



Pearl of the Pecos Arts & Cultural District

## Director's Report

March 1 through March 31, 2020



Above: Announcing our new FaceBook Group for COVID19 recovery and collaboration

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### Networking/ Meetings

- March 3rd- Lodger's Tax Meeting
  - March 3rd- Community Calendar meeting with Karla Hamel and Marla Carr
  - March 4th- 2020 Census Meeting
  - March 5th- Meeting with New Mexico Magazine, Chris Romero
  - March 6th- 4th of July Celebration meeting
  - March 10th- Art Festival planning meeting
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- March 11th- Lodger's Tax Annual request planning meeting with Mary Garwood
- March 17th- KCCC Radio Interview
- March 27th- Grant Writing Training webinar with NMMS

AS OF MARCH 16, ALL SCHEDULED MEETINGS WERE CANCELLED DUE COVID 19:

- *Creative Carlsbad Arts Council BOD Meeting- March 16th, 4:30pm*
- *Third Monday Meet & Greet- March 16th, 6:00pm*
- *NMMS Fundraising & Grant Writing training- March 26th through the 27th*
- *POP Steering Committee Meeting- March 23rd, 4:00pm*

## **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 ensure the promotion of other events and activities happening within. During the strategic planning session held by Creative Carlsbad in December, a marketing/promotion committee was formed to help support the social media piece of promotion for the arts in Carlsbad. To view all of the recent postings, please visit Creative Carlsbad's Facebook page.

### **Social Media & Digital Marketing**

With the recent pandemic that has swept our nation, we are using social media, particularly Facebook, to create a platform for hope and encouragement. A Facebook group has been made called, "Create Art, Cultivate Joy". The group has been well received by the community, and continues to add more members each day. POP is coordinating with artists, dancers, crafters, musicians, etc. to host Facebook Live presentations on a daily basis as long as the social distancing rules are in effect. The idea is to not only entertain, but also to provide our business owners, artists, and instructors an opportunity to promote their services while also stimulating interest for future bookings and sales. Tutorials will continue to be available on Facebook after the Live presentation has been posted. We have hopes that this group will be an on-going platform for artists and the community to connect, collaborate, and do business.

We have also been diligent in providing resources to our business owners, artists, and community members through email and Facebook. There are many grant opportunities, loans, and programs to assist small businesses during this difficult time. [www.NMARTS.org](http://www.NMARTS.org)

is an excellent site to access these resources. POP has offered to assist in grant writing as well as advising in appropriate programs.

POP Steering Committee chair, Scott Conard is currently developing an Instagram account for the Pearl of the Pecos ACD. This account will be fully functional in April.

### **Community Calendar**

The community calendar, found at [www.pearlofthepecos.org](http://www.pearlofthepecos.org) continues to be a useful resource for Carlsbad, as more organizations and businesses are adding their events on a regular basis. Marla Carr has accepted the task to volunteer her time managing POP's Community Event Calendar. The COVID 19 pandemic has caused innumerable events to cancel and postpone. However, with the addition of our new Facebook group, the calendar will be rejuvenated. We are looking forward to filling the calendar efficiently and completely. Currently, we are working to merge our "Create Art, Cultivate Joy" events with the online calendar.

### **Extra-Curricular Activity (outside of POP ACD)**

Plans for Mayor Janway's Patriotic Old Fashioned 4th of July Celebration have taken a pause due to COVID19. The event is still scheduled to proceed as planned, pending the lift of public gathering restrictions.

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

### **New Mexico ACD Designation (ongoing):**

The Pearl of the Pecos continues in the effort to achieve full state designation. Many milestones have been met, and others are still ongoing. One of the final requirements for state designation is the development of a cultural plan for the district. New Mexico MainStreet has advised that we contact them in March regarding the funding options for the POP ACD's cultural plan. The POP steering committee has agreed that a professional planner should be involved in the process of developing our plan. With the assistance of CCAC, POP is obtaining detailed demographic information on the businesses within the district. Once complete, the information will be shared with NMACD for evaluation. This asset evaluation will help to determine work plans for the coming years, and the continuation of growth and stability.

**Downtown Mural Project (ongoing):**

Due to COVID 19, this project has been put on hold.

**NMSA Workshops/Art Faire:**

This event, originally scheduled for May 2nd has been postponed. We are considering adding the POP Arts in the Park Festival to the HeritageFest Activities scheduled on September 19, 2020.

**Upcoming Projects within the District:****Concerts/Movies in the Park 2020:**

Planning has been postponed due to COVID 19.

**Bike Racks:**

POP is working towards branding the district in a unique way. In an effort to bring more art, and beautify the district- and also to provide fluidity by way of recognizable branding, The POP event/project committee is pursuing an opportunity to install custom bike racks throughout downtown. Julie has received one of two bids requested for the project. The bid that was received also included a beautiful rendering of his vision for the project. More details will be forthcoming.

**HeritageFest:**

The date has been set for September 19, 2020. Details will be forthcoming.

**Night of Lights:**

The date has been set for November 28, 2020. Details will be forthcoming.

**Upcoming Required Meetings:**

- *NMMS Grant Writing Training webinars- April 1st, 2nd & 15th*
- *NMMS Fundraising Training webinars- April 8th & 9th*