



Pearl of the Pecos Arts & Cultural District

Director's Report

September 1 through September 30, 2019



Networking/ Meetings

- September 3rd- Lodgers' Tax Meeting
 - September 3rd- HeritageFest planning meeting
 - September 5th- Farmers' Market- Featured artist Pat Beason
 - September 9th- presentation at Historical Society meeting
 - September 10th- NM MainStreet/ACD annual site visit
 - September 10th- HeritageFest planning meeting
 - September 12th- Oil & Gas Summit
 - September 12th- Farmers' Market- Featured artist David Prell
 - September 16th- CCAC Board Meeting and public meeting
 - September 17th- KCCC radio interview
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- September 19th- Farmers' Market- Featured artist Jeanice Crnich
- September 21st- HeritageFest
- September 23rd- MainStreet Board Meeting
- September 26th- Farmers' Market
- September 26th- Carlsbad Community Foundation Annual Reception

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:

- 9/3/19- Sew What promo
- 9/3/19- Farmers' Market promo
- 9/3/19- shop local promo
- 9/4/19- Movie in the park promo
- 9/4/19- Senior Rec Center dance promo
- 9/4/19- Farmers' Market promo
- 9/5/19- Uncorked Art promo
- 9/5/19- Trinity promo
- 9/5/19- Uncorked Art promo
- 9/5/19- Carlsbad Museum & Art Center promo
- 9/5/19- Milton's Brewing promo
- 9/10/19- CHS Mummies promo
- 9/10/19- Uncorked Art promo
- 9/11/19- HeritageFest promo
- 9/12/19- Farmers' Market promo
- 9/12/19- local artist Valorie Sams promo
- 9/13/19- CHS Music Man auditions
- 9/13/19- Third Monday Meet & Greet promo
- 9/13/19- Uncorked Art promo
- 9/14/19- local artist Mike Campos
- 9/14/19- local artist Renee Valliere
- 9/14/19- Uncorked Art promo
- 9/16/19- Carlsbad Community Concert Association promo
- 9/16/19- CHS Mummies promo
- 9/18/19- Carlsbad Community Concert Association promo
- 9/18/19- Balzano Vineyard promo
- 9/18/19- Local artist Jeanice Crnich promo
- 9/19/19- Yellow Brix live music promo
- 9/19/19- ECSP promo
- 9/19/19- HeritageFest promo
- 9/19/19- Farmers' Market promo
- 9/19/19- CHS mummies promo
- 9/19/19- Wait For what- live music at Guadalupe Mt. Brewing
- 9/20/19- Carlsbad dancers perform with Young Americans recognition
- 9/20/19- CHS mummies recognition
- 9/21/19- HeritageFest!
- 9/22/19- local artist Valorie Sams promo
- 9/23/19- Pave Prince promo
- 9/24/19- Western week promo
- 9/24/19- Boys & Girls CLub promo
- 9/24/19- Pistol Packin' Cowgirls promo
- 9/24/19- the Tin Woman Carlsbad Community Theatre promo
- 9/25/19- NMSU Fall concert promo
- 9/25/19- Western Week call for vendors
- 9/25/19- Farmers' Market promo
- 9/27/19- Carlsbad Community Concert Association promo
- 9/29/19- Stain Glass workshop promo
- 9/30/19- Zia Quilting and Stitchery at the museum promo

Current Projects within the District:

Downtown Mural Project:

Mural rendering for the second electrical box received email approval via the FAAV committee. Elijah Nieto and his advanced art students from Carlsbad High School will begin work on the project in October. 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.

Movie In the Park- CoCo:

Cancelled due to inclement weather.

Farmers' Market Artist Spotlight:

The Pearl of the Pecos Arts & Culture district has featured a different local artist each week at the Downtown Farmers' market throughout September. Each artist demonstrated their work and had the opportunity to promote and sell their art at the market. "Featured Creative of the Week" continues to be well received, and offers a creative addition to the Farmers' Market.

Chalk Art supplies are furnished each week by POP and Creative Carlsbad. The "Commoodle" continues to be well received, and highly participated.

HeritageFest 2019:

HeritageFest 2019, held on September 21st, was a huge success. This year, the POP ACD recognized Mosaic Potash as the title sponsor of the event, celebrating 80 years of potash mining in Carlsbad. Mosaic executives were presented with a plaque, recognizing their generous contribution of \$10,000. The event was well attended with an estimated 4,500 to 5,000 people in attendance throughout the day. The event celebrated the heritage and culture of our community with demonstrations including blacksmithing, quilting, and roping. Vintage tractors were on display, as well as a vintage horse-drawn surrey. Children participated in sack races, mask making, potash games and more. A pie eating contest was held, as well as live performances by local singer/song-writer, Melissa Jones Auld, and the

Carlsbad Mariachi. The event was rained out at 3:00pm, with large amounts of rainfall. Although HeritageFest was cut short, we feel that the event was well received and plan to continue hosting this event each year as the Pearl of the Pecos' signature event.

Upcoming Projects within the District:

Night of Lights:

Creative Carlsbad Arts Council presents the 5th annual Night of Lights at the Halagueno Arts Park on November 30, 2019. This year's theme for the event is "A NutCracker Jubilee". Each year, the event brings a warm feeling of the holidays to the community, and kicks off Carlsbad MainStreet's Electric Light Parade. As the event grows larger each year, we anticipate 3,000 to 4,000 people to attend. The City of Carlsbad does a fantastic job decorating the park in elaborate light displays, festively illuminating the Halagueno Arts Park.

A special performance by finalist on, "the Voice", Holly Tucker, will be presenting an acoustic concert titled, "Holly Jolly Christmas". The Carlsbad Early College High School Singers, and Accidental Harmony will also be performing live on stage during the event. A variety of local nonprofit organizations, vendors and food trucks will be on site, as well as a Christmas ornament decorating area for children. Santa will be in the park for photos, as well as a special character from the NutCracker for a fun social media "selfie" contest. Creative Carlsbad will also be hosting a chalk art contest during the event which has become a tradition over the last three years. Cheryl's School of Dance will be performing ballet in the street, just before Mayor Dale Janway "flips the switch" to illuminate the giant community Christmas Tree.

This event is full of surprises, and has something for everyone. Night of Lights has become a loved tradition in Carlsbad, and reminds residents, tourists, and transient workers that we are a community to be proud of, a place to call home, rich in holiday spirit and love for one another.

NMACD Training Requirements:

NM MainStreet Fall Quarterly- October 16th-18th in Tucumcari

Julie Chester will attend and present on the usage of the Halagueno Arts Park in Carlsbad.