

Pearl of the Pecos Arts & Culture District

2022 WorkPlan



About

The Pearl of the Pecos Arts and Culture District is a diverse and thriving epicenter for arts and culture in Carlsbad which supports art education and economic development. Art experiences, availability and opportunity are an integral part of maintaining a healthy community, city pride and a reflection of our rich diversity. The Arts & Culture District is a mecca for cultural and creative experiences by day and a thriving entertainment district by night.

District Mission

The Pearl of the Pecos Arts and Cultural District supports the development of a sustainable cultural economy, arts education, and historic preservation to provide diverse arts and cultural experiences by day and an entertainment district by night.

Economic Transformation Strategy

Promote and grow our diverse arts and cultural experiences for a thriving day and nighttime entertainment district.

Projects

1. HeritageWalks
2. Makerspace
3. Cavern Theatre
4. District Arts & Cultural Classes
5. Halagueno Arts Park

1. HeritageWalks

Description of Project: To support and develop awareness of our historical and cultural assets within the district. Our district is abundant with history and culture at every corner, the goal of these HeritageWalks will be to highlight and share this rich history and culture to our local community and visitors. The HeritageWalks will be a great tool to increase foot traffic in our district and encourage people to visit and stay a while. We will create a website to compliment our self-guided walking tours that people can utilize with QR codes and pamphlets. We will promote our walks through maps/pamphlets that will be available through our Chamber of Commerce, local hotels, restaurants, businesses and by advertising in surrounding towns. The walking tours will allow people to walk the district and learn at their own pace and start and stop as they please. We plan to add different points and aspects to the tours periodically so that it can be a repeat activity for people to enjoy. We plan to get our businesses, restaurants and merchants involved in the walking tours also by the possibility of including a discount card/tab to the pamphlet, so we are not only driving traffic to their store fronts but by encouraging that traffic to lead to a sale.

How does the project support the ETS? The walks will develop district awareness and offer visitors a connection to the district and its cultural roots.

What is the intended Economic Impact?

- Encourage people to traffic the district and increase sales at district businesses
- Potential to enhance property value- encourage buildings that qualify to register for the state and national historic registry
- Highlight façade improvement of buildings and feature buildings which have recently made improvements or plan too- offer “sneak peaks” of any future plans and before and after images

Funding Source

- City of Carlsbad Lodgers Tax Grant
- Collaboration with Carlsbad Public Library Grant

Project Partners

- Carlsbad Public Library
- Carlsbad Museum
- Carlsbad Historic District
- Carlsbad MainStreet

- City of Carlsbad
- SENM Historical Society
- Business Owners in the District
- Community Members of Carlsbad

MainStreet 4 Point Approach: HeritageWalks

Organization	
Description	Anticipated Outcomes
Working with community partners such as the Library and Historical Society to collaborate on developing the key points of the walking tours	Allow for a sustainable program that has room to grow beyond the district with the help of community partners
Use a community-based process to educate and engage community members in sharing history and culture of downtown Carlsbad.	Increase in knowledge of district, increase in potential participants in the project and build organizational capacity around participant interests.
Promotion	
Description	Anticipated Outcomes
The walking tours will promote the rich history and culture within the district boundaries and surrounding areas	Increased awareness, interest, and value that the district holds
The HeritageWalks will have its own website, logo and marketing/promotional materials	That the creation of the website and additional marketing will encourage tourists and visitors from out of town to visit the district
Develop afternoon, day and multi day trips surrounding the walking tours and featuring additional local arts and cultural/district businesses	Increased community collaboration (Chamber, Carlsbad Caverns, Guadalupe Mountains etc.) Longer tourist excursions-increased Lodgers Tax and GRT
Economic Vitality	
Description	Anticipated Outcomes
Increase foot traffic and sales to district businesses	Encourage people to stop into businesses highlighted on the tour to learn more
Create discount package with merchants in the district to include in printed pamphlets/online coupons	Encourage people participating in the walks to spend dollars in local businesses
Design	
Description	Anticipated Outcomes
Educate building owners on the incentives such as federal tax credits, federal preservation grants, and preservation easements of having their properties listed on the State/National Historic Registry	Have all eligible building listed on State/National registries
Create a more walkable friendly district- lead to visual improvements of the district	Work with City to repaint crosswalks, potential to include bike racks/lanes, repairs to any safety hazards (sidewalks, potholes etc.)
Encourage businesses to improve storefront appearance through different avenues such as contests, window displays, façade grants (CavernFest Grant), people’s choice awards, featured marketing/promotions etc.)	Businesses Owners: improved overall appearance of district through individual participation, increase sense of comradery between merchants

2. Makerspace

Description of Project: To create a makerspace within the district to serve as a community based creative space where members can come and utilize equipment and tools to learn new skills, crafts, and trades to enhance our community's creative economy. The makerspace will be a place for hands-on learning with all the tools and resources provided for cultivating creativity. In addition to physical equipment such as tools, hardware, and machines we plan to have computers with programs and software such as photoshop, illustrator, adobe etc. for members to utilize. The space will offer community workshops, demonstrations, and one on one consultations with members of the workforce who are who are equipment experts.

How does the project support the ETS? The Makerspace will build awareness of the district and be an economic driver for community members to test out and refine their craft

What is the intended Economic Impact?

- Diversify our local economy- provide an outlet for community members to explore the creative economy and support the next generation creatives
- Create investment opportunities in the district
- Develop a creative node/hub for the district that is open to the public
- Attract new members of workforce to our community and retain those who are current residents

Funding Source

- Private partners
- Memberships fees
- Community support
- Company grants/donations for equipment

Project Partners

- Carlsbad Public Library
- Carlsbad MainStreet
- Property Owners
- Local community college/ public and charter schools
- Outreach/ extension programs (4H, Eddy County Extension Services, etc.)

MainStreet 4 Point Approach: Makerspace

Organization	
Description	Anticipated Outcomes
Involving other local community organizations (4H, college, schools etc.) and arts and craft groups (quilters guild, scrapbooking etc.) to offer workshop/programs and utilize the space	Lead to more trade programs and creative career paths within our community
Create a sustainable membership base and community ownership	Attract and foster creative entrepreneurs
Core group involving POP's steering committee + property owners will oversee the development of board/committee, programs, and mission of the makerspace	Grow the space into a self-sustaining program with lots of community partners
Promotion	
Description	Anticipated Outcomes
The space will promote our district and encourage members of surrounding communities to travel to utilize the space	Establish the district/makerspace as an essential key part of contributing to community growth and development
Create independent branding materials (logo, website, membership portal etc.) for the Makerspace	Potential for endless growth to become its own community ran entity
Economic Vitality	
Description	Anticipated Outcomes
Members can perfect their craft or learn a new skill in the space which may inspire them to turn that hobby into a small business or career	Strengthens the creative economy in our community Increase the presence of creative enterprises in the district and add new creative businesses to the local economy
Offer mentorship programs within the space Work with experts in local industries to provide workshops and trainings	Foster future careers in local industries Partner with college as a space to provide internships Provide resources and support for creative entrepreneurs
Potential for the space to grow into other business outlets within the space	Renting booths out to small businesses to be able to create a small business store
Offer workshops/trainings on how to small business management, marketing, finances etc.	Create a network of support among local entrepreneurs
Design	
Description	Anticipated Outcomes
Adaptive Re-use of vacant building & empty storefront	Develop a long-term program which has the potential to incubate future brick and mortar creative businesses & enterprises
Improve overall district property values- make the area more appealing to potential investors and businesses	Purchasing of vacant lots for new businesses to open in the district

3. Cavern Theatre

Description of Project: Rehabilitate and open the historic Cavern Theatre as a multi-functional performance space

How does the project support the ETS? The Theatre will be able to provide cultural experiences by day through conferences, workshops, and school field trips etc. and it will also offer nighttime entertainment through live performance, theatre, and film etc.

What is the intended Economic Impact? The Theatre will have the potential to become a creative economy hub for our community, with it being a multi-functional theatre it will open opportunities for many sectors of the local creative economy. The theatre will create new jobs and foster employee retention to operate and manage the theatre. Increase capacity of employees/customers at surrounding restaurants and businesses, potential for additional businesses as such due to the demand that will be seen during performance nights. The reopening of the theatre will increase GRT's in the district and surrounding areas in proximity to the theatre.

Funding Source

- City of Carlsbad
- Grants
- Donations/Fundraising

Project Partners

- City of Carlsbad
- Creative Carlsbad Arts Council
- Local creative groups (Carlsbad Community Theatre, Carlsbad Community Concerts, local dance groups, choirs etc.)

MainStreet 4 Point Approach: Cavern Theatre Rehabilitation

Organization	
Description	Anticipated Outcomes
Public, private + non-profit partnerships	Work collectively to formalize agreements regarding who will be able to use the theater and for what. Who will maintain, promote, manage programs, etc. Reach the overall goal of a multi functioning performing arts theatre that will allow for film, theatre, concerts, programming, and workshops

Assign task force to acquire grants and funding resources to support ongoing developments for theater renovation, artist programs and pop-up events	Create a local collective of artists, performers, and organizations to see the theatre as our local performing arts hub Create plan to see the theatre be a sustainable entity- identify who will organize, fundraise, and develop programming
Promotion	
Description	Anticipated Outcomes
Increase public awareness and interest by developing a marketing campaign- create branding and a vision for the theatre's roll in the community- utilize social media, newspaper, radio, and other forms of media.	Greater community interest and investment into the rehabilitation project
Plan and execute special events/fundraisers held in celebration of rehabilitation benchmarks- both for the general public and those who are high contributing patrons	More funds generated for the theater & more renovation projects implemented
Economic Vitality	
Description	Anticipated Outcomes
Assist in the development of educational programs such as film production, play production, etc.	More creative programs are offered in the district- potential for future job creation and industry interest
Grow our district and communities Creative Economy- promote and educate on the different sectors (performing arts, literary arts, communications, visual arts & design, music etc.)	Attract more business investment to our district regarding the multiple sectors of the creative economy
Job creation and retention	2-3 Full time theatre and 3-5 part time positions- opening our community to a different sector of workforce that our community has not experienced before will encourage them to stay local that move away for similar jobs
Increase tax base and GRT's- not only will people spend money to attend shows/programming at the theatre, but they will also frequent our local restaurants, breweries and stores will attending the theatre	More return and people spending dollars in the district businesses Collaboration with restaurants, breweries etc. to offer theatre specials, discounts etc.
Increase tourism to the district	Encourage businesses to stay open late to accommodate patrons, more business and awareness to the district
Design	
Description	Anticipated Outcomes
Rehabilitation and preservation of historic building	Get listed on all state and national registries
Bettering environment surrounding the theatre- creating a safe and welcoming environment both during the day and at night	Increased lighting, increased parking, walking paths etc.

4. District Arts & Cultural Classes

Description of Project: The Pearl of the Pecos would partner with MainStreet, the Carlsbad Public Library and local creatives to host monthly art, crafts, and tutorial classes. All the classes would be held in the district's empty buildings, with the intention in showing the potential that these vacant buildings hold. POP would work with local artists of all forms to coordinate the classes, MainStreet would work with the building owners and the library could help promote and purchase food/drinks from district businesses for the events.

How does the project support the ETS? These events will build district awareness and promote the creative economy and enhance our thriving nighttime entertainment district

What is the intended Economic Impact? Attracting creative businesses to the district, potential for events/popups to lead to the renting of the vacant building and businesses expand by exposure to a new audience, opportunities for startups to get exposure and attract clientele.

Funding Source

- Pearl of the Pecos
- Carlsbad Public Library
- Property owners & businesses (in-kind)

Project Partners

- Carlsbad MainStreet
- Carlsbad Public Library
- Property owners & businesses
- Arts & crafts organizations
- Carlsbad Area Arts Association, Creative Carlsbad Arts Council
- Local schools/colleges

MainStreet 4 Point Approach: District Arts & Cultural Classes

Organization	
Description	Anticipated Outcomes
Increase participation/volunteer base in the POP organization	Recruit more like-minded individuals to become involved with the longevity of the organization
Fundraising opportunity- portion of the fees (if collected for classes) go to POP for promoting and organizing	Sustainability for POP programming

Promotion	
Description	Anticipated Outcomes
The classes will promote the district by highlighting vacant buildings, local artists, and restaurants	Growth of creative economy
Increase downtown foot traffic	Lead to increased GRT's, new district businesses
Economic Vitality	
Description	Anticipated Outcomes
Encourage rental of vacant spaces by opening them up to new audiences	New creative businesses, reduce vacancies of buildings within the district
Provide opportunities for job training, resume building, networking, and product distribution	Foster a creative network for our community in the district
Design	
Description	Anticipated Outcomes
Minor rehabilitation grants to meet needs of class	Interior and exterior building improvements
Planning for building use- development of layouts for building use	Reduce amount of vacant buildings in the district

5. Halagueno Arts Park

Description of Project: The Halagueno Arts Park is one of the district's valued outdoor assets that transforms into a unique event space. The Park is an aesthetically pleasing place to experience art, host a performance, or to enjoy an afternoon. A goal of our district aims to develop awareness and usage of the Halagueno Arts Park through a variety of events, branding and promotion. Every year we host our districts signature event "HeritageFest" in the HAP and some other events include Movies in the Park and Night of Lights. The Arts and Cultural District will work to increase the programming in the park to be an active and accessible arts and culture destination in the district.

We plan to assist the committee that governs the arts park with their branding and promotion of the park, there is a logo that was created for HAP that has been underutilized to date. A goal of their committee and our districts would be to acquire an art piece in the park that includes the logo.

How does the project support the ETS? The HAP offers a beautiful outdoor location for arts and cultural programs and events to take place both during the day and night. Supporting arts and culture partners, increasing opportunities for arts and culture in the district, leveraging community resources for overall district success.

What is the intended Economic Impact? Increasing programmed events expands access to arts and cultural programming in the district.

- Levering public investment for economic return

- provides opportunities for job training
- micro business vending/small business development
- next generation arts exposure.

Funding Source

- City of Carlsbad
- Sponsorships/Donations (for events)
- Vendor fees

Project Partners

- Mayor’s Fine Arts Acquisition and Vetting Committee
- Carlsbad Museum
- Carlsbad Library
- Creative Carlsbad Arts Council
- New Mexico School of the Arts (programming)
- Small businesses vendors, food trucks (set up for events)
- Musicians, dancers, performing arts clubs etc.

MainStreet 4 Point Approach: District Arts & Cultural Classes

Organization	
Description	Anticipated Outcomes
Acquire grants and funding resources to support additional funding for park programming, art acquisition and amenities	Ongoing development of the park and its potential offerings
Encourage use of the park and work with other organizations	Increase the number of people and organizations who have access to use and offer programs/activities/events in the park
Promotion	
Description	Anticipated Outcomes
Plan and execute unveiling event(s) for new artwork installations	Meet and greet opportunities with artists and community key partners- encourage community accessibility to the park
Work with FAAV committee on increasing use of their logo/branding of the park – increase collaboration with joint marketing materials with POP & MS logos	More groups and organizations look to HAP to hold their events
Economic Vitality	
Description	Anticipated Outcomes
Leverage existing movies, concerts, and events in the park for economic development- addition of Arts in the Park	Increased sales and GRT’s in the district
Offer free workshops in conjunction with NM School of the Arts and other local organizations	Increased programming and attendance in the park

Design	
Description	Anticipated Outcomes
Development of easily accessible permitting process for park use	More events & programing in the park
Working closely with FAAV on acquisition of public art for the park	Expansion of current art display