



The Village of Magdalena

**Recipient of Creative Industries Division Grant,
New Mexico Economic Development Department**

Fund 18900 Dept. ZH5079 Bud Ref. 92324 Class H5079

Fiscal Year 2023-2024 Report

Prepared by

Grant Recipient

**The Village of Magdalena
Mayor Richard Rumpf**

Fiscal Agent / Administrator

**SCOPE/ Socorro County Health Council
Samantha Winters**

Project Coordinator

**Art Magdalena Collaborative
Catherine DeMaria**

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c. Outcome of the project to date



As a direct result of this funding. By the end of this month ART Magdalena Collaborative will have successfully launched four community art events and providing exhibition opportunities to over 70 artists and artisans. We've had, art festivals, art opening, artisan markets, music events, workshops for adults and children, and nine rotating public art installations as well as given material supported individual artists.

We've launched the **ART Magdalena New Mexico** website <http://www.artmagdalenanm.com> as a central location to promote community art events, galleries, individual artists and creative support business as well as established a social media presence.

We've had increased art sales, employed musicians, web designers, curators, exhibition installers, event coordinators, youth from our local high school, photographers, caterers, sign makers and filled the rooms in our local motels with visitors from around the state.

This funding has set the foundation of our creative community to continue with momentum. We will continue generate revenue though art educational tourism by hosting workshops. Some of our workshops were structured financially to be sustainable beyond our grant. Multiple business who purchased equipment such as Morning Star Native Jewelry has been training the next generation of Navajo Jewelers and we have pre purchased advertising for the duration of our 2024 art events.

We have supported each others business projects and come together as an arts community. These funds have allowed our artists to feel supported and valued for the creative contributions they bring to our community and the state of New Mexico.

1)

d. County and Location of the Project

The Village of Magdalena, Socorro County, and some workshop activities took place at Alamo Navajo Reservation.

e. Any anticipated job creation if applicable

Individuals were employed to facilitate the outcome of the project such as a photographer, gallery and studio assistances, event producers, workshop instructors, caterers, graphic designers, sign makers, web designers, curators, exhibition installers, and musicians.

f. An explanation of the community, stakeholder and industry participation?

Our project is design to have a broad reach. as possible including working creatives from our local community and around the state as well as the business that provide support to creatives. Our stakeholders included Art Galleries, Independent artists, web and graphic designs, restaurant/caterers, hotel/motel, venue rentals, musicians, performers, arts educators and state wide publications. We held four "community art events" which provided exhibition / sales opportunities to individual artists and artisans from around the state through four artisan markets. In addition our project provided educational and cultural opportunities to the community at large and visitors through exhibitions, performances, artists talks, public art installations and art making workshops.

Art gallery industry

Music industry

Design Industry

Publishing industry

Radio board cast industry

Hotel and restaurant industry

Venue rental

Tourism industry

g. Any overall economic contributions.

Sarita Johnson printed and published a series of zines at the Warehouse 1-10 Print Studio and was able to offer multiple products for sale.

Nicole White published her art book. Some copies were given, others were sold.

Warehouse 1-10 generated prints that were sold from their workshops and artwork that was sold from their exhibitions. C & S Morningstar native jewelry is using the equipment purchased with funds from the grant to produce their products that are sold.

As referenced in the Deliverables, a multitude of equipment that contributes to the art economy of Magdalena was purchased with funds from the grant. Those investments will stay here in Magdalena to facilitate further workshops and events. Microphones, lighting, plate cutter, solar lights, computer monitor, video monitor, work tables, etc.

h. Photographs of the project are referenced through out the deliverables. There is extensive documentation of the project on the ART Magdalena website

<http://www.artmagdalenam.com>

WAY OUT WEST WEEKEND IN MAGDALENA

THREE BANDS ONE EVENING AT WAREHOUSE 1-10
IN COLLABORATION WITH KIND OF A SMALL ARRAY

FRIDAY, JUNE 28, 7 PM

We're bringing back the hottest West Texas touring bands **BUTTERCUP**, NPR calls "jangly art rock for the left side of the brain" and **GARRETT T. CAPS** with **NASA COUNTY** "An unconventional new sound in country music, one that mixes the electronic, experimental hum of Kraftwerk with the cosmic hippie twang of Doug Sahm." - Rolling Stone. And for the first time Sunjammer. Hotter than Lone Star asphalt in July, San Antonio's new charred county rock posse.
\$25.00 at the door.

RESERVATIONS REQUIRED (Seating is limited)
Call 575-517-0669 110 North Main Street, Magdalena NM

- WANTED -
CURIOUS VISITORS FOR THE MAGDALENA
FRONTIER FESTIVAL

CROSSLINE RODEO (JUNIOR RODEO / TEAM ROPING), PARADE, GUN FIGHT, ARTISTAN MARKET, FOOD VENDORS, OLD TIMEY DEMOS & WORKSHOPS, EDUCATIONAL TALKS, AND MORE! FOLLOW @DISCOVERMAGDALENA ON FACEBOOK FOR MORE INFORMATION!

FAMILY FUN FOR EVERYONE!
NORTH MAIN STREET @ RODEO GROUNDS MAGDALENA, NM

SATURDAY JUNE 29, 2024 FROM 9AM - 6PM

EVENT SPONSORED BY THE VILLAGE OF MAGDALENA PHOTO BY LINDSEY TAYLOR

Sponsored by Magdalena Chamber of Commerce and The Creative Industries Division Fund through the New Mexico Economic Development Department

i. An explanation, or result of each deliverable laid out in “EXHIBIT B” including any relevant data such as number of participants, and identify the creative industries that were focused on as defined by the division as part of the project.

Advertising for four events

We have advertised in multiple publications, online through social media and art industry publications and on the radio for all our community events. We are in the process of pre-purchasing advertising for our fall events with the remaining advertising budget.

ART Magdalena Collaborative Community Art Events

Events

THE VILLAGE OF MAGDALENA



MAY 4+5 2024
SATURDAY & SUNDAY
10AM - 4PM

STUDIO & GALLERY TOURS, ART WALK, ARTISAN MARKET, QUILTS, WORKSHOPS AND DEMOS, SHOPPING, FOOD & DRINK, LIVE MUSIC & MORE! OFF HISTORIC HIGHWAY 60 + MAIN STREET. FOR FULL SCHEDULE AND DETAILS VISIT... WWW.ARTMAGDALENANM.COM
#ARTMAGDALENA #DISCOVERMAGDALENA



PARTICIPANT LIST BY LOCATION

HWY 60 / FIRST ST.

1) Tumbleweeds Diner
1408 Hwy 60 West
Art exhibition by Lorie the Nomad, food & drink

2) ZW Farnsworth
908 First St.
Blacksmith demo

3) La Posada Art Gallery
902 First St.
Art, Navajo rugs, jewelry, prints, photography

4) C & S Morning Star
803 First St.
Navajo art, jewelry

5) ES-PRESS-O
605 First Street
TRUNK SHOW CARAVAN
15 Artists and Crafters, espresso drinks

6) The Art Box
603 First St.
Paintings by Jenny Blomquist and photography and more by Studio Pison

16) Golden Spur Saloon
Highway 60 & Spruce
Old western photos and art, local history, food and drink

17) Highway 60 Trading Post
400 First St.
Visitor Center, western antiques, history

18) High Country Lodge
301 First St.
Art by Nicole White, paintings by Linda Mueller, jewelry showcase by Samyra Sinclair

N. MAIN ST.

7) The Market Place
105 N. Main St.
Local art, antiques, gifts

8) Charles Ilfeld Building
200 N. Main St.
Artisan Market, 20+ vendors, art, gifts, quilts, Kids Science Café photography, Backyard Kids Art

10) Warehouse 1-10
110 North Main St.
Exhibition featuring Hills Snyder, Estelle Roberge, Sarita Johnson, live music by The Dawn Hotel

11) Magdalena Public Library / Boxcar Museum
108 N. Main St.
Local museum

12) kind of a small array
106 N. Main St.
Michael Beltz drawings, a fundraiser for MEOWrefuge

13) Judy Richardson Studio
104 N. Main St.
Sculpture, drawings, photography

S. MAIN ST.

9) CWB Gallery curated by La Posada Gallery
104 S. Main St.
Exhibition "Portraits of the West"

14) Old Magdalena General Hospital / Michael Bisbee Studio
201 S. Main St.
Wall sculpture installation by Sigrid McCabe, art exhibit

15) Old S'cool House Gallery
5th & S. Main St.
Paintings by Pat McCombs

CRUISING MAIN
Public Art Installations located at Judy Richardson Studio, Warehouse 1-10, and Michael Bisbee Studio

Saturday
Artist receptions along North and South Main Street

- CWB Gallery / 5-6 pm
- Michael Bisbee Studio / 5-6 pm
- Judy's Studio / 5-6 pm
- Cruising Main / 5-6 pm
- Kind of a small array / 6-7:30 pm
- Warehouse 1-10 / 7-8 pm

Live music @ Warehouse 1-10 8 pm The Dawn Hotel \$10. Reservations recommended call 575-517-0669

Sunday
Most locations open 10am - 4pm

- Kind of a small array poetry reading at 2pm with Bruce Holsapple, Jules Nyquist, John Roche

WWW.ARTMAGDALENA.NM.COM

Scan QR Code for more details regarding each venue and participant, full event schedule and artist roster.



Paid for with the Creative Industries Division Funds of NM Economic Development Department

ART Magdalena Gallery and Studio Tour held May 4 & 5 2024

18 venues, over 70 participating artists and artisans. This encompassed four art galleries, three artisan markets,

Employed: Event producer, graphic designer and social media marketer, photographer, caterer, musicians, and sign makers. Rented venues and motel rooms for visiting artists, advertised in local and regional publication, social media, and radio.

Results: This successful event had over 100 visitors from around the state, as well as nearby states of Texas and Arizona. Galleries and vendors reported substantial sales. CRS revenue showed a 13% increase over the previous month. CRS revenue is expected to increase once the July reporting is in. Local hotels reported multiple occupancies and restaurants reported a large influx of visitors.

12TH ANNUAL

Holiday Arts & Crafts Show

local vendors | small businesses | great shopping | food | Music by Tom Hunt

Dec. 2nd, 2023
Starts at 10 am
Magdalena School
Fine Arts Center

Paid for in part by Creative Industries Grant
NM Department of Economic Development

Exhibitions & Art Events

Saturday, Dec. 2, 2023
La Posada de Maria Magdalena Gallery
Group Exhibition of Art Traditions
Magdalena Native Sons and Daughters
At CWB Gallery 104 Main St. Dec. 2, 2-6pm

Cruising Main

Outdoor Public Artwork along
North and South Main Street
Open Dec. 2nd – March 1, 2024

Saturday, Dec. 9 6-8pm
Kind of a Small Array
Michael K. Bisbee
"Once there but here today for you"
Photos and Multimedia

Saturday, Dec. 16, 6 pm
Magdalena Holiday Light Parade
Galleries and businesses will be open

Annual Christmas Holiday Craft Show

15 vendors approx. 22 artists and artisans' revenue from table rental \$360.

Employed: Event coordinator, set-up and take down helper, A musician.

Results: Approximately 75 attendees, vendors reported good sales. Attendees also visited other galleries and restaurant in the Village. Utilizing "partnership advertising" coordinated by ART Magdalena Collaborative we were able to promote multiple art events taking place in Magdalena during the month of December. We have pre-purchase advertising in the local paper for December 2024.



Fiber Arts Guild of Socorro County / Wini Labrecque

This event was well attended however we did not receive funds early enough to plan and implement an ad campaign. We are putting these funds to work for this October's Fiber Arts Exhibition by purchasing advertising in local and regional publications, printing of posters and post cards. We have invested in flags and signage to identify the venue. Based on previous events we expect the advertising will increase our attendance by 40%.

5)



ART MAGDALENA PRESENTS
WORKSHOP WEEKEND
JUNE 14, 15, 16 - VARIOUS LOCATIONS

Featured Workshops

- **Tapestry Style Weaving** by Wini Labrecque of **Enchanted Skies Weaving**; June 15
- **La Posada Art Gallery Watercolor Workshops** for beginners and intermediate artists with Fritz Kapraun; June 14 & 15
- **WAREHOUSE 1-10**, Print Studio / Catherine DeMaria, **Guided Polymer Photogravure Print Weekend** (Intermediate); June 14, 15 & 16
- **Raven Art Center**; Transformational Creativity, **YOU CAN PAINT Color Theory**, easy & fun watercolor painting (all levels, in person or live on-line); June 15
- **Jewelry Making Workshop** with **Kim Henkel**, Fabrication, Soldering, Direct Casting, Stone Lapidary, intensive workshop for beginners to advanced students; June 13 through 16

visit www.artmagdalenaNM.com
 for registration and info

Made possible through Creative Industries Division Funding New Mexico Department of Economic Development

Magdalena Workshop Weekend June 14, 15, 16 2024.

Additional workshops held March through June and more planned for fall of 2024.

This was one of our most successful investments. The concept of hosting workshops in our community generated so much interest by attendees and those offering workshops that we offered multiple workshops February through June, 2024 as well as during Workshop Weekend and have more planned for the fall. Workshops were attended by individuals from the local communities of Magdalena, Alamo, Socorro and Roswell, Mountainair, as well as from other parts of the state. Some workshops were held on site at Alamo Navajo Reservation and employed a local resident artist. This is a sustainable business expansion for the creatives in our community and a way to offer opportunities to art educators and students of all ages from around the state. An addition to the benefit of artists learning new skills some also produced art that is now being sold through our local galleries, giving us an increase in Gross Domestic Products. And, multi-day workshops benefited local lodging and restaurants.

Workshop funding recipients



Warehouse 1-10

Warehouse 1-10 secured the necessary equipment and supplies to teach a variety of printmaking techniques and make its print studio available for rent by students who have taken their printmaking workshops. This created two additional revenue streams for the gallery adding to its sustainability. In addition to this we have taught viable skills to artists, will

Results:

We hosted **two, three-day workshops** for a total of **eight participants** who are now trained and can rent the print studio to produce more work in printmaking. Two additional workshops are planned prior to November 15th. Warehouse 1-10 will use its facility to host additional workshops relevant to the art community in subjects such as Photoshop and Social Media Marketing. Workshop attendees created work that will now be sold through the gallery as well as other galleries in the community. The workshops created a revenue stream over **\$1500 including gross receipts tax** and will be self-sustaining moving forward. We also were able to give two \$100 scholarships to two students in need.

Employed: Two Workshop Instructors, Workshop Consultant and Set-Up Helper.



La Posada de Maria Magdalena (LPDM)

La Posada conducted four painting workshops at Alamo Navajo Reservation Feb thru April 2024 with a total of **nineteen participants** including teens and adults. Each workshop was 6 hours long with a focus on creating art for commercial sales. All workshop were offered free to the community. The funding paid the workshop instructors and LPDM earned income through sales of art at its gallery and through rental of its' Airbnb rental to workshop participants. LPDM will continue doing workshops in this format through the fall of 2024. This will now become a prominent part of our gallery and Casita rental business. LPDM conducted workshops in its Magdalena Gallery and on site at Alamo Navajo Reservation where it employed a local resident artist to teach the workshop.

Workshop series 1, February through April

Alamo I Introduction to watercolor painting

Alamo II Introduction to acrylic painting

Alamo III Painting for the retail market: composition & presentation

Alamo IV Careers in commercial art

Presentation of opportunities in architecture, architectural portraits, Southwest art and the tourist market.

Employed: Two workshop Instructors

La Posada Workshop Series 2/ May to present

La Posada Gallery in Magdalena for adults.

Participants totaled 22.

La Posada I / Introduction to Watercolor

La Posada II / Introduction to Watercolor

La Posada III / Introduction to Watercolor

La Posada IV/ Introduction to Watercolor

8)

This free workshop series presented **Opportunities in Commercial Art Careers** for the participants. A portion of the participants came from the Magdalena Public Schools and the Magdalena Public Schools Summer Program. The gallery also runs an Air BnB and was able to generate income because some participants used it as their lodging. Some participants also purchased artwork from the gallery during their stay.

Employed: one instructor, Air BnB income, Gallery purchases

Jewelry Workshop

June 13-16 9am-5pm



**Fabrication
Soldering
Direct Casting
Stone Lapidary**

Have you ever wanted to make your own jewelry?
This class teaches the basics of jewelry making techniques - piercing, soldering, texture, surface manipulation, stone setting, finishing work and fabrication of findings.
Learn to incorporate these skills into your own designs. You will leave class with several completed projects.

**Beginners to
Advanced Students**

\$450
Register by June 4
\$100
Deposit. Secures your spot

Kim Henkel
480-518-0713
Instruction will be at
KH Studio • Magdalena, NM



Kim Henkel Jewelry Silversmithing Workshop

Kim Henkel hosted a four-day intensive jewelry- making workshop.

“I’ve always wanted to have a space in my studio to teach small classes and share my skills, tools, machines, and materials. Receiving the grant gave me the opportunity and encouragement to do this by providing the upfront funds to purchase the necessary equipment and supplies. I now have a jump start to do more workshops with my next one planned for July.

Results: Two students/ generated over \$800 in income.
Upcoming workshop/July



WEAVING WORKSHOP

TAPESTRY STYLE WEAVING

Learn the basics of weaving in this 1 day workshop. We will use a frame loom with Churro wool yarns to create a freestyle weaving you can hang on the wall. We will review terminology, basic weaving techniques, different joins, patterning and finishing. All materials provided along with use of frame loom. Loom may be purchased for a small fee should you wish to continue exploring this art form at home.



Saturday
June 15, 2024
9:00 – 4:00

Fee \$100.00
Workshop Limited
to 6 people

Location:

CWB Gallery
South Main Street
Magdalena, NM

Register in Advance
724-272-4285 or
email
strwvr@gmail.com

ENCHANTED SKIES
WEAVING

PO Box 302
Magdalena, NM 87825
724-272-4285
strwvr@gmail.com

Wini Labrecque Weaving Workshop

A one-day workshop on tapestry style weaving with joining techniques

Having the grant aided in keeping the workshop price down for participants, allow more to be able to afford to attend. It also generated enough interest for me to offer a two-day class in the fall.

Results: Four Participants. Affordable workshop generated \$400. In income.

Employed: Workshop Instructor



Nicole White / Raven Art Center

I held two in person workshops and two remote workshops for a total of 19 participants. The grant allowed me purchase professional grade art supplies as appose to student grade. Doing this allowed students to experience the difference in quality. The classes focused on color theory and use of professional supplies to improve the quality of their art. The grant also allowed me to give free copies of my book to each student.

Free Kids Art Workshops
Every Friday in April
10am-4pm
Lunch Included
Taught by Judy Richardson
at her studio:
104 N.Main St. (behind Evetts)
Drawing, Painting,
Sculpture, Costumes
All Kids Welcome!
Questions? judyellenr@gmail.com



Magdalena Kids Backyard ART

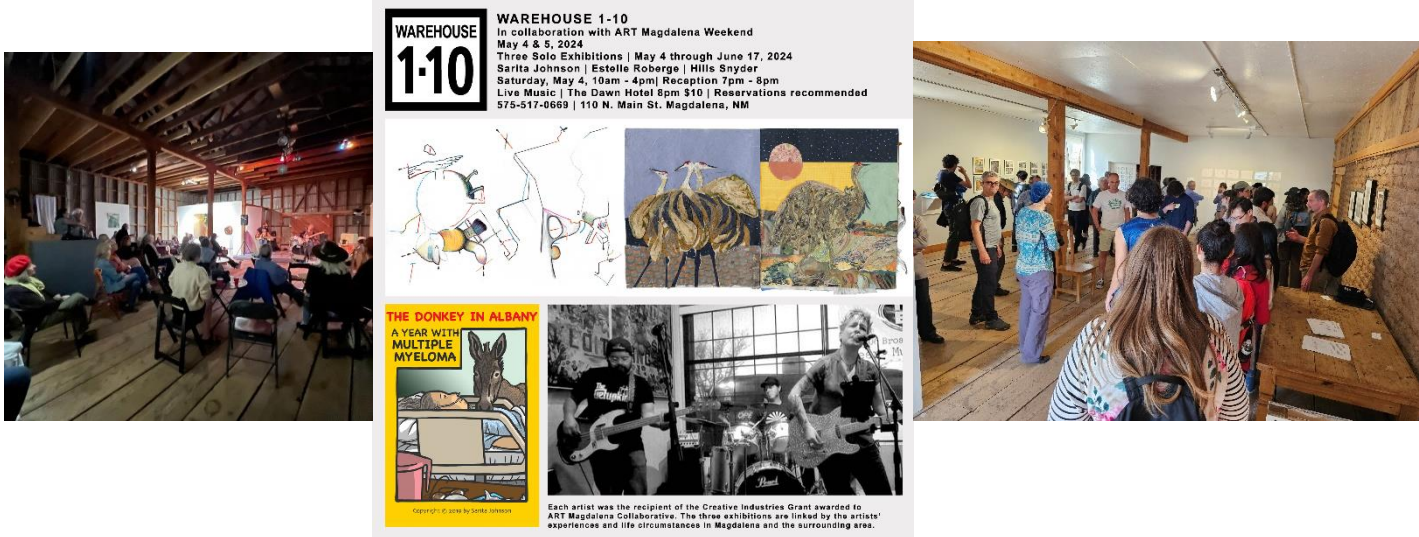
Four Fridays in April 2024 All day workshops with 10 students. Originally the workshop was going to take place outdoors but due to the spring wind we moved it indoors to the instructor Judy Richardson's sculpture studio. The class took precedence to any other work being done in the studio for the month but it was well worth it!

We hope one day we can have a space in the community to have an after-school art program.

Employed: Workshop Instructor, Four Highschool Student Helper.

Results: Elementary school students made installations, sculptures, paintings and drawings with the help of attentive assistance and a great array of supplies thanks to the grant.

Art Galleries and Artist Owned Businesses



Warehouse 1-10

Warehouse 1-10 is having an exciting year. Thanks to the Creative Industries grant we had featured two exhibitions, two music performances, a dance performance, an artist talk, secured specialized equipment for our printmaking studio, held two three-day printmaking workshops, and featured the work of twenty-eight artists and eleven astro photographers. Our current exhibition features the work of three local artists who are recipients of the Creative Industries Fund, **Estelle Roberge, Sarita Johnson and Hills Snyder**. Our fall exhibition will feature the work artists are producing in our printmaking studio. These exhibitions have generated significant sales for the gallery and artists.

We have been able to hire professional designers, paid co-curators, and an exhibition installer as well as advertise our exhibitions, events, and workshops. Thanks to the extended time to use our allotted funds we will continue to make improvements to our website, secure additional advertising, purchase equipment for our upcoming workshops such as a computer monitor for Photoshop Instructions, a metal cutter for polymer photogravure plates for the Gravure Workshop and additional work tables.

Employed: Two Co-curators, Graphic Designer, Exhibition Installer and Caterers.

Additionally, we spent funds on lodging visiting artists, advertising in professional regional art publications,

Attendance: Both exhibitions have been seen by over 300 visitors from around the region during opening, music, events, and gallery hours. Our artists talk averaged 30 people and our music events average 45-60. Some of our openings were coordinate with the other galleries in our community such as kind of a small array, Cruising Main and La Posada in order to reach a broader audience.

<http://www.warehouse110.com>

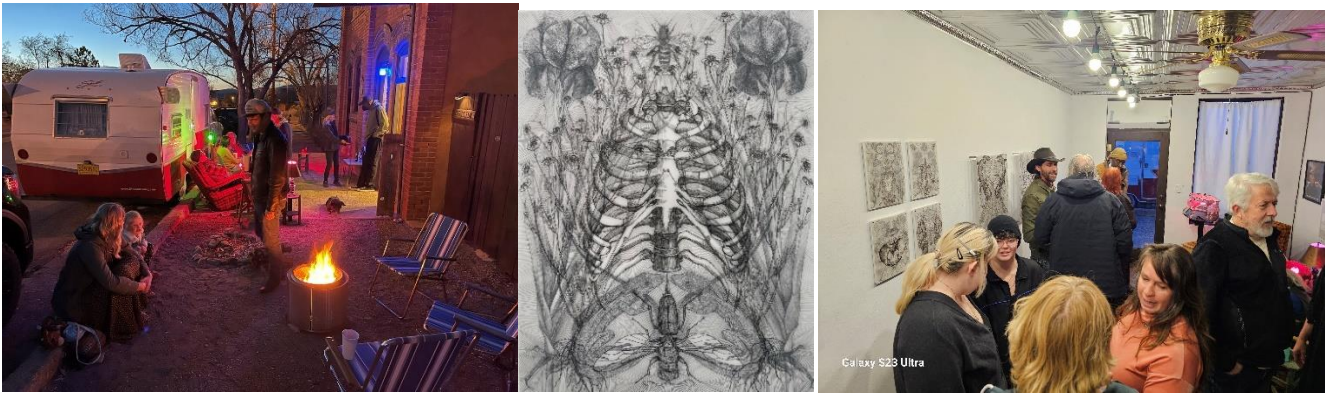


La Posada de Maria Magdalena

La Posada had three major exhibitions and two series of workshops. The exhibitions were *Portraits of the West*, *Native Daughters and Sons*, and *A Retrospective of Louis De Mayo*, all with traditional Southwest and Native themes. Each show had an opening reception for the public. The funds from the grant allowed the gallery to **rent a second exhibition space** along Main Street, advertise their exhibitions and workshops and generate significant sales. For example, **Grace Dobson sold a 23-carat icon for \$5,500** and the sale of works by Alamo Navajo Weavers.

Employed: Two workshop instructors, one caterer, one exhibition preparator, rental of a second exhibition space along Main Street for three exhibitions.

Attendance: 45-60 per opening over 100 during gallery hours.



Kind of a small array was able to present five exhibitions, one house concert and one poetry reading with the funds from the grant. The gallery purchased a video monitor to exhibit digital work, pay six months' rent, pay for the artwork to be transported from the artists' studios, and provide lodging for six nights for out-of-town artists. Residual contributions to our local economy included meals at our local Tumbleweeds Diner, 14 nights booked at High Country Lodge by visitors, and drinks purchased at the Golden Spur Saloon after the gallery openings.

Attendance: 40-60 per opening over 80 during gallery open hours.



C & S Morning Star Jewelry and Design, a native owned business produces traditional silver jewelry and is passing the tradition on to the next generation of Navajo Jewelers. With funds from the grant they were able to purchase materials and specialized tools. These tools were used to aid their grand son in creating a portfolio of jewelry that enabled him to receive a full scholarship to The Southwestern Indian Polytechnic Institute. In addition to this they are producing more jewelry to be sold in the Magdalena Store and through other sales venues.

Independent artists



Estelle Roberge

The grant allowed me to purchase quality framing stock to frame my work for two exhibitions. This has been a tremendous help in creating a professional presentation for my work in galleries and museums. My work is currently exhibited at Warehouse 1-10 in Magdalena along with other grant recipients where I have had multiple sales. I was also able to frame work for an exhibition in, New Orleans Photography Alliance: Where Photography Meets Collage, Louisiana.



Sarita Johnson

The Creative Industries Grant could not have come at a better time: Little did I know that my wife, Susan, was dying when I was awarded the CIG and that this grant would spur me on to continue working on the graphic novel A DONKEY IN ALBANY. I'd begun the book 13 years earlier about her first year with multiple myeloma.

The grant also made it possible for people in the Magdalena community to see the first chapter on display at the Warehouse 1-10 gallery; most people had no idea I'd been working on this story.

Equally exciting is that the grant allowed me to finish and publish, as zines, two other graphic novels: **STELLA** and **ANSWER** that are now for sale in at Warehouse 1-10 and in a bookstore in Albuquerque. Speaking of marketing, with some of the money from the CIG, I was able to hire a consultant who is helping me to sell my zines digitally.

Susan did pass away during the life of this grant. I was grateful to have the distraction of preparing for the show at Warehouse 1-10 and finishing the other two graphic novels. Yet, I was able to remain close to Susan, expressing my unending love for her as I continue working on the story of her life with cancer.



Jenna Bloomquist

The portion of the Creative Industries grant awarded to me and other Artisans in my community has had an extremely positive impact on my practice.

A single mom of two, I work various other jobs in addition to my art practice. A working artist for decades, I've always just "done without" some of the more essential supplies—somehow always ending up putting my income from my art sales elsewhere.

I've been painting and drawing on very flimsy stands for the entirety of my life— with the money from the Creative Industries Grant I was obliged to purchase a real easel for my painting practice and a fabulous drawing table and light for my drawing/ink practice!

This was just phenomenal for me and it means so much to feel worthy of this money— thank you to everyone who made this possible, GRATEFUL!!!



Magdalena Stage / Caralyn Snyder

This funding allowed us to purchase needed sound and lighting equipment and the rights to perform two plays. We performed **Diary of Ann Frank** in December of 2023 and will perform **Love Letters** by A.R. Gurney in the September, 2024.

Results: Diary of Ann Frank had three performances. Two performances were for the general public and one was a private matinee for the Magdalena Municipal School Highschool English Class.

Attendance: over 70



Cruising Main

The Creative Industries Grant allowed my outdoor public art exhibition program, Cruising Main, to thrive! We presented **three shows of three artists each, and one more to come in August with the funds**. Each exhibition included a stipend for each artist, lodging for out-of-town artists in a local motel or hotel, postcards of each artist's work to promote the show, signs made for the individual artists' exhibition boxes and food for each opening reception. I was able to be paid a modest fee for administering the program. Many people, both local, from around the state, and from other parts of the country attended the opening receptions for each show and reveled in the quality and diversity of the work. In our village there are many different kinds of people, and some who might feel uneasy about entering a gallery or museum. But when the artwork is outside and always visible (even lit at night) we as artists can share a little of what we do with everybody. Our opening were coordinated with other gallery opening such as Warehouse 1-10 and kind of a small array. This enables each of us to combine our promotion in order to have a larger audience.

Employed: 9 artists, one administrator

Attendance: 60-100 per opening

Support Business

Osiris Navarro Web and Advertising Design

Osiris's design services are an integral part of the overall success of the execution of the Creative Industries Grant. She created and maintains the ART Magdalena website, designed multiple ads for print and social media for all ART Magdalena Collaborative events such as ART Magdalena, Workshop Weekend, ads for individual business, events and social media marketing.

All the ad's you see in this document were designed by Osiris Navarro

View the <http://www.artmagdalenanm.com> website.

Carol Brackman

Creative Industries Grant allowed us to purchase specialized equipment for our personalized marketing business. We are now able to produce T-shirts, plaques, and 3-D objects for business marketing. As a result, we have been able to secure accounts with the Village of Magdalena and other local business. In addition to this we have created merchandise such as T-shirts and souvenirs to sell through our motel business.

Expenditures Report as of 6/25/24

Category	Beginning Balance	Ending Balance	Remaining
SCOPE 10% Administration Fee	\$ 10,000.00	\$10,000.00	\$ -
Community Art Events Budget	\$ 14,000.00	\$7,484.43	\$ 6,515.57
Art Galleries and Artist Owned buisnesses	\$ 34,000.00	\$25,756.06	\$ 8,243.94
Fiber Arts Guid 3rd annual quilt exhibition	\$ 3,000.00	\$259.32	\$ 2,740.68
Magdalena Christmas Craft Show	\$ 2,400.00	\$1,549.68	\$ 850.32
Magdalena Kids Backyard Art	\$ 2,500.00	\$2,500.01	\$ (0.01)
Fee Based Programs/Workshops	\$ 12,400.00	\$10,460.16	\$ 1,939.84
Ongoing Art Projects	\$ 8,500.00	\$8,491.79	\$ 8.21
Independent Artist Workshops	\$ 3,000.00	\$3,013.30	\$ (13.30)
Independent Artist Materials	\$ 3,200.00	\$3,200.00	\$ -
Support Buisness	\$ 7,000.00	\$7,412.59	\$ (412.59)
			REMAINING
BALANCES	\$ 100,000.00	\$80,127.34	\$ 19,872.66