

Cultural Services 2012  
An Annual Report to the Community

City of Albuquerque, Richard J. Berry, Mayor





Cultural Services Department  
City of Albuquerque

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Mayor

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John Soladay  
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Beatriz Rivera  
Department Director

2012 Albuquerque City Council

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From story times for children, to art exhibits from around the world, to screenings of classic horror films from the 1940s, the Cultural Services Department brings hundreds of educational, cultural and entertainment events each year to the people who live in and visit Albuquerque.

This year, we celebrated New Mexico's one hundred years of statehood with the largest Centennial celebration in the state. Upwards of 60,000 people from across the nation came to Downtown Albuquerque on June 16, 2012 for dancing, live music, cuisine, arts and crafts and much more. It also was one of the largest events ever held in our city and I'd like to thank the hundreds of people who participated in making the celebration a success. I'd also like to thank our event sponsors and especially the Bernalillo County government for its support of this once-in-a-lifetime occasion.

We experienced other milestones in 2012. The ABQ BioPark Zoo celebrated its 85th birthday, as did the historic KiMo Theatre. These institutions are indelible fixtures in Albuquerque's collective memory and I am proud to be able to say that both continue to grow in attendance and influence in our community.

In this, our second annual report, you'll learn about the dozens of other ways in which we marked the Centennial. You'll also learn how the department was involved in three national studies that assessed how the arts and culture creators in Albuquerque contribute to the city's overall economy. The studies' results demonstrate that non-profit arts organizations and their audiences in Albuquerque generate more than \$90 million in economic activity annually. We also rank in the top 16 counties in the nation for the number of people participating in cultural activities.

I encourage you to take a look at everything that the Cultural Services Department accomplished during the past year. Quite a lot has happened—a lot that would not be possible without the passion and energy from the hundreds of department employees and the non-profit and volunteer organizations that provide support for the department's efforts.

Sincerely,

Richard J. Berry  
Mayor

# ABQ BioPark



Reflecting on a previous year for a City of Albuquerque department is an inspiring job. This is stated only because the persons who work for the Cultural Services Department and our volunteers, who easily exceed 400 during the summer months, are devoted and passionate about what they do. Each division is honored to have volunteers; our jobs could not be done without the selfless folks at the ABQ BioPark, ABC Libraries, Albuquerque Museum of Art & History, Anderson-Abruzzo Albuquerque International Balloon Museum, Public Art Urban Enhancement, GOV TV, Historic Old Town, Community/Special Events, South Broadway Cultural Center, the KiMo Theatre, and Casa San Ysidro. The combined efforts of our staff and the volunteers who serve the public are indeed inspirational.

The mission of each division is analyzed at a number of levels that include the cost of service per customer, customer satisfaction indices, the number of page visits at each website, and our overall delivery of programs and events at each venue. It is with great pride that we can view the past fiscal year, 2012, and say that a job was well done. Our visitors at the BioPark, Balloon Museum, and the KiMo Theatre were all greater this year than last; indeed, these venues experienced record attendance. The BioPark continues to exceed our expectations and is still the most visited attraction in the entire State of New Mexico. Moreover, we are happy to report that our constituent services provided in the Mayor's Office recognized that more positive comments were placed by our patrons and residents.

The foundations that support the BioPark, ABC Libraries, the Albuquerque Museum of Art & History, as well as the Balloon Museum all contribute to our efforts in providing excellent public service. Such foundations assist with revenues to support our staff with educational experiences, travel, and professional training. Moreover, they help us with the day-to-day functions of marketing and assist us with educational programs for children and adults. We could not do these things without their support and help. Our gratitude is also extended to the persons who serve on our advisory boards; they offer many hours of volunteer time to assist us with community needs and provide countless opportunities for us to interface with our neighbors.

One could not complete this composition without mentioning the fabulous work and production of our Centennial Celebration. We were fortunate to have almost 200 persons volunteer to help us in that endeavor. Again, this work could not have been done without such dedication. Our staff planned and executed the largest State event and we are proud to say that it was indeed a celebration of our statehood. Thanks to all!

Sincerely,

Beatriz Rivera  
Department Director



The ABQ BioPark reached its third consecutive attendance record in 2012 with 1,235,842 visitors to the Zoo, Botanic Garden and Aquarium. With the estimated annual attendance of 350,000 Tingley Beach visitors included, the total annual attendance exceeded 1.5 million people. This makes the BioPark by far the most-visited destination in New Mexico.

The BioPark Zoo also marked 85 years of operation in 2012. This milestone was celebrated with a summer-long agenda of 85 ways to enjoy the Zoo. A birthday party complete with cake, a parade and other fun activities was held on July 22. Although considerably younger, the Aquarium and Botanic Garden celebrated their 15th anniversaries in December of 2011.

The BioPark continues to delight children and adults of all ages in a variety of ways. The BioPark continued its popular summer concert series and 15,728 people enjoyed the 23rd annual Zoo Boo event. The staff of BioPark Education—with the help of more than 500 active volunteers—taught thousands of visitors the

importance of the conservation of plants, animals and habitats. More than 80,000 students on field trips came to the BioPark in 2012 and the popular Zoo to You van, sponsored by the New Mexico BioPark Society, gave children across the state a close-up look at exotic animals and the wonders of the natural world.

The BioPark experienced some



unique conservation successes in 2012. With great excitement, the BioPark announced that Rozie, a resident Asian elephant, is pregnant for the second time.

The pregnancy is the result of successful artificial insemination performed by BioPark staff. The new calf isn't expected until November of 2013. Rozie was born at the BioPark in 1992. Her first calf, Daizy, is thriving. Her mother, Alice, is also part of the zoo's multi-generational herd. In fact, the BioPark is one of the few facilities in the world to boast three generations of Asian elephants living in one space.

Perhaps the most unique conservation story of the past year was the addition of ten Island Coqui frogs. The BioPark Zoo is the only facility in the United States to house these critically-endangered frogs from Puerto Rico. The small frogs are breeding successfully at the BioPark's

*"Toured the Aquarium and Botanical Gardens couple of weeks ago. Just a great experience. The aquarium took my breath away and took some gorgeous photos. Great place to tour. Put it on your things to do when in Albuquerque."*  
David N.

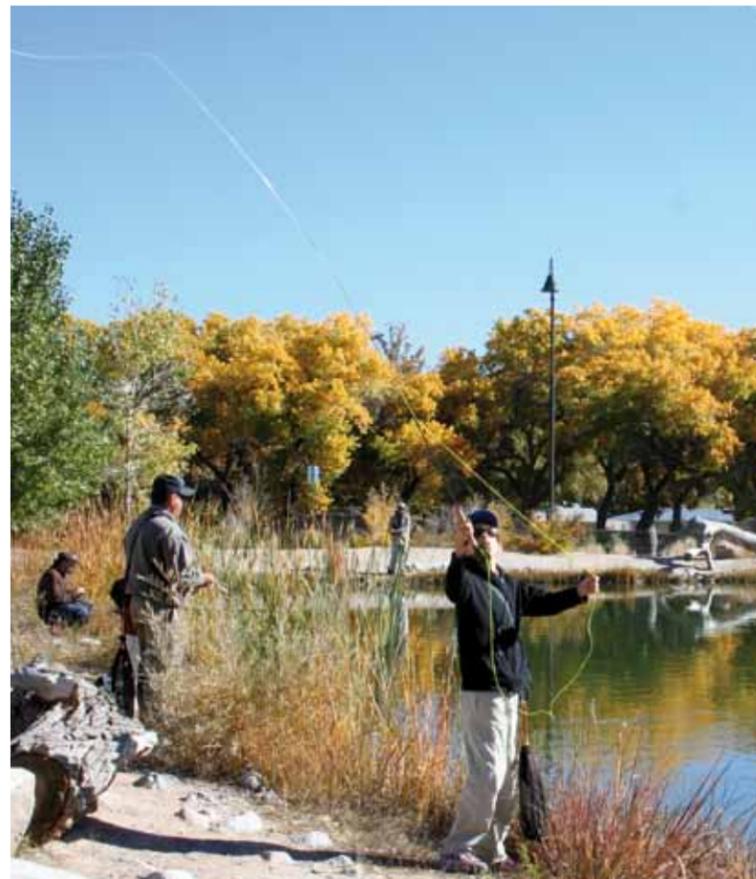
new Coqui Conservation Lab. The Zoo also celebrated the births of a reticulated giraffe and a pair of endangered snow leopards and the hatching of six Socorro doves, a species that is extinct in the wild.

The Aquarium raised clownfish, lined seahorses and pipefish in its new Marine Aquaculture Rearing System (MARS). At the heart of the behind-the-scenes set-up are special circulating tanks for young fish. These tiny fish also require tiny food, and aquarists were busy raising phytoplankton, rotifers and artemia in the area. Fulfilling its research and conservation mission, the Aquarium continues to develop MARS as a way to learn more about fish reproduction and raise fish for exhibits, which reduces the numbers collected from the wild.

The Aquarium also operates the Aquatic Conservation Facility, which tagged and released into the Rio Grande more than 52,000 silvery minnows. The minnow is considered to be one of the most endangered fish species in North America.

*“This place keeps getting better and better. The light show at Christmas was a big hit with my grandkids and each season gives the visitor something of interest to see.”*  
*Michael B.*

The Botanic Garden’s new Dragonfly Sanctuary opened in 2012. In spring, summer and fall, the sanctuary’s seemingly peaceful pond buzzes with activity as dragonflies and damselflies fly, hunt and search for mates. The exhibit is the first such sanctuary in the country. It quickly became a favorite exhibit for visitors. The exhibit is the first public part of the BioPark’s BUGarium, an exhibit that will give visitors a “fly’s eye view” into the world of insects.



*“I especially love the zoo in Albuquerque, it is a wonderful place to go with kids and adults. It is one of the best zoos that I have ever gone to. There is so much to see and do there. Also the aquarium is a fun place and the gardens are just spectacular. I would recommend this place to anyone who goes to Albuquerque. It’s a wonderful and fantastic place to visit.”*  
*Fran H.*



# ABC Libraries



The Albuquerque/Bernalillo County Library plays a critical role in our community by helping people become better readers, better learners, better workers and better citizens. More than 2 million visitors came to ABC Library's 17 locations in 2012 and discovered a responsive, innovative, efficient, welcoming and free resource for all.

## *We promote literacy.*

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

*"We will be eternally grateful for the building blocks of success the library gave our daughter. Thanks to the help of all the excellent programs at the library, our first grader is now reading at a fourth grade level." Tracy C.*

Every Child Ready to Read is an acclaimed program using simple activities to help parents and caregivers develop early literacy skills in children from birth to age five. More than 60,000 participated in our children's activities in 2012.

The Summer Reading program is the most effective way to combat "summer learning loss." Over 22,000 participated in the Summer Reading Program.

## *We bridge the digital divide.*

Our Library is committed to providing computer and Internet access to all citizens so that they can participate fully in the information economy. We provided 345,492 hours of computer access in 659,810 individual sessions.

Access to computers and the Internet is offered at each library. For those with Internet

access at home (less than 60% in New Mexico) we offer 24/7 access to our catalog of 1.2 million items, our digital books and the majority of our electronic resources.

Computer and Internet training is offered for groups and individuals.

## *We promote economic advancement.*

ABC Library helps citizens get a job or start a business.

Job seeking assistance is supported with book and online resources covering resumes, applications, job searches and job interviews.

Small Business Resources help citizen entrepreneurs with, business plans, financing and more.

## *We support education and self-directed learning.*

Education is not confined to the classroom. We provide materials and services for adults to continue their personal and professional growth.

Targeted online resources such as Homework Help provide live, online tutors to elementary through college students.

Career and college preparation are supported with print and online resources including LearningExpress Library's practice tests from GED to EMT and ASVAB to GRE.

Educational programs include reading clubs, writing workshops, and "Gizmo Garages" (how to use new digital devices). Nearly 45,000 participated in adult programs in 2012.

## *We practice outstanding stewardship.*

The ABC Library practices good stewardship of taxpayer dollars through the efficient use of technology and innovative approaches to service delivery. Here are comparisons with our 11 Southwest library peers.

**Hours.** We provide the most hours of service per staff member at 5.42 hours. The average is 3.21 hours of service per staff member, with a minimum of 2.2 hours.

**Visits.** We host the most citizen visits per staff member at 19,066 visits. The average is 11,236, with a minimum of 7,255.

**Circulation.** We get the most circulation out of our materials budget, spending only \$0.33 per circulation. The average is \$0.68 per circulation, with a maximum of \$2.28.

*"The library provides a huge and much needed service for people on a limited budget due to unemployment, who also need to improve and update their computer skills for today's job market."*  
*William J.*



# Albuquerque Museum of Art & History



The Albuquerque Museum of Art & History embarked on one of its largest renovation projects to date—the creation of a new history gallery. This monumental construction project includes moving the current history gallery to the museum’s main floor, replacing heating and cooling systems, creating a new history exhibit and relocating the museum’s extensive photo archive collection. The archive, which is open to the public, will be more noticeable and accessible.

A temporary exhibit, *Albuquerque: Along the Rio Grande*, which

*The Albuquerque Museum: where our community is involved in Art and History and shares the stories of our rich heritage and many cultures. The Museum brings Albuquerque to the world and the world to Albuquerque.*

*-Mission Statement*

features iconic works reflecting our local history, will be on view while the new history exhibit is developed during 2013.

The museum also celebrated New Mexico’s Centennial with two exhibits: *Albuquerque Celebrates 1912*, featuring a 47-star flag and the very popular photo archive exhibit, *Faces from Our Past, Facing the Future*, featuring portraits of

Albuquerque residents from the era of Statehood. The exhibit was displayed at the museum and at the Albuquerque International Sunport and photographs from the archives were presented at the Centennial Summerfest celebration on June 16, 2012.



We also commemorated the Civil War with the exhibit, *Major Trevanion T. Teel* and the *Civil War in Albuquerque*.

After finishing to wide acclaim, the exhibit *A New Light on Tiffany* was followed by an exhibition from the museum’s collection, *Hispanic Traditional Arts of New Mexico*, which included several newly-acquired works by artists from the Albuquerque area.

In February, we opened an exhibit about Spanish artist Francisco Goya, featuring his celebrated print series, *Los Caprichos* (The Follies), dating to the late 18th century. A complementary exhibit, *Social Satire and Commentary*, drawn from the museum’s art collection, presented a more contemporary look at Goya’s ideas.

In June, the museum opened *Exploring Art of the Ancient Americas: the John Bourne Collection*, which featured incredible works of art in ceramic, stone and gold from Mesoamerica, Central America, and Andean South America.

The museum continued its tradition of exceptional community programs. In addition to guided tours of Casa San Ysidro: The Gutiérrez/Minge House, special events at the historic hacienda included the annual Harvest Festival, Heritage Day and for the holidays, Noche de Luces.

The museum’s education staff organized many lectures, gallery talks, performances, demonstrations, concerts and family days in 2012.

Many of these programs were the result of community partnerships with several arts and culture organizations. Some of our partners included the Albuquerque Public Schools Fine Arts Program, Explora, Fusion Theatre, the New Mexico Museum of Natural History and Science, the New Mexico New Deal Association, Opera Southwest, and Chatter New Mexico.

In 2012, more than 128,000 people attended exhibits, educational programs and events at the museum and Casa San Ysidro. And 25,756 people participated in education programs at both facilities. Youth and families participated in more than 50 drop-in art classes and family days and the Museum School provided art instruction through 47 art classes for ages 3 to adult. Lead with the Arts, a teen after-school program, entered its second year and partnered in a final exhibit of student works with the photography program at UNM-Taos.

Magic Bus, a program of the Albuquerque Museum Foundation, provided 136 buses for APS students, and 10,677 people participated in school tours. Tours were led by 185 docent volunteers who contributed 38,498 hours in service and training. For the first time, the museum’s education staff produced two mobile phone programs: a tour for the Sculpture Garden and a smart phone app for the Centennial.

With the assistance of the Albuquerque Museum Foundation, our new initiative, *3rd Thursdays*, provided lectures, performances, and art activities to 3,025 children and adults.



# Centennial Summerfest

Saturday, June 16, 2012



The City of Albuquerque and the Cultural Services Department celebrated New Mexico's Centennial in many ways. There were Centennial exhibits at the Albuquerque Museum of Art & History and the Anderson-Abruzzo Albuquerque International Balloon Museum.

There was a popular, free, year-long speakers' series on the history of New Mexico at the KiMo Theatre. This was coupled

*The day's events truly were spectacular. More than 60,000 people from across the United States came to Albuquerque to enjoy the work of hundreds of performers, artists and vendors from across New Mexico.*



with a free series on films made in our state. The department also created special, live Centennial performances in Historic Old Town for 2012.

But, the largest, single event the department hosted to celebrate the Centennial was the Centennial Summerfest in Downtown Albuquerque on June 16, 2012. At the request of Mayor Berry, the department planned the largest statehood commemoration in New Mexico.

The day's events truly were spectacular. More than 60,000 people from across the United States came to Albuquerque to enjoy the work of hundreds of performers, artists and vendors from across New Mexico. The event celebrated many things that make New Mexico great: its ancient

Native American history; its rich Hispanic heritage; its Wild West and territorial days; the thrill of Old Route 66; and the cultures of all of the people around the world who call New Mexico home.

The free, all-day event concluded with performances on Civic Plaza by New Mexico country-crooner Will Banister, Taos Pueblo musician Robert Mirabal and a concert by Los Lobos. Civic Plaza in Downtown Albuquerque accommodated what we believe to be the most people ever assembled in this space. It was a fabulous day and could not have been accomplished without the help of many City of Albuquerque and Bernalillo County staff, sponsors and community partners. The city and the department wishes to thank them all.

Celebrate Our Heritage, Celebrate Our Centennial



Centennial Summerfest

# Anderson-Abruzzo Albuquerque International Balloon Museum



Three milestones for the Anderson-Abruzzo Albuquerque International Balloon Museum were reached in 2012. The first was a record annual attendance of 98,906 visitors. This was a growth of 50 percent from 2011's attendance of 66,103. This year more than 32,000 additional people visited the museum. The jump in visitors is attributed to an increase in quality programming at the museum—and a spectacular natural event. Albuquerque was ideally situated as a viewing point for the Annular Solar Eclipse on May 20. The museum experienced its largest one-day attendance of more than 4,000 visitors from throughout the U.S. and the world.

This is remarkable single-year growth for a relatively young, niche-interest museum. Aggressive programming, event planning and marketing have combined to create greater public awareness of the many exciting opportunities available to visitors. From the award-winning architecture to fascinating permanent and special exhibitions, from large public events to private weddings and celebrations, meetings and more, the Balloon Museum provided the nearly 100,000 visitors with a lot of “wow” moments.

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



The second milestone was the establishment of the Fédération Aéronautique Internationale Ballooning Commission International Hall of Fame at the museum. The Hall of Fame, which relocated to Albuquerque from Japan, recognizes the individuals who have made significant contributions to the art or science of operating lighter-than-air aircraft. The featured inductees have made significant contributions to the sport of lighter-than-air flying or have excelled in the business, history, design and engineering of aerostation. The Hall of Fame greatly increases the level of international participation at the museum.

The third was a groundbreaking for the museum's north grounds Tribute Area on June 7. The grounds will be developed in phases. The first phase included plans for the area to be graded and filled with dirt donated to the City of Albuquerque by the Albuquerque Metropolitan Arroyo Flood Control Authority. The overall design of the space was laid. Irrigation systems were installed and the area was seeded with grass, which was just beginning to show at the beginning of the 2012 Albuquerque International Balloon Fiesta®.

In 2012, the museum introduced two temporary exhibitions. *Celebrating Sid: The Flight He Took*, was an overview of the life and accomplishments of the late

Sid Cutter, who was often referred to as the “Father of Fiesta.” In addition to information on Sid's role in starting the fiesta, the exhibit also highlighted the Cutter family's involvement in aviation and commercial ballooning. Also displayed were items of Sid's accomplishments as a competitive balloonist, civic contributions and leisure activities. Sid passed away on May 21, 2011. By working with his wife, Jewel, the museum curator and staff were able to create this exhibit in time for the 40th annual fiesta and for the hundreds of people who wanted to remember Sid during the annual event.

The second exhibit, *Luxembourg by Hot Air: A Photographic Exposé of the Grand Duchy of Luxembourg*, featured 30 magnificent Luxembourg landscapes photographed from the basket of a hot air balloon. The exhibit was made possible by the Embassy of Luxembourg in Washington, D.C.

During this past year, museum staff and event planners looked for more ways to partner with community groups. For example, the museum hosted events such as the Transit of Venus astronomical event featuring the Albuquerque Concert Band and the New Mexico Philharmonic, a large Children's Fair, the Albuquerque Folk Festival and Blues at the Blueseum. The museum's popular *Stories in the Sky* sessions for toddlers was named “Best Story Time” by *Albuquerque The Magazine*.



# Community Events



The Community Events Division of the Cultural Services Department operates the programming in Historic Old Town, the KiMo Theatre and the South Broadway Cultural Center. The division staff also coordinates and operates special events in the City of Albuquerque, including the annual Freedom Fourth celebration, Summerfest series and the Twinkle Light Parade.

## Historic Old Town

The Historic Old Town programs of 2012 drew more than 100,000 visitors to the cultural heart of Albuquerque. Annual Old Town events such as Salsa Fiesta, Founders' Day and the Holiday Stroll celebrated our city's diversity and cultural interests through musical performances, dancing and much more. Programming last year also included events focused on the New Mexico State Centennial. Many of these, including the Youth in the Arts festival and the Americana Music festival, were quite successful and will be held again in 2013.

*Diversity in the music and cultural events presented bring new audiences to the area, many of whom also shop and dine in Old Town stores and restaurants.*

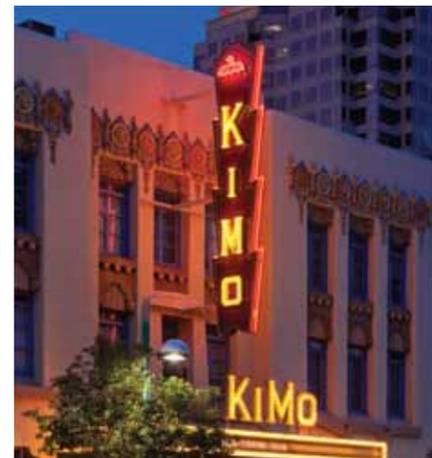
These events, when coupled with the Old Town Portal Market Program, bring new audiences to the area. (The portal vendors alone served more than 300,000 people in 2012.) Many of these visitors shop and dine in Old Town stores and restaurants, making the Old Town programming an important economic driver for Old Town businesses. Additionally, the Old Town gazebo was the site of more than 50 wedding ceremonies in 2012.

## KiMo Theatre

A new authentic silver screen was installed in the KiMo Theatre, which, at its opening in 1927, was a movie and vaudeville theater. This screen—funded by General Obligation bonds—modernized the KiMo's thriving cinema programs. The KiMo's 2012 Centennial Film Series made excellent use of this new equipment, broadcasting productions that were partially or completely filmed in New Mexico. More than 4,000 people attended these free, monthly screenings. The KiMo also launched a free, year-long Centennial Speakers' and Living History Series. Once a month, the theater offered presentations by speakers on diverse topics related to New Mexico's rich history.

The annual and popular Live at the KiMo series offered three new productions in 2012:

*Defending the Caveman*, Broadway's hit comedy about the sexes; *The Cathie Ryan Trio*, a new voice in the Celtic music world; and a truly electrifying performance by *Arc Attack and the Singing Tesla Coils*.



## South Broadway Cultural Center

The team at the South Broadway Cultural Center in 2012 successfully implemented the second annual *Albuquerque Has Talent* showcase, which featured local singers, comedians, songwriters and poets. Some of our city's best "undiscovered" talent participated.

The SBCC also worked with the Mexican Consulate in Albuquerque to display roughly 70 works by the satirical and political cartoonist, José Guadalupe Posada. Posada's historic commentaries were exhibited alongside 100 pieces of Mexican glasswork on loan from a local artist.

The SBCC also offered several free art classes to the community, resulting in full classes and an increase in community involvement at the SBCC.



## Special Events

The Special Events Division of Community Events implemented the increasingly popular *Blues at the Bluseum* festival, doubling its attendance at the Albuquerque Balloon Museum from 2011. The 2012 annual Freedom Fourth celebration on July 4 brought more than 50,000 attendees to Balloon Fiesta Park. And, through collaboration with the Albuquerque Balloon Museum, the team implemented a special *Transit of Venus* concert featuring the New Mexico Philharmonic and the Albuquerque Concert Band. This concert marked the passing of the planet Venus in front of the sun—an event which occurs about every 50 years.

The city's special events staff also continued the popular Twinkle Light Parade and the annual Summerfest series. The staff served as the lead agency for the Centennial Summerfest on June 16, 2012, which brought 60,000 citizens and visitors from across the country to downtown Albuquerque to celebrate New Mexico's 100 Years of Statehood.



# Public Art Urban Enhancement



This past year included many 'firsts' for the 34-year-old Public Art Urban Enhancement Program. Our greatest accomplishment was receiving the first multi-city grant awarded by the National Endowment for the Arts. The \$60,000 NEA grant is for collaborative public art projects with cultural organizations in Mesa and Tucson, Ariz. and El Paso, Texas.

We embarked on other exciting initiatives, including an ambitious effort to increase the program's online presence. We launched an interactive Public Art Map at [www.cabq.gov/publicart](http://www.cabq.gov/publicart) in partnership with the City of Albuquerque's IT/GIS Division. We produced nearly 5 hours of interviews and documentaries on public art projects that aired on GOV-TV Channel 16. We established Public Art channels on YouTube and Vimeo. And we published a comprehensive field guide to public art in the form of a collectible booklet featuring more than 75 artworks in six areas of Albuquerque.

Albuquerque's City and County building is home to a large portion of the Public Art collection. In January, in collaboration with Bernalillo County, we hosted the first City Hall Public Art Open House. More than 350 members of the public toured the building. In 2012, we experienced an increased demand from the public for workshops and

information about the program. On average, our staff participated in a public presentation every other week, reaching thousands of Albuquerque citizens.

We also—for the first time—participated in three national studies: The Arts & Economic Prosperity Study, the Local Arts Index and the Creative Vitality Index. By participating, we now know that Albuquerque is on par with the 60 other cities in the United States Urban Arts Federation as a major cultural destination with a strong creative economy. In 2012, the arts industry in Albuquerque contributed \$91.9 million in economic activity, with \$61.6 million of this coming from the non-profit arts sector and \$30.3 million in arts event-related spending. The arts in our city supported 3,674 full-time jobs and generate \$11.6 million in state and local government revenues. Statistically,

Albuquerque's cultural offerings rank comparatively vibrant with similar-sized cities such as Austin, Texas; Tucson, Ariz.; Colorado Springs, Colo.; Salt Lake City, Utah; and Oklahoma City, Okla.

With an eye toward being a major contributor to the future of Albuquerque, we also oversaw the Downtown Arts & Cultural District Planning process for the Downtown MainStreet Program—the first such arts and cultural district in the city. We played a leading role in



Mayor Berry's ABQ The Plan Route 66 Initiative. The resulting "Neon Sign Design Artists On-Call" program is the first such public-private partnership offering artist design skills to private business owners who wish to see Route 66 remain one of Albuquerque's most unique cultural assets.

The Public Art Urban Enhancement Program worked with both the Albuquerque Arts Board and the Urban Enhancement Trust Fund Committee to update and refine the existing program guidelines for managing the 1% for Art and UETF funds. While the 1% for Art funds remained robust based on a voter-approved General Obligation bond package, the Trust Fund saw a reduction in interest earnings due to the economy. Despite the downturn, twenty-four arts organizations continue to benefit from the UETF earnings contributing to not only the quality of life, but the creative economy in Albuquerque.

The Public Art Program acquired close to 100 works of art in 2012, including commissions, purchases and donations; increasing the total collection to more than 750. Featured art projects included the Westside Land Art Project "Flyway" and the "Rain to River: Hahn Arroyo Litho Mosaic Tile Project." This project was particularly lauded because it included mosaics created by more than 150 community members, including children. Also, more than 40 works of art in the collection were professionally conserved, including the complete recreation of the Montañño Bridge Mural.



# GOV TV



## Media Resources

The GOV TV staff completed a documentary chronicling the city's initiative to find permanent homes for members of the homeless population. *Albuquerque Heading Home* spans a 17-month period and features before and after stories of some of the people who found permanent housing through the program. The documentary premiered to a full house at the KiMo Theatre on July 31.

The Media Resources Division continued to upgrade its television production equipment to high-definition, and acquired a hi-tech "studio-in-a-box" production system. This system replaces several obsolete analog components in the Production Control room, and can also be used for on-location productions.

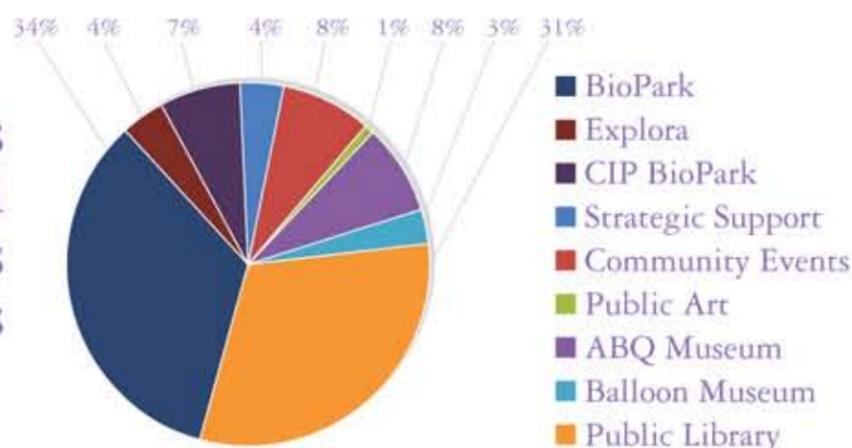
A continuing tradition in 2012 was *Lo Maduro de la Cultura*, a

one-hour arts program that is broadcast on GOV TV Channel 16. This program has been in operation since 1993, and fills a special niche in cultural entertainment in Albuquerque. An estimated 10,000 people watch *Lo Maduro* each week, and more than 375 programs have aired since its inception.

## Promotions/Marketing

Marketing and promoting the Albuquerque Centennial Summerfest celebration brought a strong collaborative effort from the Cultural Services Department, the Albuquerque Convention and Visitors Bureau and Creative Albuquerque. This advertising campaign spanned across New Mexico and the Southwest in print, broadcast, billboards and digital media. More than 60,000 people attended the event on June 16. The department expanded its marketing reach through advertising deals with Dallas Magazine and KOB TV.

## Cultural Services General Appropriations Funds



## ABQ Culture Count Project

The Cultural Services Department and Creative Albuquerque participated in three national studies that measured the economic impact of arts and culture industries in the Albuquerque metropolitan area:

- Arts & Economic Prosperity IV (AEP-IV);
- Local Arts Index (LAI); and
- Arts, and the Creative Vitality Index (CVI™).

Each study covered different—but overlapping—geographic areas and used different measures, data sources and analytical approaches. The results provide insight into how Albuquerque's creative economy is performing compared to similar communities in the United States.

- AEP-IV, authored by Americans for the Arts (AFTA), presented the economic impact of non-profit arts and culture organizations and of event-related spending by their audiences. AFTA makes the case that "art means business" by focusing on the dollars generated by and associated with arts-related programs.
- The LAI, also authored by AFTA, assessed four criteria in Bernalillo County: Arts activities, resources, competitiveness and local cultural character. It used per capita measures to "level the playing field" among counties of varying sizes. The LAI also enabled comparative analysis between counties by establishing geographic, demographic and socio-economic contexts for each county.
- The CVI, authored by the Western States Arts Federation (WESTAF) represents the economic vitality of arts and arts activities through a single indicator, on the premise that public participation in the arts drives funding to support artists in our community. It measures annual changes in economic health in the for-profit and non-profit sectors. Because it is an index, the CVI is useful for performing comparative analysis of a region's strengths and weaknesses.

## Where We Succeed

- In 23 of 36 categories of creative employment, Bernalillo County has a higher per capita concentration than the U.S. average.
- Nearly 80% of non-profit arts audiences in Albuquerque are comprised of local residents.
- The Albuquerque Metropolitan Statistical Area (MSA) for 2010 ranks higher than other highly-ranked cities such as Tucson, Ariz.; Asheville, N.C.; Boise, Idaho; Provo, Utah; Oklahoma City and El Paso, Texas.

## Areas for Improvement

- Bernalillo County's CVI did not improve from 2009 to 2010 and doesn't appear to be improving now.
- Albuquerque's creative standing has slipped significantly since a 2002 national ranking of U.S. metropolitan areas.
- The relatively low number of millennial arts non-profit organizations, comparatively poor funding for the arts, moderate financial performance (i.e., revenues, sales, etc.) of the arts and cultural sector overall, limited national networking, and apparent fragmentation of the area's non-profit arts and culture community demonstrate fragility in Albuquerque's creative economy.

## Photo Credits

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- Georgia O'Keeffe (1887 - 1986), *GRAY CROSS WITH BLUE*, 1929, Oil on canvas, Collection of The Albuquerque Museum, Museum purchase, 1983 & 1985 General Obligation Bonds, Frederick R. Weisman Foundation, Ovenwest Corporation and Albuquerque Museum Foundation, 1985.50.1
  - Barbara Grygutis, *Cruising San Mateo* public artwork, 1991
  - ABQ BioPark Photos courtesy of the ABQ BioPark
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  - ABQ Museum Photos courtesy of ABQ Museum except amphitheater at night and tour group in old lobby; courtesy of David Nufer
  - Center left: The Laguna Santero (active 1795-1810), *Nuestra Señora de San Juan de los Lagos*, ca. 1795-1810, natural pigments and gesso on carved wood with metal, 31 1/4 x 18 1/2 in., The Albuquerque Museum of Art and History, Museum purchase, PC2011.51.1
  - Centennial Summerfest Photos courtesy of the Cultural Services Department with additional Photos courtesy of Eric Lowry
  - ABQ Balloon Museum Photos courtesy of the Balloon Museum
  - Community Events Photos courtesy of Community Events
  - Public Art All photos courtesy of the Public Art Program
  - Top left: Yamilette Duarte, *Center of the City* public artwork, 2012
  - Center left: Melissa Zink, *Book Warden* public artwork, Installed 2012
  - Top right and center: Various artists, *Rain to River*; Hahn Arroyo public artwork project, 2011
  - Bottom right: Robert Wilson, *Flyway* public artwork, 2011
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