



State Coordinator's Annual Report
Compiled with the assistance of
Revitalization Specialist Michelle Negrette
To The New Mexico Arts Commission
for the 2020 Calendar Year



The annual Arts & Cultural Districts (ACD) report for the 2020 calendar year was compiled using information from a semi-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, and consists of three key reporting areas:

- A “snapshot” identifying growth of arts, cultural and creative businesses in the Arts & Cultural District and any physical/infrastructure improvements undertaken within the District boundaries.
- Identification of key supports to arts/creative entrepreneurs provided by the ACD organization, including events, projects, and activities supporting arts/cultural enterprises, creative industries targeted, and assistance with rehabilitation or adaptive reuse of historic or cultural properties in the district.
- Identification of resources solicited and received to support creative economy endeavors implemented by the ACD organization and its partners.

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.

Additional questions to the semi-annual reporting survey have been included this year to capture information on the Covid-19 pandemic. The following questions have been added to the survey:

Please Indicate any arts & cultural businesses in your District (including your organization) that may have received CARES act funds. Please include type of funds and amounts (e.g. Tito's Tango, Payroll Protection Program, \$5,000).

What arts & cultural businesses remained closed after May 30 due to NM Public Health Orders? Indicate businesses and related public health order. Example: Talon Theater, public gathering limit.

Please provide any information on creative strategies and examples of ACD work done in your district in response to the Covid-19 pandemic.



2020 Program Updates

Currently, there are 9 ACD districts: Albuquerque, Artesia, Gallup, Las Cruces (State Designated in 2018), Las Vegas, Los Alamos, Mora (Arts & Cultural Compound), Raton, and Silver City. In 2017, three ACD Start Up communities were accepted into the program: Carlsbad, Corrales and Farmington.

ACD Program Development

The focus of 2020 has been primarily on providing education and support to the ACD leaders and board members during the Covid-19 Pandemic. This has been implemented through weekly information blasts with grant and covid relief information, assistance with pivoting strategies and sharing of examples from other communities. New Mexico MainStreet has hosted weekly virtual round table discussions lead by revitalization specialists which have become forums for the ACD's and MS communities to share what is working in their local communities and ask questions. The local ACD programs have demonstrative both creativity and resiliency in their efforts to respond to the changes in public health restrictions and in most communities, many creative and cultural economy businesses have been able to continue to serve their communities.

In addition, the MainStreet program has shifted from a quarterly network conference, two of which were required for the ACD communities, to two conferences each year for the entire NMMS network. This change incorporates the ACDs into all of the MainStreet conference content. The MainStreet program is striving to include more arts and culture and creative economy programming into all of its conferences.

Two Arts and Cultural Districts, Las Vegas and Artesia, are in a transition process to move the organizations from under their local arts council to the local MainStreet Program. Mora, an Arts and Cultural Compound, expanded their work beyond the compound to include a larger MainStreet district and is now an accredited MainStreet program. Carlsbad will continue to operate independently from their local MainStreet programs at this time.

In addition, the NMMS program is working with Pojoaque Pueblo and Poeh Cultural Center through the NMMS Frontier and Native American Communities Program to build local capacity around an arts and cultural district.

In 2021, the ACD State Council will continue to support the ACDs during the pandemic as well as focus on streamlining and clarifying the duties and responsibilities of the State Designated ACD program, refine the ACD reporting process, and incorporate ACD content into all NMMS Conferences and institutes.

Trainings and Coordination

In 2020, the NMMS program has continued to work with the three start up communities, Carlsbad, Corrales and Farmington and the recently self-designated community Las Cruces, through the ACD Start Up process. The intent of this process is to provide training and services to build their organizational capacity and initiate arts and cultural projects. All of the start-up organizations, as well as the Las Cruces ACD have completed the first phase of the ACD Start Up process which includes an ACD orientation outlining the ACD programs, resources and responsibilities, Arts & Cultural ETS (Economic Transformation Strategy) training and assistance in Arts & Cultural ETS development, and assistance with the development of an initial workplan for projects prior to the adoption of an Arts and Cultural Plan.

In addition, NMMS has offered ACD Start Up communities Revitalization Specialist support for identity/promotion development, signature event development, website development, and organizational capacity/board development.

In 2021, the ACD State Council is continuing to develop additional trainings and services to support Start Up ACDs and established ACDs with respect to supporting arts and cultural entrepreneurs, cultivating and supporting creative industries and stewardship of historical and cultural properties. We are focusing on efforts to assist the ACDs with strategies to pivot programming, strengthening organizational capacity and position for the structured re-openings based on the Red-Yellow-Green-Turquoise system. The New Mexico MainStreet Program will continue to support the Start Up ACDs with project and organizational development.

Additionally, in 2021, the ACD State Council will continue to identify opportunities for inter-department (NMMS, State Historic Preservation and NM Arts) partner support to the ACD Communities. The ACD State Council is focusing on clarifying the State Designated ACD's roles and responsibilities with respect to the program.

Due to the Covid-19 Pandemic, only 1 semi-annual meeting was held in 2020. This meeting was held in conjunction with our 2020 NMMS Winter Conference. The goal for the 2020 ACD meetings was to provide the ACD communities access to more information specifically applicable to arts and cultural district work. In 2021, the NMMS Virtual Winter Conference and Summer Institute (if viable under public health orders) will offer ACD specific content and local ACD organizations will be expected to attend the full program.

ACD Policy Development and Updates

The Covid-19 pandemic, which began in the first quarter of 2020, directly impacted the efforts of the NMMS ACD Taskforce, shifting the focus from program evaluation and policy to providing support and direct technical assistance to support our local ACDs. The re-evaluation of the program structure and streamline/revise policy documents continues to be a priority and will be revisited by the NMMS ACD Taskforce in 2021. The NMMS ACD Taskforce includes NMMS Director/ACD Coordinator Daniel Gutierrez; NMMS Creative Economy Specialist Michelle Negrette; NMMS Organization and Leadership Development Specialist Eduardo Martinez; and NMMS Project Coordinator Lucas Pedraza. Goals/Priorities for 2021 include:

- Revising and streamlining ACD Policy documents to reflect new direction of the program.
 - Developing a baseline for ACD operation and establishing performance benchmarks for maintaining State Designation. Each ACD is structured differently. How to support ACDs as MainStreet work with a specific focus on the arts and cultural economy
 - Consolidating ACD information. Currently there are over 35 ACD documents; 4 produced by New Mexico Arts and 31 produced by New Mexico MainStreet. See complete list of current documents in appendix.
 - Goal: Remove redundancies and produce a streamlined set of cohesive ACD Policy Documents that make it easy for local programs and stakeholders to understand the work, program structure and goals, and benchmarks that must be completed to receive/maintain State Authorization.

- Developing new ACD Start Up Performance Benchmarks (See Draft Document in appendix)
- Continue to create a cohesive program around MainStreet and Arts & Cultural District trainings, meetings, conferences, and institutes.
- Developing a Creative Economy Jump Start for Non-ACD MainStreet Programs (In process).
 - Work with local Main Street Program to access capacity and identify opportunity with respect to Creative Economy Work
 - *Candidates*: MainStreet communities interested in pursuing State Arts & Cultural District Authorization; Communities interested in leveraging Creative and Cultural assets; and Communities interested in identifying/cultivating potential creative clusters or hubs.

Service Delivery

During 2020, NMMS provided technical assistance to each of the local ACD communities. All of the communities participated in an annual review and development of organizational and operational plans for the coming year. In addition, ACD members were provided access to trainings provided through the semi-annual ACD meeting at the NMMS Winter Conference.



General Assessment Indicators

The Covid-19 pandemic shifted the focus of many of the ACD communities from events and group related activities to providing support to arts and culture businesses, helping to transfer sales, performances and experiences to virtual, online and minimum contact platforms. As expected, arts and culture businesses and artists have been heavily impacted by the public health restrictions with most communities reporting losses of arts and cultural businesses within the districts. These closures have been primarily theaters and restaurants. In some communities, there has been new arts and culture activity and/or expansions of existing arts and cultural activities, including new retail and restaurants. Theaters and performing arts venues, as well as museums remain closed in most of the ACDs.

The Pandemic shift to virtual and online activity not only changed the way the ACD conducted work in 2020, but also impacted the traffic and use of the ACD social media platforms and website with the majority of the ACDs seeing a significant increase in website traffic and social media followers. The following is an overview of survey responses. A breakdown of arts and cultural activity in each community follows.

First Half (January-June) of 2020 Response Highlights *(10 districts reporting)*

Districts reporting new arts & cultural businesses: 5

Carlsbad (2), Gallup(2), Raton(2), Silver City(3), Las Cruces (3).

Districts reporting arts & cultural business losses: 8

Las Cruces (2), Silver City (9), Gallup (1), Albuquerque (8), Corrales (3), Farmington (3), Carlsbad (2), Los Alamos (2).

Districts reporting physical improvements in the district: 5

Los Alamos, Carlsbad, Farmington, Gallup, Las Cruces.

Districts reporting Cares act funds: 7

ACD Organization: Albuquerque, Silver City, Las Cruces

Arts & Cultural businesses: Farmington, Corrales, Albuquerque, Gallup, Artesia, Silver City, Las Cruces

Districts reporting arts & cultural facilities closed due to public health orders: All

Las Cruces, Silver City, Artesia, Raton, Gallup, Albuquerque, Corrales, Farmington, Los Alamos, Carlsbad

Districts reporting increases in social media followers: 9

Los Alamos, Farmington, Albuquerque, Gallup, Raton, Artesia, Silver City, Las Cruces, Carlsbad

Second Half (July-Dec) of 2020 Response Highlights *(11 districts reporting)*

Districts reporting new arts & cultural businesses: 4

Silver City (5), Las Vegas (7), Las Cruces (2), Carlsbad (1)

Districts reporting arts & cultural business losses: 7

Artesia (1), Silver City (3), Los Alamos (2), Farmington (3), Albuquerque (8), Las Cruces (1), Carlsbad (3)

Districts reporting physical improvements in the district: 5

Silver City, Raton, Farmington, Las Cruces, Carlsbad,

Districts reporting Cares act funds: 8

ACD Organization: Silver City, Raton, Albuquerque, Las Cruces, Corrales

Arts & Cultural businesses: Artesia, Silver City, Los Alamos, Farmington, Albuquerque, Corrales

Districts reporting arts & cultural facilities closed due to public health orders: 9

Artesia, Silver City, Raton, Las Vegas, Los Alamos, Farmington, Albuquerque, Las Cruces, Carlsbad

Districts reporting increases in social media followers: 8

Artesia reported decrease, Silver City increase, Mora increase, Raton increase, Los Alamos increase, Farmington increase, Albuquerque increase, Las Cruces increase, Carlsbad increase



Key District Projects and Activities – Highlights and Planned Projects

As part of the annual self-assessment process, ACD leaders were asked for information relative to progress on creative economy efforts. Below is a summary of key projects identified for each Arts & Cultural District. Content listed below derived from the annual ACD survey and projected 2021 workplans submitted by ACD leaders.

Downtown Albuquerque Arts and Cultural District

In 2020, the Downtown Albuquerque Arts and Cultural District worked on several arts and cultural projects related to their cultural plan, including the Downtown Social Justice Mural, the downtown grower's market, and the Downtown Crossroads Newsletter. The ACD worked to help small arts vendors pivot to online markets, provided grant writing assistance, transitioned the farmers market to a farm to car model and the winter market to pick up in order to support local arts and cultural businesses during the pandemic. The ACD developed an artwalk tied to open businesses. Additionally, Downtown ABQ participated in community planning projects including arts event planning, Rail to Trail planning and the Downtown Lighting and safety project. No events were held in 2020 due to the Pandemic Public Health Order.

The ACD continues to host the Downtown Growers Market. Vendor participation and public patronage decreased significantly in 2020 due to restrictions on arts and artisan participation as well as the public health order limitations on vendors and patrons.

The Downtown Albuquerque Arts and Cultural District saw an increase of average monthly hits on their website from an average of 600/month in the first half of the year to an average of 1200 in the second half.

In 2020, the Downtown Albuquerque Arts and Cultural District saw a gain of 2 new arts and culture businesses added to the ACD. Both of these were food industry related. The district lost 7 arts and cultural businesses in 2020, including one theater and 5 eateries. 8 arts and cultural businesses remain closed due to public health order occupancy restrictions.

2021 Goals and Creative Industries Targeted

In 2021, the Albuquerque Arts and Cultural District will continue their transition to a singular ACD/MS entity, clarifying board/committee roles and responsibilities and create a funding plan for projects. The Albuquerque Arts and Cultural District will continue to operate the Downtown Growers Market.

The ACD work for 2021 will include working with the City of Albuquerque to develop a Rail Trail with art and cultural components. Additionally, the ACD is interested in developing arts markets and related activities pending the parameters of the Public Health Order.

Artesia Arts and Cultural District

In 2020, the Artesia Arts & Cultural District focused on their Signature Event, the Red Dirt, Black Gold Festival, however, they were not able to hold the event due to the Covid-19 Pandemic. Work continued on the Downtown Mural Project with a grant awarded from the SP & Estelle Yates Foundation (\$12,000) and prepared a grant application for the Central Park Project (in conjunction with AMS). Artesia ACD worked with the Artesia Arts Council to offer online workshops and bring exposure to local artists who teach their craft.

The Artesia ACD saw no new arts and cultural businesses in 2020. The LandSun Movie Theater has closed. The Artesia Historical Museum, Artesia Public Library and Ocotillo Performing Center remain closed due to the public gathering limit.

2021 Goals and Creative Industries Targeted

The Artesia ACD is transitioning to the Artesia MainStreet program. They will continue to implement the downtown mural project which has received \$12,000 in funds from a private foundation. They are also developing a student-led mural project. They are exploring rebranding the Artesia ACD as part of the Artesia MainStreet program.



Carlsbad Pearl on the Pecos Arts & Cultural District

The Carlsbad Pearl on the Pecos Arts & Cultural District was accepted as an ACD Start Up community in the Fall of 2018. They have worked on several projects identified in their 2020 workplan including completing one mural and having 2 murals in progress in the Electrical Box Mural project. They have developed an online platform through Facebook "Creative Art Cultivate Joy" for demonstration, performance, promotion and creativity while social distancing, hosting over 50 different virtual experiences. Promotion of the Halagueno Arts Park has included an information page on their website and features in FOCUS and New Mexico Magazines. HeritageFest became a virtual event in 2020 and included an online multi-media art competition.

A series of physical improvements were completed in the district in 2020 including 3 murals on electrical boxes, a gazebo on the courthouse lawn, two new sculptures at the Halgueno Arts Park, renovation of the parking lot and a new promenade at the Library and the continuation of the Cavern Theater.

In the fall of 2020, the ACD hired Kat Davis as the executive director. Kat has received initial ACD training and is working with the board to develop a workplan for 2021.

In the first six months of the year, two new businesses located in the ACD in the art and design sector and one expansion in the health and beauty sector. The district lost 5 arts and cultural related businesses over the last year. Three businesses, primarily retail, remain closed due to public health order restrictions.

The ACD Facebook page has increased from 1330 followers in June to 3,024 in December. The Create Art, Cultivate Joy Facebook group has 1,400 members.

2021 Goals and Creative Industries Targeted

Priorities for the 1st half of 2021 are focused on the ACD start up process. The ACD is engaged in a strategic planning process to fine tune their ETS and work plan and will strengthen the steering committee. They are seeking to expand partnership opportunities and are looking to work with Keep Carlsbad Beautiful on a public mural project in the district.

Corrales MainStreet/Arts & Cultural District

The Corrales ACD continues to work through the Start Up process. This year, the Corrales MainStreet program conducted a strategic planning effort which included an ACD component. The Covid-19 has slowed the work on the generational project and the living rooms projects, however planning and partnership work is being done. Partnerships are being explored with the public library, senior center, Corrales Community and Corrales Elementary School.

The ACD, in conjunction with Corrales MS, has been sharing loan and grant information, as well as a State and local CARES grant information.

The ACD included artists in the Holly Daze On-Line Auction which was very successful for Corrales MainStreet and the Corrales Art Center.

The ACD saw no new arts and cultural related businesses in 2020 and lost three arts and culture related businesses including one gallery. No businesses remain closed due to public health order restrictions.

The ACD continues to support a local business with the restoration of the Old School House.

2021 Goals and Creative Industries Targeted

Goals for 2021 include continuing to build ACD capacity through the completion of ACD Start Up benchmarks and trainings. The ACD will also continue develop a “Livingroom for Locals” project – leveraging the local organizations and shared outdoor spaces for programming, activities and to attract local residents to be ready to begin when public restrictions ease. An arts and cultural inventory will be the first step in this project to identify existing assets and potential collaborators. In addition, the ACD will begin the Generations Project which will explore multi-media storytelling across generations.



Farmington MainStreet/Arts & Cultural District

Farmington MainStreet/Arts & Cultural District joined the Start Up ACD program in late 2018. The Start Up ACD continues to work on the Art in Alley Project – with a new Mural at Watermelon Seed, a self-guided art in the alley tour and virtual art walk and the summer youth art camp which provided “take-n-go” STEAM activity packets for family engagement. The Start Up ACD is also working on the purchase and revitalization of the Totah Theater to become a center for film, moving the NWNM Growers to a new location in the Animas District and has been assisting with COVID resources for artists.

In the second half of 2020, one new arts and cultural Businesses was added to the district, Nizhoni soaps, bringing four new jobs. Two arts and cultural businesses expanded. The district lost a total of 5 arts and culture related business. Two “non-essential businesses” remain closed.

The district saw several physical improvements in the district, including the Complete Streets Streetscaping project with new landscaping, site amenities, rock art, entry way signage and aesthetic upgrades and renovations to the Artifacts Gallery.

In addition to the above, the Farmington ACD has been focused on virtual events, performances and promotions, including Virtual Spotlight with Northwest New Mexico Arts Council and merchants, a virtual artwalk and hosted Festival of Trees in the windows of Downtown Farmington Businesses. They saw an increase in traffic on Northwest New Mexico Arts Council Facebook and Instagram accounts.

The Farmington MS/ACD has worked to engage youth and families through Story Walk and virtual storytelling from downtown businesses. They scheduled a family Art in the Alley scavenger hunts in partnership with a local church and have hosted a Sumer Youth Art Camp with “Take-n-Go” STEAM projects.

2021 Goals and Creative Industries Targeted

In 2021, Farmington ACD will be focusing on:

- The Downtown Art Walk in April and June 2021 pending on the public health order
- The downtown Makers Market
- Art in the Alley

Gallup Mainstreet Arts and Cultural District



The ACD has been working on several of their cultural plan projects; The Coal Avenue Commons, historic preservation and building rehabilitation through the NPS/National Main Street façade grant and the addition of murals and wayfinding signage. They have worked to support local art and cultural entrepreneurs by hosting two entrepreneur bootcamps, providing information on selling online and marketing to local artists, connecting artist and entrepreneurs with property owners and awarding business and entrepreneur grants.

The Gallup MainStreet Arts and Culture District has welcomed two new arts and culture businesses, one art gallery and one health boutique. They lost one antique store.

In 2020, the ACD has applied for and received grant funds from ABQ Foundation/Unicef Relief Grant, the Grills Fund for Main Street Revitalization, the NMOGA Brighter Future Fund and Wells Fargo Foundation Relief Fund Grant.

Public physical improvements in the district have included a \$15,000 project to provide electrical improvements in the alley, a \$10,000 sewer improvement project. Private improvements have included a \$3,000 re-brick facade, a parklet build out at Gallup Coffee and at Coal Street Pub.

2021 Goals and Creative Industries Targeted

Gallup MainStreet Arts & Cultural District is focusing in 2021 on leveraging their recent grant awards to develop a mission driven and artist led programming for the ACD. In addition, the ACD is developing a pop-up entrepreneur resource center to clean up and utilize vacant buildings in the district.



Las Cruces MainStreet and Arts & Cultural District

Las Cruces MainStreet and Arts & Cultural District is the first self-designated Arts & Cultural District in New Mexico. State Authorized in late 2018, the Las Cruces MS/ACD has been included in the ACD Start Up program in order to provide the initial resources and support to ensure a strong foundation and continued success.

The ACD has been moving forward on workplan projects including the ACD walking tour, the development of an ACD logo, coordinated a First Friday event with NMSU college of Arts and Sciences (cancelled due to COVID), created and implemented phase 1 of Artists in Residence Program, created and implemented phase 1 of traditional/creative economy SubSprint/downtown incubator with Arrowhead Center and

created Generations Community Writing Project to begin January 2021.

Events in the Las Cruces ACD have shifted to virtual and window activation. They hosted the Virtual Chile Drop online and via broadcast television, installed temporary art in downtown windows in November and December, and hosted the first of six artist in residences video series featuring artists who live or create in the district online in December.

The ACD applied for 5 grants in 2020 and received approximately \$22,000 in grant awards. They received over \$1M in public funds for infrastructure improvements in the district. Additionally, they are received \$956,000 in New Mexico Capital Outlay bonded January 2021 for the ACD.

Private Investments in the ACD have included a \$5,000 investment in Chalk Park, the construction of Beck's Express Container building, \$1Million investment in the Mesquite Street Bistro, two privately funded murals, and outdoor seating at three restaurants. Public investments include \$75 K lighting and wayfinding study, and electrical ballard improvements Main Street.

Five new Creative Sector businesses have opened in the ACD and three have expanded in their second year. New businesses included restaurants, retail, and health and wellness. The district lost two arts and culture businesses in the first half of the year, a café and an art studio. Four arts and cultural businesses remain closed, including three theaters.

2021 Goals and Creative Industries Targeted

Las Cruces ACD projects for 2021 include:

- Amador Restoration Project
- The development of a walking tour of historic homes in the ACD with an audio component
- Developing an ACD page on the DLCP website
- Phase 2 of Artist in Residence Program, a video promotion series.
- Generations Community Writing Project, a juried process resulting in the pairing of 8 local writers.
- The development of a permanent business incubator with Arrowhead Center and City of Las Cruces.
- Development of a Creative Economy webinar series for potential and emerging downtown businesses.



Los Alamos Creative District

The Los Alamos Creative District did not see an increase in arts and cultural businesses in 2020. However, the Bradbury Science Museum did expand their gift shop. The ACD lost two arts and cultural businesses, the Reel Deal Movie Theater and the Bliss Gift Emporium. The Reel Deal Movie Theater remains closed. The STEAM lab is still running virtual programs, but no longer has a physical presence in the district.

The focus of the ACD work in 2020 focused on shifting many of the events and programs online including the Los Alamos ScienceFest, the On Tap Lecture series, Tuesdays at the Pond, a summer entertainment series several contests and online activities. They have worked to promote creative and cultural businesses during these virtual events. Their online presence has increased in both Facebook and Instagram.

2021 Goals and Creative Industries Targeted

The Los Alamos Creative District will be focusing on the following in 2021:

- **Creative District Directory launch.** A website hosted community directory of the people, resources and venues available in the Creative District (and some outside the district, due to community size). The ACD identified this resource as a gap in their community.
- **Co-op Park.** Assisting the Los Alamos Schools Credit Union with design and funding for their Co-op Park next to their new building in the Creative District.

Las Vegas Arts & Cultural District



Las Vegas Arts & Cultural District has been working to transition the ACD to the Las Vegas MainStreet program. This year, the ACD has not been in operation. They are working toward developing artistic, cultural and economic opportunities within the district and are looking to develop physical and digital infrastructure to support the creative economy.

Las Vegas ACD has seen an increase of 7 arts and cultural businesses added to the district in the last six months. Their Zocalo Artist Cooperative is still closed due to the public gathering limit.

In 2020, the LV MainStreet program has held 22 Cash Mobs and raised of \$70,000 for small businesses including the Las Vegas Arts Council and the El Zocalo Coop Gallery.

The LV MainStreet program has been working on the rehabilitation of several historic properties.

2021 Goals and Creative Industries Targeted

The Las Vegas Arts & Cultural District as part of the Las Vegas MS program will be focused on re-engaging the ACD. They will be working on First weekend art openings at galleries as soon as the public health restrictions allow.

Mora Arts and Cultural Compound

In 2020, the Mora Arts and Cultural Compound has been focusing on becoming an Accredited New Mexico MainStreet program and have completed the program requirements. As a MainStreet program, they will continue to focus on building their local capacity and expanding their toolkit into order to support the arts and cultural work of the Compound.

In an effort to support local arts and cultural entrepreneurs, the Cultural Compound hosted a virtual Fall Festival with a costume context and a Quilt Show and have assisted local business with funding, business development and finding rental locations. They have developed a list of services that the Mora Creative Council provides and have been working to disseminate the information to local businesses in Mora. Additionally, they have been working to develop their online marketplace on the ourmora.org website. They report an increase in traffic on Instagram, Facebook and the ourmora.org website.

They are planning on conducting a historic district survey, which has been delayed by the pandemic and have been awarded grants for beautification projects utilizing local volunteers.

Public improvements in the District included window replacement and gable reconstruction at the St. Vrain Mill (\$49,500) and a new deck and structural support to the 434 bridge.

2021 Goals and Creative Industries Targeted

In 2021, the Mora Arts and Cultural Compound will be focusing on the following:

- Historic District Survey
- Beautification projects
- Repairing banner brackets on light poles and installing new banners.

Raton MainStreet/Arts & Cultural District

The Raton ACD reports an increase of two new arts and cultural businesses in the district, a market and a nutrition store. No arts and culture businesses were lost. The Shuler and El Raton Theater remain closed due to public health order restrictions.

Physical improvements and investments in the district include a private mural and the great blocks placemaking project which was an \$8K public/private investment.



The ACD has supported arts and cultural entrepreneurs through a hosting of 40 virtual Cash Mob's which brought in over \$50,00 dollars to the local economy and businesses which we closed during the pandemic. They have developed an online e-commerce store to feature Old Pass Gallery Shows representing an average of 30 local artists. In addition, they provide marketing support via their Facebook page to all the downtown businesses. They have seen an increase in Facebook followers.

In addition, they are shifting some of their performing arts programming to live radio.

The Raton ACD developed a Raton MainStreet Business Sustainability and Recovery Grant fund supported 9 arts and culture entrepreneurs with micro grants of \$1000 a piece.

2020 Goals and Creative Industries Targeted

The Raton ACD will be focusing on a mural project in 2021.



Silver City Arts & Cultural District

The Silver City MainStreet continues to work on incorporating ACD into the local MainStreet program. The ACD cultural plan work for 2020 included completing the Main Street Plaza, installing Historic District Signage and developing a Big Ditch Master Plan for the 200-300 blocks. They also installed new downtown wayfinding signs and new holiday and business banners.

In 2020, Silver City saw 8 new Arts and Cultural businesses in the district, including restaurants, studio spaces, a tour company, gaming business and galleries. The ACD lost 13 businesses which included several galleries and restaurants. Five businesses, including the Silco and El Sol theaters remain closed.

The ACD provided assistance with local arts and cultural businesses through virtual promotional events, take and make projects and GoFundLocal and Small Business Assistance Funds. They continue to host monthly community collaborations meetings online to connect organizations and people.

The Silver City ACD is part of the NPS historic preservation grant. Four properties have been approved, but funds have not yet been awarded. They are promoting the vitality of their historic buildings through street plaques and an online tour which is promoted via their website. They have seen an increase in social media followers.

2021 Goals and Creative Industries Targeted

Silver City ACD plans for 2021 include preparing for a future update to the Arts and Cultural Plan, continuing to hold Community Collaboration meetings and produce content for the Creative Economy newspaper article. The ACD will work toward developing make and take art projects for the Maker's market. Physical improvements include finishing the tile mural at the Plaza Park and developing a new parklet at Yankee and Texas Streets.