It is really no stretch to say that the activities, programming and special events organized by the City of Albuquerque’s Cultural Services Department reach in excess of five million people a year. Our citizens and visitors to our beautiful city experience the excitement of learning about new things and seeking new horizons through the dedication and hard work of the men and women of this department.

This is our first Annual Report to the Community. In these pages you will learn how the department’s different divisions and the non-profit groups that support them impact our community. For example, you will discover that the ABQ BioPark is the most-visited destination in New Mexico, with more than 1.2 million visitors each year.

You also will learn that the 17 Albuquerque/Bernalillo County Libraries are visited more than 2.5 million times in a year. It is important for us to share these statistics and the other information in these pages so that the community is aware of the value that the City of Albuquerque’s Cultural Services Department provides to the quality of life of our city. We also want prospective businesses interested in relocating to Albuquerque to know that the cultural amenities that our city offers are unique and world-class.

I encourage you to open up this annual report and take a look. You may be surprised to find out just how many opportunities this department provides to this community. I also encourage you to visit our wonderful attractions and participate in many of the events and educational programs that add vibrancy to our city.

Sincerely,

Richard J. Berry
Mayor
It’s a pleasure to share the work we do for our beautiful city. The work of the Cultural Services Department is often a labor of love; just ask our team members. A visit to any of our facilities at the ABQ BioPark, for example, will reflect the amount of care we provide to all the living creatures at the zoo, Tingley Beach, the aquarium and the botanic garden. One question from visitors usually arises, “And you get paid to have this much fun?” It’s quite noticeable that the folks at the BioPark—and across the department—are eager to provide an exceptional experience for our citizens and visitors.

Our other venues are just as varied, full of surprises and provide many opportunities for learning and staying informed. The 17 libraries each have their own personalities and have become a mecca for our community. Our librarians and library staff assist more than 2.5 million visitors each year and are often asked to show patrons how to apply for jobs, create resumes and sign up for that first email account.

The Albuquerque Museum of Art & History, the Anderson-Abruzzo Albuquerque International Balloon Museum and Casa San Ysidro are treasures for our residents and visitors. The spaces are what one would expect from museums; however, we provide one additional factor that is awe inspiring. It’s a blending of our natural resource—our big blue sky—that is evident in our facilities through architectural features. We are fortunate to live in this beautiful city; art and artifacts are abundant here and are best presented in these spaces.

A vibrant city only exists when it embraces people who provide music, theater and other cultural activities. We host many events in our theaters, at our libraries, museums, BioPark and Old Town Plaza. Other venues include the historic KiMo Theatre and South Broadway Cultural Center. Old Town is the center of music and dance throughout the year and we take pleasure in acknowledging our history and cultural distinctions.

I would be remiss if I did not mention the department’s network of non-profit organizations. With the financial and volunteer support from these groups, our department’s mission to provide cultural and community services is enhanced.

The City of Albuquerque is a great place to live and enjoy the essence of high desert habitability. Just ask our residents and visitors.

Sincerely,

Beatriz Rivera
Department Director

The ABQ BioPark is New Mexico’s most visited tourist destination, welcoming a record 1.2 million guests during Fiscal Year 2011. Through the Zoo, Botanic Garden, Tingley Beach and Aquarium, the ABQ BioPark strives to enrich the quality of life for all through education, recreation, conservation and research.

The Zoo, established in 1927, features species from around the world in beautiful exhibits throughout its 63 acres. More than 900 animals are cared for by our zookeepers, including dozens of threatened and endangered species.

Since opening in 1996, the Botanic Garden has grown to 32 acres of exhibits. From the 10,000 square-foot glass conservatory to the working 1920s Heritage Farm to the Sasebo Japanese Garden, the Botanic Garden features beautiful, diverse landscapes and plant palettes.

The Aquarium, also founded in 1996, showcases more than 10,000 animals. The 285,000-gallon “Open Ocean Tank” is a guest favorite, with five species of sharks, three sea turtles and hundreds of ocean fish.

Tingley Beach, renovated and reopened in 2005, provides some of the state’s most popular public fishing waters. With trout stocked in winter and catfish in summer, the ponds promise new and experienced anglers the chance to catch a big one.

BioPark Education, with the help of more than 500 volunteers, teaches visitors about plants, animals, habitats and conservation. During FY11, staff and volunteers interacted with almost 500,000 BioPark guests on-site, students and community members through outreach programs. Education also leads the “Our Actions Matter” campaign, which shares positive conservation messages through educational programming, events, exhibit signage and staff training.
Aquarium
- Opened the South Pacific Gallery, an interactive exhibit featuring a live coral exhibit and educational programming about human impacts on oceans;
- Collected hair and fiber for absorbent booms and delivered nearly one ton of them to the BP oil spill cleanup effort in the Gulf Coast;
- Introduced blue blubber jellies, sea stars, mollusks and dozens of coral species; and
- Continued successful work with the endangered Rio Grande silver minnow; captive spawned 291,000 and collected 136,774 wild eggs in spring 2011. At the Aquatic Conservation Facility, the fish are being reared for later release into the river.

Tingley Beach
- Installed picnic tables and benches around the ponds;
- Saw growing numbers of anglers. Twelve-month survey by New Mexico Game and Fish results in increased stocking levels for FY12;
- Welcomed record numbers of guests in June when the bosque and many fishing waters around the state are closed due to fire danger.

www.cabq.gov/biopark
The 17 Albuquerque/Bernalillo County Libraries welcomed more than 2.5 million visits from customers and handled over 4.6 million borrowed items throughout the year. During FY11, there was a great range and variety of activities in which citizens participated. More than 20,000 residents of all ages took part in the annual Summer Reading program. Children (and adults) who read during the summer go back to school retaining more intellectual skills, putting them at the head of the class compared with those who don’t read during the break.

The ongoing Every Child Ready to Read outreach continued with grants from United Way, the Stocker Foundation, and Sandia National Labs, reaching out to over 3,000 children, parents and daycare workers.

In the branches, we continued our successful workshops and programs, including Read to the Dogs, Movement & Music and traditional storytelling. Because of a generous bequest from the Tom and Jo Thomason estate, low income and special needs schools were able to pay for transportation to come to one of the libraries and participate in a reading and learning program.

With more than 2.5 million visits, the 17 locations need a lot of regular care as well as the occasional remodel. Renovation work is ongoing at the Special Collections Library but an extensive reconstruction phase is nearing completion with the restoration of the Gustave Baumann artwork around the fireplaces. The first half of a two phase construction project at Erna Fergusson was completed; reconfiguring staff work areas so more of the library can be opened to the public in the second phase, allowing more public computers to be available. The Main Library received a much needed new roof which, as well as keeping the building dry, improves heating and cooling efficiency. Feasibility studies are ongoing for new libraries in Council Districts 5 and 6, while the architectural plans for a new library at Central and Unser are progressing toward the completion of construction documents.

Staff continued a long tradition of thinking outside the box and making the best use of available resources. We ‘floated’ the collections so they don’t have to take an additional trip to a specified home, but instead stay at the returning library. Floating has made our distribution and handling of materials far more efficient and also constantly refreshes local collections.

Along with the 21 vacancies that were filled throughout the year, the libraries were able to reassign a reference position as the Digital Services Manager. Website use continues to grow with more than 2.2 million website visits. Several new agreements were reached with vendors to outsource even more new materials processing. And, on the digital front, we increased the number of downloadable materials which never wear out and ‘return’ themselves. We also added enhanced software to our web services, including LibGuides for organizing local information and Ask Us! for handling FAQs and hot topics.

The Library’s digital infrastructure was upgraded with the replacement of all network devices, the upgrading of all City self-check equipment, and software upgrades on all public computers.

The International Collection was launched at the San Pedro Library. This collection is a greatly expanded and enhanced range of materials in 12 world languages spoken by the community’s growing populations.

Staff collaborated with several local museums on the Community Science Foundation Grant, partnered with local bookseller Bookworks on many well-known local and national author events, and brought over 24 well-attended concerts by renowned performers to libraries across Albuquerque through an agreement with AMP Concerts.

Our 17 Libraries serve their neighborhoods well with an overall patron satisfaction rate of 83% and a membership level that is now at 53% of the total Bernalillo County population.

www.cabq.gov/libraries
The Albuquerque Museum of Art & History brings Albuquerque to the world—and the world to Albuquerque. The year began with the opening of the international traveling exhibition, Turner to Cezanne: Masterpieces from the Davies Collection, organized by the National Museum Wales. More than 50,000 visitors viewed this collection of Impressionist and post-Impressionist painting, which included works by artists such as Van Gogh, Cezanne, Monet and Renoir. It was the first time the paintings had been exhibited in the United States and the museum was one of four American museums to host the exhibit.

Organized by the Museum, the exhibit Sensory Crossovers: Synesthesia in American Art gathered works from national museums and collectors that demonstrated how the senses of sound and smell have influenced artists through the ages. Accompanied by a scholarly catalog, the exhibit also traveled to the Burchfield-Penney Art Center in Buffalo, New York. The Museum’s first cell phone tour was developed for this exhibit.

During the summer of 2011, the Museum presented A New Light on Tiffany: Clara Driscoll and the Tiffany Girls, organized by the New-York Historical Society. More than 65 stained glass lamps and several windows were included in the exhibition. The exhibition, after its premiere in Europe, was reassembled for travel especially for the Albuquerque Museum.

The Museum’s education division offered 32% more public programs this year, including lectures, gallery talks, performances, demonstrations, concerts, and family days. Many of these programs were the result of community partnerships with several arts and culture organizations.

Youth and families participated in more than 50 drop-in art classes and family days at the Museum and Casa San Ysidro. Additionally, the Museum School offered more than 50 art classes for ages three to adult. Special family galleries for the Turner to Cezanne and New Light on Tiffany exhibits featured hands-on learning activities. A new after school program, Lead with the Arts, was developed for teens. Magic Bus, a program of the Albuquerque Museum Foundation, provided 137 buses for APS students, bringing more than 11,000 students to the Museum. Tours were led by 185 docent volunteers, who contributed 42,490 hours in service and training.

The Museum’s art, history and photography collections were featured in several exhibitions, including the Eason Eige Collection of Navajo and Pueblo Jewelry, 1870–Present; Off the Bed: Quilts from the Collection; Ships on the Line: Albuquerque and the Golden Age of Aviation; and The Portrait Tradition: Albuquerque Photographers.

The Museum and its historic site, Casa San Ysidro–The Gutierrez/Minge House in Corrales, New Mexico, served more than 133,000 on-site visitors and patrons. But the Museum touches many more thousands of lives every year through its traveling exhibits and loans of art and historic objects to museums nationwide.

The Museum’s staff is actively involved in delivering our art and history programs to many community and civic groups, such as the OASIS continuing education program. Casa San Ysidro was also placed on the Camino Real National Interpretive Trail program. Photographs on the Museum’s Flickr site were accessed by more than 71,000 and are also accessible through the University of New Mexico’s Digital Collections website.

As part of the mission of preserving the historic and artistic past of Albuquerque and the region, the Museum acquires objects for its art and history collections. Two significant acquisitions included more than 800 glass plate negatives from Albuquerque’s historic Cobb Studio, and more than 300 historic and contemporary pieces of Navajo and Pueblo jewelry, as a gift of Eason Eige.

www.cabq.gov/museum
The Anderson-Abruzzo Albuquerque International Balloon Museum opened in October 2005 and is nestled at the southern end of the spacious Balloon Fiesta Park, the site of the annual Albuquerque International Balloon Fiesta®. The Museum welcomed 66,103 visitors during FY11—the second-highest annual attendance during the past six years.

The Museum also celebrated the fifth anniversary of its opening, which was highlighted by a “Five Years and Rising” advertising and programming campaign. To commemorate this milestone, the Museum developed three program series: Departures Salon (after-hours adult programming); Launch and Learn drop-in, hands-on workshops for all ages; and Curator’s Coffee and Gallery Tours.

The Balloon Museum’s staple of continuing in-house programs strongly increased the Museum’s visibility and attracted 11,380 visitors—25% of FY11’s total front-gate admissions. These programs included onsite field trips, the toddler story time Stories in the Sky, Montgolfier Day, Holidays Take Flight, Public Open House, and Spring Break Family Day. Stories in the Sky, in particular, turned into quite a success, with 3,856 attendees during the past year. This program has grown by 73% since being introduced in FY09.

These programs were complemented by successful first-time collaborations, or community partnerships, with outside organizations. Plans are to continue—and increase—program collaborations during the next year. Select new FY11 partnerships included:

- New Mexico Children’s Fair (Legacy Media, Inc.);
- Arts in the Park/Cosmic Carnival (Cultural Services Dept.);
- Blues at the Blueseum (Cultural Services Dept.);
- Special performance, tour bus and book stamping (Bookworks); and
- Zimbabwe Music and Dance Extravaganza (AMP Concerts).

In the exhibit arena, the Museum introduced two temporary exhibitions in FY11:

- Cluster Balloons: From Lawn Chairs to Cosmic Rays; and
- A Century of High Flying: Science, Space and Sport. This was the Albuquerque area’s first major new exhibition celebrating New Mexico’s State Centennial in 2012.

Rentals of the Museum continued to contribute a sizeable share (32%) of the Museum’s total onsite attendance, with the remainder being front-gate admissions. A new rental offering—The 9 To 5 Club—was prepared with the goal of attracting more rental clients during weekday hours.

The Museum received special recognition on local, regional, national and international levels:

- Cited by Albuquerque the Magazine in 2010 as one of the Top 5 in the Best Museum and Best Architectural Treasure categories;
- Featured in the nationally-televised Regis and Kelly 5K Run;
- Selected for the June 26 unveiling of the New Mexico State Centennial Balloon—a special event with participants Governor Susana Martinez and Albuquerque Mayor Richard J. Berry; and
- Approved to be the future home of the Ballooning International Hall of Fame.

The Museum’s accomplishments were offset by sadness from the passing of balloonists Richard Abruzzo, Carol Rymer-Davis, Ron Clark and Larry Newman. These ballooning heroes shared a past or current connection to Museum. At his family’s request, a special tribute and an Italian stone pine planted at the Museum commemorated the life of Richard Abruzzo, former Chair of the Balloon Museum Board of Trustees and Vice President of the Balloon Museum Foundation Board.

www.cabq.gov/balloon
The Community Events Division produces free or affordable performing arts-related entertainment and cultural activities that enhance the quality of life for our residents and visitors. We are comprised of the KiMo Theatre, Special Events and the South Broadway Cultural Center.

In FY11, the KiMo Theatre experienced a revival due to several new initiatives, including:
- The installation of the iconic neon sign on the front of the theater;
- Historic murals painted by artist Carl Von Hassler in the entrance to the theater were rehabilitated; the theater’s exterior was repainted;
- A high definition projector, digital audio and lighting consoles were installed;
- New programming that features high-definition simulcasts of opera, ballet and foreign and documentary films was initiated; and
- Live radio returned to the KiMo with concerts simulcast on 89.1 KANW FM.

The Special Events Section provides free or affordable family-oriented programs:
- We produced the City’s largest event, “Freedom Fourth,” with an attendance of more than 45,000 people;
- Albuquerque Summerfest was extremely popular, with four events attracting nearly 40,000 attendees. Summerfest featured performances by local and national entertainers, as well as activities for families;
- The July 2010 Summerfest event in Nob Hill attracted more than 17,000 people, the single largest gathering of residents and visitors to the Nob Hill district;
- Arts in the Parks events were held in each Council District and featured an arts market and live performances by local entertainers;
- A new Holiday Arts Festival that was implemented on Civic Plaza in conjunction with the Twinkle Light parade attracted more than 36,000 people; and

A new event, “Blues at the Blueseum,” which featured performances by local blues musicians, was hosted by the Albuquerque Balloon Museum.

The South Broadway Cultural Center features an auditorium, multipurpose room, art gallery and public library and is located in one of Albuquerque’s oldest neighborhoods:
- In FY11, the Albuquerque Journal named two SBCC art exhibits as two of Albuquerque’s best for the year;
- The “Dia del los Muertos” art exhibit and reception continues to be the SBCC’s largest and most successful annual event;
- SBCC produced the first Drum, Bass, and Guitar Battle, which featured performances by local musicians who competed for prizes; and
- Efforts to improve customer service by restructuring and simplifying the SBCC’s rental process and applications were made for the benefit of the community.

Old Town—New Fun

The Old Town—New Fun program draws more than 100,000 people each year to Albuquerque’s Old Town. Through a variety of free cultural programming—from gunfight reenactments to Flamenco dancing to Native American ceremonies—we entertain citizens and visitors and create economic development opportunities for the merchants and restaurateurs who operate in the heart of our city.

During FY11, Old Town—New Fun:
- Produced 130 concerts, dance recitals and other events during our nine-month-long season;
- Planned the much-loved Founders’ Day festival, which celebrates our city’s founding with a parade and special musical performances;
- Held the tasty Salsa Fiesta, which invites connoisseurs to sample dozens of salsas entered into our homemade salsa competition; and
- Operated the Holiday Stroll, a time to browse Old Town’s shops for holiday treats and view the plaza lit with festive luminarias.

Most of our events engaged community youth or featured performances with an international flair. Dozens of school, church and other youth groups performed last year in Old Town. Many other events included a craft workshop with free cultural crafts for children to make and take with them. The season also featured weekly performances from cultural groups within Albuquerque, such as Thai, Japanese or Irish music and dancing.

Old Town—New Fun staff also rents the historic Old Town gazebo for weddings and other special events and manages the Portal Vendor Program, which operates 364 days a year.

www.cabq.gov/cultural-services • www.kimotickets.com
The Public Art Program and the Albuquerque Arts Board develops and recommends permanent and tangible public art projects for commission or acquisition within the City of Albuquerque. The program is one of the nation's oldest and was established by ordinance in 1978. This bold initiative set aside 1% of city construction funds derived from the General Obligation bond program and certain revenue bonds for the purchase or commission of works of art. Currently, there are more than 650 works in the Public Art collection.

The Arts Board, 11 members appointed by the Mayor and the Albuquerque City Council, is responsible for co-developing policy and ensuring public input on projects. In FY11, the program, in conjunction with the Board:

- Managed 19 projects;
- Hosted a southwest regional workshop for artists;
- Coordinated and produced seven video documentaries;
- Hosted three public art trolley tours; and
- Conserved more than 60 works of art in the collection.

Completed artwork during FY11 includes:

- Recreation of the historic Kimo Theatre neon sign;
- Installation of "A Stop on the Rio Grande" at the Alvarado Transit Center;
- Installation of the "American Dog" and "Kimo the Cat" at the City’s Eastside Animal Shelter;
- Placement of the "Portable Grove" land art trees at the ABQ BioPark’s Africa exhibit; and
- Acquisition of art by area high school students.

The program also oversees the Urban Enhancement Trust Fund and works with the UETF Committee, which develops and recommends funding allocations provided to local non-profit organizations for cultural and humanities projects. Every two years, 90% of the fund’s earnings are distributed for such projects. The remaining 10% is returned to the fund’s corpus.

With a renewed emphasis on community outreach and communications, the program developed educational and community outreach tools that utilize technology and social media. The program also premiered an e-newsletter growing from 75 subscribers to more than 500 in less than six months; uploaded the public art collection to the iPhone application, "MuseumWithoutWalls," and the CultureNow website as well as the national Public Art Archive; released and distributed its first edition of Public Art Trading Cards; and premiered Public Art Facebook and Duke City Fix pages.

Two additional initiatives are part of the Public Art Program: The Downtown Arts & Cultural District, which is a partnership with the Downtown Action Team and the citywide Creative Industries Action Plan in partnership with Creative Albuquerque, an arts and cultural industries advocacy and economic development organization. The program provides management and leadership in both initiatives, which seek to measure and quantify the amount and economic importance of arts and culture activities in Albuquerque and our region.

The entire Public Art Urban Enhancement Program moved to the Cultural Services Department in April 2010 after nearly 20 years of residing in the City’s Capital Implementation Program. In FY11, program staff enjoyed close collaboration with department staff and leadership.

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www.cabq.gov/publicart
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. 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.

During the past year, GOV-TV improved its programming by replacing outdated analog equipment with new digital and high-definition equipment. Albuquerque voters approved the General Obligation bond that allowed for the first phase of this technology change over, which includes new field cameras, editing computers and studio production components.

GOV-TV did more in FY11 than broadcast meetings and public interest programs. The talented GOV-TV staff also produced several minidocumentaries and numerous commercials promoting various City departments and events on both the Internet and local television stations.

Lo Maduro de la Cultura, a one-hour-long monthly arts program, is also featured on GOV-TV. In more than 350 programs produced since 1993, Lo Maduro has provided educational and entertainment programming that reflects the cultural diversity of Albuquerque and New Mexico. It fills a special niche in local cultural entertainment and has acquired a loyal following, particularly among senior citizens.

**Promotions**

With some of the best attractions in New Mexico operated by the Cultural Services Department, promoting them all is a fun challenge. The Promotions section of the department partnered with KOB TV for discounted peak commercial air time, which resulted in additional free air time on the channel. Ten electronic billboards located within Albuquerque were also utilized to help promote department events.

A trade partnership with the Albuquerque Isotopes minor league baseball team gave the team’s management an opportunity to send their season ticket holders to City attractions, while the City’s promoted its cultural amenities at the ballpark and through ticket giveaways. In partnership with the Albuquerque Convention and Visitors Bureau, the department had advertisements placed in travel-related publications seen by potential visitors nationwide.

www.cabq.gov/govtv