



Pearl of the Pecos Arts & Cultural District

## Director's Report

February 1 through February 29, 2020



Above: Announcing the first annual POP Arts in the Park!

---

### Networking/ Meetings

- Feb 4th- Lodgers' Tax meeting
  - Feb 6th- Census meeting
  - Feb 12th through 15- NMMS Winter Conference in Santa Fe
  - Feb 17th- FAAV Meeting
  - Feb 17th- CCAC Board meeting
  - Feb 17th- CCAC Third Monday Meet & Greet
-

- Feb 19th- Arts in the Park planning meeting
- Feb 20th- Meeting with potential downtown business, Campfire Industries
- Feb 21st- 4th of July Bash planning meeting
- Feb 24th- MainStreet board meeting
- Feb 24th- POP Steering committee meeting
- Feb 26th- 4th of July Bask planning meeting
- Feb 27th- Census meeting

## **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.

### **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. Plans for a calendar manager are on the horizon. A meeting is set for March 3rd with a potential candidate.

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

Creative Carlsbad were asked by Mayor Dale Janway to assist in the planning, execution and promotion of the first annual Old Fashioned Fourth of July Celebration. The event will be held on the 4th of July at the Carlsbad Beach Bandshell. A preliminary event budget has been established, and sponsorship has been acquired in the amount of \$24,000. R360 and AR Foreman are our title sponsors, with ConocoPhillips, Sendero Midstream, and Concho as Gold Sponsors. The Southwest Surfers, as well as JD & the Badlands, Melissa Jones Auld, Stranded, and the Carlsbad Mariachi have been confirmed to perform. DJs Anthony Alonzo, Jose Ornelas, and Pete Subia will also perform at the event. Social Media promotion has begun, as well as design work for print marketing, and radio.

## **Social Media & Digital Marketing**

The Pearl of the Pecos continues to use social media as a promotional tool for the Arts & Culture District. The newly acquired Facebook page, Carlsbad Arts Alliance is getting attention, and already has 634 followers.

On February 10th and 28th, Julie Chester sent emails to our database regarding artistic events and opportunities in Carlsbad, including CCAC Third Monday Meet & Greet, Carlsbad Community Theatre, Carlsbad Community Concerts, RiverBlitz, CHS Mummers, and a call for artists- inviting them to participate in the POP Arts in the Park Event on May 2nd.

## **Growth within the ACD**

Local entrepreneurs of Campfire Industries, an outdoor clothing retailer, are interested in a brick and mortar downtown. Julie met with the owners to discuss their ideas and to offer the support of POP on February 20th. Many great ideas were brought to the table. Julie will continue to offer support, and facilitate the relationships necessary to assist in recruiting Campfire Industries to the POP district.

## **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):**

The first electrical box mural has officially been completed! Mike Campos added the logos of all entities involved, including POP, Keep Carlsbad Beautiful, Carlsbad MainStreet, and the Carlsbad Coalition. It has been sealed/weatherproofed. 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. There have been some delays during the holidays that have slowed the completion of the painting. As weather permits, the project will propel forward. 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. Mike Campos is also working on a rendering for a 4th mural box to be presented to the FAVV Committee for approval.

### **NMSA Workshops/Art Faire:**

Planning has commenced for a Community Art Festival on May the 2nd. This event will be held at the Halagueno Arts Park, the Carlsbad Museum & Art Centre, and the Carlsbad Public Library. New Mexico School for the Arts will be bringing with them interactive experiences including an instrument petting zoo, community poem (participants will have the chance to contribute to the poem), learn a dance move, visual arts, and more. Recruiting of artists and food trucks has begun, as well as social media promotion. More information regarding this event will be forthcoming.

## **Upcoming Projects within the District:**

### **Concerts/Movies in the Park 2020:**

POP is currently collaborating with Dave Morgan at the Carlsbad Museum and Art Center in the preparation and planning of the summer movie/concert series. POP will assist in the promotion as well as the execution of these events. Concession sales will take place at each, fundraising for projects within the ACD.

**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:**

- *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*