



growing  
the  
creative  
economy  
to ensure  
a more  
dynamic  
and  
prosperous  
albuquerque



# COMMUNITY REPORT 2011

**S U M M A R Y**

for the full 16-page report, please visit  
[www.creativeabq.org](http://www.creativeabq.org)

Creative Albuquerque

# COMMUNITY REPORT

January 1, 2010 - June 30, 2011

It's been an amazing eighteen months at Creative Albuquerque. Initiatives imagined last year are well underway, and new plans are being made as you read this ~ all with the purpose of growing the creative economy for a more dynamic and prosperous Albuquerque. Towards this objective, we have achieved and will continue to build upon several milestones:

## Creative Economy Initiatives

*measure impact and develop strategic plans*

- Drafted the City of Albuquerque's Arts & Cultural Industries Action Plan
- Facilitated the first stages of a strategic cultural planning process, in partnership with the Downtown Action Team and the City of Albuquerque, for the Downtown Arts & Cultural District
- Organized and led ABQ Culture Count, a project that includes three national data collection initiatives

## Education

*build shared knowledge of local, national and global creative economy topics*

- Initiated the annual Albuquerque Symposium on the Creative Economy
- Instituted our year-round speaker series, featuring diverse experts who inspire with their stories of innovation
- Established our free weekly e-newsletter *Creativity Matters: Chronicles of the Creative Economy*

## Advocacy

*develop and champion meaningful policies*

- Collaborated with several arts and cultural organizations to form a statewide advocacy coalition, Creative New Mexico
- Engaged various stakeholders to determine if a Quality of Life gross receipts tax initiative to support arts and cultural programs would be publicly supported



## Professional & Youth Development

*stimulate engagement, entrepreneurship and job growth*

- Launched the Emerging Creatives Juried Exhibition & Professional Development Program, presented in partnership with Albuquerque Art Business Association
- Began planning and solidified partnerships for the Creative Leadership Institute, Young Creatives Enrichment Program and Albuquerque Design Incubator



## Community Events

*foster collaboration and place-making*

- Remade the annual Creative Bravos Awards to celebrate our city's most impactful and innovative creatives
- Became a lead co-presenter, with the National Hispanic Cultural Center, of the annual month-long Women & Creativity
- Founded Savor Albuquerque: Arts, Culture & Cuisine, an annual festival presented in collaboration with Downtown Action Team, Albuquerque Convention & Visitors Bureau and the City of Albuquerque



All of this has been done with virtually no seed funding. The next phase of the organization's success will be to solidify our financial base and to refine and expand on targeted programming initiatives.

***We invite you to join us, to become a member, as we help our creative sector reach its full potential.***



We hope you will review the full *Community Report*, available at [www.creativeabq.org](http://www.creativeabq.org). We think you will be amazed by the expansiveness of our creative community and inspired to connect with the many opportunities that await you to work, play and live creatively.



Creative Albuquerque's mission is to grow the creative economy for the dynamism and prosperity of our city.

We recognize that creative industries – art, design, entertainment, motion picture, new media, culture and education, among other creative enterprises – are prerequisites of prosperity.

We represent the interests of creative individuals, organizations and institutions, both for- and non-profit, with the knowledge that their success significantly contributes to the strength of our broader community.

## LEADERSHIP

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