



Pearl of the Pecos Arts & Cultural District

Director's Report

May 1 through May 31, 2020



Above: Facebook Group, "Create Art, Cultivate Joy" hosted a virtual tour of the Cavern Theatre with Ken Britt

Networking/ Meetings

- May 1st- Fundraising training with NMMS (Webinar)
 - May 5th- Cavern Theatre virtual Tour
 - May 7th- Fundraising training with NMMS (Webinar)
 - May 11th- 4th of July Bash planning meeting
 - May 14th- Fundraising training with NMMS (Webinar)
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Promotion of the Arts in Carlsbad:

Ongoing: 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

Ongoing: With the recent pandemic that has swept our nation, we are using social media, particularly Facebook, to create a platform for hope and encouragement. Our new Facebook "Create Art, Cultivate Joy" now has over 1,300 followers. A different presentation was hosted each day from April 2nd through May 15th, during the height of the social distancing requirements due to the COVID-19 pandemic. With the help of an emergency relief grant from the Carlsbad Community Foundation, and POP's Patrons of the Arts Program, and Facebook fundraising, 30 presenters were gifted stimulus checks in the amount of \$140. The checks were mailed on May 26th. As businesses begin to re-open, we are no longer scheduling presentations, but are encouraging business owners, artists, and members to continue posting presentations of their own. We are in hopes that Create Art, Cultivate Joy will continue to serve as a platform for promotion and web presence for our small businesses.

We continue to be 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 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 successfully launched an Instagram account for the Pearl of the Pecos ACD and is beginning to gain traction.

Community Calendar

Ongoing: The community calendar, found at www.pearlofthepecos.org continues to be a

useful resource for Carlsbad. However, the COVID 19 pandemic has caused innumerable events to cancel and postpone. We are looking forward to being able to refill the calendar as events become allowable in the state of NM.

Extra-Curricular Activity (outside of POP ACD)

A planning meeting was held on May 11th in the City Hall Planning Room. Discussions were held regarding the current status of the event. As of now, the event is planned to proceed on schedule. However, it is understood that social distancing requirements for the state of NM are still restricting mass gatherings. A final decision will be made in the coming days as to whether or not the event will take place. It is our duty to ensure the safety of Carlsbad residents, and to make an informed, responsible decision on the execution of this event. If restrictions on mass gatherings are lifted before July 4th, and the event proceeds as planned, certain health criteria will be met, including the encouragement of social distancing (perhaps with the use of barrels- ideas are still circulating), the recommendation of face masks, and hand washing stations throughout the venue.

Current Projects within the District:

New Mexico ACD Designation (ongoing):

The Pearl of the Pecos continues in the effort to achieve full state designation. This effort has taken somewhat of a pause due to COVID-19. As restrictions begin to lift in the state of NM, the POP Steering Committee will forge ahead with designation procedures. 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 financial support will be available through their program 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):

Elijah Nieto and his group of students will resume their work on the mural box at the corner of Halagueno and Mermod in June. Only one or two student artists will be permitted to work on the project at a time under the supervision of Elijah. Face masks are required, as well as traffic safety vests and traffic cones.

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

Planning has been postponed due to COVID 19.

Bike Racks:

The funding of this project has been significantly affected by the COVID-19 pandemic. Most grantees have allocated their funds for economic stimulus, and small business recovery. This project has been put on hold, and will resume planning in 2021.

HeritageFest:

The date has been set for September 19, 2020. Details will be forthcoming as mass gathering restrictions are still in place. The governor of the state of NM is persistent that a vaccine or a cure for COVID-19 must be in place before the restrictions are lifted.

Night of Lights:

The date has been set for November 28, 2020. Details will be forthcoming as mass gathering restrictions are still in place. The governor of the state of NM is persistent that a vaccine or a cure for COVID-19 must be in place before the restrictions are lifted.

Upcoming Required Meetings:

- *CCAC Board Meeting- 6/16*