



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.



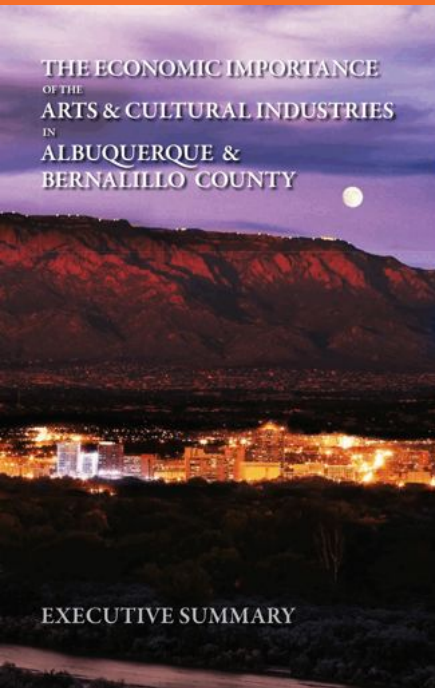
As you read through Creative Albuquerque's first *Community Report*, we hope you will be amazed by the expansiveness of our creative community and inspired to connect with the many opportunities that await you to work, play and live creatively.

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

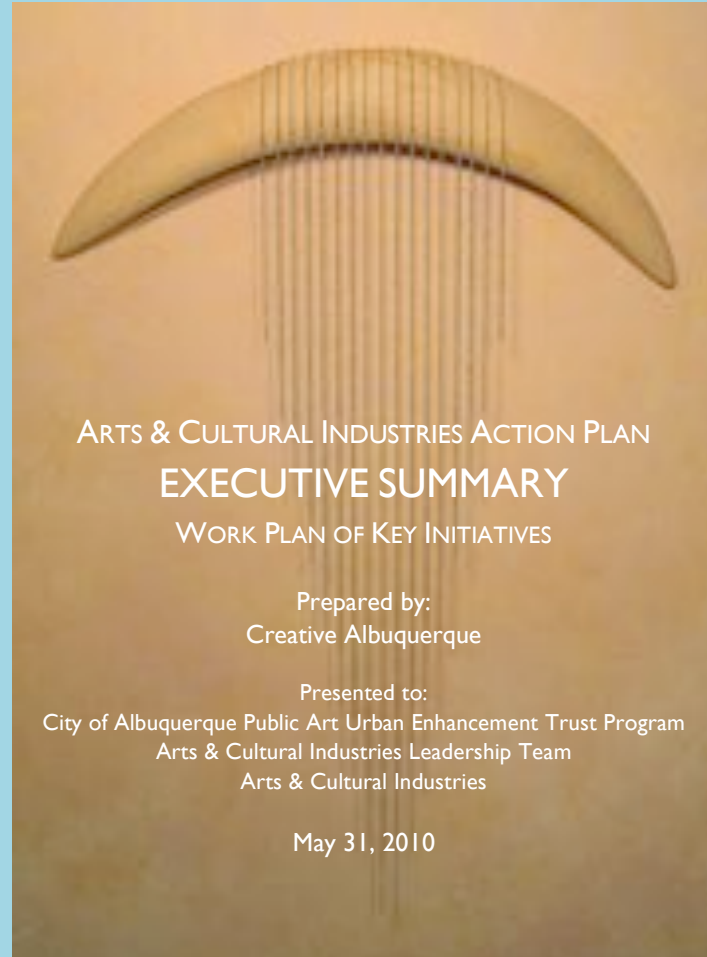
Community Events

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.



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 Hartzler
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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