



Pearl of the Pecos Arts & Cultural District

## Director's Report

November 1 through November 30, 2019



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### Networking/ Meetings

- November 4- Night of Lights planning meeting, 4:00pm
  - November 5- Lodger's Tax Meeting, 7:30AM
  - November 6- CHS Curriculum Review Meeting 2:45PM
  - November 12- Night of Lights planning meeting, 4:00pm
  - November 18- FAVV Committee Meeting, 11:00AM
  - November 18- CCAC Board Meeting 4:00PM
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- November 18- CCAC Member Meeting @ Carlsbad Community Foundation, 6:00PM
- November 19- Night of Lights Planning Meeting, 4PM
- November 20- Meeting with City regarding Night of Lights, 3PM
- November 21- KCCC Radio, 12:00PM
- November 22- Art Walk, 4:00PM
- November 25- MainStreet Board Meeting, 12:00PM
- November 25- Night of Lights Planning Meeting, 4:00PM
- November 30- Night of Lights, all day

## Promotion of the Arts in Carlsbad:

While Creative Carlsbad Arts Council hosts district events, it is also the responsibility of the Executive Director of the Arts & Culture District to promote other events and activities happening within. Below is a list of activities and events that were promoted via social media and/or emailings and the date they were promoted:

- 11/4/19- Christmas on the Pecos promo
- 11/4/19- Night of Lights Promo
- 11/4/19- Call for Artists, Night of Lights
- 11/4/19- NMSU Taste of Culture promo
- 11/4/19- CCCA, Burlap to Cashmere promo
- 11/5/19- CCAC Call for volunteers
- 11/5/19- The World of Frida promo
- 11/5/19- United Way, Santa Fun Run promo
- 11/6/19- CCCA, Burlap to Cashmere promo
- 11/7/19- Lucky Bull, live music promo
- 11/7/19- Riverwalk calendar promo
- 11/7/19- Local artist, Amanda Salas promo
- 11/9/19- Local artist, Amanda Salas promo
- 11/11/19- Night of Lights, call for vendors
- 11/11/19- Night of Lights, call for artists
- 11/17/19- Night of Lights promo
- 11/17/19- Third Monday Meet & Greet promo
- 11/17/19- Night of Lights, Call for artists
- 11/17/19- Night of Lights, CTHHS promo
- 11/19/19- CHS Mummers promo
- 11/20/19- Made to Lather promo
- 11/20/19- Night of Lights promo
- 11/20/19- Electric Light parade promo
- 11/20/19- Carlsbad MainStreet promo
- 11/20/19- Trinity Thanksgiving promo
- 11/20/19- CCCA promo
- 11/20/19- Rodney Carrington at the Civic Center promo
- 11/21/19- Parade route promo
- 11/21/19- Loud Creations promo
- 11/21/19- Historical Society ornament sales promo
- 11/21/19- Friends of the Library auction promo
- 11/21/19- Loving light parade promo
- 11/21/19- Artwalk promo
- 11/21/19- WalMart call for artists promo
- 11/22/19- CHS Mummers promo
- 11/24/19- Carlsbad Community Theatre promo
- 11/25/19- Rock of Ages promo

- 11/25/19- Call for artists for Night of Lights
- 11/25/19- Night of Lights promo
- 11/30/19- Selfies with the Nutcracker

## **Current Projects within the District:**

### **Downtown Mural Project:**

The second electrical box in the downtown mural project has commenced. Art teacher, Elijah Nieto and his advanced art students have primed the box prior to painting, and have completed the outline sketch of the mural. Completion of the mural is expected in November. Julie has been in communication with Scott Conard, the new assistant professor of digital media at NMSU to propel the mural renderings developed by students under the instruction of Ruben Olguin. Development of the third electrical box mural will be forthcoming.

### **New Mexico School for the Arts Workshops:**

Planning has commenced for the spring of 2020 workshops. NMSA plans to bring creative writing workshops as well as dance workshops to the POP District over Spring Break. Details will be forthcoming.

### **Night of Lights:**

Creative Carlsbad Arts Council hosted the 5<sup>th</sup> annual Night of Lights at the Halagueno Arts Park on November 30, 2019. This year's theme for the event was "A NutCracker Jubilee". The event was hugely successful. An estimated 3,500 people were in attendance. The lights in the park, provided by the City of Carlsbad, were more elaborate this year than ever before, and were very impressive to all. Eight food vendors, and 14 regular vendors participated, and reported a successful evening of sales. Creative Carlsbad sponsored Carlsbad Transitional Housing and Homeless Shelter's fundraising efforts, in which \$400 was raised for their cause. Creative Carlsbad also raised over \$200 for the arts and culture in Carlsbad with fresh popcorn and hot cider sales. Event performers included Accidental Harmony, the Carlsbad Early College High School Singers, Holly Tucker, and Cheryl's School of Dance. The performances were well received by all. Seven chalk artists participated in the chalk art contest, and was once again, a huge hit at Night of Lights. Children also had the opportunity to craft their own christmas ornament, in which hundreds of pinecone

ornaments were made. Smiling faces were all around, we consider this event to be one of the best Night of Lights thus far!

## Upcoming Projects within the District:

### **Developing Cultural Plan for ACD:**

As a requirement set for to establish full state designation from NM MainStreet, the POP Arts & Culture District must develop a cultural plan. Fundraising efforts have begun, as we seek corporate sponsorship to absorb the cost of the plan. Further development will be made during Creative Carlsbad's annual strategic planning meeting on December 12th.

### **Strategic Planning:**

Creative Carlsbad Arts Council, and POP Arts & Culture District will be meeting on December 12th to conduct their 2012 strategic plans. The group will observe the year in review, and determine the overall success of the works of the ACD and arts council.

Proposed items for discussion include:

- Development of Cultural Plan
- Current state designation status
- Volunteer Needs
- Board and Committee recruitment
- Economic development and the arts
- Fundraising Efforts

## Upcoming Required Meetings:

- *NMACD Site visit and training (Arts & Culture Entrepreneur Support)- date TBA*
- *NMACD Site visit and training (Cultivating & Supporting Creative Industries)- date TBA*
- *NMACD Site visit and training (Historic & Cultural Building Stewardship)- date TBA*
- *NMACD Site visit and training (Reporting Training)- date TBA*