



Creative Industries Accomplishments

OCTOBER 1, 2023 to MAY 31, 2024

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Jo'l Moore, Grant Facilitator

Rhona Espinoza, Belen MainStreet Partnership, Grant Partner



Meetings, Trainings and Workshops

Strategy 1

Belen Public Library - Saturdays at 10 a.m.

- | | |
|-------------|---|
| January 20 | 2024 Events Calendar planning for Arts & Cultural District |
| February 3 | Communications between Businesses / Branding your Business |
| February 17 | New Mexico Art in Public Places |
| March 2 | Economic Plan for the Belen Arts & Cultural District |
| March 16 | Accessing Broader Markets & Building Sales |
| April 6 | Grant Writing |
| May 4 | Preservation and Restoration of Historical Buildings |
| May 18 | Reflections and Next Steps for Creative Industries in Belen |



Meetings, Trainings and Workshops

- 8 Events
- More than 100 attended
- Broad Range and Reach
- Network and Capacity Building
- Clearinghouse for Vending Opportunities
- Increased Creative Industries contacts from 50 to 300 vendors and business owners



Large Scale Cultural Experiences

Strategy 2

9 Site Specific Events Supporting Creative Industries

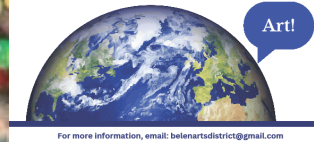
- October: Scarecrow Walk
Haunted House Maze
- November: Shop and Stroll; Galleries held Open House events
- December: Miracle on Main Street Christmas Market
- January: Belen's Matanza
- March: Balloon Art Walk on Becker
- April: Earth Day Art Walk
Hummingbird Festival
- May: Spring Garden Art Event

- More than 300 artists, crafts people, vendors and galleries opportunities to sell their products.
- Beside artisans, entrepreneurs included food trucks, breweries,
- wineries and musicians.



EARTH WALK
 Becker Avenue in Belén
 Saturday, April 20

Studio 508 - a vibrant six-artist gallery show, 12n-5p
 Books on Becker - for kids, FREE seed growing kit/books, 12n-5p
 Belen Art League - recycled art pop-up show, 12n-5p
 Smokal - art vendors and more, live music, shelter pet adoption event with fees paid, Candifreeze, Boca's Elite food truck, 10a-4p
 Old Becker Street Grill - Chavez Brothers Winery serving New Mexico wines and beers
 Silver-Bar Studios - exhibit of new work and work in progress, 12n-4p



Plus Performing Arts



Omar Villanueva

*Cost Share with
New Mexico Music
Commission



Debra Dockens

*Cost Share with
Friends of Belen
Public Library

Cisne de Nuevo Mexico

Local Youth and Creative Industries

Strategy 3

Local Youth and Creative Industries

Two Student Interns

- Planned and conducted art activities for “The Young Entrepreneurs” student classes
- Visited local galleries, attended openings and wrote reports of their experience.
- Created social media venues to showcase local artists and galleries
- Journalled and discussed issues that arose, both positive and negative
- Engaged in CI training and workshop sessions



Young Entrepreneurs Classes

- 8-week Program with H2 Academic Solutions
- Designed to teach them the basics of creating marketing tools using art techniques.
- Used various art forms to help the participating students: Develop a business brand; Create a logo; Design a mascot; and Write a slogan.
- Students then created business card prototypes, tee shirts and tote bags with their brands.



Local Youth and Creative Industries

Student Art Program

- 4 art Classes, 4 local artist instructors, 35 students
- The Student Interns recruited students to participate in classes
- Learned to use acrylics, mixed media, poured resin, and wood sculpture



Historic Downtown Infrastructure Improvements

Strategy 4

• Harvey House Lawn

- 60x34 Cement Pad and 2 Shade Structures
- 2 ADA paved pathways
- 6 benches
- 4 Shade Umbrellas

*Cost Shared with Friends of Belen Harvey House Museum



• Library Patio and Amphitheatre

- 2 Shade Umbrellas
- 18' x 18' Cantilever Commercial Shade

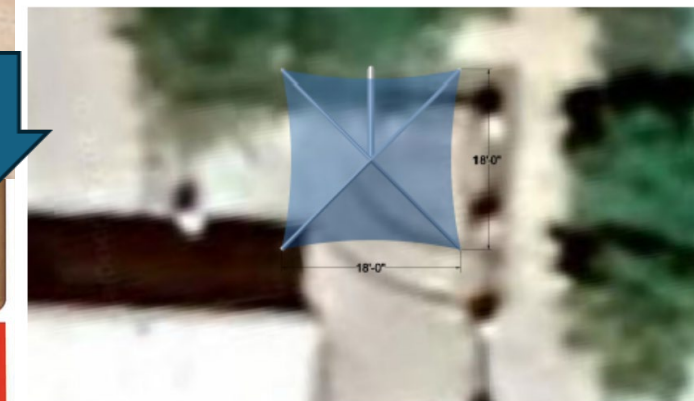
*Public Art
Enhancement by
Paula Castillo



* Cost Share with NM
State Library GO Bonds



Cedar FR



Books on Becker



- 8' x 10' Cement Pad
- ADA Picnic Table
- 2 Umbrella Shades
- 2 Benches

Southwest Model Railroad Museum

- Outdoor Bench



Diaper Changing Stations:

- Library Family Restroom
- Library Children's Restroom
- Books on Becker Restroom



**Diaper Changing
Station Inside**



Free Communications and IT Consultations

Strategy 5

Communications and IT Support



- Twenty-one Creative Industry Entrepreneurs Assisted
 - Facebook and Website
 - Flyers and Print Ads
 - Trademark Research
 - Websites and Online Marketing Strategies
 - Computer Hardware and Peripherals
 - Square Reader; Venmo, Velle, and Other Digital Wallets
 - Email Accounts and Passwords
- Promotion Plan Template for Becker Avenue Events



Wayfinding Map in Kiosks

Strategy 6

9 Informational Map Kiosks

1. Between Old City Hall and Belen Art League
2. Near the City Hall Gazebo
3. In front of Belen Public Library
4. In front of Belen Harvey House
5. Near Jaramillo Winery
6. At Belen Veteran's Memorial
7. At Belen Rail Runner Station
8. At Love's Travel Stop
9. First Street

* Cost Share with Belen MainStreet Partnership

- Map-size Laminator
- Corkboard



THANK YOU

to All our Sponsors and Collaborators!!

City of Belen

Belen MainStreet Partnership

Belen Art League

Silver-Bar Studios

Smokal Smoke Local LLC

H2 Academic Solutions

SouthWest Model Railroad Museum

New Mexico MainStreet

Belen Public Library

Whitfield Wildlife Conservation Area

Friends of the Belen Public Library

New Mexico Music Commission

Belen Harvey House Museum

Greater Valencia County Chamber of Commerce

Studio 508

Silent T Productions

Books on Becker

Valencia Co. Small Business Development Center

Valencia County Business Incubator

Paula Castillo, artist and educator

Valencia County Flying and Retrieval Society

New Mexico Historic Preservation Division

Friends of the Belen Harvey House Museum

Belen Public Library