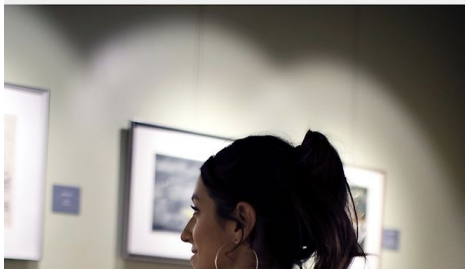


Pearl of the Pecos Arts & Cultural District

Director's Report

December 1 through December 31, 2019



ABOUT

The Pearl of the Pecos Arts & Culture District is a diverse and thriving epicenter for arts and culture in Carlsbad which supports art education and economic development. Art experiences,



Networking/ Meetings

- Dec 6th- Carlsbad Chamber of Commerce Wine Festival
 - December 9th- FAAV Committee meeting
 - December 12th- Creative Carlsbad Annual Strategic Planning Meeting
 - December 12th- Creative Carlsbad Board Meeting
 - December 20th- Preliminary meeting with local developers for downtown
 - December 28th- MainStreet Board Meeting
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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:

- 12/1/19- Selfies with the Nutcracker promo
- 12/2/19- Selfies with the Nutcracker promo
- 12/3/19- Promo for ornament sales CTHHS
- 12/3/19- promo for Uncorked Art
- 12/4/19- Promo for Trash Tag challenge
- 12/4/19- local artist Helen Gwinn promo
- 12/5/19- promo for Uncorked Art
- 12/6/19- promo for CHS Mummies & Choir Variety Show
- 12/6/19- Promo for Carlsbad Community Theatre play
- 12/9/19- Promo of new website for POP
- 12/11/19- promo for local artist, Stained Glass workshops
- 12/14/19- promo for Uncorked Art
- 12/16/19- promo for Carlsbad Public Library
- 12/21/19- promo for local artist, Elijah Nieto
- 12/1/19- promo for Artist Gallery red dot sale

Current Projects within the District:

Development of new website:

As per state requirements, a new website was developed and launched for the Pearl of the Pecos ACD, www.pearlofthepecos.org. The website includes a Community Calendar, a photo gallery of district projects and points of interest, a page dedicated to the Halagueno Arts Park, information on the Patrons of the Arts Program, access to the Director's Reports for the last 12 months, a map of the POP district including business locations, link for Creative Carlsbad member login, and so much more! The website is a beautiful representation of the work of the district. It is user friendly, and a much needed resource for the community.

Creative Carlsbad Annual Strategic Planning Meeting:

Creative Carlsbad's Board of Directors as well as the Pearl of the Pecos Steering Committee

met on December 12th to map out a plan for the year 2020. It was determined that 2019 was greatly successful in the execution of and continuation of the Pearl of the Pecos Inaugural Initiatives. The initiatives include the promotion and development of: Visual Arts, Performance Arts, Literary Arts, Youth Art, and Cultural/Historical Assets. Financial reports also provided a positive result in fundraising activities, ensuring the ongoing efforts of both CCAC and POP. An organization of responsibility was determined for the Executive Director of the Pearl of the Pecos ACD and for the Creative Carlsbad Arts Council Board of Directors. This understanding of responsibilities will result in a more dynamic, and well-rounded approach to the success of both the Arts Council, and the POP District. These changes will begin to take place in January 2020. CCAC Committees were also developed including: Fundraising, Membership, Events/Marketing, POP, and Board Management.

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. We have received confirmation that New Mexico MainStreet will assist financially in the development of the plan. More information will be forthcoming.

Downtown Mural Project (ongoing):

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 FAAV Committee for approval.

Upcoming Projects within the District:

NMSA Workshops:

Communications, and planning has commenced for spring workshops provided by New Mexico School for the Arts. Dates for these workshops will be March 25th through the 27th, during Spring Break.

HeritageFest:

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

Nigh of Lights:

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

Upcoming Required Meetings:

- *Fundraising and Grant Writing Training- Jan 16th & 17th in Albuquerque*
- *CCAC Board Meeting- January 20th at 4:30PM (location TBA)*
- *CCAC Third Monday Meet & Greet- January 20th, 6:00PM (location TBA)*
- *POP Steering Committee Meeting- January 27th at 4PM @ the Carlsbad Foundation*
- *NMACD Winter Quarterly Meeting- February 12th-14th in Santa Fe*