

# Carlsbad MainStreet Spotlight

W. FOX ST.  
200

---

Kat Davis – Carlsbad MainStreet Executive Director

Susan Crockett- Carlsbad MainStreet Board President

Ken Britt – Pearl of the Pecos Committee Chair



# Meet the Team

---



Kat Davis  
Executive Director



Eynid Manzo  
Assistant Director (outgoing)



Shea Yturalde  
Assistant Director  
(incoming)



Victoria Martinez  
Farmers Market Manager



## Board of Directors

Susan Crockett - President

Damian Capello- Vice President

Mary Garwood - Secretary

Ashley Switzer - Treasurer

Mike Hernandez

LaWanda Scholl

Danelle Morrill

Johnny Angelis

Gary Perkowski

Jeff Forrest

Caleb Cunningham

Ekta Bhakta

Trent Moore



## POP Steering Committee

Ken Britt

Sarah Jones

Edward VanScotter

Carolyn Olsen

Kelan Neatheriln

Allison Morency

Michele Robertson

Nick Walker

Danelle Morrill

Ashley Walterschied

Mike Campos

Mary Garwood

Karey Jeffres

Laura Whaley

Sky Soto





# Carlsbad MainStreet Recent History (2021-2023)

- Received under \$400,000 in New Mexico MainStreet Capital Outlay Finding
- Received \$30,000 from various grants for projects including crosswalk/pedestrian improvements, growth of our Farmers Market
- Installed Digital Kiosk, Speaker System, brought the Courthouse Lawn Gazebo “back where it belongs”, Greetings from Carlsbad Mural, replaced benches and trashcans as part of our Downtown Rejuvenation Project

# Merging Roles

- Started as the Pearl of the Pecos ACD Director in 2020 with the Creative Carlsbad Arts Council
- In 2021, the Carlsbad MainStreet organization brought POP under their non-profit umbrella as a program
- In 2022 began my role as the Carlsbad MainStreet & Pearl of the Pecos ACD Executive Director

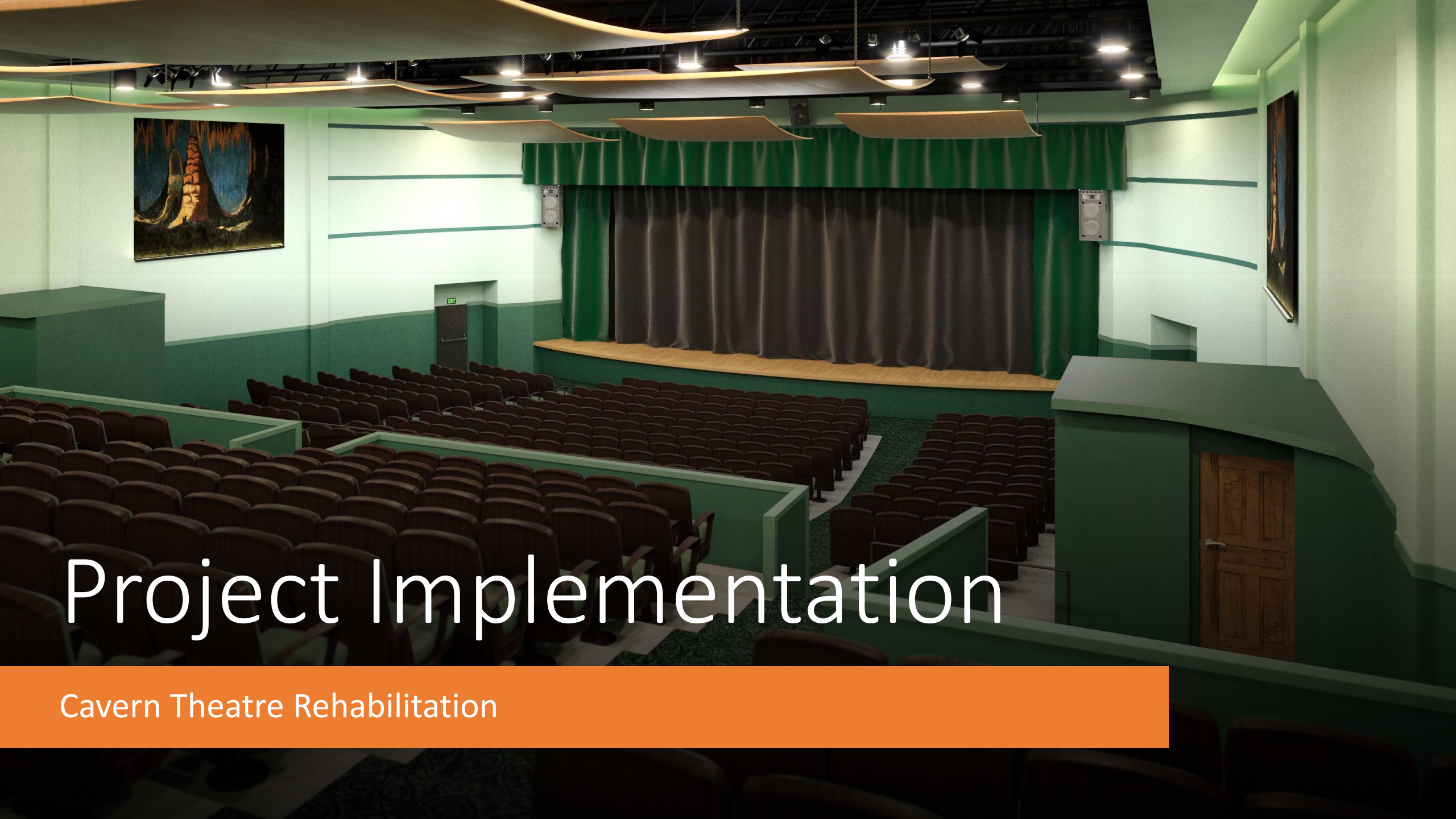


ECONOMY SECTORS



# Project Implementation

Cultural Economic Development Plan



# Project Implementation

Cavern Theatre Rehabilitation



# Project Implementation

Merchant Engagement





# CavernFest- Carlsbad MainStreet Signature Event

- Summer kick off festival held on June 9<sup>th</sup> & 10<sup>th</sup>
- Saw an average of 20,000 attendees during the span of the weekend
- Raised \$35,000 for our organization
- Over 500 volunteer hours for the event



# Carlsbad Downtown Farmers & Makers Market

- Average of 30 vendors per market night
- Average of 55 vendors for Third Thursdays
- Average weekly attendance (300) and Third Thursdays (500)
- This year brought back Saturday morning markets
- The vendors have cultivated their own creative community
- Over \$50,000 in vendor sales for this season

# Susan Crockett

- Been involved with MainStreet since 2010
- Carlsbad MainStreet Board President (2022-2024)



## Ken Britt

- Been involved with the Arts and Culture of Carlsbad since 2014
- Cavern Theatre Task Force Chair



# What's Next for Carlsbad MainStreet & ACD?

- Receive our ACD State Designation (end of 2023)
- Support the reopening of the Cavern Theatre following phase 5 of the rehabilitation (end of 2024)
- Continue the expansion of our Downtown Farmers & Makers Market Program
- Implement projects from our adopted Cultural Economic Development Plan
- Restore an aging mural in our district
- Partner with City of Carlsbad to public restrooms and replace light poles and globes in the district