

## **“PAINT THE TOWN” PROJECT STATS:**

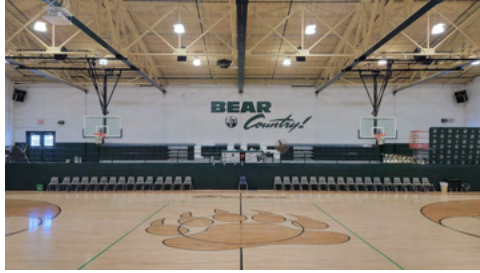
- \$25,900 spent on “Greetings from Cloudcroft” mural #1
- Over 450 hours spent on the wall and in the classroom
- 9 student artists engaged in the creative process and mural completion
- 16 topics covered including but not limited to: client management, color theory, mural design, material procurement and project bidding
  
- \$31,022 spent on “Bear Pride ” mural #2
- Over 425 hours spent on the wall and in the classroom
- This is the largest mural of the project spanning over 1530 sq.ft.
- 5 student artists engaged in the creative process and mural completion
- 16 topics covered including but not limited to: client management, color theory, mural design, material procurement and project bidding
  
- \$28,186 spent on “Birds of a Feather ” mural #3
- Over 438 hours spent on the wall and in the classroom
- This is a highly interactive mural offering 4 themed photo opts
- 3 student artists engaged in the creative process and mural completion
- 16 topics covered including but not limited to: client management, color theory, mural design, material procurement and project bidding
  
- \$5750 spent on Capstone Projects
  
- \$5000 spent on scholarships to Cloudcroft Art Workshops
  
- \$4125 spent on Art Hike Map

## **“PAINT THE TOWN” PROJECT UPDATES:**

The first mural in the “Paint The Town” project was completed on December 15, 2023. Located on the South side of the Burro Street Exchange, this mural garnered a lot of attention from the local community. There were a total of 9 students engaging in the apprenticeship opportunity for this mural project. Project photos of the lead artist, Samantha Odom-Dodd, and a number of the project participants can be found below. Additionally, time sheets can be provided upon request.



The second mural was completed on March 2, 2024. Located inside the High School Gym on the long north wall spanning the length of the court. The creation of this mural was a daily highlight to high school students and staff. Five students joined on as apprentices for this ambitious piece of art, taking on the largest mural of this project. Project photos of the lead artist, Samantha Odom-Dodd, and a number of the project participants can be found below. Additionally, time sheets can be provided upon request.

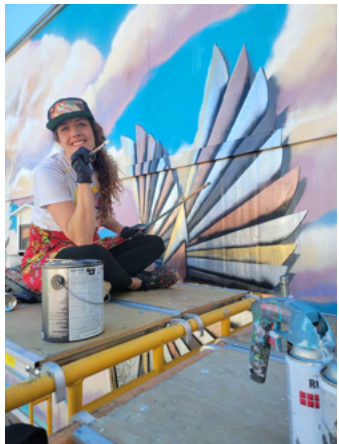






The third mural was completed on May 27, 2024. "Birds of a Feather" is located on the side of Old Barrel Tea of the Burro Street Exchange building. Three students completed the commercial art course and learned how to use spray paint. This mural offers 4 different interactive wings, each with a different theme (nature, man's ambition, raven rebirth, and native New Mexico) designed by the students. Crowds can be seen daily taking photos with this large work of art. Time sheets available upon request.





2 students completed capstone projects in April 2024. The following are their reflections of their experiences:



Lydia Ray Boverie, Capstone Project, Men's Public Bathroom

I was given the opportunity to work with Samantha Odom Art on her grant project "Paint the Town." I went through the program Commercial Art: Murals, Start to Finish one and a half times. I assisted with a large mural in the gym of Cloudcroft High School and I also did a capstone project of my own in the men's public restroom in Cloudcroft Village. This was my first time taking part in a mural, or even a piece this large; it was a whole new endeavor and, frankly, out of my comfort zone.

The curriculum is 15 lessons and each was valuable. Lesson three is Determining a Project Budget. This was the lesson I felt I learned the most. Art is such a whimsical idea in peoples' heads, the business side is often not considered. If it is, it's likely handed off to someone who knows more about "how to run things". Being taught how to properly budget and manage the professional aspects of being an artist was empowering. I was stretched to do the math, but I was also stretched to value myself and the work I put forth. Artists are often seen as people who can barely afford to live, but by learning how to budget and understanding our worth, this doesn't have to be the case.

Lesson 12 Color Mixing was the only lesson done in a group setting and was my favorite. We, the students, were given four colors (yellow, red, blue, and white). Colorful pictures were provided and our assignment was to select a few colors and recreate them with our paint. It was so interesting to see the order in which individuals would select the colors they chose to mix. Different people had different tool preferences; some were messier than others. It was fun to watch them play off one another and peek at their neighbors' palette. Everyone's take home piece was the same, but with each person's own touch. . The students left more confident in their abilities and perspective due to the unexpected challenge. It was a great way to learn about how personal art is to each artist.

During my capstone project, I learned a lot about myself as an artist. I have always known I love the way texture and light interact so I used modeling paste to add two different textures to the beard and antlers of the elk. This is a technique I now plan to incorporate often in my own work. I learned I like being able to work with a mirror in order to make adjustments and see things from a different perspective.

Samantha had great tips and tricks that can only be discovered through years of doing this work and many of them are laid out in the foundations of this course.

Juliana Brinegar, Capstone Project, Women's Public Bathrooms

Working with Sam Odom for this internship has been such a unique and life changing experience. Through this opportunity, I have made strides in my ability as an artist and not only that, but it has made me realize more fully my



potential as a creative and in my calling at large. If it weren't for this opportunity, I would not be the person I am today.



This internship has taught me so much and pushed me to better myself in ways that I would not have been able to do otherwise. From deepening my understanding of color theory and design to the principles of marketing and client interaction, I am confident that I now have the necessary tools needed to go out and make a statement as an artist in the public sphere. I have come to know and accept my self worth as a creative and am becoming a better businesswoman because of that.

Perhaps more important than my growth as an artist through this internship has been my growth as a person. The two biggest lessons that I have learned during this process have been lessons of gratitude and respect. Whenever I look at any piece of art, whether that be a mural, refined craftsmanship, architecture, etc., I am humbled and awed because I now know how much work and energy go into creating beauty. I am grateful that beauty is still valued as much as it is and I pray that it will continue to be valued. I believe that beauty can change the world, and through this internship I am able to add just a little more beauty to a world that desperately needs it.

The Village has been working with the Cloudcroft Art Workshop (CAW) to formalize the scholarship component of the grant package. The designated funds are currently covering tuition to the summer Cloudcroft Art Workshop program for 10 aspiring or active artists in the area. These ten \$500 scholarships help local artists learn how to focus their creative energy and develop their artistic skill sets. All classes will be held by the end of August 2024.

**\$500 ART SCHOLARSHIP**  
 TO ATTEND CLOUDCROFT ART WORKSHOP OF YOUR CHOICE

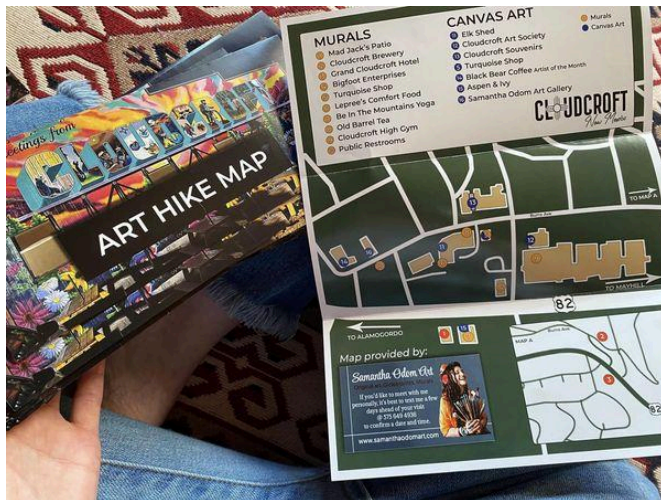


**DEADLINE**  
**03-15-2024**

**BOTH WRITTEN OR ONLINE APPLICATIONS ARE BEING ACCEPTED**

Winning applicants will receive a \$500 scholarship check paid directly to CAW. If class cost is under \$500, extra funds will be donated to CAW. If class cost is over \$500, awardee will be responsible to cover extra expenses.

The community Art Hike Map highlighting all murals and canvas art was designed by a local graphic designer and printed in May 2024. It is currently available at many local Cloudfcroft businesses and has received popular feedback. A section of the map attempts to match working artists with business owners or residents who desire artwork or murals. The map features photos of the 3 grant murals and 2 capstone projects.



In May 2024, a Grant Execution/Process Video was published and shared. A videographer documented and told the story of the Paint the Town Project and those involved. [Village of Cloudfcroft's "Paint the Town" Grant Impact](#)

## **“PAINT THE TOWN” PROJECT FEEDBACK:**

With the completion of our first project mural, the program has evolved to form deep creative connections with budding artists in the Cloudcroft area. Some feedback from program participants can be found below.


### *Mural #1 “Greetings from Cloudcroft”*

- *“Working with Sam Odom on this mural inspired me so much in my creative journey and taught me to think big and strive towards excellence” -Student Artist*
- *“This project was fun. I learned about how artists coordinate on larger projects and how a price depends on various factors and what those factors are. The team I worked with was extremely kind so learning and figuring out what I had to do was enjoyable.” -Student Artist*
- *“I realized how fun working with different mediums was, like before I’d only really been comfortable with acrylics on a canvas in terms of painting but I was encouraged to use different methods and I liked branching out a bit” -Student Artist*
- *“I learned that no matter the skill level, there is always room for improvement.” -Student Artist*

### *Mural #2 “Bear Pride”*

- *“I had an amazing experience working with Samantha Odom. I learned many things, but one of my favorite things was the importance of values of colors of paintings.” -Student Artist*
- *“This mural was a great opportunity for me to help improve the school that I have been going through for so long. I can’t wait to come back from college and see, along with future high schoolers.” -Student Artist*
- *“I’ve learned to take a step back and look at the full picture before moving on to the next step or trying to fix something.” -Student Artist*
- *“There is so much that goes into a project like this. Being able to watch the mural go from its beginning stages all the way to completion gave me such a good insight into how something this large happens logically. Being able to witness the process was such an honor.” -Student Artist*
- *“I learned you must step back to really look at your work and analyze it. I also didn’t realize how quickly the mural would go up.” – Student Artist*

## **“PAINT THE TOWN” MEDIA ASSETS:**

- Mural #1 Video: [WATCH HERE](#)
  - Mural #2 Video: [WATCH HERE](#) <https://fb.watch/qLcJXbQC3u/>
  - Mural #3 Video WATCH HERE  Village of Cloudcroft's "Paint the Town" Grant Impact
  - Photos: [LINKED HERE](#)
- [Cloudcroft Bear Pride: New Mural Thanks to State Grant \(cloudcroftreader.com\)](#)