



# Cultural Services 2014 Annual Report to the Community

City of Albuquerque, Richard J. Berry, Mayor





**Cultural Services Department**

**City of Albuquerque**

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When we come together in celebration of our diversity, we can honor our past, preserve our unique cultures and invest in our future. Together we can build on existing assets to strengthen our communities. Throughout 2014, the Cultural Services Department has worked to provide the necessary avenues to do so, while focusing on the needs of our community members and the unique cultures that make up this great city.

This year, we have built upon previous planning efforts to provide Albuquerque residents, visitors, and friends an enriching experience at local venues. I invite you to visit the many amenities that we provide for the authentic, vibrant community we love:

ABQ BioPark; Albuquerque Museum; seventeen branches of the Albuquerque/Bernalillo County Library; Anderson-Abruzzo Albuquerque International Balloon Museum; Historic Old Town; South Broadway Cultural Center; KiMo Theatre; GOV-TV; Public Art Urban Enhancement Program; and our various Special Events including Freedom Fourth, Summerfest, and much more.

This year, we launched a new website that is changing the way Albuquerque gets involved. ABQtodo.com catalogs event listings, classifieds, all-inclusive performances, reviews, previews, and other free things to do in Albuquerque.

The Albuquerque Museum has completed Phase II of its recent renovation. Included in the renovations was a 12,000 sq. ft. addition to the museum, updated exhibit infrastructure for utilities, security, A/V and computer applications as well as updated HVAC systems for the photo archives. The museum will also have a new and exciting permanent exhibit for 2015 that will bring alive the history and culture of Albuquerque and the central Rio Grande Valley. The exhibit will contain exciting theater presentations, digital storybooks, and the new state-of-the-art "Only in Albuquerque" mobile app, that will augment the experience for visitors of all ages.

The Albuquerque Convention Center reopened this year as well, and the renovation added a home for nearly 100 works of art from the existing collection of the city's Public Art program. The art can be seen throughout the newly renovated center. We have also launched a new smart phone app that will assist residents and visitors in finding artwork in Albuquerque, and learning about the composition and history behind each piece.

We have also completed many projects including a master plan for the ABQ BioPark that outlines a proposed strategy for the next 20 years, and we have also seen renovations to the South Broadway Cultural Center. In addition, we are making substantial progress in constructing a new library on Albuquerque's west side that, when complete, will have the largest community room in any one of the ABC libraries as well as individual study rooms.

While we have had a wonderful year, we look forward to many more rewarding years to come as we continue to serve our community members.

Sincerely,

Richard J. Berry  
Mayor

# ABQ BioPark

2014 was clearly a year for transformations at our venues and programming for community events. We are delighted to report that our events' staff stepped up their efforts to provide higher quality programming, and we thus achieved higher attendance at Summerfest and Freedom 4th events. Moreover, we were able to increase attendance at Renaissance Faire and clearly enjoyed Shakespeare on the Plaza for its inaugural performances. More than 200,000 residents and visitors enjoyed these community events which took place around the city. Community events took greater responsibility this year for the management of Veterans' Memorial Park and the Rail Yards. Stay tuned for more opportunities to engage and entertain our residents and visitors.

Our libraries continue to astound management; over 2.1 million visitors entered our 17 locations and they monitored over 15 million page views on the website. We are hoping that more patrons will find our newest library on the west side a pleasure to visit once it is opened in the Spring of 2015. Our electronic books are becoming very popular, and we have had an increase in the number of all materials checked out. Our goals in support of engagement, education and entertainment are clearly being achieved by the 200 full and temporary staff. We applaud their public service.

ABQtodo.com was created at the behest of Mayor Berry. He envisioned a one stop shop for all cultural, recreational, and sports activities. The site became live in March 2014 and reaches over 45,000 visitors each week. This site was made possible from funds provided by the City of Albuquerque, Bernalillo County, and UNM/Popejoy Hall.

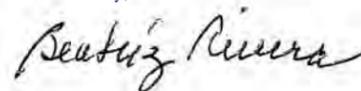
The ABQ BioPark conducted a master plan that will hopefully provide the physical layout for future administrations. The plan was thoroughly vetted by BioPark staff, the New Mexico BioPark Society, the BioPark Advisory committee, and the general public. With over 1.2 million visitors each year, our BioPark continues to be the most popular site in New Mexico. The master plan will help us sustain the visitor experience and will enhance the habitability for the plants and animals.

The Albuquerque Museum continues to undergo transformations in the History Gallery: Only in Albuquerque. This venue will serve the needs of our patrons to learn about and enjoy Albuquerque's history by experiencing firsthand what our city was like before native cultures inhabited this area. It will offer exceptional opportunities for all ages to enjoy and share the pride in our beautiful city.

The Public Art Urban Enhancement Program continues to provide our citizens the opportunity to enjoy art and entertainment throughout the city. The strategic plan is being followed and adhered to by the wonderful board members. We are grateful to them for their tireless efforts.

2015 will be another year of transformations. Let's enjoy and thrive in our beautiful city.

Sincerely,



Beatriz Rivera  
Department Director



The ABQ BioPark remains the number one, most-visited destination in New Mexico. More than 1.2 million visitors annually learn from the BioPark's knowledgeable employees and volunteers and enjoy its lush 110+ acres.

This year, nearly 800 adult and teen volunteers donated more than 41,000 hours and had more than 520,000 interactions with visitors. All our volunteers help make our educational programs robust and successful through their enthusiasm and commitment to conservation and education. Additionally, more than 900 students attended our spring break and summer camps, including our summer Camp BioPark where participants received guided walks and learned about protecting and respecting the world we live in.

We experienced another successful year for field trips. More than 74,000 students from schools and recreational groups participated in field trips with more than 33,000 teachers and chaperones guiding these students through their educational experiences.

## ABQ BioPark Master Plan

Our proudest accomplishment of 2014 was the completion of a new master plan for the entire BioPark: Zoo, Botanic Garden, Aquarium and Tingley Beach. The plan, the result

of a two-year effort, was compiled through staff and public surveys, many staff meetings, and information sessions and open houses for the public. The completed plan focuses on the BioPark's sustainability for the next two decades and beyond.

The over-arching theme for the master plan is the importance of water. This theme will seek to bring visitors into to a closer relationship with the Rio Grande. Overall, we seek to demonstrate water's pivotal role in our lives by educating visitors about preserving and protecting the waters of New Mexico and the world.

The new plan also proposes to display the world's ecoregions as a vital resource for the land, animals, and people. This plan will reorganize the zoo's diverse animal collection and conservation efforts into a unified, understandable message that will educate visitors about the animals in their home environment.

Other internal changes include consistent signage within the BioPark to streamline visitor navigation. The plan also calls for larger, enhanced public spaces at the

zoo to allow for easier movement into the facility, where it is now easily congested at peak visitation times such as Zoo Boo and summer concerts. These new spaces will provide comfort, shade, seating and orientation for our more than one million annual visitors.



## Zoo

Head Veterinarian Ralph Zimmerman and Senior Reptile Keeper Matt Eschenbrenner traveled to Côte d'Ivoire to practice and teach Zoo d'Abidjan staff on basic care and treatment of its animals—and especially crocodiles—at the West African zoo. Zoo d'Abidjan, located in the war-torn town of Abidjan, was in



desperate need of rehabilitation and support after years of neglect during the country's decade-long civil war.

The zoo also welcomed a female jaguar in late October. Maya is one of two jaguars at the BioPark. At 95 pounds, she is a small cat. She will be a part of a new jaguar exhibit which is expected to open later in 2015.

## Botanic Garden

The Botanic Garden is continuing construction of the new High Desert Rose Garden, which will be installed next to the Japanese Garden and will include a 1,400 square foot glass house. The garden, opening Spring of 2015, will contain all five of New Mexico's wild rose species, plus many other high desert rose varieties.

The River of Lights festival began in 1997 as a fundraiser for the BioPark, but today, proceeds support many of the ABQ BioPark's projects through the New Mexico BioPark Society. In 2014, more than 98,000 visitors saw a dazzling spectacle of more than 200 light sculptures.

## Aquarium

The Aquarium will begin to plan for a new river otter exhibit thanks to a 2014 county bond that was approved by voters. River otters, native to New Mexico, were near extinction, but have been re-introduced to Northern New Mexico and are thriving.

Two Hydro-wizard water pumps have been added to the Shark Tank and the Atlantic Coral Reef tank. These pumps produce powerful currents similar to the open oceans, and they increase circulation and water oxygenation. The result is improved water quality and a simulated natural environment for the fish that can swim in and out of the currents.

## Tingley Beach

In June, Mayor Berry and City Councilor Brad Winter dedicated Tingley Beach's southern pond as the Bob Gerding Catch and Release Pond in memory of Mr. Gerding,



an ambassador for the New Mexico outdoors. Gerding was well known for his annual Outdoor Adventures Hunting & Fishing Show drew thousands of attendees ranging outdoor enthusiasts as far away as Australia and South Africa. Gerding was a true ambassador for the New Mexico outdoors and his life's work was to share his love of fishing with people of all ages.

## Babies on Parade

We were ecstatic to welcome many wide-eyed babies to the BioPark family in 2014.

The BioPark welcomed twin chimpanzees. When zookeepers arrived at the Zoo on November 4, they discovered that Elaine, a 38-year-old chimpanzee, had delivered two healthy babies.

A baby Howler monkey joined the ranks of the primate troop at the Zoo. It was born July 7, and is on exhibit with its parents. Howler monkeys are born with yellow hair. As they grow, females keep this hair color while males will see their hair color turn to black as they mature.

A baby siamang was born in early January. Siamangs are distinctive for their large gular sac, which is a throat pouch that can be inflated, allowing the animal to make loud, resonating calls.

Among the multitude are two flamingos that were hand-raised by Zoo staff and are now on exhibit with the adult flamingos.

Garden eels have emerged in the Aquarium's Pacific Gallery, and aquarium births and hatchings in 2014 included two yellow stingrays, two bamboo sharks and several dwarf cuttlefish—all on display in the gallery.

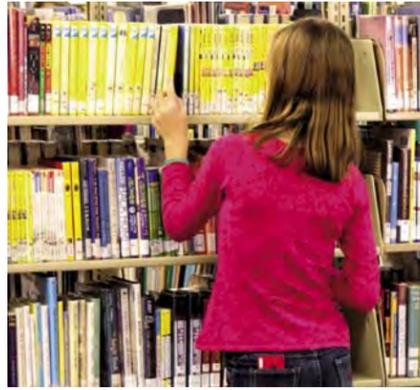
Aquarium staff also transported two Sandbar sharks from Sea Life Aquarium in Tempe, Ariz. to Albuquerque because they outgrew their previous tank.



**BUGarium**  
ABQ BIOPARK BOTANIC GARDEN

The Botanic Garden began construction of a new BUGarium, projected to open in 2015. The new exhibit will be home for various species of arthropods such as spiders, bees, millipedes, scorpions and butterflies. Many of the species will be from exotic and tropical locations. One of the BUGarium's highlights will be a carpenter ant colony. Visitors will be able to watch these amazing ants move throughout the new facility as they cut and carry small pieces of leaves to their nest.

# ABC Library



The Albuquerque/Bernalillo County Library meets the needs of our community in many different ways. Each of our 17 locations is an anchor for the community it serves offering materials, computers and events for all ages. In the spring of 2015 we will celebrate the opening of a brand new branch library. The Central & Unser Library will be our largest branch and our first new location since 1998.

The Library is also an important provider of online resources and holds unique local collections of Albuquerque history and worldwide genealogy. The Library's services help citizens thrive by giving them the information, resources and access to programs and services that they need to succeed in the 21st century.

## We support literacy and lifelong learning.

Funding from the Library Foundation has enabled us to add quarterly Community Baby Showers for new and expectant parents. We also prepare our youngest citizens for success with story times and Early Literacy Centers. The ABC Library Summer Reading Program engages 16,000 young people during the summer months. Studies show that simply reading four books over the summer is enough to stop the "summer slide."

A new service for young adults is our financial literacy programs made possible by funds from a national



grant. These programs are also an opportunity to work with WESST, a local small business incubator. We provide an extensive range of materials and services in various forms, which support personal and professional growth. One example of such services is Mayor Berry's Talent ABQ initiative, which matches job seekers and their qualifications to employers. TalentABQ has collected an in-depth assessment of thousands of workers' skills. Those skills then can be matched against employers' needs.

We offer live online homework tutors, practice tests and multi-disciplinary preparation including GED to college prep, citizenship to military vocations. We also provide online and hard copy research resources such as books, magazines and newspapers.

## We advance the use of new technology.

We added Zinio digital magazines this year to expand our extensive inventory of e-books and audiobooks. Zinio offers our citizens a range of popular magazines to read in the library, at home or on the go on the whole gamut of devices: computers, tablets, laptops and phones. This year we hit a new milestone with more than 1,000 e-books checked out every day. Our computer use continues to increase with 854,387 individual computer sessions during the last year and we were able to increase bandwidth in most locations while significantly reducing telecommunication costs.

## We increase awareness of resources available.

ABC Library partners with a broad range of community organizations including museums, adult education providers, business development centers, health care clinics, and schools to raise awareness of available resources. This year we were able to continue and expand our popular Museum Pass program. We added cake pans to our circulating items--good for that special birthday party as well as practice for the catering entrepreneur. We also hosted maker spaces, community meetings, film festivals, flu shot clinics and conferences.

The Albuquerque Public Library Foundation hosted major author presentations including George R.R. Martin and Barbara Gabaldon, as well as celebrations such as the grand re-opening of the North Valley Library.

*I want to thank everyone at the library for letting me use the computers. I kept e-mailing my resume until I finally landed a good job. Thank you so much.  
Brian H.*



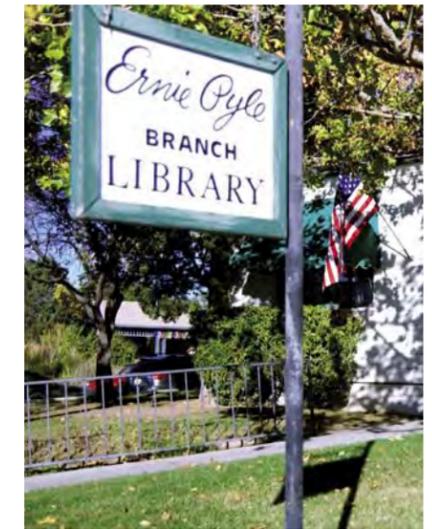
## We promote economic advancement.

ABC Library helps citizens get a job or start a business. We offer programs and resources on resume writing, job searching and the online application process. Small business resources help citizen entrepreneurs with business plans, financing and more. From circulating cake pans to Value Line, we provide the resources to help citizens succeed.

## We excel in service.

The ABC Library circulated 4 million books, videos, e-books and audiobooks and hosted more than 2 million building visits in the last year. Online the Library website hosted more than 15 million visits and we circulated more than 335,000 e-books. We continue to excel in 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.

*I love my library because it provides everything I need.  
Micah B.*



# Albuquerque Museum



This year, we planned and executed floor layouts to improve the viewing experience of our many exhibits. From opening the photo archives last year, to transferring the museum exhibits to the main floor, to collaborating with New Mexican artists, we continued toward fulfilling our mission to bring Albuquerque to the world and the world to Albuquerque. In total, acquisitions to the collection in 2014 include 295 works of art, 145 history artifacts, and 838 photographs and ephemera to the photo archive.

## Only in Albuquerque

While it is set to open in March of 2015, one of the proudest accomplishments that the museum reached in 2014 was finalizing the plan for Only in Albuquerque, the museum's new history gallery. Only in Albuquerque will show our city's history along the central Rio Grande valley through four distinguishable, independent galleries that define Albuquerque's communities: Innovative, Resourceful, Spirited, and Courageous. These galleries will connect to a central one, Our Land. Visitors will be physically reminded that cultural intersections have developed characteristics found only in Albuquerque and the central Rio Grande valley. The exhibit will contain vibrant theater presentations, digital storybooks and a state-of-the-art mobile app will make the experience accessible to visitors of all ages.

*I was so glad to see such elements of culture brought to Albuquerque. Wonderful! Reaction from patron of Gods and Heroes*



## Cultural Exhibits

We started 2014 with the exhibit African American Art in the 20th Century, which contained 100 paintings, sculptures and photographs from the premier collection of the Smithsonian American Art Museum. The 43 African American artists who completed these works participated in the multivalent dialogues about art, black identity and individual rights that engaged American society throughout the 20th century. The exhibition featured artists who came to prominence during the period bracketed by the Harlem renaissance and the Civil Rights movement.

Among other featured exhibits, Behind Closed Doors: Art in the Spanish American Home, 1492 - 1898, showed the various facets of Spain's New World elite from 1492 through the 19th century. Behind Closed Doors primarily consisted of almost 160 paintings, sculptures, prints, textiles and decorative art objects.

We also welcomed internationally-renowned artist Christo to the museum to display the exhibit, Christo & Jeanne-Claude: The Tom Golden Collection. Christo also visited the museum to discuss the exhibit with a sold out audience.

## Exhibiting Exhibits

A prominent exhibit, Everybody's Neighbor: Vivian Vance, in place until January 2015, shows the history of Vivian Vance whose family moved to Albuquerque and introduced her

to the Albuquerque Little Theater. Working at the theater, Vance earned enough money to study acting in New York City, where she was discovered and cast in the "I Love Lucy" television series.

The Gods and Heroes: Masterpieces from the École des Beaux-Arts, Paris exhibit showed masterpieces from the École des Beaux-Arts through early 2015. The 140 paintings, sculptures, and works on paper offered unique insight into the development of an aesthetic that fostered some of western art's distinct achievements.

Ernest Doty was the museum's Artist-in-Residence this past summer. Doty, a noted muralist, spent two weeks painting Rebirth and the Warriors of the Rainbow, which is full of southwestern symbolism from his imagination and dreams. Visitors were encouraged to watch the artist work throughout the two-week period. The artwork will be on display for one year.

## Continuing Growth

This year, we completed the second and final phase of our recent renovation, which included updated exhibit infrastructure for utilities, security, audio/visual capabilities and computer applications as well as updated HVAC systems for the photo archives.

## Education and Outreach

We provide many opportunities for students, families and individuals to experience the museum, through our free Saturdays, Art in the Afternoon, Third Thursday evenings and other

programs that educate guests. Through these varied programs, more than 8,000 students and guests participated in workshops, tours and programs, including Family Fun Days, Family Art Workshops and Art Start, a tour program from preschoolers and their caregivers.

## Casa San Ysidro

This year, Casa San Ysidro hosted more than 8,800 visitors who experienced a varied collection of artifacts inside a replica of an 18th century rancho complete with a small family chapel, a central plazuela and an enclosed corral area. The unique facility is open now for drop-in public tours and online virtual tours.

One event, the Harvest Festival at Casa San Ysidro, was a free event that allowed visitors to experience traditional New Mexican arts demonstrations during the two-day celebration. Other activities included weaving, blacksmith demonstrations, horno bread making and children's activities. Additionally, every second Saturday on 2014 was an open house day at Casa San Ysidro, with special activities and programs that are projected to continue in 2015.



# ABQtodo



This year, we launched ABQtodo, an event-driven, free-to-use website that is a marketing and networking tool. The website increases talent visibility and facilitates collaboration, innovation, and integration of community members who inhabit Albuquerque/Bernalillo County. By showcasing what we have to offer, we are also changing the phrase “there’s nothing to do in Albuquerque,” to “there’s always something to do in Albuquerque.”

Plus, it’s free. Free to register and free to post. Advertising is free, too.

Mayor Richard J. Berry requested that Cultural Services Director Beatriz Rivera develop ABQtodo, and the website was sponsored by the City of Albuquerque Department of Cultural Services, Bernalillo County Cultural Services, and Popejoy Hall/University of New Mexico. The Steering Committee, the sponsors listed above, set out to start something that matters—and succeeded.

## The Way It Works

ABQtodo accepts city-wide listings from individuals and organizations, and then compiles these listings in different sections of the website such as events, news, reviews, previews, classes, sports and recreation. The website then provides opportunities for individuals and organizations to promote themselves, their events and their work to a wide audience. The website also has a dedicated and comprehensive free section.

Users can share, like, comment and review events through the site’s social media networks such as Facebook, Twitter and Google Plus. Or, they

can inquire about upcoming events through free, direct access to the event’s organization. Ultimately, the website reduces the workload organizations experience as they enter data on multiple sites or channels. ABQtodo makes this process easier for many data providers, making any additional data entry unnecessary.

The Classifieds section of ABQtodo provides a forum used to post job opportunities, classes, volunteer opportunities, and other resources available to people in the creative sector and to those seeking various talents and capabilities.

## Facing Challenges

ABQtodo staff performs on-going work to solve their main challenge: increasing website awareness since the website is less than one year old. The small team presents to local businesses and non-profit organizations that can provide various data to the site, and they maintain a bi-lateral support network with data providers. The team has also collaborated with David Steinberg who writes for the website’s reviews and previews section.

These organizations and individuals can contribute to the centralized repository of events and community-related information through automatic feeds or direct submissions to ABQtodo. We strive to amplify the magnitude of the site, so ABQtodo becomes a primary site for those one day visits, stay-cation, vacation, as well as new and tenured residents.

By completing these tasks, we are addressing another hurdle for ABQtodo: creating a stable habitat for ABQtodo.

## Milestones

Launched late March, ABQtodo has more than 5,000 events listed in Albuquerque/Bernalillo County. Since its inception, the ABQtodo traffic has surpassed 25,000 weekly visitors, and it continues to increase as more people use the website. We also added an Artist of the Week section where we represent artists who skillfully capture the diversity of the communities we serve.

## Outlook and Planning

As we move toward improvement, we look forward to a rewarding future that includes sustained sponsorship from other community-minded organizations. The ABQtodo Steering Committee plans to seek financial support for website operation. The support would keep the website free to use for community members and organizations. Currently, organizations can register and manage their profiles and events. By obtaining financial support, it will stay this way.

We anticipate ABQtodo will be permanently hosted in a local nonprofit organization during the coming year who will then lead the Steering Committee. The shift would provide long-term sustenance for the website’s operation. We are also exploring the possibility of ten nonprofit champions for the website who will help us ensure that ABQtodo is relevant to the community and providing the

### Did You Know:

*ABQtodo provides a free forum to advertise events to audiences ranging from local to international.*

*ABQtodo provides a free forum for practitioners in a variety of disciplines to promote their work.*

*ABQtodo is an intuitive website that residents and visitors can use to find free things to do in Albuquerque/Bernalillo County.*

planned services. This group will reach out to their constituencies in an effort to raise awareness and gather feedback for improvement.

Simply, we are working to secure the website’s future, keep it available to the community free of charge, amplify its worth, and serve our community.



ABQtodo

*“We’re innovating Albuquerque because we’re trying new things. These events have always been there, but we don’t have the support to get the word out. ABQtodo is changing that.”*

*Francesca S.*

**ABQtodo**

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# Anderson-Abruzzo Albuquerque International Balloon Museum



The Anderson-Abruzzo Albuquerque International Balloon Museum had more record-breaking developments this year. For example, attendance hovered near 100,000 for a third consecutive year.

## Educational and Special Programs

We hosted more than 5,800 students in the Balloon Museum's programs in fiscal year 2014. We also offered tours, and hands-on arts activities like demonstrating a hot-air balloon flight in a controlled environment that taught students about the science and history behind hot-air balloons. Our volunteer educators tailored each tour to meet the needs of the different age groups, and the included curriculum perpetuates the state's educational standards.

Infants and toddlers gathered twice a week at the museum in 2014 for stories, songs, games and crafts during the museum's Stories in the Sky events. The majority of the 10,036 visitors in FY 2014 were comprised of 0-6 year-old adventurers and their adult explorers. The program's popularity helped us acquire four consecutive annual awards in "Best of Burque," from The Weekly Alibi, a local media outlet. We also hired 50 guest artists this year to assist in the program.

We added Science in the Sky. More than 1,500 residents, guests and friends gathered for science presentations and museum tours during the science programs, which featured science and aviation experts such as National Weather Service meteorologist Deirdre Kann; Dr. Len

Duda of Sandia National Labs; and record-breaking balloon pilot Troy Bradley.

This year, we received help from 138 volunteers for the Albuquerque International Balloon Fiesta®, to augment our 90 year-round volunteers. Together, they provided more than 8,000 volunteer hours of service to the museum in 2014.

## Programming and Facilities



The Balloon Fiesta, started in 1972, remains the world's largest hot-air balloon festival, and the museum's new exhibit in 2014, We Fill the Sky with Dreams, captures the reminiscence of the early balloon race that

is now a premier international event. Representing 22 countries and 40 states in this year's Spirit of the Winds fiesta, 548 balloon teams gathered in Albuquerque along with 850,000 visitors.

At the last minute, the museum was announced as the location for Albuquerque's inaugural "Dîner en Blanc." More than 800 diners took part in this international phenomenon by dressing in white and dining together in the museum's tribute area during a fiesta balloon glow.

Also in 2014, the museum was chosen as the site for a new hands-on, interactive water feature dedicated to long-distance and competitive ballooning. The etched world globe located at the front of the museum spins continually from a fountain of water. The fountain honors the lives of Richard Abruzzo and Dr. Carol Rymer Davis, as well as other lost balloonists around the world.



## Anderson-Abruzzo Albuquerque International Balloon Museum Chosen as Mission Control for Record-Breaking Long-Distance Balloon Flight

In 2014, the Anderson-Abruzzo Albuquerque International Balloon Museum hosted a press conference, wherein Troy Bradley, a balloon pilot holding 58 Federation Aéronautique Internationale World Record Diplomas, announced that he and his copilot, Leonid Tiukhtyaev from Russia will embark on a long-distance flight in an attempt to break two longstanding records for time and distance using a helium gas balloon. The previous records are:

- A time of 137 hours and 6 minutes set in 1978 by Ben Abruzzo, Maxie Anderson and Larry Newman who flew the Double Eagle II from Maine to France, the first successful transatlantic flight.
- A distance of 5,208 miles in balloon flight set by the Double Eagle V piloted by Abruzzo, Newman, Rocky Aoki and Ron Clark in 1981.

The two veteran, internationally-acclaimed balloon pilots set their goal to break at least 6,000 miles, but up to 8,000 miles. The flight will take place in early 2015, and may last about 10 days in optimal weather and landing conditions. Visitors to the Balloon Museum in early 2015 can observe real-time operations of the historic flight on a variety of electronic equipment, multiple phone lines and a big screen monitor.

The Mission Control exhibit will be open to the public even after the flight is complete so that visitors to the museum may learn about the historic journey.

# Community Events



## Special Events

This year, Special Events entertained more than 185,000 residents and guests of Albuquerque with quality programming.

The Albuquerque Summerfest season in 2014 hosted 128,000 guests with four events held in different areas of the city and featuring a national headliner at each event:

- **Heights** with *Cherry Poppin' Daddies* and 8,000 attendees
- **Freedom 4th** with *Wynonna and the Big Noise* and 60,000 attendees
- **Route 66** with *Arrested Development* and 40,000 attendees
- **Downtown** with *Sheila E.* and 10,000 attendees
- **Westside** with *Morris Day & The Time* and 10,000 attendees
- **Route 66** was the largest Summerfest event. It spanned one mile of Historic Nob Hill, and earned us the 2013 *Creative Bravos Award* for innovation, community impact, and creativity.

The annual **Freedom 4th** celebration was a free event held at Balloon Fiesta Park that featured a car show, 30 food vendors, free kids' activities, and an impressive firework show.

The second annual **Albuquerque Renaissance Faire** showed its 4,000 guests a glimpse of medieval livelihood: armored combat exhibitions, archery demonstrations, equestrian jousting competitions, and a Renaissance Village.

- In December, our annual **Twinkle Light Parade** dazzled 30,000 spectators in Nob Hill with more than 300,000 twinkling lights, various marching bands, dancing groups,

bicycles, horses, and car clubs. The parade remains the City's most spectacular way to kick off the holiday season.

## South Broadway Cultural Center

This was a transitional year for the center and we instituted many programming improvements to reach wider audiences. One addition was upgrading to a new movie screen and Christy projector that boosted attendance to our free summer movie series.

Other renovations in 2014 improved viewing, sound and audience comfort in the John Lewis Theater. Plus, the new skylight and HVAC system in the art gallery provides an enjoyable space in which to view the innovative art within the gallery.

This year's **Día de Los Muertos** event attracted more than 3,000 people, and we inaugurated **Conversations in Creativity** a series of monthly public interviews. Albuquerque's



**Got Talent** was wildly popular as well, and we launched **Rock and Rhythm Band**, conducted by pedagogue Rob Janov. The youth band stages free performances with the NM Humanities Council for schoolchildren.



## Albuquerque Rail Yards

The Blacksmith Shop at the Rail Yards opened its inaugural season with 100,000 visitors to 45 private and public events such as galas, fundraisers, photo shoots, weddings, and dinners. Public events included a Chatter concert, NM Brewers Guild Beer Premier, and a Jackson's MMA Series Fight.

Through May to October, the Rail Yards Market focused on building a resilient, sustainable local economy, including produce, art, crafts, and personal services. Collectively, these offerings served thousands of weekly visitors.

## Historic Old Town

In 2014, our programming streamlined events that attracted locals and tourists. The **Summertime in Old Town Music Series** at the Gazebo included local performances in jazz, blues, folk, western, pop,



salsa, mariachis, rock, and more. The series ended with a nine day program of events that coincided with the Albuquerque International Balloon Fiesta®.

Historic Old Town events gathered a cornucopia of ages and cultures throughout the year. Legend look-alikes rocked the audience at the **Elvis Live** karaoke contest. The **Western Music Association** also entertained listeners.

Other events included:

- The city's 308th birthday, hosted by **Fiestas de Albuquerque**.
- **All Nations All Tribes** performed a traditional **Gourd Dance**.
- An event was held to celebrate **National Hispanic Heritage Month**.
- The annual **Salsa Fiesta** hosted 2,000 tasters and continued its popularity at the homemade salsa competition.

Our annual **Holiday Stroll** featured 50 performances in 16 areas throughout Old Town entertaining the holiday shoppers. The event's highlight was the lighting of the giant **Christmas Tree** in Plaza Don Luis. The lighting was hosted by the **Aceves family** who has graciously hosted the event for many years. The event also featured

a **Museum Stroll** with free admission and activities at **Explora** and the **New Mexico Museum of Natural History**.

## Veterans Memorial Park

In July, the Cultural Services Department was honored to gain stewardship over the Visitor Center and rental management of the NM Veteran's Memorial. For years, our department has produced the city's annual **Memorial Day** and **Veterans' Day** ceremonies.

In 2015, we look forward to exposing this beautiful, underutilized facility. Future plans for the Memorial include both events to enrich the lives of our Veterans of all ages, and to teach local and visitors alike of the great courage, honor, and bravery that makeup the story of every New Mexican who has served our country.

## KiMo Theatre

In 2014 we hosted a variety of performances, lectures, films and more at the historic **KiMo Theatre**. Our annual attendance continues to be outstanding, with more than 61,500 visitors during FY14.

A partnership with the **ABC Library** brought well-known authors **George R. R. Martin** and **Diana Gabaldon** to the **KiMo** stage this past May. Also, theater staff conducted a sold-out haunted tour this past October.

We continue to offer events for young and old alike, by hosting concerts, school matinees for fun and education, popular film festivals and much more. In 2015, the theater will host more community-centered events, including lunch-time talks and screenings for people who work and live downtown.

# Public Art & Urban Enhancement



It has been an exciting year for the Public Art Urban Enhancement Program, and our 36th birthday marked an innovative change in art acquisition. Having integrated results from a public survey, taken in 2012, an art acquisition criteria has been formed that streamlines the decision-making process for pursuing new art. The result is pursuing future projects with a realistic basis to meet the expectation of the citizens.

## Making Progress

Numerous projects that had been initiated in previous years came to fruition in 2014. Several sculptures selected for the city-wide Sculpture Project were installed as well as the much anticipated Balloon Museum land art sculpture, Sky Portal by Randy Walker. Other significant installations include: Suspense by Michael Metcalf; The Guardians by Nora Naranjo-Morse; Esperanza Bike Shop mural; Star Chair by David Wagner; and Rock Formation by Ryan Henel.

In addition to placing numerous works of art outdoors, the program facilitated the installation of more than 100 artworks in the

Albuquerque Convention Center, following a six-month renovation. The convention center, often referred to as “Albuquerque’s living room,” now houses some new large-scale artworks and curated, previously-collected artworks from the collection. The creations were strategically chosen and placed to complement the southwestern interior design elements as well as showcase the unique cultures of New Mexico’s communities.

## Albuquerque Poet Laureate

We gained stewardship over the recently inaugurated Albuquerque Poet Laureate award. The Poet Laureate title is a two-year award given to an individual to represent the city in poetry. In 2014, Jessica Helen Lopez was announced as the city’s second poet laureate, who will perform commissioned poems for citywide ceremonies. The nationally-renowned, award-winning slam poet, performed her first commissioned poem for the grand re-opening of the convention center with her colorful, heartfelt poem, “A Poem for All of Us, Para Todo el Mundo.”

## Stories of Route 66

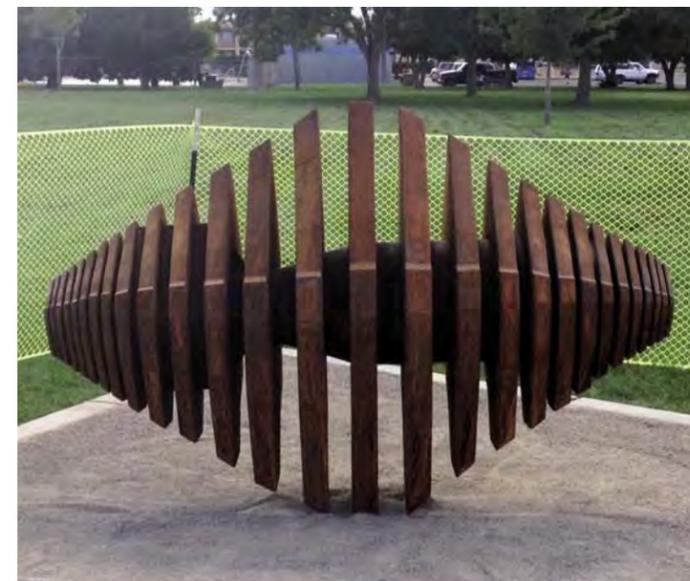
Two years ago we received an Our Town grant from the National Endowment for the Arts to be used for the conceptual design of “Stories of Route 66: The International District Project,” a public plaza along historic Route 66. The plaza is projected to serve at least 60,000 residents in one of the most diverse communities in

New Mexico by providing a space for workshops, events, and other programs that will be managed by the community. Because the Our Town funding was granted for planning, we look forward to more collaboration to receive funding for construction in 2015 and beyond.

## Public Art On-line

Lastly, our interactive, online map of public artworks in Albuquerque has seen a steady increase in online activity; more and more people are using the Public Art Program’s online map to view, locate, and learn about public art.

We also created and launched the ABQ Public Art app that allows users to access a mobile version of the interactive map. Since its release in June, the app has been downloaded numerous times, and will continue to grow. We have also seen steady increase in Facebook followers, e-newsletter subscribers and video views on YouTube and Vimeo.



# GOV TV and Promotions

# Cultural Services General Appropriations Funds



The past year was a year of firsts for GOV TV, the government affairs access channel for the City of Albuquerque and Bernalillo County.

The channel's crew started 2014 with the new series, "Spotlight on Health," which featured well-known local cardiologist Dr. Barry Ramo as host and moderator. The three programs, which were presented and filmed at the KiMo Theatre, were conversations with leading medical experts who explored the latest information regarding prevention and treatment of serious health issues.

GOV TV also implemented a six-episode series in which local pediatrician Dr. Lance A. Chilton and co-host Rosa Linda Román explored children's health issues, including immunizations, obesity and others. GOV TV collaborated on both series with Public, the City's public access television provider. The episodes are available at: [www.youtube.com/govtv16COA](http://www.youtube.com/govtv16COA).

The Media Resources team also led the effort to build the Mission Control center at the Albuquerque Balloon Museum for the 2015 record-breaking flight attempt of balloon pilots Troy Bradley and Leonid Tiukhtyaev. The team's technical expertise and its collaboration with the City's Department of Technology and Innovation were instrumental to setting up the center's real-time operational capacity.

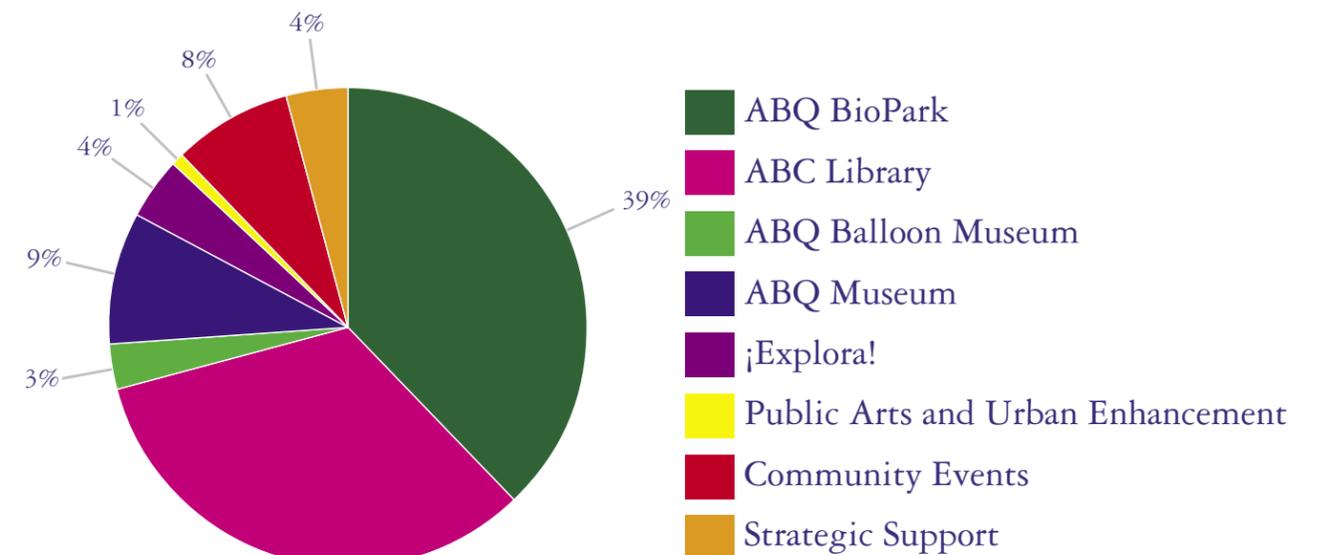
## Promotions

More and more, the Cultural Services Department's patrons are using online sites and mobile apps to gain information about our events and facilities. In 2014, our marketing team shifted more of its promotional efforts to digital advertising, mobile apps and social media content.

Each department facility has a modest advertising budget. Based on positive results from advertising on web sites such as Facebook and TripAdvisor, we placed more of this budget into digital ads, which allow us to target the right audiences and track the effectiveness of these advertisements.

The team is also working to increase our social media presence. By utilizing mobile apps and web sites we now are consistently communicating our message to an online audience. In 2014, we enhanced the social media sites for the ABQ BioPark, KiMo Theatre and Public Art Program. In 2015, we will improve the social media portfolios of the Albuquerque Balloon Museum and the Albuquerque Museum.

The department also benefited from its annual marketing collaboration with the Albuquerque Isotopes. During the past five years, the department and the baseball team have cross-promoted each other's events and special programs.



Total department budget \$33,509,000.00

## Photo Credits

Cover: All images courtesy of the Cultural Services Department. Public Art Image: "Cruising San Mateo," Barbara Grygutis, 1991.  
 ABQ BioPark photos courtesy of the ABQ BioPark. Bottom Left: Photo of the June 2014 dedication of the Bob Gerding Catch and Release Pond at the ABQ BioPark Tingely Beach. Top Right: "Let's Play." Pixel, the ABQ BioPark Zoo's youngest orangutan, sits beside his mother. This photo by Mark Barbone was the grand prize winner of the BioPark's 2014 Photo Contest.  
 ABC Library photos courtesy of the ABC Library and DLF Branding. Center Left: Section of the Juan Tabo Library Mosaic, Cassandra Reid and local youth of the Mayor's Art Institute, 2013.  
 ABQ Museum photos courtesy of the museum. Center Left: William Williams, American, 1727-1791, Oil on canvas, Brooklyn Museum, Dick S. Ramsay Fund. Center Right: "Self Portrait," Mimi Murphey, 1937. Bottom Right: 2014 museum Artist-in-Residence Ernest Doty at work on a mural.  
 ABQtodo: Photos courtesy of the Cultural Services Department.  
 ABQ Balloon Museum photos courtesy of the museum. Public Art Image: "Sky Portal," Randy Walker, 2014.  
 Community Events photos courtesy of Community Events.  
 Public Art photos courtesy of Public Art. Top Left: Mural at the Esperanza Community Bike Shop. Bottom Left: "The Guardians," Nora Naranjo-Morse, 2014. Top Right: "Star Chair," David Wagner, 2014. Bottom Center Right: "Rock Formation," Ryan Henel, 2014. Bottom Right: "Suspense," Michael Metcalf, 2014.  
 GOV-TV photo courtesy of GOV-TV.  
 All other photos courtesy of the Cultural Services Department and the City of Albuquerque.

# Our Partners



The Cultural Services Department serves more than five million visitors and patrons each year. We strive for excellence in customer service, programming and maintaining our world-class facilities. Yet, we would be unable to reach these goals without the aid of the following five non-profit support organizations. The assistance that these organizations provide helps to make our work in the community possible

## Albuquerque Museum Foundation

The Albuquerque Museum Foundation supports the Albuquerque Museum through both direct and indirect support. Its direct support includes underwriting of programming, exhibitions, professional development, the Museum School and advertising. Indirect support includes providing services to the community in the form of managing the museum's membership program, publishing a quarterly magazine featuring programs and exhibitions, fundraising events and more.

The Foundation's Miniatures & More event, which will celebrate 25 years in 2015, is both a juried art exhibition and fundraising event. The Foundation also operates two amenities for museum guests—the Museum Store and the Museum Café. In FY14 it gave the museum \$1.2 million in direct and indirect support and provided \$66,672 in in-kind donations. The Foundation also raised both cash and pledges so that it could

provide capital funding of over \$1.25 million to support the new History Gallery, Only in Albuquerque. This funding enabled the museum to develop multi-media and interactive features to the exhibit to appeal to a broad audience. As the end of FY14, there were 2,267 museum member households.

## Albuquerque Public Library Foundation

The Albuquerque Public Library Foundation was founded in 2012 by several long-time library volunteers who envisioned more opportunities for our public system. With the assistance of donors, the Foundation provides tax-deductible donations to help the libraries in the following ways:

- Accepting donations for the specific benefit of the library system.
- Reducing gaps in services caused by shortages in public funding.
- Providing resources to meet the needs of a changing economy, diverse workforce and growing community.
- Implementing programs to introduce families to their public libraries.
- Funding opportunities to encourage the public's pursuit of knowledge.

While still a new organization, the Foundation has been instrumental in raising funding for the restoration of the North Valley Library and the creation of the Central Unser Library.

## Anderson Abruzzo Albuquerque Balloon Museum Foundation

The foundation for the Albuquerque Balloon Museum is supportive in many ways:

- Hosting fundraising events like the fall arts and craft show and the New Year's Eve gala, Manhattan on the Mesa;
- Organizing the Flying Bus program, which bring students from local, Title 1-designated schools to the museum; and
- Exhibit and education program support.

During 2014, the foundation pledged \$18,000 to help the museum complete an upcoming exhibit about North Pole exploration by balloon. It also pledged \$12,000 for changes for the Balloon Museum Annex, which is an off-exhibit warehouse where many museum artifacts are stored. The foundation also helped the museum replace many non-working or obsolete lighting fixtures in the exhibit galleries.

Each year, the foundation provides lobbying support for the museum during the sessions of the New Mexico Legislature. This support is instrumental in keeping the museum's needs at the forefront of legislators' minds. Additionally, the foundation runs the Balloon Museum Shoppe. These and other efforts undertaken by the foundation seek to showcase museum and bring more people through its doors. The foundation currently has 124 memberships, or a total of 466 individual members.

## Friends for the Public Library New Mexico BioPark Society

The Friends for the Public Library was established in 1969 to support the Albuquerque Bernalillo County Library System. Its primary fundraising activity is the sale of donated books. Through the Friends' monthly sales, bookshop and on-line sales, it raises about \$150,000 annually. This important support organization allocates this funding to enhance library services for the community. Areas in which they provide funding include:

- All programming at the 17 branch libraries, including the annual Summer Reading program for children and young adults;
- Family Literacy Programs and Community Outreach;
- Cultural and literary events at branch libraries, including concerts, craft classes and more;
- Specialized training and development for professional staff; and
- The Center for the Book, an educational exhibit on the history of books and printing at the Special Collections Library.

The Friends gave \$149,000 to the library system in FY14. It currently has 551 members, many of whom donate hundreds of volunteers to the libraries each year.

The New Mexico BioPark Society strengthens our community's number one attraction and enriches the spirit of the city. It helps the ABQ BioPark in a variety of ways, including providing funding for:

- Educational outreach programming and educators;
- Professional development for BioPark staff;
- Twenty national and international conservation projects;
- Facility improvements and new exhibits; and
- Animal care, additional staff and much more.

During 2014, the Society created a new relationship with the Bernalillo County government. This effort successfully added \$2 million to the county bond cycle for a new river otter exhibit at the ABQ BioPark Aquarium. County voters approved this by 70 percent and the initiative had support from the Society and its members, the county commissioners and other active community stakeholders. The Society currently has 85,000 members, representing 19,286 households. In 2014, its cash support to the BioPark was \$1,096,171. Its in-kind support was \$605,000.



