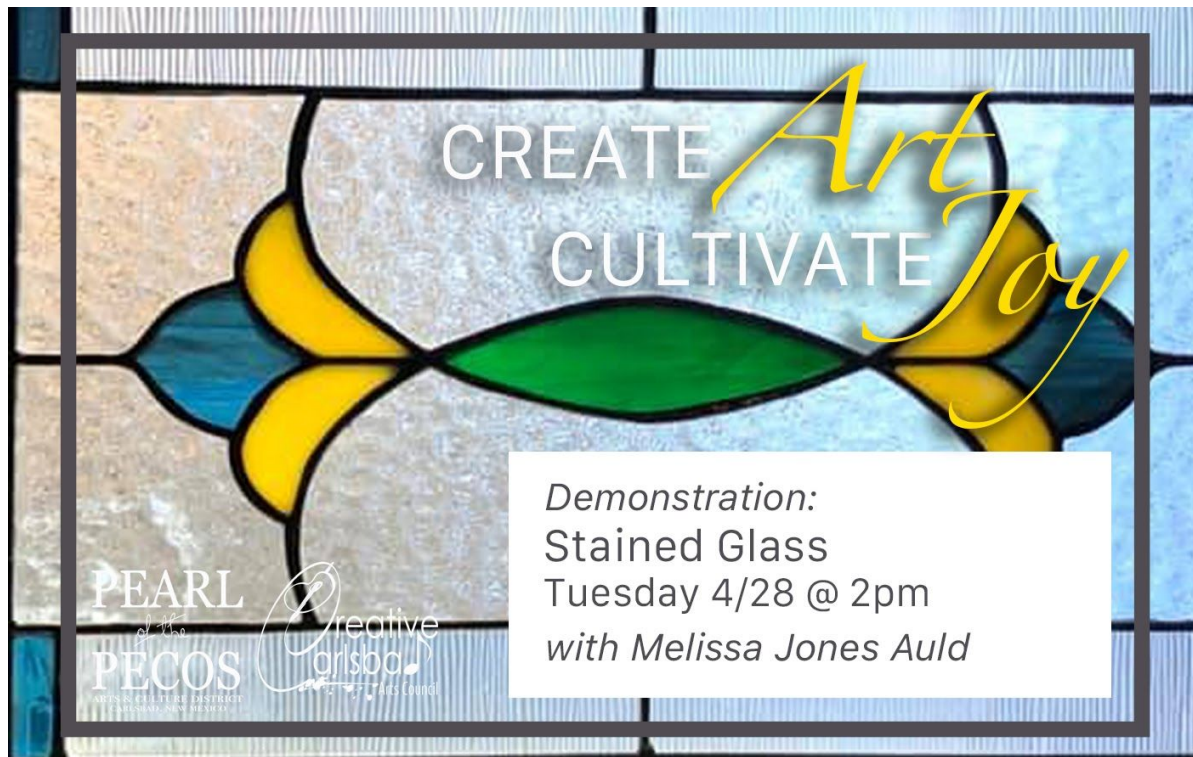


Pearl of the Pecos Arts & Cultural District

Director's Report

April 1 through April 30, 2020



Above: Facebook Group, "Create Art, Cultivate Joy" continues to offer daily tutorials.

Networking/ Meetings

- April 8th- Grant Writing training with NMMS (Webinar)
 - April 9th- Grant Writing training with NMMS (Webinar)
 - April 20th- CCAC & POP combined board/committee meeting (Zoom)
 - April 27th- MainStreet Board Meeting (Zoom)
 - April 30th- Fundraising Training with NMMS (Webinar)
 - April 30th- KCCC Radio show
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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 1,200 followers. There has been a new presenter each day since April 2nd, with the only exception being on Easter Sunday. POP is continuing to coordinate 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 reached out to the Carlsbad Community Foundation to seek grant opportunities that might help to alleviate the financial crisis that many of our artists are facing. The Foundation granted a COVID Emergency relief grant in the amount of \$2,000. POP will use monies from the Patrons of the Arts account to match the \$2,000 grant for a total of \$4,000 that will be distributed evenly among all of the presenters once the pandemic business restrictions have been lifted. We have also launched a Facebook fundraiser for additional stimulus money.

Creative Carlsbad has also joined forces with Carlsbad MainStreet with a joint New Mexico Resiliency Alliance grant application. We are seeking financial assistance for the production of professional grade video of our district businesses. The videos will showcase that

business owners and their products for economic stimulation after pandemic restrictions are lifted. Grant results will be announced mid-May.

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 is currently developing an Instagram account for the Pearl of the Pecos ACD. This account will be fully functional in April.

Community Calendar

Ongoing: The community calendar, found at 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 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):

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

NMSA Workshops/Art Faire:

This event, originally scheduled for May 2nd has been officially cancelled for 2020 as of the April CCAC board meeting. The event will take place in May of 2021.

Upcoming Projects within the District:

Concerts/Movies in the Park 2020:

Planning has been postponed due to COVID 19.

Bike Racks:

Bike rack planning has been put on hold due to COVID 19.

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 Fundraising Trainings 5/7, 5/14, 5/21, 5/28*
- *CCAC Board Meeting- 5/18*