



2013 Cultural Services Annual Report to the Community



City of Albuquerque
Richard J. Berry, Mayor

Cultural Services Department
City of Albuquerque

Richard J. Berry
Mayor

Robert J. Perry
Chief Administrative Officer

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Trudy E. Jones, Vice-President – District 8

Don Harris – District 9



The key to a thriving city is the strength of its communities, which are comprised of great neighborhoods, public spaces and facilities. The Cultural Services Department oversees the operation and programming of many of Albuquerque's premier public destinations, including the ABQ BioPark, the historic KiMo Theatre and the Albuquerque Museum.

We are proud of all that has been accomplished in the last year, from completing a ten-year-long effort to bring Tasmanian devils to Albuquerque to reaching a recent record of annual attendance at the KiMo Theatre, to beginning work on the new Only in Albuquerque history exhibit for the Albuquerque Museum. The department achieved these and dozens of other initiatives in order to bring hundreds of educational, cultural and entertainment events to the people who live in Albuquerque as well as those who visit our wonderful city.

I encourage you to take advantage of the department's many destinations, attractions, events and art exhibitions. As a regular attendee, I can attest to the exceptional experience you will have at these venues:

ABQ BioPark: Zoo, Aquarium, Botanic Garden and Tingley Beach; Seventeen branches of the Albuquerque/Bernalillo County Library; Albuquerque Museum; Anderson-Abruzzo Albuquerque International Balloon Museum; Public Art Urban Enhancement Program; KiMo Theatre; South Broadway Cultural Center; and Annual events, including Freedom Fourth,

the Summerfest music series, Historic Old Town celebrations and much more.

In addition to highlighting the value of the arts, culture and entertainment programming the department hosted in our community in 2013, it is important to note that the city has embarked upon many new and important projects that will make 2014 a very exciting year. The ABC Library system began construction of a new library on the city's west side. This will be the first library built in Albuquerque in many years and will serve a growing and diverse area of the city. We also began the master planning process for the ABQ BioPark. This is an important undertaking as the growth and development of the BioPark's four facilities—and especially the zoo—have operated without the guidance of a master plan for decades. The months-long process of creating the plan will be completed in the spring of 2014.

Thank you for taking the time to learn more about the City of Albuquerque's Cultural Services Department and all that has been accomplished in 2013. These achievements would not have been possible without the dedication of hundreds of city employees and the volunteer and non-profit groups that support the department's efforts.

Sincerely,

A handwritten signature in black ink that reads "Richard J. Berry". The signature is fluid and cursive, with the first name being particularly prominent.

Richard J. Berry
Mayor

ABQ BioPark

During this past year I have been inspired by the dedication and commitment of the many people who give the Cultural Services Department the power to make such a remarkable impact in Albuquerque. From the hundreds of employees, to the thousands of volunteer hours to the millions of people who come to our world-class destinations and events each year, I say thank you for your commitment to making what we do together so successful.

In 2013, much of the department's focus was on setting a course for protecting and investing in our many resources. For example, we began a master planning process for the ABQ BioPark. When the plan is complete in mid-2014, we will have a plan that will guide the development of the BioPark's four facilities for the next 20 years and beyond. The planning process has compelled us to think big and creatively about our future.

The completed plan also will be necessary to help us carry on some of the other changes that were established at the BioPark during 2012 and 2013—namely the creation of a dedicated maintenance team. The establishment of this team will ensure that the BioPark can care for and maintain the investments that we already have made while planning a path for future exhibits and visitor amenities.

The BioPark is not the only division within the department that has experienced a renewed sense of commitment to its future. We've made many investments in other department facilities, including the South Broadway Cultural Center, many of the 17 branches of the Albuquerque Bernalillo County Library, the KiMo Theatre and much more.

Watching new facilities rise from the ground to completion is exciting. In fact, we'll open a new library in winter of 2014—the first new library in Albuquerque in close to 20 years. But, investing in what we have today and what already is well-loved by visitors and citizens alike also is very important.

Now that we have many of our investments back in tip-top shape, I am turning my attention in 2014 to how to recognize department employees for many jobs well done. Without the employees' passion and hard work, we would be unable to share so many wonderful cultural, educational and entertainment experiences with the people of our great city. Thank you.

Sincerely,

Beatriz Rivera
Department Director



The ABQ BioPark again earned its designation as the number one destination in New Mexico by reaching a fourth consecutive year of record attendance during fiscal year 2013, which ended on June 30. More than 1,238,200 people visiting the BioPark experienced the strides it made during the past year, including those made in several important international species conservation programs.

Chopper, a white rhinoceros calf made his first public appearance in February. He was born at Florida's White Oak Conservation Center but did not bond with his mother. Chopper is the offspring of a male rhino that is part of the zoo's herd but is on loan to the center. Due to this relationship, the BioPark was the first place on the list when Chopper needed a new home. Now more than a year old, he is thriving and being raised by Bertha, his surrogate rhino mother.

On April 26, Sarah the Sumatran orangutan gave birth to Pixel, a healthy male. Pixel's mother, father, Tonka and older sister Reese are part of the Association of Zoos and Aquarium's managed orangutan population. Managing captive populations helps worldwide conservation efforts of this endangered species.



The zoo is home to about one-third of the world's population of Socorro doves, which lived exclusively on Socorro Island, which is off the west coast of Mexico, and were declared extinct in the wild in the early 1980s. Thanks to the efforts of BioPark staff, which has raised more than 30 chicks, and other biologists, the species is one step closer to returning to its native home.

Snow leopards are endangered and the zoo is an international leader in snow leopard conservation. In May, the zoo welcomed snow leopard twins—its sixth litter from mother Kachina and father Azeo.

It's been nearly 20 years since the northern Mexican garter snake was last seen in New Mexico, and scientists suspected that the species was extinct from the state until zoo herpetologists discovered three of the snakes in southwestern New Mexico in June. The snakes were young males, leading scientists to determine that the population is viable and producing offspring. Now experts must determine how strong the population is, where else the snakes may live and the condition of their habitat.

Rozie, a 20-year-old Asian elephant, gave birth to her second female calf in October. Jazmine is the seventh member of the zoo's Asian elephant herd and is on exhibit daily with

"We went with 3 generations—from 3 to 59 years old—and we all enjoyed the visit. The zoo is well designed and beautifully landscaped. There were several exhibits that were special in how close you feel to the animals..."
Aggieal, Texas

her mother, grandmother Alice and older sister Daizy. Jazmine's birth is important to elephant conservation programs, and the zoo is one of a handful of facilities with three generations in its elephant herd.

On December 30, after a ten-year effort, the zoo officially introduced four Tasmanian devils and became part of worldwide efforts to preserve the species from the devil facial tumour disease, which has drastically reduced wild devil populations—some by more than 80 percent. While scientists search for a cure, zoos are raising populations of the world's largest carnivorous marsupial that are isolated from the disease. In 2013, the BioPark was one of two facilities in the United States to house Tasmanian devils.

The ABQ BioPark Aquarium also welcomed new residents, including a pair of giant isopods. To many, the Gulf of Mexico crustacean looks like a large underwater cockroach, but it is more closely related to crabs, shrimp and the roly-poly pillbugs found in backyard gardens. In December, the

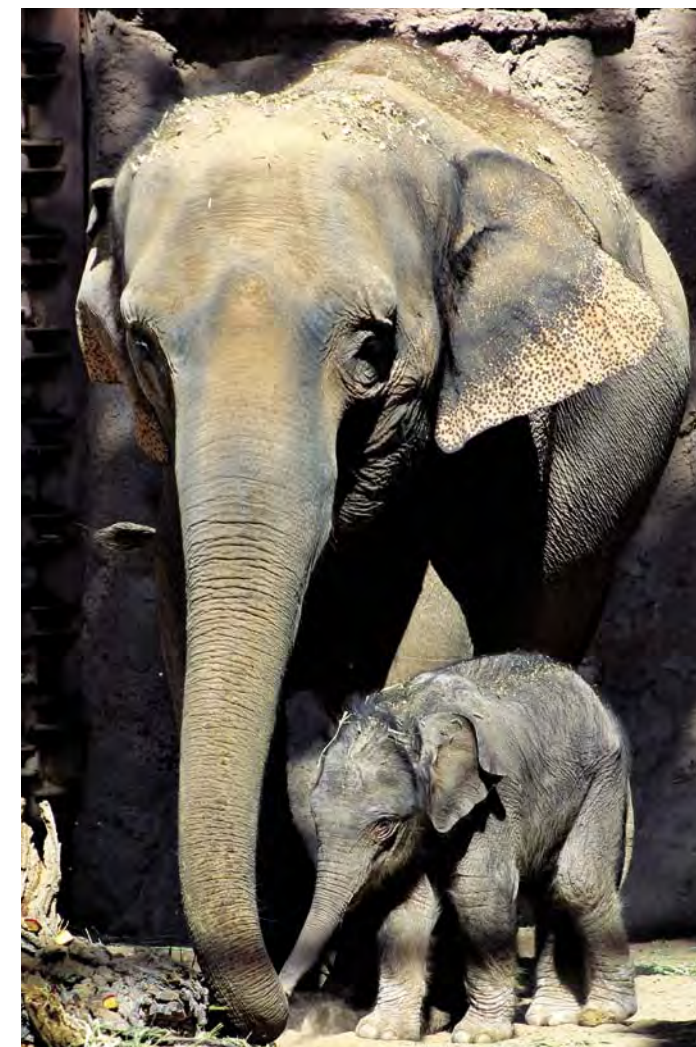
aquarium also welcomed the chambered nautilus. Older than dinosaurs, the chambered nautilus is a living fossil that has remained virtually unchanged for 500 million years. They are best known for their smooth, white shells.

The new Pacific Coral Reef exhibit opened in April, transforming the former Eel Cave into a vibrant walk-through reef with more than 200 brilliantly-colored fish. Guests are surrounded on three sides by water and can view nearly 80 different species of fish dive, dip and glide. Nearby interpretative signs share the stories of people who depend on coral reefs, which are facing serious threats worldwide. (The eels are now in the Shark Tank.)

The ABQ BioPark Botanic Garden opened the Cottonwood Gallery in August. BioPark staff and volunteers created trails, sculpted wetlands and planted native vegetation in the new exhibit so that guests can experience the Bosque, the forest found along the Rio Grande. The wetlands mimic historic oxbows and ponds that the

river would have created before dams and channels restricted its flow. ABQ BioPark's Tingely Beach participated in the Blue Tree Project by applying blue, environmentally-safe colorant to many of the trees on site. This was a temporary art installation to draw attention to the importance of trees in an urban environment. Albuquerque was the seventh city in the country to host the international endeavor, which was made possible by Tree New Mexico, the BioPark and the Albuquerque Public Art Program.

“The Bio Park is worth the trip if you're in Albuquerque! It's very relaxing, peaceful and interesting.”
Samantha D.



ABQ BioPark Master Plan

In 2013, City of Albuquerque officials and BioPark staff embarked on a master plan process to guide the future of the BioPark. The nine-month-long development process will result in a plan that will shape the facility's growth during the next two decades. Creating a new master plan was a recommendation set forth by a task force assembled by Mayor Richard J. Berry to assess the BioPark's future needs and

the effectiveness of its current construction and maintenance programs. While the plan will include tactics for new exhibits and creating an enhanced visitor experience, it also will include a plan for reducing overall maintenance costs and providing ways to highlight and enhance the BioPark's many education, tconservation and research programs.

ABC Library



The Albuquerque/Bernalillo County Library plays a critical role in our community by helping people become better readers, better learners, better workers and better citizens.

More than 2.2 million visitors came to the ABC Library's 17 locations in 2013 and discovered a responsive, innovative, efficient, welcoming and free resource for all.

"We love you because you provide a variety of resources. If it weren't for you, my husband would not have gotten a job. Thanks a million!"
Sherri H.

Mission: Connecting people with resources and services

Vision: To bring opportunities for knowledge, learning, and achievement to our customers and community.

Goal 1: Support Literacy and Lifelong Learning

"Love the way you have such activity with all the children. They really will benefit by the socialization. Thanks!" Marie B.

Literacy is essential to the success of individuals and the whole community. We help prepare our youngest citizens for success with

Every Child Ready to Read programs and resources as well as our four Early Literacy Centers. The Summer Reading program helped counter the "summer slide" in learning for 16,766 participants. We offer one on one computer and internet training for all ages, and monthly Gizmo Garage sessions to help citizens make the best use of their digital devices. We also provide materials and services that support personal and professional growth with targeted online resources including Homework Help and practice tests through Learning Express, as well as 4,529 educational programs for all ages throughout the year.

Goal 2: Advance the use of new technology

"Staff were so helpful on my first experience with checking out, registering and loading a Kindle."
Carol B.

We provide computer and Internet access so all citizens can participate fully in the information economy. We provided 801,750 public computer sessions on our 292 public Internet computers. We also provide 48,732 digital e-books and 13,713 digital audiobooks. This year we upgraded our security and inventory control with RFID (Radio Frequency Identification) tags on all our 1.2 million books and media and installed an automated return and sorting machine at Erna Fergusson. RFID makes the handling of our materials more efficient and allows us to enhance our customer experience.

Goal 3: Maximize Awareness of the Library

"I can have books delivered to my local library—it's like Christmas when I get the call! Libraries are a national treasure."
Greg L.

The Library offers incredible value to our citizens, with an average Return on Investment of \$4 to \$1 for a public library. We want to be sure that people make full use of our resources. To that end we have increased

outreach to schools and daycares, and help support visits with the Thomason Transportation Fund. We have also promoted our online databases

through monthly displays and website features. This year we added the 3M "Cloud" library of e-books to broaden our e-collection and added "Discovery Kiosks" in nine of our branches featuring the best of our available e-books. The Albuquerque Public Library Foundation was launched in 2013 and has begun enhancing the Library's services in early childhood outreach and literacy through well baby clinics and quarterly Community Baby Showers.



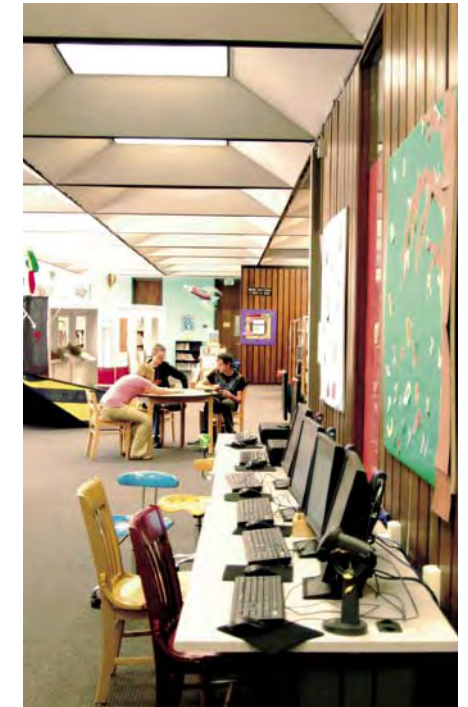
Goal 4: Excel in Customer Service

"The atmosphere is welcoming—a place to rest, read and recover."
Carrie B.

We've enhanced the user experience at several of our buildings recently, with improved lighting at Los Griegos, upgraded landscaping at Lomas Tramway, a refreshed Cherry Hills library, and a renovated Juan Tabo library including an inspiring tile art installation on the New Mexico literary experience.

We also launched a new website enhancing the user experience by featuring the most used online resources in a more accessible design. And we continue to excel at our stewardship of taxpayer dollars

by offering more hours per staff member, more visits per staff member and more check-outs per dollar than any of our 11 Southwest library peers.



Albuquerque Museum



During the spring of 2013, the Albuquerque Museum completed a renovation of the building interior, including the history gallery and climate control systems. All exhibit galleries now are on the museum's main floor and more accessible to the public. This also will provide needed storage for the museum's art and history collections for their preservation and future use.

The renovation has provided a gallery space for the museum's major endeavor in 2014: The opening of *Only in Albuquerque*, a new history exhibition about Albuquerque and the central Rio Grande valley. The exhibit will feature more than 600 artifacts and visitor-activated



digital programs. It will highlight Albuquerque's unique development as told in stories of the many people who have lived in this special place over the centuries.

The museum remained open during the renovation and presented these major exhibitions: *Art of the Ancient Americas: the John Bourne Collection* (organized by the Walters Art Museum, Baltimore, MD); *Machine Wilderness: International Symposium of Electronic Art*, produced by 516 Arts with the museum (a city and statewide initiative); and *Deco Japan: Shaping Art and Culture, 1920-1945*.

Photography exhibits included *Vernacular Architecture of New Mexico*, *Photographs by Robert Christensen*.

About 115,000 people took advantage of the Museum's and Casa San Ysidro's exhibits, educational programs and events. In addition to guided tours and annual events at Casa San Ysidro: The Gutierrez/Minge House, monthly 2nd Sundays and Saturdays at Casa featured lectures and Chautauqua

programs in an open-house format, increasing annual attendance by 12%. In May, we co-organized the New Mexico Council of Car Clubs Classic Auto Show, drawing many visitors to Old Town and the museum. The museum also presented Focus on Youth, the

Albuquerque Public Schools high school photography program exhibition and a Lead with the Arts exhibit, Project Dreamscape, in collaboration with the Meow Wolf arts cooperative. Fall featured the Albuquerque Museum Foundation's popular art show and auction, *Miniatures & More*.

The Photo Archive moved into a new space that provides greater visibility and use of the collection of more than 125,000 prints, negatives, transparencies, films and oral history recordings reflecting Albuquerque's unique history, and including 20,000 digitized photographs.

A museum photo panel exhibition, *Come the Red Men, Hear Them*

Marching, was loaned to the Indian Pueblo Cultural Center. Photographs from the archive graced the pages of many publications, including Richard Ruddy's biography of Edmund G. Ross and Robert Kirk's *Flying the Lindbergh Line*. The museum also loaned art, artifacts and exhibits to museums nationwide, exposing Albuquerque's cultural heritage to nearly two million visitors in cities including New York, Cleveland, Washington, D.C. and Dallas.

More than 31,000 people participated in education programs, an increase of almost 18% from 2012. Youth and families participated in more than 50 drop-in art classes and family days and the Museum School provided art instruction through 49 art classes for all ages. Family activity guides, on-line teacher guides and gallery brochures were produced for all major exhibits. Magic Bus, a program of the Albuquerque Museum Foundation, provided 152 buses for APS and Rio Rancho students, and nearly 12,000 people participated in school tours, an increase of almost 10%. Tours were led by 231 docent volunteers who contributed 41,358 hours of service.

With the Foundation's assistance, more than 5,600 people participated in programs for adults, including 3rd Thursdays, the summer Performing Arts Series (in collaboration with Chatter and FUSION), exhibition programming, and programming in collaboration with Opera Southwest and the Santa Fe Opera. The museum partnered with the APS Title I Homeless program to offer tour programs for

pre-school, elementary and middle school students enrolled in its summer programs.

The museum received a planning grant from the National Endowment for the Humanities for art, history and photo archive collections storage. Staff handled more than 1,000 requests for information from the public, researchers and other museums, as well as presenting outreach programs in the community, state and region.

The museum also received many gifts of art, historic artifacts and photographs from generous donors and contributions toward the purchase of works for the collection. History donations included a significant gift of photographs and memorabilia documenting 'MITS' Altair World Trade Conference in Albuquerque and two Dietz railroad lanterns, as well as a museum purchase of an original Route 66 highway sign. The photo archives received several collections of photography about Albuquerque families such as Ettore Franchini, Bert Exter, and Tutullio. Art acquisitions included a concho belt by Gail Bird (Santo Domingo) and Yazzie Johnson (Navajo), a painting by and from Jaune Quick-to-See-Smith, works by Raymond Jonson, and a collection of art by important regional artists such as Clinton Adams, Larry Bell and Holly Roberts.



Anderson-Abruzzo Albuquerque International Balloon Museum



The Anderson - Abruzzo Albuquerque International Balloon Museum had another exceptional year, which included setting a single-day attendance record. The museum also opened two new exhibits and continued its successful Stories in the Sky reading program for toddlers.

The first exhibition of 2013 was *We Fill The Sky With Dreams*, which opened in conjunction with the annual Friends and Lovers Balloon Rally. The exhibit tells the captivating story of the origins and evolution of the Albuquerque International Balloon

Fiesta®. Beginning as a small local balloon race in the early 1970s, the fiesta is now one of the premier spectacles in the world, as well as Albuquerque's annual hallmark event. The exhibit features artifacts, photographs, films and relics of past fiestas while relating the fascinating saga of the personalities, ideas and circumstances that created it.

Back by popular demand was the exhibit *Children of War, Voices for Peace*, which documents the origin and use of Fugo balloons. The balloons were manufactured in Japan during World

War II as a military weapon and launched against the United States for attacks along the Pacific coast. The balloons, many of which were constructed by Japanese children, were a largely obscure facet of the war. As part of the exhibit the museum also displayed the Children's Peace Statue, which was designed and funded entirely by children as a monument to world peace. A striking feature of the statue, which rests in front of the museum, is its chains of origami cranes, a symbol of healing and peace.

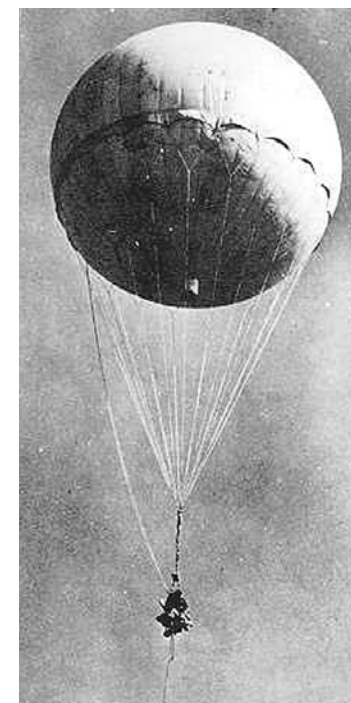


The Balloon Museum continues to attract an array of gatherings and groups that

utilize our large and spacious rooms for weddings, parties, meetings and special events. In addition to offering this service, the museum also has become a popular destination for outdoor activities and performances. This year, the museum hosted Albuquerque's inaugural Renaissance Faire, a classic car show, the annual Albuquerque Folk Festival, Blues at the Blueseum music festival and the Albuquerque Concert Band Series. The one-of-a-kind Southwest Bacon Fest took place on November 2, bringing more than 8,000 people to the museum and setting a one-day attendance record at the museum.

The award winning Stories in the Sky program hosted by the museum's education curator, Laurie Magovern, continued to gain in popularity while generating outstanding attendance for the museum. A unique and imaginative program that is best suited for children up to six years old, Stories provides the very young with both a positive impression of museums and the beginnings of a lifelong interest in ballooning. During the summer, *Stories* expanded to include *Science in the Sky* and *Stories in the Night Sky* for evening audiences.

The education team also hosted many other successful events that drew hundreds of visitors. These included the annual Spring Break Family Day and author Jessie Haas, who signed copies of American Girl books featuring American Girl Saige. Saige, from Albuquerque, was the American Girl of 2013.



Aggressive programming, event planning and marketing have combined to create greater public awareness of the many exciting opportunities available to visitors.

Community Events



The Cultural Services Department's Community Events Division consists of four areas: The KiMo Theatre, Historic Old Town, the South Broadway Cultural Center and Special Events, which coordinates the City's large annual events, including Freedom 4th, the Twinkle Light Parade and the popular Summerfest Series.

KiMo Theatre

The historic KiMo Theatre celebrated a banner year. More than 66,000 patrons came to one of the theater's more than 300 events—setting a recent record for annual attendance. And the people came to see a variety of events, film screenings, rehearsals, lectures and performances.

The Live at the KiMo series continued with the return of *Defending the Caveman* in February and a sold out performance by *Santa Fe and the Fat City Horns*. The KiMo also worked with the Albuquerque Bernalillo County Library and the Vortex Theatre to present a state adaptation of New Mexico author Rudolfo Anaya's *Bless Me Ultima*, that was sponsored in part by the National Endowment for the Arts Big Read program.

The KiMo also continued the Opera in Cinema and Ballet in Cinema series with high-definition screenings

of performances from the Royal Opera and Royal Ballet in London; La Scala Opera House in Milan, Italy; Bolshoi Ballet, in Moscow; Paris Opera Ballet; Netherlands Dance Theatre and other internationally-acclaimed ballet and opera companies.

Historic Old Town

Historic Old Town's live entertainment programs received a facelift in 2013 with a revived marketing plan and more diverse choices of performers at the Old Town Gazebo. A monthly Old Town e-newsletter was created and is distributed by the department. The new approach has been well received by the merchants and vendors in Old Town.

Another Historic Old Town initiative is the annual Salsa Fiesta. Now in its ninth year, the event brings thousands to Old Town to shop, eat, dance and sample some of the best homemade salsas in Albuquerque. The department was awarded a grant of \$10,000 from the New Mexico Tourism Department to promote the fiesta regionally. A partnership on the grant with the Albuquerque Convention and Visitors Bureau supported promoting Salsa Fiesta to a regional audience in Colorado, Arizona and Texas, a first for this event.

A myriad of other events, including the Festival Days series events, New Mexico Jazz Festival, the Valentine's Day Celebration and the Holiday Stroll contributed to the cultural and economic impact of Historic Old Town Albuquerque.



South Broadway Cultural Center

The South Broadway Cultural Center received much needed renovations in 2013, including a new HVAC system and sky light in the gallery. The sky light comes with a higher insulation rating and better lighting to create an improved balance of light and temperature in the gallery. Also, the John Lewis Theater received a new video projector, an entire new sound system and acoustic panels.

Night of the Arts made its premiere at the center. This special event included an art reception, live music in the theater and a film screening related to the art in the gallery. These events show great promise for being signature events for the center. Additionally, the gallery exhibits, including Albuquerque Art: A Look Back and Mining the '90s brought exceptional work from renowned local artists to the gallery. Both exhibitions were listed in the Albuquerque Journal as some of the year's best art shows.

The center continued its popular Hip Hop Intensive dance workshops in which instructors from DXS Dance Company taught 35 students from around Albuquerque the latest in contemporary dance. There also was a ballet folklorico class from Baila! Baila! Another 35 students of all ages were taught three traditional Mexican folk dances.

Special Events

In 2013, the Special Events Division continued the success of annual community event favorites while introducing three new events:

The inaugural Albuquerque Renaissance Faire at the Albuquerque Balloon Museum, produced in conjunction with members of the Barony of al-Barran of the Society for Creative Anachronism, exceeded expectations while demonstrating a desire in our city for a local faire.

For the first time, the Albuquerque Summerfest Series was held in the Northeast Heights (at the intersection of Wyoming Blvd. and Paseo del Norte). With more than 8,000 event attendees, the local neighborhood welcomed the celebration and is eagerly anticipating its return in 2014.

In September, the first step in the revitalization of the historic Albuquerque Rail Yards was marked with the grand opening of the Blacksmith Shop as an event venue: The Yards. The grand opening showcased the hard work and dedication City-wide that went into the renovation with a celebration welcoming the community to see the space for the first time in nearly 50 years. The Special Events team played an integral part of the planning to prepare the space for a spectrum of events.

In addition to the new events, the Summerfest Series was refreshed with larger national headliners, including Better than Ezra, Big Bad Voodoo Daddy and Ozomatli. The positive community response was evident with record attendance numbers. The traditional events, Freedom 4th and Twinkle Light Parade, continued to be proven family favorites.



For The Love of Movies

More than 100 movies were shown in 2013 at the theater, which opened in 1927 as a film and vaudeville house. Many of these popular screenings were part of film retrospectives by directors such as Alfred Hitchcock, Quentin Tarantino, Stanley Kubrick and more.

The KiMo also collaborated with film!ABQ, the City of Albuquerque's film office, on many projects, including Indie Q, a series of quarterly screenings of locally-produced films and the 48 Hour Film Project. During the Project, a film crew must write, shoot and edit a short film in two days. The completed films were shown at the KiMo. The KiMo also began Community Cinema, a free documentary series with New Mexico PBS Station KNME.

Additionally, film!ABQ, the KiMo and the department partnered with the inaugural Albuquerque Film and Media Experience to host many screenings of new films. This partnership brought to the KiMo luminaries such as Robert Redford, Sibylle Szaggars-Redford and Giancarlo Esposito.



Public Art Urban Enhancement



The Public Art Program turned 35 years old in 2013. The Urban Enhancement Trust Fund became 30 years old. Together these two programs have placed almost \$29 million into the Albuquerque arts economy during the past 35 years with the help of 88 Arts Board volunteers, 50 UETF committee members and 22 full-and part-time staff members. The programs together have funded more than 800 works of art and over 120 different non-profit organizations that have produced thousands of arts events, performances, festivals, lectures, workshops, exhibitions, brochures and reports. Public support for General Obligation bonds remains high providing the 1% for Art funding. Interest rates for earnings on the Urban Enhancement Trust Fund remain low, but previous interest cash reserves allow the program to continue funding local arts and cultural organizations.

In the past year, the Public Art Program embarked on a strategic planning process. To help guide the process an online survey about the program was launched inviting residents and visitors to share their feedback on the City's public art program. More than 1,300 people responded and the survey results showed that visitors to

Albuquerque feel that public art enhances their visit. They take pictures of it and because of what they see here, they will likely take notice of public art in other cities. Citizens of Albuquerque feel that public art contributes to their quality of life as a resident; they feel that it is cared for and they feel a sense of ownership in the artworks. Locals wished to see more public art murals, art about the landscape and culture or art that is whimsical. Public art on bike trails, in the downtown core and along transit routes were desired. "More, please!"



is just one of the comments out of hundreds of positive and constructive feedback comments submitted by respondents that sums up the overall feedback from the survey.

With this community and visitor feedback in hand, the arts board and program staff developed the 2013-2014 Public Art Strategic Plan. While the plan includes specific

types of art and locations it also included reviving the mural program, encouraging temporary public art and cleaning up outdated policies and procedures.

The program played an integral part in the successful application of a

much-desired National Endowment for the Arts Our Town grant. In partnership with Littlelobe, Story of Place Institute, University of New Mexico School of Architecture and Planning and the Albuquerque Metropolitan Flood Control Authority, the Stories of Route 66 International District project received \$150,000 in NEA matching funds. This special collaboration will embark on a two year community arts engagement process resulting in a design for a public plaza space along Route 66 in the International District. This project will complement several other public art projects designed to enhance our very special and unique stretch of the Mother Road.



GOV TV and Promotions



The staff and crew of GOV TV, the government access channel for the City of Albuquerque and Bernalillo County, strove to improve service in 2013. After a multi-year equipment convergence from analog components, the channel now has all digital equipment, and high-definition cameras used in the studio and field. The result is higher-quality imagery that opens the door to a HD channel designation on Comcast, in addition to the channel 16 designation.

With funding support from the Albuquerque City Council, a new cloud-based streaming video service was initiated that makes viewing Council meetings easier. The new service places agenda information adjacent to the video player, and includes hyperlinks that will direct you to specific agenda items within the archived meetings, as well as a Closed Captioning option for the video stream.

Each week more and more programs are being uploaded to YouTube for your viewing convenience. Program expansion was directed toward inclusion of Albuquerque Public Schools and Mid-Region Council of Governments topics, and sharing of programming resources with uPUBLIC, the public access provider. Collaboration between GOV TV staff and the video manager of the New Mexico Tourism Department resulted in a fun, time-lapse video of activities at the Balloon Museum and Albuquerque International Balloon Fiesta®; [YouTube: http://youtu.be/COXW7EBSfaw](http://youtu.be/COXW7EBSfaw). This video, and others being worked on, will be showcased at the museum.

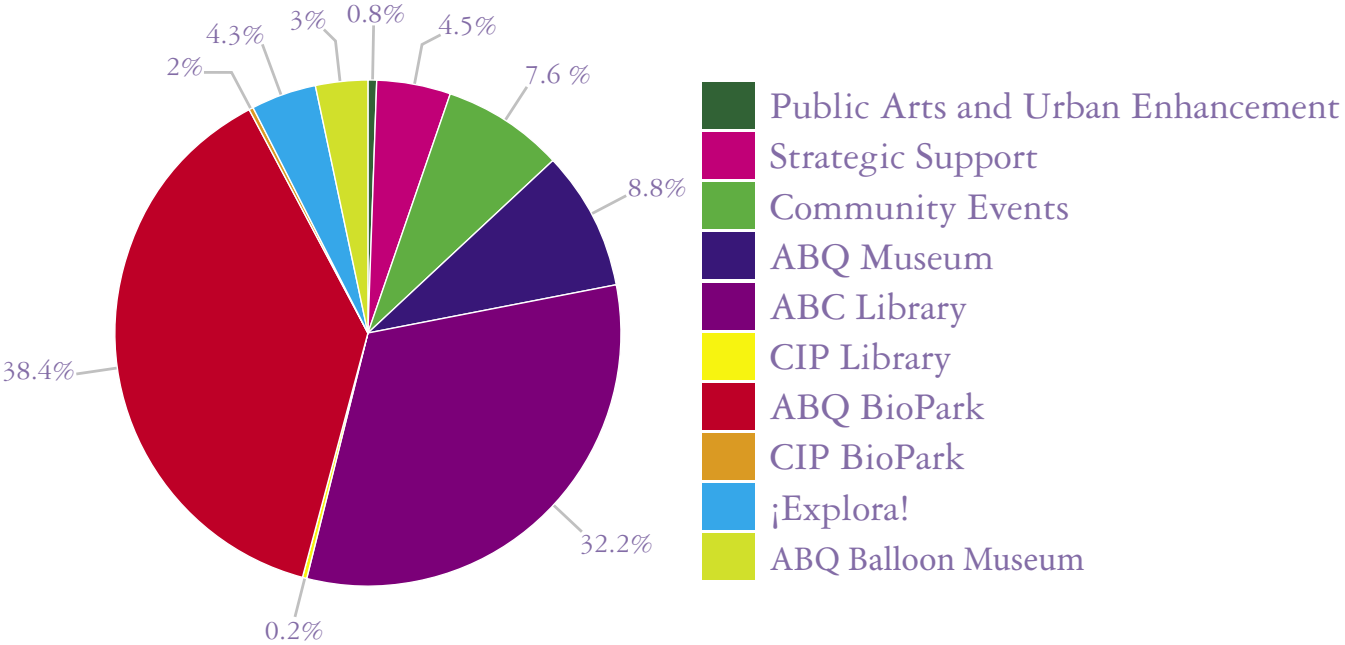
In September, GOV TV was nominated for an Emmy® award for the societal-issue documentary, Albuquerque Heading Home. The documentary did not receive the Emmy, but the nomination validated the hard work that went into capturing a huge project dedicated to housing Albuquerque’s most vulnerable homeless citizens.

The department benefited this year by coordinating marketing and promotions efforts with additional internal and external sources. Our events and activities are now listed in the 50+ catalog published by the City’s Senior Affairs Department.

Promotional support of the Winter Spanish Market, which was held in Albuquerque for the first time in its 25-year history, resulted in the most successful Winter Market in the organization’s existence. Every major local radio, television and print publication was used both for advertising and promotional sponsorships in order to make our events and exhibitions a success.

The department worked with local hoteliers and hospitality industry professionals to create a “Cultural Trolley Tour,” to create a seamless relationship that informs and encourages visitors in Albuquerque to experience our cultural attractions.

Cultural Services General Appropriations Funds



Total department budget \$33,414,000.00.

Photo Credits

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- ABQ BioPark photos courtesy of the ABQ BioPark except: “Playful Pixel.” Grand Prize Winner 2013 Online Photo Contest. Courtesy of Stevey Ray Gurule. “Move Over Taz.” Courtesy of Steve Allen. “Shark Tank.” courtesy of Dewan Ibtesham.
- ABC Library Photos courtesy of the ABC Library.
- ABQ Museum Photos courtesy of the ABQ Museum. Center left: Route 66 Sign, circa 1940s, collection of the Albuquerque Museum, museum

purchase. Center right: Firegirl Chorus, c. 1935, Cobb Studio, PA2013.13.13, collection of the Albuquerque Museum Photo Archives. Lower right: Jaune Quick-to-See Smith (born 1940), Who Leads? Who Follows?, 2004, Oil and acrylic on canvas, collection of the Albuquerque Museum, gift of the artist.

- ABQ Balloon Museum courtesy of the ABQ Balloon Museum except: “Fire Balloon.” U.S. Army photo, A 37180C.
- Community Events photos courtesy of Community Events.
- Public Art photos courtesy of Public Art Program. Counter-clockwise from top right:

Frank Buffalo Hyde, Patteration, 2013. Rail corridor just north of Downtown Albuquerque. Ellen Babcock and local students, Revivir (front), 2012. 5025 Central Avenue NE. Making Patteration. Rachel Stevens, You Are Here, 2013. Ventana Ranch Park. Ed Haddaway, Monument, 2013. Roundabout at Indian School Road and Menaul Extension, Linnaea Tillet. Lighting Design, Any Angled Light, 2013. tBear Canyon Pedestrian/Bicycle Bridge.

- GOV-TV photo courtesy of GOV-TV.
- All other photos courtesy of the Cultural Services Department and the City of Albuquerque.

