

Cultural Services Department

City of Albuquerque

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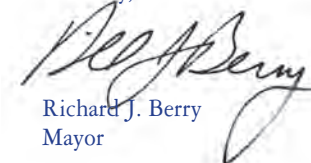


A city is only as great as its community, and Albuquerque certainly has a thriving community to build it up. One of the strengths of the City of Albuquerque's Cultural Services Department is that it embraces and celebrates our community. Throughout 2015, Cultural Services was on a mission to interact with our wonderful community in a more meaningful way, ensuring that every event, activity, exhibit, and program engaged, educated and entertained the public. Educating the community on its culture and history was central to Cultural Services this year, and many of the accomplishments made were centered on Albuquerque. The Albuquerque Museum's "Only in Albuquerque" and the Public Art Urban Enhancement Program's "On the Map" exhibits displayed what makes Albuquerque culture unique and diverse while ABQtodo kept everyone up to date on events and activities. The Balloon Museum continually exemplified one of the favorite traditions of our community. Albuquerque/Bernalillo County Public Libraries and the ABQ BioPark worked towards further education with multiple expansions throughout the year. The BUGarium at the BioPark opened in October, displaying hundreds of insects and anthropods from all over, and a new library branch was opened on the Westside. Community Events helped provide multiple learning events for the youth, and the South Broadway Cultural Center supported and hosted low-cost youth music programs.

Making sure offerings are kept entertaining and of interest to the community is crucial to Cultural Services' mission. Not only is information on our city provided to the public, but Albuquerque is celebrated and enjoyed as well. Exciting events were held at each of our amenities, including a new alligator exhibit at the ABQ BioPark, a haunted tour hosted at the KiMo Theatre on Halloween, and the Renaissance Faire located at the Anderson-Abruzzo Albuquerque International Balloon Museum. Cultural Services cannot operate without community engagement. Without the community, the department simply would not succeed. Thanks to our community participants and attendees—who showed up in record numbers across the board—the department proved a vital part of our city in 2015. Thank you for your role in our community, and for helping the City of Albuquerque to engage, educate and entertain this year.

This was a rewarding and fruitful year, and I look forward to many more years of Cultural Services benefitting our community. I invite you to our many offerings in the coming year: ABQ BioPark; Albuquerque Museum; eighteen 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 that you can read about here.

Sincerely,


Richard J. Berry
Mayor

Engagement, Education and Entertainment.

A Message From the Department

2015 was a great year for the Cultural Services Department. The impact that the department has in Albuquerque is evident in the attendance we see at our many facilities and events. The ABQ BioPark continues to be the most-visited destination in New Mexico. The Anderson–Abruzzo Albuquerque International Balloon Museum experienced a record attendance of nearly 115,000 visitors during fiscal year 2015. Visitation at the Albuquerque Museum is up, as is attendance at our special events, the annual Freedom 4th celebration and our Summerfest block parties.

Our department took on some large projects during 2015. For example, during October the citizens of Albuquerque passed an ordinance to provide funding for the ABQ BioPark's Master Plan. Big changes—including new exhibits, animals and visitor amenities—are now in store for the BioPark's four facilities: Zoo, Aquarium, Botanic Garden and Tingley Beach. Thank you for supporting this important effort. *Only in Albuquerque* opened at the Albuquerque Museum. This innovative and interactive exhibit uncovers new ways to display the unique history of the middle Río Grande Valley. It also brings a new focus on the combined contributions of the many people and cultures of our region.

The Central & Unser Patrick J. Baca Library opened on the west side of Albuquerque in April 2015. The city's first new library since 1998, it is already one of the most popular facilities within the Public Library system. It currently leads all of our libraries in signing up new library card holders. These are just a few examples of the big changes we instituted during the year. We also increased our efforts with many other projects and programs. For instance, we brought more people and community groups to ABQtodo.com, a free-to-use events website for the Albuquerque region. The popular website recorded more than 1.2 million page views in 2015.

And because many of our patrons seek out event information through social media, we bolstered the department's presence on social media platforms such as Facebook, Twitter and Instagram. Also on the technology front, we are building robust and flexible electronic databases for the hundreds of artworks in the Public Art Urban Enhancement collection, the thousands of artifacts at the Albuquerque Museum and the unique collection pieces at the Balloon Museum. You'll learn more about what we've accomplished in 2015 in the following pages.

While doing so, you'll recognize how we focus our efforts around three crucial actions we provide each day with our services: **Engagement, Education and Entertainment.** After you've read more about the department, I invite you to make an in-person visit to our many facilities and events. Find your home on the high resolution satellite image in *Only in Albuquerque* and record your story to share in the museum and with friends. See one of the many gallery exhibits, or take in a performance at the South Broadway Cultural Center. View a classic movie at the KiMo Theatre or take a relaxing walk through one of the Botanic Garden's many living exhibits. We bring much to Albuquerque and the quality of life that we enjoy here. The hundreds of department and staff members and volunteers who make it happen are eager to share it with you.

Sincerely,



Dana Feldman
Department Director

ABQ BioPark



New exhibits spruce up Zoo, Aquarium and Botanic Garden

Gator Swamp

The ABQ BioPark Zoo unveiled its Gator Swamp exhibit in April with 10 female American alligators. The alligators, ranging in size from about 135-220 pounds, came from a rescue sanctuary called Colorado Gators. Crocodylians have been around for more than 200 million years and the zoo was pleased to welcome these ancient creatures.

High Desert Rose Garden

In June, the ABQ BioPark Botanic Garden's High Desert Rose Garden exhibit made its debut after eight years of planning. The rose garden serves as a grand entrance to the Sasebo Japanese garden and consists of three primary areas: the planted exhibit area itself, which contains more than 400 roses, several hundred perennials, 60 grasses, 30 trees, and other seasonal containers and hanging baskets; the 1,346-square-foot Atrium; and a 2,100-square-foot seasonal café, flower show prep room and restrooms.

BUGarium

The BUGarium, located at the ABQ BioPark Botanic Garden, opened its doors in October. The ABQ BioPark has been raising and collecting insects for the BUGarium in the Arthropod Rearing

Lab since 2006; construction of the BUGarium started in June 2014. The new 3,500-square-foot building features species from around the world, including Malaysian walking sticks, giant bird eating tarantulas, and southwest velvet ants.

Plastics exhibit highlights "plastic plague"

The ABQ BioPark Aquarium debuted its Plastic Plague exhibit in June. The exhibit educates visitors about billions of tons of discarded plastic that end up in the oceans and causes hazards to marine wildlife, such as entanglement, choking, and other threats. The new exhibit features graphics, a swirling tank of plastic debris, a pledge board, and a huge fish made from plastic recycled materials by students from Warehouse 508.

ABQ BioPark enjoys record attendance

The ABQ BioPark enjoyed record attendance for FY 2015 which ended July 1. More than 1,277,000 people—an increase of 40,000—attended the



ABQ BioPark's three ticketed venues. The attendance spike made it the best year ever for the ABQ BioPark. Numbers do not include Tingley Beach, which does

not count attendance. It is estimated that 250,000-300,000 people enjoy the fishing ponds at Tingley Beach each year.

Tingley Beach gets improvements

The ABQ BioPark unveiled a new shade structure at Tingley Beach in August, thanks to a \$50,000 PNM Power Up Grant gifted to the New Mexico BioPark Society last year. Other improvements made possible by the grant include ADA accessible tables, accessible sidewalks around the pond area, signage and enhancements to beautify the area.

AZA re-accredits ABQ BioPark

In September, the ABQ BioPark was re-accredited by the Association of Zoos and Aquariums (AZA). The AZA requires a re-accreditation process every five years to remain in good standing with the organization. After undergoing a rigorous review that met all criteria, including animal care, veterinary programs, conservation, education, and safety, AZA determined that both presently and in the near future the ABQ BioPark has plans, practices and systems in place to ensure excellence. The ABQ BioPark Zoo and Aquarium has been afforded this distinction since 1981, a result of more than three decades of emphasis on excellence in all areas.

1/8 cent gross receipts tax passes

In October, Albuquerque residents voted in favor of a one-eighth-cent gross receipts tax for capital improvements at the ABQ Bio Park.

The tax will take effect July 1, 2016, and will provide the ABQ BioPark with an estimated \$240 million over the next 15 years. The NM BioPark Society collected more than 14,000 signatures from members of the community in order to include this item on the ballot.

Education and volunteer programs

The BioPark's education efforts were a huge success this year, with 250 events total. Volunteers donated 36,649 hours to these efforts and had 465,812 impactful interactions. Not only were there over a hundred onsite events, but thanks to the BioVan Outreach and Zoo to You programs, education moved beyond the BioPark. One of the benefits of these offsite outreach programs is that 22 schools and 8,028 students were visited.



ABQ BioPark

Community Events



2015 was another great year for Community Events, as we were able to engage, educate and entertain the Albuquerque public in dozens of ways.

Special Events

One of the highlights of the year for special events was the Summerfest Series. Attendance rose upwards of 90,000 this year, an increase in entertaining 20,000 more community members than in 2014. The Downtown event was headlined by Taylor Dayne, with local favorite, Soul Divine, as opening act. George Clinton and Parliament Funkadelic performed at the Westside venue, and the Heights event showcased the band Smash Mouth. The largest Summerfest event, on Route 66, featured Roomful of Blues on the main stage. Each of these free events offered food trucks, a local microbrew garden, and plenty of live, local music. At the Route 66 event, a group wedding was held for attendees wishing to take part.

Freedom 4th continued to be a popular celebration with 50,000 guests in attendance entertained by Thompson Square and to view one of the largest fireworks shows in the state. The Firecracker Café was rebranded, and helped to provide a memorable experience for guests.



With 6,000 people participating, the 3rd Annual Renaissance Faire saw a 50% increase in attendance from last year. This faire allowed for engagement with community members as they

got a look into medieval life. With armored combat, archery, and jousting demonstrations, this event was old-time fun.

South Broadway Cultural Center

The South Broadway Cultural Center (SBCC) continues to be at the forefront for regional art with its numerous art exhibits. One of our favorite events, Night of the Arts, had another well-attended year in 2015, allowing the public free admission to



an art exhibit, a music event, and a film all in one night at one location. Another regular programming event held was Ballet Folklórico Fiesta Mexicana. Through this popular program, youth classes are hosted for a low cost fee, with performances scheduled at the Center throughout the year. The Rock and Rhythm Band™ made SBCC their home base, and conducted weekly practices and three concerts here in 2015. The Rock and Rhythm Band is supported by the Center, and provides exciting, alternative, hands-on music performance classes for students who cannot afford and/or are not interested in traditional school music classes. With these two programs, SBCC not

only engages and entertains the community, but also helps to educate youth.

Featuring an artists' market, live music, dancing, comedy, and face painting, the annual Dia De Los Muertos Celebration was a highlight of 2015. We welcomed a historic number of attendees, and this event continued to grow.

Excitingly, the SBCC welcomed a new partnership in 2015 with the Cardboard Playhouse Theatre Company, a local children's theatre. Children are cast in plays based on their ability to perform; there were five successful performances held this year at SBCC. Such hits as Shrek, Jr., Into the Woods, and Elf, Jr. were featured this season. Another new venture this year was the successful Internet Cat Festival, a fundraiser hosted at the SBCC by Animal Humane New Mexico.



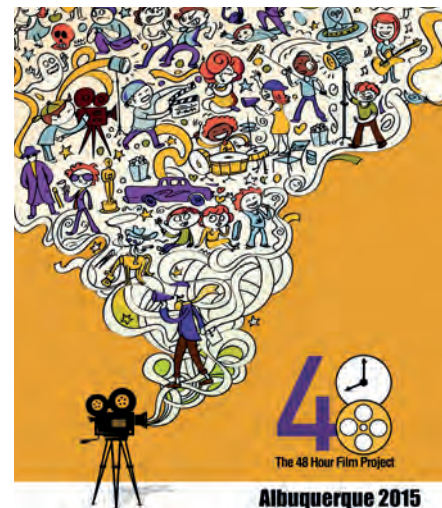
Albuquerque Rail Yards

The Blacksmith Shop at the Rail Yards had a successful second year for event rentals, and is continuing to grow. A total of 77 events were held here this year, up from 45 in the inaugural year. The Rail Yards Market has remained popular, serving thousands of visitors weekly during the summer.

KiMo Theatre

2015 was a busy year for the historic KiMo Theatre, and a variety of engaging, educational and

entertaining events were hosted. This year, while working with the NM Humanities Council, the KiMo was able to offer free student matinees featuring Chautauqua performances. Some of those performances included



Abraham Lincoln educating and bringing history alive to more 600 local students, and La Llorona, the Wailing Woman. The KiMo also engaged with the community's youth through its tenants, New Mexico young Actors and New Mexico Ballet Theatre's student matinee series. More than 9,500 students attended performances of Willy Wonka, Cinderella, The Nutcracker, and Beauty and the Beast.

Broadway's longest running one man show, Defending the Caveman, once again graced our stage with its comic antics. The annual magic show Hocus Pocus returned this year, as well, for two successful performances. film!ABQ's quarterly series, IndieQ at the KiMo, gave local film makers multiple opportunities to have their work screened throughout 2015.

Local music promoters brought many entertaining acts to the KiMo stage, such as Leo Kottke, Bela Fleck,

Buffy Saint-Marie, Home Free, and Patty Griffin. Another focal point of the year was the sold out showing of Opportunity Unbound, a film based on the Harvey Girls; former local Harvey House employees were in attendance. The KiMo was also honored to engage silent film enthusiasts with Texas-based band The Invincible Czars playing their original score during a screening of the 1927 silent film, The Wind.

Other highlights include Halloween 2015 Fright Night and the Sci-Fi Friday Series at the KiMo, which screened classic science fiction films to great weekly attendance. The Halloween 2015 Fright Night offered a viewing of the classic horror film, The Exorcist, and a guided tour of the KiMo that shared stories of the long-held local belief that the theatre is haunted.

Historic Old Town

This year brought about the revamping of the Summertime in Old



Town music program, attracting not just tourists, but more local residents. With dozens of local groups featured in the gazebo every summer weekend, the Plaza was the place to be in the evenings.

2015 also saw the return of popular events from previous years, including the annual Holiday Stroll and Salsa Fiesta. The annual Holiday Stroll was a magical evening, featuring 13 stages, and 35 volunteer performance groups. Three of the Old Town Museums—Explora, Albuquerque Museum, and New Mexico Museum of Natural History and Science—joined in on the festivities by offering discounts, activities, and much more adding to the night. The 11th Annual Salsa Fiesta once again saw a large crowd as the competition for who makes the best homemade salsa filled the Plaza with music, dance, and salsa tasting.



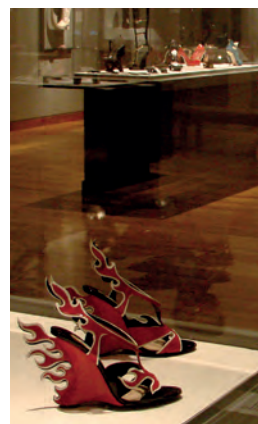
Albuquerque Museum



The Albuquerque Museum fulfilled the promise of engaging our community in art and history with the grand opening of the new history galleries in March. *Only in Albuquerque* follows the story of Albuquerque and the central Río Grande Valley from its earliest human occupation to the present day. This spectacular presentation engages visitors with stories relating to the characteristics of our community—Spirited, Innovative, Courageous and Resourceful—through a variety of media: video theaters, animated story books for children, digital activities that can be emailed home or to friends, and a floor map of Albuquerque with historic hotspots accessible via the Albuquerque App. The exhibition was supported by general obligation bonds, state grants, and a successful capital campaign by the Albuquerque Museum Foundation that raised just over \$1.25 million dollars for the project.

The Albuquerque Museum was instrumental in the organization of the community-wide *On the Map* initiative focusing on Albuquerque art and artists. Accompanied by a book developed by guest curator and author, Dr. Joseph Traugott, the Albuquerque Museum exhibit *Visualizing Albuquerque: Art of Central New Mexico* documented our community's unique and significant contribution to the arts from prehistoric times to Breaking Bad. The exhibition and book represented the first attempt to document the rich trajectory of visual culture in Albuquerque

as completely distinct and more daring than those of the better known art centers of Santa Fe and Taos. Included in the *On the Map* program was the region's first crowd-sourced exhibition, *Public Selects: a Crowdsourced Exhibition*, which engaged the community by inviting them to visit almost 100 local artists in their studios over three weekends, followed by almost 2,000 studio visitors voting for the 12 artists they would like to see included in the museum exhibition.



Engaging, entertaining, as well as educational, was the community crowd pleaser *Killer Heels: The Art of the High-Heeled Shoe*. A dynamic display of the design and historic use of the high-heeled shoe from 1600s France and Italy, to China's Manchu 19th century elevated silk platform shoes, to Lady Gaga's provocative, sexy, and dangerous towering boots created by United Nude, the exhibit was the talk of the town. The Albuquerque Museum was the first tour venue of this traveling exhibition developed by the Brooklyn Museum, and here it included the added feature of shoes by regional Native American and Hispanic artists. Several of the local shoes have been incorporated into the exhibition's national tour which will present New Mexico's native heritage to visitors in Pennsylvania and New Hampshire. During this popular exhibit's display here, visitors to the

Great exhibit! Intriguing to realize how much design, artistry, engineering, and architecture goes into making shoes. Thanks for bringing this exhibit to ABQ.

museum numbered 45,000, and many visited several times.

Additional exhibits included Rad Gadgets, works by Frederick Hammersley, Under the Influence: Psychedelic Art, Hard Edge Abstraction, Focus on Youth, Lead with the Arts, the photo archive exhibit Chasing the Cure, and Common Ground: Art of New Mexico. Summer artist-in-residence Lea Anderson created an art installation on the lobby windows while patrons watched. Engaging visitors at Casa San Ysidro: The Gutierrez-Minge House in Corrales, was a continuing series of Second Saturdays featuring such topics as New Mexican tinwork, outhouses, and a children's book by author and scholar, Enrique Lamadrid. Spring's Heritage Day festival included educational programs by the Corrales Historical Society, and the fall Harvest Festival featured the popular and entertaining Ehecatl Aztec Dancers.

Education and Outreach

The year was dominated by a series of new programs for the exhibition *Only in Albuquerque* that were designed to engage and educate students, families and adults. Eighteen new public programs were developed with an innovative approach to exploring the exhibition's main themes: Spirited, Courageous, Innovative and Resourceful. Family audiences were engaged through a series of four Family Days that offered entertaining performances and interactive activities exploring the exhibit themes. Community Days, launched in the summer, were events geared toward engaging new, multigenerational audiences. For these events, programming partnerships were sought with diverse community organizations. The Contemporary

Issues Series, funded in part by a grant from the New Mexico Humanities Council, brought ten thought-provoking speakers from around the country to Albuquerque to address wide-ranging issues affecting our community today. Notable examples include Pulitzer Prize winning journalist Sonia Nazario speaking on child immigration, internationally recognized local foods pioneer Gary Paul Nabhan and Albuquerque native, astronaut Sidney Gutierrez, speaking on the future of space travel. Finally, new teacher materials and school programs were developed to educate students and teachers on the significance of Albuquerque within the context of state, national and international history. These resources were developed by a local social



studies teacher and aligned with both the Common Core and state social studies standards.

Community partnerships continue to be an important aspect of the museum's educational programming. Long term partner, Chatter, developed an innovative chamber music series inspired by the museum's summer exhibitions. This year's series included an entertaining concert on music and fashion in response to the summer blockbuster, *Killer Heels*. New partnerships established this year include a poet in residence program with City Poet Laureate Jessica Helen Lopez. Lopez worked with

visitors of all ages in the Museum's exhibitions to create ekphrastic poetry (descriptive poems inspired by art). Another partnership of note is one with Eubank Elementary, a Title 1 and fine arts magnet school. School administrators and museum staff are currently working on initiatives to get families in their school community engaged in art outside of the classroom.

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

Collections

The Museum successfully installed new storage furniture for the preservation of art and history collections in the new 9,000 square foot storage vault. The state of the art installation was made possible by the 2013 General Obligation Bond and makes a significant impact on our care of collections. More than 1,000 art, history and photo archives objects were added to the collection in 2015, most through gifts by generous donors who have recognized the excellence and significance of the Albuquerque Museum to the region.



ABC Library



The programs and services at the Albuquerque/Bernalillo County Public Library engage, educate and entertain all age levels: from children at the early stages of learning, to teens who need tutoring in their studies, to young adults in college or starting their families, to adults who want to research their family histories, start a business, or simply participate in one of many library programs. The Public Library is an integral part of the community offering cultural enrichment, opportunities for all levels of engagement, and continuous life-long learning.

The Public Library offers entertainment in every format, from books to cake pans for check out, e-readers to museum passes, picture books to downloadable music—we've got something for everyone. We also offer over 60 programs a month for school age children, including Lego Clubs, crafts, chess, Read to the Dogs, Poetry Club and movies. Each month citizens borrow over 340,000 items from the collections and our free music concerts throughout the year offer rich musical experiences throughout Bernalillo County from world class, local and national performers.

But, all of our programs and services are also educational. Each summer over 17,000 children, teens and adults participate in the Summer Reading Program. Studies have shown that simply reading four books over the summer avoids the 'summer slide' in educational attainment when

children start the next grade in the fall. Operation Teen Financial Literacy @ Your Library is a nationally funded grant program to help teens learn about saving money and reaching their personal goals for college, a car or whatever their dreams. Our online services continue to expand with Lynda.com for design principles and software related to print, web, video, graphics, digital photography, DVD



creation, interactivity, operating systems, 3D printing and much more. Use of our online homework help services with Brainfuse continues to increase, and now includes job coaching and resume reviews as well. And if you don't have a computer or Internet access, we've got over 300 public

PC's for job hunting, e-mail, research, news and social media access. Because study after study shows that the first few years of a child's learning are the most important, we offer seven Early Literacy Centers and an active outreach program to help parents learn how to easily and effectively build literacy into their child's everyday life and help assure their future educational and professional success. But, of course, we still have storytimes at every location, over 150 per month, for babies, pre-schoolers and elementary age children.

All of these services and programs engage the citizens of Albuquerque and Bernalillo County in our 18 different branch locations. Our newest branch is the Central & Unser Patrick J. Baca Library which opened April 18, 2015 and has already hosted

over 140,000 visitors and circulated more than 100,000 books and other materials. Our 12 Community Rooms are used for programs and by local citizens with neighborhood associations, clubs, groups and organizations—book clubs, knitting groups, yoga, political discussions, prayer or hobbies. But it isn't enough to just have an extensive collection of materials in our buildings and online, we also need to be sure citizens know how to make the most of their resources so we have programs and one-on-one assistance on how to use your tablet, phone or other digital device to access the many e-books, e-audiobooks, music and movies that are now available digitally. All of our children's programs engage young children in learning and socializing using singing, playing, writing and reading. At the same time, parents learn simple ways that they can enrich their child's life. Every year we make use of over 19,000 volunteer hours to enhance our programs and services. Volunteers help with literacy programs by bringing their therapy dogs into branches for Read to the Dogs; others interact with children and families during the annual Summer Reading program; while



others assist in Genealogy or Special Collections, create book displays, lead book discussions, participate in Teen Advisory Boards, or provide basic computer instruction.

Every month, more than 3,000 new members sign up for a card at one of our 18 branch locations which are open 818 hours each week and serve over 160,000 citizens every month. The card offers every citizen in Albuquerque and Bernalillo County unlimited opportunities for engagement, education, and entertainment in the world around them.



Anderson-Abruzzo Albuquerque International Balloon Museum



The Balloon Museum attracted and engaged a greater and more diverse audience this year. This is evidenced by record-breaking attendance totaling nearly 115,000 people in Fiscal Year 2015, ending June 30th. This was an exciting way to celebrate our 10th anniversary.

Helping to serve our many visitors, approximately 80 volunteers contributed nearly 8,000 hours of service to the Balloon Museum.

Our volunteers helped the Balloon Museum with field trips, guided tours, educational programs, special events, Shoppe staffing, Balloon Fiesta® events and services, exhibitions, collections, and administrative duties. One very engaging program in particular, which is staffed entirely by volunteers, is the radio-controlled ballooning program. It was offered 33 times during the year as an adjunct to Balloon Museum events, educational programs, and field trips.

A highlight of the Balloon Museum's engagement efforts included serving as the Two Eagles Mission Control Center. During the record-breaking Two Eagles flight, admission to the Balloon Museum was free, encouraging visitors to follow the flight tracking and communications underway. The Two Eagles capsule has since been installed in our Grand Hall.

The Balloon Museum takes pride in teaching people of all ages about lighter-than-air flight and balloon

history. The museum welcomed 118 school field trips, which brought 6,000 people to visit our exhibitions during the year. Nearly 12,000 children and adults attended Stories in the Sky and Stories in the Night Sky, the Balloon Museum's signature early-childhood learning programs. In 2015, Stories in the Sky was named by readers and subscribers of ABQ the Magazine as "Best Storytime in the City."



Another signature program, Science in the Sky, served nearly 2,000 students of various grade levels in the spring. This program includes participatory science activities conducted by area scientists and engineers, as well as a guided tour of the Balloon Museum's exhibitions.

In recognition of the Balloon Museum's commitment to serving as a leading educational institution about ballooning and its history, the Fédération Aéronautique Internationale (FAI) awarded us the rare title of FAI Recommended Museum. The FAI Recommended Museum Program exists to recognize worthy and notable museum collections of an aeronautical nature which are used to further the education of the public, particularly children, in the history and practice of air sport, aeronautics and astronautics, and/or commercial or military aviation.

Construction of the Tim Anderson 4-D Theater began in 2015. The theater will offer films and short

videos that are flight, science, and/or nature-related. It will also be a venue for use by various public and private clients for business meetings and presentations.

2015 delivered the implementation of two new special events at the Balloon Museum. These were a Saint Patrick's Day festival and Splash and Dash Paint Nights during Fiesta.

In addition, the Balloon Museum hosted and supported a number of large community events, such as the Renaissance Faire, Albuquerque Folk Festival, Albuquerque Mini Maker Faire, Albuquerque Concert Band and Summer Concert Series, Furry Friends Fiesta Day, Posole Ole Fun Walk, the Mac & Cheese Festival, the Great NM Food Truck and Craft Beer Festival, UV Color Dash Run, and Rio Grande Down Syndrome Buddy Walk.



Public Art & Urban Enhancement



The Public Art Urban Enhancement Program saw 2015 as a seminal year, as we began to receive national attention and merit. We are proud to be the winner of the 2015 Innovations in American Government Award from the Harvard University Kennedy School Ash Center for Democratic Government and Innovation. This award recognizes us for our efforts to establish art in municipal places, to maintain and conserve such works of art, and to engage, educate and entertain the Albuquerque public.

Public Art Projects

Many of the program's projects this year were centered on Albuquerque and its artistic identity. Our efforts to conserve and restore the iconic "Chevy" sculpture, "Cruising San Mateo," culminated after two years. New tiles and grout were installed to bring this public art back to its original glory. The program also completed its Citywide Sculpture Program after six years of ongoing work. The last commissioned sculpture was installed at the Central & Unser Patrick J. Baca Library, reaching the goal of placing one major work of public art in each of the nine City Council districts.

One of our biggest accomplishments this year was the *All Over the Map* exhibition. This celebrated the long and rich 125-year history of public art in Albuquerque. In our partnership with the Bernalillo County Public Art Program, more than 130 artists and projects were exhibited at the Albuquerque Museum. This exhibit showcased some of the wonderful and iconic public art of the area, as well as giving everyone a glimpse at its future.

Outreach and Education

A highlight of our year was the Public Art Trolley Tour in conjunction with OASIS Albuquerque and the ABQ Trolley Company. This informational trolley tour took participants to 29 different public artworks around town. Similarly, our Downtown Public ArtsCrawl provided a hosted tour of public art within the Albuquerque-Bernalillo County Government Center and the Albuquerque Convention Center to the community. As part of the efforts to entertain, a dinner and performances from local musicians were also part of the ArtsCrawl.

The program had the opportunity in 2015 to engage and entertain the public at several community events. At the Rail Yards Market, we had both a Children's Zone and an Education Zone. The Children's Zone allowed kids to create their own projects based off public artworks. Materials were given to the kids, and images of public artworks which would be interesting to young children were displayed. Kids could follow guided activities or create original works. The Education Zone was an interactive booth, allowing for such activities as a large notebook to give feedback on the program and a quiz board for visitors to answer questions about Albuquerque public art.

Informational tables were set up on the concourse at an Isotopes baseball game, where kids could make buttons featuring works of public art. We also had information and handouts including public art trading cards and coloring books. At the Kids Rock Festival, we were able to host a Public

Art Scavenger Hunt on Civic Plaza. Kids had a chance to vote on their favorite of four popular public art pieces: the Throne of Nyoka, Alphabet Soup, Fire Rocket, and Fish Globe. Booths were also presented at the Albuquerque Museum's Community Days: Inspiring Change event, and the Albuquerque International Festival. Handouts were provided at each, as well as interactive activities to engage with visitors. At the Albuquerque International Festival, information was given about a potential new project—Territory of Magic.

The Public Art Urban Enhancement Program was also able to provide a once-in-a-lifetime educational activity for students in Cesar Chavez Community School's "Peace Jam" class. Staff was able to help guide students as they created a mural for their culminating project. The program organized a field trip examining murals in Albuquerque, and students presented their mural ideas to Public Art Urban Enhancement staff, which provided advice and resources.



GOV TV and Promotions



GOV TV and Media Resources

What better way to start off a year than to document a record-breaking gas balloon flight across the Pacific Ocean? Media Resources was closely involved in capturing the around-the-clock activities of the Two Eagles Balloon Team at Mission Control inside the Anderson-Abruzzo International Balloon Museum. The two-man balloon lifted off from Japan on January 26 and splashed down off the coast of Baja, near Puerto San Carlos, Mexico six days later. A Media Resources videographer met up with the Two Eagles pilots Leonid Tiukhtyaev and Troy Bradley at the recovery fishing boat and as they first stepped foot on shore. The many hours of video clips and photos were developed into an hour long documentary, Two Eagles – Across the Pacific By Balloon.

The Media Resources team began production of a series of short “how to” videos for the public to learn about various topics within our city. Want to know “how to” become a film extra? Or, where to park downtown? Or, “how to” successfully report graffiti or other problems through 3-1-1? “How to” videos can soon be found on the City’s website, www.cabq.gov.

Promotions

Our department takes great pride in achieving the three core objectives of our services: Engage, Educate and Entertain. We realize that most

Albuquerque residents know about our great facilities and events, but not everyone does. This year our promotions team worked hard to distribute information about our events, and also how to learn more about them—what and where they are, who is involved, why you may want to attend. So we once again pushed that information to places where you are most likely to see it, or look for it. We added more social media content staff, and focused a lot of energy toward the website ABQtodo.com, which is quickly becoming the one-stop website for Albuquerque events.



You may have met some of our social media staff at events such as Freedom 4th, Run For The Zoo, Summerfest or the Twinkle Light Parade. They were there engaging people with Instagram, Twitter and Facebook posts and likes. Maybe you received a tote bag or tickets to the Albuquerque Museum or an Isotopes game for engaging with them.

Another initiative centered on inviting folks from the southern half of New Mexico to visit Albuquerque for Freedom 4th and other events. We led a marketing campaign in numerous cities and towns, including Las Cruces, Alamogordo, Hobbs, Carlsbad, Ruidoso and Silver City, enticing our neighbors to experience our city and see first-hand why we love Albuquerque so much. To our satisfaction, results showed an increase in visitors from those collective cities during our summer season.

ABQtodo



2015 not only marked the second year of existence for ABQtodo but also continued the success from 2014. The website, a free event-driven marketing and networking tool for the community of Albuquerque/Bernalillo County, is built on the foundations of engaging, educating and entertaining. ABQtodo educates the community by promoting and highlighting popular, new, and/or under recognized events, allowing for citizens to become more aware of their city and surroundings. We entertain by advertising fun and exciting events for everyone. Finally, we engage the public by increasing the visibility of local talent, while encouraging and aiding collaboration and innovation.

Social Media

One of the elements ABQtodo provides Cultural Services with is social media. This year, ABQtodo heavily utilized social media marketing tools, engaging new populations within the city. We have an active presence and expanded on various social media platforms, with over 200 blogs written for the site in 2015. These blogs provide many

relevant and current local interest articles, and a strong team of reviewers make sure events promoted are of quality and interest to the community. One of the greatest successes on social media this year was the creation and implementation of the hashtag #WeAreABQ. This hashtag has taken off in the community, prompting the share of many images, statuses, and other forms of social media that evoke pride and cultural identity in “the 505.”

Community Presence

Awareness of ABQtodo was also raised in the traditional way—directly interacting with the community. ABQtodo was able to attend multiple local events, promoting the website and Albuquerque itself through fun activities. Strong relationships within the community were also formed this year, allowing ABQtodo to work with different organizations, venues, and artists. We also participated in the current discussions to create a forum for the exchange of ideas. Exciting things took place in 2015 for ABQtodo, and we’re excited to see what the next year brings.

Mayor Berry photo by Kim Jew.

ABQ BioPark photos courtesy of ABQ BioPark

(Page 1) Top: Three American Alligators sun themselves at the Gator Swamp. Bottom: The BUGarium revealed a new world of insects, October 2015. (Page 2) Top: Mayor Berry opens the Gator Swamp, April 2015. Bottom: Entrance to the High Desert Rose Garden.

Community Events photos courtesy of Community Events.

(Page 1) Top left: George Clinton sparked dancing in the street at Westside Summerfest 2015. Bottom left: Brett Young performs at the 2015 Freedom 4th event at Balloon Fiesta Park. Right: Ballet Folklórico Fiesta Mexicana performs at South Broadway Cultural Center. (Page 2) Left: Cactus Tractor performs at the City Showcase at the Yards. Center: 48 Hour Film Project poster. Right: Sorela performs at Fiestas de Albuquerque in Old Town. (Page 3) Top left: Child plays a free game at community event. Bottom left: Classic car at the Route 66 Summerfest 2015. Top right: “The Porter Druau” performs at Fiestas de Albuquerque 2015 in Historic Old Town. Right #2: City Showcase at The Yards, May 2015. Right #3: Albuquerque Police Department won Best of Show for the 2015 Twinkle Light Parade in Nob Hill. Bottom right: Salsa Fiesta in Historic Old Town, September 2015.

Albuquerque Museum photos courtesy of Albuquerque Museum.

(Page 1) Top left: Only in Albuquerque entryway. Bottom left: Photo from Killer Heels: The Art of the High-Heeled Shoe exhibition. (Page 2) Left: Steampunk enthusiasts help open the Red Gadgets exhibition; photo courtesy of Albuquerque Steampunk Society. Right: Teen participants of Lead with the Arts after school program.

ABC Library photos courtesy of ABC Library.

(Page 1) Left: A patron browses the collection at San Pedro Library. Right: A new ceramic tile mural graces the front entrance of Juan Tabo Library. (Page 2) Top: Award-winning design elements of Central & Unser Library; photo by Kirk Giddings. Bottom: Young mask-makers at Tony Hillerman Library.

Anderson-Abruzzo Albuquerque International Balloon Museum photos courtesy of the Balloon Museum.

(Page 1) Left: The Balloon Museum’s unique architecture shines at night. Right: Darth Vader hot-air balloon lands in museum’s backyard, October 2015. (Page 2) Left: Santa and Travelin’ Jack. Top right: The Royal Procession, a crowd favorite at the Annual Albuquerque Renaissance Faire. Center right: Balloons and Bubbles, one of several live science presentations. Bottom right: Exhibits provoke wonder and awe, for all ages.

All Public Art Urban Enhancement Program photos courtesy of Public Art Urban Enhancement Program.

(Page 1) All Over the Map: The Ongoing Dialogue of Public Art exhibition. (Page 2) Top: Students from Cesar Chavez Community School during mural tour at South Broadway Cultural Center. Center: Fall Public Art Trolley Tour with Oasis Albuquerque. Bottom: All Over the Map exhibition featuring rarely seen artists’ maquettes for actual outdoor sculpture throughout the city.

GOV-TV photos courtesy of GOV-TV. Left: Graphic design for “How To” video project. Right: Two Eagles pilots Leonid Tiukhtyaev and Troy Bradley arrive on land in Baja, Mexico.

ABQtodo photo courtesy of Cultural Services Department. Photo frame fun at Albuquerque Summerfest.