaked at 92%, compared to the average of 62% over the summer. Some of the local arts business report a 5x increase in sales during the ScienceFest week, compared to their average weekly sales.



The Creative District continues to host weekly *Tuesdays at the Pond* events at the outdoor performance space on the west end of the downtown district. The District also convenes Fourth Friday events and the On Tap series to provide opportunities for people to engage activities on arts and cultural topics.

The organization also partnered with the local art center, arts council, and historical society to provide community arts and crafts fairs, gallery tours, and a book festival (all local authors).



In 2016, Creative Los Alamos also facilitated the transfer of the ACD Coordinator under the Los Alamos CDC and MainStreet entities to further solidify operations and focus on accountability.

*2017 Goals:* The Los Alamos Creative District will continue to develop the events and cultural offerings listed above and will explore opportunities to expand marketing Los Alamos as a tourism destination and hub of creative entrepreneurship.

## Mora Arts & Cultural Compound

The Mora Arts & Cultural Compound, the smallest community in the New Mexico ACD portfolio, established an impressive array of projects to grow creative and cultural endeavors in the community.

In 2016, the organization, comprised of a core group of volunteers and partner organizations to implement:

- The initial *Mora Fall Festival*, the first Signature Event (>500 attendees)
- Family movie night in the park (350 attendees)
- Christmas Theater presentation (145 attendees)
- Mora Farmer's Market (350 attendees)
- In partnership with WESST of Albuquerque, provided an Etsy sales and marketing training to 9 local artists and artisans.
- Worked with Collaborative Visions to create tourism opportunities such as photo tours, hiking, etc. as an additional income for Mora business owners during off peak periods.
- The Trunk or Treat Halloween event for children.
- Social media marketing to assist a young entrepreneur launch a community recycling business in the area.



*Arts & Cultural Compound events attracted more than 1,000 residents and visitors to downtown Mora.*

The Mora ACC was also directly involved in ongoing efforts to restore and revitalize the historic St. Vrain Mill on the northern perimeter of the Arts & Cultural Compound, in the landscaping/beautification efforts at St. Gertrude's church (a historical property) and installation of visitor amenities (benches) at the intersection of highways 518 and 434.

*2017 Goals:* The Mora ACC Coordinating Council will continue to develop the Mora Fall Fest as a Signature Event. The organization continues to work with the County leadership on the development of the Cultural Plan for the area (via a \$30,000 grant from NMFA) and in supporting the rehabilitation of the Chief Theater adjacent to the Tapetes de Lana spinning mill. The theater is under consideration for LEDA funding with technical assistance provided by the New Mexico MainStreet program.

The Mora ACC continues to target cottage industries (local food, personal care products, art and crafts, weaving, etc.) as a primary area for economic growth.

## Raton MainStreet/Arts & Cultural District



The Raton Arts & Cultural District merged with the Raton MainStreet program in 2016. The organization maintains an active Coordinating Council that planned and implemented the Gate City Music Festival, the annual Signature Event over the Labor Day weekend.

The event celebrates the area's cowboy/country culture with musicians, street performers and cowboy poets, on historic First Street. One day of the event celebrated Hispanic culture with food vendors, Mariachi music, Folklorico dancers and included the Red & Green Chile Exhibit at the historic Shuler Theater.

The Raton MainStreet/Arts & Cultural District has initiated Phase 2 of the "Great Blocks" project, overseeing physical improvements to the district and launching a strong business recruitment and development initiative that is bringing entrepreneurs back to downtown.

Raton MainStreet/ACD expanded its partnership with Raton Arts Council to bring artists and art shows to the Old Pass Gallery. Professional performance groups are recruited during the summer to conduct the Summer Repertory Theater and implement day camps for youth groups (6-12 years and 13-18 years) to experience theater and develop theater skills. Along with the Gate City Music Festival, these events drew nearly 5,000 attendees to downtown Raton.

Finally, the organization partnered with the local high school welding class to create and install a metal sculpture/public art installation in the downtown district.

*2017 Goals:* Raton MainStreet/ACD continues to working with artists on developing downtown murals Implementation of the Gate City Music Festival will continue in 2017 and the organization plans to enhance its downtown business recruitment efforts to fill vacant properties.

The work on Phase 2 of the Great Blocks will continue in 2017. The MainStreet/ACD team continues to connect investors with landmark property owners in support of saving (and rehabilitating) the historic assets that represent the unique character of downtown Raton.



*Attendees at a downtown festival in Raton*

## Silver City Arts & Cultural District

The Silver City Arts & Cultural District (SCACD) continues to be a strong leader in stimulating economic growth in downtown Silver City. In its lead role in local and regional tourism development, the SCACD team established or partnered on the following projects:

- *Ideas That Work*: tourism and marketing presentation to 60 creative entrepreneurs
- Southwest Print Fiesta
- Blues Fest Art Reception
- Art exhibits in the Visitor Center
- SCAA “Celebrates the Continental Divide Trail” art exhibition
- The Tour of the Gila cycling
- Silver City Blues & Bikes Fest
- San Lorenzo School Gila Cliff Dwellings art exhibition
- Gila River Festival
- The Red Dot Artfest
- Day of the Dead events



*The Clay Festival is a longstanding signature event in Silver City*



The Clay Festival and Clay Fest Market remain a premier event for the organization, attracting visitors from throughout the southwest, now in its seventh year. The 2016 event was attended by more than 2,000 visitors. SCACD helped establish the Southwest NM Clay Arts Trail and continues to oversee and direct its development. The SCACD is housed at the Murray Ryan Visitor Center and coordinates tourism marketing. Under the ACD's direction and in partnership with other local entities, the visitor center become a center for community meetings and served as the headquarters for many local events.



SCACD hosts the monthly meeting of the Coordinating Council where many of its partners gather to collaborate on events that support the local and regional creative economy. Such groups as the Silver City Museum and Library, Art Associations and economic development groups, the Health Council and Institute for Lifelong Learning are among those that meet to coordinate events and programming for those events.

**2017 Goals:** The Silver City ACD will continue to focus on the downtown arts events and on expanding the entrepreneurial economy.

The organization also continues to examine impact indicators to assess how best to measure economic impact of their activities, including benefits to hotel occupancy and Lodger's Tax increases.

