



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



COMMUNITY REPORT 2011



Creative Albuquerque

COMMUNITY REPORT

January 1, 2010 - June 30, 2011

Dear Friends,

It's been an amazing eighteen months at Creative Albuquerque. Initiatives that were imagined and formed last year are well underway, and new plans are being made as you read this ~ all with the purpose of cultivating a favorable economic climate for the arts and cultural industries.

Towards this objective, Creative Albuquerque has achieved several milestones:

- Establishing new programs, to support an evolved mission (details follow);
- Building a broad base of membership, corporate, and foundation support;
- Moving to our long-term home at 4th & Copper Avenue that allows us to operate a Downtown Arts & Cultural Information Center and host many interesting events.

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 like youth enrichment and arts & cultural leadership development. We invite you to join our membership as we help our creative sector reach its full potential.

As you read through Creative Albuquerque's first *Community Report*, we hope 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.

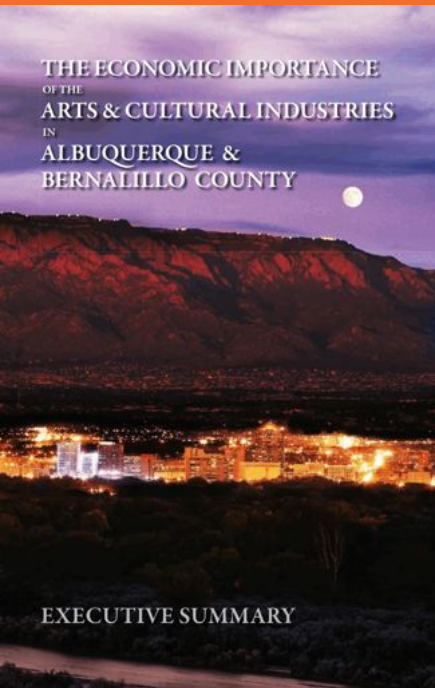
With appreciation,



Regina Chavez
Executive Director



Brian Morris
Board President



BACKGROUND

Creative Albuquerque emerged after serving the arts community for more than 25 years as the Albuquerque Arts Alliance. Our transformation was a response to the community's growing need for a "go-to" organization, as outlined in the University of New Mexico's Bureau of Business and Economic Research study, *The Economic Importance of the Arts & Cultural Industries in Albuquerque and Bernalillo County*, 2007 (BBER Study), by the Arts & Cultural Industries Leadership Team, and at a series of Town Hall meetings in 2009 for arts leaders. Further, the BBER Study identified the need for improved communications, collaboration, and coordination among this sector of our economy to fully reach its potential.

And so, on January 1st, 2010, Creative Albuquerque was launched with the purpose of connecting and advancing the private and non-profit creative sector industries with government and community leaders in order to grow our local creative economy. In the past eighteen months, we've successfully established an evolved mission and identity, developed programming in response to identified sector needs, composed a new board and staff, and amassed a broader, more diverse constituency.



WHAT WE DO

Creative Albuquerque is dedicated to growing the creative economy for a dynamic and prosperous Albuquerque. Our call to action can be summarized as follows:

Creative Economy Initiatives

Measure impact and develop strategic plans

Education

Build shared knowledge of local, national and global creative economy topics

Advocacy

Develop and champion meaningful policies

Professional & Youth Development

Stimulate engagement, entrepreneurship and job growth

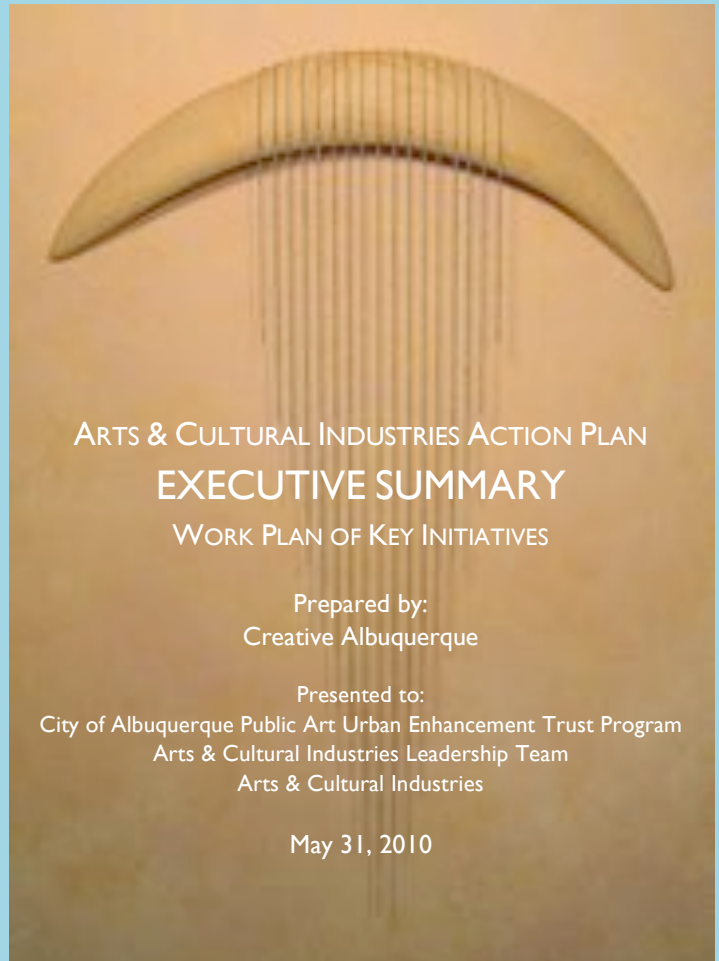
Community Events

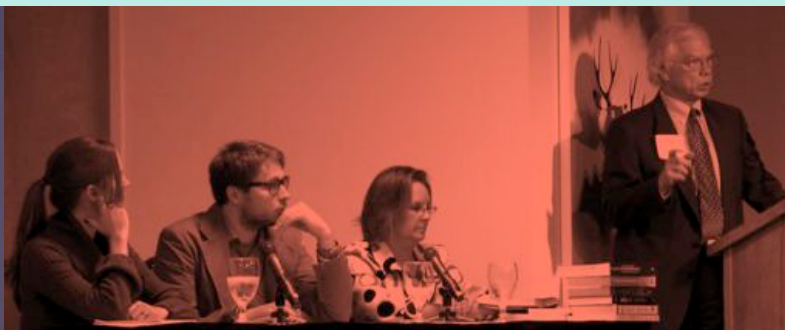
Foster collaboration and place-making

CREATIVE ECONOMY INITIATIVES

As first steps towards the fulfillment of our mission, we:

- Drafted the City of Albuquerque's Arts & Cultural Industries Action Plan that identifies strategies for sustainable funding, leadership and advocacy. The Action Plan was presented to representatives from the City, the Arts & Cultural Industries Leadership Team and the public, and laid the groundwork for developing CA's purpose to connect and serve the creative sector.
- Facilitated a strategic process, in partnership with the Downtown Action Team and the City of Albuquerque, for the Downtown Arts & Cultural District that will result in an action-based Cultural Plan aimed to revitalize and stimulate positive cultural activities in the District.
- Organized and continue to lead ABQ Culture Count, a project that includes three national data collection initiatives: 1) Americans for the Arts (AFTA) Local Arts Index measuring cultural and creative vitality in our city and in comparison with 100 other cities; 2) Arts & Economic Prosperity Study IV (also with AFTA) includes the development of a comprehensive database of local arts and cultural organizations; and 3) Creativity Vitality Index with WESTAF (Western States Arts Federation) includes the private sector enterprises and how they impact our economy.





EDUCATION

We established our *Creative Economy Education Project* – to inform and educate on topics relevant to the creative sector – comprised of:

- The annual Albuquerque Symposium on the Creative Economy tackles various topics relevant to the creative sector—the 2011 theme will focus on intellectual property.
- Our year-round speaker series features experts like Dr. Anthony Radich (Executive Director, WESTAF, Western States Arts Federation), Debera Johnson (Director, Pratt Design Incubator for Sustainable Innovation), and Kathleen Milnes (President, Entertainment Economy Institute). All inform and inspire us with their stories of innovation.
- Our free weekly e-newsletter, *Creativity Matters: Chronicles of the Creative Economy*, reaches over 3,000 subscribers interested in finding out the latest on the creative economy, professional opportunities and community happenings.

ADVOCACY

When our community called for an organization to represent its broad interests, Creative Albuquerque responded. Our ongoing priorities include:

- Collaborating with several arts and cultural organizations to form a statewide coalition, Creative New Mexico, with the purpose of providing statewide advocacy support on relevant legislative issues.
- Meeting with various stakeholders to determine if a Quality of Life gross receipts tax initiative to support arts and cultural programs would be publicly supported.

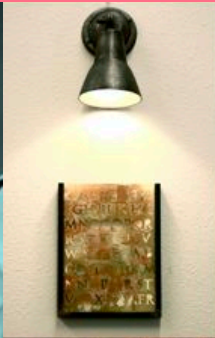
PROFESSIONAL & YOUTH DEVELOPMENT

To meet the needs of up-and-coming creatives, as well as the businesses that engage and employ them, we established:

- Emerging Creatives Program, presented in partnership with AABA (Albuquerque Artists Business Association), which offers professional development to artists and designers, including juried exhibitions, workshops, and networking with gallery / retail owners.

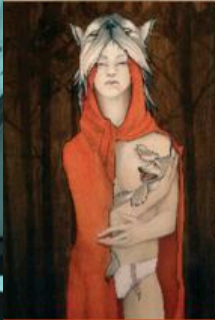
Recognizing that vision and opportunities for growth are critical to the ongoing success of our constituents, we are pursuing three more initiatives:

- Creative Leadership Institute will foster leadership skills in and for the arts and cultural community;
- Young Creatives Enrichment Program will partner with select schools and programs to guide and support our youth in exploring career options within the arts and cultural industries; and
- Albuquerque Design Incubator, in partnership with the University of New Mexico, will nurture necessary entrepreneurial skills for select emerging designers.



emerging creatives 1

GEA TV ABC AABA



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culture
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COMMUNITY EVENTS

To engage and enrich the vibrancy of our community, we:

- Remade the annual Creative Bravos Awards, our signature event, to celebrate and honor Albuquerque's most innovative, entrepreneurial and impactful creatives in the for-profit and non-profit sectors.
- Became a lead co-presenter, with the National Hispanic Cultural Center, of the annual month-long Women & Creativity. By and for women of all ages and backgrounds, events feature performances, lectures, fashion, poetry, arts, crafts, workshops and community building activities.
- Established the annual Savor Albuquerque: Arts, Culture & Cuisine, in collaboration with Downtown Action Team, Albuquerque Convention & Visitors Bureau and the City of Albuquerque. The Festival features 100 events at 50 venues in 10 days and is successful in bringing in visitors from outside New Mexico. Creative Albuquerque was the lead coordinator for the 2011 programming.

PARTNERSHIPS

Our success is dependent on the vision and commitment of several key individuals and entities. We are endlessly appreciative of our members and partners for their support over the last eighteen months:

516 Arts
abqARTS
Agile Group
Karen Alarid
Albuquerque Art Business Association
Abq Convention & Visitors Bureau
Abq Film Festival
Abq Independent Business Alliance
Abq Museum of Art & History
Abq Public Schools
Abq Youth Symphony
Lannie Alexander
Kip Allen
Maria Elena Alvarez
American Advertising Federation –
New Mexico
Americans for the Arts
Amy Biehl High School
Judy Anderson
Anthony Anella
Anonymous
Lynne Arany
Art in the Schools
Art of the Song
ArtSpark
Audience Building Consortium
Elmo Baca
Bank of Albuquerque
Bob & Wanda Becker
Ron & Trish Behrmann
Maria Bellis
David & Judith Bennahum
Councilor Isaac Benton
Bernalillo County
Mayor Richard J. & Mrs. Maria Berry
James Black / Trillion Space
Bon Won Frames
Robert & Yvonne Bovinette
Dick & Iris Brackett
Susan & Rich Braun
Mary-Ellin Brooks
Beth Brown

Beth Brown
Brian Brown
Sherri Brueggemann
Jo Bryant
Sherri Burr
David Cameron
David & Shelly Campbell
Shellene Campbell
Judi & Chuck Cadawaller, in memory of
Gordon Church
Barbara & Patrick Carr / Carr Imaging
Center of Southwest Culture
Dan Pucetti & Regina Chavez
Krystal Chavez
Katherine & Lannee Chilton
Hilma & Jim Chynoweth
City of Albuquerque
City of Albuquerque Public Art Program
City of Albuquerque Urban
Enhancement Trust Fund
Samantha Clark
Julia Clarke
Clear Channel Outdoor
Ellen Cline
Melissa Cole
Carol Condie
Andrew Connors
Contract Associates of New Mexico
Donna Lorraine Contractor
Pat Conway
Neal Copperman
Creating Something LLC
George Dallal
Dance Theatre of the Southwest
Patrick M. Davis
Marisa & Ramon de Aragon
S. de Falla
Dave Dekker / Studio SW Architects
Desert Design Machine Knitting Club
Marge Devon
Lawrence Wells & Patricia Dickinson
Margaret Disque



Debi Dodge
Don Mickey Designs
Downtown Action Team
Downtown Arts & Cultural District
Duke City Repertory Theatre
Nance Elsinger
Mr & Mrs JJ Evers
Peggy Favour
Loie Fecteau
Gail Feldman
Thomas & Chris Fenton
Emily Fine
Megan Fleming
Chantal Foster
Libby Foster
FosterMilo
Friends of Music
Friends of the Public Library, Inc.
Dan Fuller
FUSION Theatre Company
Steve & Beverly Gallegos
Lee Gamelsky
Nino Garcia
Garcia Subaru
John Garrett
Maria & Rod Geer
Geer, Wissel & Levy P.A.
Kristin Gentry
Renee Gentz
Mark Gilboard
Gary Goodman / Goodman Realty Group
John Grassham
Elizabeth Green
Tessie Greenfield
Dennis Gromelski / Zygote Pro-Creations
Kevin Hagen / Kevin Hagen & Associates
Cathy Haight
Mark & Stephanie Hainsfurther
Patti Harrell Hoech / Patrician Design
Jeff Hartzel
Cindi Heffner
Rich Henrich
Zack Herrera
Rochelle Higgin
Historic District Improvement Company
Nina & Guy Hobbs
Mara Holguin
Henry Holth
Jan & Bruce Hosea

John & Cathy Hubbard
Indian Pueblo Cultural Center
Geraldine Forbes Isais
Jentech Marketing
Webb Johnson
Orlando Lucero & BJ Jones
Elzbieta Kaleta
Norty & Summers Kalishman
Robert Katz
David & Stephanie Kauffman
Senator & Mrs. Tim Keller
Dale Kempter
Janet S. Kahn
KHFM
Kidstale
Clara Kilcup
KiMo Theatre
Kathleen Kinkopf
Lezlie Ann Kinney / Bright Ideas
Don Pizzolato & Kelly Koepke
Jay Koller / Solid State Designs
Fran Krukar
La Quiche Parisienne
Linda Laitner
Michael & Barbara Langner
Beth Larsen
Guy Le Sage
Jim Linnell
Barbara Lohbeck
Olivia Lumpkin
Helen & Chris Maestas
Laurie Magovern
Kristine Maltrud
Alex Curtas & Julia Mandeville
Marble Brewery
Marketing Solutions
Valerie Martinez
Masterworks of New Mexico
Chad & Laura Mathis
Linda McAlister
K.A. McCord
Dianne Cress & Jon McCorkell
Cara McCulloch
Frank & Pat McCulloch
McCune Charitable Foundation
Reeve Love & Rob McDaniel
David & Jane McGuire
Karen McKinnon
Gregory McPhedrain



Christopher Mead
John Mendenhall
Jeffrey Mettling
Don & Pamela Michaelis
Carol Mitchell
Brian Morris
Shirley Morrison
Kay & Tom Moses
MultiConcept Hospitality LLC
Museum of New Mexico Foundation Shops
National Endowment for the Arts
National Hispanic Cultural Center
John Dillon & Viv Nesbitt
New Mexico Arts
NM Arts & Crafts Fair
NM BioPark Society
NM Business Weekly
NM Department of Cultural Affairs
NM Green Chamber of Commerce
NM Humanities Council
NM Silk Painters Guild
New Studio A.D.
Craig Newbill
Rick Nickerson
Rebecca Okun
Tom Olesen
Opera Southwest
Margaret Otero
Petals Floral Design
Michiko Pierce
Neal Piltch
Plein Air Painters
Cara Potter
Pride Guide New Mexico
Quintessence Choral Artists of the Southwest
Quote... Unquote Inc
Sandy Hill & Rick Rennie
Rio Grande Art Association
John Robb
Eso Robinson
Judith Roderick
Len & Donna Romano / Ripe, Inc.
Harley Nester & Allan Rosenfield
Julie Rugg
Terri Salazar
Nancy Salem
Shelle Sanchez
Suzanne Sbarge
Carolyn Sedberry

Sid & Ruth Schultz
Paula Scott
Valerie Scott
Peter Shoemaker / Pinyon Labs
Dave Murley & Rebecca Shuman
Sidekick Productions
SMPC Architects
Ron Solimon
Donna Sosa
Southwest University of Visual Arts
John Sparks
Mr. & Mrs. Robert Stamm
Commissioner Maggie Hart Stebbins
Jeremy Varela / Sticky Productions
Christopher Goblet & Susan Stinton
Storm D. Townsend Sculpture Studio
Summit Construction
Sutin, Thayer & Browne
Tamarind Institute
Michael Tamasi / Tamasi & Associates
The Printer's Press
Maresa Thompson
Irene Urvanejo & Joni Thompson
Tinkertown Museum
Caroline Blaker & Travis Townsend
Eleanor Trabaudo
Carol Trelease
Turquoise Trail Performing Arts
Jim & Trisa Ulrich
United Way of Central New Mexico
UNM College of Fine Arts
UNM IFDM Program
Untitled Fine Arts Services
Kerry Upson
Jory Vander Gallien
Michelle Vidal
Suzanne Visor
Marietta Leis & David Vogel
VSA of New Mexico
Carla Ward
Weems Galleries, Inc.
Charles Wellborn
WESTAF - Western States Arts Federation
Bob White
Fran Whitside
Hugh & Barbara Witemeyer
Cathy Wright
Writer Gals
Lynn Slade & Susan Zimmerman



LEADERSHIP

Our board is representative of business, arts, culture, media, and education, among other creative enterprises. They and our staff are wholly committed to the community we serve and the fulfillment of our mission:

brian morris, *president*

nancy salem, *vice president*

libby foster, *treasurer*

helen maestras, *secretary*

kevin hagen, *immediate past president*

andrew connors

marisa de aragon

chantal foster

maria geer

mark gilboard

gary goodman

john grassham

rich henrich

geraldine forbes isais

kelly koepke

jim linnell

kristine maltrud

christopher mead

julie rugg

ron solimon

joni thompson

trisa ulrich

bob white

hugh witemeyer

ron behrmann, *emeritus*

regina chavez,

executive director & member of the board

julia mandeville,

programs & development coordinator

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.

creative albuquerque

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