

State Coordinator's Annual Report

Compiled with the assistance of Revitalization Specialist Michelle Negrette
To The New Mexico Arts Commission for the 2021 and 2022 Calendar Years

The consolidated annual Arts & Cultural Districts (ACD) report for both the 2021 and 2022 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 were introduced in 2020 to capture information on the Covid-19 pandemic. The following pandemic related questions were included in the 2021 survey but were **not included** in the 2022 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.

A. Program Updates

Currently, there are 9 ACD districts: Albuquerque, Artesia, Gallup, Las Cruces (Self-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. All the three Start Up communities have received funding for a Cultural Economic Plan. Carlsbad and Corrales are currently working with consultants to draft plans. Farmington will issue an RFP in the near future.

ACD Program Development

During 2021, the focus for ACD work continued to provide education and support to the ACD leaders and board members during the Covid-19 Pandemic. This was implemented through monthly virtual MainStreet Roundtable discussions focusing on specific topics related to Arts and Culture as well as MainStreet Four Points topics focusing on grants and grant writing, marketing via social media platforms, increasing creative economy impact and cultural tourism. NMMS shared information blasts with grant and Covid relief information, assistance with pivoting strategies and examples from other communities.

In 2021, many local ACD programs were able to re-engage in arts and cultural district work as pandemic restrictions lessened. Some communities were able to host signature events in the Summer of 2021 with resounding community support. Many programs and activities continued to be held outdoors in order to respect public health orders and to ensure public safety. By 2022, the majority of our Arts and Cultural Districts saw a significant increase in arts and cultural programming, businesses, events and markets. Our ACDs attracted new arts and cultural business locating in the district, including galleries, artist coops, restaurants, music venues, salons, and coffee shops and most local ACD programs resumed all events and programming. Many districts hosted successful community engagement mural events. Most ACDs reported highly successful weekly outdoor art markets and art walks with high attendance and growing vendor participation. Most of our districts saw an unprecedented turn out and participation in signature events. Volunteer participation was high as well.

Requests for MainStreet Technical Assistance have been strong in the past two years. NMMS continues to provide technical assistance with work planning, cultural planning and asset inventories, analysis of issues and opportunities with respect to local cultural and creative assets. In 2022, local ACDs requested more assistance with artist trainings and workshop development, artist vending support, artist networking opportunities, and mural and mural preservation assistance.

The NMMS program supported project-based arts and cultural work in the Pueblo of Pojoaque, Santa Fe and Sunland Park throughout the state through the NMMS Frontier and Native American and Urban Corridor Initiatives. NMMS worked with the Pueblo of Pojoaque and the Poeh Cultural Center to build local capacity around arts and cultural and the development of an arts and cultural framework plan, a collaborative effort to align the Poeh and Pueblo government departments work to develop a future arts and cultural district. In Santa Fe, the Siler Road Nexus project focuses on developing an identity around arts and cultural assets and looking at barriers and opportunities to develop the area as a recognized arts and cultural district. NMMS developed a walking assessment of the visitor experience conducted in the fall of 2022. The group is interested in developing a monthly artist series to network, connect and learn around topics and discuss ideas and opportunities for future community engagement projects. The City of Sunland Park also successfully applied to the 2021 NMMS Frontier Communities Program to develop arts and culture identify.

The NMMS program has developed a Creative Economy Jumpstart program in 2021 for communities interested in becoming State Authorized Arts & Cultural Districts. The intent behind the program is to work with communities to develop arts and cultural projects and programs to build local capacity positioning themselves to apply for State Authorization when resources permit for new applications. The City of Belen was selected as a pilot community for this program based on their unique assets which include the Harvey House Museum, The Judy Chicago Museum/Through the Flower Gallery, The Bugg Lights Museum, the Belen Library as well as many local creative businesses ranging from local wineries to glass blowing. In 2022, Alamogordo MainStreet was accepted as the second MainStreet community in the Creative Economy JumpStart Program.

Additionally, NMMS has supported arts and culture in our MainStreet communities through technical assistance attached to a New Mexico Resiliency Alliance grant for Zuni Pueblo. Grant funds were utilized to purchase tents for art markets and festival events and camera and computer equipment to help build artist portfolios and support online vending. NMMS technical assistance involved support in strengthening networks and capacity between Zuni MainStreet and the Zuni artist coop. NMMS Revitalization Specialists assisted with the development of an artist workshop program, networking opportunities and regional marketing and tourism.

The ACD State Council continued to support the ACDs during the pandemic as well as streamlining and clarifying the duties and responsibilities of the State Designated ACD program, refining the ACD reporting process, and incorporating ACD content into all NMMS Conferences and Institutes. The ACD State Council has prioritized supporting the Start Up ACD process and has secured funding for the Cultural Plan planning process, a requirement for State Authorization.

Trainings and Coordination

Conferences continued to be offered in 2021, despite changing pandemic conditions. The Winter Conference was held virtually with a keynote address from Mary Means. The second, held in person in Farmington, included hands on mural painting sessions and art inspired wayfinding analysis and implementation. The NMMS program hosted two joint ACD/MainStreet leadership conferences in 2022, a virtual Winter Conference and an in-person Institute in Ruidoso which included hands on mural painting sessions and art inspired wayfinding analysis and implementation.

In 2021 and 2022, the NMMS program continued to work with the three start up communities, Carlsbad, Corrales and Farmington through the ACD Start Up process. The intent of this process was to provide training and services to build their organizational capacity and initiate arts and cultural projects. All of the start-up organizations have been working to develop projects and focusing on work planning. In addition, NMMS continues to offer ACD Start Up communities Revitalization Specialist support for identity/promotion development, signature event development, website development, and organizational capacity/board development.

In 2021 and 2022, the ACD State Council developed 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 relating to pandemic and post pandemic challenges. Efforts have included to assist strategies to rebuild programming post pandemic and to engage in new projects and programs which leverage the unique arts and cultural assets of the ACD communities focusing on economic vitality and strengthening the creative economy.

In 2023, the ACD State Council will continue 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. Many of our communities have expressed interest in revitalizing local and historic theater buildings with arts and cultural programming and we are exploring opportunities to build cross community networks and collaborative opportunities to share resources and experiences. The ACD State Council will continue to support the Start Up ACD and Creative Economy JumpStart communities toward State Authorization. We anticipate that Corrales and Carlsbad will complete their cultural plan in 2023 to be recommended for State Authorization in the Fall 2023 or early 2024. We will continue to identify opportunities for inter-department (NMMS, State Historic Preservation and NM Arts) partner support to the ACD Communities. An integrated and collaborative support system between departments has the potential to expand the resources and support the ACD State Council can provide to our districts.

ACD Policy Development and Updates

NMMS is seeing rapid renewed and expanded awareness in the creative economy post pandemic. The local demand for resources for artists, arts programming, venues for arts and cultural programming and vending is strong. Local community interest in arts and culture, with respect to heritage preservation, cultural engagement, beautification, and economic development is growing. Community collaboration, buy-in and local government interest in the arts and creative industries is moving beyond cultural tourism to creating places and experiences for locals, improving quality of life, creating impactful community engagement, and preserving the unique identity of our Arts and Cultural Districts.

The program continues to focus on 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 continue to be revisited by the NMMS ACD Taskforce in 2023. 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 2023 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.
- Continue to create a cohesive program around MainStreet and Arts & Cultural District trainings, meetings, conferences, and institutes.
- Continuing the Creative Economy Jump Start for Non-ACD MainStreet Programs.

- 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 both 2021 and 2022, NMMS provided technical assistance to each of the local ACD communities. All 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 and networking opportunities provided through the semi-annual ACD meeting at the NMMS Winter Conference, the NMMS Summer Institute and the 2022 National MainStreet Conference in Richmond, VA.

B. General Assessment Indicators

Although, 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, many communities hosted signature events, offered cultural programming and engaged in arts and cultural projects. 57 new arts and cultural business were reported in 2021 and 18 losses. New business growth during this time period was seen primarily in the Visual Arts and Food and Agriculture Sectors. Losses were also experienced primarily in these sectors as well. Arts & Cultural Districts demonstrated reinvestment impact in 2021. Communities reported over \$5.25 Million in Capital Improvements in 2021 with an additional \$2.6 Million in community reinvestment. Local ACD's received over \$1.2 Million in grants and raised over \$56.7K in private donations for arts and cultural projects in 2021.

Arts & Cultural Districts continued to demonstrated reinvestment impact in 2022. Communities reported over \$8.6 Million in Public Improvements with an additional \$425K in private reinvestment

The following is an overview of survey responses for both 2021 and 2022. A breakdown of arts and cultural activity in each community follows.

First Half (January-June) of 2021 Response Highlights

12 districts reporting

Districts reporting new arts & cultural businesses: 8

Carlsbad (1), Corrales (4), Farmington (1), Gallup (1), Silver City (4), Albuquerque (3), Las Cruces (2), Las Vegas (4)

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

Districts reporting arts & cultural business losses: 6

Carlsbad (2), Los Alamos (1), Raton (1), Silver City (2), Albuquerque (3), Las Cruces (1)

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: 10

Artesia, Carlsbad, Farmington, Gallup, Los Alamos, Mora, Silver City, Albuquerque, Las Cruces, Las Vegas
Los Alamos, Carlsbad, Farmington, Gallup, Las Cruces.

Districts reporting arts & cultural businesses closed or at limited capacity due Covid-19: 7

Carlsbad (2), Corrales (limited hours), Gallup (staffing issues), Silver City (staffing issues and personal health), Albuquerque (Restaurants due to lack of patrons), Las Cruces (renovation), Las Vegas (1 – gallery permanently closed)

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

Districts reporting increases in social media followers: 9

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

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

Second Half (July-Dec) of 2021 Response Highlights

12 districts reporting

Districts reporting new arts & cultural businesses: 9

Carlsbad (2), Corrales (1), Farmington (3), Gallup (1), Silver City (8), Albuquerque (5), Las Cruces (4), Las Vegas (1)

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

Districts reporting arts & cultural business losses: 5

Carlsbad (1), Corrales (1), Farmington (4), Silver City (1), Las Cruces (2),

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

Districts reporting physical improvements in the district: 7

Artesia, Carlsbad, Gallup, Raton, Silver City, Las Cruces, Las Vegas

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

Districts reporting arts & cultural businesses closed or at limited capacity due Covid-19: 5

Carlsbad (2), Corrales (2), Gallup (2), Silver City (staffing), Las Cruces (1),

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

Districts reporting increases in social media followers: 7

Carlsbad, Corrales, Mora, Raton, Silver City, Albuquerque, Las Cruces

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

First Half (January-June) of 2022 Response Highlights

11 districts reporting (No report from Mora)

Districts reporting new arts & cultural businesses: 9

Silver City (1), Las Cruces (2), Corrales (1), Artesia (1), Albuquerque (9), Farmington (7), Carlsbad (1), Gallup (1), Los Alamos (3)

Districts reporting arts & cultural business losses: 5

Silver City (3), Corrales (1), Carlsbad (1), Gallup (2), Los Alamos (1)

Districts reporting physical improvements in the district: 6

Public Investment: \$3.6M

Private Investment: \$25K

Silver City (\$38.5K, public and private), Las Cruces (\$2.2M public, \$3K, private), Artesia (\$11.8k, private), Las Vegas (\$1.2M, public), Farmington (\$2K, private), Carlsbad (\$143k, public)

Total Grant Funds Received: \$223K

Silver City (\$170K), Carlsbad (\$50K), Los Alamos (\$3K)

Districts reporting increases in social media followers: 7

Raton, Silver City, Corrales, Las Vegas, Albuquerque, Carlsbad, Gallup

Second Half (July-Dec) of 2021 Response Highlights

11 districts reporting (No report from Mora)

Districts reporting new arts & cultural businesses: 7

Raton (1), Silver City (9), Las Cruces (10), Corrales (2), Farmington (1), Carlsbad (4), Los Alamos (1)

Districts reporting arts & cultural business losses: 6

Silver City (6), Las Cruces (2), Corrales (1), Artesia (1), Las Vegas (1), Los Alamos (1)

Districts reporting physical improvements in the district: 10

Public Investment: \$5M

Private Investment: \$400K

Raton (\$2500, private), Silver City (\$135K, private), Las Cruces (\$22.6k, private) Corrales, Artesia (\$53K, private), Las Vegas (\$35K, private), Albuquerque (\$6K, private), Farmington, Carlsbad (\$30K, public, \$146K, private), Gallup (\$4.5 M, public)

Total Grant Funds Received: \$365K

Artesia (\$5K), Las Vegas (\$10K), Carlsbad (\$350K)

Districts reporting increases in social media followers: 9

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

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 both the 2021 and 2022 Semi-Annual ACD Reporting Survey and projected 2023 workplans submitted by ACD leaders.

Downtown Albuquerque Arts and Cultural District

In 2021, the Downtown Albuquerque Arts and Cultural District worked on several arts and cultural projects related to their cultural plan, including Abq Artblock, Abq Artwalk, expanding the downtown grower's market, and revising the website. The ACD supported downtown arts and cultural businesses via business podcasts/video casts, hosting 2 online markets and hiring a professional photography studio to take promotional imagery of 30 downtown businesses for their use. No events were held in 2021 due to the Pandemic Public Health Order.

In 2021, the Downtown Albuquerque Arts and Cultural District saw a gain of 8 new arts and culture businesses added to the ACD. The majority of these were food industry related. 3 arts and cultural businesses remained closed during the first half of 2021 due to public health order occupancy restrictions. Downtown restaurants struggled through the first half of 2021, as many downtown workers continued to work from home. In 2022, the Downtown Albuquerque Arts and Cultural District continued to see an increase in Arts and Cultural Businesses. Nine new creative businesses opened in the district, including two coffee shops, local and ethnic restaurants, a comedy club, and web design bringing 25 new jobs to the district. The ACD has continued to partner with local businesses to implement projects. New people with new energy and new ideas are forming partnerships which reduce duplication and maximize resources.

The ACD continues to host a successful and growing Downtown Growers Market. Vendor participation and public patronage increased significantly in 2021. In 2022, the Downtown Growers Market saw 1500-3000 monthly attendees, hosted over 130 vendors, and featured live bands. Additional market events bring in performers, live cooking demonstrations, live dance performances and farm tours. The ACD is working on ways to support the expansion of the market.

Other events and activities have seen significant growth in 2022. ArtWalks attracted 60-80,000 attendees over the course of 6 events. An average of 20 businesses and an average of 25 art vendors participate each month. The event includes live performances from local artists, 4 art exhibits, 5 food trucks and live Djs. Participating business reported one night's participation equals revenue equivalent to one month's rent. This event has also had a positive impact on providing opportunities to increase artist sales, exposure, and networks as well as overall promotion of the district. The 2022 annual Downtown Shop and Stroll attracted 1000 attendees and hosted 12 live performances. 55 businesses participated in the event. This event continues to grow jobs, artist sales and provide exposure and networking.

The district has identified a need for affordable artist housing, artist support services including business development and vending locations, marketing/branding, and studio space. Challenges in the district include organization, funding, parking, and the perceived safety of downtown. These challenges include historical racism, sexism, elitism, and power struggles.

Total Volunteer Hours in 2022: 180 hours.

2022 New Creative Businesses: 9

Private Reinvestment: \$6K

2023 Goals and Creative Industries Targeted

In 2023, the Albuquerque ACD will continue its efforts on the Farmers Market expansion, street events and the Artist Collective. They will develop a Fermentation and Fungi Festival and will work with the Reynolds Neighborhood Association and Off Center Arts to host Neighborhood pop ups.

Artesia Arts and Cultural District



In 2021, the Artesia Arts & Cultural District focused on implementing the Downtown Mural project and their Signature Event, the Red Dirt, Black Gold Festival. Four murals were completed in 2021, one featuring a native Artesia artist, and the Community Happy Mural in partnership with Artesia Public Schools. The Community Happy Mural engaged local students and offered trainings for local artists in mural installation. Over \$12,750 in private contributions funded the mural projects with additional support of \$14,000 from Lodger's Tax. The ACD is working to develop a local and regional Mural Trail for southeast New Mexico. The ACD Signature Event, Red Dirt Black Gold Festival attracted approximately 3,000 people with 50 additional hotel bookings. Increase in hotel food and bar revenues were also noted.

In 2022, the Artesia Arts & Cultural District focused on support for public art. The ACD is experiencing demand for arts programming and is building strong local partnerships. The ACD expanded on their continued mural efforts through new community mural projects, including the "Faces by the Fence" mural which featured assistance by 100 4th grade students and community members. All ACD murals have informational plaques with QR codes linking to area information and features. The mural trail has been added to the Artesia Chamber of Commerce's Walking Tour brochures.

Historic property reinvestments include remodeling efforts on the historic 1935 Ocotillo Performing Arts Center and repair of the 1975 Heritage Walkway murals. Funding for repairs is the primary need in the community with respect to historic preservation of cultural properties. The district historic theater, the LandSun, continues to be empty and unused.

Staffing shortages are affecting Artesia creative businesses. Some businesses are reducing hours due to lack of employees. Lack of display space is also an issue. Currently, the lobby at the Ocotillo Performing Arts Center is the only space available in the district. Artists and local entrepreneurs who do not have a brick-and-mortar business are struggling to find places to showcase work. The district has identified a need for basic training for new and start up business owners.

Insurance is another issue identified in Artesia's reporting. Artesia is reporting challenges finding mural artists who apply finish coats on murals due to lack of insurance. Smaller businesses stopped paying for insurance during the pandemic. The ACD needs insurance as well.

Total Volunteer Hours in 2022: 260 hours.

2022 New Creative Businesses: 1

Private Reinvestment: \$ 5K

Private Donations: \$ 21.8K

2023 Goals and Creative Industries Targeted

The Artesia ACD will work to identify funds for new murals and public art maintenance and upkeep. The Red Dirt Black Gold Festival will again be held in the Fall of 2023.

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. In 2021-22 period, the ACD has been active in moving the needle on projects identified in their workplan. 2021 saw the completion of a mural box project, the development of Heritage Walks, a Lodger's Tax grant provided funds for the creation of a website, logo and printed materials which launched in the Spring of 2022. The ACD successfully brought HeritageFest back in 2021 as an in-person event with approximately 3,000 in attendance. In 2022, they received funding and selected a consultant to develop a Cultural Economic Plan for the District, the capstone piece required prior to recommendation for State Authorization. Additionally, they filmed 6 interviews for the Heritage Walk, supported the Cavern Theater rehabilitation projects and laid the groundwork for a makerspace. The ACD applied for and received a NM Capital Outlay grant for \$350,000 for a new digital projection/speaker system for the Cavern Theater and was instrumental in working with the City of Carlsbad for \$3.3 Million to complete the theater restoration.

The ACD continues to see new creative economy businesses open in the district. The ACD gained three new Arts and Cultural businesses in 2021, adding 12 new jobs to the district. Due to the challenges of the Covid-19 pandemic, three businesses were lost to the district, a combined loss of 5 jobs. Creative Industry sectors gained included Outdoor Recreation, Technology and Music and Food & Agriculture. Businesses lost were in Food & Agriculture, Technology and Visual Arts & Design. New businesses in 2022 added 20 jobs primarily in the health, wellness, and beauty sector.

Social media promotion continues to be a challenge for district programming and businesses. The ACD is collaborating with the local Artist Gallery to increase artist members' online promotion of their classes and sales. The ACD offers free spaces at events and markets to promote arts and cultural businesses, but participation continues to be lower than desired. The district is interested in attracting more retail options including hobby stores, bookstores, paint studios as well as more food and drink establishments. Additionally, there is a need for more third spaces, such as coffee shops, co-working environments, and a maker's space in order to support creative businesses. These spaces will increase opportunities for networking and community support.

A series of physical improvements were completed in the district in the last two years including new "Greetings from Carlsbad" mural, road and parking lot improvements, a downtown speaker system, art acquisition, installation, and an upgraded security system for Halagueno Park and downtown beautification project (benches and trash cans). Private reinvestment has included local business building repairs, remodels, and façade improvements. The beautification project has resulted in less litter and the benches have provided places for people to rest and remain in the district longer. The new sculptures have attracted community members to the park through events and opportunities to meet the artist. Community interest in and support for public art is growing and funds are needed to restore and preserve

aging murals. The private investment in building improvements has had a positive effect on the look and feel of the community and the roadway improvements are anticipated to improve pedestrian safety and comfort and increase foot traffic in the district. In 2023, the next phase of the beautification project will include the repainting of the light poles and lamps and the installation of hanging planters. A new mural project is also in the works.

Carlsbad ACD hosted two new events in 2022, Art in the Park attracting over 300 attendees and Musica Buena attracting 500 attendees. The district continues to host the Third Thursday Summer Celebration and Street Art Edition which draws 2,000 attendees, the Downtown Farmers and Makers Market which averages 500 attendees per week, and the Fall Festival, an annual event with 2,000 attendees. The district hosted the first Cavernfest since the start of the pandemic in 2022. The Third Thursday events and weekly Farmers Market provide vending space for farmers, artists and crafters and increase local business patronage. Several businesses have grown out of the market to brick-and-mortar businesses but have unfortunately not located in the district.

Challenges in the district include lack of space for expansion and attraction of arts and cultural entities. Generally, Carlsbad ACD reports a lack in physical spaces for people to interact and connect. The library and museum need to expand to accommodate the demand for programming and resources. Outdoor public spaces in the district struggle in the summer with high heat levels. Additionally, the district faces challenges communicating events, programs, and resources.

Carlsbad ACD has identified a need for more education on historic properties. Currently, there is only one building listed on the National Historic Register. The district is developing a cultural tour to increase the awareness around cultural significant properties and is interested in adding plaques to participating buildings which historical information in partnership with the library and the historical society.

Total Volunteer Hours in 2022: 211 hours.

New Creative Businesses: 5

Private Reinvestment: \$ 180K

Public Investment: \$ 109K

Grant Funds Received: \$400K

2023 Goals and Creative Industries Targeted

Efforts in early 2023 will be focused on the Cultural Economic Development plan in anticipation of State Authorization late 2023 or early 2024. The district will continue to support the fully funded Cavern Theater project and the downtown beautification project and will begin identifying funding for a community mural and education outreach project.

Corrales MainStreet/Arts & Cultural District

The Corrales ACD continues to work through the Start Up process. The pandemic severely impacted the first half of 2021. The group re-catalyzed in the second half of 2021, reestablishing the ACD Steering Committee and taking over First Sundays. The ACD hosted an online version of Holly Daze auction in partnership with the Corrales Art Center. In 2022, The Corrales ACD received funds for the development of a Cultural Economic Plan. The planning process will commence in the Spring of 2023 with an expected completion late in the year. The district is continuing to develop its First Sunday gallery series and is planning its first Signature Event, Viva Corrales in the Spring of 2023.

The Village of Corrales is in the planning stages for an Arts, Community and Education center. The ACD has been active in stakeholder meetings and supporting community engagement in the process. Additional collaborations with the Village include Nichos de Corrales project. The first example of this project is the Story Book Garden at the Corrales Public Library and includes an outdoor space for children and community programming around gardening. This multi-generational project fosters next generation agriculture experiences with a seed library, plant information and a pollinator garden. Covid-19 impacted the Generational Project in 2021. Corrales Elementary School felt that this project was too overwhelming for staff to take on due to unpredictable Covid implications on schools. The Nichos projects, also stalled, however planning and partnership work continues. Partnerships are being explored with the public library, senior center, Corrales Comment and Corrales Elementary School. Music in Corrales and the Corrales Historical Society cancelled and postponed performances and productions in 2021 but experienced an overwhelming demand for programming in 2022.

The Corrales district is home to many events. In 2022, the ACD has been working to increase collaboration and cross-promotion with a long-term goal of consolidating events and reducing redundancy. The First Sunday monthly events bring around 40 people to the district and features gallery cross promotion. The First Sunday event also featured art from Corrales Elementary School in May. The Student Holiday Art Contest is another event sponsored by the ACD, Village of Corrales and the Corrales Art Center which offers youth engagement opportunities in the district.

The district is also focusing outreach to historic Hispanic families, known as the Descendants. Historically, this group has not been represented in the arts and cultural district effort. An event featuring a potluck and dance drew 150 people, many from Descendant families. In 2023, the district is interested in developing a family diary project, featuring stories from Descendant families.

The Corrales ACD continues to struggle to execute the pathways project, much needed pedestrian infrastructure to facilitate and make safe the increasing foot traffic. The Village has recently lost businesses to Santa Fe due to limited foot traffic.

Total Volunteer Hours in 2022: 600 hours.

New Creative Businesses: 2

2023 Goals and Creative Industries Targeted

Goals for 2023 include completing the Cultural Economy Economic Development plan, the completion of ACD Start Up benchmarks and trainings and the execution of the first Signature Event. The ACD will also continue to work on the “Nicho” project. The Village has purchased a new site for the Corrales Growers Market. The Corrales ACD/MS will support the Village with the development of this new location and the exploration of a much-needed commercial kitchen on the site.

Farmington MainStreet/Arts & Cultural District



Farmington MainStreet/Arts & Cultural District has been a start up ACD since 2018 and recently funding has been allocated to complete their cultural plan, one of the final steps prior to recommendation for State Authorization. The Start Up ACD hosted the NMMS Fall 2021 Conference, offering an in-person opportunity to experience the recent streetscape improvements. In addition to sessions hosted at the newly remodeled Farmington Civic Center, groups participated in workshops that offered hands on opportunities to experience mural painting and learn to perform outdoor trail assessments.

In 2021, four new arts and cultural businesses opened bringing eight new jobs. Four creative economy businesses were lost which provided 10 jobs in the district. Eight new arts and cultural businesses opened in 2022, including a retail shop, coffee shop, café, restaurant, and hair salon. In addition, one of the local restaurants expanded adding 4 new jobs. There is interest in seeing a music store, a yarn store and gourmet kitchen shop. The district is hoping to leverage MRA incentives to attract these businesses. The Farmington ACD district developed a property inventory and promotional material on historic buildings and actively markets available spaces to support the use of historic and cultural properties.

The district experienced extensive physical improvements in the district during 2021, with the completion of the Complete Streets Streetscaping project, removal of a blighted building with a wall preserved for a mural, and three new murals through the Arts in the Alley program administered by the NWNMAC. The district has continued to see major physical improvements in the district in 2022. The Historic Totah Theater reopened in November. The Historic Totah Theater will support the Totah studios, a joint venture between San Juan County and the City of Farmington. In addition, four new murals have been completed in the district bringing an additional \$2000 in reinvestment dollars and the landscaping has been completed throughout the downtown corridor. These activities have drawn attention and interest in the downtown area.

In 2021, The district hosted a series of events, including the weekly Makers Market with 75 vendors, the Food Summit Cook-off, the Southwest Apple Fest with an estimated 1,200 attendees, Small Business Saturday Art Walk as well as virtual promotional events. These events continued successfully in 2022. The Makers Market provides a consistent opportunity for artist sales and the art walk hosted 20-25 artists in local business to showcase work. The number of artists at the Makers Market continues to significantly increase and several youth artists are now participating.

Total Volunteer Hours in 2022: 1654 hours.

New Creative Businesses: 8

Private Reinvestment: \$ 2,000

Grant Funds Received: \$ 40,000

2023 Goals and Creative Industries Targeted

In 2022, Farmington ACD will continue to host the Downtown Art Walk, Makers Market and signature event. The ACD will focus the development of the Cultural Plan and the final steps to State Authorization.

Gallup Mainstreet Arts and Cultural District

The ACD has been working on several of their cultural plan projects; Dig into Downtown Stories Video Series, the Coal Avenue Commons construction mitigation project, Art on the Fence and the Levitt AMP concert series. The Levitt AMP concert series consisted of 7 concerts with a total attendance of 10,699 in both in person and virtual attendance. The ACD is in transition with an interim director, who has served previously as a MS/ACD director in Farmington, NM.

The Gallup MainStreet Arts and Culture District welcomed two new arts and culture businesses: Hello, Gorgeous and the Zuni Artists Support Team and the expansion of the Gallup Coffee Company in 2021. No arts and cultural businesses were lost in 2021, however some creative economy businesses faced staffing shortages. In 2022, one new arts and culture business located in the district, Keshi Foundation Gallery adding two new jobs. Two arts and cultural businesses were lost in 2022, both due to the sale of the landlord's building. One business purchased a new building and expanded.

Trends in the district indicate a need for outdoor recreational based businesses, more diversity in restaurant offerings and an artist coop like Artifacts Gallery in Farmington to support a demand for a wider variety of gallery types. The district hosted high school interns during the summer as part of the McKinley County's summer work program. Youth participating in the program indicated that they are interested in seeing different restaurants, active wear stores, sporting goods stores, and game/escape room type businesses. Opportunities exist as well to support community youth through partnerships with Gallup Arts to provide mentorship and access to careers in fine arts, crafts and performing arts.

The completion of the new streetscape is drawing more interest from arts and cultural businesses to locate downtown, however, many of the available buildings are not ready to be occupied. Over 11 businesses have expressed interest in locating in the district. However, there continues to be a challenge with vacant buildings that are not ready for occupancy. Some property owners are working to improve building facades; however, it continues to be a challenge for property owners to invest in vacant buildings to make them safe and desirable for occupancy. The district is looking for grants to support these improvements.

The Levitt AMP Gallup Music series was held live and in-person for the first time in 2022. This had beneficial impact on local businesses. Restaurants provided take-out packages for attendees and people patronized restaurants for dinner before shows.

Total Volunteer Hours in 2022: 1670 hours.

New Creative Businesses: 1

Public Investment: \$ 4.5M

Grant Funds Received: \$ 700K capital outlay, \$25K Levitt AMP grant

2023 Goals and Creative Industries Targeted

In 2023 Gallup MainStreet Arts & Cultural District will be working toward the completion of the Coal Avenue Alley Paseo Project, the conceptual planning of the Courthouse Plaza, hosting the Levitt AMP series and to continue to support arts and cultural businesses in the district.

Las Cruces MainStreet and Arts & Cultural District



Las Cruces MainStreet and Arts & Cultural District is the first self-designated State Authorized Arts & Cultural District in New Mexico. During 2021, the ACD been developed the Artists-in-Residence Program, the Generations Community Writing Project, the Ventanas Vivas, the Luminarias Holiday Story Telling Project and the administration of the State Capital Outlay Funds.

In 2021, six new Creative Sector businesses opened in the ACD and one expanded, creating 19 new jobs. New businesses included restaurants, boutiques, and health and wellness. The district lost three arts and culture businesses in the first half of the year, a café, and an art studio (10 jobs lost). One arts and cultural businesses remain closed due to renovations. During 2022, the ACD continued to attract new arts and cultural business. Twelve new businesses opened in the district, including restaurants, retail, health and beauty and galleries and four existing business expanded increasing arts and cultural jobs in the district. The ACD is currently running out of space for new businesses as demand continues to increase to locate district. Potential opportunities to expand business district include the adjacent Mesquite neighborhood which is zoned for cottage industry and the conversion of unused office space/buildings in the area. The district also identified a need to support family friendly everyday options for shopping, dining, and retail such as bakeries and ice cream parlors.

The district has attracted large creative economy companies, including 828 Studios and Bitwise which will bring 1,000 new jobs to the district in 2023 anticipating to increase foot traffic and the demand for goods and services during work week hours. Many existing businesses may need to adjust hours of operation to serve this population.

The district hosts writing programs, artist workshops and roundtables and provides business outreach, recruitment, and retention support. The ACD has developed an Artists in Residence Project, expanded the Mesquite Historic District Walking Tour and hosted the annual Ventanas Vivas event. New in 2022 was the development of the Artist to Artist Accelerator program which includes seminars and workshops specifically for creative economy businesses. The ACD is currently working with the City of Las Cruces to install lighting and wayfinding in the district.

Total Volunteer Hours in 2022: 128 hours.

New Creative Businesses: 12

Private Reinvestment: \$ 1.8M+

Public Investment: \$ 2M+

2023 Goals and Creative Industries Targeted

Las Cruces will continue to develop the Artist to Artist program, the Lit Fest/Generations Community Writing Program, and the ACD Lighting and Wayfinding project.

Los Alamos Creative District



The focus of the ACD work in 2021 included a hybrid of in-person and virtual events in response to the fluctuating pandemic climate. Los Alamos Creative District hosted the On Tap lecture series online, twice a month with approximately 50 attendees for each lecture. Tuesdays at the Pond featuring music resumed for 5 concerts in June with about 800 total in person attendees. Additional events and performances included Evening of Arts & Culture (368 attendees) and the Rocky Horror Picture Show (240 attendees).

In 2022, the Los Alamos Creative District returned to moving workplan projects forward. The Atomic Follies cabaret series supported programming goals for ongoing creative activities and events that engage the community. The event, the only reoccurring nightlife for 18+ in the community, not only promoted restaurants and the local brewery, but also attracted community members to engage in theater production on stage and as tech support. Sciencefest and Day of Art and Culture have highlighted arts, science, and technology themes. The Creative District leveraged the technical assistance of NMMS to provide education around grant opportunities and resources to the Historical Society for the Oppenheimer House renovation. The district also noted that County owned historic buildings within the district could be an opportunity to incorporate historic plaquing, State and National Historic Registration and grants for much needed restoration work.

The Los Alamos Creative District has identified the need to support arts and creative organizations in 2023. Many organizations are in transition with new members replacing long term board members. This is bringing new energy, but there is need for education in fundraising, grant writing, and organizational leadership. The Creative District is interested in leveraging MS service requests to facilitate a workshop series with four organizations to build board skills and capacity. The district has also noted that several organizations need formalization, such as the Little Theater, to better access resources and support programming and building maintenance and restoration. Other needs include practice and performing spaces for the performing arts, creating streamlined medium for communication and networking among artists, business training in marketing skills, and more opportunities to promote and showcase work. Funding is needed for incubator mini grants and trainings for the creative community.

Total Volunteer Hours in 2022: 15 hours.

New Creative Businesses: 4

2023 Goals and Creative Industries Targeted

In 2023, the Los Alamos Creative District will be focusing on revisiting the Cultural Plan, continuing the Atomic Follies Cabaret Series, the ScienceFest Evening of Art and Science, the Day of Arts and Culture event and creating a season guide for performances, events, and programming.

Las Vegas Arts & Cultural District



Las Vegas Arts & Cultural District work focused on revitalizing the Historic Railroad District, preserving Las Vegas' architectural legacy and supporting small businesses. They have worked with the arts community to expand and promote arts, cultural events, and attractions. The ACD has initiated an adaptive reuse, building renovation to create residential artist lofts and are telling the story of Las Vegas as a unique American cultural treasure through an article in Preservation Magazine.

The ACD was active in 2021 in the prevention of demolition within the district. They worked with the city to save the Fram Building at 135 Bridge Street, and with Citizens Committee for Historic Preservation to stop the demolition of the Maloof Building at 105 Bridge Street and the Lincoln Park gazebo in Lincoln Park. Also in 2021, the ACD, in partnership with the Las Vegas Arts Council, applied for and received a \$10,000 NEA grant for a citywide mural project. An additional \$4000 grant for this project was received from the Las Vegas Community Foundation.

Las Vegas ACD saw an increase creative economy activity with nine new arts and cultural businesses added to the district in 2021 with a total of 15 new jobs. They supported local Arts and Cultural entrepreneurs through Project LEAP, providing tech audits for small businesses and tech updates for businesses in marketing, website development, branding, and other technical upgrades. Growth continued in 2022 with an increase in galleries and creative businesses. Also in 2022, a First Fridays Gallery openings saw an attendance of 50-60 people at the first event and a studio tour for the district is in the works. These ongoing efforts bring more visibility and selling opportunities for local artists. Additional funds are needed to support an individual artist grant program and studio space. The district is engaging community youth for paid assistance with the mural project and a brick pathway project.

The first phase of the Great Block project in the Railroad District is almost complete and the Façade Squad project was completed in 2022. The ACD continued to work on the Las Vegas Community Garden & Art Park at Douglas and Railroad. A beautification project is also in the works to replace trash and benches through Lodger's Tax funds. The district is also interested in obtaining small grants for the evaluation of cultural properties to determine repair costs.

Total Volunteer Hours in 2022: 140 hours.

New Creative Businesses: 9

Private Reinvestment: \$

Public Investment: \$ 1M+

Grant Funds Received: \$ 10K (annual portion of \$50K grant)

2023 Goals and Creative Industries Targeted

The Las Vegas Arts & Cultural District will be working on a \$30,000 city wide mural project with the Las Vegas Arts Council, and the opening of Las Vegas Art Park. The second phase of the Great Blocks project, a \$1.2 M project will begin in 2023 as well.

Mora Arts and Cultural Compound

In 2021, the Mora Arts and Cultural Compound has focused on youth programming, the online artist database (Mora Marketplace) and Tourism Development. They have provided local artists assistance to transition to online selling. Youth programming included a Cultural Youth Summer camp featuring traditional arts, hunting, and fishing, gardening, recycling, and sustainability. Youth art classes have included courses in photography, drawing, painting, sculpting, assemblage, and fiber arts.

The ACD assisted with façade improvements for local businesses. They assisted the Los de Mora Local Grower's Co-op rehabilitate the old grocery store through façade improvements and new equipment. The ACD assisted Hatcha's Restaurant (awarded funds for signage & mural) and the Olivas Country Store with façade improvements.

The district applied for and received a total of \$55K in grants in addition to a contract with Mora County for \$12,500.

Public improvements in the district included the installation of planter boxes and banners on light posts including new banner brackets and new trash cans for a total of \$6800.

2022 Goals and Creative Industries Targeted

The Arts and Cultural Compound will be working on hiring a new executive director in 2022.

Raton MainStreet/Arts & Cultural District



In 2021, the Raton ACD focused on programs and projects related to the ACD Cultural Plan including Phase I of the Railroad Depot Restoration/Renovation project. Signage and wayfinding have been implemented as a result of a \$50,000 T-Mobile Hometown grant and the ACD supported 4 Raton Youth Theater Shows. Additionally, the ACD focused on events including Fun on First and the Santa Fe Trail Balloon Rally. In 2022, the Raton ACD continued the renovation work on the historic train depot, hosted MRA workshops on the Coors Building and events on historic first street. All the events on historic First Street provided opportunities for visual and performing artists and support sales for existing retailers.

The performing and visual arts remain strong in the district. In 2022, *Always Patsy Cline*, a new show at the Historic Shuler Theater drew an attendance of 542 and help increase new patrons. The production employed 5 local musicians for three months and provided district promotion. The ACD has partnered with Phil Long Ford and 3 other arts organizations to bring performances to local schools. This effort has resulted in an increase in youth actor recruitment. In addition, ACD partnerships with the Shuler Restoration Commission, Santa Fe Trail School for the Performing Arts, Raton Arts Council and KRTN focused on youth with performing arts workshops and youth focused performances. Old Pass Gallery continued to grow, accepting 6 new artists in 2022.

In 2022, the ACD supported arts and cultural businesses with a \$1K façade improvement grant to Solano's Boot and Western Wear and sought funding for infrastructure/plumbing work at the Shuler Theater. The ACD supported arts and cultural entrepreneurs through increasing artist representation at the Old Pass Gallery, hosting 4 online shows via Ratonarts.org and featuring 3 Performances at the Historic Shuler Theater. They engaged youth through an internship program at the Old Pass Gallery and included High School art students in the Raton Mural Project. Raton MainStreet also offers an internship program.

2022 events in the district included five gallery shows at the Old Pass Gallery and online with 243 in attendance, the 4th of July Parade and Activities on Historic First Street with 2,000 attendees, Gate City Music Festival with 2,500 people over two days and the Festival of Lights/Winter Wonderland with 2,000 people.

Total Volunteer Hours in 2022: 780 hours.

New Creative Businesses: 1

Private Reinvestment: \$ 9K

Public Investment: \$ 2M (ongoing)

Grant Funds Received: \$

2023 Goals and Creative Industries Targeted

The Raton ACD will continue to focus on the \$2M Historic Train Depot renovation, youth programming and performances and support of the Shuler Theater plumbing project. The district is interested in developing more murals.

Silver City Arts & Cultural District

The Silver City ACD has been focusing on physical improvements to the district, events and programming as well as supporting new and existing creative economy businesses. In 2021, the ACD saw 12 new Arts and Cultural businesses including health and wellness, retail, restaurants, and galleries bringing 18 new jobs to the district. The ACD lost 3 businesses which included retail and restaurants. Six businesses expanded in the district, with one adding 3 additional employees. Significant increases continue in 2022 with 14 new business including galleries, retail, restaurants, and salons. However, the district lost 9 arts and cultural businesses as well. Although there is a high number of artists interested in the opening galleries and studios in the district, anecdotal information indicates that the high turnover rate might be a result of high rents. Tourists and visitors complain about limited gallery and business hours which may contribute to low sales, and this could also impact foot traffic to businesses which are open during normal business hours. The district is looking into studying this issue.

In 2021, the ACD experienced physical improvements to over 18 private establishments totaling over \$157,000. Physical improvements include painting, signage, parklets, remodeling, lighting, and murals. Through the NPS grant, the ACD is helping with the restoration of 4 properties. The first property was completed in the first half of 2021. The final project, the Murray Hotel is currently underway. The ACD has developed a property owner toolkit and the Small Business Assistance Program focused on signage and facades. In 2022, the Main Street Plaza Pocket Park opened, and the Lion's Park project work continued. These projects had positive visual impact on the community and there is interest in building on this work with murals and exterior painting in the district in 2023.

Arts and Cultural business support in the district included ongoing events which draw tourism, Kick-Ass Entrepreneur Story Times which promoted the district businesses, featured entrepreneurs, and offered networking and resources. The Silco Theater introduced a Film Club and offered first run movies providing an anchor downtown nightlife. Additionally, the Silco Theater hosted a kids' film festival each week during the summer. The ACD worked to connect artists to resources with the 200 W. Market Street and Grant County Art Guild for pop-up gallery spaces, offering a small business assistance program (funding 21 downtown merchants) and through hosting Community Collaboration Meetings.

The ACD identified a lack in opportunities for youth in existing programming, ACD organizations and businesses. The ACD encourages youth engagement through Make and Take activities and youth programming at the Silco Theater. The district hopes to support more family friendly theater performances and visual arts programming, possibly in partnership with the Southwest Regional Museum of Art and Art Center.

Total Volunteer Hours in 2022: 689 hours.

New Creative Businesses: 14

Private Reinvestment: \$ 13,5K

Public Investment: \$ 38.5K

Grant Funds Received: \$ 169K

2023 Goals and Creative Industries Targeted

Silver City ACD plans for 2022 include the 100th anniversary Silco Gala variety show, the Make and Take activities, expansion of the Silco Theater programming, acquiring funding for a retractable screen and stage for the Silco theater, murals and developing a social media workshop for artists and business owners.