



Together
we build our
community

2 0 1 6

Cultural Services Annual Report

Cultural Services Department

City of Albuquerque

Richard J. Berry
Mayor

Robert J. Perry
Chief Administrative Officer

Gilbert A. Montaña
Deputy Chief Administrative Officer / Chief of Staff

Michael J. Riordan
Chief Operations Officer

Dana Feldman
Cultural Services Department Director

Albuquerque City Council

Ken Sanchez – District 1
Isaac Benton – District 2
Klarissa J. Peña, Vice-President – District 3
Brad Winter – District 4
Dan Lewis, President – District 5
Pat Davis – District 6
Diane G. Gibson – District 7
Trudy E. Jones – District 8
Don Harris – District 9





A Message From the Mayor

Albuquerque has always been home to a diverse group of people who enjoy and participate in different activities. Whether you attended Zoo Music at the ABQ BioPark, jostled at the Renaissance Faire or celebrated Día de Los Muertos at the South Broadway Cultural Center this past year, you were a witness to the city's commitment to offering quality programming rich in diversity to those who live in and visit Albuquerque. The Cultural Services Department worked diligently in 2016 to ensure that its facilities and programming were relevant and accessible to all.

A number of the department's divisions and events saw record turnouts in 2016. The ABQ BioPark alone welcomed 1.2 million people through its gates, and more than 45,000 people came out to Freedom 4th to enjoy a concert by Lonestar and one of the state's largest fireworks show. The Balloon Museum continues to grow its offerings and attendance each year, and 2016 was no exception. It's great to see the community's enthusiasm and support for these venues and events. The success of the Cultural Services Department's divisions, programs and events are dependent on community involvement.

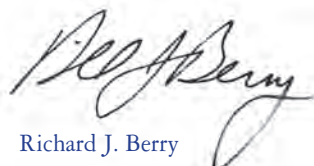
Last year we were able to see the first real movement on the Master Plan, a plan that calls for tremendous improvements to the ABQ BioPark Zoo, Aquarium, Botanic Garden and Tingley Beach. Over

the next 15 years, you will see exciting new exhibits, meet new animals and be able to enjoy many new visitor amenities. Currently, our river otters, Chaos and Mayhem, are patiently awaiting the completion of their new home at the Aquarium and soon, visitors to the Zoo can expect to see three species of penguins when the Penguin Chill exhibit opens.

Last year, the Public Library and its professional staff continued progress on excelling in customer service, advancing the use of new technology, supporting literacy and lifelong learning and maximizing awareness of the library. The Public Library hosted programs for all ages at all 18 branches ranging from baby story time to adults crafts. A major renovation happened at the Juan Tabo Library. Guests to that location can now enjoy a new Community Room and gaming area in the young adult section.

Throughout this report, you will see that 2016 was a successful year for the Cultural Services Department. It takes hundreds of employees, volunteers, and non-profit partners to facilitate and master the ongoing mission to educate, entertain and engage the community. I sincerely appreciate your continued support of the ABQ BioPark; Albuquerque Museum; Balloon Museum; Historic Old Town; the Public Library; KiMo Theatre; South Broadway Cultural Center; GOV-TV; Public Art Urban Enhancement Program; and our various special events.

Best regards,


Richard J. Berry
Mayor

A Message From the Department

This past year, community members seeking entertainment and education at the Cultural Services Department's various divisions and special events turned out in record numbers. In 2016, the ABQ BioPark celebrated 10 straight years of welcoming more than one million visitors while the Anderson-Abruzzo International Balloon Museum exceeded its highest ever yearly attendance. These milestones would not be possible without hundreds of employees, dedicated volunteers and a community committed to culturally-diverse, family-oriented programming.

Albuquerque's commitment was evident with the passing of the one-eighth-cent gross receipts tax in 2015 that went into effect on July 1, 2016. The funding is expected to generate about \$255 million during the next 15 years to fund the capital needs of the ABQ BioPark, in accordance with the ABQ BioPark Master Plan. A chief executive was hired to lead the master plan project management team and work has already started on the new Penguin Chill exhibit. There's more exciting things to come at the Zoo, Aquarium, Botanic Garden and Tingley Beach.

In 2016, the Cultural Services Department was committed to the continued enhancement and accessibility of its facilities, programs and events. Live & Local, a free concert series at the KiMo Theatre, was created to showcase local musical talent. The concerts were professionally recorded for viewing on GOV TV and YouTube. The Balloon Museum opened the Tim Anderson 4-D Theater where visitors can experience 4-D physical sensations, like vibrating seats and bursts of air. Special Events scattered throughout the city including the popular Summerfest series and Freedom 4th were attended by an estimated 120,000-plus people.


The KiMo Theatre, Albuquerque Museum and South Broadway Cultural Center each hosted scores of students throughout the year. More than 7,500 students attended performances of Alice in Wonderland, Pocahontas, The Nutcracker and The Little Mermaid during matinees at the KiMo. South Broadway Cultural Center's partnership with Cardboard Playhouse Theatre Company continued to thrive with record-breaking attendance across five successful performances. In 2016, the Albuquerque Museum launched its pilot program Art Start. Art Start brings students, teachers and parents from Title 1 schools to the museum for a unique gallery experience.

Also experiencing growth in 2016 was the department's digital footprint. Each division's content engagement increased across Facebook, Twitter and Instagram, a testament to the community's interest in quality art, education, culture and entertainment programs. In September, ABQtodo.com was redesigned making the site mobile-friendly and easier to use. The Public Art Urban Enhancement program completed the huge task of converting the 20-year-old Public Art database to be fully integrated into the Albuquerque Museum and Balloon Museum shared database.

The Public Library introduced a new identity during a media campaign entitled "The Library Takes You Places." Locations in the International District and West Mesa were secured for future library branches.

As you can see, 2016 was a monumental year for the Cultural Services Department. You'll learn more about all the department's endeavors in more detail in this report. I encourage you to bring your friends and family to our many facilities. You'll discover experiences as diverse as the people that make up this great community.

Sincerely,


Dana Feldman
Department Director

ABQ BioPark



ABQ BioPark is New Mexico's top attraction

The ABQ BioPark, a diverse environmental park, continues to be the #1 most visited attraction in New Mexico. 2016 marked more than a decade of consistently having more than 1.2 million guests per year learning from our knowledgeable and experienced employees and volunteers spread across the BioPark's four sites—Aquarium, Botanic Garden, Tingley Beach and Zoo.

In 2016, the BioPark was honored to have 597 adult and 134 teen volunteers contribute more than 42,800 hours. Together these volunteers made more than 482,900 guest interactions enhancing guests' experience with enthusiasm, knowledge and commitment to conservation. The BioPark hosted more than 950 students through Camp BioPark's spring break and summer camps and our BioPark Beginnings preschool program. These are mostly week-long day camps that combine animal encounters, outdoor experiences, crafts and conservation

into a fun learning experience. In addition, we had approximately 4,470 Albuquerque Public School fourth graders attend the Rio Field Trip Program in partnership with

the Albuquerque Bernalillo County Water Utility Authority.

In January, the ABQ BioPark received the Quarter Century Award from the Association of Zoos and Aquariums. This award acknowledges facilities that have maintained AZA accreditation continuously for 25 years or more, highlighting their commitment to animal care, welfare, conservation, education and more.

Botanic Garden and Aquarium celebrate two decades

The ABQ BioPark Botanic Garden and Aquarium celebrated 20 years since opening in 1996, which greatly expanded the offerings the city provides to local residents and out-of-town guests.

The Botanic Garden was featured in FlipKey by Trip Advisor in April as one of the nation's top botanic gardens. This was the second national recognition for the Botanic Garden in a matter of months. In July 2015, the Travel Channel selected the garden as number five on a list of the top 12 public gardens in the United States.

The Botanic Garden experienced a number of accomplishments throughout the year including a successful installation of a Pollinator Garden at the north end of Tingley Beach with the assistance of summer volunteers from the Rocky Mountain Youth Conservation Corps. The Children's Fantasy Garden was

renovated with new plantings and interactive musical instruments. The Botanic Garden is well on its way to being a designated Historic Iris Garden after the planting of more than 400 historic irises.

In June, the Aquarium hosted a "Shell Crush," similar to the well-known

Ivory Crush, to raise conservational awareness of the negative impact the sea shell trade has on marine animals.

The BioPark staff was pleased to reopen the Aquarium's shark and ray touchpool in March after a number of renovations were done during a five-month closure. The touchpool includes a mangrove habitat with white spotted bamboo and epaulette sharks, blue spotted, Atlantic, cownose and yellow rays, banded scat, banded archerfish and diamond fish.

Zoo adds new faces and new technology

A number of new faces were welcomed to the ABQ BioPark Zoo in 2016. Two new young lions, Ken and Dixie, were added to the animal collection after a successful renovation of the lion exhibit. The Zoo also welcomed Kawi, a Mexican gray wolf; Smilla, a spotted hyena; and Dillon, an African painted dog. The Zoo was happy to celebrate babies Ari, a De Brazza's monkey;

Kibo, a klipspringer; and Bruno, a lemur.

Leading the way for other zoos, the ABQ BioPark Zoo was the first in the nation to install a new feeding technology called "Feedpods" in select habitats. Controlled with an app, these remote and timed feeding



devices encourage natural foraging behavior among animals.

Thanks to the support of community partners, the Zoo was able to make various

improvements during 2016. Three areas of the Zoo received a facelift with a funding grant from PNM. New picnic tables, signs and plants created environments to foster a respite while guests explore. These quiet and shaded areas offer a chance to take a break and experience the beauty of nature at the ABQ BioPark. Also, the T. Kevin McNicholas Endangered Species Carousel opened, which was made possible by a large

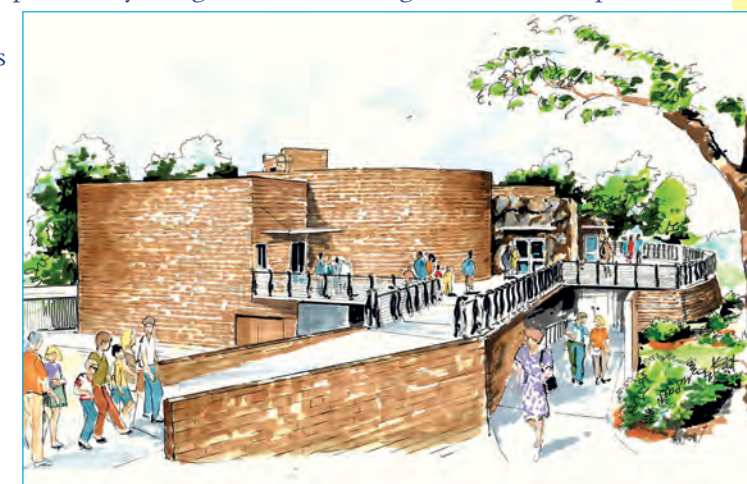
donation from Systems Services Associates, a company founded by McNicholas.

The ABQ BioPark benefits from the generous

support of the New Mexico BioPark Society. For the past three years, a team of ABQ BioPark employees has worked with staff at Zoo National d'Abidjan in Cote d'Ivoire, Africa. This team participates in species conservation, especially conservation of the endangered West African slender-snouted crocodile (*Mecistops cataphractus*). This would not be possible without the help and support of the New Mexico BioPark Society's Conservation Fund, which has funded the annual visits.

Looking to the future

The one-eighth-cent gross receipts tax for capital improvements at the ABQ BioPark went into effect on July 1, 2016, making it possible to begin work on the Penguin Chill exhibit at the Zoo. The Penguin Chill will be an impressive, innovative exhibit featuring three penguin species—gentoo, king and macaroni. The 14,550 square-foot building will include a 75,589 gallon main tank, above-ground and underwater guest viewing areas, a large interactive educational area and an outdoor deck overlooking the Zoo's main park.



Community Events

Special Events



The free Summerfest concert series entertained guests with local music and vendors and featured national headliners including Rusted Root, The Wailers and Big Head Todd & the Monsters. The concerts were held in different areas of the city throughout the summer. The largest Summerfest event, on Route 66 in Nob Hill, featured a mile of activities, entertainment, food and fun with an estimated 45,000 to 50,000 guests enjoying the festival.

The 2016 Freedom 4th celebration once again proved to be a popular event at Balloon Fiesta Park with 50,000 kids and adults enjoying the entertainment of Lonestar followed by the largest fireworks show in the state. Another popular recurring event, the Albuquerque Renaissance Faire, again increased attendance as the city's interest in the magic and revelry of Europe's cultural awakening – and the opportunity to partake in cosplay – solidifies. Seven thousand people participated in the Faire's festivities at the Balloon Museum.

Programs to support musicians were enhanced, with a focus on local performers. The creation of Live & Local, a free music series at the KiMo Theatre, highlighted some up and coming bands. Local Band Showcase was revamped and moved to Civic Plaza with a festival format featuring 15 bands, food trucks and dancing.

Albuquerque Rail Yards

The Blacksmith Shop at the Rail Yards had a successful third year

for event rentals. With events every weekend during the warmer months, the Blacksmith Shop is a coveted event venue for wedding receptions, quinceañeras and other private events. The Rail Yards Market has remained popular, serving thousands of visitors each week during the summer.



Historic Old Town

The Summertime in Old Town music program continued to offer free concerts in the Gazebo, highlighting all genres of local bands every weekend from May through September. The Gazebo was also host to many events through the summer including Latin Dance Night; Western Youth Day; Fiestas de Albuquerque featuring the Founders' procession; Hispanic Heritage Celebration; Balloon Fiesta week entertainment; and much more. 2016 also brought the return of popular events from previous years, including the annual Old Town Holiday Stroll and the Salsa Fiesta.

KiMo Theatre

2016 was a busy year for the historic KiMo Theatre, with a variety of engaging, educational and entertaining events hosted there.

The KiMo also engaged with the community's youth through its tenants, New Mexico Young Actors and Ballet Repertory Theatre of New Mexico's student matinee series.

More than 7,500 students attended performances of *Alice in Wonderland*, *Pocahontas*, *The Nutcracker*, and *The Little Mermaid*. The annual magic show Hocus Pocus returned this year, as well, for two successful performances.



film!ABQ, the City of Albuquerque's Film Office, presented its quarterly series IndieQ at the KiMo, which gave local film makers multiple opportunities to have their work screened throughout the year. Several film festivals were also held at the historic downtown theater, including: The 48 Hour Film Project; 48 Hour Horror Film Project; Movies and Meaning Festival; and the Albuquerque Film and Music Experience. The KiMo partnered with the Public Library to present Books to the Big Screen. The series featured screen adaptations of the works by F. Scott Fitzgerald.

Local music promoters brought a variety of performers to the KiMo

stage, such as Rickie Lee Jones, LUNASA, Eric Johnson, Kevin Eubanks and Rufus Wainwright. 2016 was also the tenth year anniversary of the SW Burlesque Showcase and Funny Fest.

Other highlights include A Word with Writers, a partnership with local independent book store Bookworks and the Albuquerque Public Library Foundation. Native American author Sherman Alexi appeared on the KiMo stage, and Breaking Bad actor Bryan Cranston had a sold out appearance that included a Q&A with Better Call Saul actor Bob Odenkirk and a special appearance by actor Jonathan Banks.

Halloween 2016 Fright Night offered a viewing of the classic horror films *Friday the 13th*, *Halloween* and *Psycho* and included a guided tour of the KiMo that shared stories of the long-held local belief that the theater is haunted.

South Broadway Cultural Center

The South Broadway Cultural Center (SBCC) continues to be at the forefront for regional art with its numerous art exhibits, primarily featuring local artists. Night of the Arts is always a highlight with another well-attended year in 2016. These monthly free events allow the public to enjoy an art exhibit, a musical performance and a film all in one evening.

SBCC's partnership with Cardboard Playhouse Theatre Company, a local children's theatre company, had record breaking attendance in 2016 with five successful performances held at the

Center. The season included *A Year With Frog and Toad*; *Disney's Sleeping Beauty Jr.*; *Disney's High School Musical Jr.*; *James and the Giant Peach Jr.*; and *Disney's The Lion King Jr.*

SBCC's and Keshet Dance Company partnership has expanded by adding the 5th Annual Spring Break Hip Hop classes and performance to the list, along with offering free dance classes throughout the year to all age groups. Another regular programming event was Ballet Folklorico Fiesta Mexicana. Through this popular program, youth classes are hosted



for a low-cost fee with performances scheduled at the Center throughout the year. With these two programs, SBCC not only engages and entertains the community, but also helps to educate youth.

Featuring an artists' market, live music, dancing, comedy and car show, the annual Dia De Los Muertos Celebration was a highlight of the fall season. SBCC welcomed more than 2,000 attendees at the event and looks forward to expanding the event in 2017.

Rentals are up, attendance is growing, and artist workshops, concerts, plays and dance performances show no sign of slowing down.



Albuquerque Museum



Exhibits

In February 2016, the Albuquerque Museum reopened its permanent art collection exhibit, *Common Ground: Art in New Mexico*. This new presentation featuring more than 160 works asks, "What is the real New Mexico, and who are New Mexicans? How has New Mexican art evolved?" Drawn from the Museum's permanent collection of almost 10,000 works of art, *Common Ground* includes masterworks by artists including Georgia O'Keeffe, Ernest Blumenschein, Raymond Jonson, Fritz Scholder, Luis Jimenez, Jaune Quick-to-See Smith and Diego Romero.

The *Only in Albuquerque* history gallery, which opened in 2015, continues to be used and enjoyed not only by visitors to the museum, but also by university classes studying the historic and social aspects of Albuquerque and other cities. In addition, the first two community-developed history exhibits were inaugurated in the new William A. + Loretta Barrett Keleher gallery. *Back to Life: The Community of Fairview Cemetery* was an engaging look at notables and others buried in Albuquerque's first cemetery. This exhibit was followed by *The Jews of Albuquerque: Building Community Along the Rio Grande*, featuring aspects of Jewish culture, institutions and people who helped develop Albuquerque. Organized by the Albuquerque Museum, the exhibit *Route 66: Radiance, Rust and Revival on the Mother Road* gave Albuquerqueans and tourists a unique view of Route 66 as it traversed its longest stretch of urban road through Albuquerque. Conceived in honor of the 90th anniversary of Route 66, this exhibition celebrated

the art, history and popular culture of the iconic Mother Road.

The Museum presented the traveling exhibitions *New Territories: Design, Craft and Art in Latin America*, developed by the Museum of Art & Design in New York and *Mabel Dodge Luban & Company: American Moderns in the West*, developed by the Harwood Museum in Taos. *Mabel Dodge Luban & Company* focused on the life and times of one of the early 20th century's most significant cultural figures: Mabel Dodge Lujan (1879-1962). Lujan brought modern art to Taos, New Mexico, putting the town on the national and international map of the avant-garde and creating a "Paris West" in the American Southwest.

The Museum continued its Artist-in-Residence program with a live installation of Virgil Ortiz's Pueblo Revolt 1680/2180, in the Museum lobby. Born at Cochiti Pueblo, Ortiz, who is a master ceramicist and fashion designer, re-envisioned the 1680 Pueblo Revolt in the future with new characters and outcomes.

Other exhibits included the annual photography exhibit, *Focus on Youth*, and the Albuquerque Museum Foundation's *Miniatures & More* exhibition and art sale.

Education & Outreach

During the 2016 school year, the Museum launched its pilot program Art Start. Art Start brings students, teachers and parents from Title 1 schools to the Museum for a unique gallery experience that includes movement, creative play and touchable experiences. Up to 13

classrooms will be reached by this program, which was supported by grants from the Sandia Foundation and the Albuquerque Community Foundation.

Janet Kahn School of Integrated Arts is a partnership with a Title 1 elementary school in which the Museum provided bus transportation for all students in grades 3-5. The Art Bus program was also launched to support the school's efforts to connect their families to art experiences in the community. Art Bus brought more than 60 children and adults to the Museum's March 3rd Thursday event, Latin Fusion, which included art activities, demonstrations and music. Museum School provides low-cost studio classes year round for preschool, homeschool and elementary-aged youth, and free drop in art classes for families.

In conjunction with the *Mabel Dodge Luban & Company* exhibition, Fusion Theatre staged the international premiere of *Altitude Sickness*, based on a one act play written by D.H. Lawrence. Chatter, Albuquerque's renowned chamber music ensemble, developed another masterful concert series in conjunction with the exhibition *Route 66: Radiance, Rust and Revival on the Mother Road*.

The Albuquerque Museum continues its educational outreach in the community by providing opportunities for high school and college interns to learn about museum careers. The art and history curators and Casa San Ysidro site manager frequently provided focused tours and talks for continuing education groups.

Casa San Ysidro: The Gutierrez-Minge House

This historic site welcomed a new tour coordinator, Amber Murray, and a new site manager, Emily Stovel, who began a new continuous enrollment docent recruitment program. This plan offers multiple regular training experiences for new volunteers and increases our engagement potential by multiplying opportunities to join in throughout the year. Between May and November of 2016, for example, volunteers donated 1,411 laughter-filled hours of help to Casa. This is equivalent to more than 200 hours a month.

Increased public engagement has allowed us to improve educational outreach at Casa. More than 4,000 school children will have had hands-on history experiences during the 2016-2017 school year thanks to the Albuquerque Museum Foundation's Magic Bus Program.

2016 also saw the expansion of Casa's institutional partnerships. We joined forces with ARCA Organics, which has been farming our Heritage Field. This has led to increased collaboration with neighbors to level the field and negotiate acequia maintenance. The Museum and Casa are members of the Corrales Arts Partnership, participate in the local Merchants Circle and work closely with Corrales MainStreet. We have also deepened our collaboration with the Corrales Historical Society and the Corrales Harvest Festival Committee.

We continued with a strong array of rich public events at Casa, including



a Hispanic Artists' Dialogue (November 2016) and a Fiber Arts Celebration (August 2016). The latter event drew 143 visitors, our highest visitation count for a second Saturday in 2016 by a very large margin. Our 2016 spring celebration, Heritage Day, received 334 visitors (a 41% increase compared with the year before), while our Fall Harvest Festival drew 1,450 people over two days.

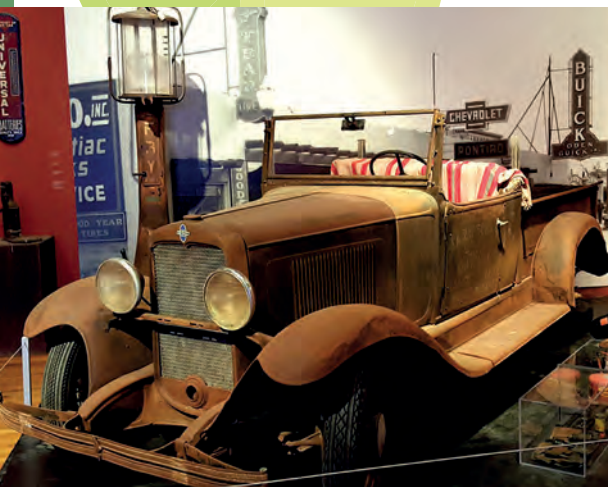
Most importantly, we carried out work on a new strategic plan for Casa throughout 2016. This involved two community meetings to explore programming and facilities improvements and will guide exciting changes in 2017.

Collections

The collections and registration staff moved and documented thousands of objects to the newly refurbished collection vaults. Nearly complete, this updated storage will serve the collection's preservation well into the future. Donors honored the Albuquerque Museum by making generous gifts of art, artifacts, photography and ephemera.

Support

In addition to the City of Albuquerque, the Albuquerque Museum is supported by the Albuquerque Museum Foundation.



The Public Library



2016 saw some major progress towards the Public Library's four goals from its 2013 Strategic Plan. They are to excel in customer service, advance the use of new technology, support literacy and lifelong learning and to maximize awareness of the library. We also celebrated the purchase of two locations for much needed new library buildings in underserved areas of the International District and the northwest mesa area of Bernalillo County.

Excel in Customer Service

We constantly update our policies and procedures to remove obstacles and improve the customer experience. In 2016, we increased the number of media items that citizens may borrow at one time, we reduced the fee for long overdue materials and we made the circulation of museum passes more efficient so they are readily available for the next possible customer. We also added services including book club kits, more museum passes, more magazines and extra digital collections. We also implemented major renovations at the Juan Tabo Library including a new Community Room, gaming in the young adult area and an overall refurbishment that is inviting and comfortable for the user.

Advance the Use of New Technology

2016 was the first full year of our online streaming music service called Freegal as well as our new business software information service

from Mergent. We also upgraded our main servers for the Integrated Library System and for our computer appointment software. And we are very glad to have 16 of our locations directly connected to fiber optic cable for access to the internet.

Support Literacy and Lifelong Learning

Each year the Public Library hosts programs in all 18 locations with more than 100,000 citizens attending and our Summer Reading program helps more than 16,000 children avoid the "Summer Slide" when they return to school. We also hosted more than 60 LEAP into science projects for all ages, donated more than 12,000 children's books to the Read To Me Book Drive, celebrated Dia de los Niños/Dia de los Libros at 10 branches, held our annual Books to the Big Screen movie series, hosted more than 24 AMP music concerts, provided Read to the Dog programs in six locations throughout the City, added Lego and coding clubs, all in addition to our regular story times.

Maximize Awareness of the Library

2016 represented the beginning of the roll out of the Public Library's new brand identity. Our website, program fliers, library cards, quick start guide, hours map and other documents have been revised and updated with our new mark. Also, the Freedman Trust provided funding for a media campaign entitled "The Library Takes You Places." The media campaign ran



for more than six weeks and generated a great deal of interest and buzz amongst staff and customers alike.

The Public Library will continue to work on these four goals over the coming year and look forward to starting on plans for the new library buildings in the International District and the northwest mesa. Not only does the Public Library "take you places," the Public Library itself is "going places."



Anderson-Abruzzo Albuquerque International Balloon Museum



Immersive exhibits, family-oriented programming and the history, science and technology of lighter-than-air aviation contributed to record-breaking attendance at the Anderson-Abruzzo Albuquerque International Balloon Museum. More than 133,000 people visited the museum during the 2016 fiscal year, an increase of 17 percent over the previous year.

The Balloon Museum was excited to open two major attractions in 2016. These were the Tim Anderson 4-D Theater and the special exhibition Arctic Air: The Bold Flight of S.A. Andrée.

The Tim Anderson 4-D Theater engages audiences in visual, aural and physical sensations as they watch ballooning and other flight and science-related short films. Currently, two short videos – one in 2-D and the other in 4-D – are being shown back-to-back. The 2-D film, Remarkable Tales of Ballooning, runs approximately four minutes and is a new production by CliffDweller Digital. It shows a history of ballooning as depicted by the museum's exhibitions and collection. The 4-D film is Aerobatic Challenge, an award-winning and spectacular animated flight experience that also runs approximately four minutes.

Arctic Air explores the history and technology of an 1897 attempt to reach the North Pole by balloon. It examines the expedition and it delves into who the explorers were, their experiences in the Arctic, the

people in their lives at home and the motivation for such a journey. Journals of the crew, as well as photographs taken on the journey, tell a detailed story the Balloon Museum presents in an immersive display.

To increase community engagement, two new special events were produced by the Balloon Museum during 2016. These included Darth and Yoda Awaken and BOOloon Mania.



Nearly 4,000 people of all ages attended Darth and Yoda Awaken on September 30. In addition to encountering these popular balloons up close, visitors were able to meet the pilots and crew members. Admission to the event also

included entry to the Balloon Museum's exhibitions, the Mos Eisley Craft Port (arts and crafts in the museum's Sky Lounge), the new Tim Anderson 4D Theater and a one-of-a-kind virtual reality experience presented by the ARVUS Roadshow and the Albuquerque Film Office.

BOOloon Mania was held October 28 and drew nearly 1,500 guests. This family-oriented, Halloween-themed event included a balloon glow, pumpkin carving, luminaria decorating, music, food and crafts. The museum's exhibitions were also open for guests to visit.

Helping to serve our many visitors, approximately 100 volunteers contributed nearly 9,000 hours of service to the Balloon Museum during 2016. Volunteers assisted the

Balloon Museum employees with field trips, guided tours, educational programs, special events, Shoppe staffing, Balloon Fiesta events and services, exhibitions, collections and administrative duties. One very engaging program in particular, which is staffed entirely by volunteers, is the radio-controlled ballooning program. It was offered 42 times during the year as an adjunct to Balloon Museum events, educational programs and field trips.

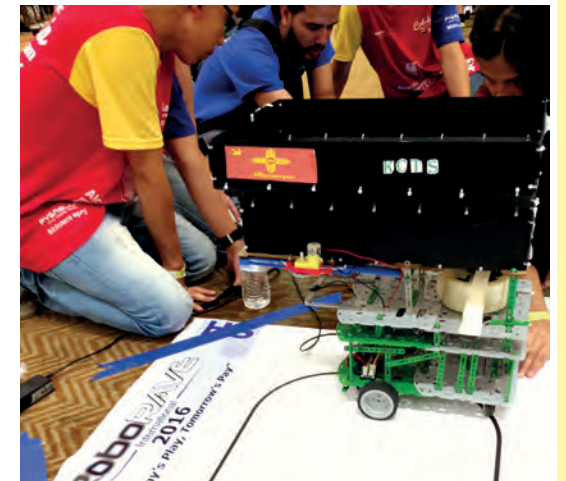
The Balloon Museum welcomed 126 school field trips, which brought more than 6,000 students to visit our exhibitions during the past year. More than 11,000 children and adults attended Stories in the Sky and Stories in the Night Sky, the Balloon Museum's signature early-childhood learning programs. In 2016, Stories in the Sky was named by readers of ABQ the Magazine as the "Best Storytime in the City."

Another signature program, Science in the Sky, served nearly 2,500 students in various grade levels in the spring. This program includes participatory science activities conducted by area scientists and engineers as well as guided tour of the Balloon Museum exhibitions.

The museum continued to host large community events in 2016. These included a St. Patrick's Day festival, the Renaissance Faire, Albuquerque Folk Festival, Albuquerque Mini Maker Faire, Albuquerque Concert and Summer Concert Series, Posole Ole, the Mac and Cheese Festival, NM Food Truck and Craft Beer Festival and RGDS Buddy Walk.

Looking to the future, work continued with the University of New Mexico

Fab Lab and Northern New Mexico University in building components for The Weather Lab, which will open in 2017. And recreational and sport drone flying – both large and small unmanned crafts – will be seen more often in programs at the Balloon Museum in 2017.



Public Art & Urban Enhancement



In addition to completing and launching several public art projects, supporting the newly designated Downtown Arts and Cultural District and completing the 17th Urban Enhancement Trust Fund cycle, 2016 was a great year for the Public Art Urban Enhancement. The division connected with regional, national and even international organizations while strengthening arts policy, arts and cultural procedures and the archival capacity of the public art database.

The first 1% for Art funded public art collaboration with Shakespeare on the Plaza enhanced the month-long outdoor production with a largescale temporary public art installation of lacy patterns and Shakespearean prose scattered about Civic Plaza. During late summer, the "Southwest Pieta" sculpture by Luis Jiminez underwent a major restoration in preparation for the designation of the Martineztown Park as one of only a handful of officially designated National Urban Parks by the National Parks Service.

Kicking off in early 2016, the Public Art Division embarked on the monumental task of cleaning up and converting the 20-year-old Public Art database to be fully integrated into the Albuquerque Museum and Anderson-Abruzzo Albuquerque International Balloon Museum shared database for easy interdepartmental crossreference abilities and for open data sharing. Converting more than 800 records with approximately 35 fields in each record resulted in one of

the largest and most robust public art databases in the country.

Recognized as a leader in public art database management by the Western State Arts Federation, the regional arts services organization based in Denver that manages the Public Art Archive, the program was invited to participate in the national Public Art Archive roundtable to develop uniform public art database protocols.

Division staff attended the national Americans for the Arts Conference in Boston participating in three days of workshops, site visits, public engagement and advocacy training, and brushing up on the latest trends and initiatives in arts policy and project management. Additionally, one staff member went on to attend the Montreal Mural Festival meeting with event producers, international muralists and the Montreal Arts Council, bringing back useful information for expanding the Albuquerque mural program.

The Public Art Urban Enhancement Division worked with Americans for the Arts through their Equity 360 program to review and update the Urban Enhancement Trust Fund (UETF) application process and funding guidelines, and participated in the national New Community Vision Program contributing to the "forward-looking blueprint for 21st century local arts development that will drive ten years of local-level capacity building, transformation and change in order to create healthier communities over time."



GOV TV and Promotions



The City of Albuquerque's government access television channel, GOV-TV 16, provides televised and real-time streaming video of local government programming 24 hours a day, as well as providing more and more programs that uploaded to YouTube for the public's viewing convenience. Programming includes live coverage of government meetings, recorded news conferences, and a variety of locally-produced television shows about public services, facilities, employees, officials and events.

In 2016, GOV-TV teamed with Special Events to produce a music series titled Live & Local. Live & Local features two local area bands performing at the historic KiMo Theatre. These performances are videotaped and then broadcast on Saturday evenings on GOV-TV, as well as YouTube. The episodes are available at: www.youtube.com/govtv16COA.



ABQtodo



ABQtodo.com continues to be a robust event-driven marketing and networking website for Albuquerque and Bernalillo County. With more than 700 events listed at any given time, ABQtodo.com has proven to be a great resource for those looking for more to do in ABQ.

2016 was a big year for ABQtodo.com as it navigated through a data migration from an existing platform to WordPress, implementing a responsive design. Responsive web design aims to create websites that offer optimal user experience across various devices and screen resolutions including desktop computers, tablets, smartphones and other mobile devices. This change also simplified the event submission process for other organizations.

ABQtodo's social media presence remained strong and continued to grow with more than 15,000 followers across Facebook, Twitter and Instagram. With followers engaging with content by liking, sharing and commenting, ABQtodo reached a total audience of 929,134 in 2016 on Facebook alone. In 2016, ABQtodo saw an increase of 2,614 Facebook followers, 1,003 Twitter followers and 1,761 Instagram followers. Social posts have shown to be a great tool for referring visitors to ABQtodo.com. Pageviews on ABQtodo.com increased year-over-year by 16% during 2016.

ABQtodo continued its commitment to create awareness for events that may go under recognized, highlight new events, advertise fun and exciting events for those young and old and increase the visibility of local talent.

ABQtodo's staff interacted with the community by attending events, handing out promotional items and conducting exciting ticket contests via social media.

